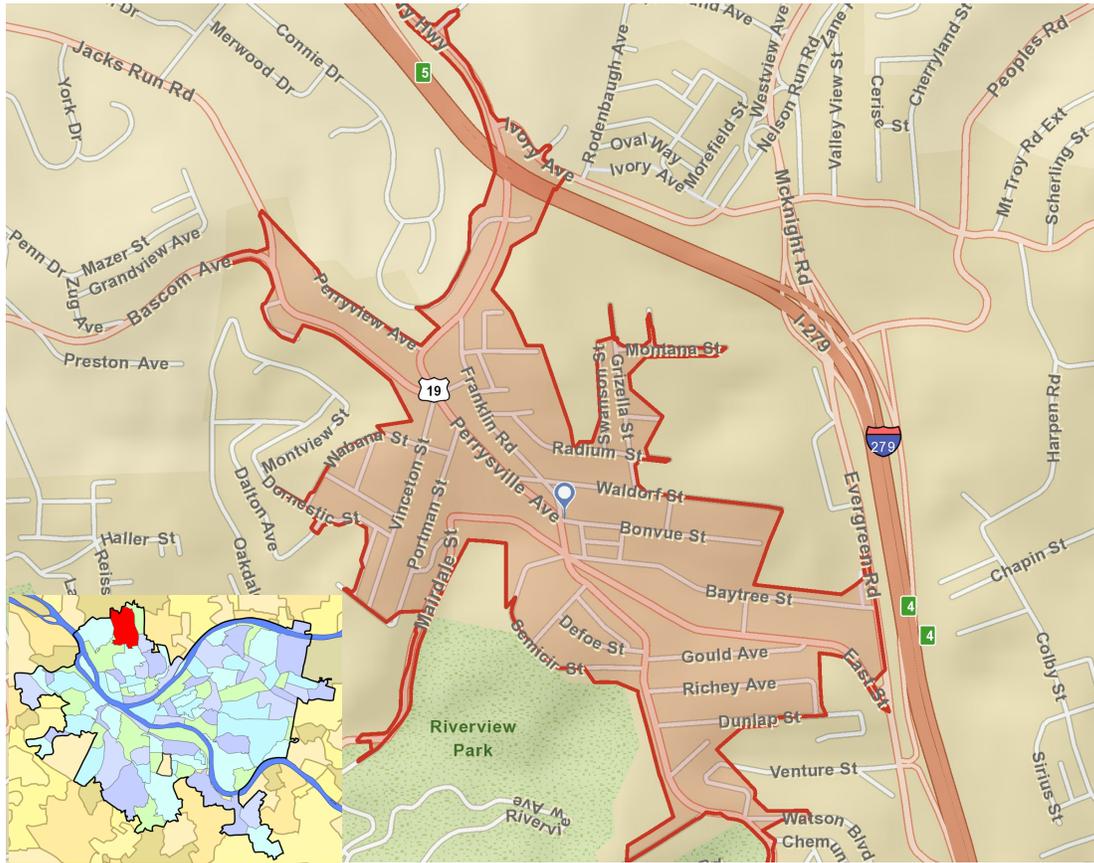


Perrysville Avenue Commercial District Observatory Hill/Perry North



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
143

Number of Employees:
510

Employees/Residential
Population Ratio*:
0.20:1

Major Industries:
Health & Personal Care Stores, Food &
Beverage Stores, 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	\$4,7561,982	\$162,585	\$4,594,397	93.4	1
Furniture & Home Furnishing Stores	\$492,766	\$0	\$492,766	100.0	0
Electronics and Appliance Stores	\$595,359	\$0	\$595,359	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$737,700	\$0	\$737,700	100.0	0
Food and Beverage Stores	\$4,204,236	\$451,990	\$3,752,246	80.6	2
Health and Personal Care Stores	\$1,344,934	\$794,896	\$550,038	25.7	1
Gasoline Stations	\$2,281,560	\$0	\$2,281,560	100.0	0
Clothing & Clothing Accessories Stores	\$1,358,636	\$0	\$1,358,636	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$647,696	\$94,103	\$553,593	74.6	1
General Merchandise Stores	\$3,328,347	\$0	\$3,328,347	100.0	0
Nonstore Retailers	\$2,795,053	\$65,940	\$2,729,113	95.4	1
Food Services & Drinking Places	\$2,457,328	\$265,128	\$2,192,200	80.5	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.

