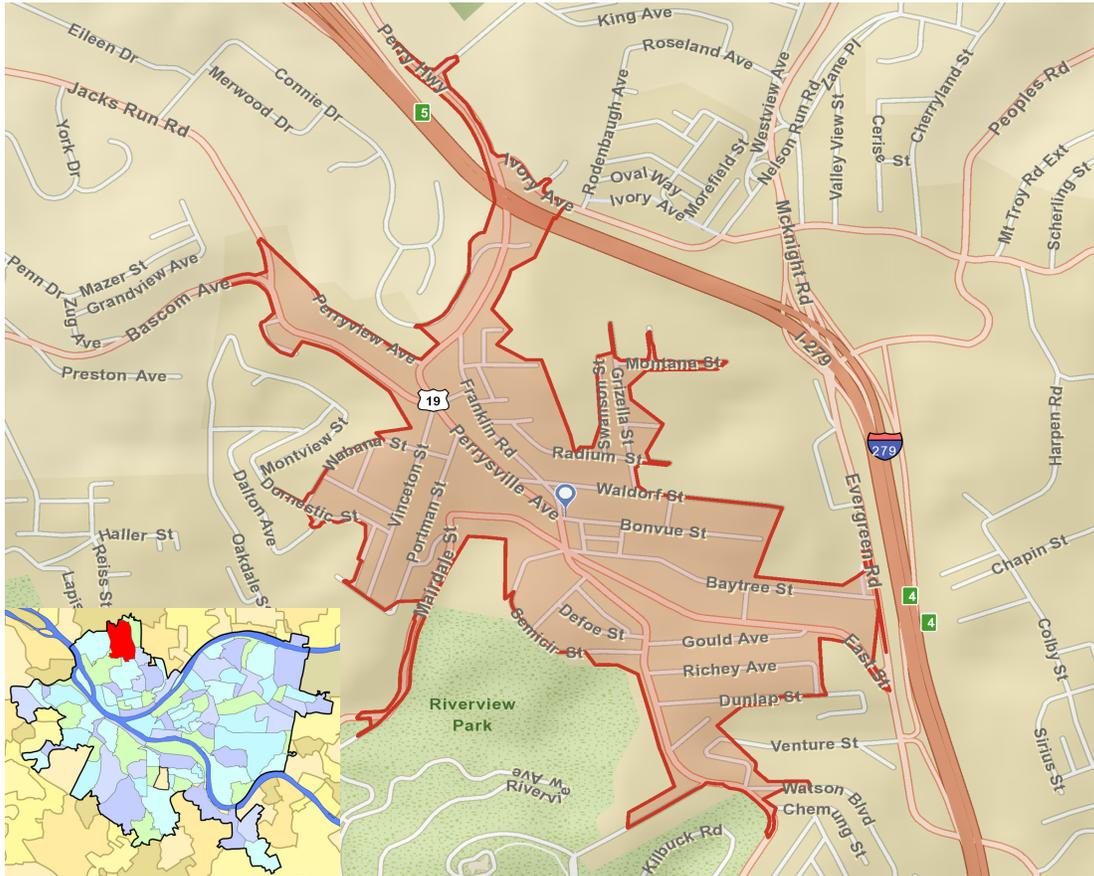


# Perrysville Avenue Commercial District Observatory Hill/Perry North



## 2013 Business Summary

Number of Businesses:  
86

Number of Employees:  
336

Employees/Residential  
Population Ratio\*:  
0.17

Major Industries:  
Food Services & Drinking Places,  
Wholesale Trade, Other Services

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	\$3,283,861	\$112,676	\$3,171,185	93.4	0
Furniture & Home Furnishing Stores	\$364,578	\$0	\$364,578	100.0	0
Electronics and Appliance Stores	\$476,273	\$0	\$476,273	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$541,175	\$0	\$541,175	100.0	0
Food and Beverage Stores	\$3,228,009	\$40,258	\$3,187,751	97.5	1
Health and Personal Care Stores	\$1,109,270	\$335,287	\$773,983	53.6	2
Gasoline Stations	\$1,904,784	\$0	\$1,904,784	100.0	0
Clothing & Clothing Accessories Stores	\$1,032,849	\$0	\$1,032,849	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$518,598	\$65,921	\$452,677	77.4	1
General Merchandise Stores	\$2,604,313	\$0	\$2,604,313	100.0	0
Nonstore Retailers	\$1,661,571	\$44,003	\$1,617,568	94.8	1
Food Services & Drinking Places	\$1,761,741	\$161,258	\$1,600,483	83.2	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.

# Observatory Hill/Perrysville Avenue Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	1,911	1,941	1,959	0.19%
<b>Households</b>	787	795	808	0.33%
<b>Median Age</b>	37.7	38.0	38.5	0.26%
% 0-9	11.9%	11.7%	11.7%	0.00%
% 10-14	5.6%	5.5%	5.5%	0.00%
% 15-24	13.7%	13.4%	12.4%	-1.49%
% 25-34	15.4%	15.8%	16.0%	0.25%
% 35-44	12.7%	12.3%	12.0%	-0.49%
% 45-54	16.1%	15.6%	14.5%	-1.41%
% 55-64	13.0%	13.5%	14.1%	0.89%
% 65+	11.7%	12.2%	13.8%	2.62%
<b>Median Household Income</b>	\$50,797	\$45,729	\$52,258	2.86%
<b>Average Household Income</b>	\$56,599	\$56,505	\$64,873	2.96%
<b>Per Capita Income</b>	\$23,551	\$23,554	\$27,214	3.11%
<b>Total Housing Units</b>	921	921	919	-0.04%
% Owner Occupied Units	56.1%	54.2%	56.4%	0.81%
% Renter Occupied Units	29.3%	32.0%	31.7%	-0.19%
% Vacant Housing Units	14.5%	13.7%	12.1%	-2.34%
<b>Median Home Value</b>	\$90,842	\$85,488	\$93,979	1.99%

