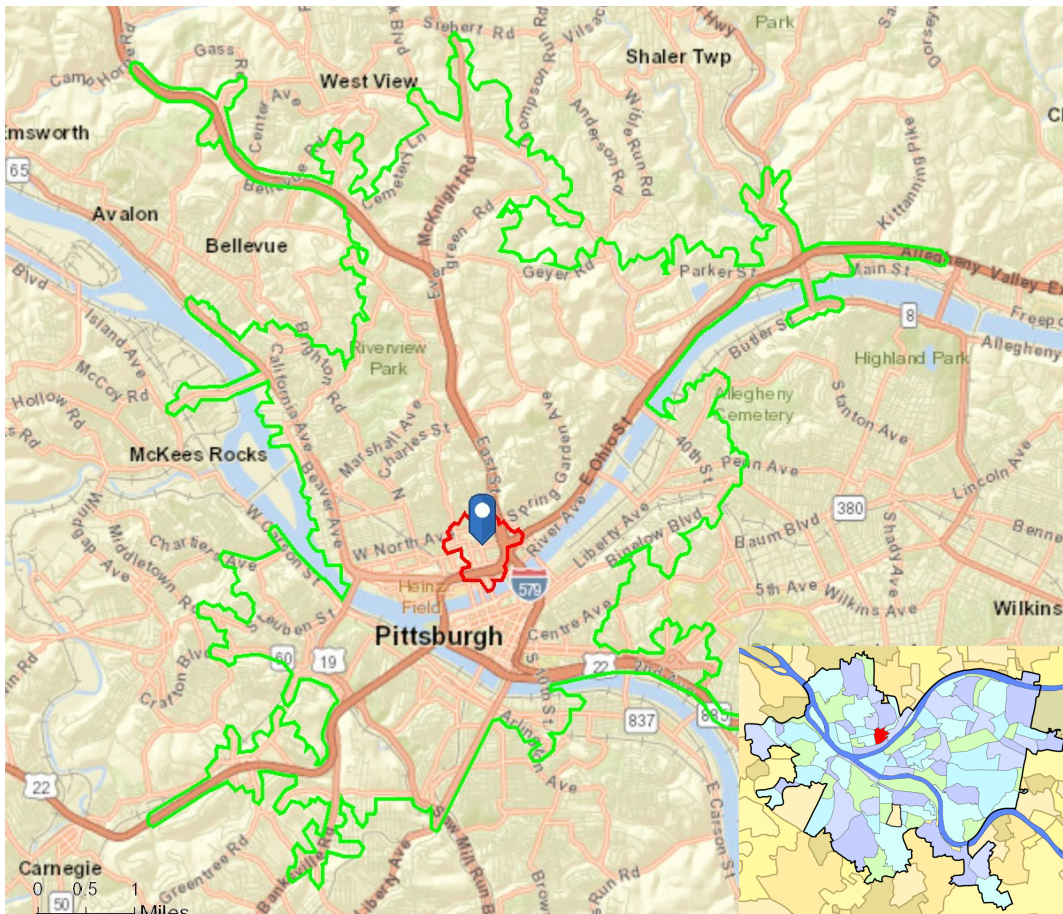


MARKET PROFILE

East Ohio Street Commercial District

East Allegheny



2019 Business Summary (2 Minute Drive Time)

Number of Businesses:
287

Number of Employees:
5,771

Employees/Residential
Population Ratio*:
2.57:1

Major Commercial Industries:
Food & Beverage Stores, Food Services
& Drinking Places, Apparel and
Accessories

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive Time	10 Minute Drive Time
Apparel and Services	71	76
Computers and Accessories	65	67
Education	65	71
Entertainment / Recreation	64	73
Food at Home	70	78
Food Away from Home	70	76
Health Care	64	75
Household Furnishing and Equipment	64	74
Personal Care Products and Services	67	75
Shelter	73	76
TV/Video/Audio	66	71
Travel	60	68
Vehicle Maintenance & Repair	72	79

2019 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	29.6%	22.3%
\$15,000—\$24,999	15.8%	15.7%
\$25,000—\$34,999	9.4%	11.7%
\$35,000—\$49,999	11.9%	14.3%
\$50,000—\$74,999	16.3%	17.1%
\$75,000—\$99,999	7.4%	8.0%
\$100,000—\$149,999	6.5%	6.8%
\$150,000+	3.0%	4.1%
Median Disposable Income	\$29,144	\$35,227

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.

