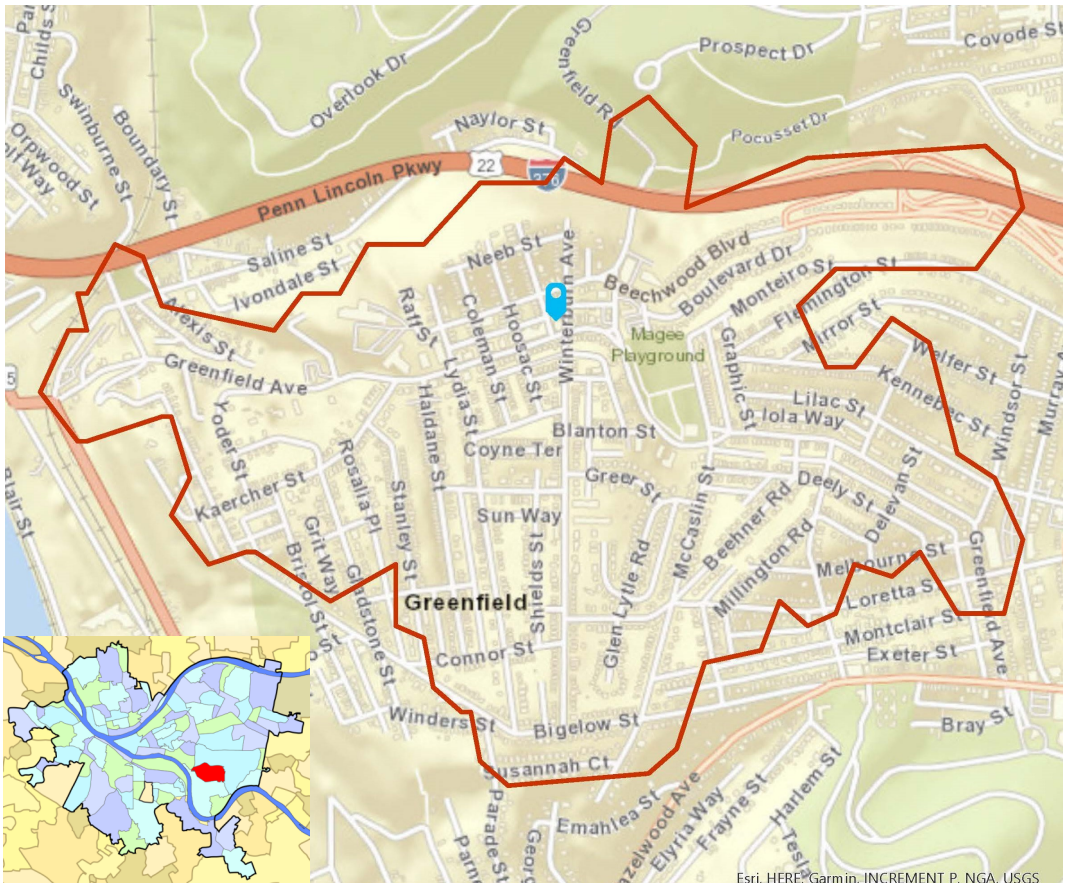
MARKET PROFILE

Greenfield Avenue Commercial District
Greenfield

ura
Urban Redevelopment Authority of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
87

Number of Employees:
575

Employees/Residential Population Ratio*:
0.12:1

Major Industries:
Food Services & Drinking Places, Health Services, Eating & Drinking Places

For more information on this neighborhood, visit:

PITTSBURGHCITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$15,022,569	$0	$15,022,569	100.0	0
Furniture & Home Furnishing Stores	$2,508,091	$0	$2,508,091	100.0	0
Electronics and Appliance Stores	$2,324,914	$0	$2,324,914	100.0	0
Building Materials, Garden Equip. & Supply Stores	$4,354,787	$0	$4,354,787	100.0	0
Food and Beverage Stores	$13,206,623	$3,845,445	$9,361,178	54.9	2
Health and Personal Care Stores	$4,373,440	$826,182	$3,547,258	68.2	1
Gasoline Stations	$7,094,191	$0	$7,094,191	100.0	0
Clothing & Clothing Accessories Stores	$3,946,404	$363,195	$3,583,209	83.1	1
Sporting Goods / Hobby / Music / Book Stores	$2,045,782	$569,869	$1,475,913	56.4	1
General Merchandise Stores	$10,642,119	$0	$10,642,119	100.0	0
Nonstore Retailers	$1,452,829	$0	$1,452,829	100.0	0
Food Services & Drinking Places	$7,352,913	$2,422,768	$4,930,145	50.4	8

