MARKET PROFILE
Centre Ave and Herron Commercial District
Hill District

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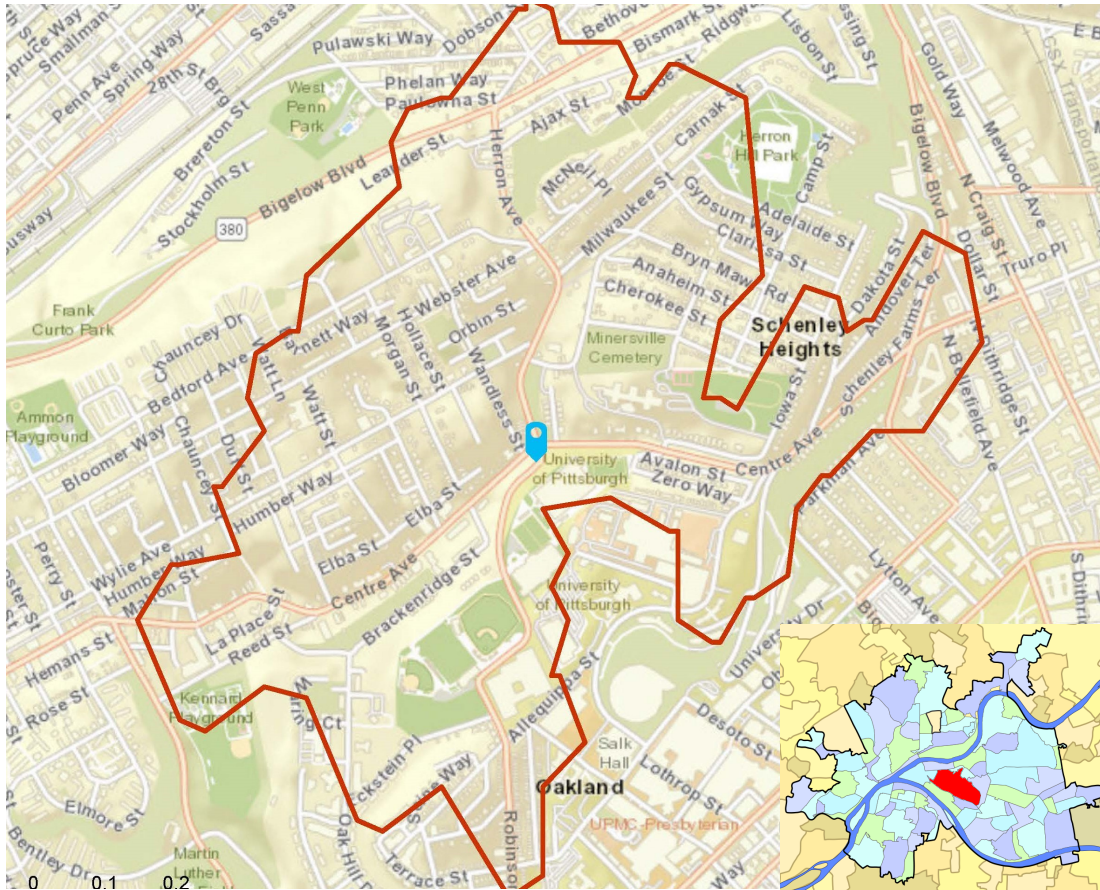
Urban
Redevelopment
Authority
of Pittsburgh

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$7,057,831	$0	$7,057,831	100.0	0
Furniture & Home Furnishing Stores	$1,154,774	$0	$1,154,774	100.0	0
Electronics and Appliance Stores	$1,083,202	$776,152	$307,050	16.5	1
Building Materials, Garden Equip. & Supply Stores	$1,840,417	$0	$1,840,417	100.0	0
Food and Beverage Stores	$6,402,549	$923,611	$5,478,938	74.8	1
Health and Personal Care Stores	$2,094,731	$0	$2,094,731	100.0	0
Gasoline Stations	$3,455,842	$5,922,685	-$2,466,843	-26.3	2
Clothing & Clothing Accessories Stores	$1,829,587	$0	$1,829,587	100.0	0
Sporting Goods / Hobby / Music / Book Stores	$945,527	$0	$945,527	100.0	0
General Merchandise Stores	$5,003,404	$0	$5,003,404	100.0	0
Nonstore Retailers	$673,134	$0	$673,134	100.0	0
Food Services & Drinking Places	$3,403,618	$1,948,771	$1,454,847	27.2	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.
*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Centre Ave and Herron Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	3,810	3,680	3,637
Households	1,975	1,955	1,945
Median Age	35.3	36.7	37.1
% 0-9	8.4%	8.1%	8.1%
% 10-14	4.2%	3.9%	4.2%
% 15-24	27.2%	24.5%	24.1%
% 25-34	9.9%	12.3%	11.6%
% 35-44	8.5%	7.9%	9.0%
% 45-54	13.0%	9.6%	9.0%
% 55-64	12.1%	13.2%	12.0%
% 65+	16.5%	20.5%	22.1%
Median Household Income	***	$25,256	$27,171
Average Household Income	***	$50,142	$55,570
Per Capita Income	***	$24,558	$27,590
Total Housing Units	2,413	2,454	2,466
% Owner Occupied Units	27.9%	24.9%	25.3%
% Renter Occupied Units	53.9%	54.8%	53.6%
% Vacant Housing Units	18.2%	20.3%	21.1%
Median Home Value	***	$149,688	$268,277

