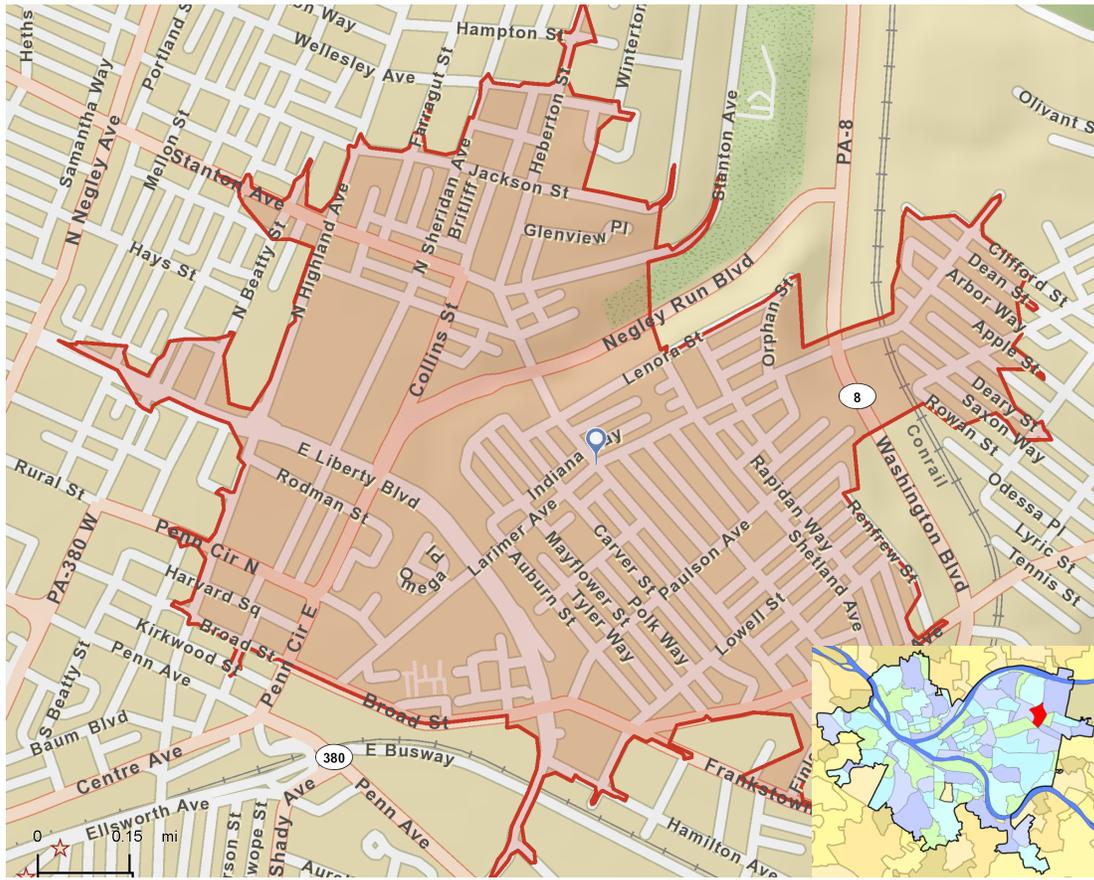


Larimer Avenue Commercial District

Larimer



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
210

Number of Employees:
1,329

Employees/Residential
Population Ratio*:
0.27:1

Major Industries:
Motor Vehicle & Parts Dealers, Food &
Beverage Stores, General Merchandise
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	\$6,718,908	\$1,979,937	\$4,738,971	54.5	1
Furniture & Home Furnishing Stores	\$727,458	\$736,025	-\$8,567	-0.6	2
Electronics and Appliance Stores	\$887,476	\$146,271	\$741,205	71.7	1
Building Materials, Garden Equip. & Supply Stores	\$1,036,751	\$4,435,690	-\$3,398,939	-62.1	2
Food and Beverage Stores	\$6,296,669	\$2,550,919	\$3,745,750	42.3	3
Health and Personal Care Stores	\$1,934,391	\$0	\$1,934,391	100.0	0
Gasoline Stations	\$3,333,351	\$857,047	\$2,476,304	59.1	1
Clothing & Clothing Accessories Stores	\$2,086,805	\$1,045,660	\$1,041,145	33.2	3
Sporting Goods / Hobby / Music / Book Stores	\$941,623	\$471,949	\$469,674	33.2	4
General Merchandise Stores	\$4,933,398	\$2,565,088	\$2,368,310	31.6	1
Nonstore Retailers	\$4,078,107	\$1,441,900	\$2,636,207	47.8	1
Food Services & Drinking Places	\$3,722,639	\$3,705,512	\$17,127	0.2	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.

