# MARKET PROFILE
Broadway Avenue Commercial District
Beechview

ura

Urban
Redevelopment
Authority
of Pittsburgh
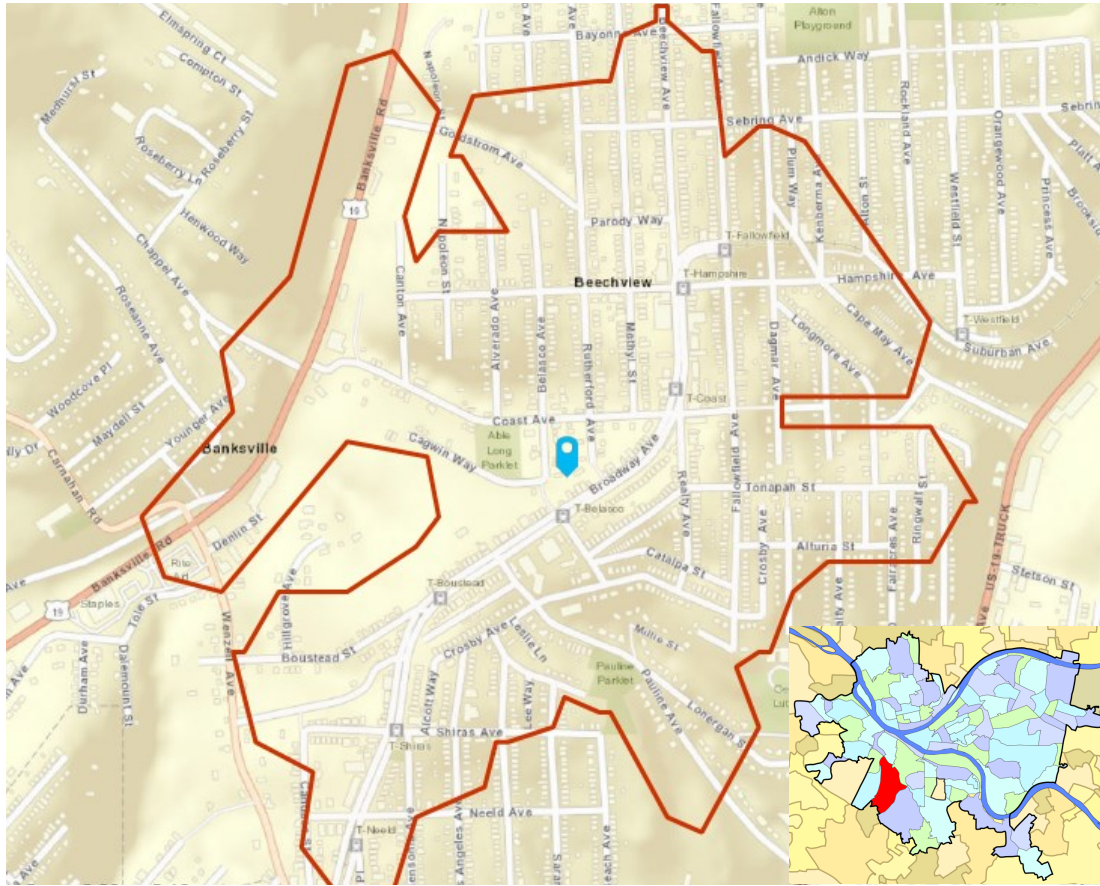
**2021 Business Summary
(2 Minute Drive Time)**

Number of Businesses:
68

Number of Employees:
389

Employees/Residential
Population Ratio*:
0.12:1

Major Commercial Industries:
Eating & Drinking Places,
Automotive Services

For more information on the
neighborhood, visit:

PITTSBURGH CITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$7,646,456	$935,333	$6,711,123	78.2	1
Furniture & Home Furnishing Stores	$1,222,357	$0	$1,222,357	100.0	0
Electronics and Appliance Stores	$1,144,116	$586,350	$557,766	32.2	1
Building Materials, Garden Equip. & Supply Stores	$2,140,130	$2,082,927	$57,203	1.4	1
Food and Beverage Stores	$6,718,489	$5,578,805	$1,139,684	9.3	3
Health and Personal Care Stores	$2,215,014	$0	$2,215,014	100.0	0
Gasoline Stations	$3,661,719	$2,433,523	$1,228,196	20.2	1
Clothing & Clothing Accessories Stores	$1,912,615	$0	$1,912,615	100.0	0
Sporting Goods / Hobby / Music / Book Stores	$1,011,506	$0	$1,011,506	100.0	0
General Merchandise Stores	$5,317,152	$939,247	$4,377,905	70.0	1
Nonstore Retailers	$734,215	$0	$734,215	100.0	0
Food Services & Drinking Places	$3,584,656	$2,051,758	$1,532,898	27.2	4

