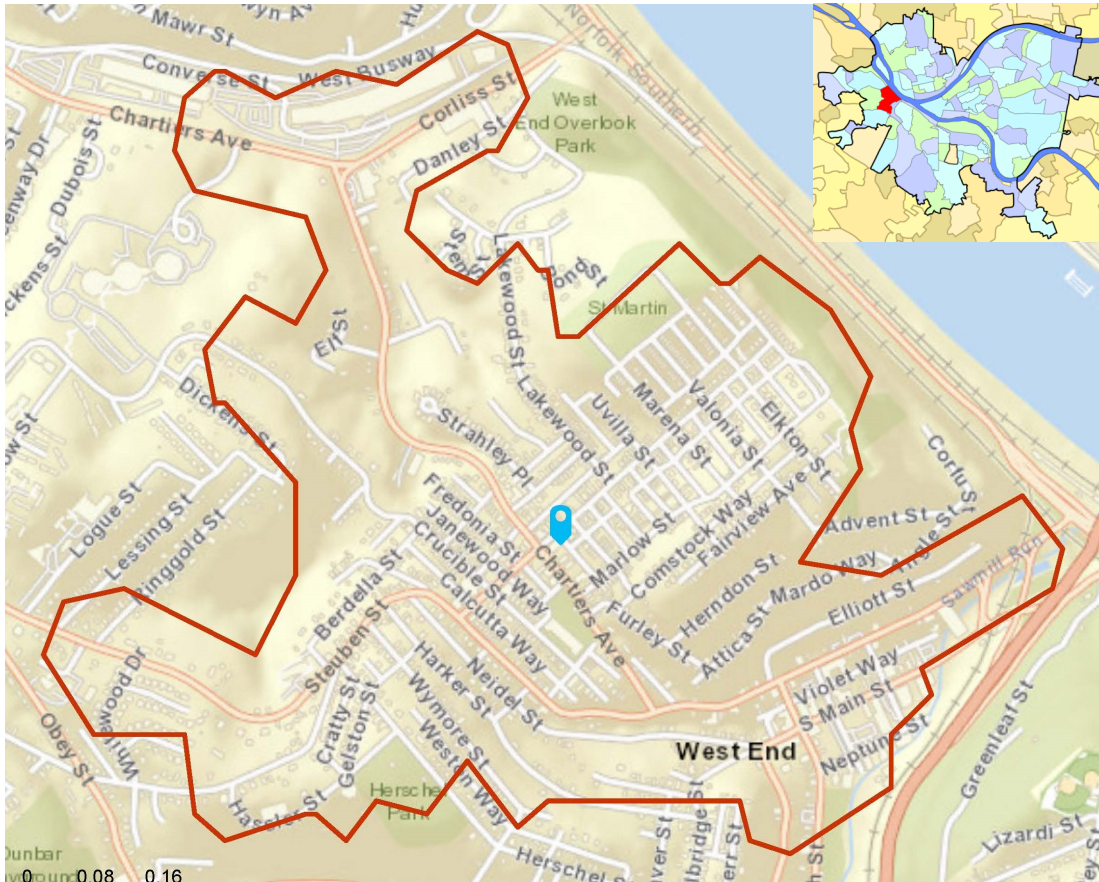


MARKET PROFILE Lorenz & Chartiers Ave Commercial District Elliott



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
94

Number of Employees:
1,198

Employees/Residential
Population Ratio*:
0.50:1

Major Commercial Industries:
Eating and Drinking Places, Real
Estate, Holding, Other Investment
Offices, Scientific & Tech Services

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	\$5,221,937	\$0	\$5,221,937	100.0	0
Furniture & Home Furnishing Stores	\$851,558	\$6,749,338	-\$5,897,780	-77.6	3
Electronics and Appliance Stores	\$784,118	\$0	\$784,118	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,462,204	\$3,570,672	-\$2,108,468	-41.9	4
Food and Beverage Stores	\$4,608,630	\$699,748	\$3,908,882	73.6	1
Health and Personal Care Stores	\$1,519,061	\$0	\$1,519,061	100.0	0
Gasoline Stations	\$2,512,421	\$0	\$2,512,421	100.0	0
Clothing & Clothing Accessories Stores	\$1,312,463	\$285,071	\$1,027,392	64.3	1
Sporting Goods / Hobby / Music / Book Stores	\$687,734	\$261,996	\$425,738	44.8	1
General Merchandise Stores	\$3,642,959	\$0	\$3,642,959	100.0	0
Nonstore Retailers	\$497,156	\$71,031	\$426,125	75.0	1
Food Services & Drinking Places	\$2,442,860	\$1,777,084	\$665,776	15.8	7

