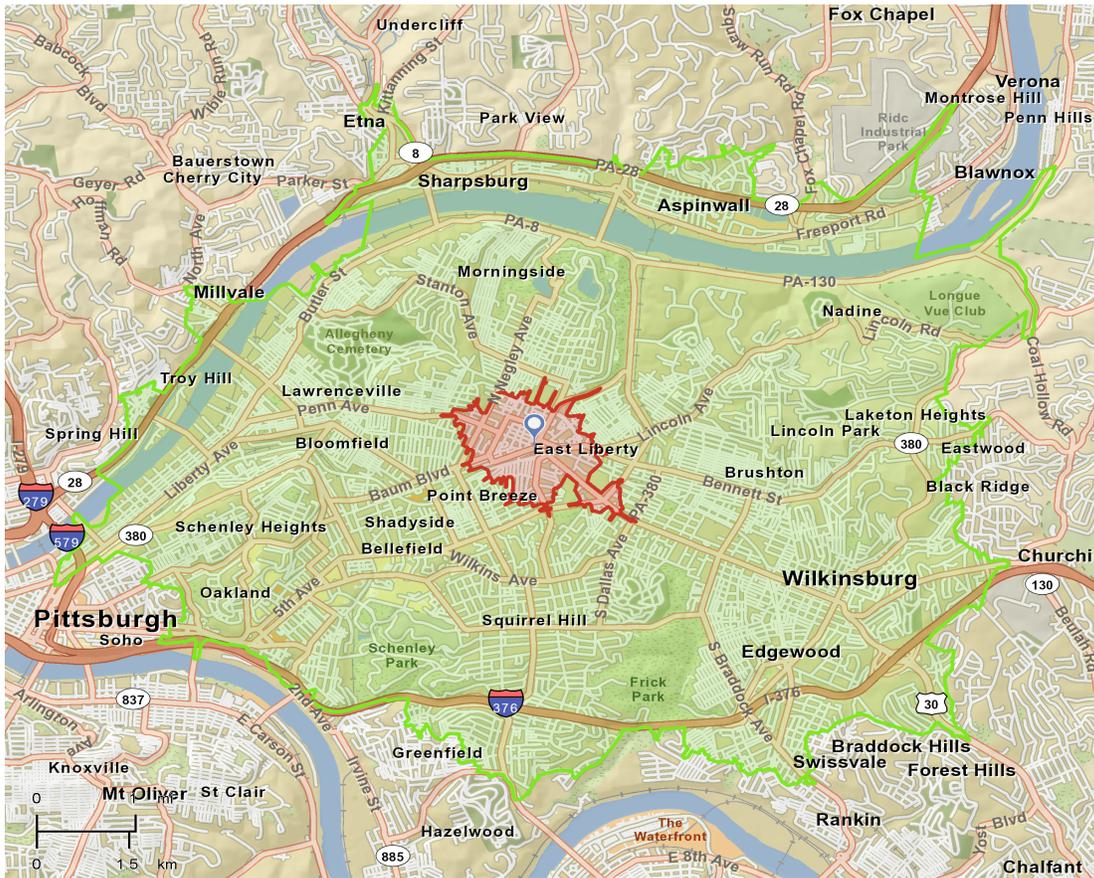


# Penn Circle Commercial District East Liberty



## 2013 Business Summary

Number of Businesses:  
698

Number of Employees:  
6,653

Employees/Residential  
Population Ratio\*:  
0.95

Major Industries:  
Food & Beverage Stores, Retail Trade,  
Other Services

For more information on the  
neighborhood, visit:



Spending Potential Index	Trade area	10 min-ute drive
Apparel and Services	59	62
Computers and Accessories	87	93
Education	94	100
Entertainment / Recreation	80	89
Food at Home	85	91
Food away from Home	87	92
Health Care	72	83
Household Furnishing and Equip-ment	70	69
Investment	63	63
Miscellaneous	78	85
Shelter	86	90
Transportation	81	89
Travel	73	83
<b>Total Expenditures</b>	<b>80</b>	<b>87</b>

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	26.6%	24.1%
\$15,000—\$24,999	17.5%	17.6%
\$25,000—\$34,999	14.5%	14.8%
\$35,000—\$49,999	12.3%	13.3%
\$50,000—\$74,999	10.6%	13.3%
\$75,000—\$99,999	5.4%	6.4%
\$100,000—\$149,999	6.9%	6.9%
\$150,000+	3.3%	3.6%
<b>Median Disposable Income</b>	<b>26,538</b>	<b>29,871</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 employ-ees working in the area versus the number of residents. A higher ratio indicates more com-mercial presence.

