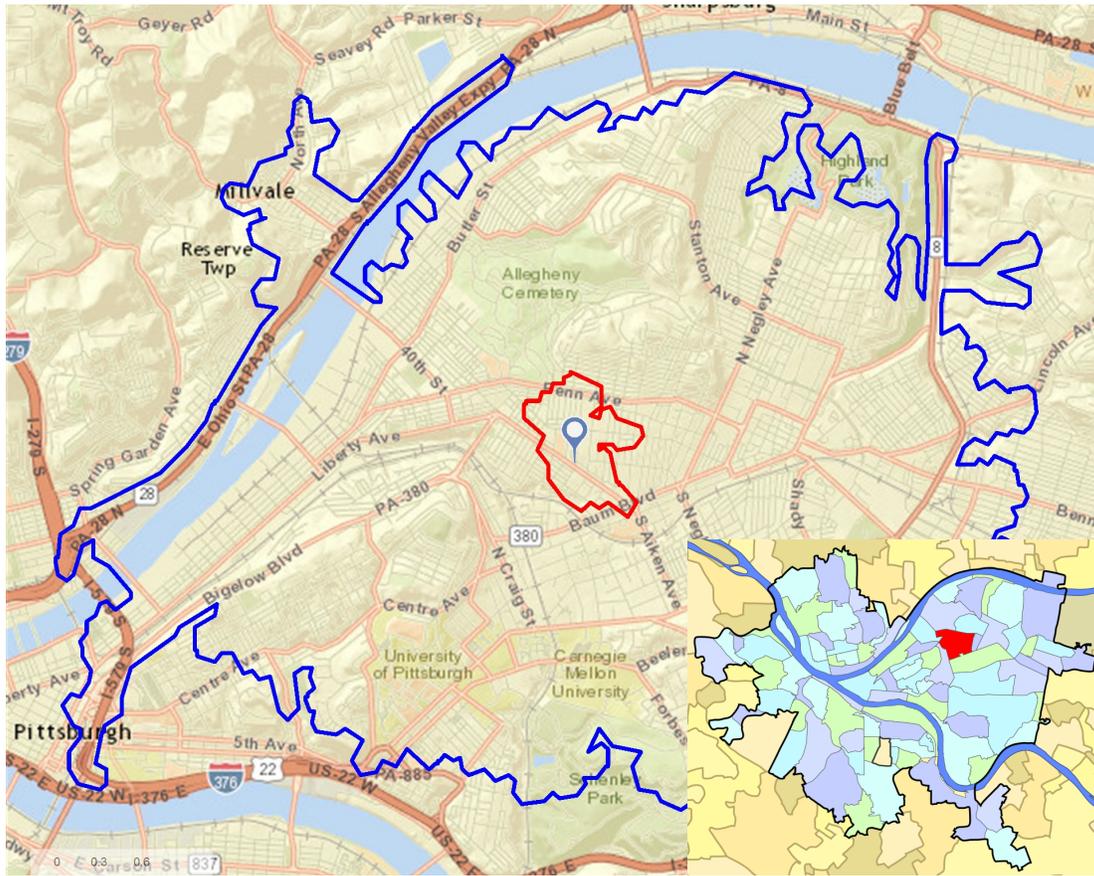


**Liberty Avenue Commercial District  
Bloomfield**



**2015 Business Summary  
(2 Minute Drive Time)**

Number of Businesses:  
304

Number of Employees:  
1,187

Employees/Residential  
Population Ratio\*:  
0.36:1

Major Industries:  
Food & Beverage Stores, Food Services  
& Drinking Places, Health & Personal  
Care Stores

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	42	59
Computers and Accessories	63	87
Education	63	92
Entertainment / Recreation	57	81
Food at Home	61	85
Food Away from Home	61	85
Health Care	52	75
Household Furnishing and Equipment	52	73
Investment	44	67
Retail Goods	55	77
Shelter	62	87
TV / Video / Sound Equipment	61	85
Travel	52	76
Vehicle Maintenance and Repair	58	81
<b>Total Expenditures</b>	<b>56</b>	<b>79</b>

