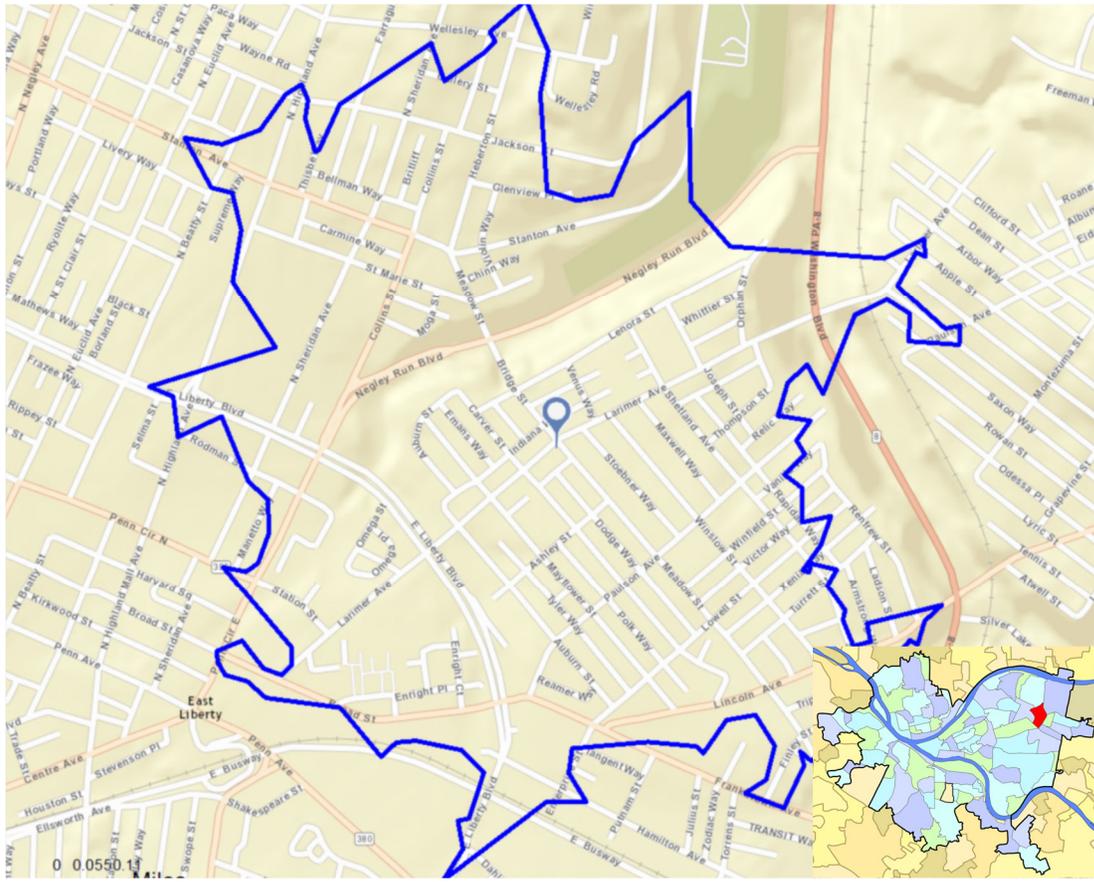


# Larimer Avenue Commercial District

## Larimer



### 2016 Business Summary (2 Minute Drive Time)

Number of Businesses:  
132

Number of Employees:  
1,496

Employees/Residential  
Population Ratio\*:  
0.35:1

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                     | \$8,459,787               | \$994,256             | \$7,465,531  | 79.0                    | 1                  |
| Furniture & Home Furnishing Stores                | \$1,137,003               | \$0                   | \$1,137,003  | 100.0                   | 0                  |
| Electronics and Appliance Stores                  | \$2,031,528               | \$407,175             | \$1,624,353  | 66.6                    | 1                  |
| Building Materials, Garden Equip. & Supply Stores | \$1,649,890               | \$3,198,769           | -\$1,548,879 | -31.9                   | 2                  |
| Food and Beverage Stores                          | \$7,817,139               | \$6,628,991           | \$1,188,148  | 8.2                     | 5                  |
| Health and Personal Care Stores                   | \$1,733,209               | \$0                   | \$1,733,209  | 100.0                   | 0                  |
| Gasoline Stations                                 | \$2,661,634               | \$2,639,108           | \$22,526     | 0.4                     | 1                  |
| Clothing & Clothing Accessories Stores            | \$1,960,268               | \$6,058,215           | -\$4,097,947 | -51.1                   | 1                  |
| Sporting Goods / Hobby / Music / Book Stores      | \$1,172,257               | \$629,423             | \$542,834    | 30.1                    | 1                  |
| General Merchandise Stores                        | \$6,446,443               | \$6,904,552           | -\$458,109   | -3.4                    | 1                  |
| Nonstore Retailers                                | \$1,277,742               | \$0                   | \$1,277,742  | 100.0                   | 0                  |
| Food Services & Drinking Places                   | \$4,001,203               | \$764,621             | \$3,236,582  | 67.9                    | 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.

