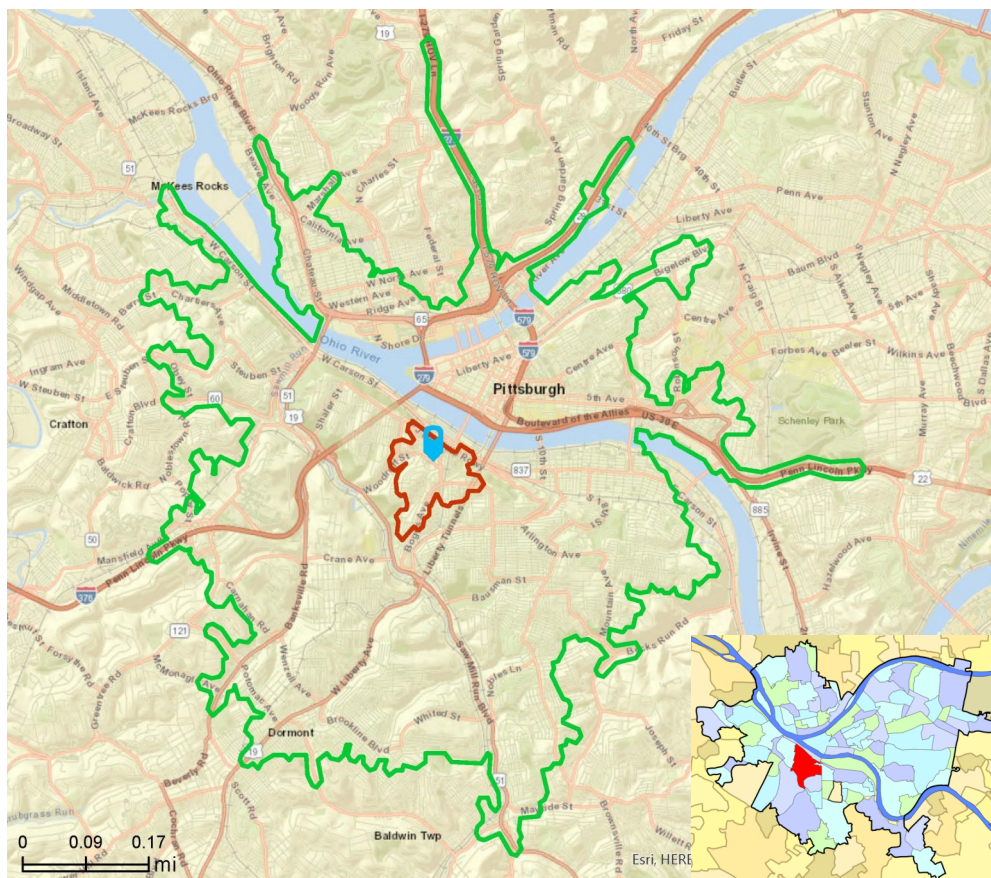


MARKET PROFILE

Shiloh St/Virginia Ave Commercial District

Mt Washington



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
105

Number of Employees:
596

Employees/Residential
Population Ratio*:
0.18:1

Major Commercial
Industries:
Eating & Drinking Places, Health
Care & Social Assistance, Food
Services & Drinking Places

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	92	84
Computers and Accessories	N/A	N/A
Education	93	80
Entertainment / Recreation	86	81
Food at Home	88	83
Food Away from Home	91	83
Health Care	84	81
Household Furnishing and Equipment	85	79
Personal Care Products and Services	89	83
Shelter	90	81
Support Payments/Cash Contributions/Gifts in Kind	82	75
Travel	81	75
Vehicle Maintenance & Repair	92	84

2021 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	12.8%	17.7%
\$15,000—\$24,999	12.6%	13.4%
\$25,000—\$34,999	10.2%	10.7%
\$35,000—\$49,999	14.9%	14.4%
\$50,000—\$74,999	20.9%	18.9%
\$75,000—\$99,999	10.3%	9.7%
\$100,000—\$149,999	14.1%	10.3%
\$150,000+	4.2%	4.9%
Median Disposable Income	\$49,431	\$42,264

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 St/Virginia Ave Commercial District

