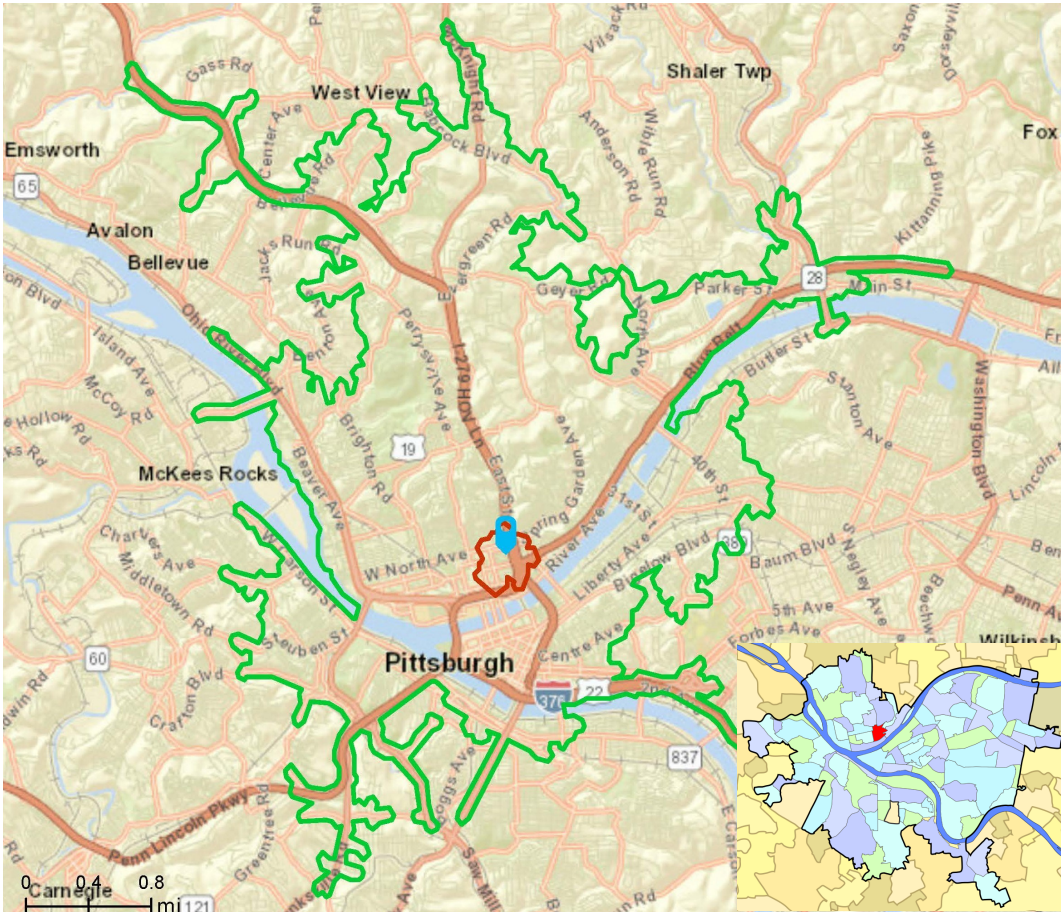


MARKET PROFILE

East Ohio Street Commercial District East Allegheny

ura

Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
266

Number of Employees:
6,022

Employees/Residential
Population Ratio*:
3.32:1

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

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive Time	10 Minute Drive Time
Apparel and Services	70	89
Computers and Accessories	N/A	N/A
Education	67	83
Entertainment / Recreation	63	85
Food at Home	70	88
Food Away from Home	69	87
Health Care	64	86
Household Furnishing and Equipment	62	84
Personal Care Products and Services	69	88
Shelter	70	86
Support Payments/Cash Contributions/Gifts in Kind	58	79
Travel	58	79
Vehicle Maintenance & Repair	67	89

2021 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	33.6%	17.8%
\$15,000—\$24,999	16.7%	13.1%
\$25,000—\$34,999	7.8%	10.1%
\$35,000—\$49,999	10.1%	13.8%
\$50,000—\$74,999	14.9%	19.0%
\$75,000—\$99,999	6.0%	9.8%
\$100,000—\$149,999	6.2%	10.6%
\$150,000+	4.9%	6.0%
Median Disposable Income	\$24,784	\$43,720