2014 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	27.1%	27.7%
\$15,000—\$24,999	19.5%	16.9%
\$25,000—\$34,999	15.9%	11.7%
\$35,000—\$49,999	15.6%	13.2%
\$50,000—\$74,999	13.8%	13.8%
\$75,000—\$99,999	4.1%	5.7%
\$100,000—\$149,999	3.3%	6.4%
\$150,000+	0.8%	4.6%
<b>Median Disposable Income</b>	<b>\$26,655</b>	<b>\$28,917</b>

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: 2 Minute Drive	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
<b>Population</b>	3,268	3,312	3,363	0.31%
<b>Households</b>	1,717	1,758	1,794	0.41%
<b>Median Age</b>	33.1	33.6	34.5	0.54%
% 0-9	6.6%	6.2%	6.3%	0.32%
% 10-14	2.8%	2.9%	2.8%	-0.69%
% 15-24	18.3%	16.8%	15.7%	-1.31%
% 25-34	25.9%	27.2%	26.5%	-0.51%
% 35-44	11.4%	11.3%	12.0%	1.24%
% 45-54	11.4%	10.2%	9.5%	-1.37%
% 55-64	11.8%	12.1%	12.4%	0.50%
% 65+	12.0%	13.1%	15.0%	2.90%
<b>Median Household Income</b>	***	\$31,086	\$36,516	3.49%
<b>Average Household Income</b>	***	\$41,756	\$50,109	4.00%
<b>Per Capita Income</b>	***	\$22,381	\$26,701	2.86%
<b>Total Housing Units</b>	1,974	2,012	2,024	0.12%
% Owner Occupied Units	30.5%	28.1%	27.8%	-0.21%
% Renter Occupied Units	56.5%	59.3%	60.9%	0.54%
% Vacant Housing Units	13.0%	12.6%	11.3%	-2.06%
<b>Median Home Value</b>	***	\$128,759	\$175,481	7.26%
Demographic Data: 10 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
<b>Population</b>	115,525	116,086	116,816	0.13%
<b>Households</b>	51,383	52,008	52,600	0.23%
<b>Median Age</b>	29.6	30.4	31.2	0.53%
% 0-9	7.3%	7.4%	7.3%	-0.27%
% 10-14	3.2%	3.1%	3.2%	0.65%
% 15-24	29.3%	27.9%	27.0%	-0.65%
% 25-34	18.1%	19.1%	18.5%	-0.63%
% 35-44	9.3%	9.5%	10.2%	1.47%
% 45-54	10.3%	9.3%	8.5%	-1.72%
% 55-64	9.8%	10.3%	10.2%	-0.19%
% 65+	12.7%	13.5%	15.1%	2.37%
<b>Median Household Income</b>	***	\$34,268	\$40,988	3.92%
<b>Average Household Income</b>	***	\$58,838	\$70,511	3.97%
<b>Per Capita Income</b>	***	\$27,461	\$33,119	4.12%
<b>Total Housing Units</b>	57,589	58,579	59,183	0.21%
% Owner Occupied Units	33.8%	31.5%	31.1%	-0.25%
% Renter Occupied Units	55.4%	57.3%	57.8%	0.17%
% Vacant Housing Units	10.8%	11.2%	11.1%	-0.18%
<b>Median Home Value</b>	***	\$144,475	\$195,388	7.05%

Traffic Count Pro- file	Closest Cross- Street	Count
S Winebiddle St	Liberty Ave	974
Edmond St	Friendship Ave	688
Friendship Ave	Joliet Way	8,423

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.

