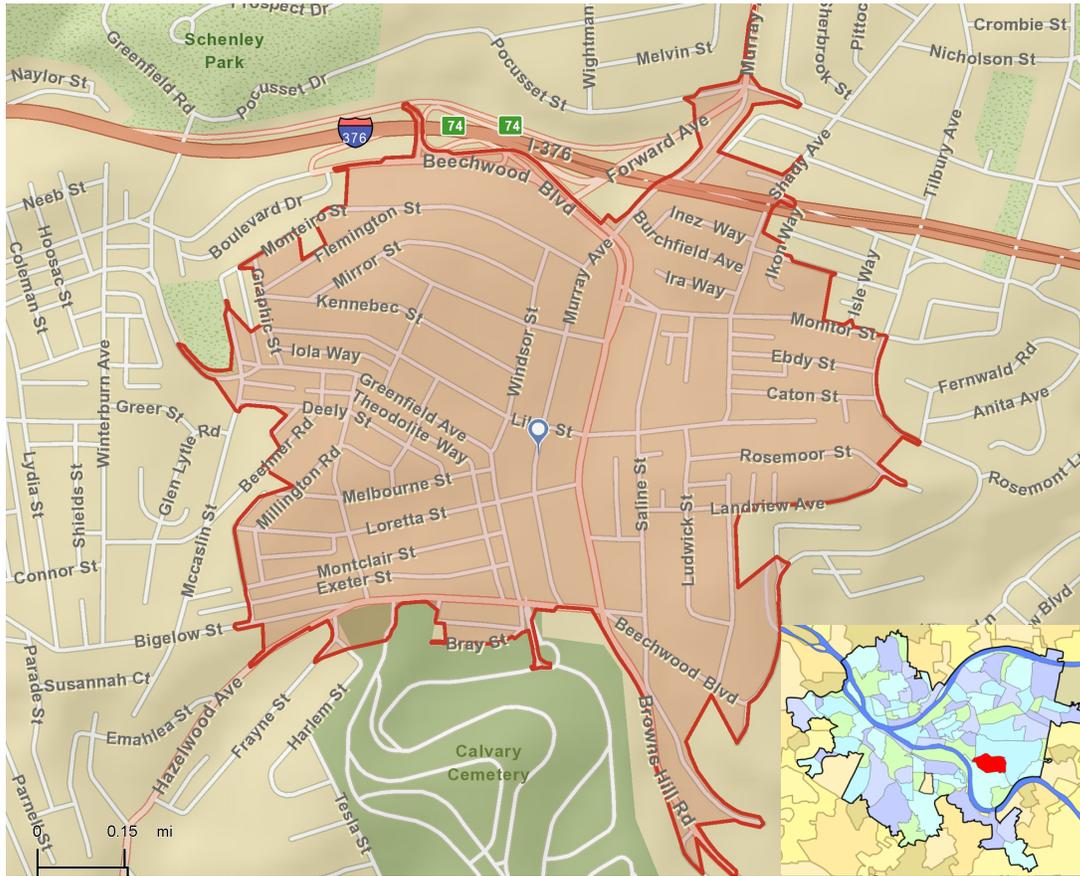


Murray Avenue Commercial District

Greenfield



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
459

Number of Employees:
1,103

Employees/Residential
Population Ratio*:
0.1471

Major Industries:
Real Estate, Rental & Leasing, Food &
Beverage Stores, Health Care & Social
Assistance

For more information on this
neighborhood, visit:



