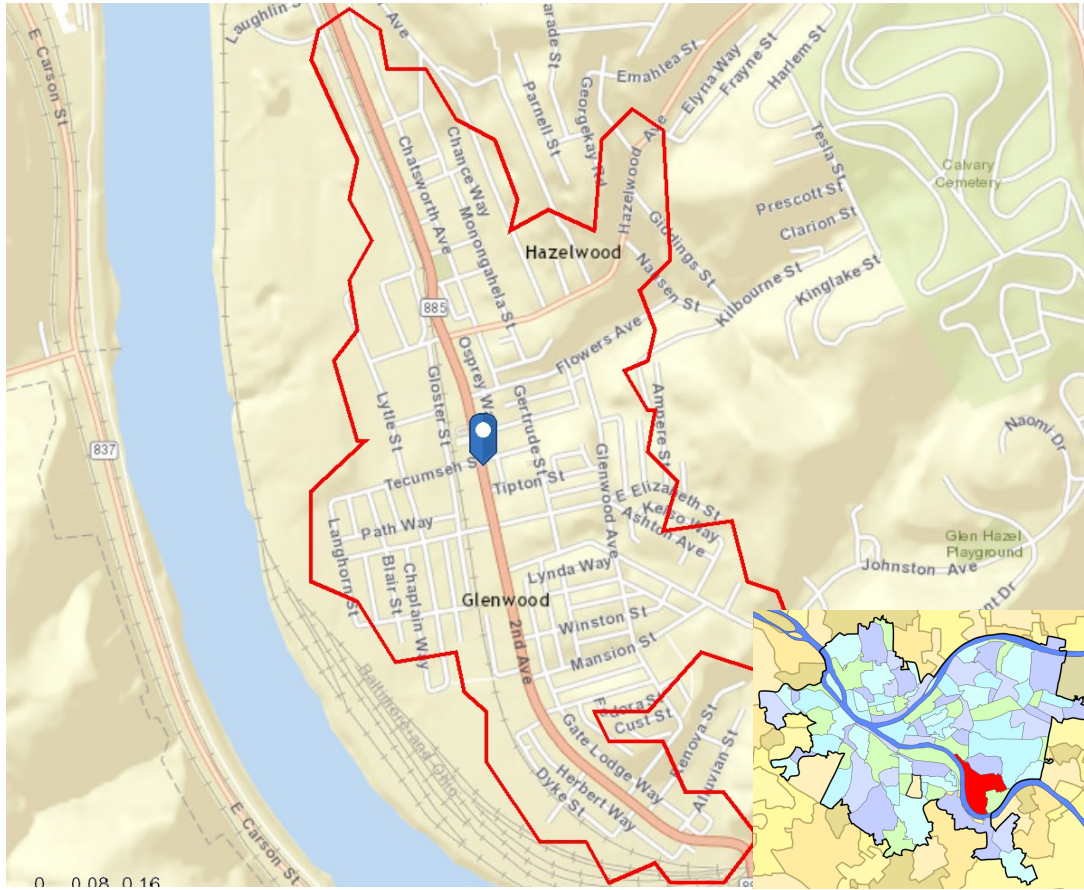


MARKET PROFILE

Second Avenue Commercial District Hazelwood

ura

Urban
Redevelopment
Authority
of Pittsburgh



2019 Business Summary (2 Minute Drive Time)

Number of Businesses:
74

Number of Employees:
529

Employees/Residential
Population Ratio*:
0:18:1

Major Commercial Industries:
Eating and Drinking Places, Auto
Market, Home Improvement

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	\$5,004,682	\$468,145	\$4,536,537	82.9	1
Furniture & Home Furnishing Stores	\$807,744	\$0	\$807,744	100.0	0
Electronics and Appliance Stores	\$755,235	\$0	\$755,235	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,332,807	\$98,075,454	-\$96,742,647	-97.3	1
Food and Beverage Stores	\$4,536,782	\$1,252,074	\$3,284,708	56.7	1
Health and Personal Care Stores	\$1,488,226	\$5,053,602	-\$3,565,376	-54.5	2
Gasoline Stations	\$2,442,341	\$0	\$2,442,341	100.0	0
Clothing & Clothing Accessories Stores	\$1,273,910	\$0	\$1,273,910	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$664,336	\$0	\$664,336	100.0	0
General Merchandise Stores	\$3,530,831	\$0	\$3,530,831	100.0	0
Nonstore Retailers	\$480,762	\$212,912	-\$188,480	-79.4	1
Food Services & Drinking Places	\$2,375,196	\$382,850	\$1,992,346	72.2	3

**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.

Second Avenue Commercial District

Demographic Data	2010	2019	2024 (Projected)
Population	3,046	3,006	3,003
Households	1,332	1,327	1,329
Median Age	39.5	40.4	41.0
% 0-9	13.9%	12.9%	12.8%
% 10-14	5.9%	6.0%	5.9%
% 15-24	13.3%	12.4%	12.0%
% 25-34	12.4%	12.5%	12.9%
% 35-44	10.5%	10.6%	11.1%
% 45-54	16.4%	12.0%	10.3%
% 55-64	12.6%	15.3%	14.5%
% 65+	14.8%	18.2%	20.5%
Median Household Income	***	\$32,068	\$36,034
Average Household Income	***	\$50,034	\$56,260
Per Capita Income	***	\$22,124	\$24,944
Total Housing Units	1,742	1,774	1,789
% Owner Occupied Units	38.1%	34.7%	33.8%
% Renter Occupied Units	38.3%	40.1%	40.5%
% Vacant Housing Units	23.5%	25.2%	25.7%
Median Home Value	***	\$65,544	\$72,763

Traffic Count Profile	Closest Cross-Street	Count
2nd Ave	Winston St	16,000
Hazelwood Ave	Sabina St	5,422
Ellis Way	Alluvian St	10,539

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2015 unless otherwise noted.

