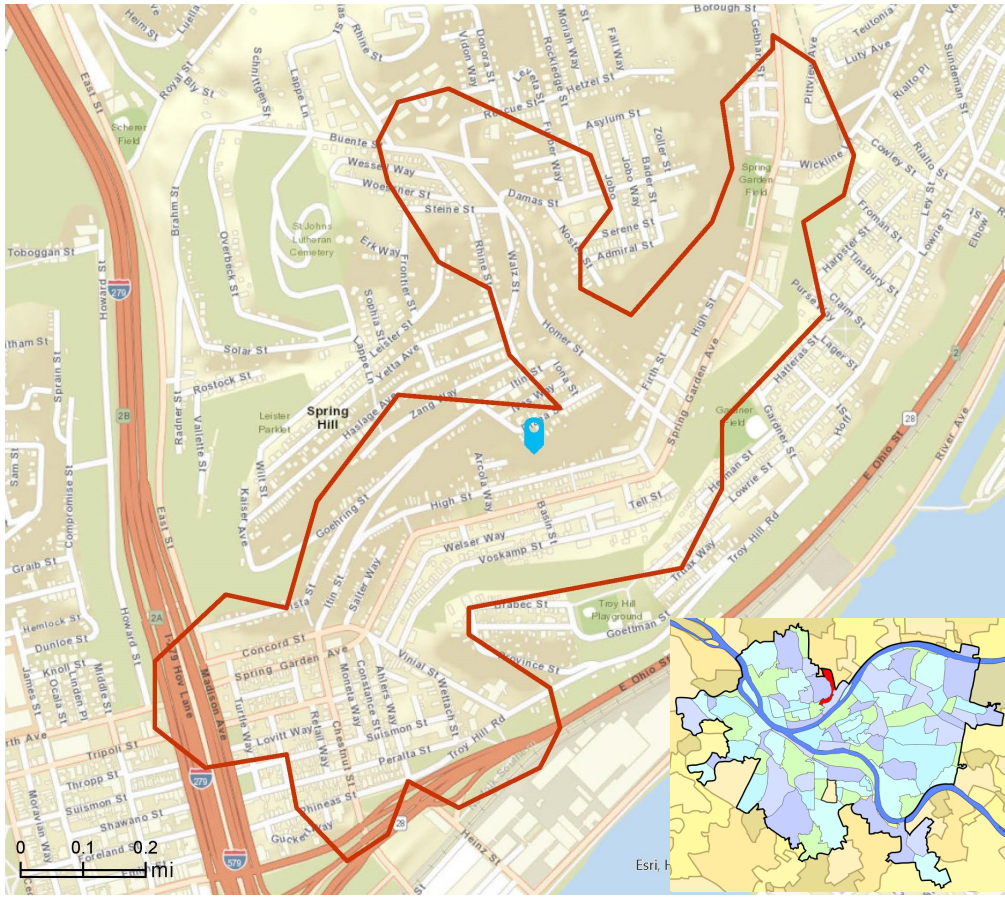# MARKET PROFILE
Chestnut St / Spring Garden Ave Commercial Area
Spring Garden

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Urban
Redevelopment
Authority
of Pittsburgh

2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
67

Number of Employees:
432

Employees/Residential
Population Ratio*:
25:1

Major Commercial Industries:
Eating & Drinking Places, Health Services, Food Services & Drinking Places

For more information on the neighborhood, visit:

PITTSBURGH CITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$3,663,608	$0	$3,663,608	100.0	0
Furniture & Home Furnishing Stores	$554,716	$0	$554,716	100.0	0
Electronics and Appliance Stores	$528,196	$0	$528,196	100.0	0
Building Materials, Garden Equip. & Supply Stores	$984,308	$0	$984,308	100.0	0
Food and Beverage Stores	$3,201,753	$77,383	$3,124,370	95.3	1
Health and Personal Care Stores	$1,054,408	$915,614	$138,794	7.0	1
Gasoline Stations	$1,768,994	$0	$1,768,994	100.0	0
Clothing & Clothing Accessories Stores	$880,463	$0	$880,463	100.0	0
Sporting Goods / Hobby / Music / Book Stores	$466,691	$0	$466,691	100.0	0
General Merchandise Stores	$2,482,040	$1,251,281	$1,230,759	33.0	1
Nonstore Retailers	$349,909	$354,285	-$4,376	-0.6	1
Food Services & Drinking Places	$1,651,016	$1,266,865	$384,151	13.2	6

