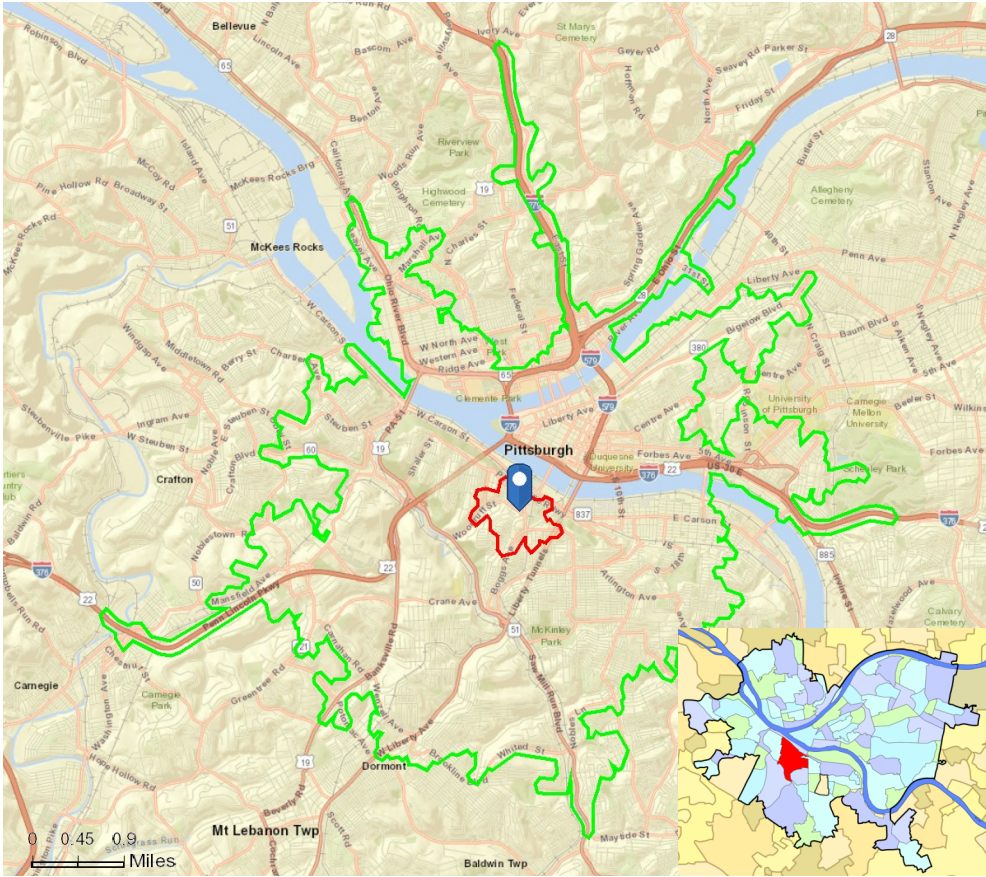


# MARKET PROFILE

## Shiloh Street Commercial District

### Mt Washington



### 2018 Business Summary (2 Minute Drive Time)

Number of Businesses:  
97

Number of Employees:  
490

Employees/Residential  
Population Ratio\*:  
0.14:1

Major Commercial Industries:  
Food Services & Drinking Places,  
Clothing & Clothing Accessories, Food  
Stores

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	93	71
Computers and Accessories	85	69
Education	99	73
Entertainment / Recreation	88	68
Food at Home	92	72
Food Away from Home	94	71
Health Care	83	67
Household Furnishing and Equipment	88	68
Personal Care Products and Services	89	69
Shelter	94	72
TV/Video/Audio	80	66
Travel	83	64
Vehicle Maintenance & Repair	90	70

2018 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	14.2%	23.4%
\$15,000—\$24,999	13.5%	15.8%
\$25,000—\$34,999	13.9%	13.8%
\$35,000—\$49,999	17.8%	15.5%
\$50,000—\$74,999	17.9%	15.4%
\$75,000—\$99,999	9.3%	7.4%
\$100,000—\$149,999	8.0%	6.2%
\$150,000+	5.5%	2.6%
Median Disposable Income	\$40,771	\$32,279

Note: Disposable income is after-tax household income.

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.

