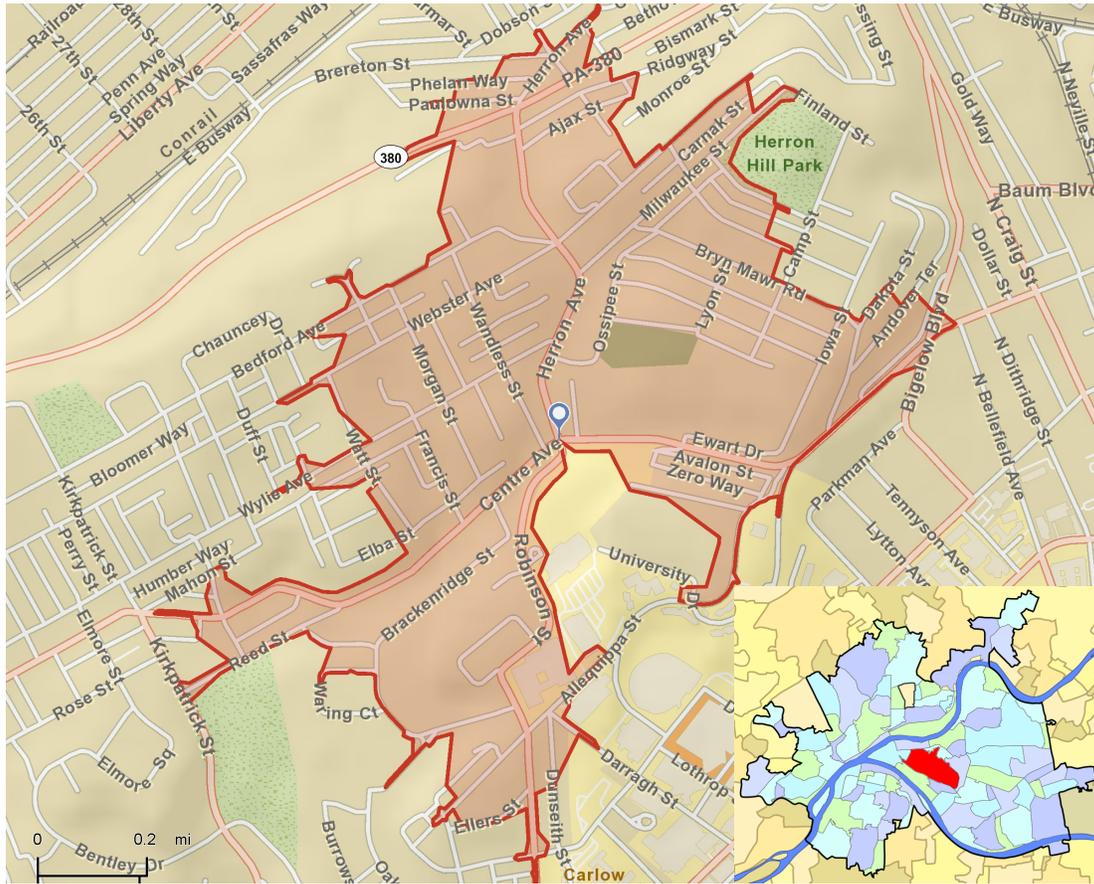


Centre/Herron Avenue Commercial District Hill District



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
193

Number of Employees:
840

Employees/Residential
Population Ratio*:
0.25:1

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

For more information on the
neighborhood, visit:



Marketplace Profile **	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$4,119,653	\$46,437	\$4,073,216	97.8	1
Furniture & Home Furnishing Stores	\$444,571	\$0	\$444,571	100.0	0
Electronics and Appliance Stores	\$537,800	\$0	\$537,800	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$599,161	\$0	\$599,161	100.0	0
Food and Beverage Stores	\$3,985,240	\$1,642,527	\$2,342,713	41.6	6
Health and Personal Care Stores	\$1,232,562	\$0	\$1,232,562	100.0	0
Gasoline Stations	\$2,128,861	\$1,418,758	\$710,103	20.0	3
Clothing & Clothing Accessories Stores	\$1,288,095	\$264,282	\$1,023,813	66.0	2
Sporting Goods / Hobby / Music / Book Stores	\$568,090	\$378,339	\$189,751	20.0	2
General Merchandise Stores	\$3,088,900	\$0	\$3,088,900	100.0	0
Nonstore Retailers	\$2,545,216	\$0	\$2,545,216	100.0	0
Food Services & Drinking Places	\$2,254,302	\$779,791	\$1,474,511	48.6	3

