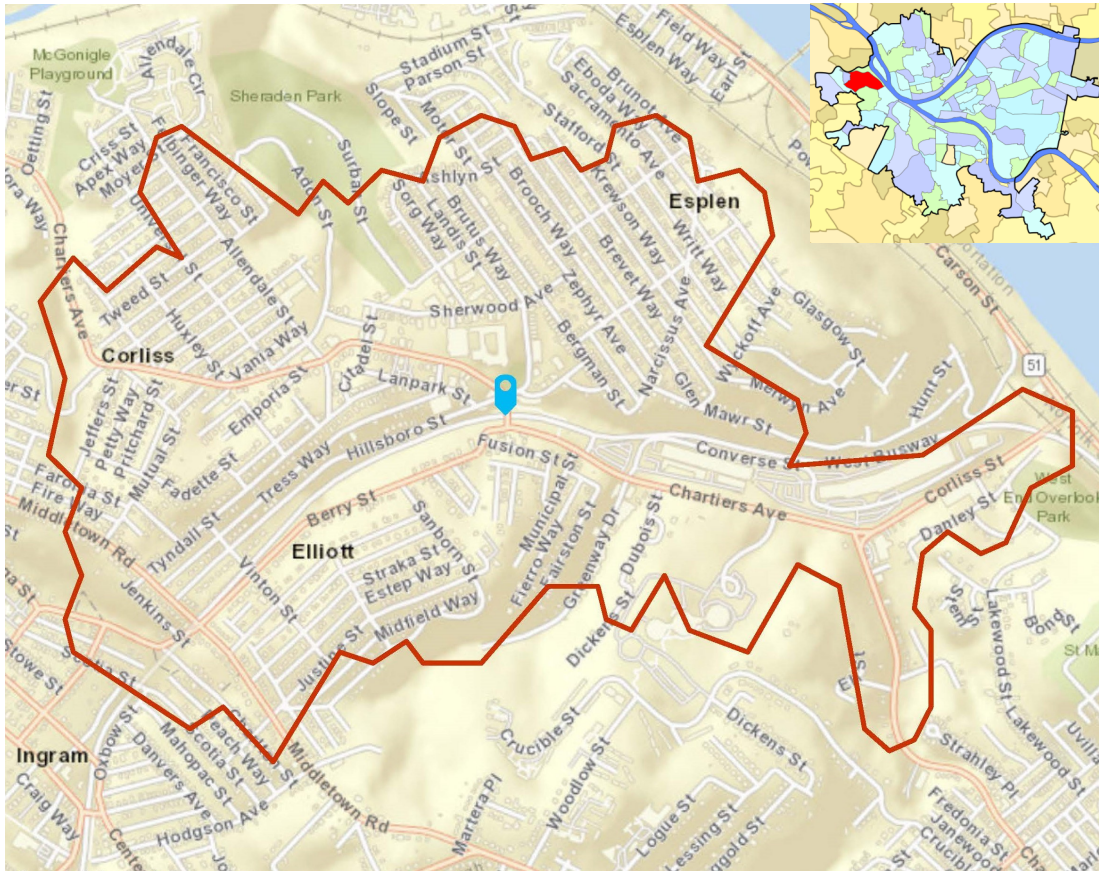


MARKET PROFILE

Chartiers Avenue Commercial District

Sheraden



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
72

Number of Employees:
477

Employees/Residential
Population Ratio*:
0.10:1

Major Commercial Industries:
Education Institutions & Libraries,
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	\$8,068,332	\$0	\$8,068,332	100.0	0
Furniture & Home Furnishings Stores	\$1,319,176	\$0	\$1,319,176	100.0	0
Electronics & Appliance Stores	\$1,210,687	\$516,063	\$694,624	40.2	1
Bldg Materials, Garden Equip. & Supply Stores	\$2,303,406	\$1,782,904	\$520,502	12.7	1
Food & Beverage Stores	\$7,080,091	\$1,252,074	\$5,828,017	69.9	2
Health & Personal Care Stores	\$2,338,037	\$0	\$2,338,037	100.0	0
Gasoline Stations	\$3,847,291	\$1,622,654	\$2,224,637	40.7	1
Clothing & Clothing Accessories Stores	\$2,025,047	\$357,447	\$1,667,600	70.0	1
Sporting Goods, Hobby, Book & Music Stores	\$1,069,759	\$0	\$1,069,759	100.0	0
General Merchandise Stores	\$5,633,812	\$0	\$5,633,812	100.0	0
Nonstore Retailers	\$769,172	\$272,527	\$496,645	47.7	1
Food Services & Drinking Places	\$3,786,320	\$1,031,324	\$2,754,996	57.2	5

