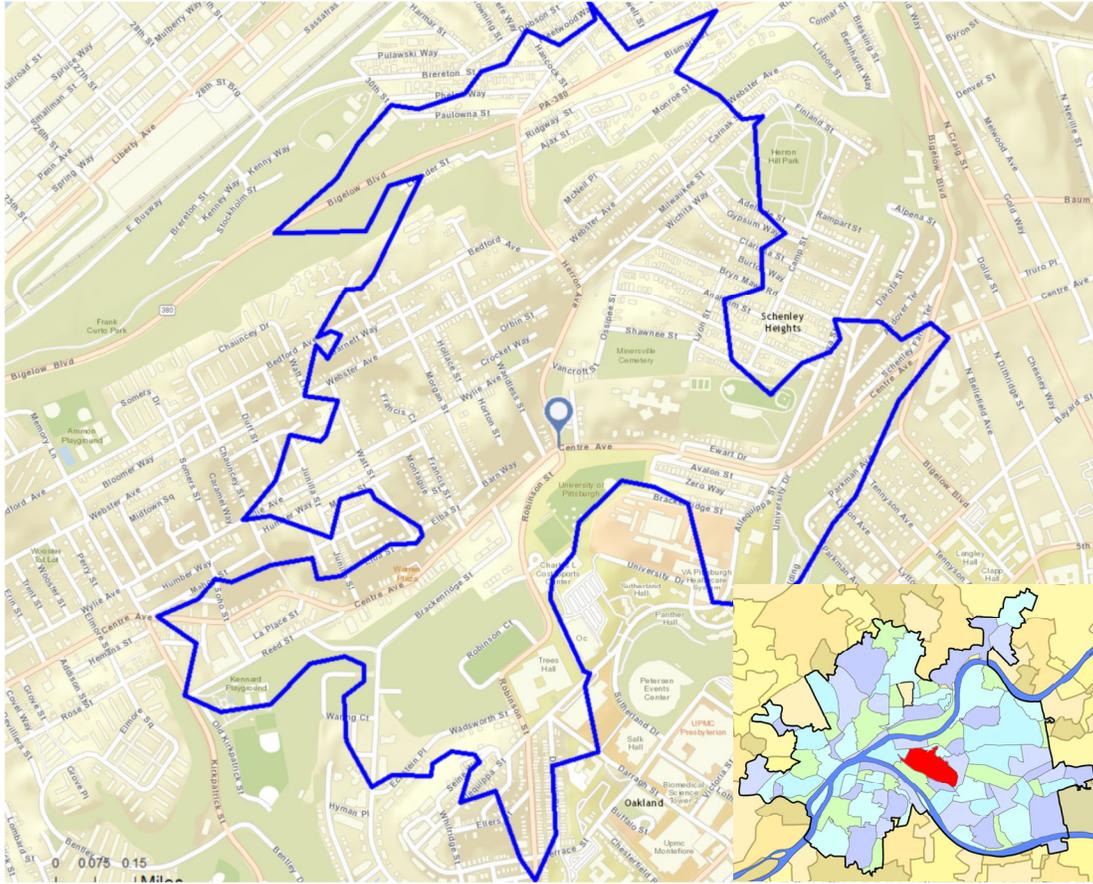


Centre/Herron Avenue Commercial District Hill District



2016 Business Summary (2 Minute Drive Time)

Number of Businesses:
81

Number of Employees:
1,755

Employees/Residential
Population Ratio*:
0.56:1

Major Industries:
Food & Beverage Stores, Motor Vehicle
& Parts Dealers, General Merchandise

