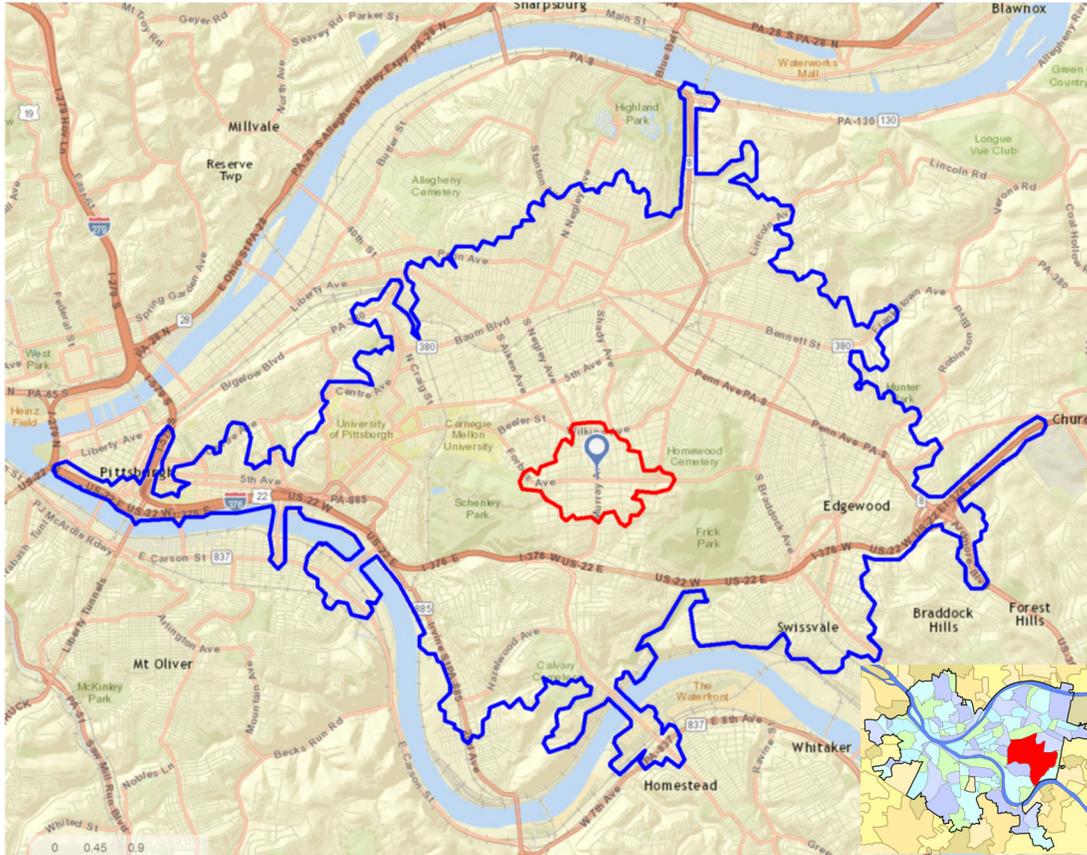


# Forbes and Murray Aves Commercial District Squirrel Hill



## 2016 Business Summary (2 Minute Drive Time)

Number of Businesses:  
314

Number of Employees:  
3,443

Employees/Residential  
Population Ratio\*:  
0.85:1

Major Industries:  
Clothing & Clothing Accessories Stores,  
Food & Beverage Stores, Furniture &  
Home Furnishing Stores

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	165	96
Computers and Accessories	171	97
Education	181	103
Entertainment / Recreation	162	89
Food at Home	157	94
Food Away from Home	165	95
Health Care	152	83
Household Furnishing and Equipment	162	90
Investment	213	78
Retail Goods	157	89
Shelter	173	97
TV/Video/Audio	157	95
Travel	173	86
Vehicle Maintenance & Repair	162	90
Total Expenditures	168	92

2015 Households Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	8.6%	25.5%
\$15,000—\$24,999	7.1%	13.0%
\$25,000—\$34,999	7.1%	13.2%
\$35,000—\$49,999	12.3%	13.5%
\$50,000—\$74,999	19.1%	14.7%
\$75,000—\$99,999	8.4%	6.2%
\$100,000—\$149,999	21.6%	7.9%
\$150,000+	8.0%	6.1%
Median Disposable Income	\$67,814	\$33,371

Note: Disposable income is after-tax household income.

