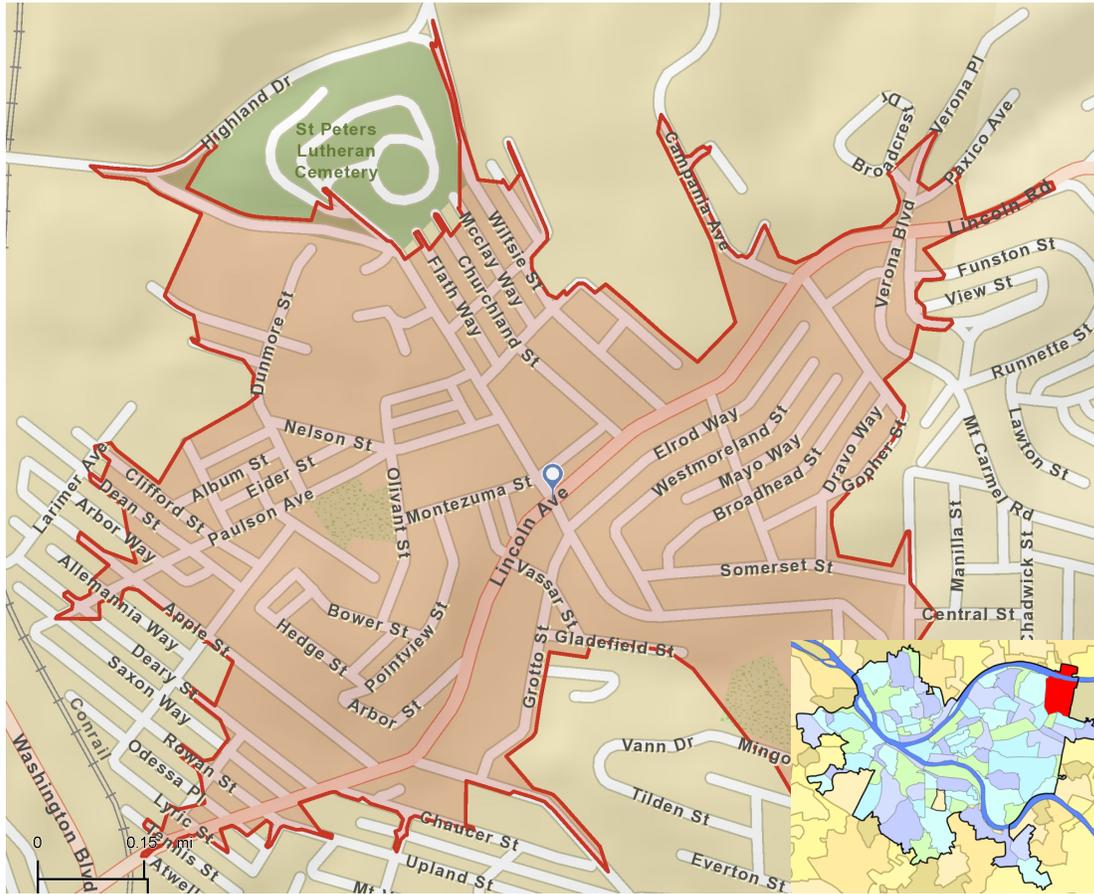


Lincoln Avenue Commercial Area

Lincoln-Lemington-Belmar



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
171

Number of Employees:
2,154

Employees/Residential
Population Ratio*:
0.62:1

Major Industries:
Food & Beverage Stores, Motor Vehicle
& Parts Dealers, Clothing & Clothing
Accessories Stores

For more information on the
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$4,333,737	\$524,000	\$3,809,737	78.4	1
Furniture & Home Furnishing Stores	\$460,036	\$108,761	\$351,275	61.8	1
Electronics and Appliance Stores	\$550,826	\$0	\$550,826	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$621,425	\$0	\$621,425	100.0	0
Food and Beverage Stores	\$4,073,103	\$989,981	\$3,083,122	60.9	4
Health and Personal Care Stores	\$1,291,662	\$0	\$1,291,662	100.0	0
Gasoline Stations	\$2,249,169	\$0	\$2,249,169	100.0	0
Clothing & Clothing Accessories Stores	\$1,306,497	\$398,866	\$907,631	53.2	3
Sporting Goods / Hobby / Music / Book Stores	\$569,722	\$88,030	\$481,692	73.2	1
General Merchandise Stores	\$3,180,030	\$0	\$3,180,030	100.0	0
Nonstore Retailers	\$2,628,933	\$135,178	\$2,493,755	90.2	2
Food Services & Drinking Places	\$2,266,077	\$248,080	\$2,017,997	80.3	3