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

## Shiloh Street Commercial District

Demographic Data: 2 Minute Drive Time	2010	2018	2023 (Projected)
<b>Population</b>	3,401	3,419	3,415
<b>Households</b>	1,841	1,853	1,854
<b>Median Age</b>	33.2	34.4	36.3
% 0-9	5.8%	5.4%	5.5%
% 10-14	2.6%	2.6%	2.7%
% 15-24	19.7%	17.1%	15.2%
% 25-34	24.7%	25.8%	25.7%
% 35-44	8.7%	8.6%	9.7%
% 45-54	12.1%	10.2%	9.4%
% 55-64	10.2%	11.2%	11.0%
% 65+	16.1%	19.0%	22.5%
<b>Median Household Income</b>	***	\$50,420	\$54,364
<b>Average Household Income</b>	***	\$73,718	\$80,616
<b>Per Capita Income</b>	***	\$40,078	\$43,856
<b>Total Housing Units</b>	2,141	2,151	2,151
% Owner Occupied Units	33.5%	30.6%	31.3%
% Renter Occupied Units	52.5%	55.5%	54.9%
% Vacant Housing Units	14.0%	13.9%	13.8%
<b>Median Home Value</b>	***	\$124,351	\$165,404

Demographic Data: 10 Minute Drive Time	2010	2018	2023 (Projected)
<b>Population</b>	100,142	102,496	103,900
<b>Households</b>	43,926	45,327	46,290
<b>Median Age</b>	31.5	33.1	34.2
% 0-9	8.2%	7.7%	7.6%
% 10-14	3.9%	3.6%	3.6%
% 15-24	26.0%	24.2%	23.5%
% 25-34	16.4%	17.2%	16.8%
% 35-44	10.1%	10.3%	11.1%
% 45-54	12.3%	10.6%	9.8%
% 55-64	10.6%	11.6%	10.9%
% 65+	12.4%	14.9%	16.0%
<b>Median Household Income</b>	***	\$38,331	\$43,176
<b>Average Household Income</b>	***	\$56,797	\$64,631
<b>Per Capita Income</b>	***	\$25,786	\$29,461
<b>Total Housing Units</b>	51,127	52,832	53,763
% Owner Occupied Units	39.2%	35.4%	35.4%
% Renter Occupied Units	46.7%	50.4%	50.7%
% Vacant Housing Units	14.1%	14.2%	13.9%
<b>Median Home Value</b>	***	\$88,264	\$97,055

Traffic Count Profile	Closest Cross-Street	Count
E Sycamore St	W Sycamore St	9,156
Virginia Ave	Maple Ter	9,686
McArdle Roadway	Wabash Tunl	10,973
I-376	Wood St	27,043
E Carson St	Smithfield St Brg	17,722
Aline St	Dictom Way	451
Boggs Ave	Albert St	1,893
Smithfield St Brg	E Carson St	12,684
Woodruff St	Mann St	9,925
Liberty Brg	McKean St	52,495

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.