Traffic Count Profile	Closest Cross-Street	Count
Herron Ave	Vancroft St	4,506
Robinson Ct Exd	Vera St	4,405
Centre Avenue	Ewarts Way	3,962
Bedford Ave	Francis St	1,620
Centre Ave	Schenley Farms Ter	10,776
Bigelow Blvd	Herron Ave	18,603

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

2021 Households by Disposable Income	
<$15,000	38.9%
$15,000—$24,999	16.2%
$25,000—$34,999	9.9%
$35,000—$49,999	10.0%
$50,000—$74,999	9.2%
$75,000—$99,999	6.4%
$100,000—$149,999	6.6%
$150,000+	2.8%
Median Disposable Income	$20,952

Note: Disposable income is after-tax household income.

Spending Potential Index	
Apparel and Services	58
Computers and Accessories	N/A
Education	54
Entertainment / Recreation	55
Food at Home	58
Food Away from Home	57
Health Care	57
Household Furnishing and Equipment	54
Personal Care Products and Services	57
Shelter	56
Support Payments/Cash Contributions/Gifts in Kind	50
Travel	50
Vehicle Maintenance & Repair	58

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.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	11.1%
High School Diploma or Some College	50.6%
Associates Degree	11.5%
Bachelor's Degree	11.7%
Graduate or Professional Degree	15.0%

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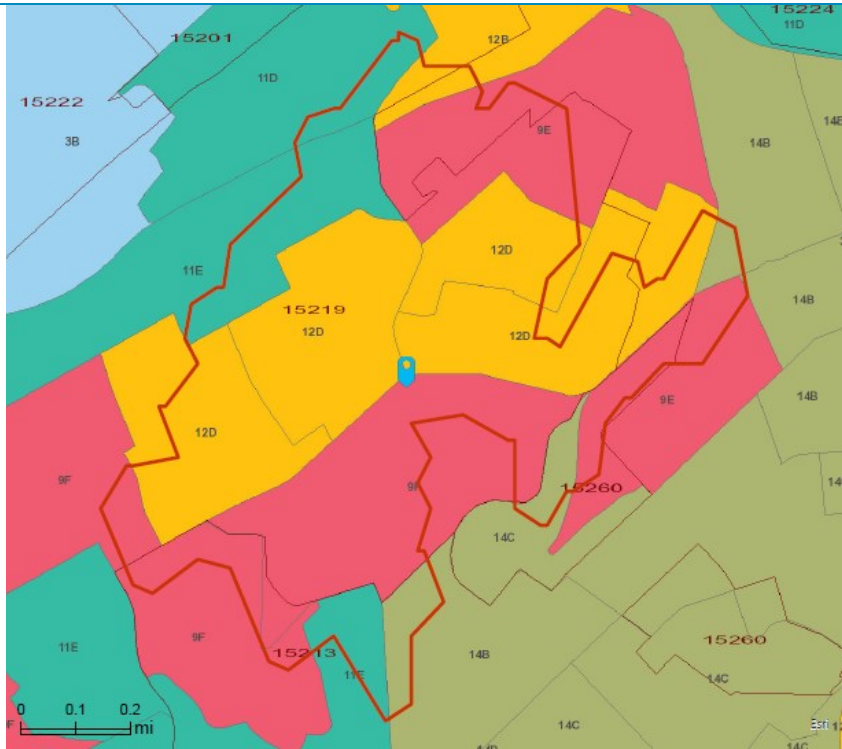
ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 62
- Transit Score: 67
- Bike Score: 41

*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.

City Commons

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

Modest Incomes Homes

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

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.

Clarissa Street homes, a few blocks from Herron Ave

Contacts

Hill House Association:
www.hillhouse.org

Hill Community Development Corp:
www.hilldistrict.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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