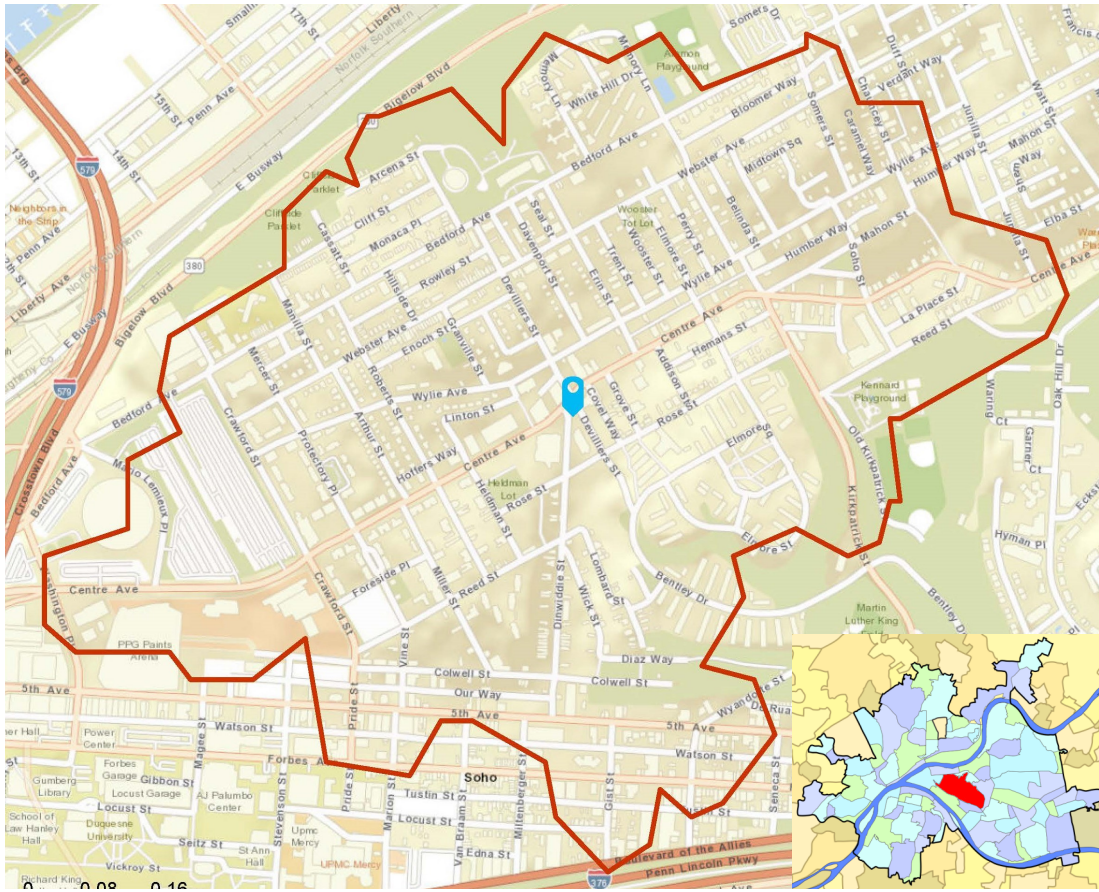


MARKET PROFILE

Centre Ave & Devillers St Commercial District

Hill District



2019 Business Summary (2 Minute Drive Time)

Number of Businesses:
225

Number of Employees:
3,274

Employees/Residential
Population Ratio*:
.67:1

Major Commercial Industries:
Health Care & Social Assistance,
Real Estate, Rental & Leasing

