

# Fifth and Forbes Avenue/Oakland Commercial District Oakland



## 2016 Business Summary (2 Minute Drive Time)

Number of Businesses:  
462

Number of Employees:  
26,119

Employees/Residential  
Population Ratio\*:  
3.11:1

Major Industries:  
Food Services & Drinking Places, Health  
& Personal Care Stores, Nonstore  
retailers

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	\$5,414,598	\$682,098	\$4,732,500	77.6	1
Furniture & Home Furnishing Stores	\$728,936	\$0	\$728,936	100.0	0
Electronics and Appliance Stores	\$1,404,131	\$1,653,149	-\$249,018	-8.1	2
Building Materials, Garden Equip. & Supply Stores	\$771,662	\$2,653,150	-\$1,881,488	-54.9	3
Food and Beverage Stores	\$5,137,535	\$12,874,684	-\$7,737,149	-43.0	9
Health and Personal Care Stores	\$971,143	\$22,579,558	-\$21,608,415	-91.8	12
Gasoline Stations	\$1,773,655	\$10,936,501	-\$9,162,846	-72.1	3
Clothing & Clothing Accessories Stores	\$1,379,821	\$5,321,846	-\$3,942,025	-58.8	8
Sporting Goods / Hobby / Music / Book Stores	\$851,552	\$3,424,531	-\$2,572,979	-60.2	9
General Merchandise Stores	\$4,297,612	0	\$4,297,612	100.0	0
Nonstore Retailers	\$774,554	\$23,275,907	-\$22,501,353	-93.6	2
Food Services & Drinking Places	\$2,822,849	\$30,331,610	-\$27,508,761	-83.0	63

\*\*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.

# Fifth and Forbes Avenue/Oakland Commercial District

Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	8,003	8,409	8,596	0.44%
<b>Households</b>	1,546	1,668	1,749	0.97%
<b>Median Age</b>	21.4	21.5	21.6	0.09%
% 0-9	0.5%	0.5%	0.5%	0.00%
% 10-14	0.2%	0.2%	0.2%	0.00%
% 15-24	89.5%	89.2%	87.9%	-0.29%
% 25-34	3.7%	3.8%	4.2%	2.11%
% 35-44	1.3%	1.2%	1.4%	3.33%
% 45-54	1.2%	1.1%	1.1%	0.00%
% 55-64	1.2%	1.3%	1.5%	3.08%
% 65+	2.5%	2.7%	3.3%	4.44%
<b>Median Household Income</b>	***	\$17,436	\$22,319	5.60%
<b>Average Household Income</b>	***	\$29,056	\$32,423	2.32%
<b>Per Capita Income</b>	***	\$11,188	\$12,117	1.66%
<b>Total Housing Units</b>	1,650	1,724	1,791	0.77%
% Owner Occupied Units	9.0%	8.2%	8.3%	0.00%
% Renter Occupied Units	84.7%	88.5%	89.4%	0.24%
% Vacant Housing Units	6.3%	3.2%	2.2%	-6.25%
<b>Median Home Value</b>	***	\$167,045	\$233,333	7.94%

Traffic Count Profile	Closest Cross-Street	Count
McKee Pl	Louisa St	2,693
Atwood St	Louisa St	3,534
S Bouquet St	Forbes Ave	2,893
Forbes Ave	S Bouquet St	17,280
S Bouquet St	Joncaire St	7,125
Bates St	Semple St	20,694
Roberto Clemente Dr	Schenley Dr	9,890
Bigelow Blvd	Fifth Ave	7,919
Fifth Ave	Robinson St	17,090

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	49.5%
\$15,000—\$24,999	6.5%
\$25,000—\$34,999	91.3%
\$35,000—\$49,999	13.8%
\$50,000—\$74,999	7.3%
\$75,000—\$99,999	1.9%
\$100,000—\$149,999	1.3%
\$150,000+	0.4%
<b>Median Disposable Income</b>	\$15,537

