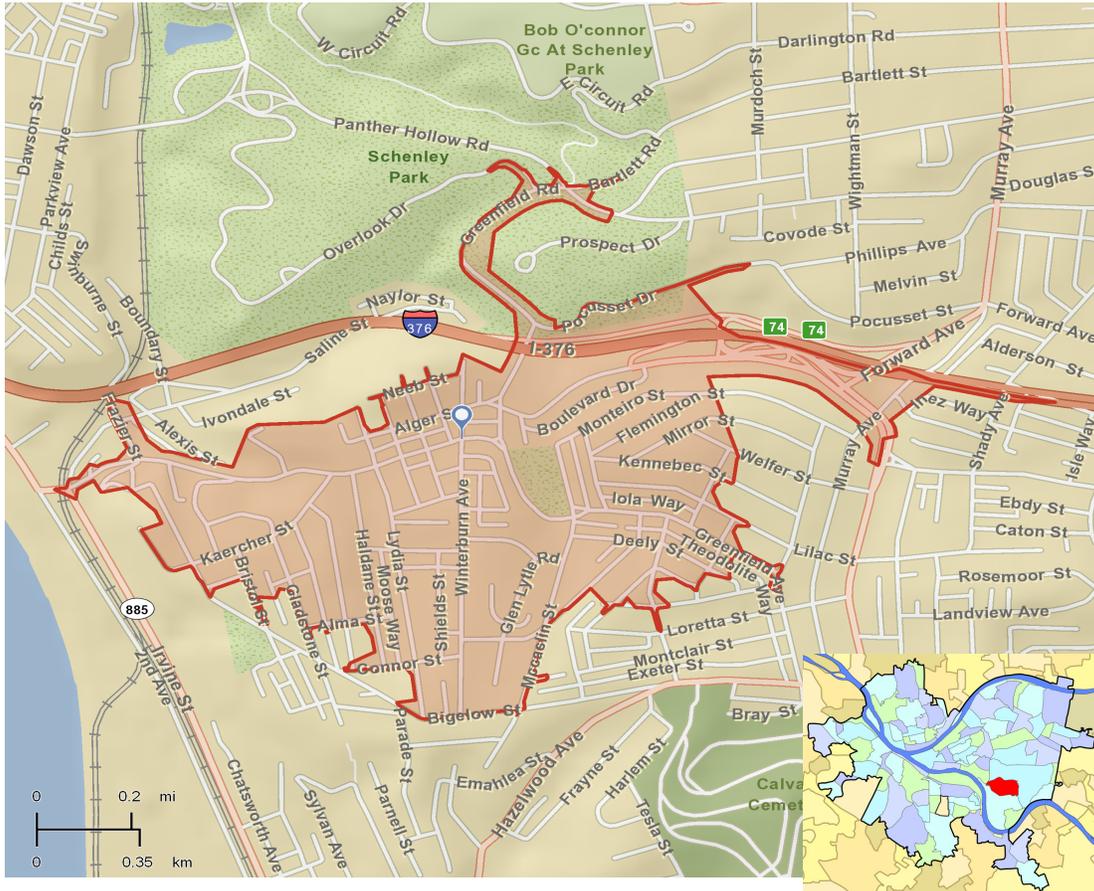


Greenfield Avenue Commercial District Greenfield



2013 Business Summary

Number of Businesses:
117

Number of Employees:
977

Employees/Residential
Population Ratio*:
0.28

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

For more information on the Allentown
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$6,151,413	\$11,266	\$6,140,147	99.6	0
Furniture & Home Furnishing Stores	\$686,493	\$40,211	\$646,282	88.9	1
Electronics and Appliance Stores	\$893,147	\$0	\$893,147	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,038,906	\$218,625	\$820,281	65.2	0
Food and Beverage Stores	\$60,440,694	\$1,215,106	\$4,828,987	66.5	1
Health and Personal Care Stores	\$2,093,716	\$115,415	\$1,978,301	89.6	1
Gasoline Stations	\$3,551,885	\$210,487	\$3,341,398	88.8	1
Clothing & Clothing Accessories Stores	\$1,931,265	\$63,917	\$1,867,348	93.6	1
Sporting Goods / Hobby / Music / Book Stores	\$968,693	\$151,543	\$817,150	72.9	2
General Merchandise Stores	\$4,869,708	\$0	\$4,869,708	100.0	0
Nonstore Retailers	\$3,156,633	\$128,139	\$3,028,493	92.2	0
Food Services & Drinking Places	\$3,333,969	\$1,604,941	\$1,729,028	35.0	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.

Greenfield Avenue Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	3,492	3,466	3,420	-0.27%
Households	1,642	1,621	1,612	-0.11%
Median Age	39.0	39.2	39.8	0.31%
% 0-9	8.8%	8.8%	8.8%	0.00%
% 10-14	4.1%	4.1%	4.1%	0.00%
% 25-24	12.7%	12.5%	11.4%	-1.76%
% 25-34	19.7%	19.9%	20.0%	0.10%
% 35-44	12.5%	12.0%	11.7%	-0.50%
% 45-54	13.9%	13.4%	12.3%	-1.64%
% 55-64	12.5%	13.0%	13.5%	0.77%
% 65+	15.8%	16.4%	18.3%	2.32%
Median Household Income	\$37,226	\$41,183	\$50,688	4.62%
Average Household Income	\$43,970	\$52,374	\$61,469	3.47%
Per Capita Income	\$20,379	\$24,779	\$29,307	3.65%
Total Housing Units	1,803	1,787	1,770	-0.19%
% Owner Occupied Units	59.8%	56.9%	57.8%	0.32%
% Renter Occupied Units	31.3%	33.7%	33.2%	-0.30%
% Vacant Housing Units	8.9%	9.3%	8.9%	-0.86%
Median Home Value	\$68,580	\$111,092	\$118,982	1.42%

