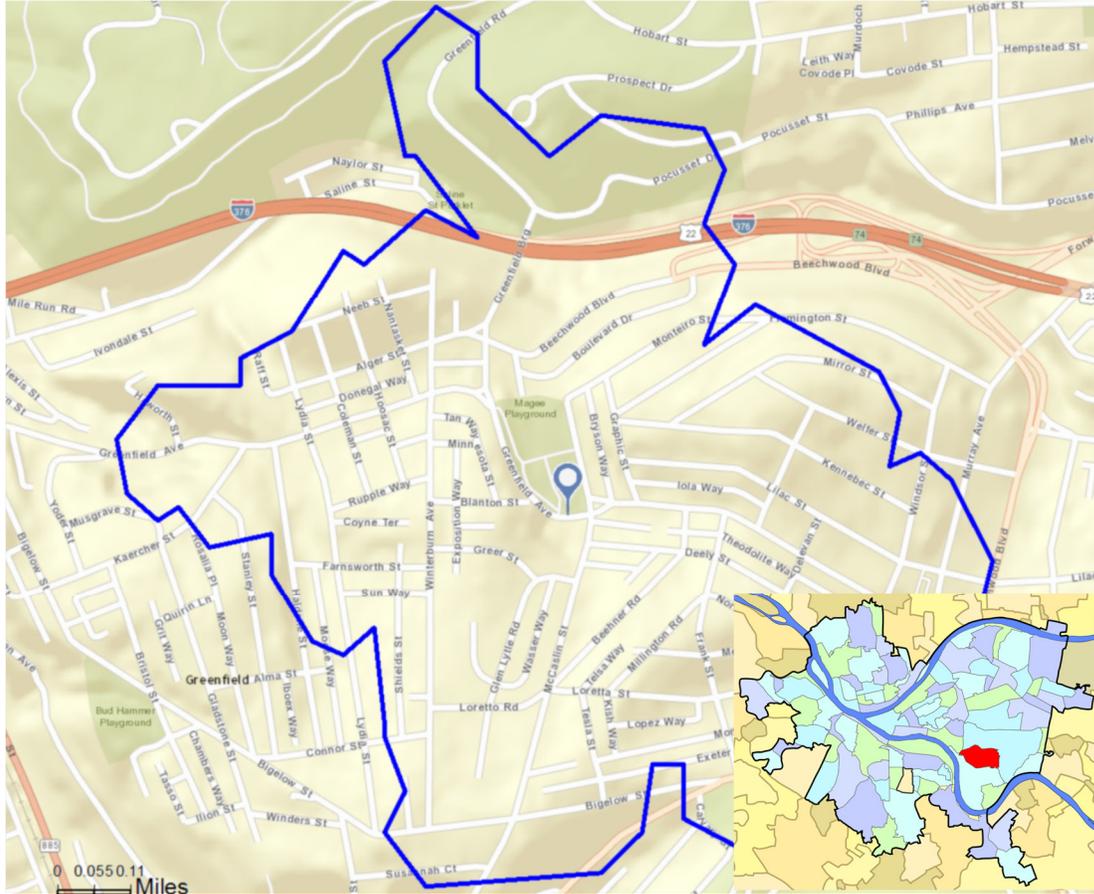


# Greenfield Avenue Commercial District

## Greenfield



### 2016 Business Summary (2 Minute Drive Time)

Number of Businesses:  
101

Number of Employees:  
540

Employees/Residential  
Population Ratio\*:  
0.12:1

Major Industries:  
Food and Beverage Stores  
, General Merchandise Stores, Motor  
Vehicle & Parts Dealers

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	\$13,776,199	\$1,280,019	\$12,496,180	83.0	1
Furniture & Home Furnishing Stores	\$1,829,004	\$240,972	\$1,588,032	76.7	1
Electronics and Appliance Stores	\$3,281,210	\$821,058	\$2,460,152	60.0	1
Building Materials, Garden Equip. & Supply Stores	\$2,815,773	\$0	\$2,815,773	100.0	0
Food and Beverage Stores	\$12,337,328	\$19,743,760	-\$7,406,432	-23.1	4
Health and Personal Care Stores	\$2,784,583	\$2,678,563	\$106,020	1.9	2
Gasoline Stations	\$4,167,808	0	\$4,167,808	100.0	0
Clothing & Clothing Accessories Stores	\$3,103,648	\$413,887	\$2,689,761	76.5	1
Sporting Goods / Hobby / Music / Book Stores	\$1,922,229	\$560,273	\$1,361,956	54.9	2
General Merchandise Stores	\$10,249,891	\$0	\$10,249,891	100.0	0
Nonstore Retailers	\$2,055,543	\$0	\$2,055,543	100.0	0
Food Services & Drinking Places	\$6,463,605	\$2,253,436	\$4,210,169	48.3	9

\*\*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.

