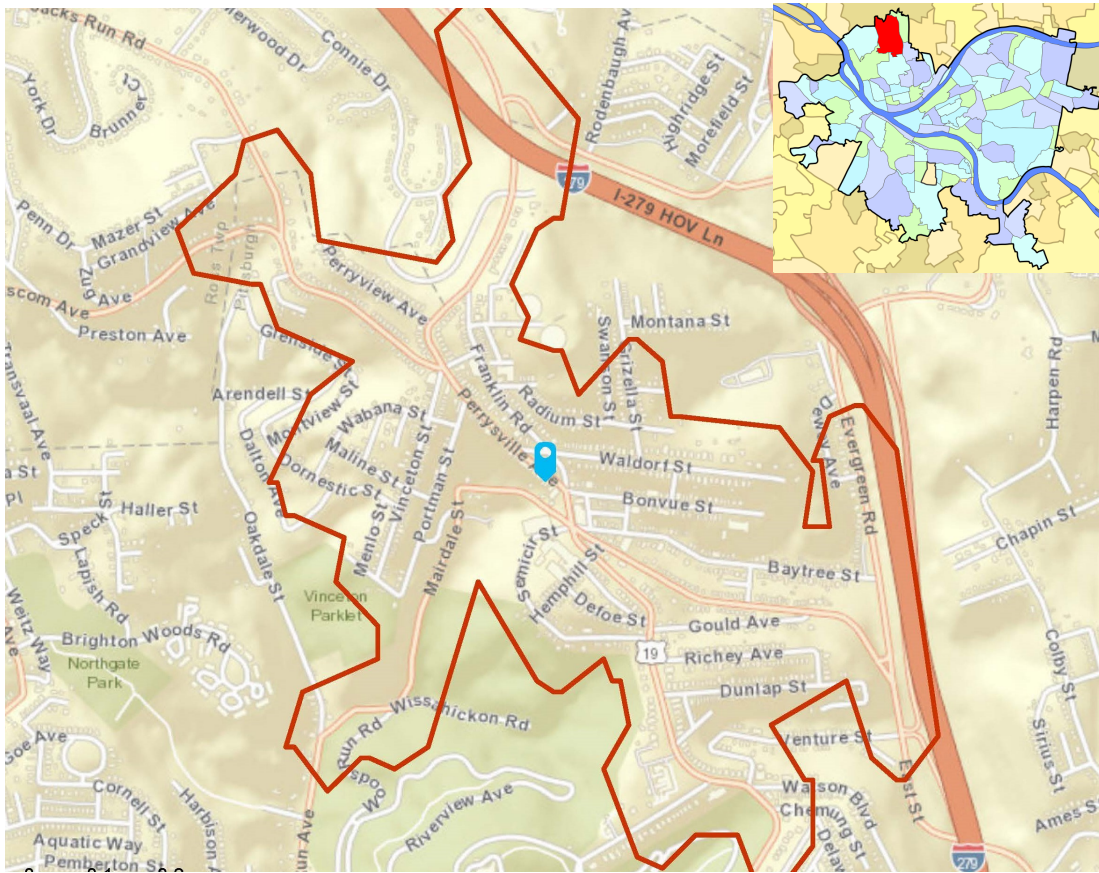


MARKET PROFILE

Perrysville Avenue Commercial District

Observatory Hill/Perry North



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
46

Number of Employees:
344

Employees/Residential
Population Ratio*:
0.14:1

Major Commercial Industries:
Eating & Drinking Places,
Professional, Scientific & Tech
Services

For more information on the
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$5,888,494	\$0	\$5,888,494	100.0	0
Furniture & Home Furnishing Stores	\$983,280	\$0	\$983,280	100.0	0
Electronics and Appliance Stores	\$895,128	\$0	\$895,128	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,776,370	\$0	\$1,776,370	100.0	0
Food and Beverage Stores	\$5,130,398	\$0	\$5,130,398	100.0	0
Health and Personal Care Stores	\$1,720,371	\$0	\$1,720,371	100.0	0
Gasoline Stations	\$2,771,651	\$0	\$2,771,651	100.0	0
Clothing & Clothing Accessories Stores	\$1,494,315	\$0	\$1,494,315	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$790,906	\$0	\$790,906	100.0	0
General Merchandise Stores	\$4,140,284	\$0	\$4,140,284	100.0	0
Nonstore Retailers	\$568,662	\$0	\$568,662	100.0	0
Food Services & Drinking Places	\$2,801,058	\$328,424	\$2,472,634	79.0	2

** 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.

Perrysville Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	2,509	2,418	2,383
Households	1,040	1,023	1,014
Median Age	37.7	40.1	41.0
3.4%	11.8%	11.3%	11.1%
4	5.7%	5.4%	5.8%
% 15-24	14.0%	10.8%	10.3%
% 25-34	15.1%	14.9%	14.1%
% 35-44	12.7%	14.6%	14.4%
% 45-54	16.1%	12.0%	12.6%
% 55-64	12.9%	14.7%	12.4%
% 65+	11.8%	16.2%	19.3%
Median Household Income	***	\$52,544	\$57,901
Average Household Income	***	\$72,097	\$80,470
Per Capita Income	***	\$30,342	\$34,059
Total Housing Units	1,203	1,211	1,212
% Owner Occupied Units	56.6%	52.6%	53.5%
% Renter Occupied Units	29.8%	31.9%	30.1%
% Vacant Housing Units	13.5%	15.5%	16.3%
Median Home Value	***	\$108,758	\$137,162