# Larimer Avenue Commercial District



| Demographic Data                | 2010  | 2015      | 2020 (Projected) | Annual Rate of Change (2015-2020) |
|---------------------------------|-------|-----------|------------------|-----------------------------------|
| <b>Population</b>               | 3,924 | 4,259     | 4,495            | 1.11%                             |
| <b>Households</b>               | 1,677 | 1,835     | 1,942            | 1.17%                             |
| <b>Median Age</b>               | 36.3  | 35.6      | 36.0             | 0.22%                             |
| % 0-9                           | 14.1% | 14.4%     | 14.1%            | -0.42%                            |
| % 10-14                         | 6.0%  | 6.4%      | 6.8%             | 1.25%                             |
| % 15-24                         | 15.0% | 14.1%     | 13.2%            | -1.28%                            |
| % 25-34                         | 13.7% | 14.3%     | 14.6%            | 0.42%                             |
| % 35-44                         | 10.4% | 10.5%     | 12.1%            | 3.05%                             |
| % 45-54                         | 14.5% | 12.6%     | 10.6%            | -3.17%                            |
| % 55-64                         | 11.9% | 12.8%     | 12.7%            | -0.15%                            |
| % 65+                           | 14.4% | 14.9%     | 15.9%            | 1.34%                             |
| <b>Median Household Income</b>  | ***   | \$24,744  | \$27,967         | 2.61%                             |
| <b>Average Household Income</b> | ***   | \$42,260  | \$46,298         | 1.91%                             |
| <b>Per Capita Income</b>        | ***   | \$18,281  | \$21,097         | 3.08%                             |
| <b>Total Housing Units</b>      | 1,975 | 2,170     | 2,311            | 1.30%                             |
| % Owner Occupied Units          | 35.2% | 30.4%     | 29.1%            | -0.86%                            |
| % Renter Occupied Units         | 49.7% | 54.1%     | 54.9%            | 0.30%                             |
| % Vacant Housing Units          | 15.1% | 15.4%     | 16.0%            | 0.78%                             |
| <b>Median Home Value</b>        | ***   | \$106,553 | \$163,679        | 10.72%                            |

| 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.

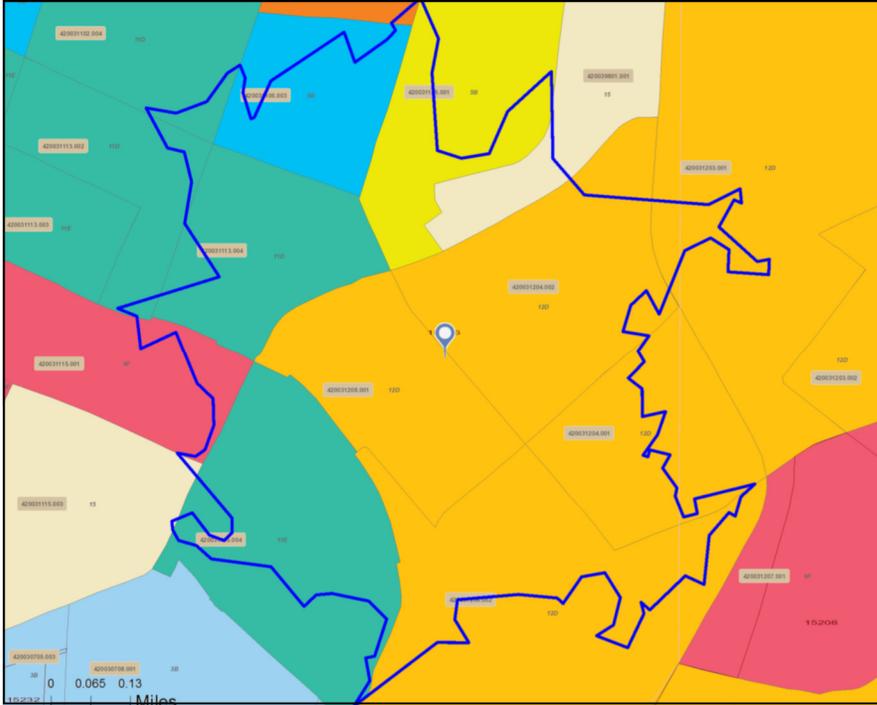
| 2015 Households by Disposable Income |          |
|--------------------------------------|----------|
| <\$15,000                            | 37.8%    |
| \$15,000—\$24,999                    | 16.0%    |
| \$25,000—\$34,999                    | 13.2%    |
| \$35,000—\$49,999                    | 8.9%     |
| \$50,000—\$74,999                    | 12.4%    |
| \$75,000—\$99,999                    | 6.1%     |
| \$100,000—\$149,999                  | 4.7%     |
| \$150,000+                           | 0.9%     |
| <b>Median Disposable Income</b>      | \$21,830 |

Note: Disposable income is after-tax household income.

| 2015 Educational Attainment (Ages 25+) |       |
|--|-------|
| No High School Diploma                 | 10.2% |
| High School Diploma or Some College    | 48.4% |
| Associates Degree                      | 8.0%  |
| Bachelor's Degree                      | 19.7% |
| Graduate or Professional Degree        | 13.6% |

| Spending Potential Index                  |    |
|---|----|
| <b>Apparel and Services</b>               | 59 |
| <b>Computers and Accessories</b>          | 57 |
| <b>Education</b>                          | 57 |
| <b>Entertainment / Recreation</b>         | 55 |
| <b>Food at Home</b>                       | 59 |
| <b>Food Away from Home</b>                | 57 |
| <b>Health Care</b>                        | 55 |
| <b>Household Furnishing and Equipment</b> | 56 |
| <b>Investment</b>                         | 38 |
| <b>Retail Goods</b>                       | 56 |
| <b>Shelter</b>                            | 59 |
| <b>TV/Video/Audio</b>                     | 61 |
| <b>Travel</b>                             | 51 |
| <b>Vehicle Maintenance &amp; Repair</b>   | 57 |
| <b>Total Expenditures</b>                 | 56 |

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

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

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

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.

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](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](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](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/](http://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](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)