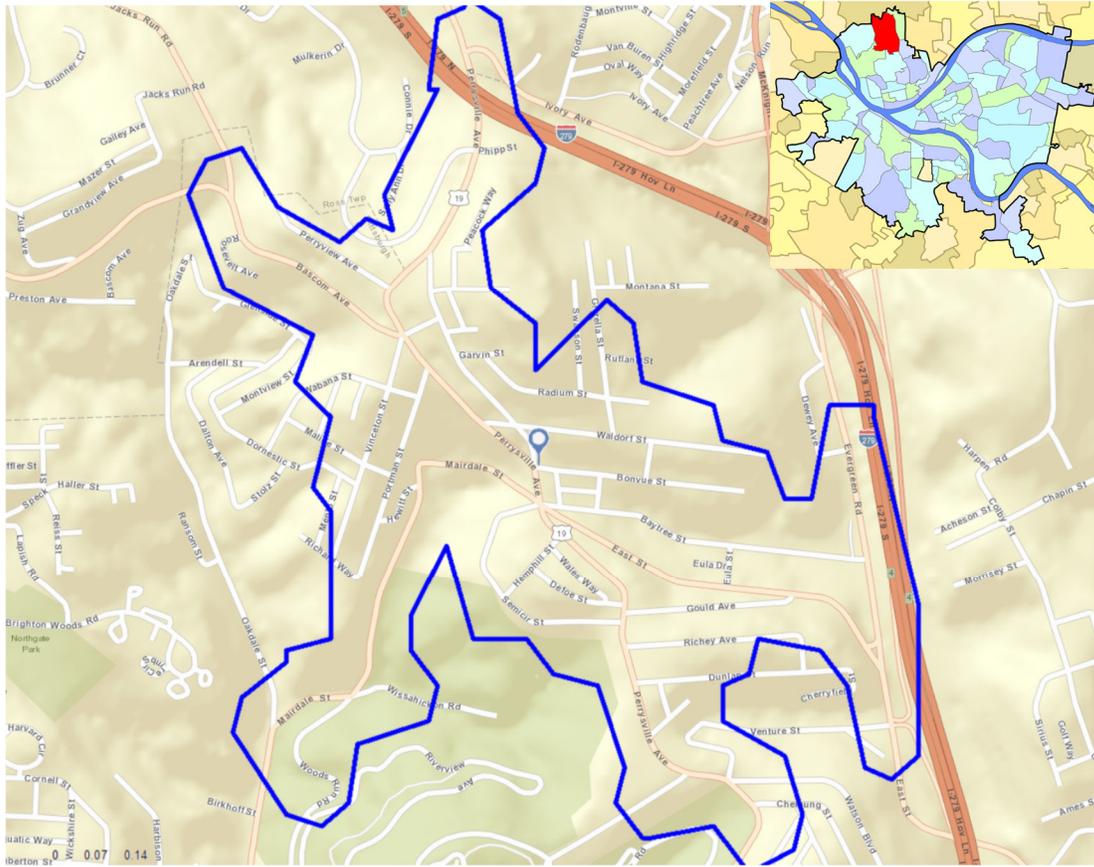


Perrysville Avenue Commercial District Observatory Hill/Perry North



2016 Business Summary (2 Minute Drive Time)

Number of Businesses:
52

Number of Employees:
334

Employees/Residential
Population Ratio*:
0.16:1

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	\$5,861,673	\$0	\$5,861,673	100.0	0
Furniture & Home Furnishing Stores	\$751,472	\$0	\$751,472	100.0	0
Electronics and Appliance Stores	\$1,333,930	\$0	\$1,333,930	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,143,845	\$0	\$1,143,845	100.0	0
Food and Beverage Stores	\$5,090,044	\$698,401	\$4,391,643	75.9	1
Health and Personal Care Stores	\$1,179,964	\$0	\$1,179,964	100.0	0
Gasoline Stations	\$1,771,704	\$0	\$1,771,704	100.0	0
Clothing & Clothing Accessories Stores	\$1,234,761	\$0	\$1,234,761	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$774,788	\$0	\$774,788	100.0	0
General Merchandise Stores	\$4,208,670	\$0	\$4,208,670	100.0	0
Nonstore Retailers	\$859,602	\$65,940	\$859,602	95.4	1
Food Services & Drinking Places	\$2,576,923	\$281,500	\$2,295,423	80.3	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	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	2,118	2,091	2,083	-0.08%
Households	856	856	856	0.00%
Median Age	37.8	38.7	39.0	0.16%
% 0-9	11.7%	11.5%	11.4%	-0.17%
% 10-14	5.8%	5.5%	6.0%	1.82%
% 15-24	14.1%	12.9%	11.5%	-2.17%
% 25-34	15.0%	14.9%	14.7%	-0.27%
% 35-44	12.7%	13.3%	14.5%	1.81%
% 45-54	16.1%	13.5%	12.3%	-1.78%
% 55-64	12.8%	14.7%	13.7%	-1.36%
% 65+	12.0%	13.6%	15.8%	3.23%
Median Household Income	***	\$52,471	\$58,478	2.29%
Average Household Income	***	\$59,706	\$66,988	2.44%
Per Capita Income	***	\$24,907	\$28,054	2.53%
Total Housing Units	991	996	1,000	0.08%
% Owner Occupied Units	57.0%	53.9%	53.5%	-0.15%
% Renter Occupied Units	29.4%	32.0%	32.2%	0.13%
% Vacant Housing Units	13.6%	14.1%	14.4%	0.43%
Median Home Value	***	\$113,023	\$126,471	4.38%

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.