East Ohio Street Commercial District

Demographic Data: 2 Minute Drive Time	2010	2019	2024 (Projected)
Population	2,317	2,247	2,227
Households	1,320	1,292	1,282
Median Age	41.0	43.4	44.4
% 0-9	6.5%	6.4%	6.2%
% 10-14	2.7%	2.6%	2.6%
% 15-24	13.4%	11.0%	10.2%
% 25-34	19.1%	18.7%	18.6%
% 35-44	13.2%	13.0%	13.2%
% 45-54	17.1%	14.4%	13.7%
% 55-64	14.2%	15.7%	14.7%
% 65+	13.7%	18.1%	20.9%
Median Household Income	***	\$33,985	\$37,216
Average Household Income	***	\$57,277	\$63,675
Per Capita Income	***	\$34,090	\$37,774
Total Housing Units	1,806	1,794	1,794
% Owner Occupied Units	15.6%	13.8%	13.2%
% Renter Occupied Units	57.5%	58.2%	58.3%
% Vacant Housing Units	26.9%	28.0%	28.5%
Median Home Value	***	\$232,927	\$261,111

Demographic Data: 10 Minute Drive Time	2010	2019	2024 (Projected)
Population	77,064	79,790	81,289
Households	33,489	35,522	36,529
Median Age	35.6	37.4	38.3
% 0-9	9.2%	8.8%	8.8%
% 10-14	4.3%	4.2%	4.2%
% 15-24	19.5%	17.3%	17.1%
% 25-34	16.3%	16.4%	15.7%
% 35-44	11.7%	12.7%	13.1%
% 45-54	14.1%	11.4%	11.2%
% 55-64	11.5%	12.8%	11.7%
% 65+	13.4%	16.4%	18.4%
Median Household Income	***	\$41,741	\$50,013
Average Household Income	***	\$63,977	\$74,880
Per Capita Income	***	\$29,023	\$34,153
Total Housing Units	40,514	42,724	43,457
% Owner Occupied Units	37.3%	33.1%	32.2%
% Renter Occupied Units	45.4%	50.0%	51.8%
% Vacant Housing Units	17.3%	16.9%	15.9%
Median Home Value	***	\$117,377	\$136,065

Traffic Count Profile	Closest Cross-Street	Count
Cedar Ave	Virgin Way	20,271
E Ohio St	Middle St	3,656
Cedar Ave	N Canal St	8,361
East St	Shawano St	7,800
N Canal St	Moravian Way	2,048
Suismon St	I-279	8,284
I-279	I-579 HOV	22,469
Sandusky St	I-279	29,000
Anderson St	PA Rt 28 Ramp	12,920
S Commons	Federal St	1,828

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.

