

Greenfield Avenue Commercial District

Greenfield



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
221

Number of Employees:
1,299

Employees/Residential
Population Ratio*:
0.28:1

Major Industries:
Food Services & Drinking Places, Food
& Beverage Stores, Gasoline Stations

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	\$9,955,602	\$0	\$9,955,602	100.0	0
Furniture & Home Furnishing Stores	\$1,052,789	\$109,806	\$942,983	81.1	2
Electronics and Appliance Stores	\$1,285,072	\$368,461	\$916,611	55.4	1
Building Materials, Garden Equip. & Supply Stores	\$1,575,022	\$0	\$1,575,022	100.0	0
Food and Beverage Stores	\$9,025,228	\$3,624,799	\$5,400,429	42.7	5
Health and Personal Care Stores	\$2,825,387	\$269,509	\$2,555,878	82.6	1
Gasoline Stations	\$4,786,796	\$718,958	\$4,067,838	73.9	1
Clothing & Clothing Accessories Stores	\$2,957,097	\$256,084	\$2,701,013	84.1	2
Sporting Goods / Hobby / Music / Book Stores	\$1,381,884	\$191,793	\$1,190,091	75.6	2
General Merchandise Stores	\$7,105,053	\$0	\$7,105,053	100.0	0
Nonstore Retailers	\$5,937,823	\$0	\$5,937,823	100.0	0
Food Services & Drinking Places	\$5,394,249	\$3,850,956	\$1,543,293	16.7	7

**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	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,711	4,717	4,749	0.14%
Households	2,242	2,271	2,300	0.26%
Median Age	38.3	39.1	40.7	0.82%
% 0-9	8.8%	8.6%	8.5%	-0.23%
% 10-14	4.1%	4.1%	4.1%	0.00%
% 15-24	12.9%	10.2%	9.2%	-1.96%
% 25-34	20.3%	20.7%	17.5%	-3.09%
% 35-44	12.2%	13.8%	16.5%	3.91%
% 45-54	13.7%	12.7%	11.8%	-1.42%
% 55-64	12.5%	13.8%	13.5%	-0.43%
% 65+	15.4%	16.2%	18.7%	-3.09%
Median Household Income	***	\$47,566	\$54,300	2.83%
Average Household Income	***	\$57,430	\$67,597	3.54%
Per Capita Income	***	\$27,851	\$32,980	3.68%
Total Housing Units	2,452	2,494	2,521	0.22%
% Owner Occupied Units	58.4%	55.8%	54.9%	-0.32%
% Renter Occupied Units	33.0%	35.3%	36.3%	0.57%
% Vacant Housing Units	8.6%	8.9%	8.8%	-0.22%
Median Home Value	***	\$119,916	\$141,432	3.59%

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.

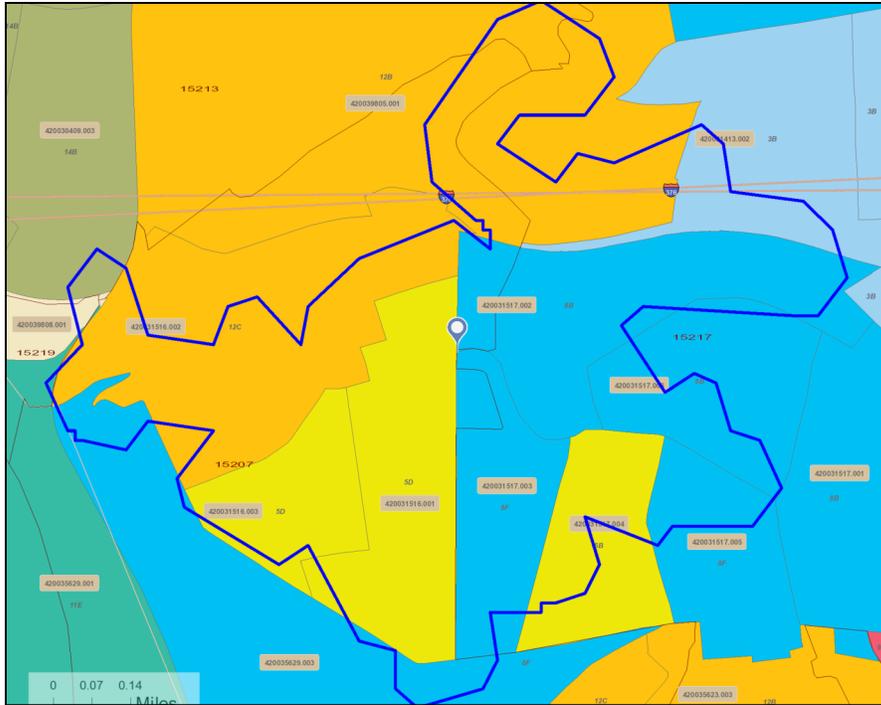
2014 Households by Income	
<\$15,000	17.2%
\$15,000—\$24,999	13.5%
\$25,000—\$34,999	12.4%
\$35,000—\$49,999	20.2%
\$50,000—\$74,999	22.8%
\$75,000—\$99,999	6.7%
\$100,000—\$149,999	5.9%
\$150,000+	1.2%
Median Disposable Income	\$38,883

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	4.8%
High School Diploma or Some College	41.7%
Associates Degree	7.1%
Bachelor's Degree	24.7%
Graduate or Professional Degree	21.7%

Spending Potential Index	
Apparel and Services	53
Computers and Accessories	80
Education	78
Entertainment / Recreation	81
Food at Home	81
Food Away from Home	80
Health Care	81
Household Furnishing and Equipment	71
Investment	68
Retail Goods	77
Shelter	80
TV/Video/Audio	82
Travel	78
Vehicle Maintenance & Repair	81
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.



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 (34.7%)

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 (20.4%)

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(20.4%)

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.

Small Town Simplicity (12.4%)

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

In Style (7.6%)

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.

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: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:QuiannaWasler@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: 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

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: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