## Shiloh Street Commercial District

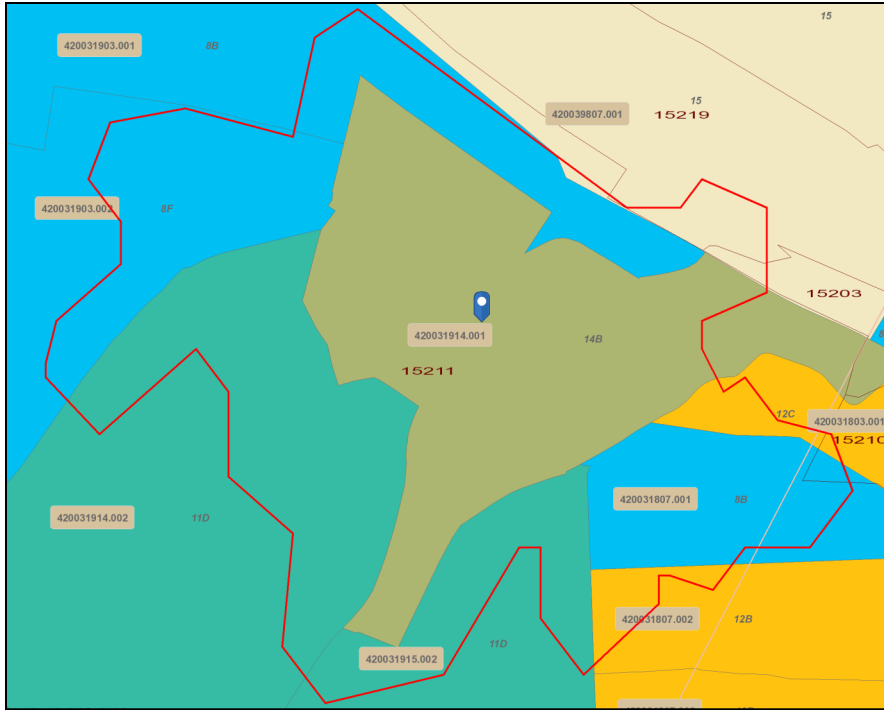
Marketplace Profile <sup>**</sup> : 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$12,208,859	\$869,632	\$11,339,227	86.7	1
Furniture & Home Furnishing Stores	\$2,018,004	\$0	\$2,018,004	100.0	0
Electronics and Appliance Stores	\$1,953,337	\$0	\$1,953,337	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$3,022,078	\$0	\$3,022,078	100.0	0
Food and Beverage Stores	\$10,970,118	\$3,709,102	\$7,261,016	49.5	3
Health and Personal Care Stores	\$3,422,469	\$2,377,555	\$1,044,914	18.0	2
Gasoline Stations	\$5,948,821	\$3,245,307	\$2,703,514	29.4	1
Clothing & Clothing Accessories Stores	\$3,342,687	\$0	\$3,342,687	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$1,719,624	\$497,734	\$1,221,890	55.1	1
General Merchandise Stores	\$8,801,271	\$695,156	\$8,106,115	85.4	1
Nonstore Retailers	\$1,155,936	\$0	\$1,155,936	100.0	0
Food Services & Drinking Places	\$6,183,821	\$5,930,909	\$252,912	2.1	16

Marketplace Profile <sup>**</sup> : 10 Min Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$227,583,691	\$407,643,930	-\$180,060,239	-28.3	74
Furniture & Home Furnishing Stores	\$37,632,430	\$34,002,595	\$3,629,835	5.1	24
Electronics and Appliance Stores	\$35,591,493	\$60,493,315	-\$24,961,822	-26.0	35
Building Materials, Garden Equip. & Supply Stores	\$60,589,354	\$74,969,844	-\$18,293,041	-14.1	46
Food and Beverage Stores	\$203,788,751	\$279,370,107	-\$75,581,356	-15.6	118
Health and Personal Care Stores	\$60,596,148	\$141,808,582	-\$81,212,434	-40.1	111
Gasoline Stations	\$109,630,003	\$155,198,580	-\$45,568,577	-17.2	27
Clothing & Clothing Accessories Stores	\$60,596,148	\$141,808,582	-\$81,212,434	-40.1	111
Sporting Goods / Hobby / Music / Book Stores	\$31,355,695	\$39,292,621	-\$7,936,926	-11.2	43
General Merchandise Stores	\$162,679,737	\$33,564,505	\$129,145,232	65.8	24
Nonstore Retailers	\$21,815,315	\$161,827,490	-\$140,012,175	-76.2	20
Food Services & Drinking Places	\$112,663,022	\$414,105,765	-\$301,442,734	-57.2	631

2018 Educational Attainment (Ages 25+)	2 Minute Drive	10 Minute Drive
<b>No High School Diploma</b>	3.5%	8.4%
<b>High School Diploma or Some College</b>	36.4%	47.6%
<b>Associates Degree</b>	10.3%	9.2%
<b>Bachelor's Degree</b>	33.5%	21.0%
<b>Graduate or Professional Degree</b>	16.2%	13.9%

<sup>\*\*</sup>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.

## Shiloh Street Commercial District



## 2 Minute Drive Time Tapestry Segmentation Area Profile:

### Neighborhood Quick Facts\*

- High number of cottage industries in area
- Number of bus lines in neighborhood: 15
- Persons per sq. mile: 7,697 City average: 5,646)
- Walk Score: 67

\* 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

#### College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

#### 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 is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; 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.

#### 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. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages 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 personally and for business.