** 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.

Chartiers Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	4,769	4,637	4,585
Households	1,880	1,866	1,857
Median Age	36.6	37.8	38.7
% 0-9	13.1%	12.1%	12.1%
% 10-14	7.4%	6.2%	6.3%
% 15-24	15.0%	12.5%	11.8%
% 25-34	12.6%	15.4%	14.8%
% 35-44	12.2%	11.7%	13.1%
% 45-54	15.9%	11.9%	11.0%
% 55-64	11.5%	13.9%	12.2%
% 65+	12.3%	16.1%	18.7%
Median Household Income	***	\$40,603	\$44,471
Average Household Income	***	\$57,100	\$64,708
Per Capita Income	***	\$23,686	\$27,005
Total Housing Units	2,214	2,234	2,239
% Owner Occupied Units	52.3%	49.1%	49.3%
% Renter Occupied Units	32.6%	34.4%	33.7%
% Vacant Housing Units	15.1%	16.5%	17.1%
Median Home Value	***	\$76,994	\$91,408

Traffic Count Profile	Closest Cross-Street	Count
Berry St	Vinton St	11,133
Chartiers Avenue	Corliss St	8,797
Chartiers Ave	Faulkner St	3,384
Corliss St	Rudd St	5,986
Berry Street	Mainsgate St	2,380

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. *From 2012.

2021 Households by Disposable Income	
<\$15,000	22.2%
\$15,000—\$24,999	15.3%
\$25,000—\$34,999	13.7%
\$35,000—\$49,999	15.9%
\$50,000—\$74,999	16.7%
\$75,000—\$99,999	8.0%
\$100,000—\$149,999	5.8%
\$150,000+	2.5%
Median Disposable Income	\$33,905

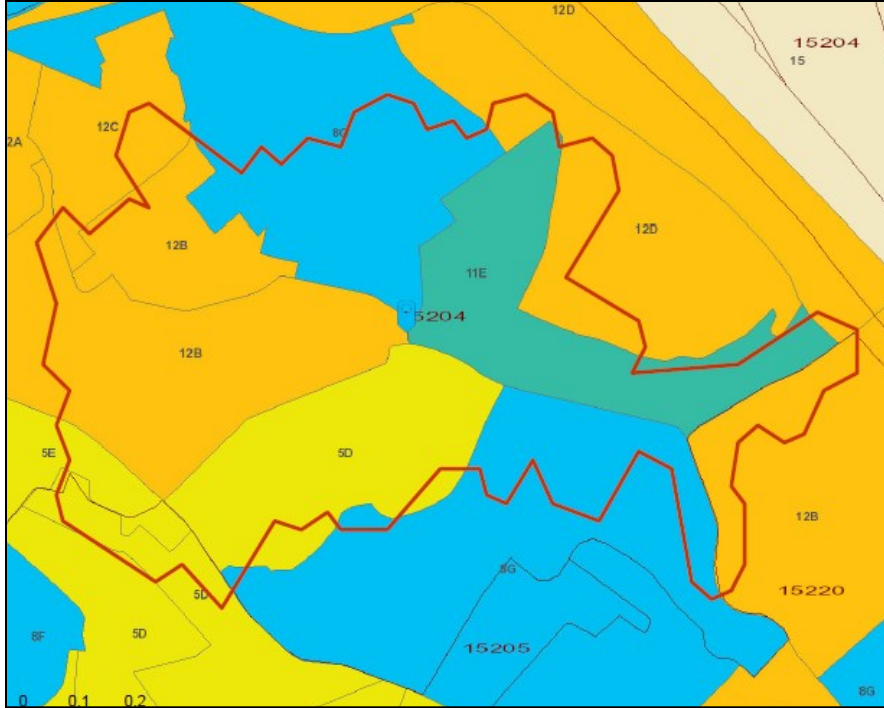
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	8.3%
High School Diploma or Some College	57.0%
Associates Degree	11.0%
Bachelor's Degree	14.0%
Graduate or Professional Degree	9.7%

Spending Potential Index	
Apparel and Services	65
Computers and Accessories	N/A
Education	56
Entertainment / Recreation	64
Food at Home	65
Food Away from Home	63
Health Care	66
Household Furnishing and Equipment	63
Personal Care Products & Services	64
Shelter	61
Support Payments/Cash Contributions/Gifts in Kind	58
Travel	58
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.

Chartiers Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 49
- Transit Score: 47
- Bike Score: 34

* 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

City Commons

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

Traditional Living

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

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.

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>.

Chartiers Avenue Commercial District

Sheraden 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

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.

Urban Redevelopment Authority
of Pittsburgh

Last Updated August 2021