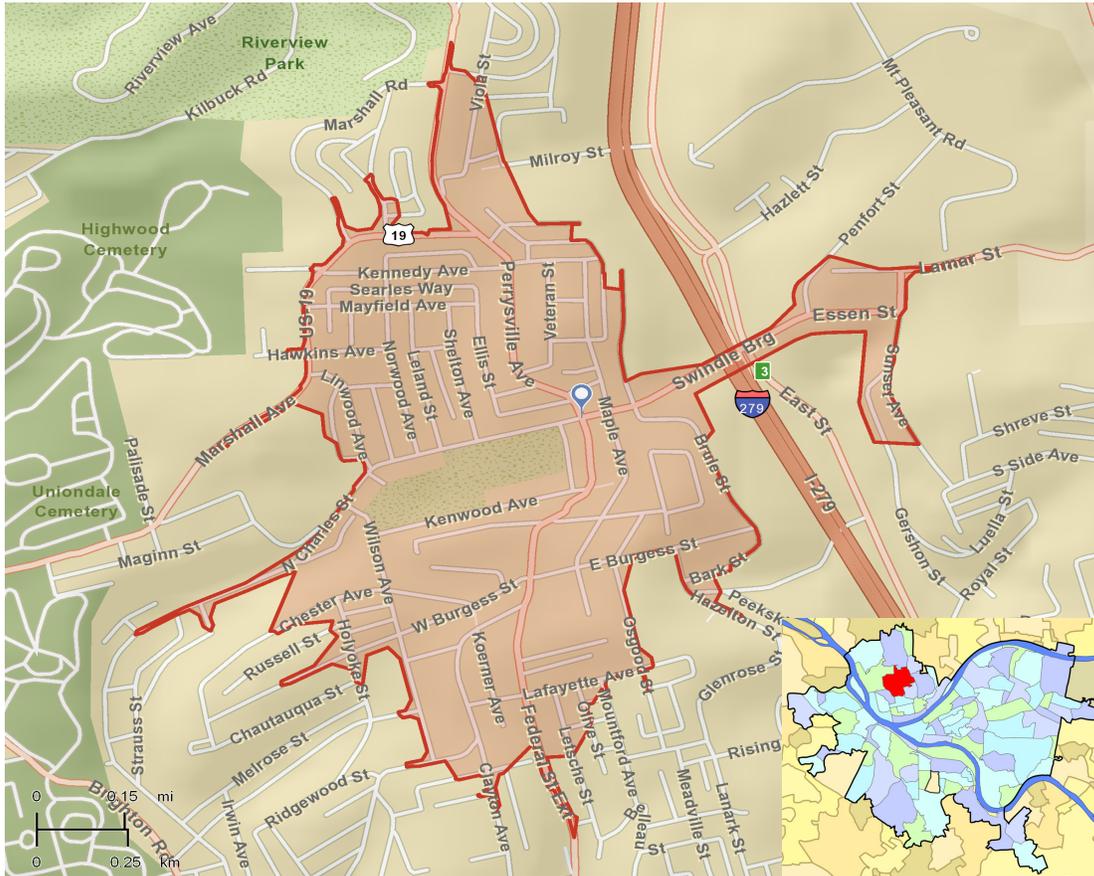


# Perrysville Avenue Commercial District

## Perry Hilltop/Perry South



### 2013 Business Summary

Number of Businesses:  
72

Number of Employees:  
302

Employees/Residential  
Population Ratio\*:  
0.22

Major Industries:  
Motor Vehicle & Parts Dealers,  
Automotive Repair & Maintenance,  
Manufacturing

For more information on the  
Allentown neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$3,298,355	\$0	\$3,298,355	100.0	0
Furniture & Home Furnishing Stores	\$153,277	\$0	\$153,277	100.0	0
Electronics and Appliance Stores	\$491,272	\$0	\$491,272	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$499,792	\$14,049	\$485,742	94.5	0
Food and Beverage Stores	\$3,520,407	\$448,936	\$3,071,471	77.4	2
Health and Personal Care Stores	\$1,169,710	\$32,838	\$1,136,873	94.5	0
Gasoline Stations	\$2,012,848	\$0	\$2,012,848	100.0	0
Clothing & Clothing Accessories Stores	\$1,109,909	\$104,777	\$1,005,133	82.7	1
Sporting Goods / Hobby / Music / Book Stores	\$414,491	\$0	\$414,491	100.0	0
General Merchandise Stores	\$2,765,699	\$0	\$2,765,699	100.0	0
Nonstore Retailers	\$1,778,130	\$57,758	\$1,720,372	93.7	1
Food Services & Drinking Places	\$1,902,192	\$23,631	\$1,878,561	97.5	0

