

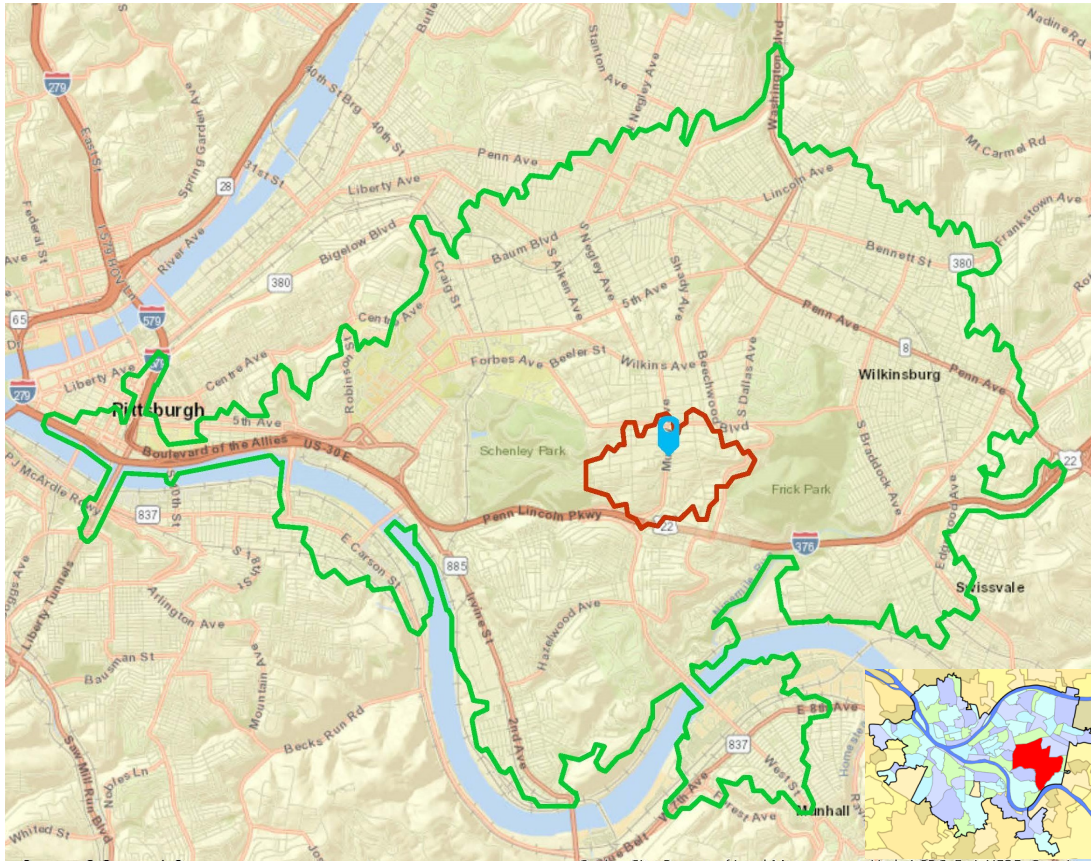
MARKET PROFILE

Forbes and Murray Ave Commercial District

Squirrel Hill South



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
364

Number of Employees:
3,684

Employees/Residential
Population Ratio*:
0.44:1

Major Commercial Industries:
Eating & Drinking Places, Food
Stores, Food Services & Drinking
Places

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	100	94
Computers and Accessories	N/A	N/A
Education	104	97
Entertainment / Recreation	92	87
Food at Home	94	90
Food Away from Home	101	93
Health Care	85	84
Household Furnishing and Equipment	92	86
Personal Care Products and Services	96	91
Shelter	100	93
Support Payments/Cash Contributions/Gifts in Kind	85	81
Travel	92	84
Vehicle Maintenance & Repair	92	89

2021 Households Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	18.5%	22.3%
\$15,000—\$24,999	12.5%	13.4%
\$25,000—\$34,999	9.1%	9.1%
\$35,000—\$49,999	10.9%	12.1%
\$50,000—\$74,999	18.6%	16.2%
\$75,000—\$99,999	9.5%	8.1%
\$100,000—\$149,999	12.5%	10.9%
\$150,000+	8.3%	7.8%
Median Disposable Income	\$48,002	\$40,304

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.

Forbes and Murray Aves Commercial District

Demographic Data: 2 Minute Drive Time	2010	2021	2026 (Projected)
Population	8,414	8,321	8,239
Households	4,021	3,985	3,960
Median Age	31.9	34.1	35.1
% 0-9	9.4%	8.6%	8.7%
% 10-14	3.7%	3.4%	3.3%
% 15-24	17.3%	15.8%	15.1%
% 25-34	25.4%	24.1%	22.9%
% 35-44	9.6%	12.0%	13.0%
% 45-54	9.0%	7.4%	7.7%
% 55-64	10.7%	10.0%	9.1%
% 65+	15.0%	18.6%	20.3%
Median Household Income	***	\$112,451	\$135,949
Average Household Income	***	\$163,413	\$185,479
Per Capita Income	***	\$67,612	\$76,670
Total Housing Units	4,243	4,224	4,184
% Owner Occupied Units	33.5%	30.5%	31.2%
% Renter Occupied Units	61.3%	63.9%	63.4%
% Vacant Housing Units	5.2%	5.7%	5.4%
Median Home Value	***	\$349,673	\$384,290

