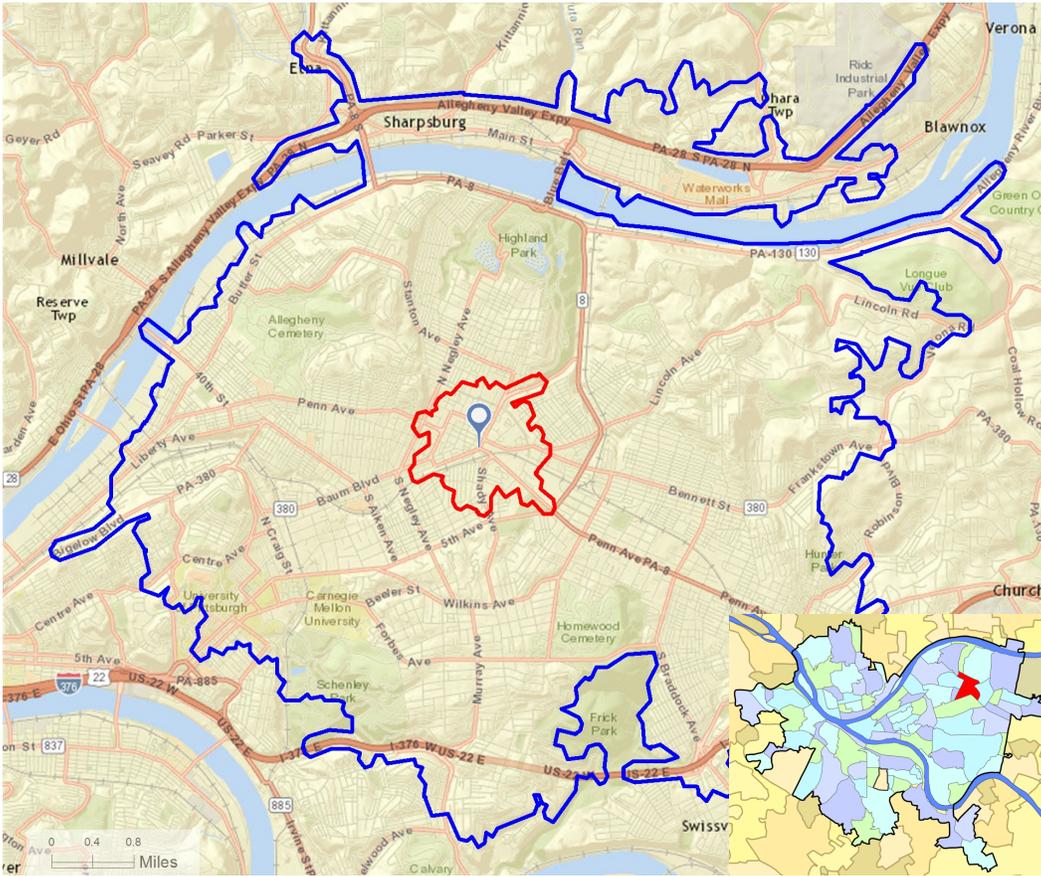


Penn Circle Commercial District East Liberty



2015 Business Summary (2 min drive time)

Number of Businesses:
939

Number of Employees:
7,049

Employees/Residential
Population Ratio*:
1.07:1

Major Industries:
Food & Beverage Stores, Clothing &
Clothing Accessories Stores, Building
Materials, Garden Equipment & Supply
Stores

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive Time	10 Minute Drive Time
Apparel and Services	55	61
Computers and Accessories	78	89
Education	82	92
Entertainment / Recreation	72	85
Food at Home	79	88
Food Away from Home	78	88
Health Care	66	81
Household Furnishing and Equipment	65	76
Investment	52	72
Retail Goods	69	81
Shelter	81	90
TV/Video/Audio	79	89
Travel	66	81
Vehicle Maintenance & Repair	72	85
Total Expenditures	71	83

2014 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	32.3%	25.6%
\$15,000—\$24,999	17.9%	16.2%
\$25,000—\$34,999	12.5%	11.5%
\$35,000—\$49,999	11.1%	14.0%
\$50,000—\$74,999	11.5%	14.9%
\$75,000—\$99,999	5.5%	6.1%
\$100,000—\$149,999	5.2%	7.1%
\$150,000+	4.0%	4.7%
Median Disposable Income	\$24,852	\$31,588

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.