Marketplace Profile **	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$15,361,281	\$163,084	\$15,198,197	97.9	2
Furniture & Home Furnishing Stores	\$1,682,326	\$354,383	\$1,327,943	65.2	3
Electronics and Appliance Stores	\$2,055,731	\$1,294,744	\$760,987	22.7	4
Building Materials, Garden Equip. & Supply Stores	\$2,492,355	\$894,075	\$1,598,280	47.2	1
Food and Beverage Stores	\$14,129,580	\$21,397,906	-\$7,268,326	-20.5	9
Health and Personal Care Stores	\$4,305,119	\$1,401,547	\$2,903,572	50.9	4
Gasoline Stations	\$7,297,319	\$5,494,852	\$1,802,467	14.1	3
Clothing & Clothing Accessories Stores	\$4,791,691	\$319,723	\$4,471,968	87.5	2
Sporting Goods / Hobby / Music / Book Stores	\$2,198,947	\$361,194	\$1,837,753	71.8	3
General Merchandise Stores	\$11,141,658	\$83,519	\$11,058,139	98.5	1
Nonstore Retailers	\$9,236,200	\$878,559	\$8,357,641	82.6	1
Food Services & Drinking Places	\$8,773,912	\$2,438,966	\$6,334,946	56.5	10

**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.

Murray Avenue Commercial District—Greenfield



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	6,323	6,468	6,632	0.51%
Households	3,024	3,134	3,229	0.61%
Median Age	36.5	37.6	38.9	0.69%
% 0-9	8.5%	8.6%	8.7%	0.23%
% 10-14	4.0%	3.6%	3.9%	1.67%
% 15-24	12.8%	11.6%	10.7%	-1.55%
% 25-34	23.0%	22.2%	19.5%	-2.43%
% 35-44	11.5%	13.3%	15.9%	3.91%
% 45-54	12.9%	11.3%	10.3%	-1.77%
% 55-64	13.4%	13.8%	13.2%	-0.87%
% 65+	13.8%	15.6%	17.8%	2.82%
Median Household Income	***	\$52,469	\$60,241	2.96%
Average Household Income	***	\$66,219	\$78,709	3.77%
Per Capita Income	***	\$32,425	\$38,753	3.90%
Total Housing Units	3,247	3,341	3,384	0.26%
% Owner Occupied Units	52.6%	50.4%	51.0%	0.24%
% Renter Occupied Units	40.5%	43.4%	44.4%	0.46%
% Vacant Housing Units	6.9%	6.2%	4.6%	-5.16%
Median Home Value	***	\$157,488	\$181,590	3.06%

Traffic Count Profile	Closest Cross-Street	Count
Beechwood Blvd	Monitor St	23,644
Monitor St	Monitor St Extn	1,511
Forward Ave	Beechwood Blvd	15,257
Beechwood Blvd	I-376 Ramp	13,117
Beechwood Blvd	I-376 Ramp	4,162
Browns Hill Rd	Imogene Rd	31,810
I-376	Forward Ave	15,692
Forward Ave	I-376	6,625
I-376	I-376 Ramp	13,567
*Lilac St	Timberline Ct	6,438

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2012 unless otherwise noted.
*Year of count: 2009