*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	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,738	4,926	5,097	0.69%
Households	2,026	2,124	2,211	0.82%
Median Age	37.7	37.0	37.1	0.05%
% 0-9	13.8%	14.1%	14.0%	-0.14%
% 10-14	6.0%	6.1%	6.4%	0.00%
% 15-24	14.7%	13.9%	12.9%	-1.44%
% 25-34	13.0%	13.7%	14.1%	0.58%
% 35-44	10.6%	10.3%	11.2%	1.74%
% 45-54	14.5%	13.3%	11.3%	-3.01%
% 55-64	12.2%	12.9%	12.9%	0.00%
% 65+	15.2%	15.8%	17.3%	1.90%
Median Household Income	***	\$24,544	\$28,673	3.36%
Average Household Income	***	\$42,478	\$49,870	3.48%
Per Capita Income	***	\$18,444	\$21,808	3.76%
Total Housing Units	2,387	2,533	2,667	1.06%
% Owner Occupied Units	34.9%	31.1%	29.7%	-0.90%
% Renter Occupied Units	50.0%	52.7%	53.2%	0.19%
% Vacant Housing Units	15.1%	16.2%	17.1%	1.11%
Median Home Value	***	\$108,494	\$158,871	9.29%

Traffic Count Profile	Closest Cross-Street	Count
Negley Run Blvd	Meadow St	4,281
E Liberty Blvd	Collins Ave	8,839
Frankstown Ave	Romley Way	9,630
Penn Cir E	Harvard Sq	10,962
Penn Ave	E Busway	13,589
N Highalnd Ave	Wayne Rd	6,790
Meadow St	Ashley St	6,249
Collins St	Penn Cir N	13,901
Stanton Ave	Violin Way	1,390

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.

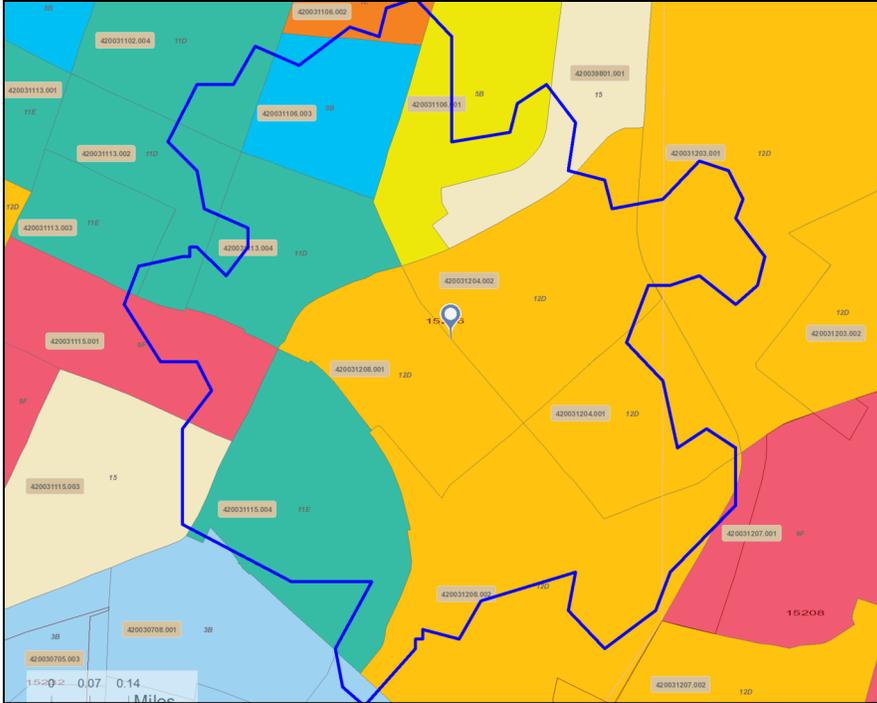
2014 Households by Disposable Income	
<\$15,000	37.8%
\$15,000—\$24,999	17.4%
\$25,000—\$34,999	12.0%
\$35,000—\$49,999	10.4%
\$50,000—\$74,999	11.7%
\$75,000—\$99,999	4.5%
\$100,000—\$149,999	4.8%
\$150,000+	1.6%
Median Disposable Income	\$21,128

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	11.6%
High School Diploma or Some College	52.6%
Associates Degree	7.8%
Bachelor's Degree	16.7%
Graduate or Professional Degree	13.3%

Spending Potential Index	
Apparel and Services	41
Computers and Accessories	59
Education	59
Entertainment / Recreation	59
Food at Home	62
Food Away from Home	59
Health Care	58
Household Furnishing and Equipment	53
Investment	40
Retail Goods	57
Shelter	61
TV/Video/Audio	64
Travel	64
Vehicle Maintenance & Repair	59
Total Expenditures	57

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 (31.4%)

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.

Set to Impress (21.1%)

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.

City Commons (19.7%)

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.

Emerald City (15.5%)

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: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



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:
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