East Ohio Street Commercial District

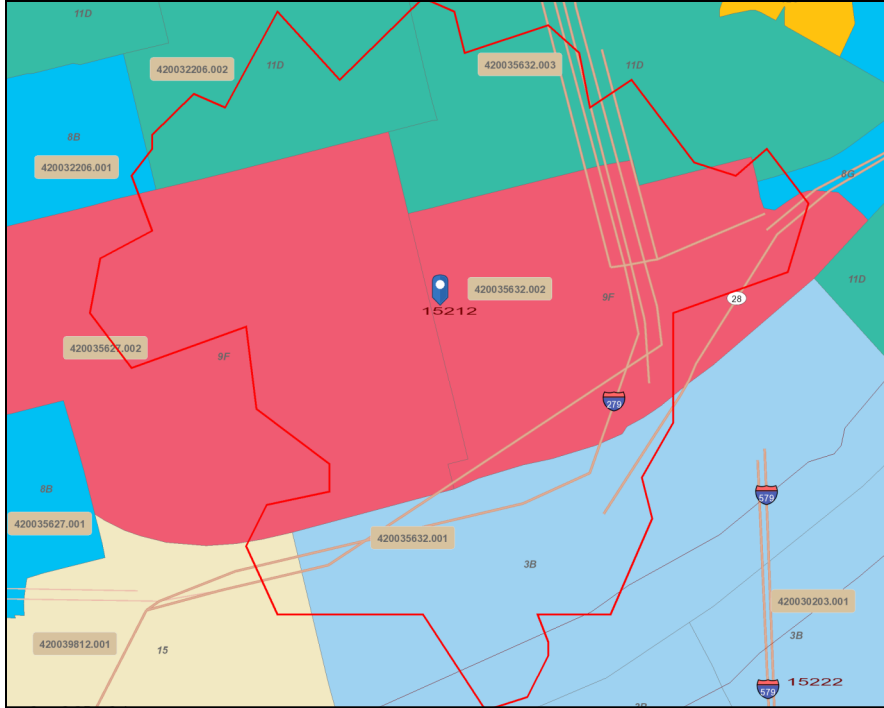
Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$5,776,743	\$2,391,378	\$3,385,365	41.4	1
Furniture & Home Furnishing Stores	\$981,031	\$0	\$981,031	100.0	0
Electronics and Appliance Stores	\$392,103	\$0	\$392,103	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,385,240	\$734,587	\$650,653	30.7	1
Food and Beverage Stores	\$5,717,989	\$23,496,104	-\$17,778,114	-60.9	5
Health and Personal Care Stores	\$1,777,965	\$8,040,637	-\$6,262,672	-63.8	4
Gasoline Stations	\$2,904,137	\$9,649,426	-\$6,262,672	-53.7	1
Clothing & Clothing Accessories Stores	\$1,694,114	\$2,187,385	-\$493,271	-12.7	6
Sporting Goods / Hobby / Music / Book Stores	\$853,178	\$0	\$853,178	100.0	0
General Merchandise Stores	\$4,456,683	\$0	\$4,456,683	100.0	0
Nonstore Retailers	\$589,486	\$11,553,518	-\$10,964,032	-90.3	4
Food Services & Drinking Places	\$3,119,965	\$12,012,802	-\$8,892,937	-58.8	27

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$168,509,805	\$91,914,988	\$76,594,817	29.4	31
Furniture & Home Furnishing Stores	\$27,769,550	\$51,563,275	-\$23,793,725	-30.0	30
Electronics and Appliance Stores	\$26,152,366	\$49,841,127	-\$23,688,761	-31.2	25
Building Materials, Garden Equip. & Supply Stores	\$45,741,919	\$78,501,481	-\$32,759,562	-26.1	43
Food and Beverage Stores	\$152,254,532	\$193,438,05	-\$41,183,773	-11.9	106
Health and Personal Care Stores	\$49,411,722	\$79,907,832	-\$30,496,110	-23.6	48
Gasoline Stations	\$81,435,393	\$84,110,708	-\$2,675,315	-1.6	21
Clothing & Clothing Accessories Stores	\$44,620,055	\$97,89,252	-\$53,219,197	-37.4	98
Sporting Goods / Hobby / Music / Book Stores	\$23,067,697	\$36,430,082	-\$13,362,385	-22.5	37
General Merchandise Stores	\$120,693,222	\$33,958,875	\$86,734,347	56.1	23
Nonstore Retailers	\$16,388,974	\$162,485,797	-\$146,096,823	-81.7	23
Food Services & Drinking Places	\$82,850,586	\$313,096,758	-\$230,246,172	-58.2	526

**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.

2018 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	13.9%	8.4%
High School Diploma or Some College	39.6%	47.3%
Associates Degree	5.6%	8.8%
Bachelor's Degree	23.2%	21.8%
Graduate or Professional Degree	19.8%	13.8%

East Ohio Street Commercial District



ESRI Tapestry Segmentation Area Profile: 2 Min Drive

Neighborhood Quick Facts*

- Highest % of homes built after 1990 (78.5%)
- Sports stadiums and casino help create a regional destination
- Near historic Mexican War Streets

* 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

Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

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.