Penn Circle Commercial District



Demographic Data: 2 Min Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	6,412	6,579	6,725	0.44%
Households	3,551	3,651	3,736	0.47%
Median Age	33.2	33.8	34.3	0.30%
% 0-9	9.2%	9.7%	9.7%	0.00%
% 10-14	3.1%	3.5%	3.8%	1.71%
% 15-24	16.4%	12.5%	12.9%	0.64%
% 25-34	24.7%	26.8%	25.2%	-1.19%
% 35-44	10.2%	10.9%	11.7%	1.47%
% 45-54	11.6%	10.9%	9.7%	-2.20%
% 55-64	11.9%	11.6%	11.8%	0.34%
% 65+	12.9%	14.0%	15.1%	1.57%
Median Household Income	***	\$28,602	\$33,862	3.68%
Average Household Income	***	\$53,178	\$62,755	3.60%
Per Capita Income	***	\$29,827	\$35,277	3.65%
Total Housing Units	3,936	4,077	4,166	0.44%
% Owner Occupied Units	18.2%	16.6%	16.5%	-0.12%
% Renter Occupied Units	72.0%	73.0%	73.1%	0.03%
% Vacant Housing Units	9.8%	10.4%	10.4%	0.00%
Median Home Value	***	\$202,446	\$254,327	5.12%

Demographic Data: 10 Min Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	150,714	150,204	150,743	0.07%
Households	68,774	69,015	69,575	0.16%
Median Age	32.7	33.3	34.1	0.48%
% 0-9	8.7%	8.7%	8.6%	-0.23%
% 10-14	3.9%	3.8%	3.9%	0.53%
% 15-24	23.1%	22.0%	21.1%	-0.82%
% 25-34	17.5%	18.2%	17.7%	-0.55%
% 35-44	10.0%	10.1%	10.7%	1.19%
% 45-54	11.3%	10.3%	9.4%	-1.75%
% 55-64	11.3%	11.8%	11.5%	-0.51%
% 65+	14.1%	15.2%	17.1%	2.50%
Median Household Income	***	\$37,393	\$45,114	4.13%
Average Household Income	***	\$61,667	\$73,764	3.92%
Per Capita Income	***	\$29,051	\$34,939	4.05%
Total Housing Units	78,254	78,993	79,698	0.18%
% Owner Occupied Units	37.7%	35.4%	35.0%	-0.23%
% Renter Occupied Units	50.2%	52.0%	52.3%	0.12%
% Vacant Housing Units	12.1%	12.6%	12.7%	0.16%
Median Home Value	***	\$148,280	\$196,270	6.47%

Traffic Count Profile	Closest Cross-Street	Count
Penn Cir S	Stevenson St	15,506
Penn Ave	E Bus Way	13,589
Shady Ave	Ellsworth Ave	11,048
Penn Cir E	Harvard Sq	10,962
Penn Cir S	Trade St	11,372
E Liberty Blvd	Collins Ave	8,839
Penn Cir W	N Euclid Ave	7,668
Penn Cir W	Baum Blvd	13,024
Negley Run Blvd	Meadow St	4,281
S Highland Ave	Carron Way	4,815

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.