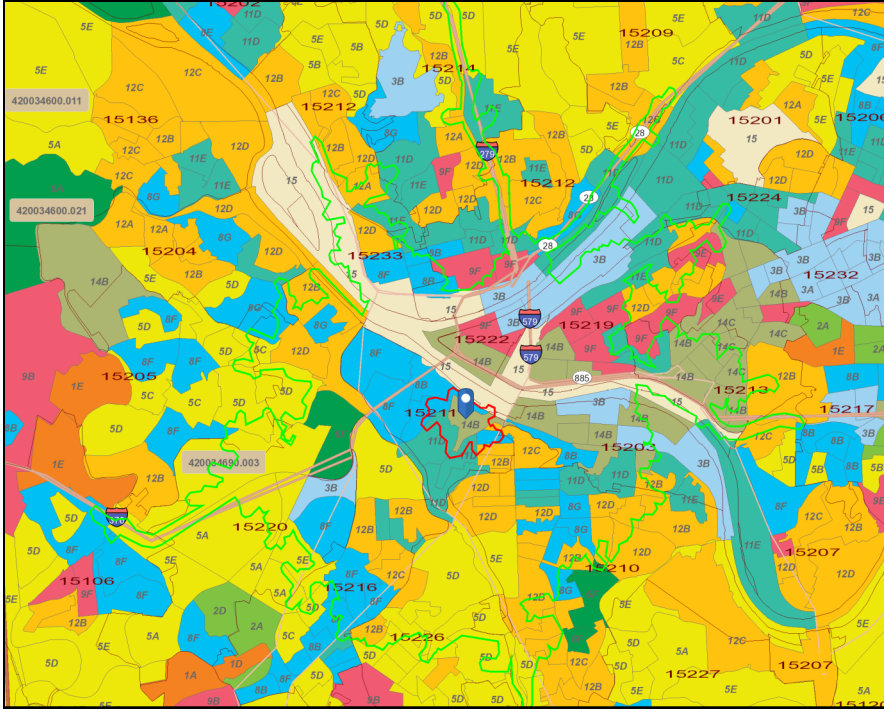
#### Old and New Comers

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 environmental causes and Starbucks. Age is not always obvious from their choices.

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: <http://www.esri.com/library/whitepapers/pdfs/community>**



## Shiloh Street Commercial District



## 10 Min Drive Time Tapestry Segmentation Area Profile: 10

### Neighborhood Quick Facts\*

- 6th most populous neighborhood in Pittsburgh
- 6th highest % increase in home values from 2000-2008
- Scenic views and Duquesne Incline help create a regional destination

\* 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

#### College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

#### 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 above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

#### 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.

#### Old and New Comers

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 environmental causes and Starbucks. Age is not always obvious from their choices.

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## Business District Programs

### The Pittsburgh Micro-Enterprise Loan Program

The Micro-Enterprise Loan Program is part of the Urban Redevelopment Authority of Pittsburgh's (URA) strategy to promote opportunities for groups who have not had ready access to business financing in the City of Pittsburgh, including minority- and women-owned businesses. The program is part of the URA's strategy to create new jobs, encourage new business start-up and expansion and grow the City of Pittsburgh's tax base by assisting entrepreneurs and stimulating business growth in the city.

For more information about applications and eligibility, visit:  
<https://www.ura.org/pages/access-to-capital>

### Neighborhood Business District Program

This program strives to ensure the health of the City's traditional neighborhood commercial districts using the National Main Street Center's Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

To learn more about this program, contact [Josette Fitzgibbons](mailto:jfitzgibbons@ura.org) at (412) 255-6686 or visit:

<https://www.ura.org/pages/neighborhood-business-district-program>

### Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building's façade improvement program eligibility.

For more information about applications and eligibility, contact [Quianna Wasler](mailto:quianna.wasler@ura.org) at (412) 255-6550 or visit:  
<https://www.ura.org/pages/facade-improvement-programs>



Shiloh St  
business  
district

### Featured Business: Micro Diner



**Type of business:** Diner

**URA Program:** Pittsburgh Business Growth Fund

**URA Investment:** \$29,060

**Private Investment:** \$43,591

**Total Project Investment:** \$72,651

### Contacts

Mount Washington Community Development Corporation:  
[www.mwcdc.org](http://www.mwcdc.org)

Official Website of the Duquesne Incline:  
[www.duquesneincline.org/](http://www.duquesneincline.org/)

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

All data from ESRI Business Analyst 2018 unless otherwise noted.

\*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](mailto:jfitzgibbons@ura.org) 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)