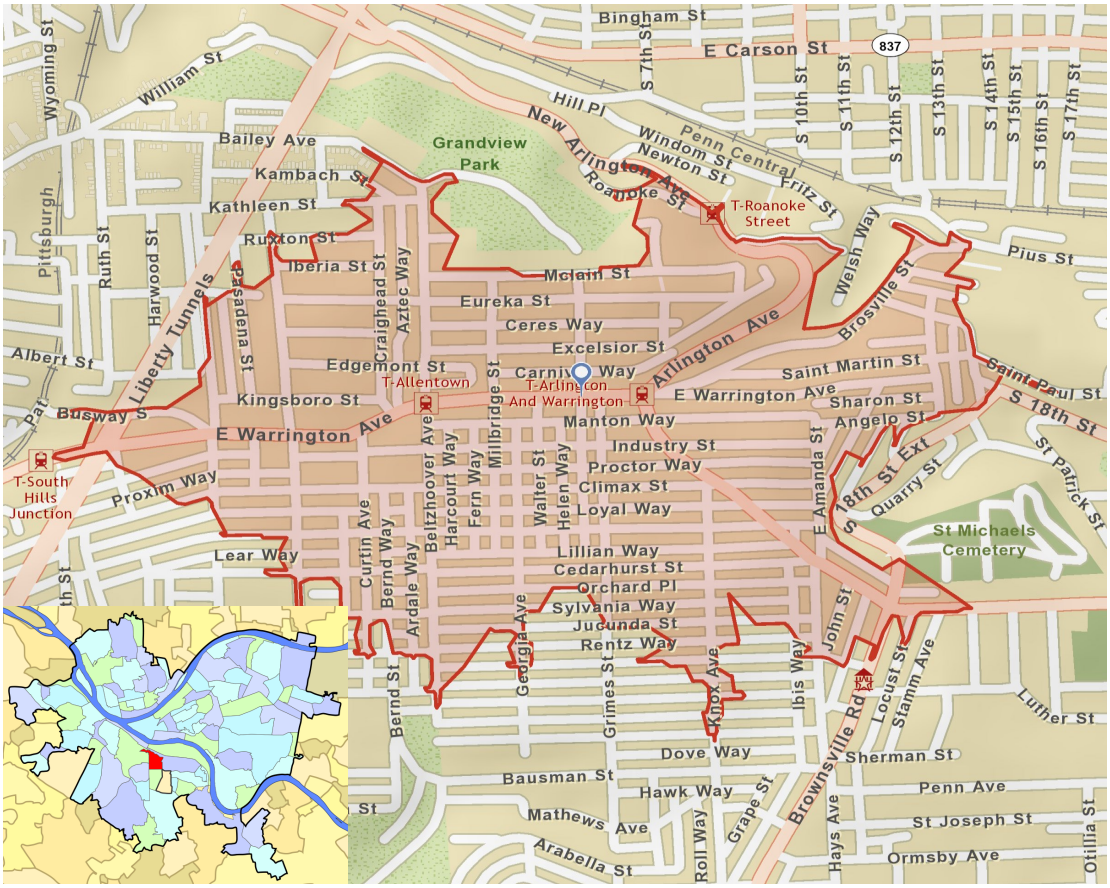
MARKET PROFILE

East Warrington Avenue Commercial District

Allentown

Urban Redevelopment Authority of Pittsburgh



2015 Business Summary

(*2 Minute Drive Time*)

Number of Businesses:
301

Number of Employees:
1,294

Employees/Residential Population Ratio*:
0.2:1

Major Industries:
Food & Beverage Stores, Gasoline Stations, Motor Vehicle & Parts Dealers

For more information on the neighborhood, visit:

PITTSBURGHCITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$9,741,578	$1,363,073	$8,378,505	75.5	3
Furniture & Home Furnishing Stores	$1,012,741	$457,846	$554,895	37.7	1
Electronics and Appliance Stores	$1,234,562	$1,299,662	-$65,100	-2.6	3
Building Materials, Garden Equip. & Supply Stores	$1,427,040	$831,056	$595,984	26.4	2
Food and Beverage Stores	$9,064,531	$3,737,856	$5,326,675	41.6	6
Health and Personal Care Stores	$2,795,399	$744,521	$2,050,878	57.9	2
Gasoline Stations	$4,924,505	$2,709,445	$2,215,060	29.0	2
Clothing & Clothing Accessories Stores	$2,907,293	$690,116	$2,217,177	61.6	5
Sporting Goods / Hobby / Music / Book Stores	$1,345,561	$258,700	$1,086,861	67.7	3
General Merchandise Stores	$7,064,441	$956,146	$6,108,295	76.2	2
Nonstore Retailers	$5,834,680	$1,243,954	$4,590,726	64.9	2
Food Services & Drinking Places	$5,139,762	$1,208,662	$3,931,100	61.9	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.