Traffic Count Profile	Closest Cross-Street	Count
Perrysville Ave	Semicir St	6,772
Mairdale Ave	Wissahickon Rd	4,239
Evergreen Rd	Gribble St	9,738
I-279	Evergreen Rd	75,031
I-279	Mt Pleasant Rd	3,571
Perrysville Ave	Waldorf St	6,333
I-279	Hyperion St	1,954
I-279 HOV	Hyperion St	4,471

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	12.7%
\$15,000—\$24,999	13.2%
\$25,000—\$34,999	13.7%
\$35,000—\$49,999	15.0%
\$50,000—\$74,999	20.0%
\$75,000—\$99,999	11.4%
\$100,000—\$149,999	10.7%
\$150,000+	3.2%
Median Disposable Income	\$44,368

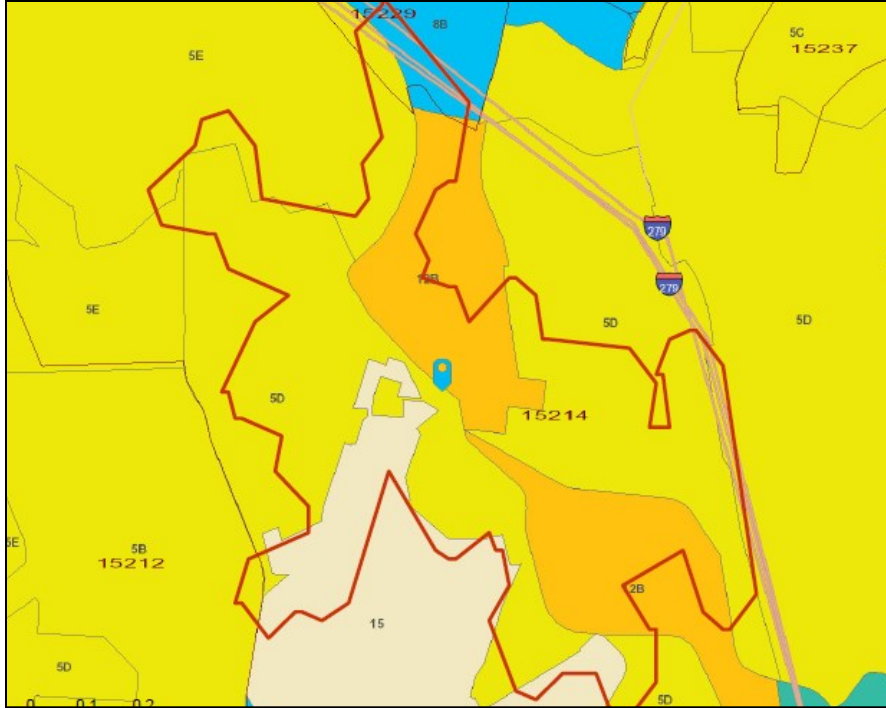
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	6.4%
High School Diploma or Some College	47.2%
Associates Degree	13.2%
Bachelor's Degree	19.5%
Graduate or Professional Degree	13.7%

Spending Potential Index	
Apparel and Services	80
Computers and Accessories	N/A
Education	68
Entertainment / Recreation	81
Food at Home	79
Food Away from Home	77
Health Care	84
Household Furnishing and Equipment	80
Personal Care Products and Services	80
Shelter	75
Support Payments/Cash Contributions/Gifts in Kind	76
Travel	76
Vehicle Maintenance & Repair	83

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.

Perrysville Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 19
- Walk Score: 40
- Walk Score: 40

* 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.

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.

Midlife Constants

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

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>.

Perrysville Avenue Commercial District

Observatory Hill/Perry North Neighborhood

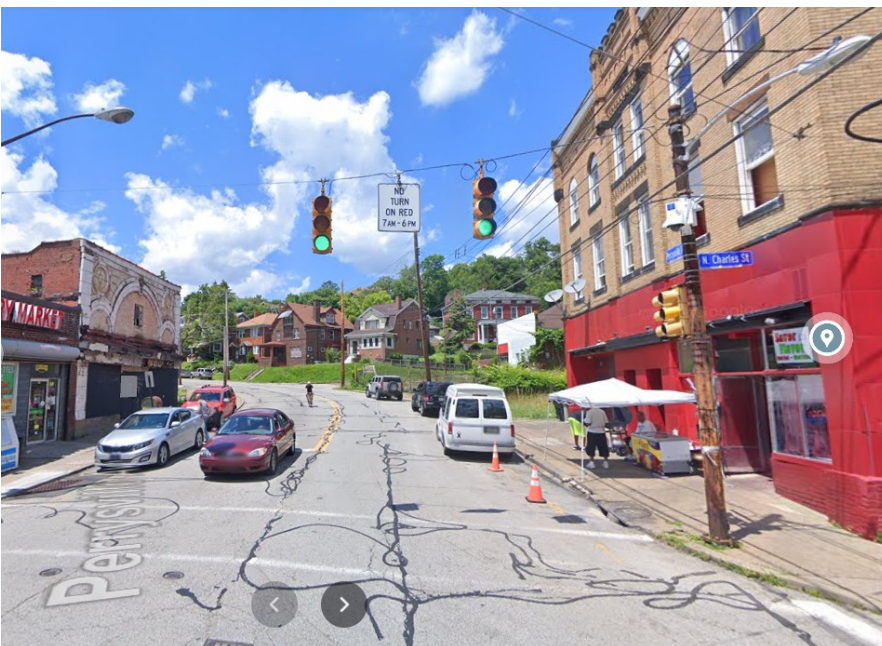
URA Small Business Resources

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

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.

Urban Redevelopment Authority
of Pittsburgh

Last Updated August 2021