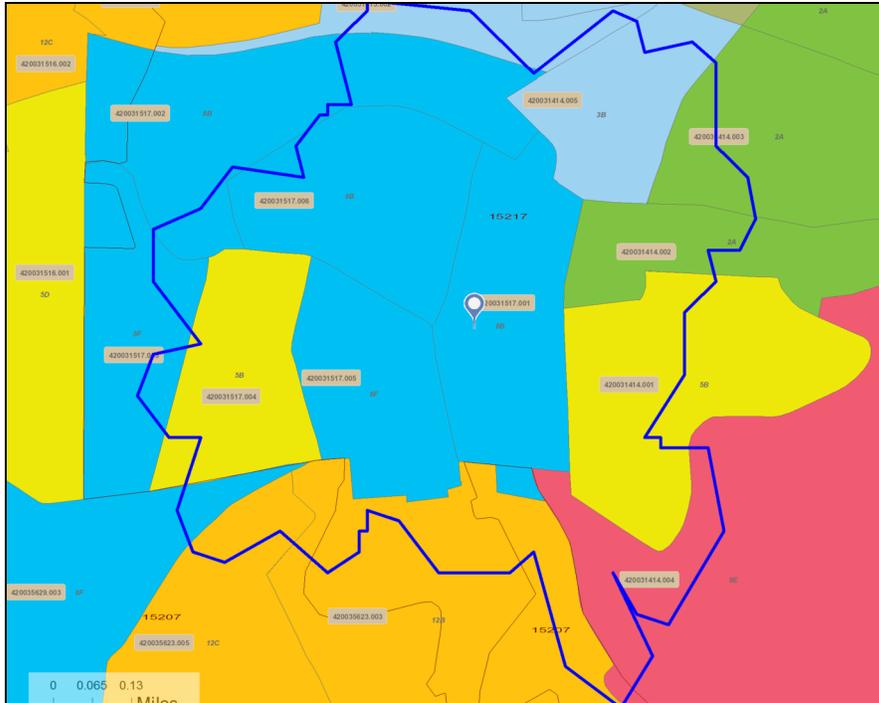
2014 Households by Disposable Income	
<\$15,000	16.5%
\$15,000—\$24,999	11.0%
\$25,000—\$34,999	11.7%
\$35,000—\$49,999	18.7%
\$50,000—\$74,999	22.6%
\$75,000—\$99,999	8.7%
\$100,000—\$149,999	8.6%
\$150,000+	2.3%
Median Disposable Income	\$42,306

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	4.1%
High School Diploma or Some College	33.9%
Associates Degree	5.1%
Bachelor's Degree	24.2%
Graduate or Professional Degree	32.6%

Spending Potential Index	
Apparel and Services	64
Computers and Accessories	96
Education	96
Entertainment / Recreation	92
Food at Home	92
Food Away from Home	94
Health Care	87
Household Furnishing and Equipment	82
Investment	91
Retail Goods	87
Shelter	96
TV/Video/Audio	92
Travel	91
Vehicle Maintenance & Repair	92
Total Expenditures	89

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.



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 9th most populous neighborhood in Pittsburgh
- Number of bus lines in neighborhood: 6
- Persons per sq. mile: (City average: 5,646)
- High number of cottage industries in area
- Walk Score: 56

* 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

Emerald City (38.2%)

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages 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 personally and for business.

In Style (22.2%)

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Metro Renters (17.9%)

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Old and Newcomers (14.6%)

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 environmental causes and Starbucks. Age is not always obvious from their choices.

Urban Chic (5.5%)

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

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: <http://www.esri.com/library/whitepapers/pdfs/community>**



Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed for community organizations that are working to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.

The program aims to bring newcomers into your neighborhood business district and create a “buzz” about your business district through media and word of mouth.

For more information about applications and eligibility, visit:
http://www.ura.org/business_owners/mainstreets.php

Neighborhood Business District Program

This program strives to ensure the health of the City’s traditional neighborhood commercial districts using the National Main Street Center’s Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

To learn more about this program, contact [Josette Fitzgibbons](mailto:Josette.Fitzgibbons@ura.org) at (412) 255-6686 or visit:
http://www.ura.org/business_owners/mainstreets.php

Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building’s façade improvement program eligibility.

For more information about applications and eligibility, contact [Quianna Wasler](mailto:Quianna.Wasler@ura.org) at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php



View from Greenfield
Photo credit: John Altdorfer

Featured Business: Murray Avenue Apothecary



Type of business: Drugstore

URA Program: Storefront Renovation Program

URA Investment: \$3,353

Private Investment: \$3,353

Total Project Investment: \$6,706

Contacts

Greenfield Community Association:
www.gcapgh.org

Urban Redevelopment Authority of Pittsburgh:
www.ura.org/

All data from ESRI Business Analyst 2015 unless otherwise noted.

*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](mailto:Josette.Fitzgibbons@ura.org) at [jfitzgibbons@ura.org](mailto:Josette.Fitzgibbons@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