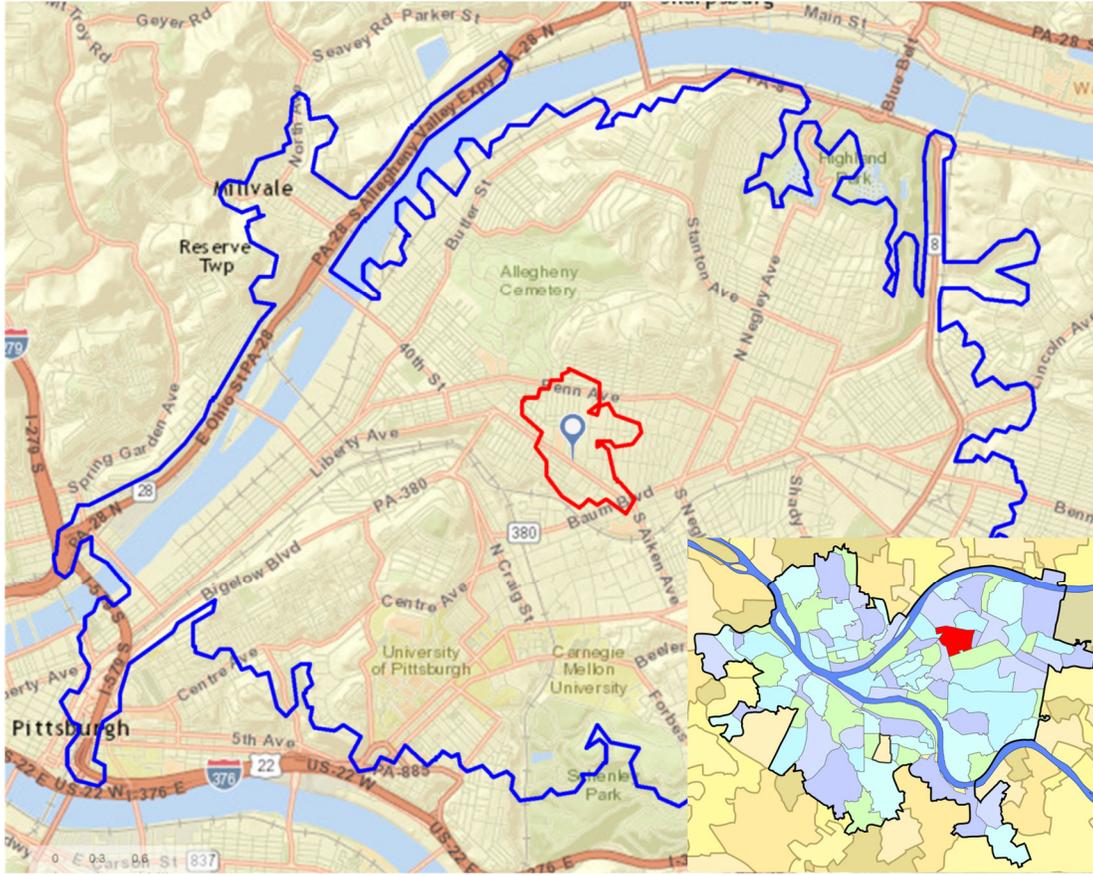


**Liberty Avenue Commercial District
Bloomfield**



**2016 Business Summary
(2 Minute Drive Time)**

Number of Businesses:
211

Number of Employees:
3,815

Employees/Residential
Population Ratio*:
1.25:1

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	66	88
Computers and Accessories	66	88
Education	67	92
Entertainment / Recreation	59	81
Food at Home	65	86
Food Away from Home	65	87
Health Care	54	77
Household Furnishing and Equipment	61	82
Investment	48	67
Retail Goods	60	82
Shelter	66	88
TV / Video / Sound Equipment	65	87
Travel	55	77
Vehicle Maintenance and Repair	61	83
Total Expenditures	61	83

2015 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	24.6%	26.3%
\$15,000—\$24,999	16.4%	14.9%
\$25,000—\$34,999	17.4%	14.3%
\$35,000—\$49,999	16.2%	13.1%
\$50,000—\$74,999	16.4%	14.0%
\$75,000—\$99,999	5.1%	6.0%
\$100,000—\$149,999	3.2%	6.4%
\$150,000+	0.6%	2.6%
Median Disposable Income	\$26,655	\$30,418

