MARKET PROFILE
Second Avenue Commercial District
Hazelwood

ura

Urban
Redevelopment
Authority
of Pittsburgh
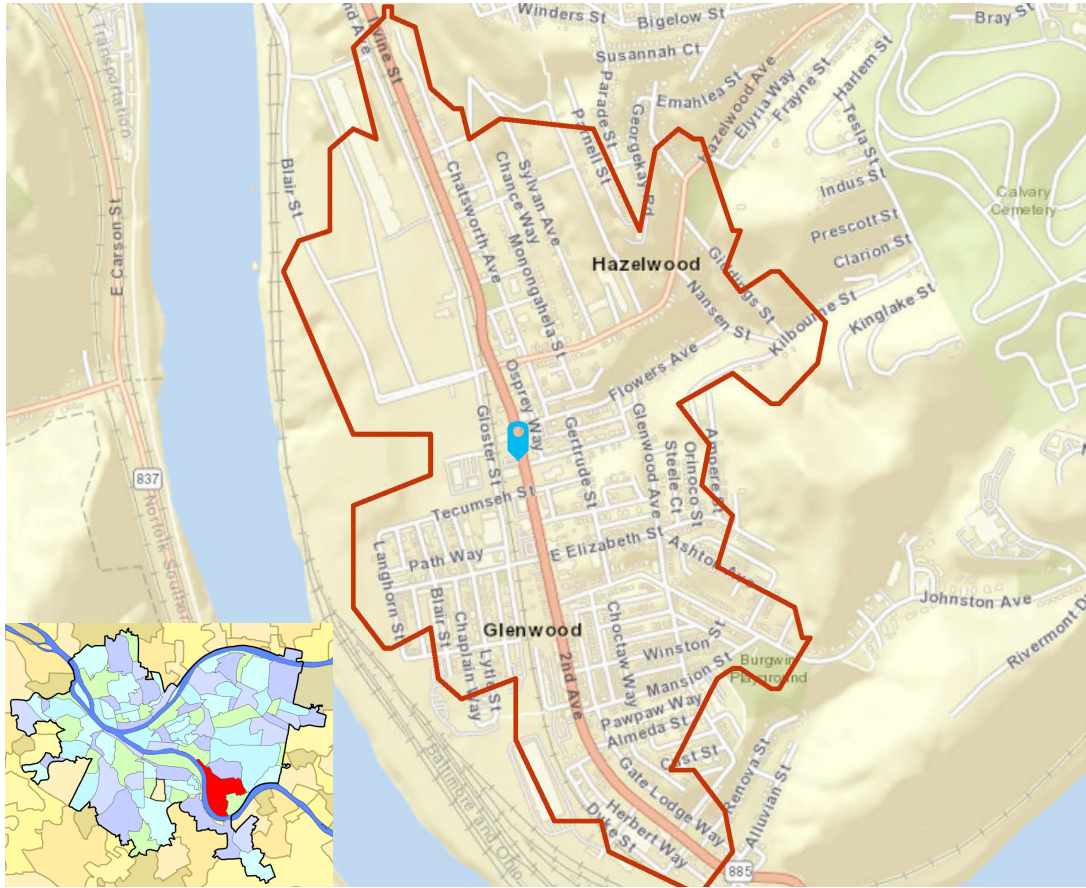
Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$4,786,843	$468,145	$4,318,698	82.2	1
Furniture & Home Furnishing Stores	$772,665	$0	$772,665	100.0	0
Electronics and Appliance Stores	$723,318	$0	$723,318	100.0	0
Building Materials, Garden Equip. & Supply Stores	$1,272,822	$89,159,513	-$87,886,691	-97.2	1
Food and Beverage Stores	$4,345,968	$1,252,074	$3,093,894	55.3	1
Health and Personal Care Stores	$1,424,023	$5,053,602	-$3,629,579	-56.0	2
Gasoline Stations	$2,336,842	$0	$2,336,842	100.0	0
Clothing & Clothing Accessories Stores	$1,221,037	$0	$1,221,037	100.0	0
Sporting Goods / Hobby / Music / Book Stores	$636,703	$0	$636,703	100.0	0
General Merchandise Stores	$3,382,146	$0	$3,382,146	100.0	0
Nonstore Retailers	$460,565	$191,621	$268,944	41.2	1
Food Services & Drinking Places	$2,276,074	$382,850	$1,893,224	71.2	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	2021	2026 (Projected)
Population	2,881	2,798	2,770
Households	1,261	1,247	1,241
Median Age	39.6	41.2	41.8
% 0-9	14.0%	12.4%	12.5%
% 10-14	5.9%	5.8%	5.7%
% 15-24	13.3%	12.0%	11.7%
% 25-34	12.4%	12.4%	12.8%
% 35-44	10.5%	11.1%	11.0%
% 45-54	16.3%	11.1%	10.1%
% 55-64	12.7%	15.7%	14.1%
% 65+	14.8%	19.5%	22.0%
Median Household Income	***	$19,509	$21,377
Average Household Income	***	$35,129	$39,383
Per Capita Income	***	$15,660	$17,647
Total Housing Units	1,641	1,666	1,670
% Owner Occupied Units	38.1%	34.6%	34.7%
% Renter Occupied Units	38.8%	40.2%	39.6%
% Vacant Housing Units	23.2%	25.2%	25.7%
Median Home Value	***	$96,591	$165,885