Demographic Data: 2 Minute Drive Time	2010	2021	2026 (Projected)
Population	4,399	4,270	4,222
Households	2,292	2,269	2,259
Median Age	33.2	36.1	38.6
% 0-9	6.4%	6.0%	6.2%
% 10-14	2.9%	2.9%	2.9%
% 15-24	19.7%	14.8%	14.3%
% 25-34	23.8%	24.8%	21.3%
% 35-44	8.9%	10.6%	12.9%
% 45-54	12.7%	9.9%	10.2%
% 55-64	10.3%	10.8%	9.9%
% 65+	15.4%	20.1%	22.5%
Median Household Income	***	\$59,741	\$64,547
Average Household Income	***	\$79,198	\$87,522
Per Capita Income	***	\$42,615	\$47,380
Total Housing Units	2,688	2,729	2,703
% Owner Occupied Units	35.2%	32.1%	33.0%
% Renter Occupied Units	50.1%	51.1%	50.5%
% Vacant Housing Units	14.7%	16.9%	16.4%
Median Home Value	***	\$173,830	\$261,765
Demographic Data: 10 Minute Drive Time	2010	2021	2026 (Projected)
Population	103,593	104,181	105,300
Households	45,962	47,657	48,803
Median Age	33.4	35.9	37.0
% 0-9	8.8%	8.0%	7.9%
% 10-14	4.2%	3.8%	3.8%
% 15-24	22.1%	18.9%	19.0%
% 25-34	17.2%	18.0%	16.4%
% 35-44	10.8%	12.2%	13.1%
% 45-54	13.1%	10.3%	10.4%
% 55-64	11.1%	12.0%	10.8%
% 65+	12.7%	16.7%	18.6%
Median Household Income	***	\$51,982	\$57,244
Average Household Income	***	\$73,627	\$83,062
Per Capita Income	***	\$34,089	\$38,915
Total Housing Units	53,269	55,371	56,496
% Owner Occupied Units	41.6%	37.3%	37.1%
% Renter Occupied Units	44.7%	48.8%	49.3%
% Vacant Housing Units	13.7%	13.9%	13.6%
Median Home Value	***	\$123,434	\$166,175

Traffic Count Profile	Closest Cross-Street	Count
E Sycamore St	Wabash Tunl	3,545
E Sycamore St	W Sycamore St	9,156
Virginia Ave	Kearsarge St	9,365
Bailey Ave	Cushman Way	2,833
McArdle Road-way	E Sycamore St	6,749
E Carson St	Smithfield St Br	8,886
Aline St	Dicktom Way	451
Liberty Tunl	William St	42,061
W Carson St	I- 279	10,074
Arlington Ave	Liberty Tunl	8,232

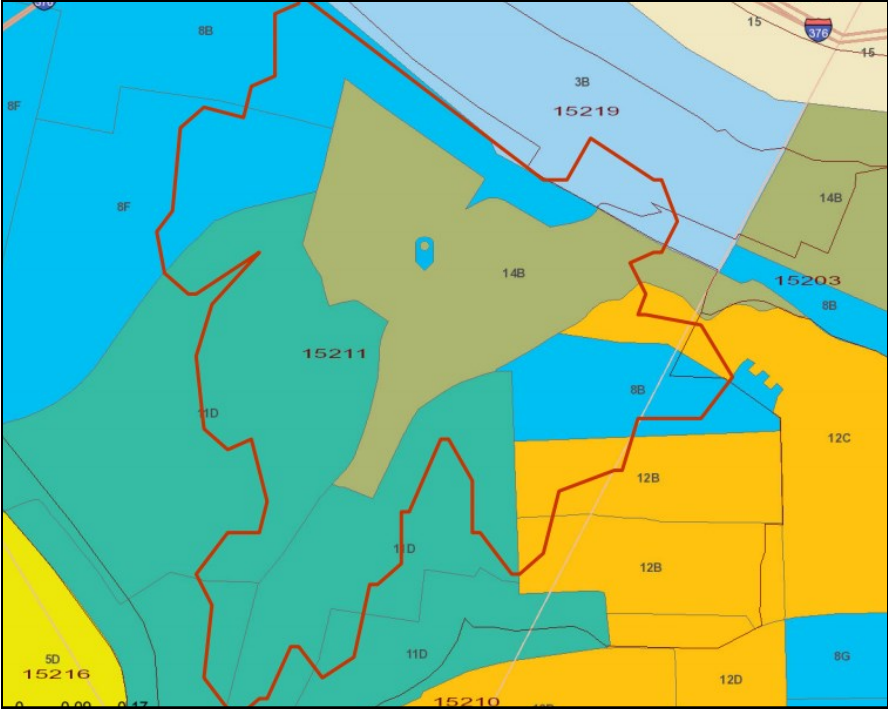
Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2015 unless otherwise noted.