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	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	2,992	3,042	3,085	0.28%
Households	1,584	1,625	1,655	0.37%
Median Age	32.6	33.2	33.6	0.24%
% 0-9	5.7%	5.6%	5.4%	-0.70%
% 10-14	2.3%	2.3%	2.1%	-1.74%
% 15-24	19.1%	17.5%	16.6%	-1.03%
% 25-34	27.6%	29.0%	29.2%	0.14%
% 35-44	11.0%	10.9%	11.9%	1.83%
% 45-54	10.8%	9.5%	8.6%	-1.89%
% 55-64	11.3%	11.6%	11.2%	-0.69%
% 65+	12.0%	13.7%	15.1%	2.04%
Median Household Income	***	\$35,498	\$40,687	2.92%
Average Household Income	***	\$45,714	\$52,499	2.97%
Per Capita Income	***	\$24,802	\$28,601	3.06%
Total Housing Units	1,800	1,853	1,876	0.24%
% Owner Occupied Units	30.4%	27.4%	27.2%	-0.14%
% Renter Occupied Units	57.6%	60.3%	61.0%	0.23%
% Vacant Housing Units	12.0%	12.3%	11.8%	-0.81%
Median Home Value	***	\$147,244	\$208,750	8.35%

Traffic Count Pro- file	Closest Cross- Street	Count
S Winebid- dle 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.

Demographic Data: 10 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	95,936	96,757	97,442	0.14%
Households	43,730	44,360	44,857	0.22%
Median Age	29.5	30.9	32.1	0.78%
% 0-9	7.3%	7.3%	7.2%	-0.27%
% 10-14	3.1%	3.1%	3.1%	0.00%
% 15-24	29.2%	26.4%	25.8%	-0.45%
% 25-34	18.5%	20.2%	19.0%	-1.19%
% 35-44	9.1%	9.6%	11.1%	3.13%
% 45-54	10.0%	9.9%	8.3%	-3.23%
% 55-64	9.9%	10.4%	9.9%	-0.96%
% 65+	13.0%	14.1%	15.1%	1.42%
Median Household Income	***	\$36,792	\$42,077	2.87%
Average Household Income	***	\$62,161	\$71,667	3.06%
Per Capita Income	***	\$29,576	\$34,081	2.05%
Total Housing Units	49,098	50,116	50,723	0.24%
% Owner Occupied Units	33.4%	30.6%	30.1%	-0.33%
% Renter Occupied Units	55.6%	57.9%	58.3%	0.14%
% Vacant Housing Units	10.9%	11.5%	11.6%	0.17%
Median Home Value	***	\$177,055	\$223,730	5.27%