Traffic Count Profile	Closest Cross-Street	Count
Perrysville Ave	Waldorf St	6,333
Mairdale Ave	Wissahickon Rd	3,843
Evergreen Rd	Anderson Rd	10,047
I-279	Grizella St	66,332
I-279	I-279	75,031
Mc Knight Rd Ramp	Evergreen Rd Ramp	20,658
Evergreen Rd Ramp	Evergreen Rd	4,263
Ivory Ave	Highridge St	7,611
I-279	Baytree St	3,571
Evergreen Rd	Evergreen Rd Ramp	9,489

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

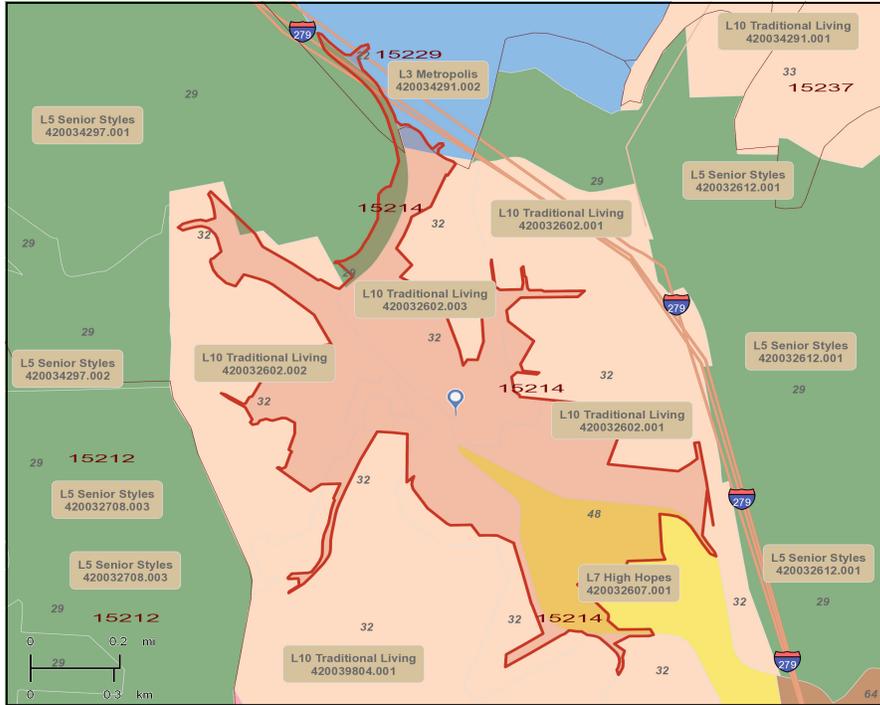
2013 Households by Disposable Income	
<\$15,000	11.9%
\$15,000—\$24,999	15.8%
\$25,000—\$34,999	17.9%
\$35,000—\$49,999	21.8%
\$50,000—\$74,999	22.1%
\$75,000—\$99,999	5.9%
\$100,000—\$149,999	3.0%
\$150,000+	1.6%
<b>Median Disposable Income</b>	\$37,125

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	11.6%
High School Diploma or Some College	53.7%
Associates Degree	11.2%
Bachelor's Degree	15.3%
Graduate or Professional Degree	4.9%

Spending Potential Index	
<b>Apparel and Services</b>	57
<b>Computers and Accessories</b>	83
<b>Education</b>	85
<b>Entertainment / Recreation</b>	87
<b>Food at Home</b>	87
<b>Food away from Home</b>	84
<b>Health Care</b>	87
<b>Household Furnishing and Equipment</b>	75
<b>Investment</b>	44
<b>Miscellaneous</b>	82
<b>Shelter</b>	82
<b>Transportation</b>	87
<b>Travel</b>	81
<b>Total Expenditures</b>	83

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\*

- 10th largest neighborhood in Pittsburgh by area
- 9th highest median HH income by neighborhood
- 3rd highest acreage of parks per capita by neighborhood (55.4 acres per person)
- Persons per sq. mile: 3,852 (City average: 5,646)
- Walk Score: 34

\* 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

#### Rustbelt Traditions (71.9%)

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring. These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop. They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

#### Great Expectations (28.1%)

*Great Expectations* homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

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](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:

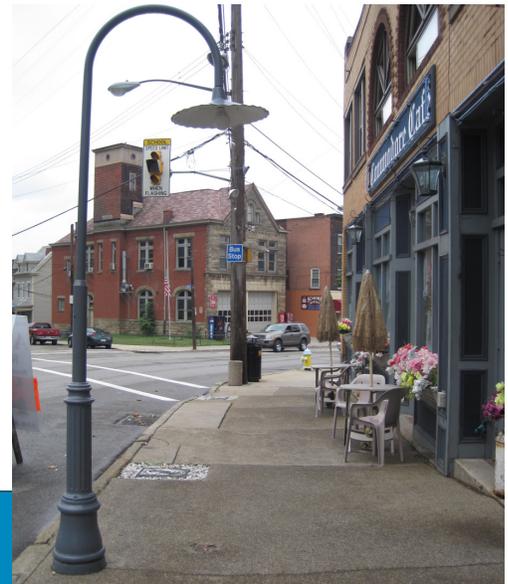
[http://www.ura.org/business\\_owners/mainstreets.php](http://www.ura.org/business_owners/mainstreets.php)

### 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](http://www.ura.org/business_owners/facade_program.php)



## Contacts

Urban Redevelopment  
Authority of Pittsburgh:

[www.ura.org](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](mailto: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)