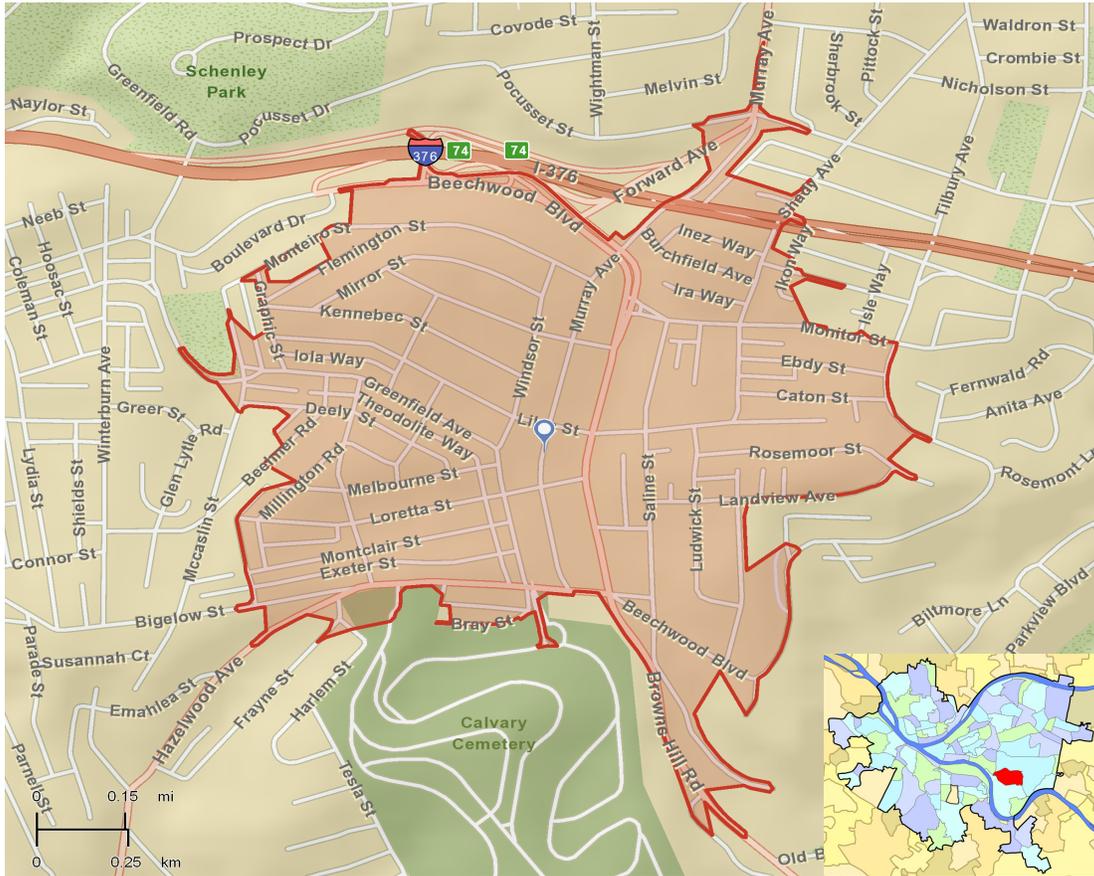


Murray Avenue Commercial District Greenfield



2013 Business Summary

Number of Businesses:
243

Number of Employees:
770

Employees/Residential
Population Ratio*:
0.13

Major Industries:

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

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	\$11,167,559	\$144,291	\$11,023,269	97.4	2
Furniture & Home Furnishing Stores	\$1,289,360	\$35,805	\$1,253,556	94.6	0
Electronics and Appliance Stores	\$1,655,161	\$183,452	\$1,471,708	80.0	1
Building Materials, Garden Equip. & Supply Stores	\$1,831,749	\$710,531	\$1,121,218	44.1	1
Food and Beverage Stores	\$10,947,352	\$17,751,486	-\$6,804,134	-23.7	5
Health and Personal Care Stores	\$3,671,861	\$946,708	\$2,725,153	59.0	3
Gasoline Stations	\$6,306,221	\$681,804	\$5,624,417	80.5	2
Clothing & Clothing Accessories Stores	\$3,655,139	\$265,415	\$3,389,725	86.5	2
Sporting Goods / Hobby / Music / Book Stores	\$1,788,441	\$228,043	\$1,560,398	77.4	1
General Merchandise Stores	\$8,884,029	\$60,490	\$8,823,539	98.6	1
Nonstore Retailers	\$5,674,513	\$464,283	\$5,210,230	84.9	1
Food Services & Drinking Places	\$6,354,828	\$1,979,905	\$43,749,922	52.5	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.