**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.

Last Updated August 2021

Greenfield Avenue Commercial District—Greenfield

Demographic Data	2010	2021	2026 (Projected)
Population	4,978	4,751	4,667
Households	2,350	2,289	2,264
Median Age	38.5	41.2	43.2
% 0-9	8.8%	7.9%	7.9%
% 10-14	4.0%	4.2%	4.0%
% 15-24	13.0%	9.3%	9.6%
% 25-34	20.0%	17.2%	14.1%
% 35-44	12.2%	17.1%	17.6%
% 45-54	13.8%	11.2%	12.5%
% 55-64	12.7%	13.3%	12.1%
% 65+	15.6%	19.9%	22.1%
Median Household Income	***	$75,065	$80,430
Average Household Income	***	$93,254	$104,343
Per Capita Income	***	$45,306	$51,051
Total Housing Units	2,573	2,581	2,581
% Owner Occupied Units	58.7%	54.2%	54.8%
% Renter Occupied Units	32.6%	34.4%	32.9%
% Vacant Housing Units	8.7%	11.3%	12.3%
Median Home Value	***	$166,304	$187,991

Traffic Count Profile	Closest Cross-Street	Count
Greenfield Ave	Ronald St	5,788
Winterburn Ave	Sun Way	1,333
Beechwood Blvd	Blvd Dr	8,279
Greenfield Ave-nue	Haworth St	7,876
I- 376	Greenfield Brg	15,689
Greenfield Ave	Alvin St	7,960
I- 376	Greenfield Brg	5,350
Beechwood Blvd	Forward Ave	14,502
Bigelow St	McCaslin St	2,992
I- 376	Forward Ave	11,883

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	8.3%
$15,000—$24,999	9.7%
$25,000—$34,999	8.6%
$35,000—$49,999	13.9%
$50,000—$74,999	25.1%
$75,000—$99,999	13.6%
$100,000—$149,999	14.0%
$150,000+	7.0%
Median Disposable Income	$56,957

Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	4.2%
High School Diploma or Some College	33.6%
Associates Degree	6.5%
Bachelor's Degree	25.0%
Graduate or Professional Degree	30.7%

Spending Potential Index	
Apparel and Services	103
Computers and Accessories	N/A
Education	94
Entertainment / Recreation	103
Food at Home	102
Food Away from Home	102
Health Care	105
Household Furnishing and Equipment	102
Personal Care Products and Services	103
Shelter	100
Support Payments/Cash Contributions/Gifts in Kind	103
Travel	99
Vehicle Maintenance & Repair	106

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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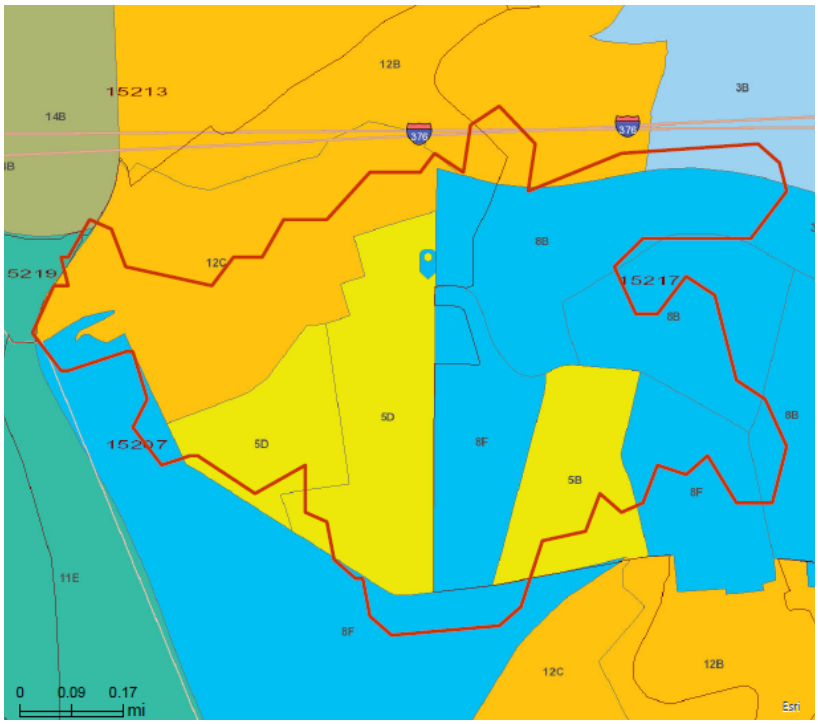

ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 74
- Transit Score: 47
- Bike Score: 44

* 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

Rustbelt Traditions

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

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.

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.

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.**

Greenfield 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 or visit us at www.ura.org/pages/businesses-entrepreneurs.

View from Greenfield
Photo credit: John Altdorfer

Contacts

Greenfield Community Association:
www.gcapgh.org

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 unless otherwise noted. [1]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.

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