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.

\*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

## Forbes and Murray Aves Commercial District



Demographic Data: 2 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	3,970	4,069	4,134	0.32%
<b>Households</b>	1,782	1,824	1,853	0.32%
<b>Median Age</b>	35.5	36.6	37.9	0.71%
% 0-9	11.0%	9.4%	10.2%	1.70%
% 10-14	4.8%	4.5%	4.3%	-0.89%
% 15-24	17.9%	16.6%	15.2%	-1.69%
% 25-34	15.9%	17.1%	17.1%	0.00%
% 35-44	9.8%	9.4%	10.2%	1.70%
% 45-54	11.0%	9.9%	8.8%	-2.22%
% 55-64	12.6%	13.4%	13.4%	0.00%
% 65+	17.1%	18.7%	20.7%	2.14%
<b>Median Household Income</b>	***	\$86,720	\$103,488	3.87%
<b>Average Household Income</b>	***	\$122,481	\$141,319	3.08%
<b>Per Capita Income</b>	***	\$50,824	\$58,775	3.13%
<b>Total Housing Units</b>	1,919	1,972	2,010	0.39%
% Owner Occupied Units	51.8%	48.9%	48.8%	-0.04%
% Renter Occupied Units	41.0%	43.6%	43.4%	-0.09%
% Vacant Housing Units	7.1%	7.5%	7.8%	0.80%
<b>Median Home Value</b>	***	\$479,167	\$603,147	5.17%
Demographic Data: 10 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	121,813	122,945	123,770	0.13%
<b>Households</b>	53,200	53,926	54,503	0.21%
<b>Median Age</b>	29.1	30.0	31.0	0.67%
% 0-9	7.3%	7.2%	7.1%	-0.28%
% 10-14	3.1%	3.0%	3.1%	0.67%
% 15-24	30.4%	28.6%	27.8%	-0.56%
% 25-34	18.1%	19.4%	18.9%	-0.52%
% 35-44	9.2%	9.5%	10.7%	2.53%
% 45-54	9.8%	8.8%	8.0%	-1.82%
% 55-64	9.8%	10.0%	9.5%	-1.00%
% 65+	12.2%	13.5%	15.1%	2.37%
<b>Median Household Income</b>	***	\$40,357	\$46,957	3.27%
<b>Average Household Income</b>	***	\$68,129	\$78,754	3.12%
<b>Per Capita Income</b>	***	\$31,195	\$36,001	3.08%
<b>Total Housing Units</b>	59,328	60,491	61,229	0.24%
% Owner Occupied Units	34.7%	31.8%	31.5%	-0.19%
% Renter Occupied Units	55.0%	57.3%	57.5%	0.07%
% Vacant Housing Units	10.3%	10.9%	11.0%	0.18%
<b>Median Home Value</b>	***	\$233,071	\$285,668	4.51%

Traffic Count Profile	Closest Cross-Street	Count
Forbes Ave	Murray Ave	8,972
Murray Ave	Ferree St	10,381
Wightman St	Darlington Rd	4,693
Murray Ave	Douglas St	11,910
Wilkins Ave	S Negley Ave	20,301
Beacon St	Mulhatton St	7,065
Tilbury Ave	Shady Ave	13,487
Forward Ave	Eldridge St	1,447
Beechwood Blvd	Forest Glen Rd	8,608
S Negley Ave	Lynee Haven Rd	8,277

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.

