

MARKET PROFILE

Arlington Avenue Commercial District Arlington



2013 Business Summary

Number of Businesses: 60

Number of Employees: 254

Employees/Residential Population Ratio*: 0.09

Major Industries:

Construction, Automotive Repair & Maintenance, Accommodation and Food Services

For more information on the Allentown neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$4,014,638	\$236,637	\$3,778,002	88.9	0
Furniture & Home Furnishing Stores	\$437,640	\$11,384	\$426,256	94.6	0
Electronics and Appliance Stores	\$579,152	\$0	\$579,152	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$638,239	\$656,588	-\$18,349	.14	2
Food and Beverage Stores	\$4,097,831	\$14,285	\$4,083,546	99.3	0
Health and Personal Care Stores	\$1,383,494	\$214,030	\$169,465	73.2	0
Gasoline Stations	\$2,451,971	\$0	\$2,451,971	100.0	0
Clothing & Clothing Accessories Stores	\$1,268,281	\$24,367	\$1,243,914	96.2	0
Sporting Goods / Hobby / Music / Book Stores	\$647,168	\$5,565	\$641,604	98.3	98.3
General Merchandise Stores	\$3,253,506	\$37,358	\$3,216,148	97.7	0
Nonstore Retailers	\$2,091,546	\$48,130	\$2,043,415	65.5	1
Food Services & Drinking Places	\$2,176,273	\$93,594	\$2,082,679	91.8	2

**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.

Arlington Avenue Commercial District



Demographic Data	2010	2012	2017 (Projected)	Annual Rate of Change (2012-2017)
Population	2,972	2,967	2,973	0.04%
Households	1,254	1,244	1,256	0.19%
Median Age	34.7	34.7	35.3	.35%
% 0-9	10.2%	10.2%	10.1%	-0.2%
% 10-19	11.8%	11.4%	11.2%	-0.35%
% 20-24	11.4%	11.6%	10.6%	-1.74%
% 25-34	17%	17.2%	17.6%	0.46%
% 35-44	11.1%	10.8%	10.6%	-0.37%
% 45-54	15.0%	14.5%	13.4%	-1.52%
% 55-64	12.2%	12.7%	13.4%	1.102%
% 65+	11.3%	11.6%	12.1%	.86%
Median Household Income	**	\$24,043	\$38,963	2.74%
Average Household Income	**	\$44,179	\$51,015	2.92%
Per Capita Income	**	\$19,165	\$22,296	3.07%
Total Housing Units	1,488	1,477	1,470	-.1%
% Owner Occupied Units	50.4%	47.6%	48.6%	.42%
% Renter Occupied Units	33.9%	36.6%	36.9%	.16%
% Vacant Housing Units	15.7%	15.8%	14.6%	-1.52%
Median Home Value	**	\$65,842	\$70,253	1.31%

Traffic Count Profile	Closest Cross-Street	Count
Arlington Ave	Clover St	4,069
Arlington Ave	Julia St	6,731
Mountain Ave	St Joseph St	3,909
S 18th St	Crosman St	19,035
Josephine St	Telescope St	5,974
Arlington Ave	Stamm Ave	4,811
Sarah St	S 26th St	5,688
E Carson St	S 27th St	18,634
S 17th St	Sarah St	3,167
Wagner St	Mountain Ave	17,114

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

2010 Households by Disposable Income	
<\$15,000	22.0%
\$15,000—\$24,999	19.9%
\$25,000—\$34,999	18.6%
\$35,000—\$49,999	16.6%
\$50,000—\$74,999	15.8%
\$75,000—\$99,999	4.7%
\$100,000—\$149,999	1.8%
\$150,000+	0.6%
Median Disposable Income	\$28,495

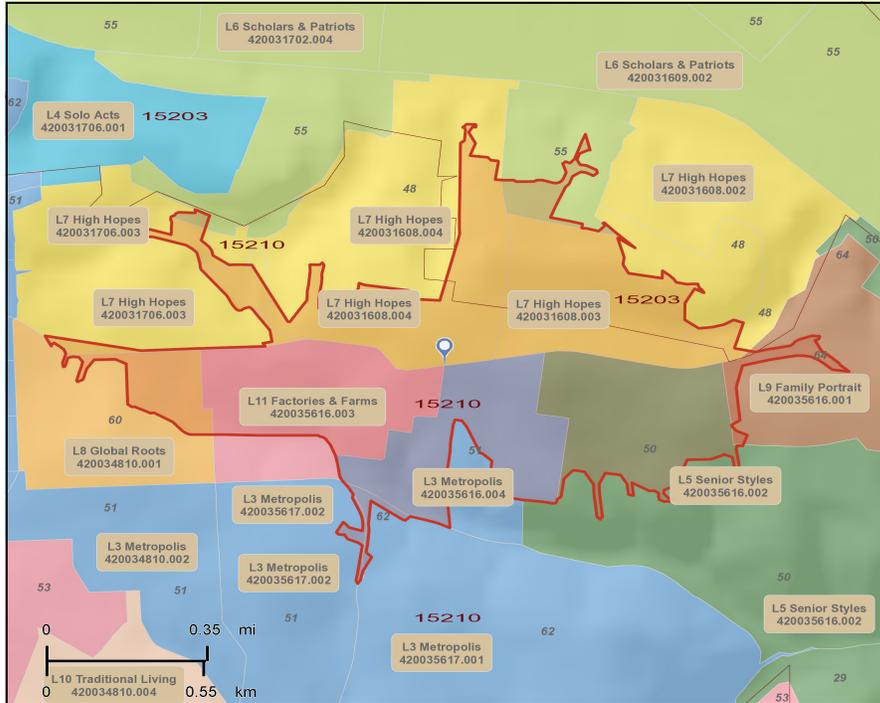
Note: Disposable income is after-tax household income.

2010 Educational Attainment (Ages 25+)	
No High School Diploma	14.6%
High School Diploma or Some College	58.9%
Associates Degree	6.6%
Bachelor's Degree	9.1%
Graduate or Professional Degree	7.0%

Spending Potential Index	
Apparel and Services	45
Computers and Accessories	66
Education	70
Entertainment / Recreation	68
Food at Home	71
Food away from Home	67
Health Care	70
Household Furnishing and Equipment	63
Investment	32
Vehicle Maintenance and Repairs	70
Shelter	63
TV / Video / Sound Equipment	71
Travel	60
Total Expenditures	66

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*

- Number of bus lines in neighborhood: 1
- Persons per sq. mile: 4,060 (City average: 5,646)
- Walk Score: 60

* 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

Great Expectations (40.05%)

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.

Home Town (16.6%)

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.

Metro City Edge (16.1%)

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.

Heartland (16.0%)

Heartland Communities residents have a distinctly country lifestyle. They go hunting and fishing. They also read gardening, fishing, and hunting magazines and listen to country music and auto races on the radio. Reading two or more Sunday newspapers is important to them. Some join fraternal orders or religious clubs and even get involved with local politics. Many Heartland Communities households subscribe to cable and usually watch news programs and movies on TV.

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



Arlington houses

Contacts

Pittsburgh Hilltop Alliance:
<http://www.pghilltopalliance.com/>

Urban Redevelopment
Authority of Pittsburgh: <http://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