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	2021	2026 (Projected)
Population	1,925	1,812	1,773
Households	1,056	1,015	1,000
Median Age	41.0	43.6	44.8
% 0-9	7.8%	7.3%	7.2%
% 10-14	3.3%	3.6%	3.3%
% 15-24	13.6%	10.3%	10.0%
% 25-34	17.5%	16.9%	16.3%
% 35-44	12.8%	13.5%	13.4%
% 45-54	16.9%	12.6%	12.3%
% 55-64	13.8%	15.8%	14.4%
% 65+	14.3%	19.9%	23.0%
Median Household Income	***	\$29,955	\$32,561
Average Household Income	***	\$59,052	\$64,731
Per Capita Income	***	\$34,721	\$38,346
Total Housing Units	1,332	1,326	1,306
% Owner Occupied Units	21.2%	18.1%	18.5%
% Renter Occupied Units	58.1%	58.4%	58.0%
% Vacant Housing Units	20.7%	23.5%	23.4%
Median Home Value	***	\$240,625	\$290,854
Demographic Data: 10 Minute Drive Time	2010	2021	2026 (Projected)
Population	91,857	95,274	97,450
Households	40,555	43,657	45,367
Median Age	36.1	38.1	38.9
% 0-9	9.2%	8.5%	8.4%
% 10-14	4.4%	4.2%	4.1%
% 15-24	18.8%	16.3%	16.7%
% 25-34	16.4%	16.5%	15.6%
% 35-44	11.7%	13.2%	13.5%
% 45-54	14.1%	11.0%	11.2%
% 55-64	11.6%	12.6%	11.3%
% 65+	13.8%	17.6%	19.3%
Median Household Income	***	\$53,636	\$59,625
Average Household Income	***	\$77,633	\$88,039
Per Capita Income	***	\$35,920	\$41,305
Total Housing Units	48,567	51,850	53,345
% Owner Occupied Units	38.8%	34.2%	33.8%
% Renter Occupied Units	44.7%	50.0%	51.3%
% Vacant Housing Units	16.5%	15.8%	15.0%
Median Home Value	***	\$145,318	\$189,743

Traffic Count Profile	Closest Cross- Street	Count
Cedar Ave	Virgin Way	20,271
E Ohio St	Middle St	10,189
Cedar Ave	E Ohio St	6,357
East St	Shawano St	7,800
N Canal St	Moravian Way	1,642
I- 279	Tripoli St	8,284
I-279	I-579 HOV	22,469
E Ohio St	Moravian St	3,123
Madison Ave	Peralta St	17,612
East Street	Tripoli St	7,721

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

East Ohio Street Commercial District

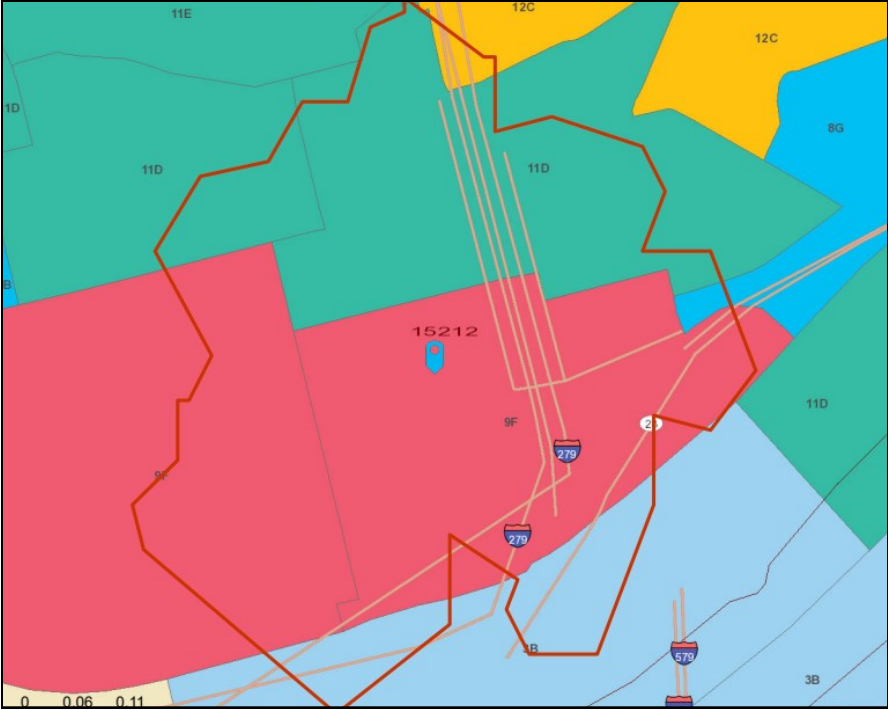
Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$3,924,873	\$2,346,935	\$1,577,938	25.2	1
Furniture & Home Furnishing Stores	\$659,871	\$0	\$659,871	100.0	0
Electronics and Appliance Stores	\$648,087	\$3,916,235	-\$3,268,148	-71.6	2
Building Materials, Garden Equip. & Supply Stores	\$951,842	\$701,684	\$250,158	15.1	1
Food and Beverage Stores	\$3,908,664	\$22,413,457	-\$18,504,793	-70.3	4
Health and Personal Care Stores	\$1,233,190	\$7,608,410	-\$6,375,220	-72.1	4
Gasoline Stations	\$1,993,333	\$9,217,224	-\$7,223,891	-64.4	1
Clothing & Clothing Accessories Stores	\$1,132,576	\$2,089,411	-\$956,835	-29.7	6
Sporting Goods / Hobby / Music / Book Stores	\$575,654	\$0	\$575,654	100.0	0
General Merchandise Stores	\$3,021,186	\$0	\$3,021,186	100.0	0
Nonstore Retailers	\$404,942	\$10,128,094	-\$9,723,152	-92.3	4
Food Services & Drinking Places	\$2,080,581	\$11,223,473	-\$9,142,892	-68.7	25