Shiloh St/Virginia Ave 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	\$14,131,878	\$2,359,914	\$11,771,964	71.4	3
Furniture & Home Furnishing Stores	\$2,334,155	\$78,392	\$2,255,763	93.5	1
Electronics and Appliance Stores	\$2,259,733	\$0	\$2,259,733	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$3,505,652	\$3,203,681	\$301,971	4.5	1
Food and Beverage Stores	\$12,761,475	\$3,922,374	\$8,839,101	53.0	3
Health and Personal Care Stores	\$3,984,511	\$5,036,650	-\$1,052,139	-11.7	3
Gasoline Stations	\$6,902,391	\$3,245,307	\$3,657,084	36.0	1
Clothing & Clothing Accessories Stores	\$3,868,794	\$0	\$3,868,794	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$1,991,689	\$497,734	\$1,493,955	60.0	1
General Merchandise Stores	\$10,214,730	\$695,156	\$9,519,574	87.3	1
Nonstore Retailers	\$1,344,320	\$100,822	\$1,243,498	86.0	1
Food Services & Drinking Places	\$7,156,400	\$6,684,506	\$471,894	3.4	18
Marketplace Profile**: 10 Min Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$240,774,598	\$434,510,812	-\$193,736,214	-28.7	80
Furniture & Home Furnishing Stores	\$39,793,987	\$37,317,108	\$2,476,879	3.2	24
Electronics and Appliance Stores	\$37,426,299	\$62,835,954	-\$25,409,655	-25.3	37
Building Materials, Garden Equip. & Supply Stores	\$65,096,636	\$77,674,423	-\$12,577,787	-8.8	51
Food and Beverage Stores	\$215,186,554	\$285,592,562	-\$70,406,008	-14.1	119
Health and Personal Care Stores	\$69,506,518	\$119,643,325	-\$50,136,807	-26.5	68
Gasoline Stations	\$115,755,800	\$152,766,681	-\$37,010,881	-13.8	28
Clothing & Clothing Accessories Stores	\$63,749,337	\$142,436,676	-\$78,687,339	-38.2	113
Sporting Goods / Hobby / Music / Book Stores	\$33,035,693	\$38,873,195	-\$5,837,502	-8.1	43
General Merchandise Stores	\$171,796,921	\$34,764,725	\$137,032,196	66.3	26
Nonstore Retailers	\$23,124,385	\$171,996,186	-\$148,871,801	-76.3	22
Food Services & Drinking Places	\$118,609,742	\$408,358,649	-\$289,748,907	-55.0	633

2018 Educational Attainment (Ages 25+)	2 Minute Drive	10 Minute Drive
No High School Diploma	4.9%	7.4%
High School Diploma or Some College	41.8%	46.0%
Associates Degree	6.1%	9.4%
Bachelor's Degree	33.0%	22.7%
Graduate or Professional Degree	14.2%	14.6%

** 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.



2 Minute Drive Time Tapestry Segmentation

Neighborhood Quick Facts*

- Walk Score: 78
- Walk Score: 77
- Walk Score: 43

* 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

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 are 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their families. 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.

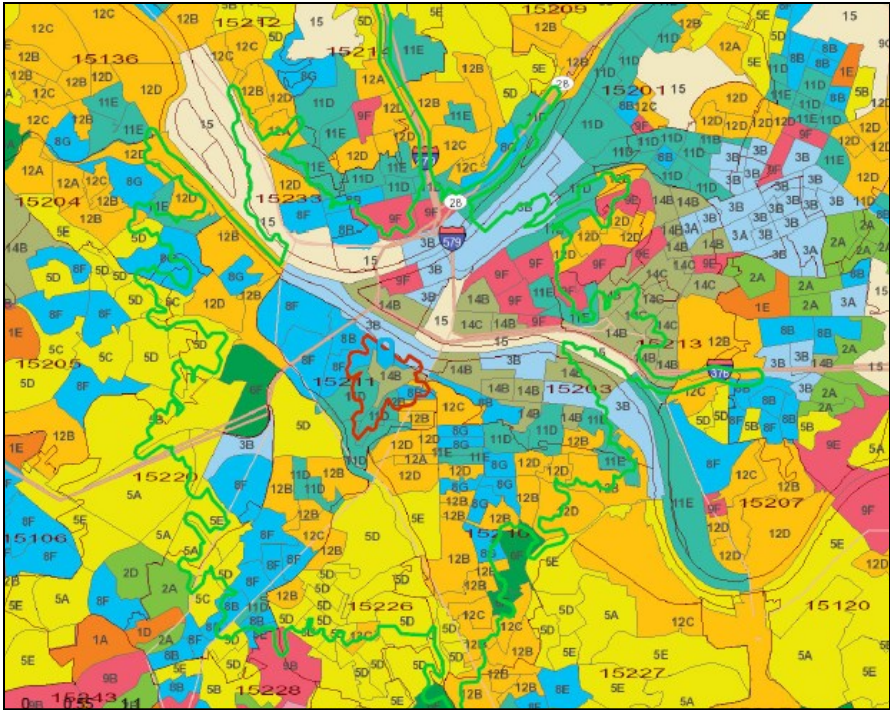
College Towns

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.

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.

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>.



10 Min Drive Time Tapestry Segmentation

Neighborhood Quick Facts*

- 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 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.

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.

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>.

Shiloh St/Virginia Ave Commercial District

Mt Washington 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

Mount Washington Community
Development Corporation:
www.mwcdc.org

Official Website of the Duquesne Incline:
www.duquesneincline.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

Last Updated August 2021