

Centre & Wylie Avenue Commercial District Hill District



2013 Business Summary

Number of Businesses:
152

Number of Employees:
1,153

Employees/Residential
Population Ratio*:
0.30

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	\$3,518,296	\$53,655	\$3,464,641	97.0	1
Furniture & Home Furnishing Stores	\$392,775	\$0	\$392,775	100.0	0
Electronics and Appliance Stores	\$515,357	\$73,619	\$441,738	75.0	1
Building Materials, Garden Equip. & Supply Stores	\$418,624	\$0	\$418,624	100.0	0
Food and Beverage Stores	\$3,772,713	\$2,096,536	\$1,676,177	28.6	5
Health and Personal Care Stores	\$1,241,627	\$0	\$1,241,627	100.0	0
Gasoline Stations	\$2,212,319	\$641,344	\$1,570,975	55.1	1
Clothing & Clothing Accessories Stores	\$1,181,486	\$245,015	\$936,471	65.6	2
Sporting Goods / Hobby / Music / Book Stores	\$572,137	\$0	\$572,137	100.0	0
General Merchandise Stores	\$2,957,840	\$811,706	\$2,146,134	56.9	1
Nonstore Retailers	\$1,887,900	\$0	\$1,887,900	100.0	0
Food Services & Drinking Places	\$1,988,301	\$126,673	\$1,861,628	88.0	2

**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 & Wylie Avenue Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	3,803	3,845	3,934	0.46%
Households	1,992	2,002	2,068	0.66%
Median Age	37.8	38.4	39.8	0.73%
% 0-9	13.2%	13.1%	13.0%	-0.15%
% 10-19	13.8%	13.3%	12.9%	-0.60%
% 20-24	10.2%	10.3%	9.4%	-1.75%
% 25-34	10.3%	10.4%	10.4%	0.00%
% 35-44	9.5%	9.3%	9.0%	-0.65%
% 45-54	12.9%	12.5%	11.6%	-1.44%
% 55-64	12.3%	12.7%	13.0%	0.47%
% 65+	17.8%	18.4%	20.7%	2.50%
Median Household Income	**	\$14,684	\$15,319	0.86%
Average Household Income	**	\$24,944	\$28,772	3.07%
Per Capita Income	**	\$13,548	\$15,649	3.10%
Total Housing Units	2,325	2,341	2,381	0.34%
% Owner Occupied Units	14.8%	13.3%	13.6%	0.45%
% Renter Occupied Units	70.8%	72.2%	73.2%	0.28%
% Vacant Housing Units	14.3%	14.5%	13.1%	-1.93%
Median Home Value	**	\$106,829	\$129,798	4.30%

Traffic Count Profile	Closest Cross-Street	Count
Dinwiddie St	Wick St	4,103
Kirkpatrick St	Wylie Ave	3,721
Crawford St	Reed St	6,177
Crawford St	Webster Ave	9,414
Miltenberger St	Watson St	4,103
Forbes Ave	Gist St	11,148
Kirkpatrick St	Gazzam St	7,419
Veterans Bridge Ramp	Liberty Ave	12,098
Centre Ave	Auditorium Pl	6,535
Bigelow Blvd	I-579	6,192

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

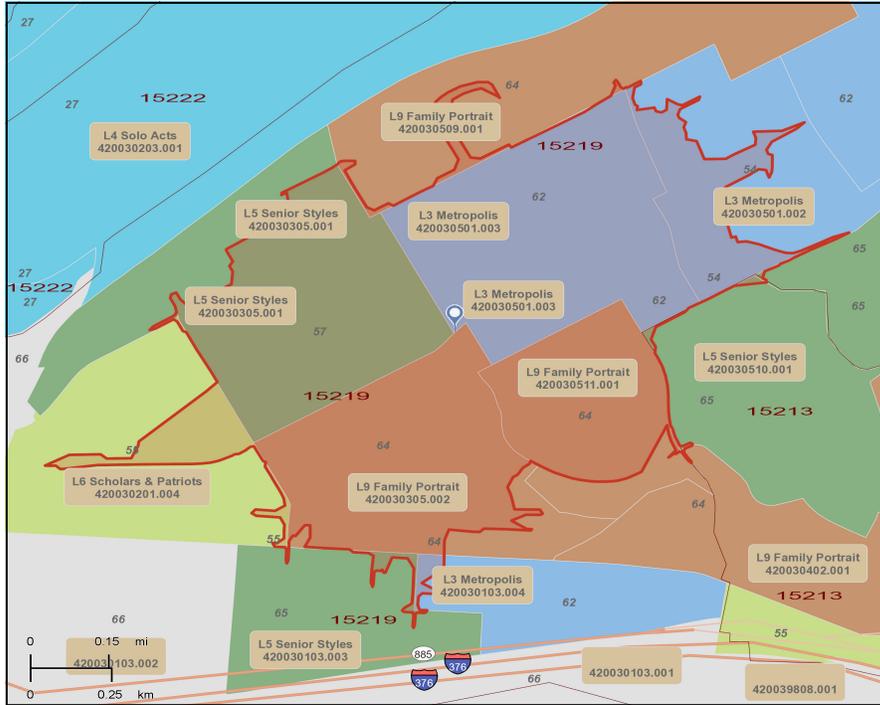
2013 Households by Disposable Income	
<\$15,000	53.5%
\$15,000—\$24,999	16.9%
\$25,000—\$34,999	12.6%
\$35,000—\$49,999	8.0%
\$50,000—\$74,999	6.1%
\$75,000—\$99,999	2.0%
\$100,000—\$149,999	0.8%
\$150,000+	0%
Median Disposable Income	\$14,020

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	22.8%
High School Diploma or Some College	53%
Associates Degree	7.9%
Bachelor's Degree	7.0%
Graduate or Professional Degree	9.3%

Spending Potential Index	
Apparel and Services	26
Computers and Accessories	37
Education	38
Entertainment / Recreation	38
Food at Home	40
Food away from Home	38
Health Care	37
Household Furnishing and Equipment	32
Investment	15
Miscellaneous	37
Shelter	37
Transportation	39
Travel	32
Total Expenditures	37

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*

- 2nd highest rate of change in median home value from 2000 to 2008 in Pittsburgh (76.4%)
- Number of bus lines in neighborhood: 3
- Persons per sq. mile: 5,780(City average: 5,646)
- Walk Score: 70

* 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

City Commons (42.9%)

City Commons residents buy baby and children's products, food, and clothing most frequently. They shop primarily at discount stores and occasionally at department stores. Most families enjoy eating at fast-food restaurants several times a month. For exercise, they take their children to nearby city parks and playgrounds. Occasionally, they go to basketball games. An annual travel destination is probably to a theme park. They watch daytime courtroom and talk show programs and primetime TV shows. They would rather go to the movies than rent films to watch at home. They buy game systems for their children and listen to urban radio.

Simple Living (32.6%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go salt-water fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

Modest Income Homes (21.2%)

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.

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



The Legacy Building in the Hill District

Featured Business: For the People Insurance



Type of Business: Insurance

URA Program Utilized: Pittsburgh Business Growth Fund (PBGF)

URA Investment: \$95,000

Private Investment: \$143,000

Total Project Investment: \$238,000

Contacts

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

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

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

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