Liberty Avenue Commercial District

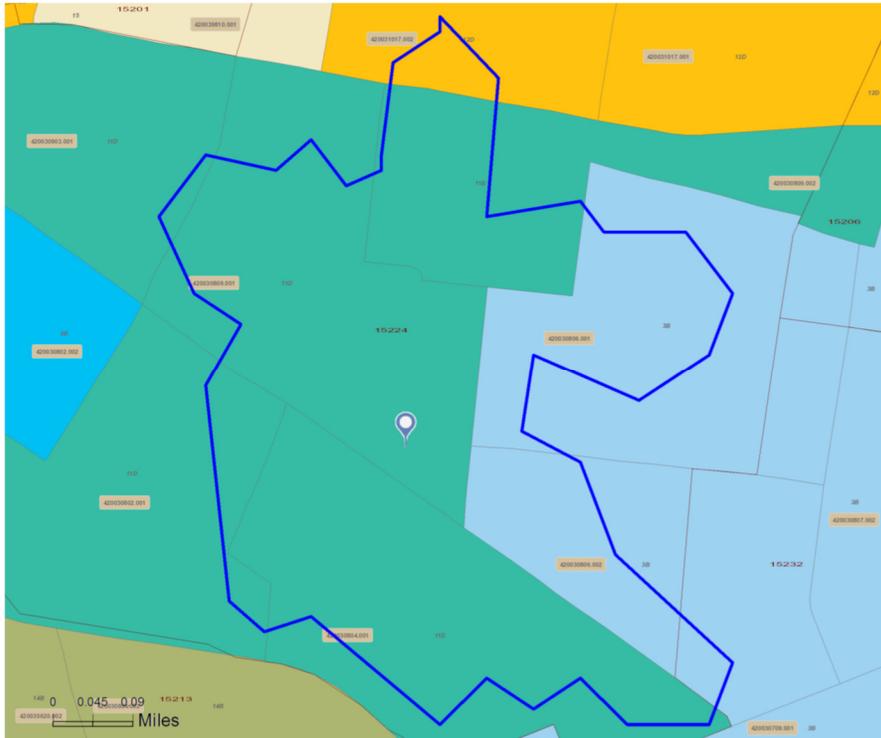


Marketplace Profile **: 2 Min Drive	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$7,963,397	\$57,244,793	-\$49,281,396	-75.6	5
Furniture & Home Furnishing Stores	\$1,089,212	\$343,068	\$746,144	52.1	1
Electronics and Appliance Stores	\$1,981,956	\$3,978,556	-\$1,996,600	-33.5	3
Building Materials, Garden Equip. & Supply Stores	\$1,419,109	\$347,056	\$1,072,053	60.7	1
Food and Beverage Stores	\$7,724,754	\$8,659,424	-\$934,670	-5.7	4
Health and Personal Care Stores	\$1,592,539	\$5,116,736	-\$3,524,197	-52.5	2
Gasoline Stations	\$2,560,119	\$4,434,368	-\$1,874,249	-26.8	1
Clothing & Clothing Accessories Stores	\$1,989,201	\$1,921,569	\$67,632	1.7	7
Sporting Goods / Hobby / Music / Book Stores	\$1,162,655	\$503,672	\$658,983	39.5	2
General Merchandise Stores	\$6,334,460	\$0	\$6,334,460	100.0	0
Nonstore Retailers	\$1,202,016	\$0	\$1,202,016	100.0	0
Food Services & Drinking Places	\$4,052,351	\$10,009,356	-\$5,957,005	-42.4	20

Marketplace Profile **: 10 Min Drive	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$293,595,651	\$292,072,102	\$1,523,549	0.3	40
Furniture & Home Furnishing Stores	\$40,190,679	\$23,272,479	\$16,918,200	26.7	30
Electronics and Appliance Stores	\$72,618,446	\$126,417,120	-\$53,798,674	-27.0	58
Building Materials, Garden Equip. & Supply Stores	\$57,183,991	\$41,440,272	\$15,743,719	16.0	32
Food and Beverage Stores	\$275,674,540	\$398,744,893	-\$123,070,353	-18.2	96
Health and Personal Care Stores	\$58,917,310	\$103,933,326	-\$45,016,016	-27.6	45
Gasoline Stations	\$90,636,789	\$56,170,306	\$34,466,483	23.5	20
Clothing & Clothing Accessories Stores	\$71,456,925	\$101,284,962	-\$29,828,037	-17.3	112
Sporting Goods / Hobby / Music / Book Stores	\$42,624,494	\$40,489,694	\$2,134,800	2.6	47
General Merchandise Stores	\$228,799,974	\$46,649,198	\$182,150,776	66.1	19
Nonstore Retailers	\$44,483,281	\$101,859,825	-\$57,376,544	-39.2	16
Food Services & Drinking Places	\$147,763,582	\$207,966,222	-\$60,202,640	-16.9	452

2015 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	6.1%	7.0%
High School Diploma or Some College	38.4%	35.3%
Associates Degree	7.4%	6.1%
Bachelor's Degree	28.7%	23.0%
Graduate or Professional Degree	19.5%	28.6%

**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

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

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.

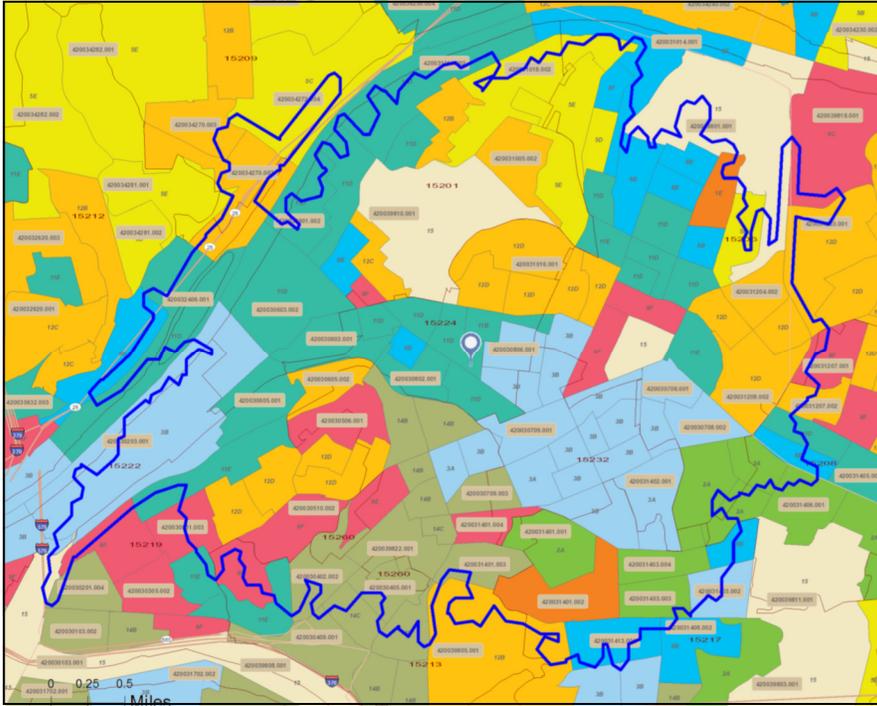
Young and Restless

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

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

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Emerald City

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

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.

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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](mailto:Josette.Fitzgibbons@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) at (412) 255-6550 or visit:

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



Bloomfield — Pittsburgh's Little Italy

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

Contacts

Bloomfield Development Corporation:
www.bloomfieldnow.com/

Urban Redevelopment Authority of Pittsburgh:
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