## Penn Circle Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	7,010	7,017	7,011	-0.02%
<b>Households</b>	4,069	4,037	4,050	0.06%
<b>Median Age</b>	33.3	33.1	33.7	0.36%
% 0-9	8.9%	9.0%	9.0%	0.00%
% 10-19	6.4%	6.2%	6.1%	-0.32%
% 20-24	13.1%	13.2%	11.9%	-1.97%
% 25-34	25.3%	13.2%	11.9%	-1.97%
% 35-44	10.6%	10.3%	10.1%	-0.39%
% 45-54	11.2%	10.8%	10.0%	-1.48%
% 55-64	12.0%	12.4%	12.8%	0.65%
% 65+	12.5%	12.8%	14.4%	2.50%
<b>Median Household Income</b>	\$31,913	\$30,345	\$37,723	4.86%
<b>Average Household Income</b>	\$46,160	\$54,436	\$64,879	3.84%
<b>Per Capita Income</b>	\$24,492	\$31,307	\$37,330	3.85%
<b>Total Housing Units</b>	4,460	\$4,442	4,434	-0.04%
% Owner Occupied Units	19.0%	17.2%	17.4%	0.23%
% Renter Occupied Units	72.2%	73.7%	73.9%	0.05%
% Vacant Housing Units	8.8%	9.1%	8.7%	-0.88%
<b>Median Home Value</b>	\$107,377	\$174,150	\$205,209	3.57%
Demographic Data: 10 Min Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	181,382	181,448	182,478	0.11%
<b>Households</b>	83,713	82,930	83,931	0.24%
<b>Median Age</b>	32.5	32.5	33.1	0.37%
% 0-9	8.8%	8.7%	8.7%	0.00%
% 10-19	12.6%	12.3%	12.1%	-0.33%
% 20-24	15.3%	15.6%	14.9%	-0.90%
% 25-34	16.8%	16.9%	17.1%	0.24%
% 35-44	9.9%	9.5%	9.2%	-0.63%
% 45-54	11.4%	10.9%	10.0%	-1.65%
% 55-64	11.3%	11.7%	12.1%	0.68%
% 65+	14%	14.5%	15.9%	1.93%
<b>Median Household Income</b>	\$38,379	\$35,316	\$42,844	4.26%
<b>Average Household Income</b>	\$54,508	\$59,145	\$70,314	3.78%
<b>Per Capita Income</b>	\$25,591	\$28,836	\$34,175	3.70%
<b>Total Housing Units</b>	95,014	94,474	94,723	0.05%
% Owner Occupied Units	37%	34.6%	35.3%	0.40%
% Renter Occupied Units	51.1%	53.2%	53.3%	0.04%
% Vacant Housing Units	11.9%	12.2%	11.4%	-1.31%
<b>Median Home Value</b>	\$103,985	\$121,115	\$136,216	2.49%

Traffic Count Profile	Closest Cross-Street	Count
Penn Cir S	Houston St	10,503
Penn Ave	Shady Ave	16,121
Shady Ave	Shakespeare St	12,667
Penn Cir N	N Highland Ave	7,668
Penn Cir S	Trade St	13,901
Collins Ave	Rodman St	13,901
Penn Cir W	Broad St	7,668
Penn Cir W	Friendship Ave	13,024
E Liberty Blvd	Sheridan Ave	3,738*
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 2009 unless otherwise noted.  
\*Year of count: 2007