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	\$6,024,897	\$0	\$6,024,897	100.0	0
Furniture & Home Furnishing Stores	\$808,574	\$0	\$808,574	100.0	0
Electronics and Appliance Stores	\$1,428,168	\$658,712	\$769,456	36.9	1
Building Materials, Garden Equip. & Supply Stores	\$1,137,605	\$0	\$1,137,605	100.0	0
Food and Beverage Stores	\$5,731,419	\$2,138,725	\$3,592,694	45.6	3
Health and Personal Care Stores	\$1,291,967	\$0	\$1,291,967	100.0	0
Gasoline Stations	\$1,965,115	\$3,518,531	-\$1,553,416	-28.3	1
Clothing & Clothing Accessories Stores	\$1,394,410	\$0	\$1,394,410	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$809,486	\$0	\$809,486	100.0	0
General Merchandise Stores	\$4,643,420	\$0	\$4,643,420	100.0	0
Nonstore Retailers	\$930,640	\$0	\$930,640	100.0	0
Food Services & Drinking Places	\$2,810,710	\$1,273,880	\$1,536,830	37.6	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	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	3,190	3,158	3,148	-0.06%
Households	1,564	1,551	1,553	0.02%
Median Age	37.5	37.1	37.5	0.21%
% 0-9	8.5%	8.2%	8.3%	0.24%
% 10-14	4.3%	3.9%	4.8%	4.61%
% 15-24	26.4%	25.2%	23.6%	-6.59%
% 25-34	9.0%	11.1%	12.1%	1.80%
% 35-44	8.6%	7.8%	8.1%	0.77%
% 45-54	12.9%	11.7%	10.0%	-2.91%
% 55-64	12.3%	13.3%	13.0%	-0.45%
% 65+	18.1%	18.9%	21.0%	2.22%
Median Household Income	***	\$23,039	\$25,985	2.56%
Average Household Income	***	\$35,646	\$39,832	2.34%
Per Capita Income	***	\$17,626	\$19,734	2.39%
Total Housing Units	1,934	1,982	2,015	0.33%
% Owner Occupied Units	31.8%	28.5%	27.5%	-0.70%
% Renter Occupied Units	49.1%	49.8%	49.6%	-0.08%
% Vacant Housing Units	19.1%	21.7%	22.9%	1.11%
Median Home Value	***	\$84,438	\$95,421	2.60%

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.

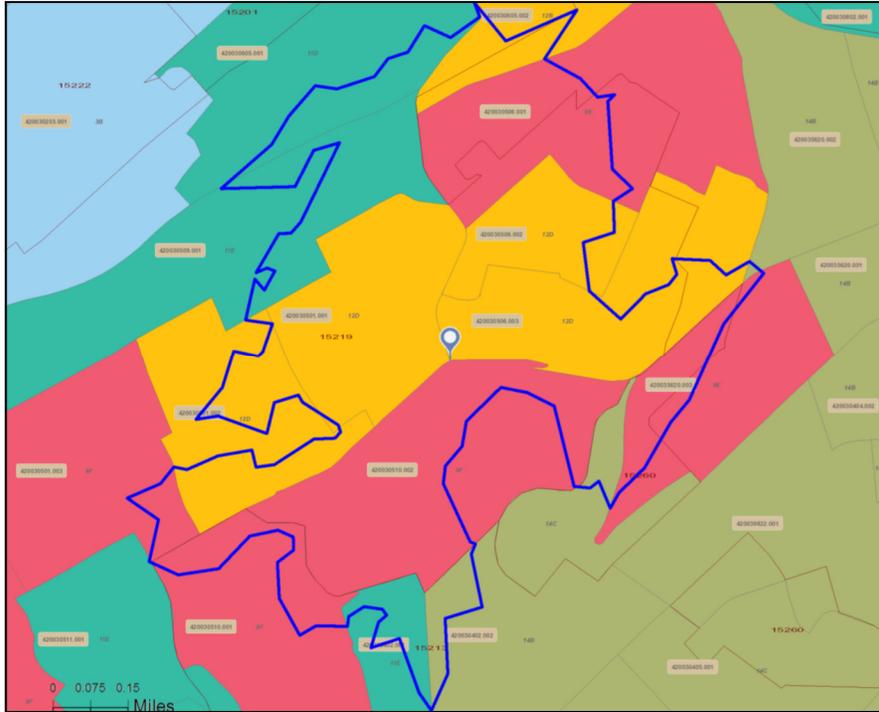
2015 Households by Disposable Income	
<\$15,000	40.9%
\$15,000—\$24,999	16.1%
\$25,000—\$34,999	13.6%
\$35,000—\$49,999	12.0%
\$50,000—\$74,999	10.1%
\$75,000—\$99,999	4.1%
\$100,000—\$149,999	2.5%
\$150,000+	0.9%
Median Disposable Income	\$19,609

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	8.4%
High School Diploma or Some College	58.6%
Associates Degree	9.8%
Bachelor's Degree	11.0%
Graduate or Professional Degree	12.1%

Spending Potential Index	
Apparel and Services	49
Computers and Accessories	47
Education	46
Entertainment / Recreation	47
Food at Home	51
Food Away from Home	48
Health Care	48
Household Furnishing and Equipment	47
Investment	27
Retail Goods	48
Shelter	49
TV/Video/Audio	53
Travel	42
Vehicle Maintenance & Repair	47
Total Expenditures	46

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

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

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.

Retirement Communities

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