\*\* 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	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	2,680	2,675	2,670	-0.04%
<b>Households</b>	1,160	1,148	1,152	0.07%
<b>Median Age</b>	40.1	40.5	41.3	0.40%
% 0-9	12.2%	12.1%	12.0%	-0.17%
% 10-14	7.1%	7.0%	7.0%	0.00%
% 15-24	14.1%	13.9%	12.9%	-1.44%
% 25-34	11.4%	11.6%	11.6%	0.00%
% 35-44	10.4%	10.1%	9.9%	-0.40%
% 45-54	14.7%	14.1%	12.9%	-1.70%
% 55-64	13.1%	13.8%	14.4%	0.87%
% 65+	16.9%	17.4%	19.2%	2.07%
<b>Median Household Income</b>	\$31,939	\$27,294	\$31,145	2.82%
<b>Average Household Income</b>	\$43,877	\$41,433	\$49,203	3.75%
<b>Per Capita Income</b>	\$17,585	\$19,253	\$22,892	3.78%
<b>Total Housing Units</b>	1,516	1,492	1,460	-0.43%
% Owner Occupied Units	34.8%	32.9%	34.5%	0.97%
% Renter Occupied Units	41.7%	44.0%	44.3%	0.14%
% Vacant Housing Units	23.5%	23.1%	21.1%	-1.73%
<b>Median Home Value</b>	\$70,952	\$82,138	\$90,194	1.96%

Traffic Count Profile	Closest Cross-Street	Count
Perrysville Ave	N Charles St	4,020
Swindell Brg	Hackney St	3,859
Hazlett St	Vantassel St	115,713
Swindell Brg	Magurie St	2,319
Marshall Ave	Danbury St	5,864
I-279	Rostock St	114,740
I-279	Creek St	115,713
East St	Creek St	5,562
N Charles St	Cross St	2,912
Williams Rd	Spring Garden Ave	439

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	31.6%
\$15,000—\$24,999	19.7%
\$25,000—\$34,999	16.2%
\$35,000—\$49,999	12.0%
\$50,000—\$74,999	12.1%
\$75,000—\$99,999	4.2%
\$100,000—\$149,999	3.4%
\$150,000+	0.8%
<b>Median Disposable Income</b>	\$24,024

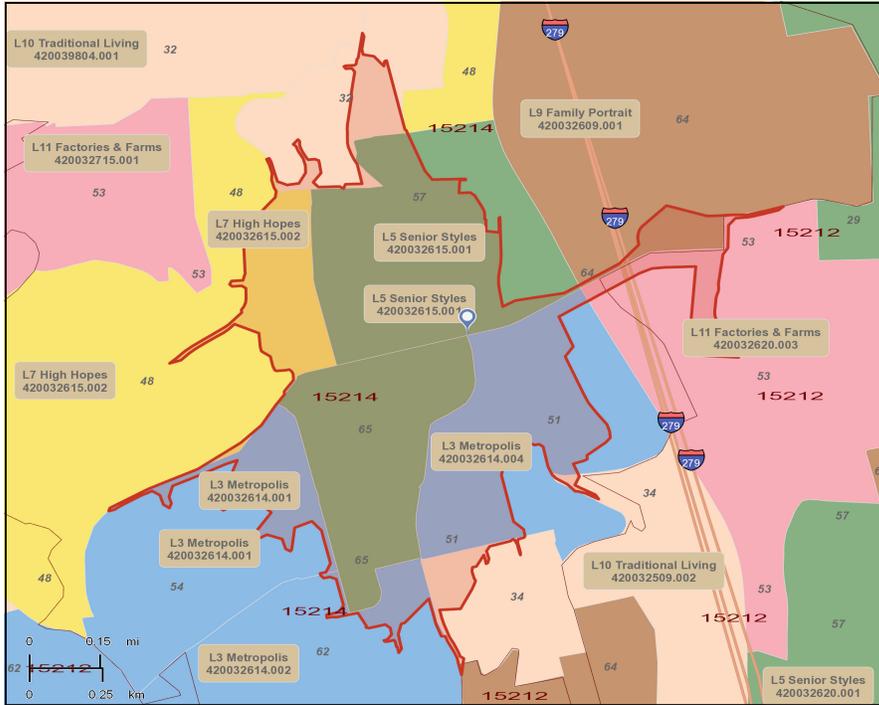
Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	17.6%
High School Diploma or Some College	63%
Associates Degree	5.4%
Bachelor's Degree	9.4%
Graduate or Professional Degree	4.7%

