

MARKET PROFILE
Liberty Avenue Commercial District
 Bloomfield



2013 Business Summary

Number of Businesses:
231

Number of Employees:
2,209

Employees/Residential
Population Ratio*:
0.74

Major Industries:
Health Care & Social Assistance, Food
Services & Drinking Places, Health &
Personal Care Stores, Real Estate

For more information on the
neighborhood, visit:



Spending Potential Index	Trade area	10 minute drive
Computers and Accessories	69	92
Education	74	101
Entertainment / Recreation	64	86
Food at Home	67	89
Food away from Home	67	91
Health Care	59	79
Household Furnishing and Equipment	56	76
Investment	51	66
Apparel and Services	45	62
Shelter	65	89
TV / Video / Sound Equipment	89	90
Travel	59	80
Vehicle Maintenance and Repairs	64	85
Total Expenditures	63	85

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	29.2%	26.3%
\$15,000—\$24,999	20.8%	17.6%
\$25,000—\$34,999	16.7%	14.6%
\$35,000—\$49,999	12.8%	12.6%
\$50,000—\$74,999	10.4%	12.2%
\$75,000—\$99,999	4.2%	6.1%
\$100,000—\$149,999	5.7%	7.0%
\$150,000+	.2%	3.6%
Median Disposable Income	\$25,013	\$28,440

Note: Disposable income is after-tax household income.

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.

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

Liberty Avenue Commercial District *

Demographic Data: Trade Area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	2,955	3,001	3,063	.41%
Households	1,523	1,542	1,592	.64%
Median Age	33.2	33.3	33.8	.30%
% 0-9	6.9%	6.7%	6.5%	-0.60%
% 10-19	7.2%	6.9%	6.7%	-0.58%
% 20-24	14.1%	14.3%	13.1%	-1.68%
% 25-34	25.4%	25.6%	26.1%	0.39%
% 35-44	11.5%	11.1%	11.0%	-0.18%
% 45-54	11.3%	11.0%	10.2%	-1.45%
% 55-64	12.0%	12.4%	12.9%	0.81%
% 65+	11.7%	12.1%	13.4%	2.15%
Median Household Income	\$32,747	\$27,721	\$30,495	2.00%
Average Household Income	\$45,572	\$42,761	\$50,064	3.42%
Per Capita Income	\$25,477	\$22,769	\$26,830	3.57%
Total Housing Units	1,750	1,764	1,789	0.28%
% Owner Occupied Units	30.6%	28.2%	29.5%	0.92%
% Renter Occupied Units	56.5%	59.2%	59.5%	0.10%
% Vacant Housing Units	13.0%	12.6%	11.0%	-2.54%
Median Home Value	\$87,088	\$109,122	\$124,659	2.85%
Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	148,485	149,286	149,962	0.09%
Households	66,948	66,625	67,380	0.23%
Median Age	29.7	29.7	30.3	0.40%
% 0-9	7.7%	7.6%	7.5%	-0.26%
% 10-19	13.6%	13.5%	13.3%	-0.30%
% 20-24	18.7%	19.1%	18.4%	-0.73%
% 25-34	17.1%	17.1%	17.3%	0.23%
% 35-44	9.1%	8.8%	8.6%	-0.45%
% 45-54	10.5%	10.1%	9.3%	-1.58%
% 55-64	10.2%	10.5%	10.9%	0.76%
% 65+	13.0%	13.3%	14.7%	2.11%
Median Household Income	\$32,258	\$33,114	\$40,160	4.26%
Average Household Income	\$45,994	\$57,690	\$68,662	3.80%
Per Capita Income	\$24,947	\$28,825	\$34,017	3.60%
Total Housing Units	76,091	75,931	76,035	0.03%
% Owner Occupied Units	32.6%	30.3%	30.9%	0.40%
% Renter Occupied Units	55.4%	57.5%	57.7%	0.07%
% Vacant Housing Units	12.0%	12.3%	11.4%	-1.46%
Median Home Value	\$99,194	\$119,839	\$136,660	2.81%

Traffic Count Pro- file	Closest Cross- Street	Count
Liberty Ave	Cedarville St	17,968
Friendship Ave	Joliet Way	9,367
Baum Blvd	Vintage Way	20,611
Centre Ave	Devonshire St	6,535
Baum Blvd Brg	Bus Way	19,244
Bloomfield Brg	Bloomfield Brg Ramp	28,208
S Negley Ave	Friendship Ave	12,841
N Craig St	Truro Pl	4,919
Bigelow Blvd	Alpena St	6,763
Neville St	Wallingford St	5,740