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$207,689,749	\$111,663,368	\$96,026,381	30.1	43
Furniture & Home Furnishing Stores	\$34,225,464	\$55,069,857	-\$20,844,393	-23.3	32
Electronics and Appliance Stores	\$32,196,524	\$54,024,186	-\$21,827,662	-25.3	28
Building Materials, Garden Equip. & Supply Stores	\$56,847,381	\$94,207,645	-\$37,360,264	-24.7	59
Food and Beverage Stores	\$186,914,686	\$236,197,732	-\$49,283,046	-11.6	117
Health and Personal Care Stores	\$60,836,885	\$100,833,711	-\$39,996,826	-24.7	56
Gasoline Stations	\$100,098,415	\$130,302,890	-\$30,204,475	-13.1	27
Clothing & Clothing Accessories Stores	\$54,900,044	\$101,675,540	-\$46,775,496	-29.9	107
Sporting Goods / Hobby / Music / Book Stores	\$28,375,907	\$39,382,524	-\$11,006,617	-16.2	42
General Merchandise Stores	\$148,404,231	\$40,550,982	\$107,853,249	57.1	25
Nonstore Retailers	\$20,216,054	\$163,846,156	-\$143,630,102	-78.0	25
Food Services & Drinking Places	\$101,913,068	\$343,141,111	-\$241,228,043	-54.2	591

2021 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	8.2%	7.6%
High School Diploma or Some College	41.2%	44.6%
Associates Degree	4.7%	9.5%
Bachelor's Degree	26.5%	22.6%
Graduate or Professional Degree	19.4%	15.7%

**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.

East Ohio Street Commercial District



ESRI Tapestry Segmentation Area Profile: 2 Min Drive

Neighborhood Quick Facts*

- Walk Score: 87
- Transit Score: 69
- Bike Score: 73

* 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. One-fourth 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

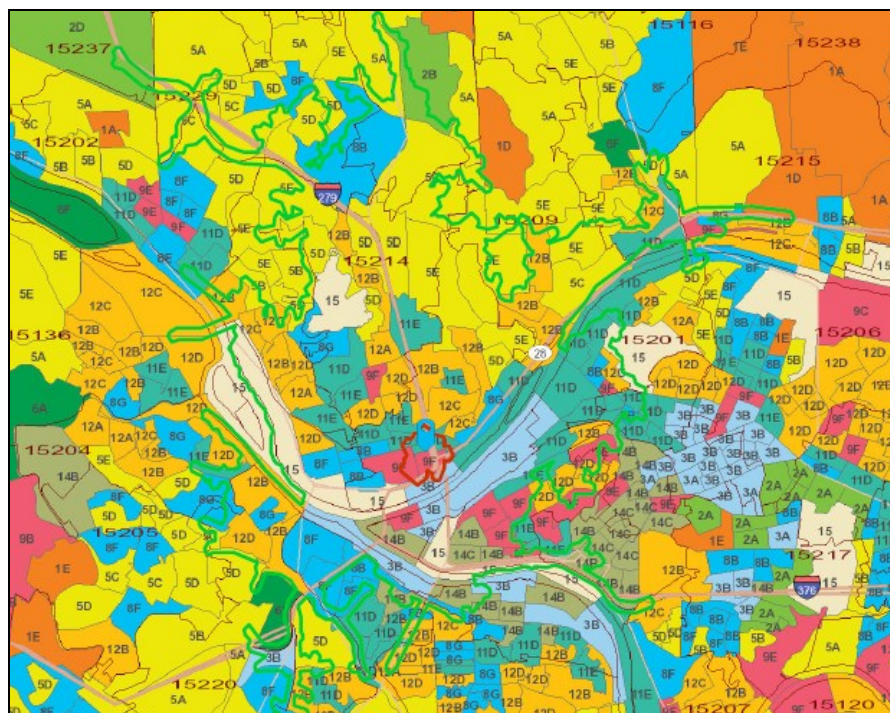
Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents are 20 to 34 years old, and a large portion are single person nonfamily 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.

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.

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>.

East Ohio Street Commercial District



ESRI Tapestry Segmentation Area Profile: 10 Min Drive

Neighborhood Quick Facts*

- Number of transit lines in neighborhood: 13

* 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.

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

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East Ohio Street Commercial District

East Allegheny 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

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 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