Penn Circle Commercial District

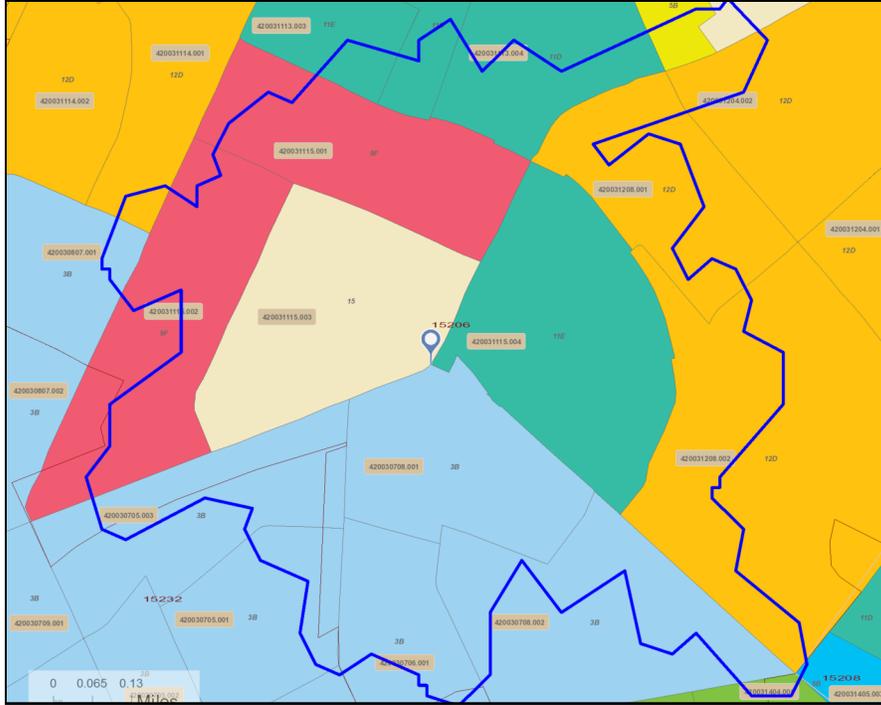


Marketplace Profile **: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$13,916,460	\$3,582,425	\$10,334,035	59.1	3
Furniture & Home Furnishing Stores	\$1,575,367	\$4,307,694	-\$2,732,327	-46.4	6
Electronics and Appliance Stores	\$1,910,914	\$246,668	\$1,664,246	77.1	2
Building Materials, Garden Equip. & Supply Stores	\$1,870,128	\$8,244,386	-\$6,374,258	-63.0	3
Food and Beverage Stores	\$13,862,659	\$78,294,000	-\$64,431,341	-69.9	13
Health and Personal Care Stores	\$3,907,070	\$16,048,959	-\$12,141,889	-60.8	4
Gasoline Stations	\$6,922,243	\$6,793,785	\$128,458	0.9	3
Clothing & Clothing Accessories Stores	\$4,743,806	\$9,912,036	-\$5,168,230	-35.3	23
Sporting Goods / Hobby / Music / Book Stores	\$2,083,350	\$552,139	\$1,531,211	58.1	4
General Merchandise Stores	\$10,712,640	\$5,003,813	\$5,708,827	36.3	3
Nonstore Retailers	\$8,491,062	\$504,780	\$7,986,282	88.8	2
Food Services & Drinking Places	\$8,585,947	\$7,539,685	\$1,046,262	6.5	20

Marketplace Profile **: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$310,570,335	\$101,118,387	\$209,451,948	50.9	52
Furniture & Home Furnishing Stores	\$34,505,257	\$35,749,340	-\$1,244,083	-1.8	51
Electronics and Appliance Stores	\$41,934,691	\$107,914,001	-\$65,979,310	-44.0	42
Building Materials, Garden Equip. & Supply Stores	\$49,291,189	\$20,009,549	\$29,281,640	42.3	30
Food and Beverage Stores	\$292,506,100	\$263,439,022	\$29,067,078	5.2	175
Health and Personal Care Stores	\$87,969,503	\$155,961,974	-\$67,992,471	-27.9	65
Gasoline Stations	\$150,221,751	\$108,337,855	\$41,883,896	16.2	28
Clothing & Clothing Accessories Stores	\$99,524,343	\$134,595,287	-\$35,070,944	-15.0	169
Sporting Goods / Hobby / Music / Book Stores	\$45,090,087	\$38,481,557	\$6,608,530	7.9	91
General Merchandise Stores	\$229,529,198	\$51,766,685	\$177,762,513	63.2	24
Nonstore Retailers	\$189,043,744	\$24,321,592	\$164,722,152	77.2	31
Food Services & Drinking Places	\$180,293,609	\$142,788,429	\$37,515,180	11.6	337