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: 2007

Liberty Avenue Commercial District *

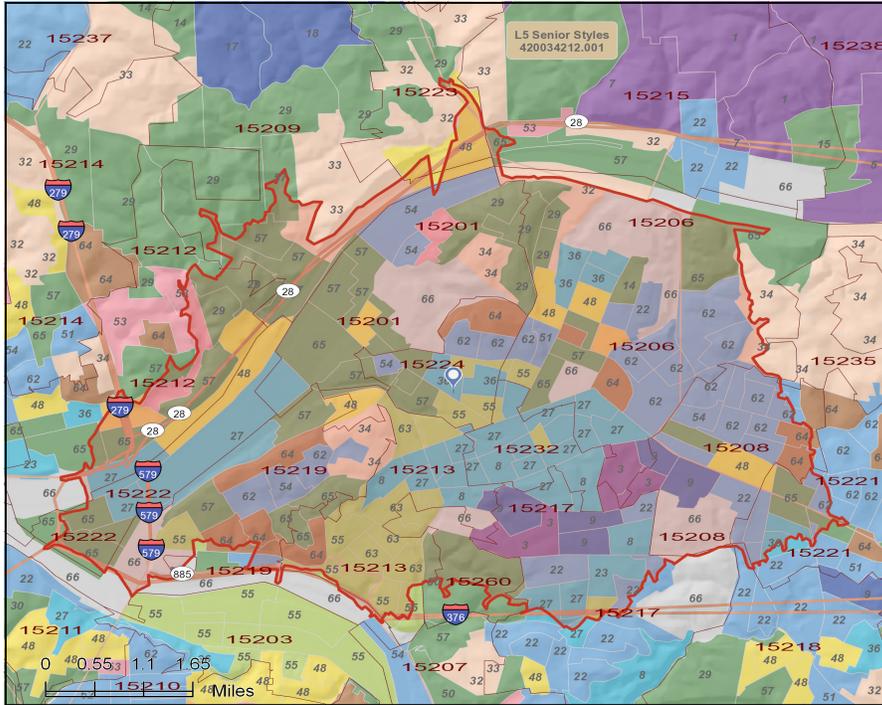
Marketplace Profile**: Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$4,621,986	\$3,529,638	\$1,092,347	13.4	1
Furniture & Home Furnishing Stores	\$529,641	\$225,974	\$303,667	40.2	1
Electronics and Appliance Stores	\$704,886	\$74,299	\$630,587	80.9	1
Building Materials, Garden Equip. & Supply Stores	\$679,636	\$131,370	\$548,266	57.6	1
Food and Beverage Stores	\$4,816,961	\$3,523,622	\$1,293,339	15.5	7
Health and Personal Care Stores	\$1,545,758	\$2,734,109	-\$1,188,351	-27.8	2
Gasoline Stations	\$2,772,671	\$309,466	\$2,463,205	79.9	1
Clothing & Clothing Accessories Stores	\$1,580,069	\$140,871	\$1,439,198	83.6	1
Sporting Goods / Hobby / Music / Book Stores	\$789,453	\$159,676	\$626,778	66.4	2
General Merchandise Stores	\$3,835,711	\$787,063	\$3,048,648	65.9	2
Nonstore Retailers	\$2,404,921	\$161,380	\$2,243,541	87.4	2
Food Services & Drinking Places	\$2,751,079	\$1,550,101	\$1,200,979	27.9	8

Marketplace Profile**: 10 Min Drive	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$265,630,703	\$62,602,915	\$203,027,788	61.9	49
Furniture & Home Furnishing Stores	\$31,109,121	\$21,659,823	\$9,449,299	17.9	53
Electronics and Appliance Stores	\$40,411,242	\$24,781,637	\$15,929,605	24	46
Building Materials, Garden Equip. & Supply Stores	\$41,066,951	\$18,568,107	\$22,498,845	37.7	30
Food and Beverage Stores	\$237,249,446	\$174,598,053	\$62,651,393	15.2	113
Health and Personal Care Stores	\$87,781,227	\$167,039,325	-\$79,258,097	-31.1	76
Gasoline Stations	\$154,729,182	\$224,403,658	-\$69,674,476	-18.4	25
Clothing & Clothing Accessories Stores	\$91,463,952	\$127,329,776	-\$35,865,824	-16.4	191
Sporting Goods / Hobby / Music / Book Stores	\$44,911,734	\$52,336,445	-\$7,424,711	-7.6	90
General Merchandise Stores	\$218,904,619	\$14,913,073	\$203,991,546	87.2	22
Nonstore Retailers	\$138,134,507	\$1,279,528,882	-\$1,141,394,375	-80.5	35
Food Services & Drinking Places	\$159,837,274	\$291,189,776	-\$131,352,502	-29.1	434

2013 Educational Attainment (Ages 25+)	
No High School Diploma	11.4%
High School Diploma or Some College	42.6%
Associates Degree	8.0%
Bachelor's Degree	24.1%
Graduate or Professional Degree	14.1%

**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.

Liberty Avenue Commercial District: Trade Area



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 8th most populous and 6th densest neighborhood
- 2nd highest % of residents with bachelor's degree or higher (69.6%)
- 6th highest street density (45.2m streets per sq mile)

* 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

Old and Newcomers (55.8%)

Their purchases reflect the unencumbered lifestyles of singles and renters. They spend less at the grocery store than larger households. A domestic subcompact or compact car serves them well. They arrange their vacations to keep in touch with out-of-town relatives and friends. They read fiction and nonfiction, newspapers, and magazines. They watch TV, listen to contemporary hits radio, go to the movies, and rent DVDs to view at home. Their leisure activities are as varied as their ages. They exercise by walking, swimming, and going bowling. They also cook at home.