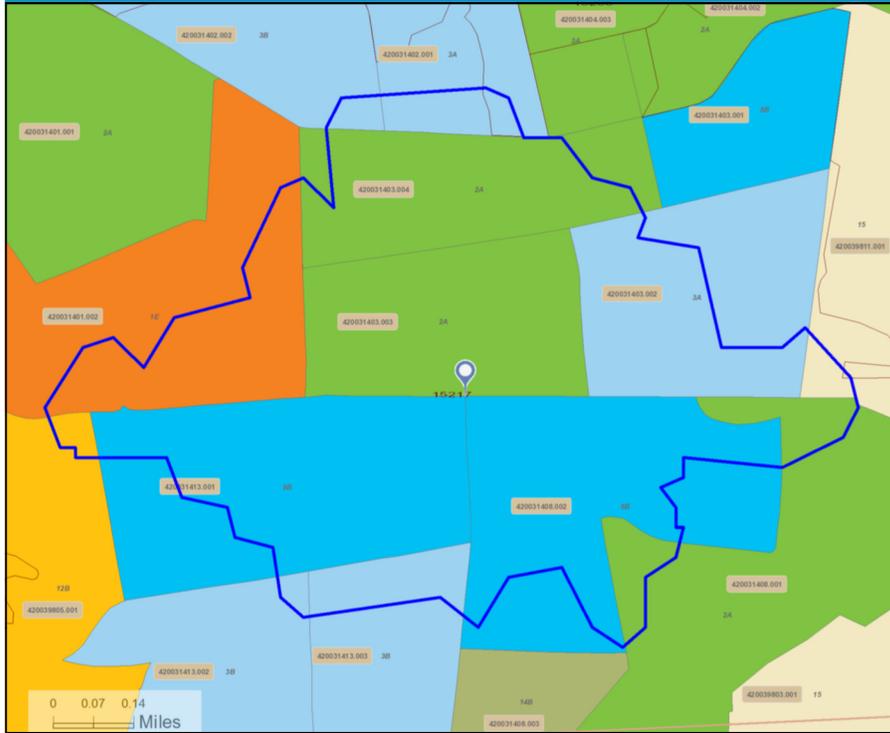
## Forbes and Murray Aves Commercial District



Marketplace Profile **: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$23,183,816	\$0	\$23,183,816	100.0	0
Furniture & Home Furnishing Stores	\$3,202,296	\$975,599	\$2,226,697	53.3	1
Electronics and Appliance Stores	\$5,830,817	\$7,806,484	-\$1,975,667	-14.5	7
Building Materials, Garden Equip. & Supply Stores	\$5,392,553	\$767,499	\$4,625,054	75.1	2
Food and Beverage Stores	\$20,981,140	\$50,269,628	-\$29,288,488	-41.1	7
Health and Personal Care Stores	\$4,670,250	\$6,753,324	-\$2,083,074	-18.2	5
Gasoline Stations	\$6,769,834	\$0	\$6,769,834	100.0	0
Clothing & Clothing Accessories Stores	\$5,527,030	\$16,729,878	-\$11,202,848	-50.3	9
Sporting Goods / Hobby / Music / Book Stores	\$3,430,692	\$3,912,718	-\$482,026	-6.6	5
General Merchandise Stores	\$17,742,326	\$0	\$17,742,326	100.0	0
Nonstore Retailers	\$3,557,486	\$9,191,586	-\$5,634,100	-44.2	3
Food Services & Drinking Places	\$11,638,283	\$21,603,646	-\$9,965,363	-30.0	38
Marketplace Profile **: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$389,874,257	\$272,457,689	\$117,416,568	17.7	40
Furniture & Home Furnishing Stores	\$53,446,814	\$17,319,790	\$36,127,024	51.1	18
Electronics and Appliance Stores	\$96,796,310	\$93,415,362	\$3,380,948	1.8	70
Building Materials, Garden Equip. & Supply Stores	\$78,275,613	\$39,394,338	\$38,881,275	33.0	31
Food and Beverage Stores	\$363,306,346	\$459,050,359	-\$95,744,013	-11.6	97
Health and Personal Care Stores	\$78,078,409	\$116,342,300	-\$38,263,891	-19.7	61
Gasoline Stations	\$119,143,182	\$59,485,341	\$59,657,841	33.4	19
Clothing & Clothing Accessories Stores	\$94,646,853	\$132,812,874	-\$38,166,021	-16.8	124
Sporting Goods / Hobby / Music / Book Stores	\$56,910,922	\$42,624,571	\$14,286,351	14.4	57
General Merchandise Stores	\$302,807,219	\$98,372,754	\$204,434,465	51.0	22
Nonstore Retailers	\$59,069,055	\$140,719,834	-\$81,650,779	-40.9	18
Food Services & Drinking Places	\$196,345,752	\$221,021,726	-\$24,675,974	-5.2	452

2015 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
<b>No High School Diploma</b>	1.3%	6.1%
<b>High School Diploma or Some College</b>	15.7%	31.7%
<b>Associates Degree</b>	1.6%	5.9%
<b>Bachelor's Degree</b>	21.0%	23.6%
<b>Graduate or Professional Degree</b>	60.4%	32.8%

\*\*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.



