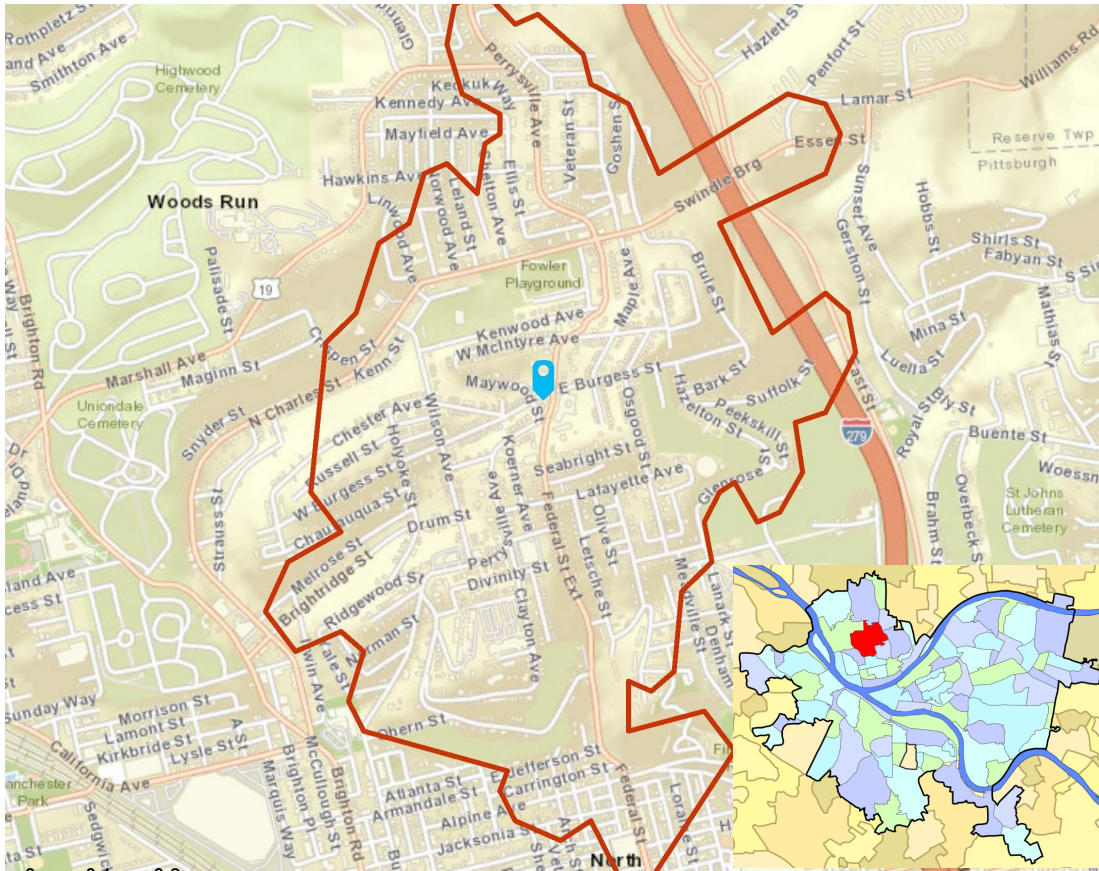


# MARKET PROFILE

## Perrysville Avenue Commercial District

### Perry Hilltop/Perry South



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

Number of Businesses:  
57

Number of Employees:  
1,720

Employees/Residential  
Population Ratio\*:  
0.43:1

Major Commercial Industries:  
Health Services, Food & Beverage  
Stores, Health Care & Social  
Assistance

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	\$7,239,279	\$0	\$7,239,279	100.0	0
Furniture & Home Furnishing Stores	\$1,190,511	\$0	\$1,190,511	100.0	0
Electronics and Appliance Stores	\$1,108,298	\$0	\$1,108,298	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,907,694	\$0	\$1,907,694	100.0	0
Food and Beverage Stores	\$6,592,256	\$1,313,513	\$5,278,743	66.8	3
Health and Personal Care Stores	\$2,154,559	\$0	\$2,154,559	100.0	0
Gasoline Stations	\$3,544,308	\$0	\$3,544,308	100.0	0
Clothing & Clothing Accessories Stores	\$1,878,117	\$0	\$1,878,117	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$970,133	\$71,280	\$898,853	86.3	1
General Merchandise Stores	\$5,145,453	\$0	\$5,145,453	100.0	0
Nonstore Retailers	\$689,347	\$0	\$689,347	100.0	0
Food Services & Drinking Places	\$3,492,487	\$1,757,818	\$1,734,669	33.0	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.

