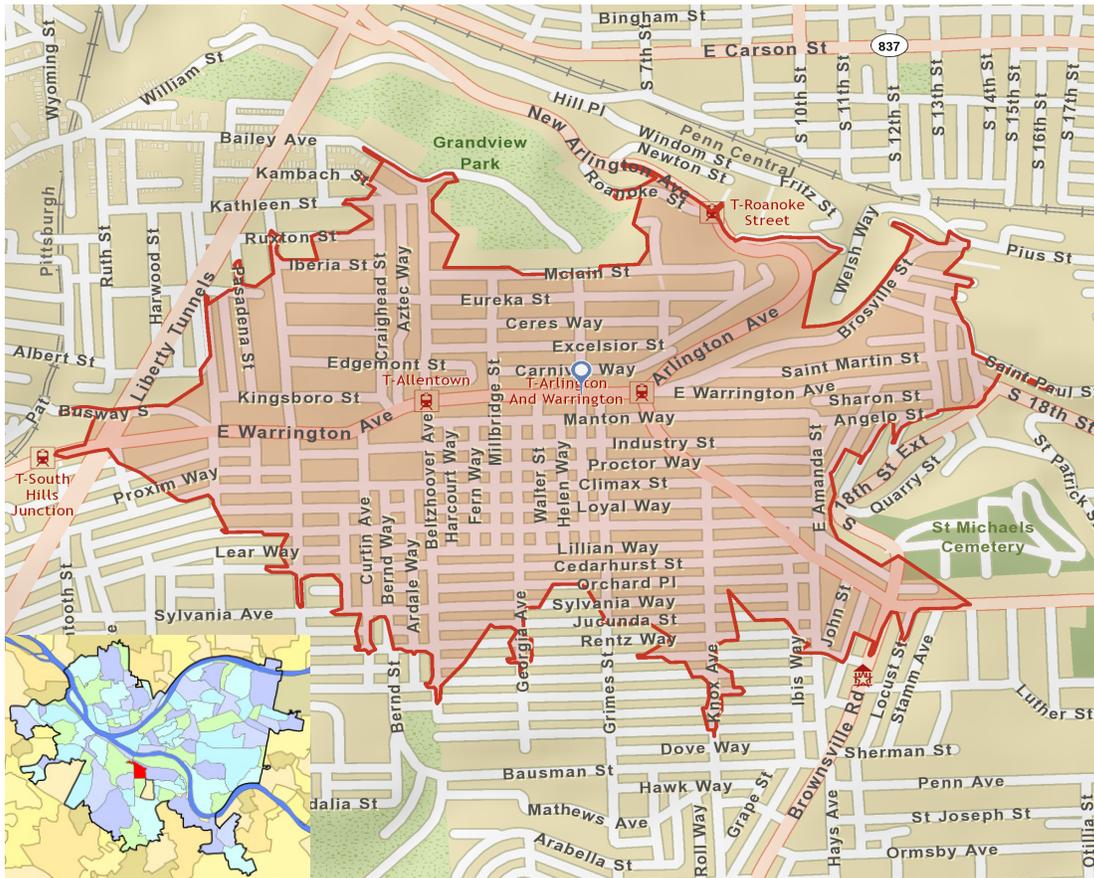


MARKET PROFILE
East Warrington Avenue Commercial District
Allentown



2013 Business Summary

Number of Businesses: 155

Number of Employees: 817

Employees/Residential Population Ratio*: 0.17

Major Industries:
 Construction, Retail, Administrative & Support & Waste Management & Remediation Services, Educational Services, Health Care & Social Assistance

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	\$6,257,784	\$2,462,462	\$3,795,321	43.5	3
Furniture & Home Furnishing Stores	\$685,804	\$0	\$685,804	100.0	0
Electronics and Appliance Stores	\$898,599	\$198,443	\$700,157	63.8	2
Building Materials, Garden Equip. & Supply Stores	\$940,334	\$361,250	\$579,084	44.5	2
Food and Beverage Stores	\$6,441,415	\$2,855,527	\$3,585,888	38.6	5
Health and Personal Care Stores	\$2,202,523	\$1,646,348	\$556,176	14.5	1
Gasoline Stations	\$3,867,929	\$1,294,138	\$2,573,791	49.9	1
Clothing & Clothing Accessories Stores	\$2,003,587	\$157,012	\$1,846,575	85.5	1
Sporting Goods / Hobby / Music / Book Stores	\$976,486	\$251,391	\$725,099	59.1	3
General Merchandise Stores	\$5,106,524	\$1,098,899	\$4,007,625	64.6	1
Nonstore Retailers	\$3,253,200	\$70,232	\$3,182,968	95.8	1
Food Services & Drinking Places	\$3,388,741	\$380,013	\$3,008,728	79.8	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.

East Warrington Avenue Commercial District



Demographic Data	2010	2012	2017 (Projected)	Annual Rate of Change (2012-2017)
Population	4,689	4,746	4,858	0.47%
Households	1,927	1,941	2,002	0.62%
Median Age	32.2	32.5	33.1	0.37%
% 0-9	13.2%	12.9%	12.9%	0%
% 10-19	14.7%	14.1%	13.9%	-0.28%
% 20-24	10.2%	10.5%	9.7%	-0.30%
% 25-34	15.3%	15.7%	16.1%	0.51%
% 35-44	10.4%	10.1%	9.8%	-0.59%
% 45-54	14.0%	13.6%	12.7%	-1.32%
% 55-64	11.6%	12.1%	12.6%	0.83%
% 65+	10.5%	10.9%	12.4%	2.75%
Median Household Income	31,584	29,832	34,188	2.76%
Average Household Income	43,570	44,539	53,065	3.57%
Per Capita Income	17,880	18,457	22,122	3.69%
Total Housing Units	24,39	2,444	2,461	.14%
% Owner Occupied Units	39.5%	37.5%	39.3%	.96%
% Renter Occupied Units	39.5%	42.0%	42.0%	0%
% Vacant Housing Units	13.6%	20.6%	18.7%	-1.8%
Median Home Value	55,482	70,758	75,758	1.4%