** 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.

Lorenz and Chartiers Ave Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	2,515	2,383	2,340
Households	1,136	1,095	1,080
Median Age	36.9	38.7	39.7
% 0-9	13.4%	12.7%	12.7%
% 10-19	13.0%	11.5%	12.2%
% 20-24	8.1%	5.5%	5.4%
% 25-34	13.3%	15.6%	12.6%
% 35-44	12.2%	12.1%	13.8%
% 45-54	15.2%	11.9%	11.1%
% 55-64	11.8%	13.9%	13.1%
% 65+	12.8%	16.9%	19.0%
Median Household Income	***	\$45,585	\$50,937
Average Household Income	***	\$60,216	\$68,352
Per Capita Income	***	\$26,656	\$30,394
Total Housing Units	1,420	1,421	1,421
% Owner Occupied Units	44.1%	39.8%	39.6%
% Renter Occupied Units	35.9%	37.2%	36.4%
% Vacant Housing Units	20.0%	22.9%	24.0%
Median Home Value	***	\$77,128	\$96,958

Traffic Count Profile	Closest Cross-Street	Count
Chartiers Ave	Azalia St	4,939
Herschel St	Cratty St	1,836
Steuben St	Belton Way	12,226

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	19.6%
\$15,000—\$24,999	14.3%
\$25,000—\$34,999	12.3%
\$35,000—\$49,999	15.1%
\$50,000—\$74,999	20.4%
\$75,000—\$99,999	7.7%
\$100,000—\$149,999	9.3%
\$150,000+	1.2%
Median Disposable Income	\$37,812

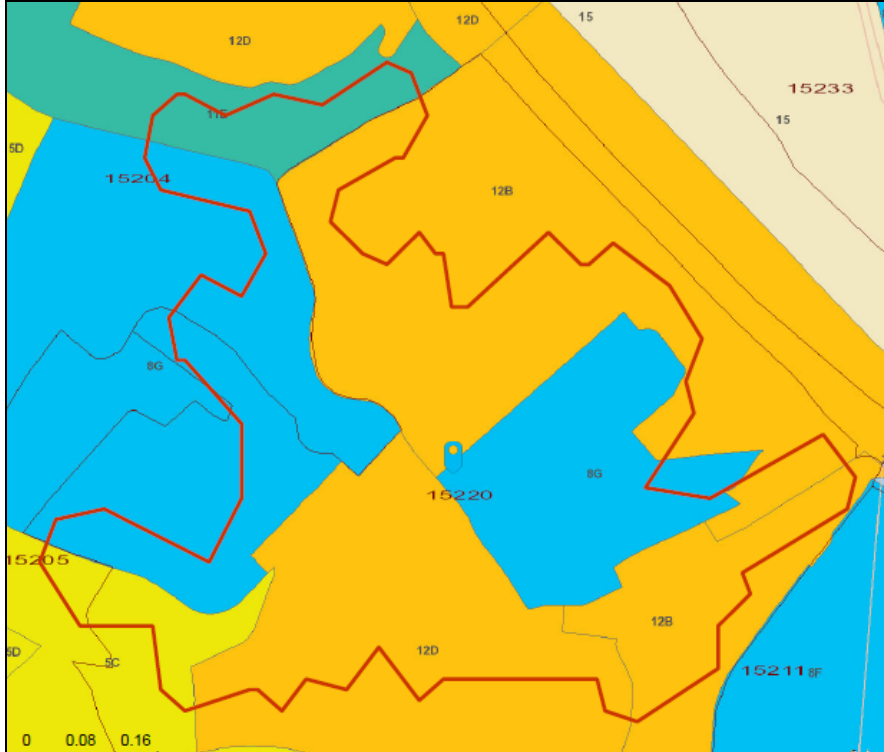
Note: Disposable income is after-tax household income.

2018 Educational Attainment (Ages 25+)	
No High School Diploma	4.3%
High School Diploma or Some College	65.5%
Associates Degree	9.8%
Bachelor's Degree	13.1%
Graduate or Professional Degree	6.8%

Spending Potential Index	
Apparel and Services	69
Computers and Accessories	N/A
Education	60
Entertainment / Recreation	67
Food at Home	68
Food Away from Home	66
Health Care	70
Household Furnishing and Equipment	66
Personal Care Products and Services	68
Shelter	64
Support Payments/Cash Contributions/Gifts in Kind	60
Travel	61
Vehicle Maintenance & Repairs	70

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.

Lorenz and Chartiers Ave Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 66
- Transit Score: 66
- Bike Score: 66

* 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

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.

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.

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>.

Lorenz & Chartiers Ave Commercial District

Elliott 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

Elliott Community Group:
www.elliottcg.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.

Urban Redevelopment Authority
of Pittsburgh