Demographic Data: 10 Minute Drive Time	2010	2021	2026 (Projected)
Population	132,132	134,292	134,972
Households	57,385	59,509	60,341
Median Age	29.2	31.6	32.3
% 0-9	7.5%	6.9%	6.9%
% 10-14	3.2%	3.2%	3.0%
% 15-24	30.2%	27.2%	27.1%
% 25-34	17.6%	18.2%	17.1%
% 35-44	9.1%	10.5%	11.0%
% 45-54	10.0%	8.0%	8.2%
% 55-64	9.9%	9.9%	8.9%
% 65+	12.4%	16.2%	17.8%
Median Household Income	***	\$50,093	\$55,060
Average Household Income	***	\$81,771	\$91,893
Per Capita Income	***	\$36,846	\$41,702
Total Housing Units	64,622	66,706	67,773
% Owner Occupied Units	34.2%	30.8%	30.8%
% Renter Occupied Units	54.6%	58.5%	58.2%
% Vacant Housing Units	11.2%	10.8%	9.9%
Median Home Value	***	\$261,168	\$312,282

Traffic Count Profile	Closest Cross-Street	Count
Murray Ave	Douglas St	9,861
Murray Avenue	Bartlett St	6,393
Shady Avenue	Douglas St	10,392
Forbes Ave	Murray Ave	9,910
Tilbury Ave	Shady Ave	12,876
Wightman St	Covode St	5,532
Wightman St	Darlington Rd	4,975
Forward Ave	Eldridge St	1,447
Beacon St	Mulhatton St	7,450
Murray Ave	Forward Ave	13,487

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

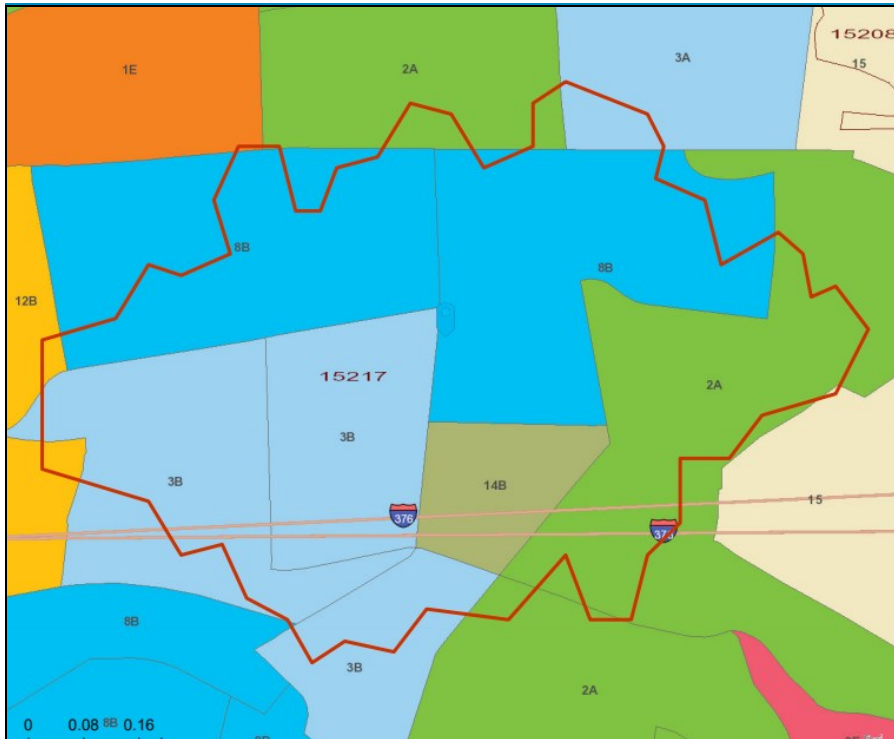
Forbes and Murray Aves Commercial District