**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.

Centre/Herron Avenue Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	3,381	3,342	3,326	-0.10%
Households	1,687	1,677	1,674	-0.04%
Median Age	38.1	37.9	37.3	-0.32%
% 0-9	8.8%	8.3%	8.7%	0.96%
% 10-14	4.6%	4.3%	4.1%	-0.93%
% 15-24	25.0%	24.6%	23.6%	-0.81%
% 25-34	9.2%	10.6%	11.7%	2.08%
% 35-44	8.9%	8.1%	8.0%	-0.25%
% 45-54	13.7%	12.2%	10.2%	-3.28%
% 55-64	12.5%	13.9%	13.9%	0.00%
% 65+	17.3%	17.9%	19.9%	2.23%
Median Household Income	***	\$22,071	\$26,925	4.40%
Average Household Income	***	\$33,077	\$39,684	3.99%
Per Capita Income	***	\$16,602	\$20,014	4.11%
Total Housing Units	2,114	2,143	2,162	0.18%
% Owner Occupied Units	30.5%	28.1%	27.6%	-0.36%
% Renter Occupied Units	49.3%	50.2%	49.8%	-0.16%
% Vacant Housing Units	20.2%	21.7%	22.8%	1.03%
Median Home Value	***	\$66,667	\$78,081	3.42%

Traffic Count Profile	Closest Cross-Street	Count
Robinson Ct Exd	Vera St	4,970
Bedford Ave	Francis St	2,588
Bigelow Blvd	Humbolt St	23,684
Bigelow Blvd	Tennyson Ave	8,665
N Bellefield Ave	Centre Ave	6,800
S Bouquet St	Forbes Ave	3,186
Bigelow Blvd	Alpena St	6,763
Bigelow Blvd	5th Ave	8,283
Forbes Ave	S Bouquet St	20,272
Kirkpatrick St	Wylie Ave	3,721

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.

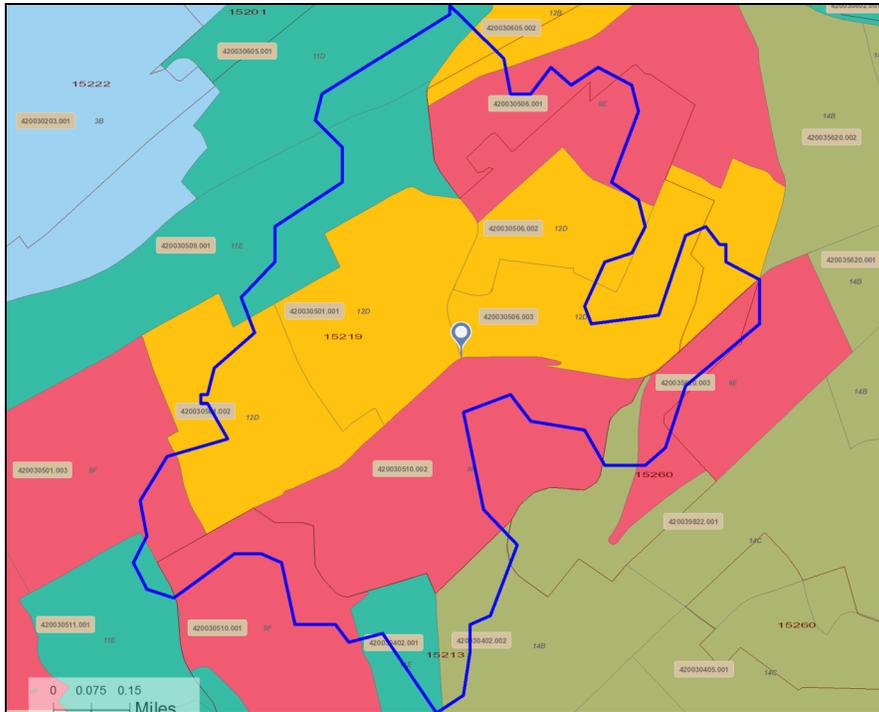
2014 Households by Disposable Income	
<\$15,000	40.1%
\$15,000—\$24,999	18.9%
\$25,000—\$34,999	13.1%
\$35,000—\$49,999	12.9%
\$50,000—\$74,999	8.9%
\$75,000—\$99,999	3.0%
\$100,000—\$149,999	2.1%
\$150,000+	0.9%
Median Disposable Income	\$19,101

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	9.4%
High School Diploma or Some College	62.4%
Associates Degree	7.2%
Bachelor's Degree	13.3%
Graduate or Professional Degree	7.9%

Spending Potential Index	
Apparel and Services	32
Computers and Accessories	45
Education	45
Entertainment / Recreation	46
Food at Home	49
Food Away from Home	46
Health Care	46
Household Furnishing and Equipment	41
Investment	26
Retail Goods	44
Shelter	48
TV/Video/Audio	51
Travel	40
Vehicle Maintenance & Repair	46
Total Expenditures	43

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*

- 4th highest rate of change in median home value from 2000 to 2008 in Pittsburgh
- Number of bus lines in neighborhood: 3
- Persons per sq. mile: 6,304 (City average: 5,646)
- Walk Score: 73

* 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

Modest Income Homes (48.0%)

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

City Commons (14.7%)

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

Social Security Set (13.1%)

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

Retirement Communities (11.6%)

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

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 organization 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



Clarissa Street homes, a few blocks from Herron Ave

Featured Business: A for The People Insurance Agency



Type of Business: Insurance Agency

URA Program Utilized: Pittsburgh Business Growth Fund

URA Investment: \$23,000

Private Investment: \$50,000

Total Project Investment: \$73,000

Contacts

Hill House Association:
www.hillhouse.org/

Hill Community Development Corp:
www.hilldistrict.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