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 | \$7,670,073 | \$234,416 | \$7,435,657 | 94.1 | 1 |
| Furniture & Home Furnishing Stores | \$1,276,934 | \$0 | \$1,276,934 | 100.0 | 0 |
| Electronics and Appliance Stores | \$1,247,526 | \$0 | \$1,247,526 | 100.0 | 0 |
| Building Materials, Garden Equip. & Supply Stores | \$1,815,737 | \$0 | \$1,815,737 | 100.0 | 0 |
| Food and Beverage Stores | \$7,481,166 | \$1,713,425 | \$5,767,741 | 62.7 | 3 |
| Health and Personal Care Stores | \$2,352,976 | \$4,534,542 | -\$2,181,566 | -31.7 | 2 |
| Gasoline Stations | \$3,870,199 | \$3,218,264 | \$651,935 | 9.2 | 2 |
| Clothing & Clothing Accessories Stores | \$2,167,175 | \$714,894 | \$1,452,281 | 50.4 | 1 |
| Sporting Goods / Hobby / Music / Book Stores | \$1,105,054 | \$731,103 | \$373,951 | 20.4 | 1 |
| General Merchandise Stores | \$5,788,872 | \$1,390,312 | \$4,398,560 | 61.3 | 1 |
| Nonstore Retailers | \$770,467 | \$6,978,858 | -\$6,208,391 | -80.1 | 1 |
| Food Services & Drinking Places | \$3,988,725 | \$3,109,777 | \$878,948 | 12.4 | 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.

Centre Ave and Devilliers St Commercial District

| Demographic Data | 2010 | 2021 | 2026 (Projected) |
|---------------------------------|-------|-----------|---------------------|
| Population | 5,206 | 4,888 | 5,144 |
| Households | 2,675 | 2,573 | 2,747 |
| Median Age | 33.9 | 39.0 | 39.7 |
| % 0-9 | 8.4% | 8.2% | 8.3% |
| % 10-14 | 4.8% | 4.4% | 4.6% |
| % 15-24 | 27.4% | 24.3% | 22.8% |
| % 25-34 | 8.1% | 11.3% | 10.6% |
| % 35-44 | 8.5% | 7.6% | 8.8% |
| % 45-54 | 13.2% | 10.3% | 9.0% |
| % 55-64 | 12.4% | 13.5% | 12.4% |
| % 65+ | 17.2% | 20.4% | 21.8% |
| Median Household Income | *** | \$21,928 | \$25,194 |
| Average Household Income | *** | \$43,533 | \$50,439 |
| Per Capita Income | *** | \$23,903 | \$28,174 |
| Total Housing Units | 3,095 | 2,800 | 2,973 |
| % Owner Occupied Units | 15.2% | 15.6% | 15.2% |
| % Renter Occupied Units | 71.2% | 76.3% | 77.2% |
| % Vacant Housing Units | 13.6% | 8.1% | 7.6% |
| Median Home Value | *** | \$152,579 | \$180,370 |

| Traffic Count Profile | Closest Cross-Street | Count |
|-----------------------|----------------------|--------|
| Centre Ave | Addison St | 6,031 |
| Centre Avenue | Roberts St | 4,661 |
| Crawford St | Reed St | 12,456 |
| Crawford St | Webster Ave | 8,225 |
| Miltenberger St | Watson St | 3,627 |
| Kirkpatrick St | Wylie Ave | 3,567 |

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

| 2019 Households by Disposable Income | |
|--------------------------------------|----------|
| <\$15,000 | 39.4% |
| \$15,000—\$24,999 | 21.3% |
| \$25,000—\$34,999 | 9.6% |
| \$35,000—\$49,999 | 10.2% |
| \$50,000—\$74,999 | 8.8% |
| \$75,000—\$99,999 | 3.8% |
| \$100,000—\$149,999 | 4.1% |
| \$150,000+ | 2.8% |
| Median Disposable Income | \$18,797 |