# Greenfield Avenue Commercial District



Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	4,358	4,363	4,392	0.13%
<b>Households</b>	2,091	2,122	2,148	0.25%
<b>Median Age</b>	38.6	39.1	40.1	0.51%
% 0-9	8.7%	8.6%	8.5%	-0.23%
% 10-14	4.0%	4.0%	4.3%	1.50%
% 15-24	12.3%	10.2%	9.8%	-0.78%
% 25-34	20.9%	20.6%	17.8%	-2.71%
% 35-44	11.6%	12.9%	16.5%	5.58%
% 45-54	13.8%	12.8%	11.1%	-2.50%
% 55-64	13.2%	14.1%	13.0%	-1.56%
% 65+	15.6%	16.8%	19.0%	2.62%
<b>Median Household Income</b>	***	\$48,491	\$53,557	2.09%
<b>Average Household Income</b>	***	\$58,847	\$66,378	2.56%
<b>Per Capita Income</b>	***	\$28,425	\$32,234	2.68%
<b>Total Housing Units</b>	2,266	2,292	2,309	0.15%
% Owner Occupied Units	58.4%	55.4%	55.2%	-0.07%
% Renter Occupied Units	33.9%	37.2%	37.9%	0.38%
% Vacant Housing Units	7.7%	7.4%	7.0%	-1.08%
<b>Median Home Value</b>	***	\$162,877	\$180,000	2.10%

Traffic Count Profile	Closest Cross-Street	Count
Greenfield Ave	Ronald St	5,873
Winterburn Ave	Farnsworth St	3,139
Beechwood Blvd	Boulevard Dr	10,735
Greenfield Ave	Alvin St	6,872
I-376	I-376 Ramp	11,740
I-376	I-376 Ramp	12,567
Beechwood Blvd	I-376 Ramp	13,117
Beechwood Blvd	I-376 Ramp	4,162
I-376	Forward Ave	15,692

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.

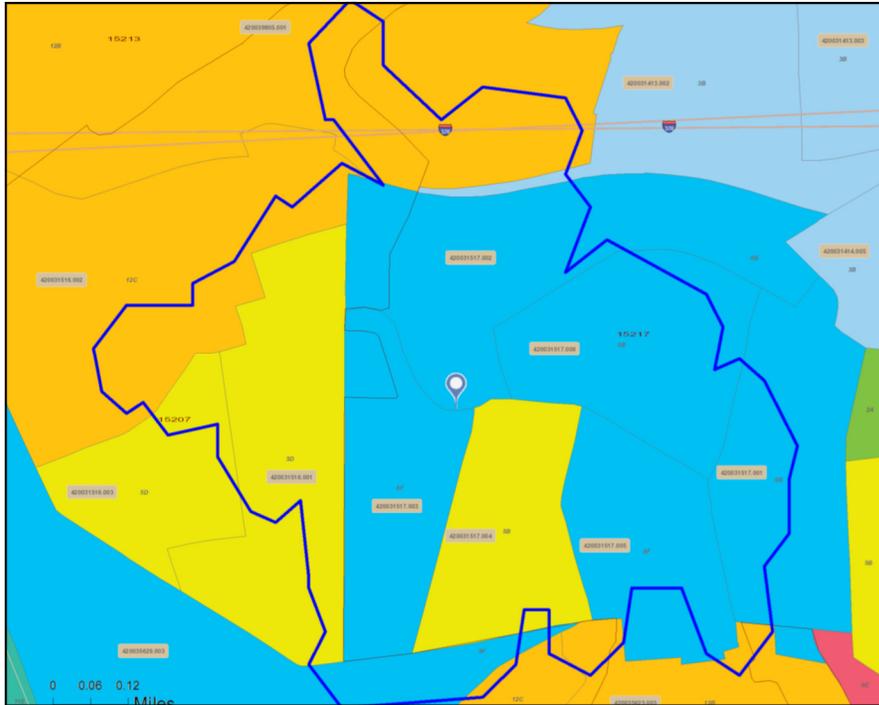
2015 Households by Disposable Income	
<\$15,000	15.6%
\$15,000—\$24,999	11.5%
\$25,000—\$34,999	16.2%
\$35,000—\$49,999	19.4%
\$50,000—\$74,999	22.7%
\$75,000—\$99,999	7.1%
\$100,000—\$149,999	6.8%
\$150,000+	0.8%
<b>Median Disposable Income</b>	\$38,976

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	4.1%
High School Diploma or Some College	40.3%
Associates Degree	5.2%
Bachelor's Degree	25.1%
Graduate or Professional Degree	25.2%

Spending Potential Index	
<b>Apparel and Services</b>	79
<b>Computers and Accessories</b>	80
<b>Education</b>	79
<b>Entertainment / Recreation</b>	78
<b>Food at Home</b>	79
<b>Food Away from Home</b>	79
<b>Health Care</b>	78
<b>Household Furnishing and Equipment</b>	79
<b>Investment</b>	73
<b>Retail Goods</b>	78
<b>Shelter</b>	80
<b>TV/Video/Audio</b>	80
<b>Travel</b>	78
<b>Vehicle Maintenance &amp; Repair</b>	80
<b>Total Expenditures</b>	79

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

#### 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 above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

#### Emerald City

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.

#### Old and New Comers

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.

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](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:jfitzgibbons@ura.org) at (412) 255-6686 or visit:

[http://www.ura.org/business\\_owners/mainstreets.php](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](http://www.ura.org/business_owners/facade_program.php)



View from Greenfield  
Photo credit: John Altdorfer

### Featured Business: Salon Louie



**Type of Business:** Hair salon

**URA Program Utilized:** District Improvement Fund (DIF)

**URA Investment:** \$16,000

**Private Investment:** \$49,000

**Total Project Investment:** \$65,000

### Contacts

Greenfield Community Association:  
[www.gcapgh.org](http://www.gcapgh.org)

Urban Redevelopment Authority of Pittsburgh:  
[www.ura.org](http://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:jfitzgibbons@ura.org) 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)