# Liberty Avenue Commercial District

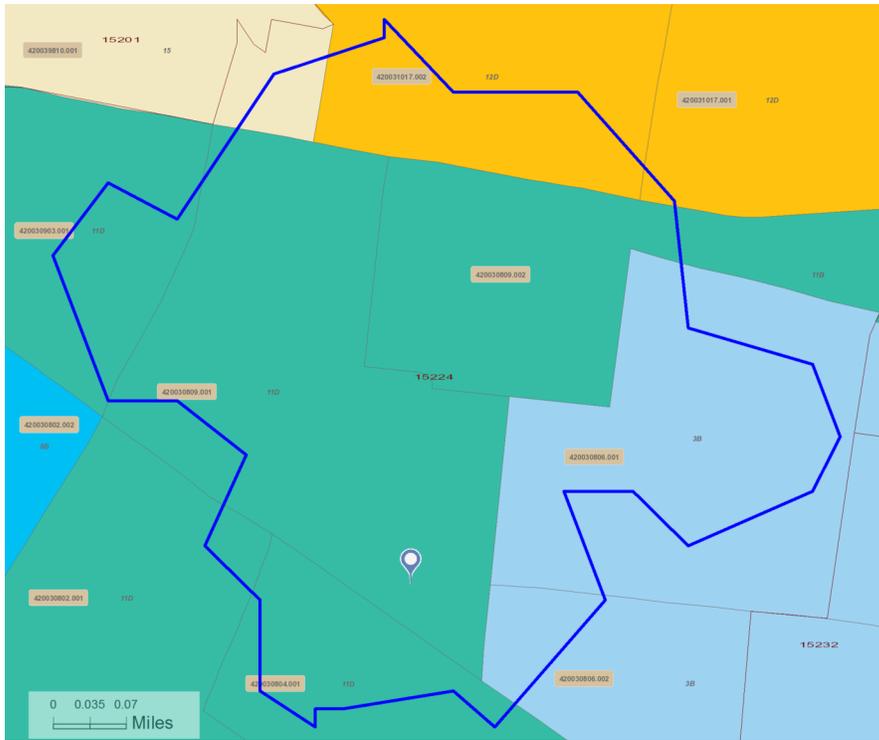


Marketplace Profile **: 2 Min Drive	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$5,417,707	\$0	\$5,417,707	100.0	0
Furniture & Home Furnishing Stores	\$593,595	\$172,734	\$420,861	54.9	1
Electronics and Appliance Stores	\$734,106	\$0	\$734,106	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$737,683	\$228,276	\$509,407	52.7	2
Food and Beverage Stores	\$5,288,973	\$3,270,178	\$2,018,795	23.6	5
Health and Personal Care Stores	\$1,508,818	\$2,144,691	-\$635,873	-17.4	2
Gasoline Stations	\$2,733,197	\$0	\$2,733,197	100.0	0
Clothing & Clothing Accessories Stores	\$1,777,004	\$730,548	\$1,046,456	41.7	3
Sporting Goods / Hobby / Music / Book Stores	\$800,370	\$229,291	\$571,079	55.5	3
General Merchandise Stores	\$4,094,592	\$0	\$4,094,592	100.0	0
Nonstore Retailers	\$3,264,223	\$65,503	\$3,198,720	96.1	1
Food Services & Drinking Places	\$3,203,064	\$2,241,953	\$961,111	17.7	9

Marketplace Profile **: 10 Min Drive	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$223,077,911	\$70,313,994	\$52,763,917	52.1	37
Furniture & Home Furnishing Stores	\$24,842,288	\$34,806,992	-\$9,964,704	-16.7	54
Electronics and Appliance Stores	\$30,237,825	\$104,747,168	-\$74,509,343	-55.2	33
Building Materials, Garden Equip. & Supply Stores	\$34,380,022	\$18,255,133	\$16,124,889	30.6	24
Food and Beverage Stores	\$211,996,246	\$205,138,804	\$6,857,42	1.6	163
Health and Personal Care Stores	\$62,836,874	\$103,629,768	-\$40,792,894	-24.5	53
Gasoline Stations	\$108,458,689	\$83,456,496	\$25,002,193	13.0	20
Clothing & Clothing Accessories Stores	\$72,317,768	\$117,031,594	-\$44,713,826	-23.6	137
Sporting Goods / Hobby / Music / Book Stores	\$32,789,656	\$32,869,776	-\$80,120	-0.1	74
General Merchandise Stores	\$165,936,924	\$12,855,825	\$153,081,099	85.6	17
Nonstore Retailers	\$153,676,294	\$24,164,425	\$111,511,869	69.8	20
Food Services & Drinking Places	\$130,922,784	\$143,915,004	-\$12,992,220	-4.7	311

2014 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	9.8%	8.6%
High School Diploma or Some College	38.5%	38.4%
Associates Degree	10.4%	5.4%
Bachelor's Degree	23.8%	20.9%
Graduate or Professional Degree	17.4%	26.6%

\*\*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.