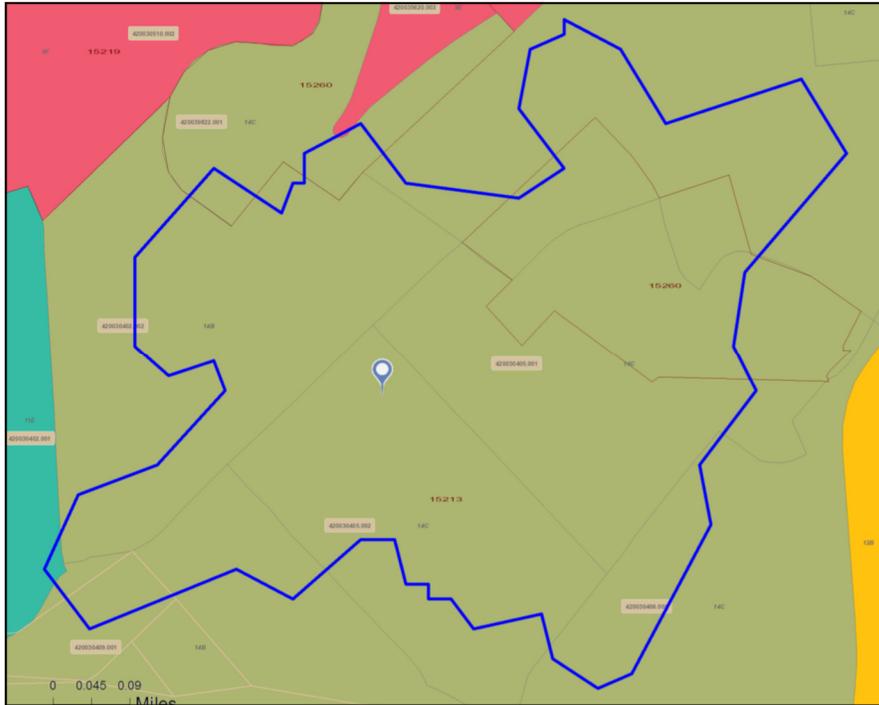
Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	18.6%
High School Diploma or Some College	33.7%
Associates Degree	1.2%
Bachelor's Degree	20.5%
Graduate or Professional Degree	26.1%

Spending Potential Index	
<b>Apparel and Services</b>	44
<b>Computers and Accessories</b>	49
<b>Education</b>	67
<b>Entertainment / Recreation</b>	37
<b>Food at Home</b>	41
<b>Food away from Home</b>	44
<b>Health Care</b>	30
<b>Household Furnishing and Equipment</b>	40
<b>Investment</b>	22
<b>Retail Goods</b>	39
<b>Shelter</b>	43
<b>TV/Video/Audio</b>	44
<b>Travel</b>	32
<b>Vehicle Maintenance &amp; Repair</b>	39
<b>Total Expenditures</b>	41

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.

# Fifth and Forbes Avenue/Oakland Commercial District



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- 6th youngest neighborhood in Pittsburgh
- 5th highest rate of college graduates
- Densest neighborhood in Pittsburgh
- Persons per sq. mile: 18,579 (City average: 5,646)
- Walk Score: 81
- Number of bus lines in neighborhood: 22

\* 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

#### Dorms to Diplomas

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the

#### College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents

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>**

# Fifth and Forbes Avenue/Oakland Commercial District

## 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)

### 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 [Joseette Fitzgibbons](mailto:Joseette.Fitzgibbons@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)



Oakland Street Scene

## Featured Business: Optimus Technologies



**Type of business:** Bioenergy

**URA Program Utilized:** Pittsburgh Entrepreneur Fund

**URA Investment:** \$100,000

**Private Investment:** \$933,000

**Total Project Investment:**  
\$1,033,000

## Contacts

Oakland Business Improvement District:  
[www.onlyinoakland.org/](http://www.onlyinoakland.org/)

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 [Joseette Fitzgibbons](mailto:Joseette.Fitzgibbons@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)