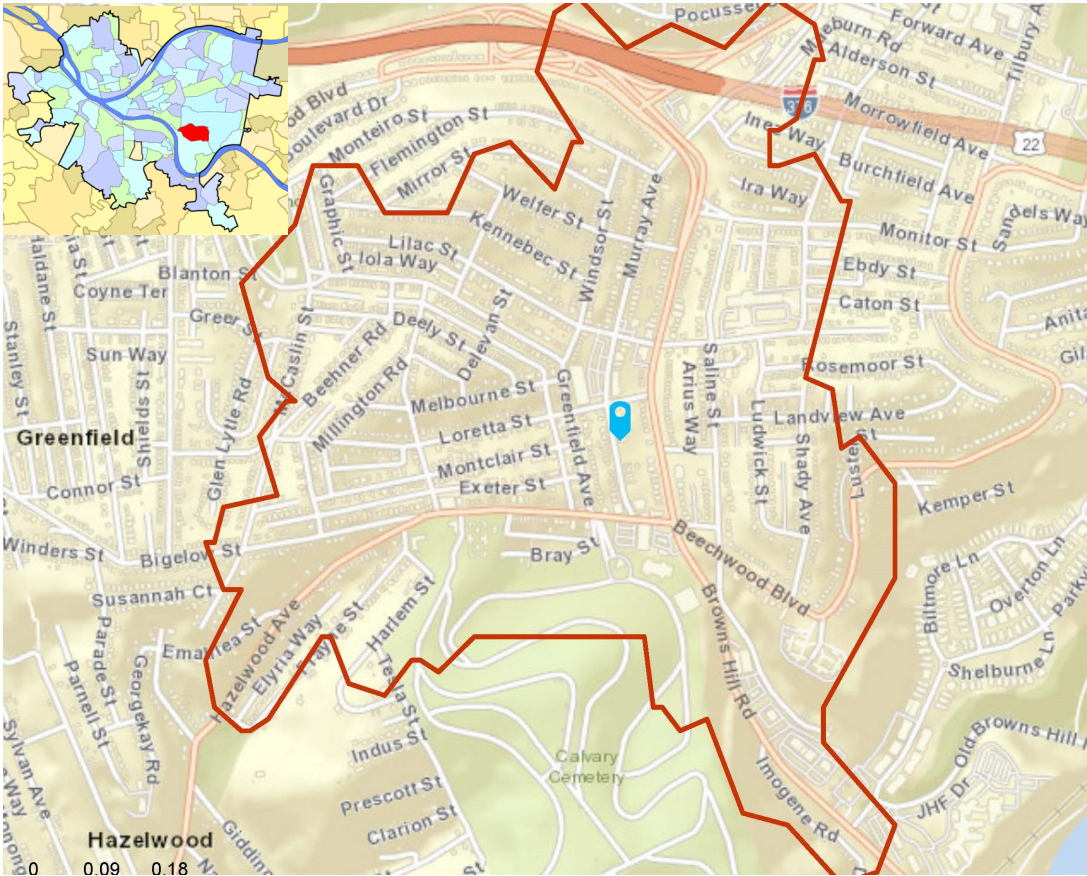


# MARKET PROFILE

## Murray Avenue Commercial District

### Greenfield



### 2021 Business Summary (2 Minute Drive Time)

Number of Businesses:  
125

Number of Employees:  
1,220

Employees/Residential  
Population Ratio\*:  
0.26:1

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

For more information on this  
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$15,764,591	\$1,277,352	\$14,487,239	85.0	2
Furniture & Home Furnishing Stores	\$2,698,573	\$0	\$2,698,573	100.0	0
Electronics and Appliance Stores	\$2,518,496	\$418,479	\$2,100,017	71.5	1
Building Materials, Garden Equip. & Supply Stores	\$4,483,554	\$0	\$4,483,554	100.0	0
Food and Beverage Stores	\$14,030,939	\$31,925,099	-\$17,894,160	-38.9	3
Health and Personal Care Stores	\$4,556,221	\$4,295,813	\$260,408	2.9	2
Gasoline Stations	\$7,432,806	\$3,245,307	\$4,187,499	39.2	1
Clothing & Clothing Accessories Stores	\$4,357,050	\$1,083,691	\$3,273,359	60.2	2
Sporting Goods / Hobby / Music / Book Stores	\$2,215,943	\$816,407	\$1,399,536	46.2	2
General Merchandise Stores	\$11,410,532	\$0	\$11,410,532	100.0	0
Nonstore Retailers	\$1,534,798	\$0	\$1,534,798	100.0	0
Food Services & Drinking Places	\$8,051,776	\$2,294,842	\$5,756,934	55.6	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.