## 2 Minute Drive Time Tapestry Segmentation Area Profile:

### Neighborhood Quick Facts\*

- Largest neighborhood by both population and area
- 3rd highest median income in Pittsburgh
- 5th fewest # of crime reports per 1000 residents (2.9)
- 3rd highest value of building permits per capita (\$692)

\* 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

#### Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for busi-

#### Urban Chic

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

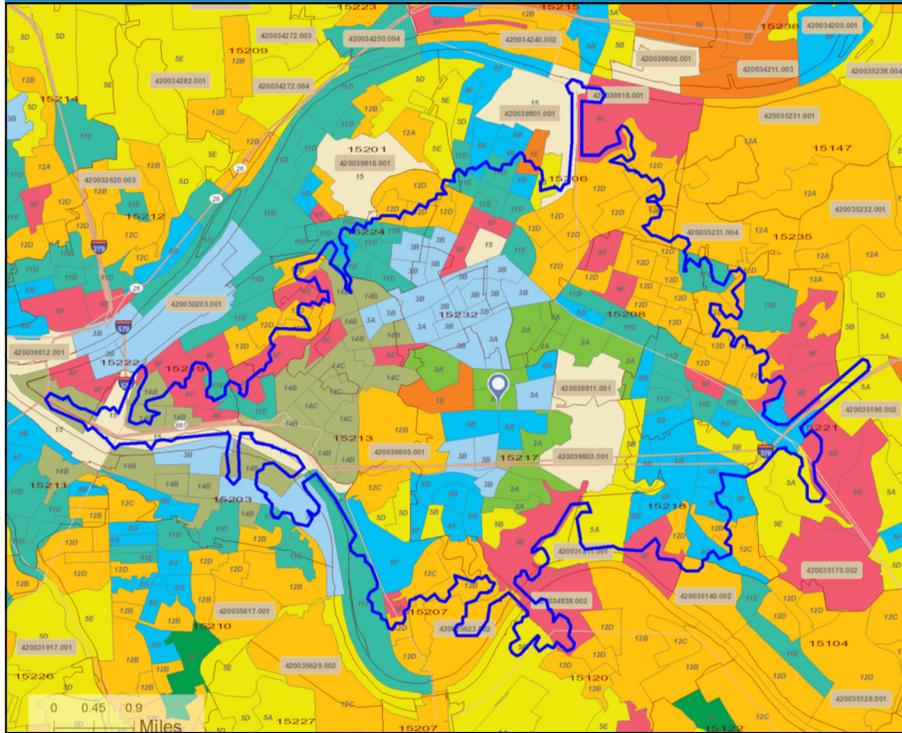
#### Laptops and Lattes

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious, and care about the environment.

#### Exurbanites

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

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>**



## 10 Min Drive Time Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- High number of cottage industries in area
- Number of bus lines in neighborhood: 11
- Persons per sq. mile: 9.050 (City average: 5,646)
- Walk Score: 71

\* 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

#### Metro Renters

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

#### Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for busi-

#### 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.

#### College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

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## 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)

### 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: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:QuiannaWasler@ura.org) at (412) 255-6550 or visit:  
[http://www.ura.org/business\\_owners/facade\\_program.php](http://www.ura.org/business_owners/facade_program.php)



Forbes Avenue business district

### Featured Business: Gaby Et Jules



**Type of Business: Bakery**

**URA Program Utilized: Pittsburgh Business Growth Fund**

**URA Investment: \$70,000**

**Private Investment: \$170,000**

**Total Project Investment: \$240,000**

### Contacts

Uncover Squirrel Hill  
[www.uncoversquirrelhill.com](http://www.uncoversquirrelhill.com)

Squirrel Hill Urban Coalition:  
[www.shuc.org/](http://www.shuc.org/)

Urban Redevelopment  
 Authority of Pittsburgh:  
[www.ura.org/](http://www.ura.org/)

All data from ESRI Business Analyst 2015 unless otherwise noted.  
 \*Data applies to neighborhood boundary and not study area. Source: PGHNSAP, 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)