**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.

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

Lincoln Avenue Commercial Area



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	3,549	3,456	3,405	-0.30%
Households	1,575	1,555	1,542	-0.17%
Median Age	42.6	42.9	43.0	0.05%
% 0-9	11.6%	11.7%	11.7%	0.00%
% 10-14	7.4%	6.7%	6.8%	0.30%
% 15-24	15.0%	14.5%	13.2%	-1.79%
% 25-34	9.2%	10.0%	11.1%	2.20%
% 35-44	9.3%	9.0%	9.0%	0.00%
% 45-54	13.8%	12.8%	11.2%	-2.50%
% 55-64	14.6%	15.0%	14.2%	-1.07%
% 65+	19.2%	20.3%	22.7%	2.36%
Median Household Income	***	\$25,096	\$30,426	4.25%
Average Household Income	***	\$36,701	\$43,113	3.51%
Per Capita Income	***	\$16,444	\$19,453	3.66%
Total Housing Units	2,017	2,032	2,034	0.02%
% Owner Occupied Units	42.2%	38.9%	38.0%	-0.46%
% Renter Occupied Units	35.9%	37.6%	37.8%	0.11%
% Vacant Housing Units	21.9%	23.5%	24.2%	0.60%
Median Home Value	***	\$78,766	\$93,817	3.82%

Traffic Count Profile	Closest Cross-Street	Count
Lincoln Ave	Campania St	6,746
Upland St	N Murtland St	2,746
Lincoln Ave	Lyric St	5,820
Paulson Ave	Dunmore St	537
Washington Blvd	Highland Dr	30,322
Mount Carmel Rd	Elk Rd	5,633
Frankstown Ave	Gerritt St	6,792
Beechford Rd	Blackadore St	2,530
Brushton Ave	Hermitage St	2,758
Negley Run Blvd	Meadow St	4,732

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.

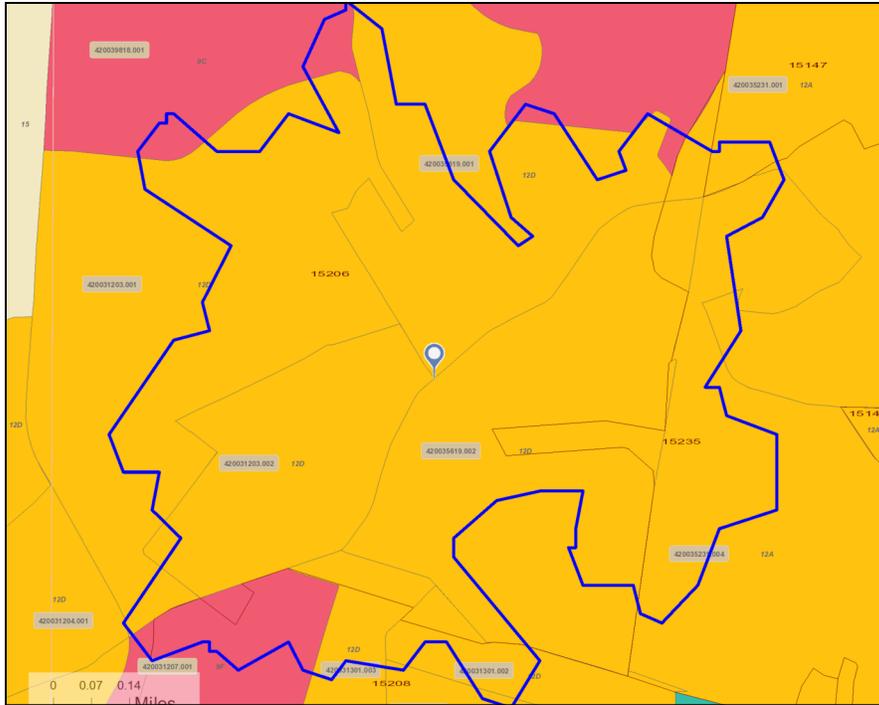
2014 Households by Disposable Income	
<\$15,000	31.9%
\$15,000—\$24,999	22.7%
\$25,000—\$34,999	12.1%
\$35,000—\$49,999	15.5%
\$50,000—\$74,999	12.0%
\$75,000—\$99,999	2.6%
\$100,000—\$149,999	2.3%
\$150,000+	0.9%
Median Disposable Income	\$22,121

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	16.4%
High School Diploma or Some College	59.6%
Associates Degree	9.7%
Bachelor's Degree	10.5%
Graduate or Professional Degree	5.9%

Spending Potential Index	
Apparel and Services	35
Computers and Accessories	49
Education	46
Entertainment / Recreation	51
Food at Home	53
Food Away from Home	50
Health Care	54
Household Furnishing and Equipment	45
Investment	22
Retail Goods	50
Shelter	51
TV/Video/Audio	57
Travel	45
Vehicle Maintenance & Repair	51
Total Expenditures	47

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.



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 3rd largest neighborhood in Pittsburgh by area
- Number of bus lines in neighborhood: 3
- Persons per sq. mile: 3,671 (City average: 5,646)
- Walk Score: 43

* 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

Modest Income Homes (92.9%)

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.

Social Security Set (3.7%)

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.

Family Foundations (3.5%)

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

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 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



Housing in Lincoln-Lemington-Belmar

Contacts

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