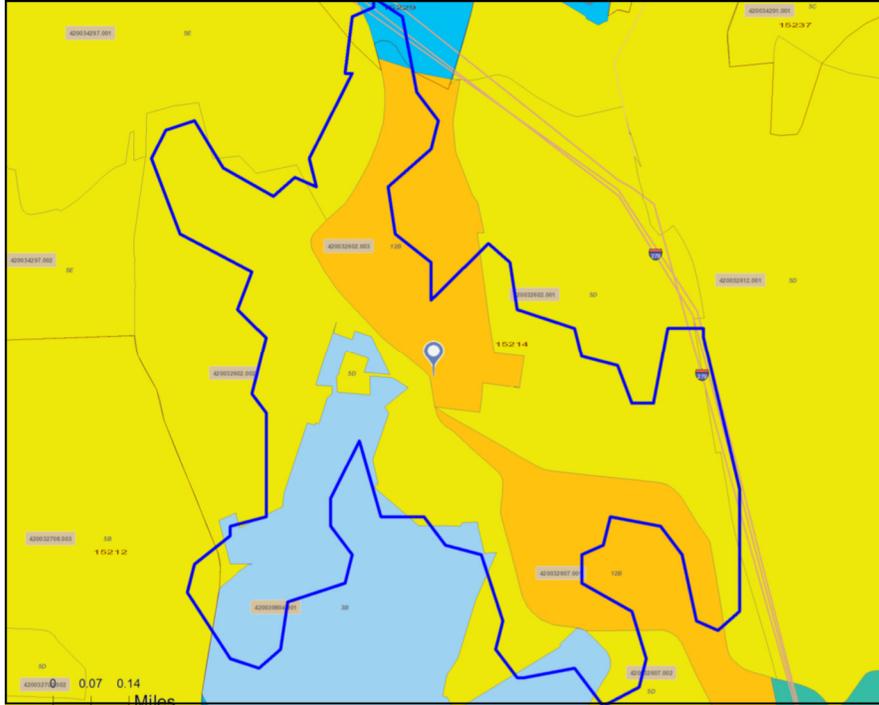
2015 Households by Disposable Income	
<\$15,000	11.2%
\$15,000—\$24,999	12.9%
\$25,000—\$34,999	15.2%
\$35,000—\$49,999	19.2%
\$50,000—\$74,999	23.7%
\$75,000—\$99,999	8.5%
\$100,000—\$149,999	4.9%
\$150,000+	1.0%
Median Disposable Income	\$42,088

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	8.0%
High School Diploma or Some College	47.3%
Associates Degree	9.4%
Bachelor's Degree	22.1%
Graduate or Professional Degree	13.3%

Spending Potential Index	
Apparel and Services	78
Computers and Accessories	77
Education	77
Entertainment / Recreation	80
Food at Home	81
Food Away from Home	79
Health Care	85
Household Furnishing and Equipment	80
Investment	48
Retail Goods	81
Shelter	78
TV/Video/Audio	83
Travel	78
Vehicle Maintenance & Repair	81
Total Expenditures	78

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

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Traditional Living

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Top Tier

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping.

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

Neighborhood Business District Program

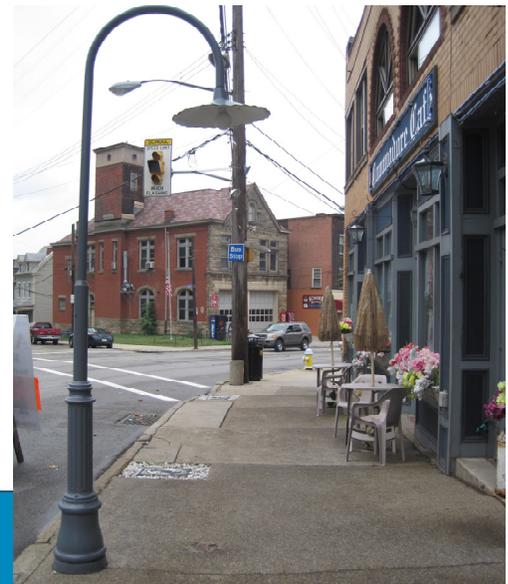
This program strives to ensure the health of the City’s traditional neighborhood commercial districts using the National Main Street Center’s Four Point Approach which considers: economic restructuring, promotion, design and sustainability. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in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

Northside Leadership
Conference
www.pittsburghnorthside.com

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