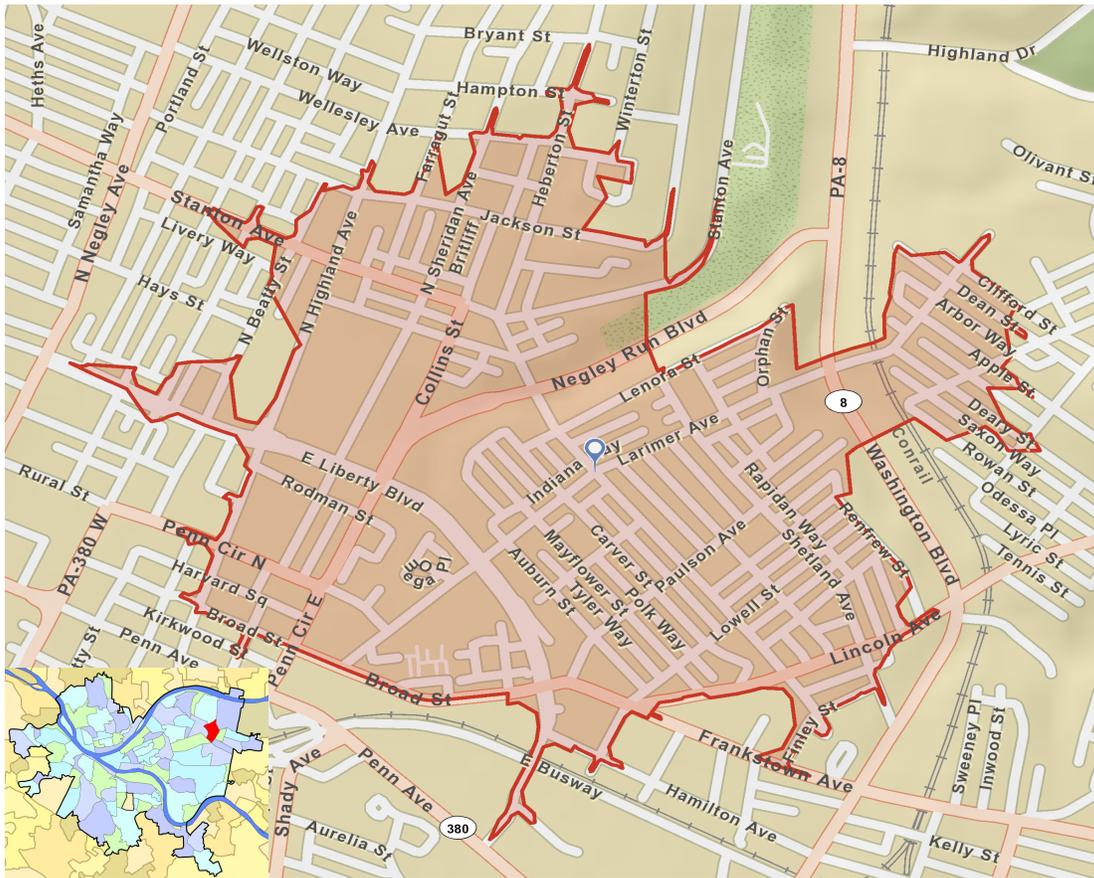


**Larimer Avenue Commercial District
Larimer**



2013 Business Summary

Number of Businesses:
152

Number of Employees:
1363

Employees/Residential
Population Ratio*:
0.32

Major Industries:
Manufacturing, Educational Services,
Wholesale Trade, Building Materials,
Garden Equipment & Supply 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	\$5,238,502	\$1,345,389	\$3,893,113	59.1	2
Furniture & Home Furnishing Stores	\$589,245	\$446,546	\$142,699	13.8	1
Electronics and Appliance Stores	\$767,717	\$51,717	\$716,000	87.4	1
Building Materials, Garden Equip. & Supply Stores	\$778,195	\$3,078,536	-\$2,300,341	-59.6	1
Food and Beverage Stores	\$5,383,374	\$2,440,835	\$2,942,540	37.6	3
Health and Personal Care Stores	\$1,789,924	\$586,261	\$1,203,663	50.7	1
Gasoline Stations	\$3,167,074	\$252,033	\$2,915,041	85.3	0
Clothing & Clothing Accessories Stores	\$1,727,281	\$1,455,419	\$271,862	8.5	3
Sporting Goods / Hobby / Music / Book Stores	\$833,052	\$655,224	\$177,828	11.9	5
General Merchandise Stores	\$4,287,338	\$1,791,845	\$2,495,493	41.0	1
Nonstore Retailers	\$2,704,630	\$610,057	\$2,094,573	63.2	1
Food Services & Drinking Places	\$2,956,683	\$1,057,973	\$1,898,710	47.3	5

**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.

Larimer Avenue Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	4,217	4,285	4,348	0.29%
Households	1,802	1,820	1,867	0.52%
Median Age	36.1	36.2	36.9	0.39%
% 0-9	14.5	14.4	14.5	0.14%
% 10-14	6.0	6.0	6.0	0.00%
% 15-24	15.4	15.3	14.2	-1.44%
% 25-34	13.1	13.3	13.6	0.45%
% 35-44	10.2	9.9	9.5	-0.81%
% 45-54	14.5	14.0	12.9	-1.57%
% 55-64	12.0	12.3	12.7	0.65%
% 65+	14.4	14.8	16.5	2.30%
Median Household Income	\$28,909	\$24,896	\$27,564	2.14%
Average Household Income	\$43,359	\$40,473	\$48,371	3.90%
Per Capita Income	\$19,304	\$18,071	\$21,686	4.00%
Total Housing Units	2,167	2,166	2,180	0.13%
% Owner Occupied Units	31.4%	29.1%	29.9%	0.55%
% Renter Occupied Units	51.7%	54.9%	55.8%	0.33%
% Vacant Housing Units	16.8%	16.0%	14.4%	-2.00%
Median Home Value	\$88,304	\$80,523	\$90,087	2.38%

