

# MARKET PROFILE

## Chateau and Western Avenue Commercial Area

### Manchester



Urban  
Redevelopment  
Authority  
of Pittsburgh



### 2021 Business Summary (2 Minute Drive Time)

Number of Businesses:  
155

Number of Employees:  
2,468

Employees/Residential  
Population Ratio\*:  
1.31:1

Major Commercial Industries:  
Eating & Drinking, Places,  
Professional, Scientific & Tech  
Services, Food Services & Drinking  
Places

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	\$6,354,211	\$0	\$6,354,211	100.0	0
Furniture & Home Furnishing Stores	\$1,073,380	\$1,408,369	-\$334,989	-13.5	1
Electronics and Appliance Stores	\$1,008,063	\$1,686,491	-\$678,428	-25.2	1
Building Materials, Garden Equip. & Supply Stores	\$1,762,877	\$2,052,253	-\$289,376	-7.6	1
Food and Beverage Stores	\$5,686,841	\$4,691,928	\$994,913	9.6	2
Health and Personal Care Stores	\$1,853,878	\$406,195	\$1,447,683	64.1	1
Gasoline Stations	\$3,038,847	\$3,001,909	\$36,938	0.6	1
Clothing & Clothing Accessories Stores	\$1,720,145	\$0	\$1,720,145	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$883,189	\$601,963	\$281,226	18.9	3
General Merchandise Stores	\$4,573,551	\$0	\$4,573,551	100.0	0
Nonstore Retailers	\$612,927	\$0	\$612,927	100.0	0
Food Services & Drinking Places	\$3,192,499	\$3,195,825	-\$3,326	-0.1	12

\* 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.

# Chateau and Western Avenue Commercial Area

Demographic Data	2010	2021	2026 (Projected)
<b>Population</b>	1,851	1,880	1,883
<b>Households</b>	982	1,024	1,034
<b>Median Age</b>	41.8	44.5	45.4
% 0-9	7.7%	6.1%	6.0%
% 10-14	5.3%	3.4%	3.3%
% 15-24	11.4%	11.2%	9.7%
% 25-34	16.6%	16.1%	17.3%
% 35-44	13.4%	13.8%	13.2%
% 45-54	16.3%	12.1%	11.8%
% 55-64	16.7%	16.5%	14.5%
% 65+	12.5%	20.7%	24.1%
<b>Median Household Income</b>	***	\$52,240	\$60,345
<b>Average Household Income</b>	***	\$76,302	\$87,090
<b>Per Capita Income</b>	***	\$41,682	\$47,959
<b>Total Housing Units</b>	1,217	1,241	1,234
% Owner Occupied Units	31.0%	29.0%	30.2%
% Renter Occupied Units	49.7%	53.4%	53.6%
% Vacant Housing Units	19.3%	17.5%	16.2%
<b>Median Home Value</b>	***	\$248,361	\$304,297

Traffic Count Profile	Closest Cross-Street	Count
Western Avenue	Fontella St	5,550
Fulton St	Ridge Ave	9,239
Western Ave	Bidwell St	5,673
Western Ave	Fulton St	5,673
State Rte 65	Fontella St	13,990
State Rte 65	Fontella St	9,577
Reedsdale St	N Shore Dr	2,128
Ridge Ave	Fontella St	5,667
Fontella St	Ohio River Blvd	9,239
Reedsdale Street	Fontella St	4,200

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2012 unless otherwise noted.

2021 Households by Disposable Income	
<\$15,000	18.7%
\$15,000—\$24,999	12.6%
\$25,000—\$34,999	9.9%
\$35,000—\$49,999	14.0%
\$50,000—\$74,999	16.5%
\$75,000—\$99,999	10.2%
\$100,000—\$149,999	12.9%
\$150,000+	5.2%
<b>Median Disposable Income</b>	\$43,363

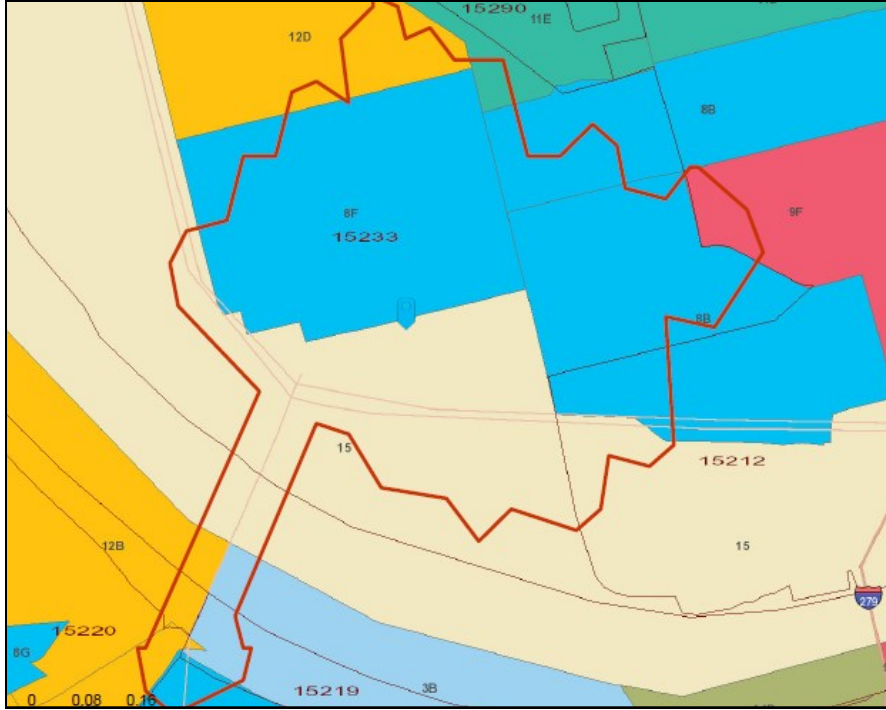
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	2.2%
High School Diploma or Some College	42.4%
Associates Degree	7.7%
Bachelor's Degree	27.4%
Graduate or Professional Degree	20.3%

Spending Potential Index	
<b>Apparel and Services</b>	85
<b>Computers and Accessories</b>	N/A
<b>Education</b>	79
<b>Entertainment / Recreation</b>	84
<b>Food at Home</b>	84
<b>Food Away from Home</b>	84
<b>Health Care</b>	84
<b>Household Furnishing and Equipment</b>	83
<b>Personal Care Products and Services</b>	85
<b>Shelter</b>	84
<b>Support Payments/Cash Contributions/Gifts in Kind</b>	85
<b>Travel</b>	81
<b>Vehicle Maintenance &amp; Repair</b>	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.

# Chateau and Western Avenue Commercial Area



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Walk Score: 54
- Transit Score: 64
- Bike Score: 74

\* 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.

#### Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median income primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

#### Modest Income Homes

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

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>.

# Chateau and Western Commercial District

## Manchester 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](mailto:lmorris@ura.org) or visit us at [www.ura.org/pages/businesses-entrepreneurs](http://www.ura.org/pages/businesses-entrepreneurs).



## Contacts

**Manchester Citizens Corporation:**  
[www.manchestercitizens.org](http://www.manchestercitizens.org)

**Urban Redevelopment Authority of Pittsburgh:**  
[www.ura.org](http://www.ura.org)

All data from ESRI Business Analyst 2018 unless otherwise noted. <sup>1</sup>Data 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](mailto: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php).