College Towns (25.9%)

Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald's, Wendy's, and pizza outlets during the week; however, many cook at home over the weekend. They buy books online and in stores. They have student loans and bank online or by ATM. These computer-savvy students own laptop computers or expensive desktop personal computers and the peripherals to match. Connecting to the Internet is essential; they go online to research assignments, look for jobs, check e-mail, and download music. Keeping in touch is also important; they buy and use cell phones and accessories. New to living on their own, many College Towns residents purchase bedding, bath, and cooking products. They own few appliances but, at a minimum, have a microwave oven, a toaster, and an upright vacuum cleaner. Their lifestyle is very casual. They rank high for participating in nearly every outdoor sport and athletic activity. College Towns residents attend country music and rock concerts and college basketball and football games, play pool, and go to movies and bars. They also participate in public activities including fund-raising and volunteer work. They usually listen to alternative music on their MP3 players, tune in to public radio, and watch MTV and Comedy Central on cable TV. They shop at discount stores but prefer to buy branded clothes from Old Navy, Gap, and Target.

Modest Income Homes (11.8%)

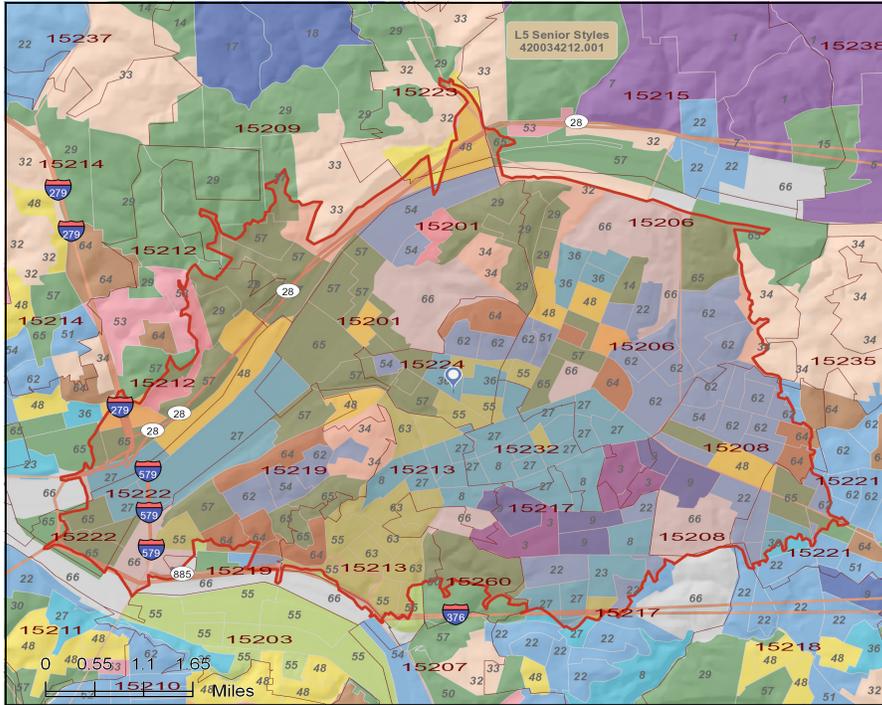
Residents are big fans of daytime and primetime TV. They go to the movies occasionally and also like to watch movies on TV channels such as the Lifetime Movie Network and The Movie Channel. They also watch football and basketball games on TV. They listen to urban radio. The Internet is the least effective 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.

Simple Living (6.5%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

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>**

Liberty Avenue Commercial District: 10 Minute Drive Time *



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Home of Pittsburgh's Little Italy, a regional attraction
- Number of bus lines in neighborhood: 6
- Persons per sq. mile: 11,756 City average: 5,646
- Walk Score: 88

* 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

Metro Renters (19.6%)

Because they rent, "home and hearth" products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter's insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active Metro Renters residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs. They rent foreign and classic films on DVD. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online; they prefer laptops, although many also own PDAs. Politically, these neighborhoods are liberal.

Simple Living (10.6%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

Social Security Set (7.8%)

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.

Modest Income Homes (7.7%)

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.

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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



Bloomfield — Pittsburgh’s Little Italy

Contacts

Bloomfield Development Corporation: <http://www.bloomfieldnow.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