# Murray Avenue Commercial District—Greenfield

Demographic Data	2010	2021	2026 (Projected)
<b>Population</b>	4,757	4,763	4,731
<b>Households</b>	2,246	2,293	2,295
<b>Median Age</b>	36.6	39.4	41.2
% 0-9	8.9%	7.9%	8.0%
% 10-14	4.0%	3.8%	3.7%
% 15-24	12.8%	11.4%	11.2%
% 25-34	22.5%	19.6%	18.0%
% 35-44	11.3%	14.7%	14.8%
% 45-54	13.2%	9.8%	10.9%
% 55-64	13.4%	12.9%	11.3%
% 65+	14.0%	19.8%	22.1%
<b>Median Household Income</b>	***	\$66,131	\$75,131
<b>Average Household Income</b>	***	\$86,560	\$97,905
<b>Per Capita Income</b>	***	\$42,066	\$47,963
<b>Total Housing Units</b>	2,424	2,457	2,467
% Owner Occupied Units	53.3%	50.2%	50.6%
% Renter Occupied Units	39.4%	43.1%	42.4%
% Vacant Housing Units	7.3%	6.7%	7.0%
<b>Median Home Value</b>	***	\$188,963	\$217,829

Traffic Count Profile	Closest Cross-Street	Count
Greenfield Ave	Melbourne St	5,788
Hazelwood Ave	Murray Ave	5,422
Beechwood Blvd	Lilac St	23,203
Lilac St	Saline St	6,438
Beechwood Blvd	Monitor St	12,928
Browns Hill Rd	Imogene Rd	35,160
Browns Hill Rd	Imogene Rd	31,810
Monitor St	Monitor St	1,843
Saline Street	Monitor St	2,107
Monitor St	Ludwick St	1,484

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	13.3%
\$15,000—\$24,999	7.2%
\$25,000—\$34,999	9.0%
\$35,000—\$49,999	16.3%
\$50,000—\$74,999	24.5%
\$75,000—\$99,999	11.6%
\$100,000—\$149,999	11.7%
\$150,000+	6.4%
<b>Median Disposable Income</b>	\$52,837

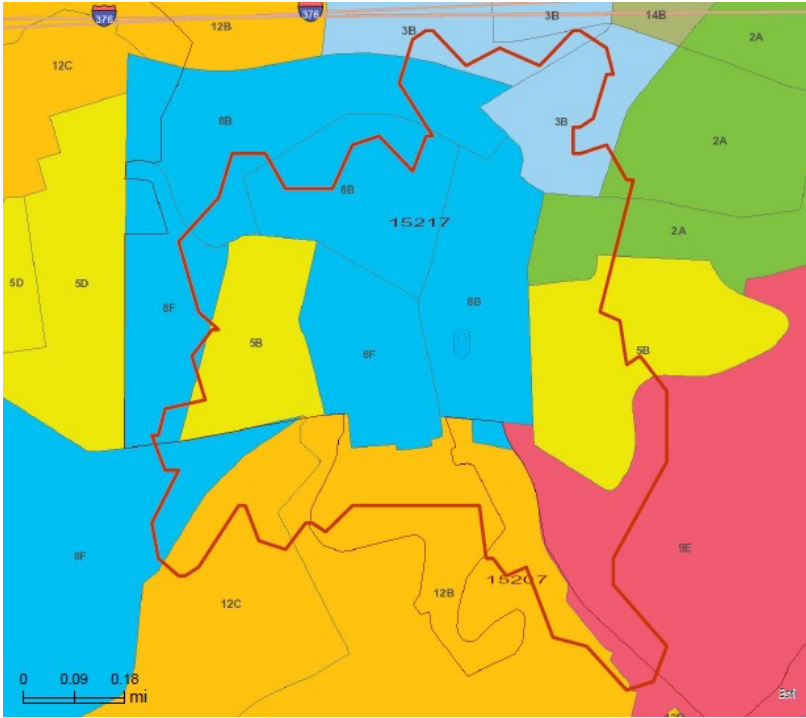
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	3.9%
High School Diploma or Some College	27.4%
Associates Degree	7.1%
Bachelor's Degree	26.6%
Graduate or Professional Degree	35.1%

Spending Potential Index	
<b>Apparel and Services</b>	96
<b>Computers and Accessories</b>	N/A
<b>Education</b>	94
<b>Entertainment / Recreation</b>	94
<b>Food at Home</b>	93
<b>Food Away from Home</b>	95
<b>Health Care</b>	92
<b>Household Furnishing and Equipment</b>	94
<b>Personal Care Products and Services</b>	95
<b>Shelter</b>	95
<b>Support Payments/Cash Contributions/Gifts in Kind</b>	95
<b>Travel</b>	93
<b>Vehicle Maintenance &amp; Repair</b>	95

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.

# Murray Avenue Commercial District—Greenfield



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Walk Score: 71
- Transit Score: 47
- Bike Score: 54

\* 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

### 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.

### In Style

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

### 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.

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>.



# Murray Avenue Commercial District

Greenfield 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](mailto:lmorris@ura.org) or visit us at [www.ura.org/pages/businesses-entrepreneurs](http://www.ura.org/pages/businesses-entrepreneurs).



View from Greenfield  
Photo credit: John Altdorfer

### Contacts

Greenfield Community Association:  
[www.gcapgh.org](http://www.gcapgh.org)

Urban Redevelopment Authority of Pittsburgh:  
[www.ura.org](http://www.ura.org)

All data from ESRI Business Analyst 2018 unless otherwise noted. <sup>1</sup>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](mailto: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php).

Urban Redevelopment Authority  
of Pittsburgh