Greenfield—Murray Avenue Commercial District*

Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	5,746	5,826	5,899	0.25%
Households	2,699	2,720	2,770	0.37%
Median Age	37.3	37.5	38.4	0.48%
% 0-9	8.6%	8.5%	8.5%	0.00%
% 10-19	4.0%	3.9%	3.9%	0.00%
% 20-24	12.3%	12.2%	11.1%	-1.80%
% 25-34	22.3%	22.5%	22.4%	-0.09%
% 35-44	11.7%	11.2%	11.0%	-0.36%
% 45-54	13.3%	12.8%	11.7%	-1.72%
% 55-64	13.7%	14.2%	14.8%	0.85%
% 65+	14.1%	14.7%	16.5%	2.45%
Median Household Income	\$52,038	\$46,249	\$55,930	4.19%
Average Household Income	\$60,442	\$58,050	\$67,201	3.15%
Per Capita Income	\$28,611	\$27,390	\$31,887	3.28%
Total Housing Units	2,899	2,919	2,949	0.21%
% Owner Occupied Units	55.8%	53.8%	55.0%	0.45%
% Renter Occupied Units	37.3%	39.4%	38.9%	-0.25%
% Vacant Housing Units	6.9%	6.8%	6.1%	-2.06%
Median Home Value	\$132,933	\$133,619	\$142,872	1.38%

Traffic Count Profile	Closest Cross-Street	Count
Beechwood Blvd	Welfer St	23,644
Forward Ave	Murray Ave	6,471
I-376	Forward Ave	69,583
Browns Hill Rd	Imogene Rd	18,502
I-376	Greenfield Brg	6,762
Murray Ave	Forward Ave	13,487
Beechwood Blvd	Boulevard Dr	10,735
Bigelow St	Mc Caslin St	3,333
Greenfield Ave	Ronald St	5,873
Monitor St	Sandel Way	1,680

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	15.6%
\$15,000—\$24,999	1.8%
\$25,000—\$34,999	16.7%
\$35,000—\$49,999	17.8%
\$50,000—\$74,999	21.9%
\$75,000—\$99,999	8.2%
\$100,000—\$149,999	4.7%
\$150,000+	1.3%
Median Disposable Income	\$37,400

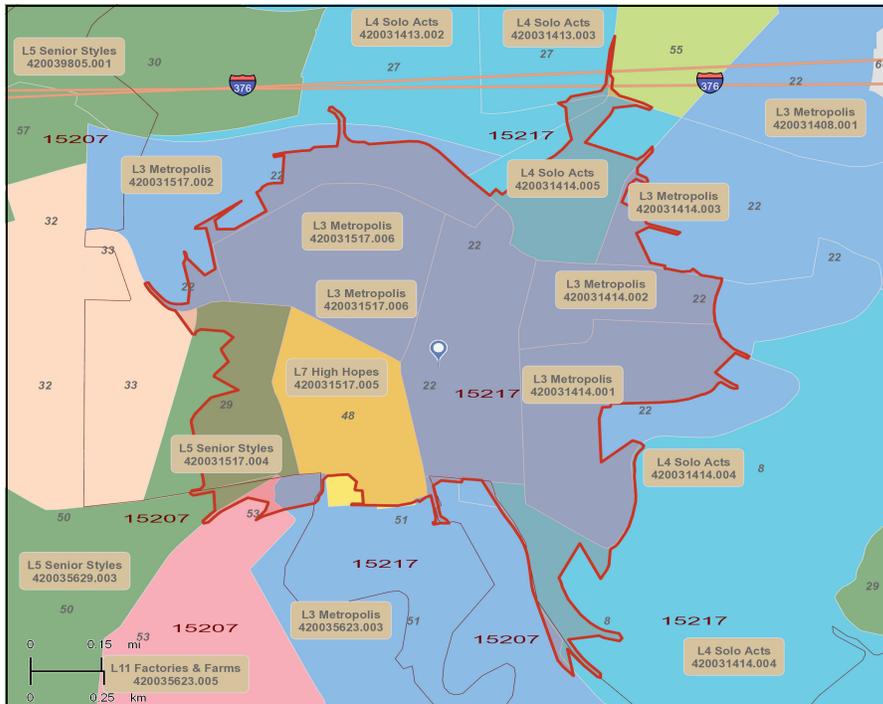
Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	5.9%
High School Diploma or Some College	29.8%
Associates Degree	4.2%
Bachelor's Degree	29.5%
Graduate or Professional Degree	29.8%

Spending Potential Index	
Apparel and Services	59
Computers and Accessories	86
Education	91
Entertainment / Recreation	88
Food at Home	88
Food away from Home	86
Health Care	83
Household Furnishing and Equipment	77
Investment	79
Miscellaneous	83
Shelter	88
Transportation	86
Travel	83
Total Expenditures	85

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—Murray 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
- 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

Metropolitans (64.0%)

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.

Great Expectations (16.0%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

Metro Renters (10.8%)

Because they rent, "home and hearth" products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter's insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active Metro Renters residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs.

Rustbelt Retirees (9.2%)

These hardworking folks are settled; many have lived in the same house for years. Loyal to country and community, they tend to be politically conservative. They participate in public activities and fund-raising, visit elected officials, and work for political parties or candidates. They belong to fraternal organizations, unions, and veterans' clubs. Practical people who take pride in their homes and gardens, Rustbelt Retirees buy home furnishings and work on remodeling projects to update their houses. They watch their pennies, use coupons, and look for bargains at discount stores and warehouse clubs. They own savings bonds and certificates of deposit and hold life insurance policies. They eat out at family restaurants such as Perkins and Friendly's and watch rented movies on DVD instead of going to the theater. They also go bowling, play cards and bingo, gamble in Atlantic City, and go to horse races. ,

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*

Contacts

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

All data from ESRI Business Analyst 2013 unless otherwise noted.

*Data applies to neighborhood boundary and not study area. Source: PGH SNAP, 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