# Perrysville Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
<b>Population</b>	4,195	4,044	3,987
<b>Households</b>	1,924	1,893	1,880
<b>Median Age</b>	38.3	40.2	41.0
% 0-9	13.2%	13.6%	13.1%
% 10-14	6.6%	6.3%	6.9%
% 15-24	14.5%	11.1%	11.2%
% 25-34	12.3%	13.0%	11.9%
% 35-44	10.5%	11.0%	11.4%
% 45-54	15.2%	11.3%	11.1%
% 55-64	12.7%	13.4%	11.8%
% 65+	15.2%	20.4%	22.6%
<b>Median Household Income</b>	***	\$35,610	\$38,301
<b>Average Household Income</b>	***	\$53,731	\$59,920
<b>Per Capita Income</b>	***	\$25,363	\$28,411
<b>Total Housing Units</b>	2,545	2,568	2,573
% Owner Occupied Units	34.8%	31.8%	32.3%
% Renter Occupied Units	40.8%	41.9%	40.8%
% Vacant Housing Units	24.4%	26.3%	26.9%
<b>Median Home Value</b>	***	\$98,495	\$155,755

Traffic Count Profile	Closest Cross-Street	Count
Perrysville Ave	N Charles St	4,020
Swindell Brg	Hazelton St	4,140
Swindell Brg	Magurie St	2,104
North Charles Street	Maple Ave	4,097
Federal St	Seabright St	4,242

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	25.8%
\$15,000—\$24,999	17.3%
\$25,000—\$34,999	13.9%
\$35,000—\$49,999	14.4%
\$50,000—\$74,999	14.0%
\$75,000—\$99,999	5.7%
\$100,000—\$149,999	6.7%
\$150,000+	2.3%
<b>Median Disposable Income</b>	\$29,217

Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	8.5%
High School Diploma or Some College	48.2%
Associates Degree	10.2%
Bachelor's Degree	21.2%
Graduate or Professional Degree	12.0%

Spending Potential Index	
<b>Apparel and Services</b>	62
<b>Computers and Accessories</b>	N/A
<b>Education</b>	56
<b>Entertainment / Recreation</b>	58
<b>Food at Home</b>	62
<b>Food Away from Home</b>	61
<b>Health Care</b>	61
<b>Household Furnishing and Equipment</b>	58
<b>Personal Care Products and Services</b>	62
<b>Shelter</b>	60
<b>Support Payments/Cash Contributions/Gifts in Kind</b>	53
<b>Travel</b>	53
<b>Vehicle Maintenance &amp; Repair</b>	62

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

Perry Hilltop/Perry South Neighborhood

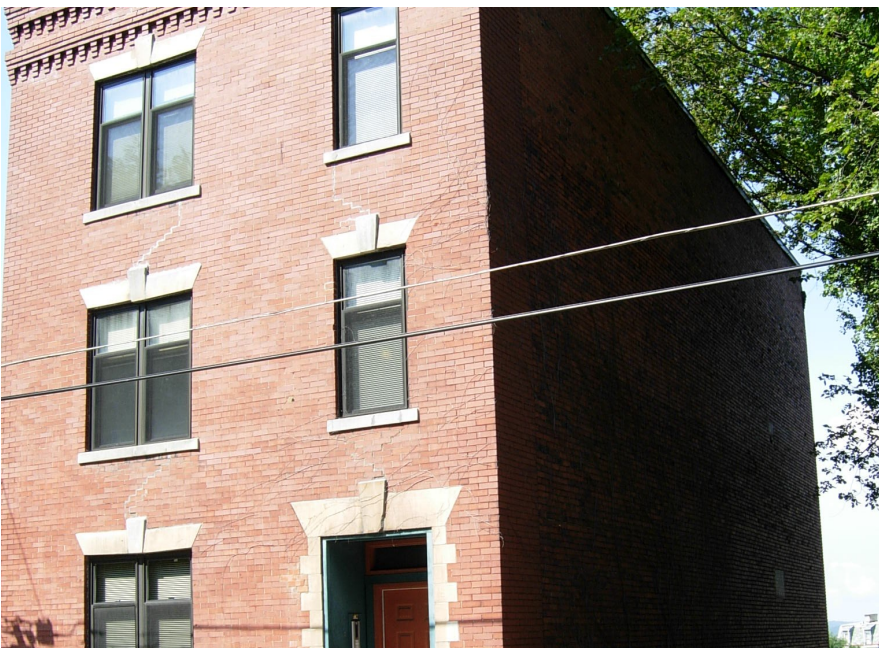
## URA Small Business Resources

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).



### Contacts

Northside Leadership Conference:  
[www.pittsburghnorthside.com](http://www.pittsburghnorthside.com)

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

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