2014 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	9.0%	8.1%
High School Diploma or Some College	34.7%	38.0%
Associates Degree	4.3%	6.2%
Bachelor's Degree	24.7%	21.2%
Graduate or Professional Degree	27.2%	26.4%

**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: 2 Min Drive Time

Neighborhood Quick Facts*

- 13th most populous neighborhood in Pittsburgh
- Number of bus lines in neighborhood: 26
- Persons per sq. mile: 10,828 City average: 5,646)
- Walk Score: 78

* 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 (46.5%)

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.

Social Security Set (30.5%)

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

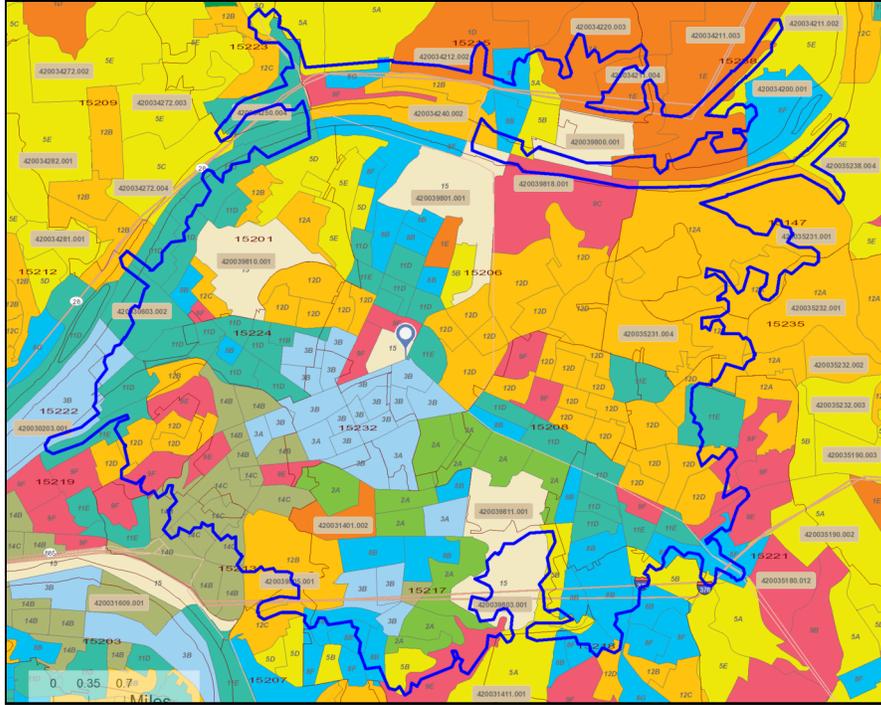
City Commons (13.1%)

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

Set to Impress (6.5%)

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.

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: 10 Min Drive Time

* 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 (17.9%)

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.

Set to Impress (13.9%)

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.

Modest Income Homes (12.4%)

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.

Emerald City (12.2%)

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.

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



Featured Business: The Beauty Shoppe



Type of Business: Coworking & Event Space

URA Program Utilized: Pittsburgh Business Growth Fund

URA Investment: \$75,000

Private Investment: \$140,000

Total Project Investment: \$215,000

East Liberty

Contacts

East Liberty Quarter Chamber of Commerce:
www.eastlibertychamber.org/

East Liberty Post:
www.eastliberty.org/post

East End Development, Inc:
www.eastliberty.org/

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: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