Traffic Count Profile	Closest Cross-Street	Count
2nd Ave	Winston St	16,000
Hazelwood Ave	Sabina St	5,422

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

2021 Households by Disposable Income	
<$15,000	41.0%
$15,000—$24,999	16.2%
$25,000—$34,999	10.0%
$35,000—$49,999	9.0%
$50,000—$74,999	11.3%
$75,000—$99,999	5.9%
$100,000—$149,999	4.3%
$150,000+	2.3%
Median Disposable Income	$16,943

Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	10.4%
High School Diploma or Some College	53.5%
Associates Degree	9.8%
Bachelor's Degree	13.9%
Graduate or Professional Degree	12.4%

Spending Potential Index	
Apparel and Services	41
Computers and Accessories	N/A
Education	36
Entertainment / Recreation	39
Food at Home	41
Food Away from Home	40
Health Care	41
Household Furnishing and Equipment	38
Personal Care Products and Services	40
Shelter	39
Support Payments/Cash Contributions/Gifts in Kind	35
Travel	35
Vehicle Maintenance & Repair	41

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.

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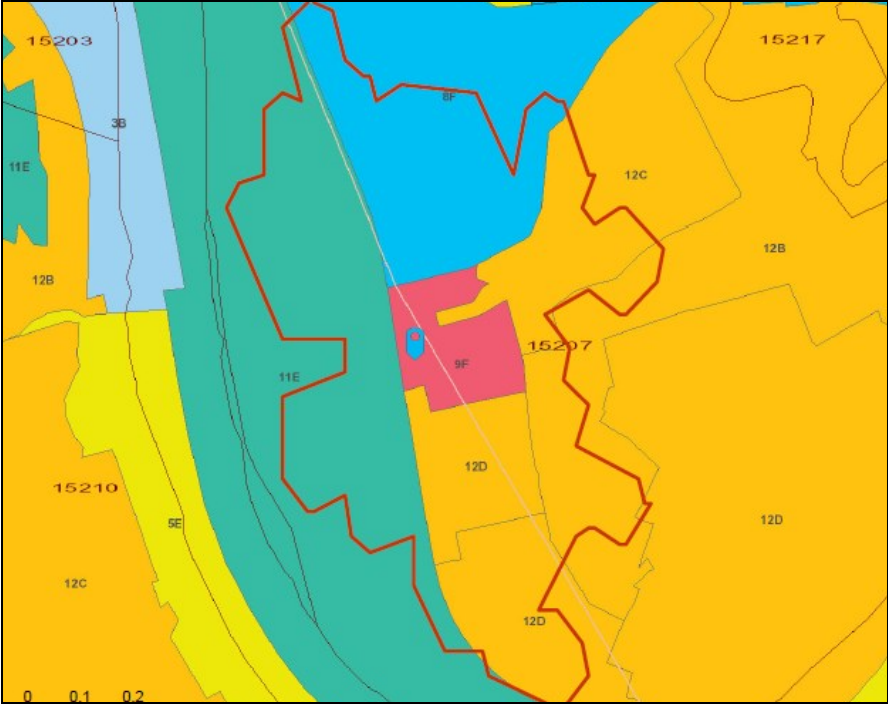
ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 44
- Transit Score: 38
- Bike Score: 36

* 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. Rents are relatively low (Index 70), 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. One-fourth 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 markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

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: https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm.**

URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small– and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at lmorris@ura.org or visit us at www.ura.org/pages/businesses-entrepreneurs.

Street View in Hazelwood
Photo Credit: John Altdorfer

Contacts

Hazelwood Initiative:
www.hazelwoodinitiative.org

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 unless otherwise noted. ¹Data 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.

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