Perrysville Avenue Commercial District



Demographic Data	2010	2014	2017 (Projected)	Annual Rate of Change (2014-2017)
Population	2,542	2,494	2,466	-0.23%
Households	1,050	1,042	1,037	-0.10%
Median Age	37.9	38.6	39.4	0.26%
% 0-9	11.7%	11.6%	11.5%	-0.17%
% 10-14	5.7%	5.6%	5.8%	0.71%
% 15-24	13.8%	12.8%	11.4%	-2.19%
% 25-34	15.1%	15.0%	14.5%	-0.67%
% 35-44	12.8%	13.2%	14.1%	1.36%
% 45-54	16.0%	13.9%	12.6%	-1.87%
% 55-64	12.9%	14.6%	14.0%	-0.82%
% 65+	12.0%	13.4%	16.0%	3.88%
Median Household Income	***	\$48,483	\$55,662	2.96%
Average Household Income	***	\$58,251	\$67,343	3.12%
Per Capita Income	***	\$24,437	\$28,421	3.26%
Total Housing Units	1,216	1,218	1,219	0.02%
% Owner Occupied Units	56.8%	53.9%	53.7%	-0.07%
% Renter Occupied Units	29.5%	31.7%	31.3%	-0.25%
% Vacant Housing Units	13.7%	14.4%	13.9%	-0.69%
Median Home Value	***	\$98,713	\$120,392	4.39%

Traffic Count Profile	Closest Cross-Street	Count
Perrysville Ave	Semicir St	6,333
Mairdale Ave	Wissahickon Rd	3,438
Evergreen Rd	I-279	9,663
Evergreen Rd	Gribble St	9,663
I-279	McKnight Rd Ramp	1,515
I-279	Mt Pleasant Rd	9,821
Perrysville Ave	Waldorf St	6,333
I-279	Baytree St	75,031
I-279 HOV	Baytree St	3,571

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	11.4%
\$15,000—\$24,999	16.1%
\$25,000—\$34,999	14.7%
\$35,000—\$49,999	20.7%
\$50,000—\$74,999	23.7%
\$75,000—\$99,999	7.1%
\$100,000—\$149,999	4.7%
\$150,000+	1.6%
Median Disposable Income	\$39,304

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	8.1%
High School Diploma or Some College	49.9%
Associates Degree	13.1%
Bachelor's Degree	16.3%
Graduate or Professional Degree	11.7%

Spending Potential Index	
Apparel and Services	53
Computers and Accessories	79
Education	79
Entertainment / Recreation	84
Food at Home	82
Food Away from Home	80
Health Care	87
Household Furnishing and Equipment	73
Investment	48
Retail Goods	79
Shelter	79
TV/Video/Audio	84
Travel	78
Vehicle Maintenance & Repair	82
Total Expenditures	76

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.



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

Neighborhood Business District Program

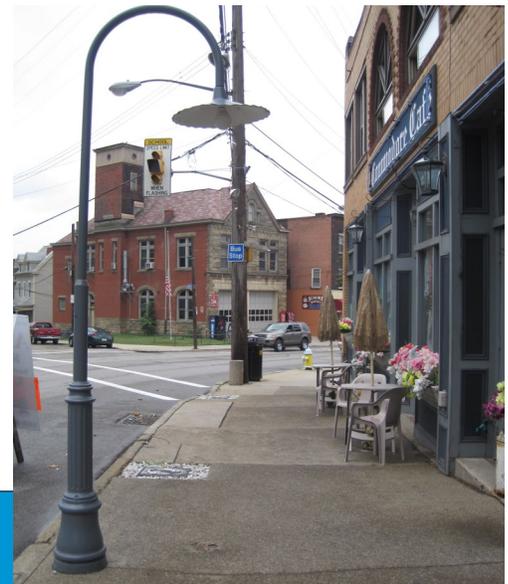
This program strives to ensure the health of the City’s traditional neighborhood commercial districts using the National Main Street Center’s Four Point Approach which considers: economic restructuring, promotion, design and sustainability. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

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



Contacts

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 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