2019 Households by Disposable Income	
<\$15,000	32.2%
\$15,000—\$24,999	15.1%
\$25,000—\$34,999	12.1%
\$35,000—\$49,999	15.4%
\$50,000—\$74,999	12.4%
\$75,000—\$99,999	5.7%
\$100,000—\$149,999	4.4%
\$150,000+	2.8%
Median Disposable Income	\$26,771

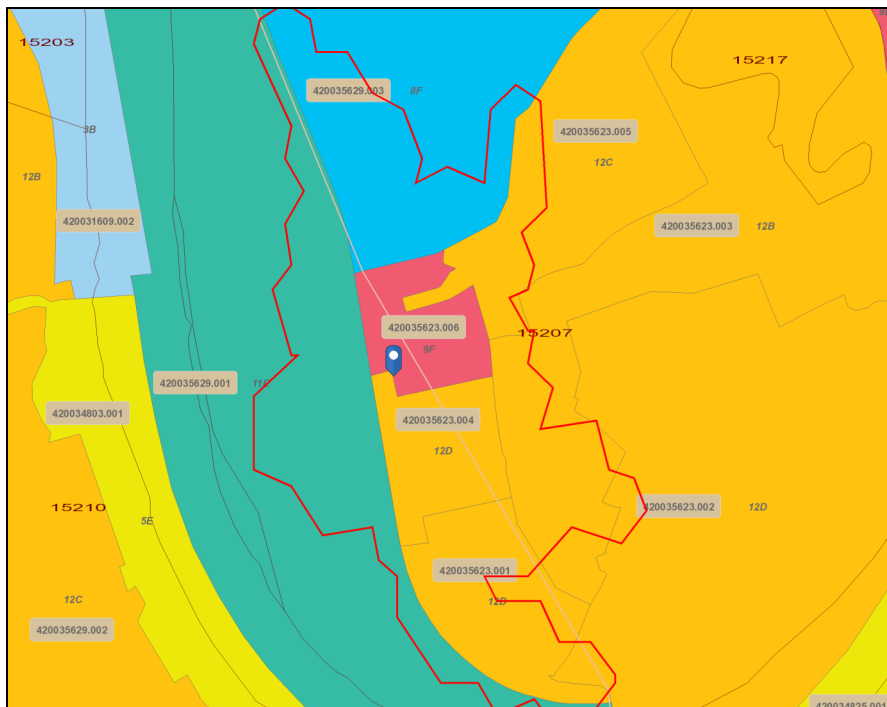
Note: Disposable income is after-tax household income.

2017 Educational Attainment (Ages 25+)	
No High School Diploma	8.2%
High School Diploma or Some College	59.0%
Associates Degree	13.7%
Bachelor’s Degree	10.3%
Graduate or Professional Degree	5.9%

Spending Potential Index	
Apparel and Services	60
Computers and Accessories	49
Education	55
Entertainment / Recreation	58
Food at Home	62
Food Away from Home	59
Health Care	60
Household Furnishing and Equipment	57
Personal Care Products and Services	59
Shelter	59
TV/Video/Audio	50
Travel	52
Vehicle Maintenance & Repair	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.

Second Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 6th largest neighborhood in Pittsburgh by area
- Number of bus lines in neighborhood: 2
- Persons per sq. mile: 1,581 (City average: 5,646)
- Walk Score: 43

* 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

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.

Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

City Commons

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

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>**

Second Avenue Commercial District

Business District Programs

The Pittsburgh Micro-Enterprise Loan Program

The Micro-Enterprise Loan Program is part of the Urban Redevelopment Authority of Pittsburgh's (URA) strategy to promote opportunities for groups who have not had ready access to business financing in the City of Pittsburgh, including minority- and women-owned businesses. The program is part of the URA's strategy to create new jobs, encourage new business start-up and expansion and grow the City of Pittsburgh's tax base by assisting entrepreneurs and stimulating business growth in the city.

For more information about applications and eligibility, visit:
<https://www.ura.org/pages/access-to-capital>

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:
<https://www.ura.org/pages/neighborhood-business-district-program>

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:
<https://www.ura.org/pages/facade-improvement-programs>



Street View in Hazelwood
Photo Credit: John Altdorfer

Featured Business: La Gourmandine



Type of Business: Bakery and Manufacturing

URA Program Utilized: Street face Renovation Program

URA Investment: \$31,500

Private Investment: \$33,850

Total Project Investment: \$65,350

Contacts

Hazelwood Initiative:
hazelwoodinitiative.org

Urban Redevelopment
Authority of Pittsburgh:
www.ura.org/

All data from ESRI Business Analyst 2018 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