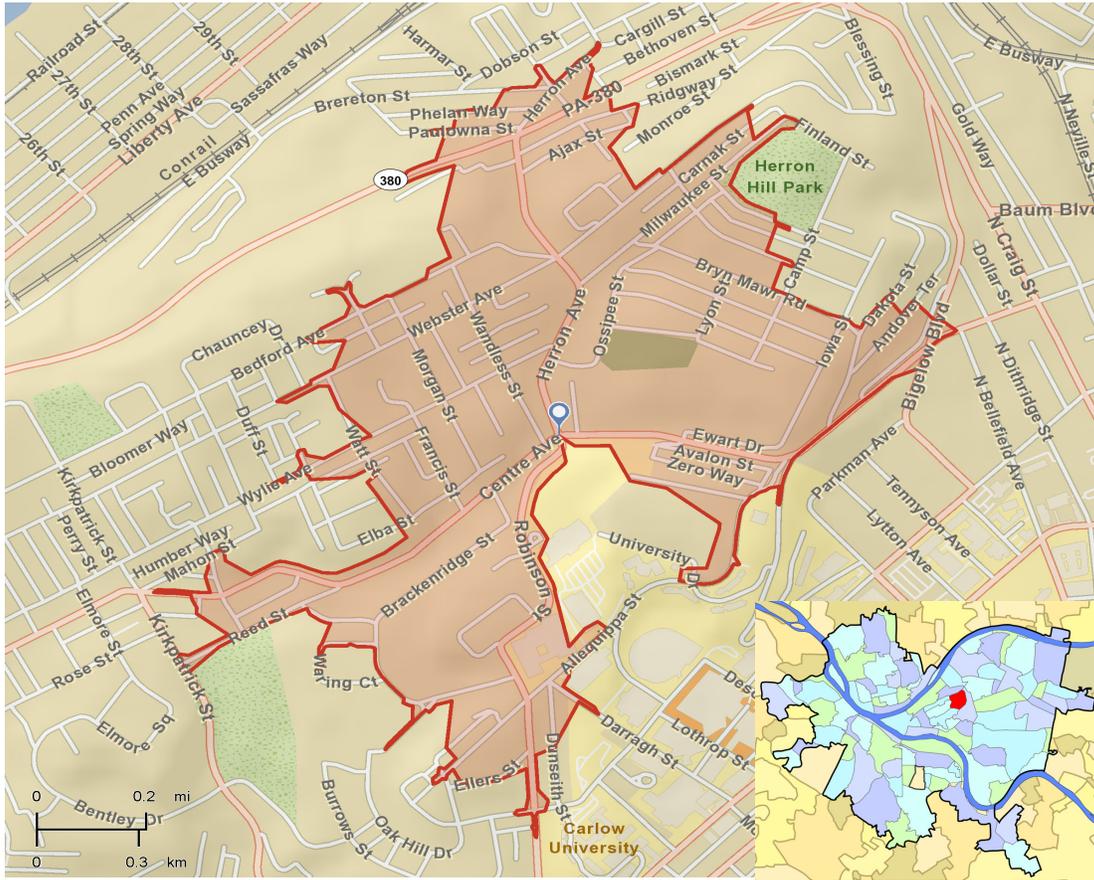


Centre/Herron Avenue Commercial District Hill District



2013 Business Summary

Number of Businesses:
103

Number of Employees:
705

Employees/Residential
Population Ratio*:
0.23

Major Industries:
Educational Services, Health Care &
Social Assistance, Real Estate, Rental
& Leasing

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	\$3,987,250	\$2,025	\$3,985,225	99.9	0
Furniture & Home Furnishing Stores	\$448,929	\$0	\$448,929	100.0	0
Electronics and Appliance Stores	\$582,784	\$0	\$582,784	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$591,953	\$0	\$591,953	100.0	0
Food and Beverage Stores	\$4,149,024	\$898,826	\$3,250,198	64.4	4
Health and Personal Care Stores	\$1,418,621	\$120,168	\$1,298,453	84.4	1
Gasoline Stations	\$2,428,775	\$466,564	\$1,962,211	67.8	1
Clothing & Clothing Accessories Stores	\$1,313,388	\$199,061	\$1,114,327	73.7	1
Sporting Goods / Hobby / Music / Book Stores	\$623,557	\$244,381	\$379,176	43.7	1
General Merchandise Stores	\$3,288,398	\$0	\$3,288,398	100.0	0
Nonstore Retailers	\$2,104,895	\$88,734	\$2,016,161	91.9	0
Food Services & Drinking Places	\$2,230,001	\$32,870	\$2,197,131	97.1	1

**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	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	3,050	3,049	3,036	-0.09%
Households	1,514	1,494	1,499	0.07%
Median Age	38.8	39.0	39.8	0.41%
% 0-9	8.4%	8.4%	8.4%	0.00%
% 10-14	4.7%	4.6%	4.6%	0.00%
% 15-24	25.2%	25.2%	24.3%	-0.71%
% 25-34	8.8%	8.9%	9.0%	0.22%
% 35-44	8.9%	8.6%	8.3%	-0.70%
% 45-54	13.3%	12.8%	11.7%	-1.72%
% 55-64	12.7%	13.1%	13.7%	0.92%
% 65+	18.1%	18.4%	20%	1.74%
Median Household Income	\$20,986	\$22,810	\$26,280	3.04%
Average Household Income	\$36,354	\$37,834	\$45,392	4.00%
Per Capita Income	\$19,792	\$20,530	\$24,154	3.53%
Total Housing Units	1,869	1,844	1,820	-0.26%
% Owner Occupied Units	33.4%	31.3%	32.5%	0.77%
% Renter Occupied Units	47.6%	49.7%	49.8%	0.04%
% Vacant Housing Units	19.0%	19.0%	17.6%	-1.47%
Median Home Value	\$62,750	\$71,334	\$79,625	2.32%