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

Last Updated June 15

East Warrington Avenue Commercial District

Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	6,707	6,516	6,454	-0.19%
Households	2,854	2,805	2,797	-0.06%
Median Age	32.9	33.8	35.4	0.95%
% 0-9	12.5%	12.1%	12.3%	0.33%
% 10-14	6.9%	6.2%	5.5%	-2.26%
% 15-24	17.6%	15.0%	13.2%	-2.40%
% 25-34	15.7%	18.7%	18.3%	-0.43%
% 35-44	10.6%	10.8%	12.7%	-0.59%
% 45-54	14.2%	12.2%	10.5%	-1.32%
% 55-64	11.5%	13.2%	12.7%	3.52%
% 65+	11.1%	11.8%	14.6%	4.75%
Median Household Income	***	$33,375	$39,009	3.38%
Average Household Income	***	$44,949	$53,936	4.00%
Per Capita Income	***	$19,256	$23,269	4.17%
Total Housing Units	3,648	3,730	3,789	0.32%
% Owner Occupied Units	38.1%	34.6%	33.9%	-0.40%
% Renter Occupied Units	40.1%	40.6%	39.9%	-0.34%
% Vacant Housing Units	21.8%	24.8%	26.2%	1.13%
Median Home Value	***	$83,307	$96,203	3.10%

Traffic Count Profile	Closest Cross-Street	Count
Beltzhoover Ave	Proctor Way	8,564
Arlington Ave	Emerald St	13,268
E Warrington	Liberty Tunl	19,148
S Busway	Liberty Tunl	16,531
Arlington Ave	Stamm Ave	4,690
Liberty Tunl	S Busway	45,339

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.

2014 Households by Disposable Income	
<$15,000	26.2%
$15,000—$24,999	18.1%
$25,000—$34,999	15.0%
$35,000—$49,999	16.3%
$50,000—$74,999	14.8%
$75,000—$99,999	4.3%
$100,000—$149,999	4.0%
$150,000+	1.2%
Median Disposable Income	$28,016

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	14.1%
High School Diploma or Some College	62.4%
Associates Degree	7.1%
Bachelor's Degree	9.6%
Graduate or Professional Degree	6.7%

Spending Potential Index	
Apparel and Services	43
Computers and Accessories	62
Education	60
Entertainment / Recreation	64
Food at Home	66
Food Away from Home	62
Health Care	64
Household Furnishing and Equipment	56
Investment	40
Retail Goods	62
Shelter	62
TV / Video / Sound Equipment	68
Travel	56
Vehicle Maintenance and Repair	63
Total Expenditures	**59**

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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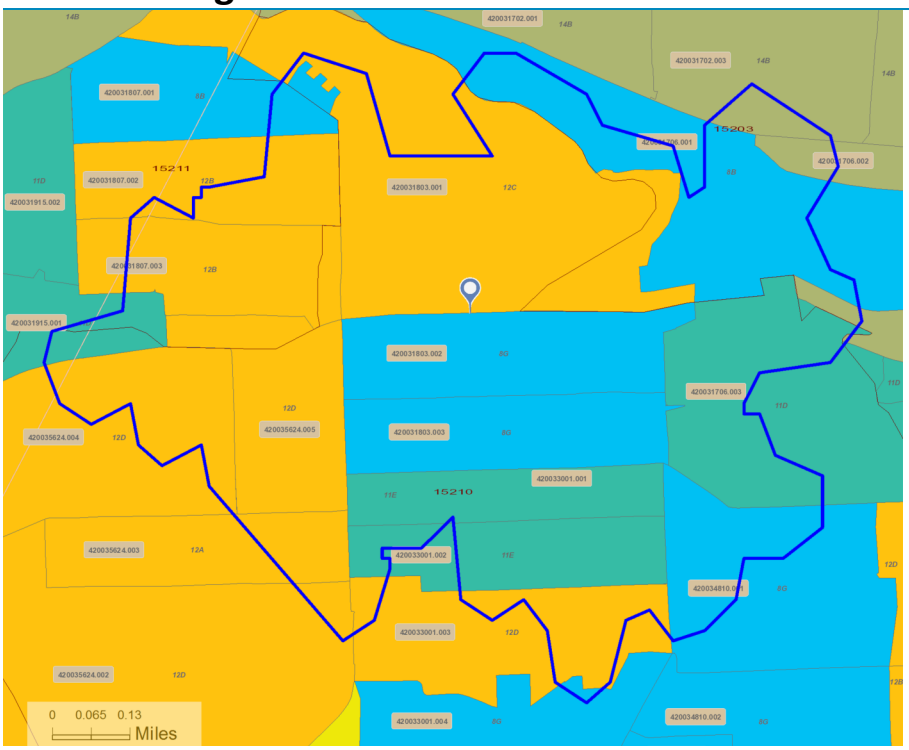

ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 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

Hardscrabble Road (20.9%)

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multi-racial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

Traditional Living (17.7%)

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Small Town Simplicity (17.5%)

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

Modest Income Homes (11.6%)

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.

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 for community organizations that are working 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

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 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 at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php

Mural in Allentown
Photo Credit: John Altdorfer

Featured Business: CMN Managment

Type of Business: Real Estate

URA Program Utilized: Storefront Renovation Program

URA Investment: $5,000

Private Investment: $19,930

Total Project Investment: $24,493

Contacts

Allentown Community Development Corporation: www.allentowncdc.org

Pittsburgh Hilltop Alliance: www.pghhilltopalliance.com

Urban Redevelopment Authority of Pittsburgh: www.ura.org

All data from ESRI Business Analyst 2015 unless otherwise noted.
[1]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