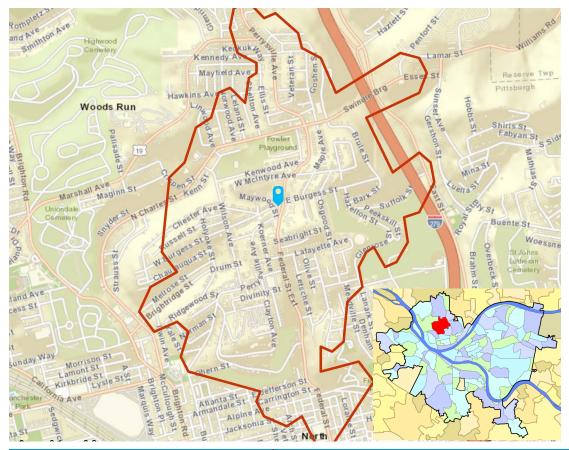
#### MARKET PROFILE

# Perrysville Avenue Commercial District Perry Hilltop/Perry South



Urban Redevelopment Authority of Pittsburgh



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

Number of Businesses:

Number of Employees:

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

<sup>&</sup>quot;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	4,195	4,044	3,987
Households	1,924	1,893	1,880
Median Age	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%
Median Household Income	***	\$35,610	\$38,301
<b>Average Household Income</b>	***	\$53,731	\$59,920
Per Capita Income	***	\$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%
Median Home Value	***	\$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
<b>&lt;</b> \$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%
Median Disposable Income	\$29,217

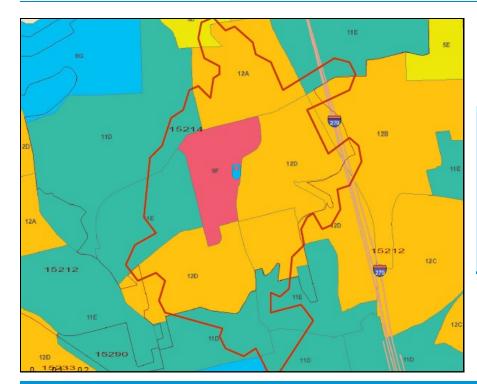
Note: Disposable income is after-tax household income.

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



## **ESRI Tapestry Segmentation Area Profile**

#### **Neighborhood Quick Facts\***

Walk Score: 29Transit Score: 47Bike Score: 31

#### TAPESTRY SEGMENT DESCRIPTIONS

#### **Modest Income 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.

#### **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.

#### **Family Foundations**

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones

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: <a href="https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm">https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm</a>.

<sup>\*</sup> 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 <a href="http://www.walkscore.com/">http://www.walkscore.com/</a>

## Perrysville Avenue Commercial District

**Perry Hilltop/Perry South Neighborhood** 

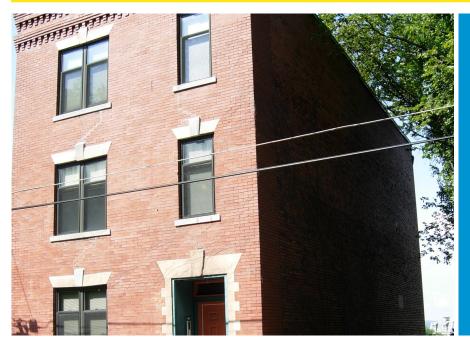
## **URA Small Business Resources**

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 <a href="mailto:lmorris@ura.org">lmorris@ura.org</a> 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: <a href="http://www.pittsburghpa.gov/dcp/snap/">http://www.pittsburghpa.gov/dcp/snap/</a>.

Pittsburgh Neighborhood Community Indicator Systems (PNCIS) ACS 2005-2009 Neighborhood Profiles: <a href="http://www.ucsur.pitt.edu/neighborhood\_reports\_acs.php">http://www.ucsur.pitt.edu/neighborhood\_reports\_acs.php</a>.

**Urban Redevelopment Authority** of Pittsburgh