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	7,622
I-376	Greenfield Brg	6,762
I-376	Boundary St	133,417
Bigelow St	McCaslin St	3,333
Panther Hollow Rd	Wilmont Rd	7,247
I-376	Forward Ave	69,583
Irvine St	Mobile St	12,504

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

2013 Households by Disposable Income	
<\$15,000	18.3%
\$15,000—\$24,999	15.9%
\$25,000—\$34,999	16.4%
\$35,000—\$49,999	19.7%
\$50,000—\$74,999	20.2%
\$75,000—\$99,999	5.4%
\$100,000—\$149,999	2.5%
\$150,000+	1.6%
Median Disposable Income	\$34,444

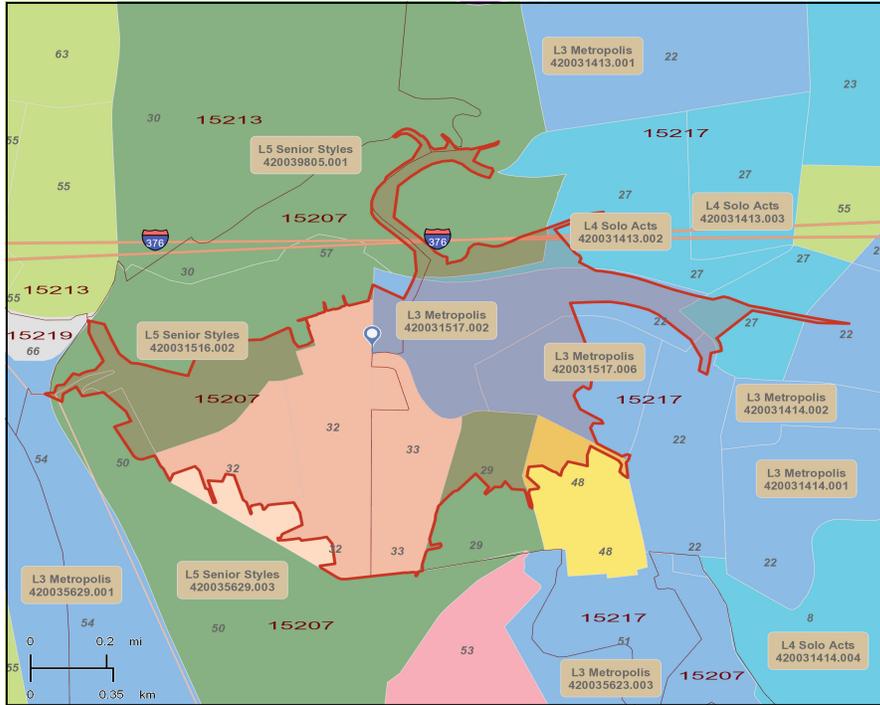
Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	6.1%
High School Diploma or Some College	44.3%
Associates Degree	7.7%
Bachelor's Degree	22.2%
Graduate or Professional Degree	19.8%

Spending Potential Index	
Apparel and Services	52
Computers and Accessories	77
Education	77
Entertainment / Recreation	81
Food at Home	80
Food away from Home	78
Health Care	81
Household Furnishing and Equipment	69
Investment	52
Miscellaneous	78
Shelter	76
Transportation	80
Travel	76
Total Expenditures	77

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.

Greenfield Avenue Commercial District



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

* 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 (39.0%)

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring. These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop. They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

Midlife Junction (22.6%)

Midlife Junction residents live quiet, settled lives as they move from child-rearing into retirement. To finance their retirement, they own certificates of deposit, savings bonds, and IRAs. They're careful spenders, always looking for bargains, and not swayed by fads. On weekends, they eat fast food or go to family restaurants such as Friendly's or Perkins. They drive standard-sized domestic cars and shop by mail or phone from the L.L. Bean and JCPenney catalogs. They communicate with friends and family by e-mail. They go fishing, take walks, work crossword puzzles, play board games, do woodworking, and read science fiction or romance novels. They watch TV network shows and news programs.

Metropolitans (20.6%)

Metropolitans residents are no different from other owners of older homes who incur costs for maintenance and remodeling. They will contract for lawn maintenance and professional housecleaning services. Many will own or lease a station wagon. Planning for the future, residents own shares in investment funds, contribute to IRA savings accounts, and hold large life insurance policies. These residents pursue an active, urbane lifestyle. They travel frequently for business and pleasure. They listen to jazz, classical, public, and alternative music radio. They go to rock concerts, watch foreign films on DVD, read women's fashion magazines, and play a musical instrument. They also practice yoga and go kayaking, hiking/backpacking, and water and snow skiing. Active members of their communities, Metropolitans residents join civic clubs, volunteer for environmental causes, address public meetings, and work for a political party or candidate. They also belong to business clubs and contribute to PBS. They prefer to own and use a laptop computer, preferably an Apple. They go online daily to download music and buy books, airline tickets, CDs, and clothes. They also order merchandise by mail or over the phone.

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 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

Mainstreets 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. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

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

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), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

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

Urban Redevelopment
Authority of Pittsburgh: <http://www.ura.org/>

All data from ESRI Business Analyst 2013 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

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