## 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

#### Set to Impress (53.4%)

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

#### Metro Renters (22.2%)

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

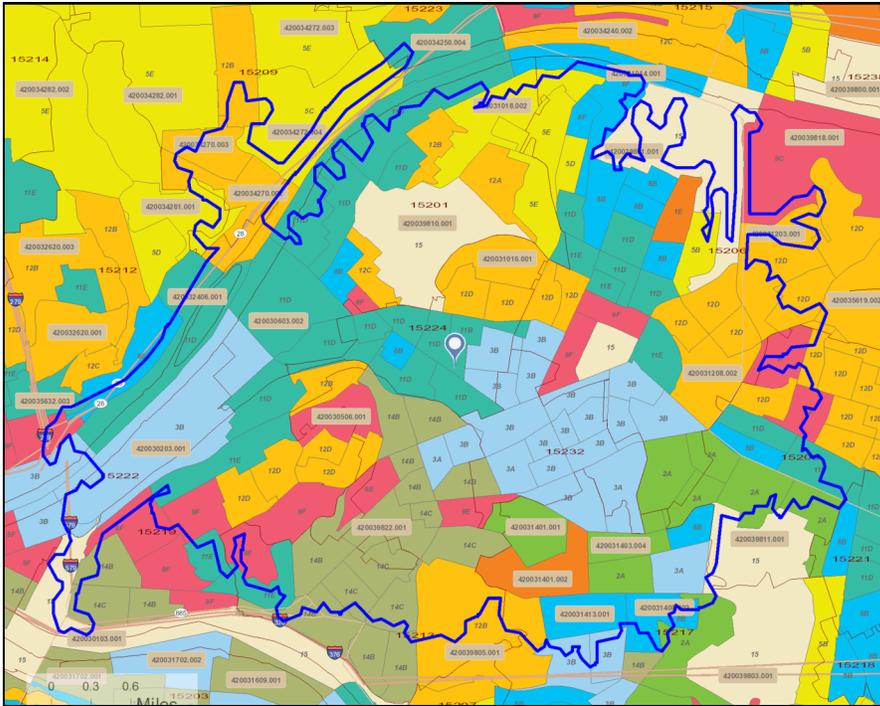
#### Young and Restless (17.4%)

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

#### Modest Income Homes (7.0%)

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>**



## 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 (20.5%)

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#### Emerald City (8.5%)

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

#### College Towns (7.5%)

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

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](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](mailto:Josette.Fitzgibbons@ura.org) at (412) 255-6686 or visit:  
[http://www.ura.org/business\\_owners/mainstreets.php](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) at (412) 255-6550 or visit:  
[http://www.ura.org/business\\_owners/facade\\_program.php](http://www.ura.org/business_owners/facade_program.php)

### Featured Business: Crazy Mocha



**Type of Business:** Cafe

**URA Program Utilized:** Streetface Loan

**URA Investment:** \$31,050

**Private Investment:** \$55,550

**Total Project Investment:** \$86,600



*Bloomfield — Pittsburgh's Little Italy*

### Contacts

Bloomfield Development Corporation:  
[www.bloomfieldnow.com/](http://www.bloomfieldnow.com/)

Urban Redevelopment Authority of Pittsburgh:  
[www.ura.org/](http://www.ura.org/)

All data from ESRI Business Analyst 2015 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:Josette.Fitzgibbons@ura.org) at [jfitzgibbons@ura.org](mailto:Josette.Fitzgibbons@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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)