Marketplace Profile ^{**} : 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$33,548,845	\$468,145	\$33,080,700	97.2	1
Furniture & Home Furnishing Stores	\$5,832,399	\$735,502	\$5,096,897	77.6	1
Electronics and Appliance Stores	\$5,509,499	\$519,850	\$4,989,649	82.8	1
Building Materials, Garden Equip. & Supply Stores	\$8,855,037	\$1,210,039	\$7,644,998	76.0	2
Food and Beverage Stores	\$30,474,820	\$62,121,855	-\$31,647,035	-34.2	13
Health and Personal Care Stores	\$9,437,901	\$8,826,856	\$611,045	3.3	4
Gasoline Stations	\$15,955,049	\$0	\$15,955,049	100.0	0
Clothing & Clothing Accessories Stores	\$9,775,605	\$15,544,515	-\$5,768,910	-22.8	9
Sporting Goods / Hobby / Music / Book Stores	\$4,889,060	\$5,537,336	-\$648,276	-6.2	10
General Merchandise Stores	\$24,917,130	\$0	\$24,917,130	100.0	0
Nonstore Retailers	\$3,246,182	\$1,806,486	\$1,439,696	28.5	2
Food Services & Drinking Places	\$17,992,770	\$23,794,521	-\$5,801,751	-13.9	46
Marketplace Profile ^{**} : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$386,519,883	\$207,291,209	\$179,228,674	30.2	39
Furniture & Home Furnishing Stores	\$66,584,660	\$50,007,501	\$16,577,159	14.2	27
Electronics and Appliance Stores	\$63,052,295	\$188,893,493	-\$125,841,198	-49.9	40
Building Materials, Garden Equip. & Supply Stores	\$103,457,055	\$152,697,897	-\$49,240,842	-19.2	33
Food and Beverage Stores	\$352,475,218	\$401,832,020	-\$49,356,802	-6.5	91
Health and Personal Care Stores	\$111,123,507	\$136,382,520	-\$25,259,013	-10.2	67
Gasoline Stations	\$184,656,202	\$100,693,096	\$83,963,106	29.4	24
Clothing & Clothing Accessories Stores	\$110,824,505	\$229,012,426	-\$118,187,921	-34.8	141
Sporting Goods / Hobby / Music / Book Stores	\$55,759,089	\$69,569,861	-\$13,810,772	-11.0	52
General Merchandise Stores	\$285,657,283	\$196,780,654	\$88,876,629	18.4	32
Nonstore Retailers	\$37,879,067	\$155,490,086	-\$117,611,019	-60.8	13
Food Services & Drinking Places	\$203,564,013	\$352,156,390	-\$148,592,377	-26.7	516

2021 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	2.4%	5.1%
High School Diploma or Some College	16.3%	28.7%
Associates Degree	4.7%	6.2%
Bachelor's Degree	35.1%	26.4%
Graduate or Professional Degree	41.4%	33.7%

^{**} 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.

Forbes and Murray Aves Commercial District



2 Minute Drive Time Tapestry Segmentation

Neighborhood Quick Facts*

- Walk Score: 96
- Transit Score: 56
- Bike Score: 86

* 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

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 above 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

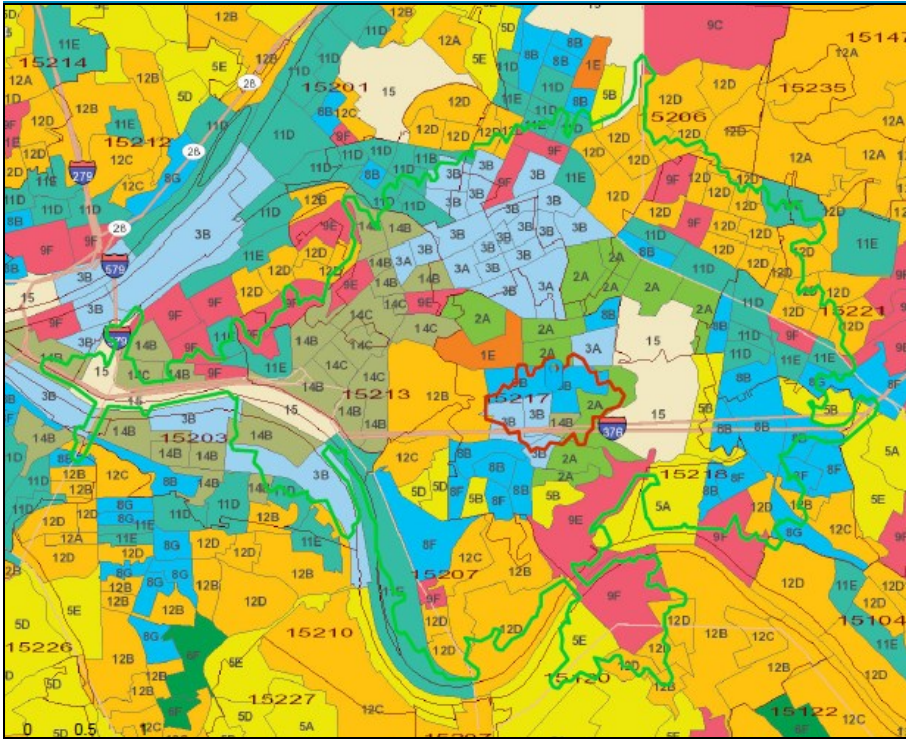
Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median income primarily from wages, investments, and self-employment. This 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.

Urban Chic

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

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>.

Forbes and Murray Aves Commercial District



10 Min Drive Time Tapestry Segmentation

Neighborhood Quick Facts*

- High number of cottage industries in area
- Number of bus lines in neighborhood: 7

* 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

Metro Renters

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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.

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Squirrel Hill South 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

Uncover Squirrel Hill:
www.uncoversquirrelhill.org

Squirrel Hill Urban Coalition:
www.shuc.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.