# Penn Circle Commercial District



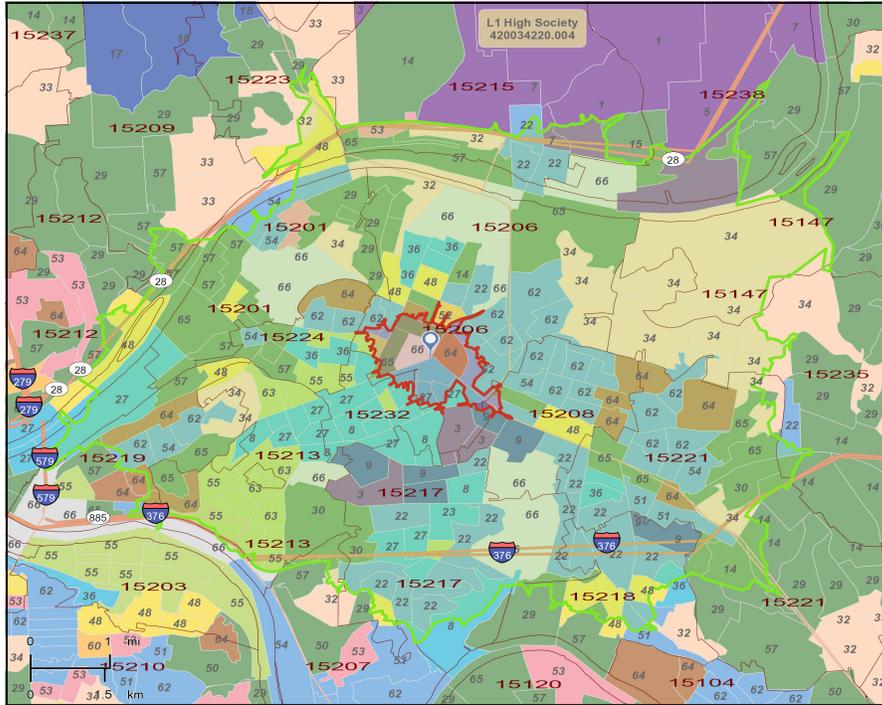
Marketplace Profile** : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$15,090,325	\$5,039,423	\$10,050,902	49.9	5
Furniture & Home Furnishing Stores	\$1,773,900	\$7,108,707	-\$5,334,807	-60.1	7
Electronics and Appliance Stores	\$2,304,729	\$267,552	\$2,037,177	79.2	3
Building Materials, Garden Equip. & Supply Stores	\$2,069,980	\$12,599,814	-\$10,529,834	-71.8	2
Food and Beverage Stores	\$15,813,989	\$46,845,970	-\$31,031,982	-49.5	15
Health and Personal Care Stores	\$4,899,699	\$6,334,934	-\$1,435,236	-12.8	6
Gasoline Stations	\$8,843,556	\$3,552,664	\$5,290,892	42.7	3
Clothing & Clothing Accessories Stores	\$5,316,912	\$7,901,523	-\$2,584,612	-19.6	25
Sporting Goods / Hobby / Music / Book Stores	\$2,572,067	\$1,017,117	\$1,554,950	43.3	4
General Merchandise Stores	\$12,590,470	\$7,460,266	\$5,130,205	25.6	3
Nonstore Retailers	\$7,758,675	\$324,170	\$7,434,505	92.0	1
Food Services & Drinking Places	\$9,376,712	\$6,326,857	\$3,049,854	19.4	20

Marketplace Profile** : 10 Min Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$339,722,841	\$85,390,076	\$254,332,765	59.8	58
Furniture & Home Furnishing Stores	\$39,728,645	\$30,790,518	\$8,938,127	12.7	57
Electronics and Appliance Stores	\$51,336,610	\$22,721,824	\$28,614,785	38.6	43
Building Materials, Garden Equip. & Supply Stores	\$53,969,792	\$20,996,328	\$32,973,464	44	37
Food and Beverage Stores	\$345,517,622	\$298,236,726	\$47,280,896	7.3	199
Health and Personal Care Stores	\$112,882,379	\$154,010,456	-\$41,128,078	-15.4	78
Gasoline Stations	\$196,239,623	\$135,527,112	\$60,712,511	18.3	36
Clothing & Clothing Accessories Stores	\$115,625,945	\$121,479,118	-\$5,853,173	-2.5	177
Sporting Goods / Hobby / Music / Book Stores	\$56,449,205	\$45,524,829	\$10,924,376	10.7	89
General Merchandise Stores	\$277,743,074	\$55,779,271	\$221,963,804	66.6	24
Nonstore Retailers	\$176,439,284	\$31,539,160	\$144,900,125	69.7	41
Food Services & Drinking Places	\$201,565,460	\$139,644,769	\$61,920,690	18.1	369

2013 Educational Attainment (Ages 25+)	
No High School Diploma	7%
High School Diploma or Some College	32.7%
Associates Degree	4.7%
Bachelor's Degree	27.3%
Graduate or Professional Degree	28.4%

\*\*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.