Metro Renters

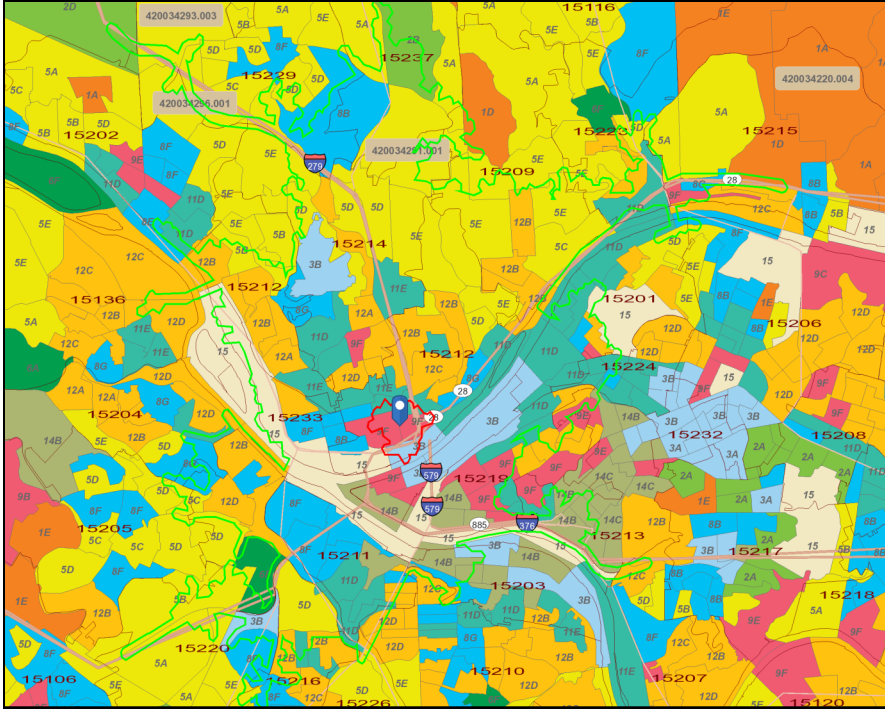
Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

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.

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>**

East Ohio Street Commercial District



ESRI Tapestry Segmentation Area Profile: 10 Min Drive

Neighborhood Quick Facts*

- Number of bus lines in neighborhood: 16
- Persons per sq. mile: 11,614 (City average: 5,646)
- Walk Score: 80

* 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

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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.

Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

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.

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East Ohio Street Commercial District

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

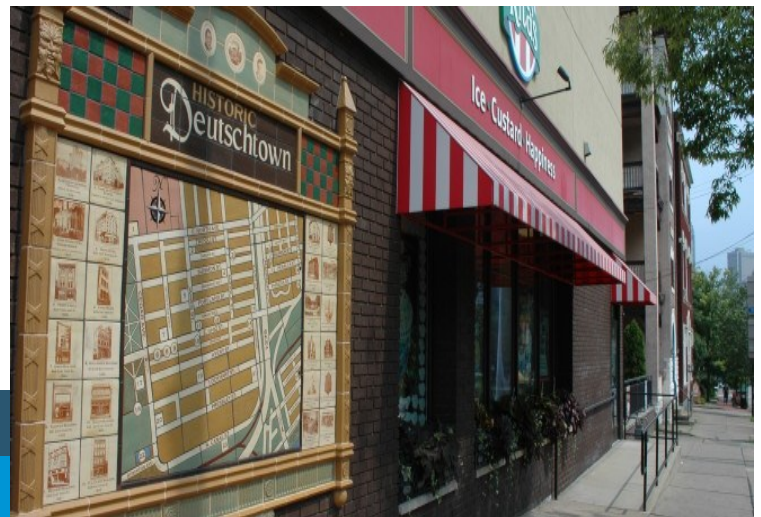
This program strives to ensure the health of the City's traditional neighborhood commercial districts using the National Main Street Center's Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

To learn more about this program, contact [Josette Fitzgibbons](#) 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](#) at (412) 255-6550 or visit:
<https://www.ura.org/pages/facade-improvement-programs>



*Historic Deutschtown map
East Ohio Street business district*

Featured Business: Happy Nails



Type of Business: Nail Salon

URA Program Utilized: Streetface Program

URA Investment: \$28,184.53

Private Investment: \$40,015.79

Total Project Investment:
\$68,200.32

Contacts

Northside Leadership
Conference:
www.pittsburghnorthside.com/

Northside Northshore Chamber
of Commerce:
www.northsidechamberofcommerce.com/

Northside Community
Development Fund:
www.nscdfund.org/

Urban Redevelopment
Authority of Pittsburgh:
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
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