**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.

Broadway Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	3,332	3,340	3,335
Households	1,476	1,503	1,508
Median Age	36.1	39.0	40.6
% 0-9	11.9%	10.5%	10.5%
% 10-14	4.9%	5.0%	5.0%
% 15-24	13.8%	11.0%	11.6%
% 25-34	18.1%	16.7%	13.7%
% 35-44	12.3%	15.3%	15.8%
% 45-54	14.9%	11.5%	12.6%
% 55-64	11.6%	13.6%	11.8%
% 65+	12.6%	16.4%	18.9%
Median Household Income	***	$58,152	$64,031
Average Household Income	***	$66,281	$73,685
Per Capita Income	***	$29,423	$32,864
Total Housing Units	1,709	1,742	1,752
% Owner Occupied Units	50.3%	47.1%	47.7%
% Renter Occupied Units	36.1%	39.2%	38.4%
% Vacant Housing Units	13.6%	13.7%	13.9%
Median Home Value	***	$91,317	$111,856

Traffic Count Profile	Closest Cross-Street	Count
Broadway Ave	Coast Ave	2,044*
Broadway Ave	Crosby Ave	2,669

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2016 unless otherwise noted. *Count from 2009

2021 Households by Disposable Income

<$15,000	9.6%
$15,000—$24,999	10.4%
$25,000—$34,999	13.0%
$35,000—$49,999	18.4%
$50,000—$74,999	30.2%
$75,000—$99,999	10.5%
$100,000—$149,999	7.0%
$150,000+	1.0%
Median Disposable Income	$48,556

Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)

No High School Diploma	9.5%
High School Diploma or Some College	33.8%
Associates Degree	17.5%
Bachelor's Degree	23.9%
Graduate or Professional Degree	9.2%

Spending Potential Index

Apparel and Services	75
Computers and Accessories	N/A
Education	66
Entertainment / Recreation	75
Food at Home	75
Food Away from Home	73
Health Care	76
Household Furnishing and Equipment	72
Personal Care Products and Services	74
Shelter	71
Payments/Cash Contributions/Gifts in Kind	71
Travel	68
Vehicle Maintenance and Repairs	78

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.

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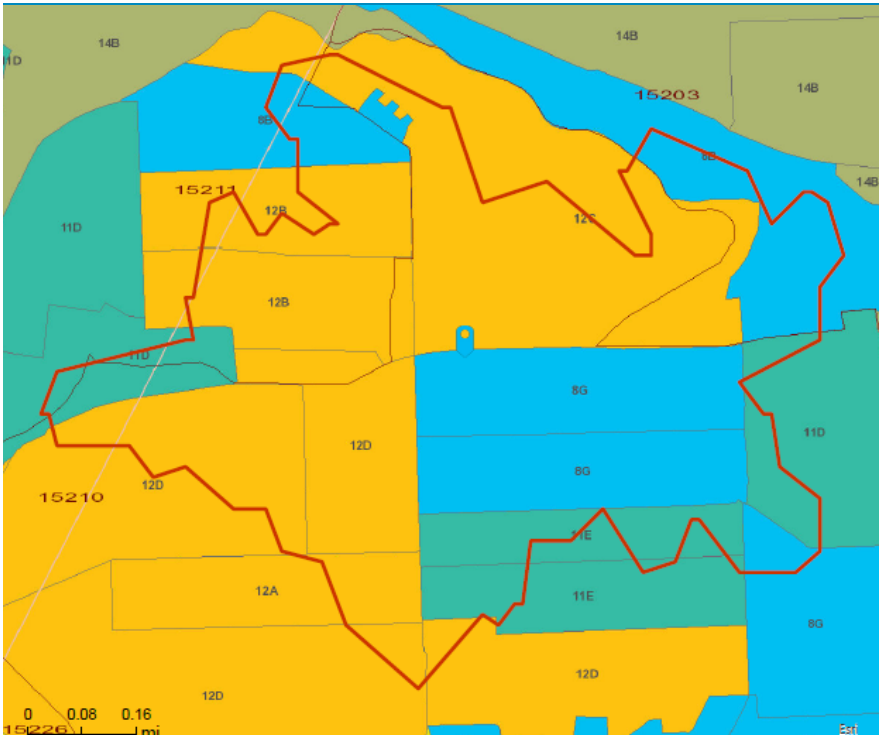
ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 69
- Transit Score: 48
- Bike Score: 27

* 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

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 Newcomers

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 charity causes and are environmentally conscious. Age is not always obvious from their choices.

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.

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.**

Building Pittsburgh with ura

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

Beechview Revitalization Advisory Group:
www.beechviewing.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.

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