Traffic Count Profile	Closest Cross-Street	Count
Meadow St	Ashley St	6,249
Negley Run Blvd	Meadow St	4,732
Collins Ave	Rodman St	13,901
E Liberty Blvd	Sheridan Ave	3,738*
Frankstown Ave	Romley Way	9,630
Penn Ave	Shady Ave	16,121
Penn Cir N	N Highland Ave	7,668
N Highland Ave	Wayne Rd	6,790
Penn Cir S	Houston St	10,503
Washington Blvd	Highland Dr	30,322

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: 2009

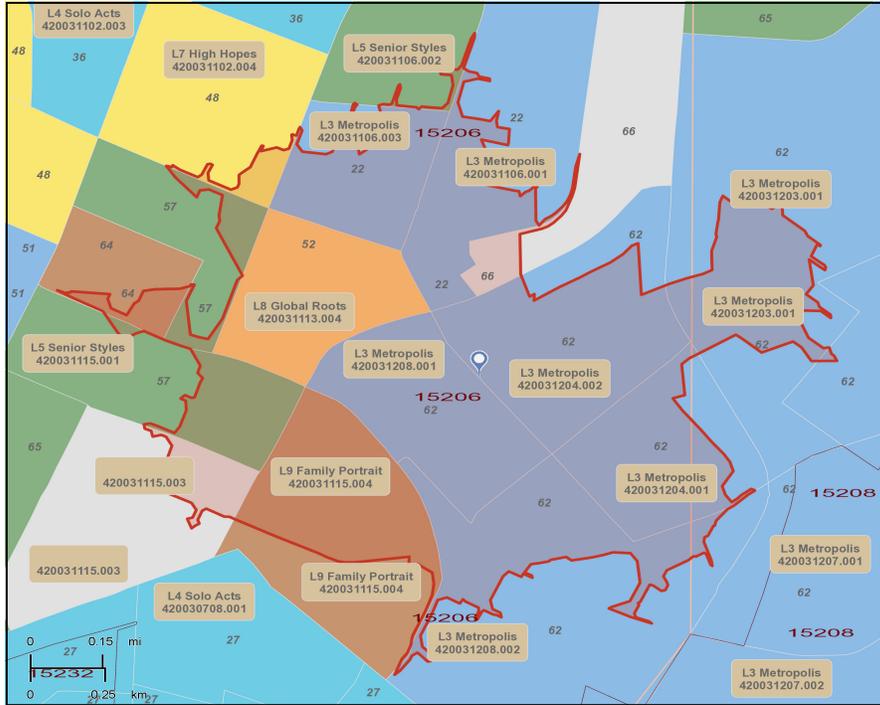
2013 Households by Disposable Income	
<\$15,000	37.3%
\$15,000—\$24,999	17.3%
\$25,000—\$34,999	14.0%
\$35,000—\$49,999	11.6%
\$50,000—\$74,999	12.4%
\$75,000—\$99,999	3.1%
\$100,000—\$149,999	2.5%
\$150,000+	1.7%
Median Disposable Income	\$21,450

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	12.5%
High School Diploma or Some College	47.7%
Associates Degree	8%
Bachelor's Degree	13.3%
Graduate or Professional Degree	18.5%

Spending Potential Index	
Apparel and Services	42
Computers and Accessories	60
Education	59
Entertainment / Recreation	61
Food at Home	63
Food away from Home	64
Health Care	59
Household Furnishing and Equipment	53
Investment	35
Miscellaneous	59
Shelter	60
Transportation	63
Travel	54
Total Expenditures	60

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*

- Number of bus lines in neighborhood: 8
- Persons per sq. mile: 4,991 (City average: 5,646)
- Walk Score: 67

* 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 (77.4%)

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.

City Commons (7.5%)

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.

Metropolitans (19.8%)

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 an 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.

Inner City Tenants (18.3%)

With their busy lifestyles, Inner City Tenants residents frequently eat at fast food restaurants and shop for groceries at nearby stores such as Albertson's. They prefer easy-to-prepare frozen and canned foods. Internet access at home is not typical in this market, but those who have no access at home will surf the Internet at school or at the library. Playing games and checking e-mail are typical online activities. Households have recently bought video game systems and baby items such as food, products, furniture, and equipment. They prefer to shop at Target and Walgreens. They go to the movies and professional football and basketball games, play football and basketball, and go bowling. They read magazines, particularly news and Entertainment Weekly, and listen to urban and contemporary hit radio. Some enjoy the nightlife, visiting bars and dancing at nightclubs.

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

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

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



Mural in Larimer

Featured Business: The Kingsley Association



Type of Business: Community center

URA Program Utilized: District Improvement Fund (DIF)

URA Investment: \$107,250

Private Investment: \$107,250

Total Project Investment: \$214,500

Contacts

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: PGHNSAP, Dept. of City Planning

For More Information:

For additional market value analysis data, contact Josette Fitzgibbons 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