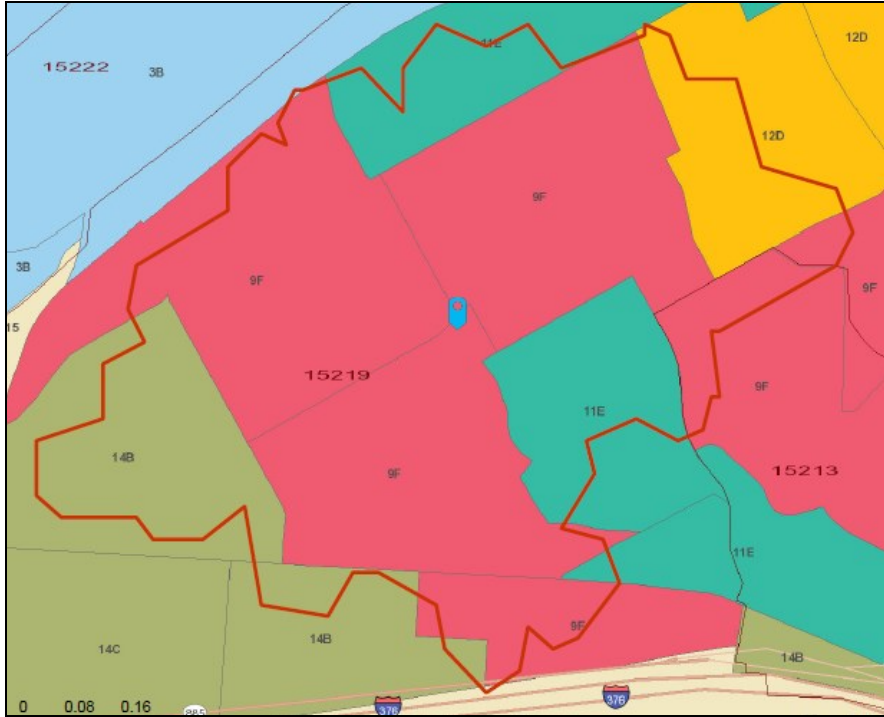
Note: Disposable income is after-tax household income.

| 2018 Educational Attainment (Ages 25+) | |
|--|-------|
| No High School Diploma | 12.6% |
| High School Diploma or Some College | 52.0% |
| Associates Degree | 11.9% |
| Bachelor's Degree | 12.3% |
| Graduate or Professional Degree | 11.2% |

| Spending Potential Index | |
|--|-----|
| Apparel and Services | 52 |
| Computers and Accessories | N/A |
| Education | 51 |
| Entertainment / Recreation | 46 |
| Food at Home | 52 |
| Food Away from Home | 51 |
| Health Care | 48 |
| Household Furnishing and Equipment | 45 |
| Personal Care Products and Services | 51 |
| Shelter | 52 |
| Support Payments/Cash Contributions/Gifts in Kind | 41 |
| Travel | 42 |
| Vehicle Maintenance & Repair | 49 |

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.

Centre Ave and Devilliers St Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 83
- Transit Score: 79
- 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

Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

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.

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>.

Centre Ave and Devilliers Street District

Hill District Neighborhood

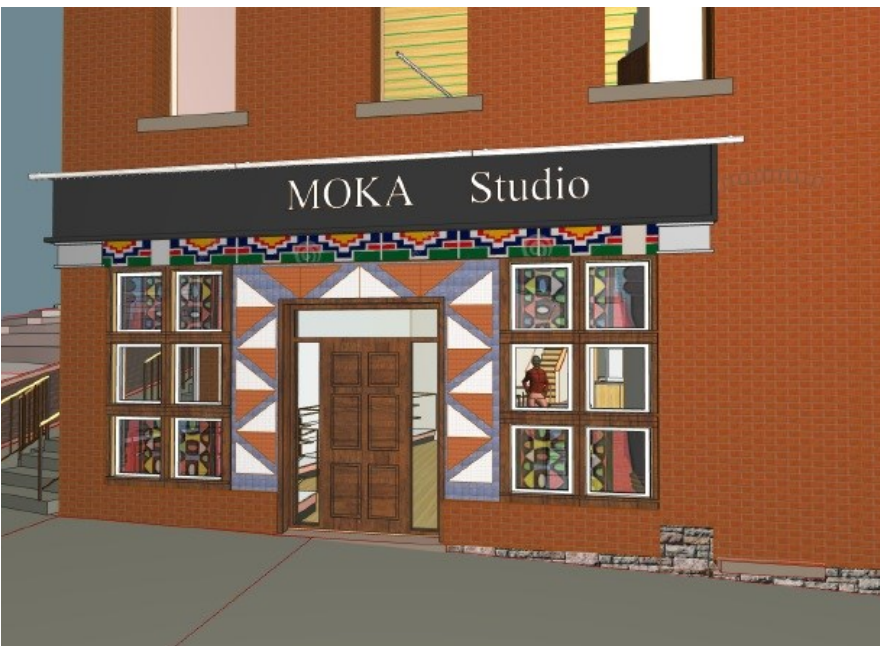
URA Small Business Resources

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

Hill House Association:
www.hillhouse.org

Hill Community Development Corp:
www.hilldistrict.org

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.