Spending Potential Index	
<b>Apparel and Services</b>	43
<b>Computers and Accessories</b>	62
<b>Education</b>	65
<b>Entertainment / Recreation</b>	62
<b>Food at Home</b>	66
<b>Food away from Home</b>	63
<b>Health Care</b>	62
<b>Household Furnishing and Equipment</b>	53
<b>Investment</b>	38
<b>Miscellaneous</b>	62
<b>Shelter</b>	62
<b>Transportation</b>	63
<b>Travel</b>	56
<b>Total Expenditures</b>	61

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.

# Perrysville Avenue Commercial District



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- 21st 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)

\* 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

#### Simple Living (31.5%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater 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.

#### Social Security Set (26.5%)

Limited resources somewhat restrict the activities and purchases of residents in Social Security Set neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter's insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

#### Metro City Edge (15.7%)

*Metro City Edge* residents must spend their money wisely to ensure the welfare of their children. They tend to shop for groceries at Piggly Wiggly, Kroger, and Aldi but will go to superstores and wholesalers for bulk purchases of household and children's items. Some will have their vehicles serviced at auto parts chains. They eat at fast-food or family-style restaurants such as Old Country Buffet or Ryan's. They watch sitcoms, movies, news programs, courtroom shows, and sports such as pro-wrestling on TV. Accessing the Internet at home isn't important. They go to the movies and professional football games and play basketball. They read music and baby magazines and listen to urban and contemporary hit radio.

#### Great Expectations (10.6%)

*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

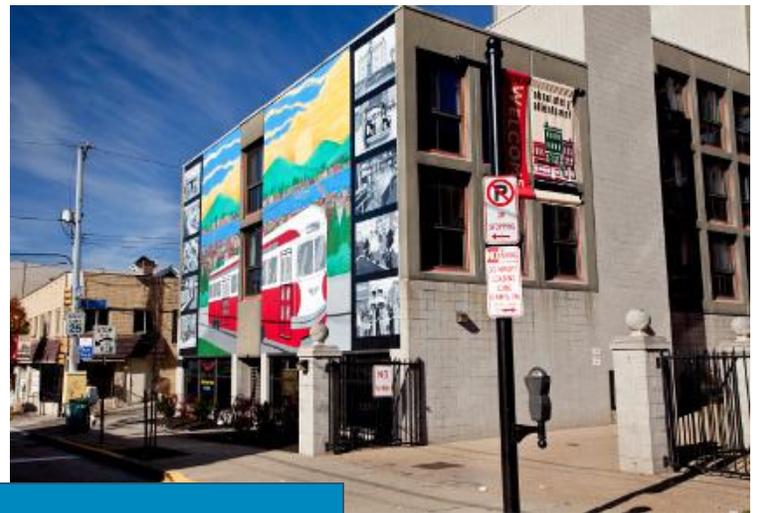
This program strives to ensure the health of the City’s traditional neighborhood commercial districts using the National Main Street Center’s Four Point Approach which considers: economic restructuring, promotion, design and sustainability. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in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

To learn more about this program, contact [Josette Fitzgibbons](mailto:Josette.Fitzgibbons@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)



Mural in Allentown  
Photo Credit: John Altdorfer

## 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:Josette.Fitzgibbons@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)