Traffic Count Profile	Closest Cross-Street	Count
Robinson Ct Exd	Vera St	5,578
Bedford Ave	Francis St	2,875
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 2009 unless otherwise noted.
*Year of count: 2009

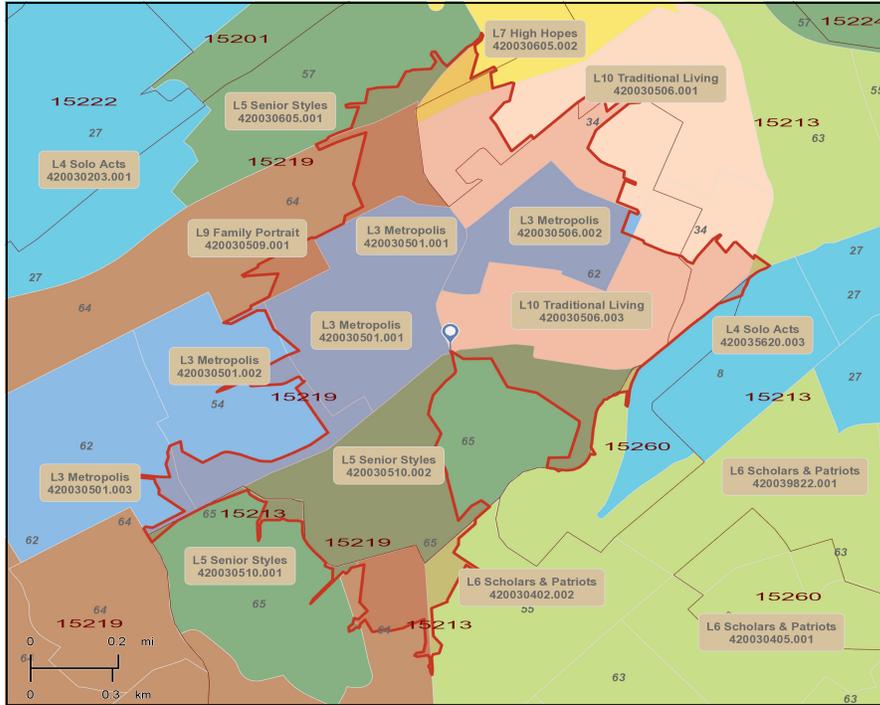
2013 Households by Disposable Income	
<\$15,000	39.2%
\$15,000—\$24,999	18.3%
\$25,000—\$34,999	13.1%
\$35,000—\$49,999	11.7%
\$50,000—\$74,999	11.2%
\$75,000—\$99,999	2.7%
\$100,000—\$149,999	2.5%
\$150,000+	1.3%
Median Disposable Income	\$19,857

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	13.4%
High School Diploma or Some College	59.6%
Associates Degree	6.3%
Bachelor's Degree	11.9%
Graduate or Professional Degree	8.8%

Spending Potential Index	
Apparel and Services	39
Computers and Accessories	55
Education	56
Entertainment / Recreation	57
Food at Home	60
Food away from Home	57
Health Care	57
Household Furnishing and Equipment	49
Investment	27
Miscellaneous	56
Shelter	56
Transportation	58
Travel	51
Total Expenditures	56

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 (33.6%)

Residents are big fans of daytime and primetime TV. They go to the movies occasionally and also like to watch movies on TV channels such as the Lifetime Movie Network and The Movie Channel. They also watch football and basketball games on TV. They listen to urban radio. The Internet is the least effective way to reach these folks. To save money, they shop at discount stores, limit their long-distance telephone calls, and restrict nonessential services such as Internet access and fitness center memberships. When they participate in physical activities, they might play basketball. Most drive used domestic sedans.

Family Foundations (25.0%)

Active in their communities, Family Foundations residents attend church, serve on church boards, help with fund-raising projects, and participate in civic activities. They spend money on their families and home maintenance projects. Careful consumers, they watch their budgets. They eat at home, shop at discount stores such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club. They're big TV fans; they watch courtroom shows, sports, and news programs. Viewership rates are very high; cable subscriptions are near the US level. Many households own multiple sets so they won't miss anything. They listen to gospel, urban, and jazz radio and read newspapers, Entertainment Weekly, and general editorial and newsmagazines. Basketball is a favorite sport; they play, attend professional games, watch games on TV, and listen to games on the radio.

City Commons (14.0%)

Active in their communities, Family Foundations residents attend church, serve on church boards, help with fund-raising projects, and participate in civic activities. They spend money on their families and home maintenance projects. Careful consumers, they watch their budgets. They eat at home, shop at discount stores such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club. They're big TV fans; they watch courtroom shows, sports, and news programs. Viewership rates are very high; cable subscriptions are near the US level. Many households own multiple sets so they won't miss anything. They listen to gospel, urban, and jazz radio and read newspapers, Entertainment Weekly, and general editorial and newsmagazines. Basketball is a favorite sport; they play, attend professional games, watch games on TV, and listen to games on the radio.

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

http://www.ura.org/business_owners/facade_program.php



Clarissa Street homes, a few blocks from Herron Ave

Contacts

Hill House Association: <http://www.hillhouse.org/home.html>

Hill District Consensus Group: <http://hdcg.org/>

Hill Community Development Corp: <http://www.hilldistrict.org/home>

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 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