# Penn Circle Commercial District



## ESRI Tapestry Segmentation Area Profile: Trade Area

### 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 (44.2%)

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.

#### Social Security Set (22.9%)

Limited resources somewhat restrict the activities and purchases of residents in Social Security Set neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter’s insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

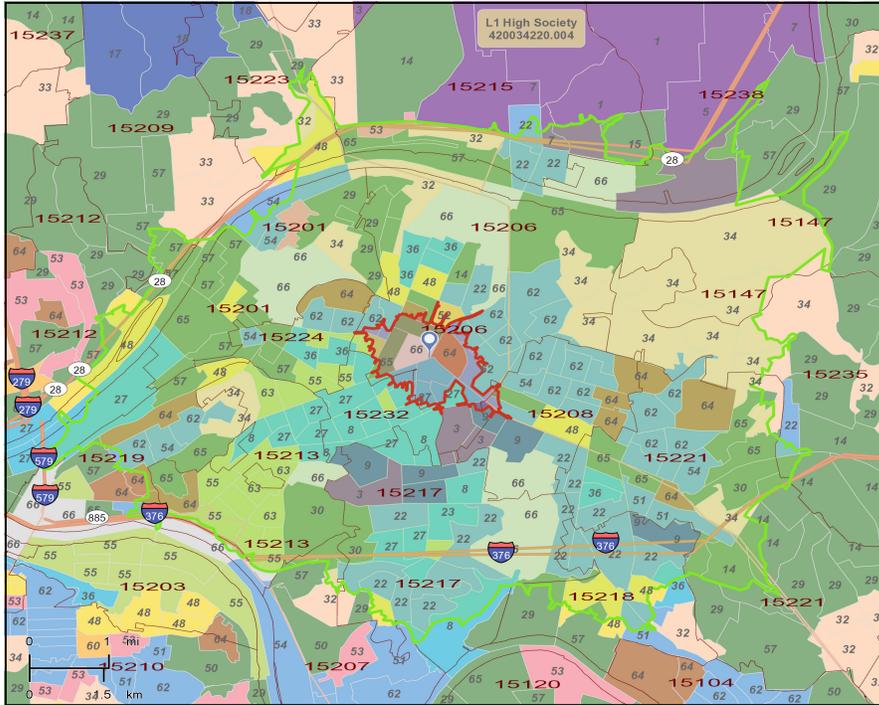
#### Simple Living (10.5%)

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.

#### City Commons (9.5%)

City Commons residents buy baby and children’s products, food, and clothing most frequently. They shop primarily at discount stores and occasionally at department stores. Most families enjoy eating at fast-food restaurants several times a month. For exercise, they take their children to nearby city parks and playgrounds. Occasionally, they go to basketball games. An annual travel destination is probably to a theme park. They watch daytime courtroom and talk show programs and primetime TV shows. They would rather go to the movies than rent films to watch at home. They buy game systems for their children and listen to urban radio.

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 (16.1%)

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.

#### Metropolitans (11.9%)

Metropolitans residents are no different from other owners of older homes who incur costs for maintenance and remodeling. They will contract for lawn maintenance and professional housecleaning services. Many will own or lease a station wagon. Planning for the future, residents own shares in investment funds, contribute to IRA savings accounts, and hold large life insurance policies. These residents pursue an active, urbane lifestyle. They travel frequently for business and pleasure. They listen to jazz, classical, public, and alternative music radio. They go to rock concerts, watch foreign films on DVD, read women’s fashion magazines, and play a musical instrument. They also practice yoga and go kayaking, hiking/backpacking, and water and snow skiing. Active members of their communities, Metropolitans residents join civic clubs, volunteer for environmental causes, address public meetings, and work for a political party or candidate. They also belong to business clubs and contribute to PBS. They prefer to own and use a laptop computer, preferably by Apple. They go online daily to download music and buy books, airline tickets, CDs, and clothes. They also order merchandise by mail or over the phone.

#### Modest Income Homes (8.1%)

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 (7.2%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go salt-water 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.

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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](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](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](http://www.ura.org/business_owners/facade_program.php)



East Liberty

## Contacts

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

East Liberty Post: <http://www.eastlibertypost.com/>

East End Partnership of Pittsburgh: <http://www.eastendpartnership.org/>

East Liberty Development: 412-361-8061 x20

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](mailto: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)