Traffic Count Profile	Closest Cross-Street	Count
Beltzhoover Ave	Proctor Way	8,564
Arlington Ave	Emerald St	13,268
E Mount Washington Rd	Footbridge	6,815*
E Carson St	S 6th St	26,965*
S 10th St	Sarah St	5,687
Bausman St	Bernd St	3,179
Arlington Ave	Stamm Ave	4,811
Liberty Tunl	S Busway	45,339
S 10th St	Muriel St	13,506
Bausman St	Bernd St	3,179

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

2012 Households by Disposable Income	
<\$15,000	469
\$15,000—\$24,999	438
\$25,000—\$34,999	325
\$35,000—\$49,999	279
\$50,000—\$74,999	289
\$75,000—\$99,999	66
\$100,000—\$149,999	49
\$150,000+	27
Median Disposable Income	\$26,466

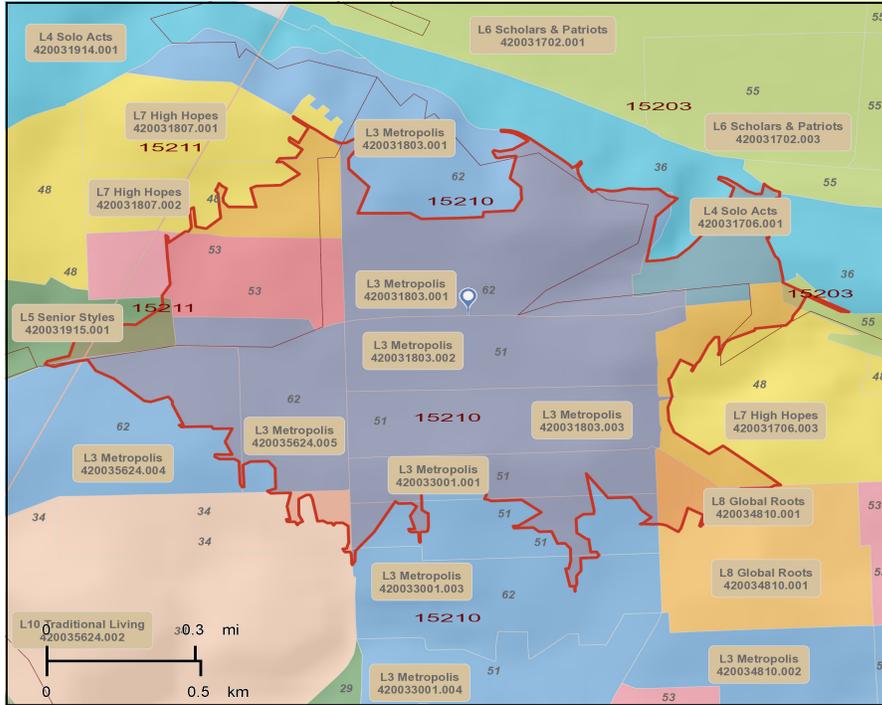
Note: Disposable income is after-tax household income.

2010 Educational Attainment (Ages 25+)	
No High School Diploma	16.8%
High School Diploma or Some College	55.9%
Associates Degree	6.4%
Bachelor's Degree	12.8%
Graduate or Professional Degree	8.1%

Spending Potential Index	
Apparel and Services	48
Computers and Accessories	70
Education	75
Entertainment / Recreation	69
Food at Home	72
Food away from Home	70
Health Care	65
Household Furnishing and Equipment	60
Investment	36
Transportation	70
Shelter	67
TV / Video / Sound Equipment	73
Travel	61
Total Area Average	67

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.

East Warrington Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 6th densest neighborhood in Pittsburgh
- Number of bus lines in neighborhood: 4
- Persons per sq. mile: 9,078 (City average: 5,646)
- Walk Score: 72

* 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 (35.0%)

Residents are big fans of daytime and primetime TV. They go to the movies occasionally and also like to watch movies on TV channels such as the Lifetime Movie Network and The Movie Channel. They also watch football and basketball games on TV. They listen to urban radio. The Internet is the least effective way to reach these folks. To save money, they shop at discount stores, limit their long-distance telephone calls, and restrict nonessential services such as Internet access and fitness center memberships. When they participate in physical activities, they might play basketball. Most drive used domestic sedans.

Metro City Edge (33.8%)

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.

Home Town (14.7%)

Home Town residents savor their quasi-country lifestyle by spending time outdoors fishing and playing football. Indoors, they play video games or watch TV favorites like courtroom programs, wrestling, or reality shows. Internet access and cell phone use are less important here than other markets. They shop for groceries at Kroger, Aldi, and Wal-Mart Supercenters. They buy clothes at discount department stores such as Wal-Mart and Kmart, typically located in small local malls. When they eat out, they go to Bob Evans and Ryan's family restaurants or fast-food places.

Great Expectations (11.4)

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

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:jfitzgibbons@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), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

http://www.ura.org/business_owners/facade_program.php



Mural in Allentown
Photo Credit: John Altdorfer

Contacts

Allentown Community
Development Corporation:
www.allentownalive.org

Pittsburgh Hilltop Alliance:
www.pghilltopalliance.com

Urban Redevelopment
Authority of Pittsburgh:
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:jfitzgibbons@ura.org) 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