

MARKET PROFILE Greenwood St/ Morningside Ave Commercial District Morningside



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
39

Number of Employees:
227

Employees/Residential
Population Ratio*:
0.10:1

Major Commercial Industries:
Eating and Drinking Places, Health
Services, Health Care & Social
Assistance

For more information on the
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$5,745,832	\$0	\$5,745,832	100.0	0
Furniture & Home Furnishing Stores	\$956,067	\$0	\$956,067	100.0	0
Electronics and Appliance Stores	\$892,889	\$0	\$892,889	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,630,068	\$1,515,722	\$114,346	3.6	1
Food and Beverage Stores	\$5,113,314	\$323,637	\$4,789,677	88.1	1
Health and Personal Care Stores	\$1,697,656	\$978,312	\$719,344	26.9	1
Gasoline Stations	\$2,742,250	\$0	\$2,742,250	100.0	0
Clothing & Clothing Accessories Stores	\$1,508,301	\$0	\$1,508,301	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$784,747	\$0	\$784,747	100.0	0
General Merchandise Stores	\$4,089,058	\$0	\$4,089,058	100.0	0
Nonstore Retailers	\$556,686	\$0	\$556,686	100.0	0
Food Services & Drinking Places	\$2,814,380	\$66,010	\$2,748,370	95.4	1

**Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. The Leakage/Surplus Factor measures the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. The NAICS is used to classify businesses by their primary type of economic activity.

*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Greenwood St/ Morningside Ave Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	2,198	2,216	2,218
Households	1,017	1,053	1,060
Median Age	40.1	42.5	44.3
% 0-9	10.8%	10.8%	10.0%
% 10-14	4.0%	5.2%	5.2%
% 15-24	11.6%	9.2%	11.2%
% 25-34	17.7%	13.1%	11.8%
% 35-44	12.2%	15.8%	12.7%
% 45-54	14.2%	11.3%	13.4%
% 55-64	12.8%	13.3%	11.7%
% 65+	16.8%	21.3%	24.0%
Median Household Income	***	\$54,970	\$59,022
Average Household Income	***	\$66,654	\$73,613
Per Capita Income	***	\$31,570	\$35,066
Total Housing Units	1,082	1,104	1,107
% Owner Occupied Units	66.6%	64.6%	65.7%
% Renter Occupied Units	27.4%	30.7%	30.1%
% Vacant Housing Units	6.0%	4.6%	4.2%
Median Home Value	***	\$165,068	\$207,303

Traffic Count Profile	Closest Cross-Street	Count
Baker St	Gallatin St	4,389
Baker St	Morningside Ave	2,728
Baker St	Ballard Way	3,755
Butler St	Jancey St	10,657

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2015 unless otherwise noted.

2021 Households by Disposable Income	
<\$15,000	8.6%
\$15,000—\$24,999	15.9%
\$25,000—\$34,999	12.4%
\$35,000—\$49,999	17.8%
\$50,000—\$74,999	21.5%
\$75,000—\$99,999	12.4%
\$100,000—\$149,999	10.4%
\$150,000+	1.0%
Median Disposable Income	\$44,903

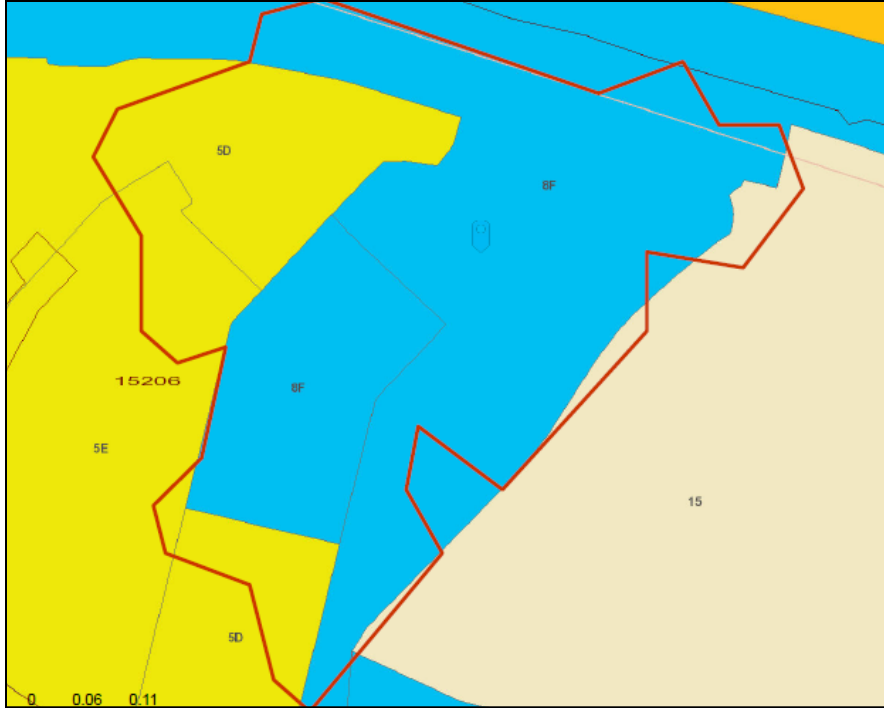
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	6.0%
High School Diploma or Some College	41.1%
Associates Degree	5.6%
Bachelor's Degree	27.8%
Graduate or Professional Degree	19.4%

Spending Potential Index	
Apparel and Services	74
Computers and Accessories	N/A
Education	67
Entertainment / Recreation	74
Food at Home	74
Food Away from Home	73
Health Care	76
Household Furnishing and Equipment	73
Personal Care products and Services	75
Shelter	73
TV/Video/Audio	75
Travel	71
Vehicle Maintenance & Repair	77

Note: The Spending Potential Index is household-based, and represents the asset value or amount spent for a product or service relative to the national average of 100. Values higher than 100 indicate spending above the national average, and values lower than 100 indicate lower spending than the national average.

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ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 45
- Transit Score: 47
- Bike Score: 59

* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see <http://www.walkscore.com/>

TAPESTRY SEGMENT DESCRIPTIONS

Old and Newcomers

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

Rustbelt Traditions

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Midlife Constants

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. **More information on tapestry segments and segment descriptions can be found at:** <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.

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Morningside Neighborhood

URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small- and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at lmorris@ura.org or visit us at www.ura.org/pages/businesses-entrepreneurs.



Contacts

Morningside Area Community Council:
www.morningside-pa.org

Urban Redevelopment Authority of
Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 unless otherwise noted. ¹Data applies to neighborhood boundary and not study area. Source: PGHSNAP, Dept. of City Planning

For More Information:

For additional market value analysis data, contact Josette Fitzgibbons at jfitzgibbons@ura.org.

Department of City Planning SNAP Neighborhood Data: <http://www.pittsburghpa.gov/dcp/snap/>.

Pittsburgh Neighborhood Community Indicator Systems (PNCIS) ACS 2005-2009 Neighborhood Profiles:
http://www.ucsur.pitt.edu/neighborhood_reports_acs.php.