**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.

Chestnut Street / Spring Garden Avenue Commercial Area

Demographic Data	2010	2021	2026 (Projected)
Population	1,839	1,703	1,661
Households	857	812	797
Median Age	40.3	42.6	44.1
% 0-9	10.0%	9.9%	9.9%
% 10-14	4.3%	4.9%	4.6%
% 15-24	13.2%	9.3%	10.0%
% 25-34	16.0%	14.4%	12.5%
% 35-44	12.0%	14.5%	14.5%
% 45-54	18.1%	11.5%	12.5%
% 55-64	12.6%	16.7%	13.4%
% 65+	13.8%	18.8%	22.6%
Median Household Income	***	$38,007	$42,574
Average Household Income	***	$56,085	$62,945
Per Capita Income	***	$29,058	$32,820
Total Housing Units	1,174	1,181	1,174
% Owner Occupied Units	35.0%	30.6%	30.5%
% Renter Occupied Units	38.0%	38.2%	37.4%
% Vacant Housing Units	27.0%	31.2%	32.1%
Median Home Value	***	$94,304	$130,319

Traffic Count Profile	Closest Cross-Street	Count
Chestnut Street	Lovitt Way	7,390
Spring Garden Ave	Pascoe Way	3,080
Heinz St	N Canal St	3,851
Chestnut St	Peralta St	7,468
Wicklines Ln	Cowley St	782
Madison Ave	Suismon St	5,073
East Street	Tripoli St	7,721

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

2021 Households by Disposable Income

<$15,000	26.6%
$15,000—$24,999	15.5%
$25,000—$34,999	11.0%
$35,000—$49,999	13.7%
$50,000—$74,999	17.6%
$75,000—$99,999	7.1%
$100,000—$149,999	5.8%
$150,000+	2.8%
Median Disposable Income	$31,610

Note: Disposable income is after-tax household income.

Spending Potential Index

Apparel and Services	64
Computers and Accessories	N/A
Education	57
Entertainment / Recreation	64
Food at Home	66
Food Away from Home	63
Health Care	66
Household Furnishing and Equipment	61
Personal Care Products and Services	63
Shelter	61
Support Payments/Cash Contributions/Gifts in Kind	60
Travel	56
Vehicle Maintenance & Repair	67

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.

2021 Educational Attainment (Ages 25+)

No High School Diploma	9.4%
High School Diploma or Some College	50.8%
Associates Degree	10.3%
Bachelor's Degree	17.9%
Graduate or Professional Degree	11.8%

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Chestnut Street / Spring Garden Avenue Commercial Area
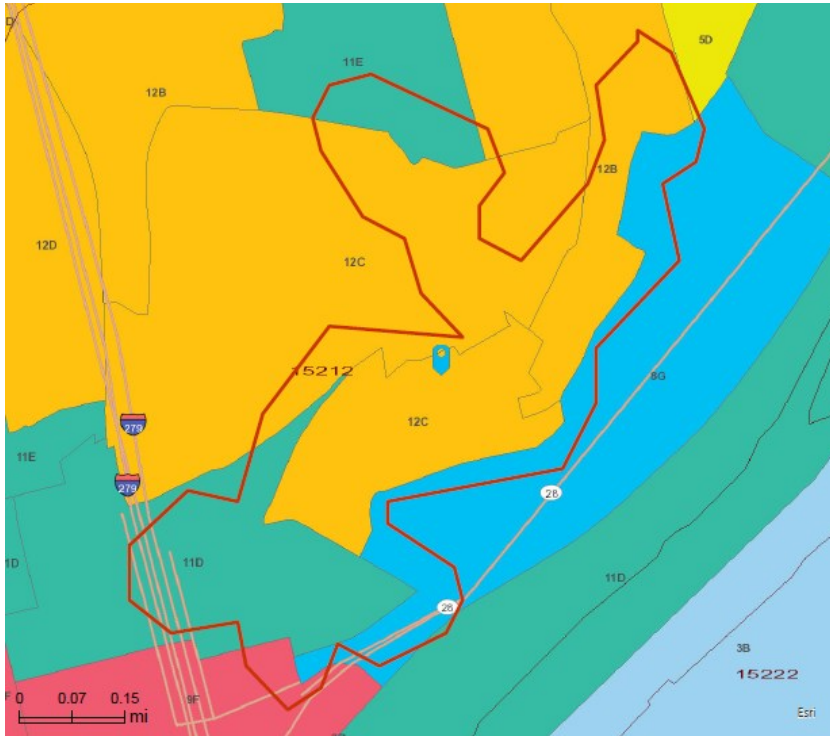
ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 76
- Transit Score: 54
- Bike Score: 68

* 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

Set to Impress

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents are 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their families. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

Hometown Heritage

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of households are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings.

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.**

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

Northside Leadership Conference:
www.pittsburghnorthside.com

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.

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