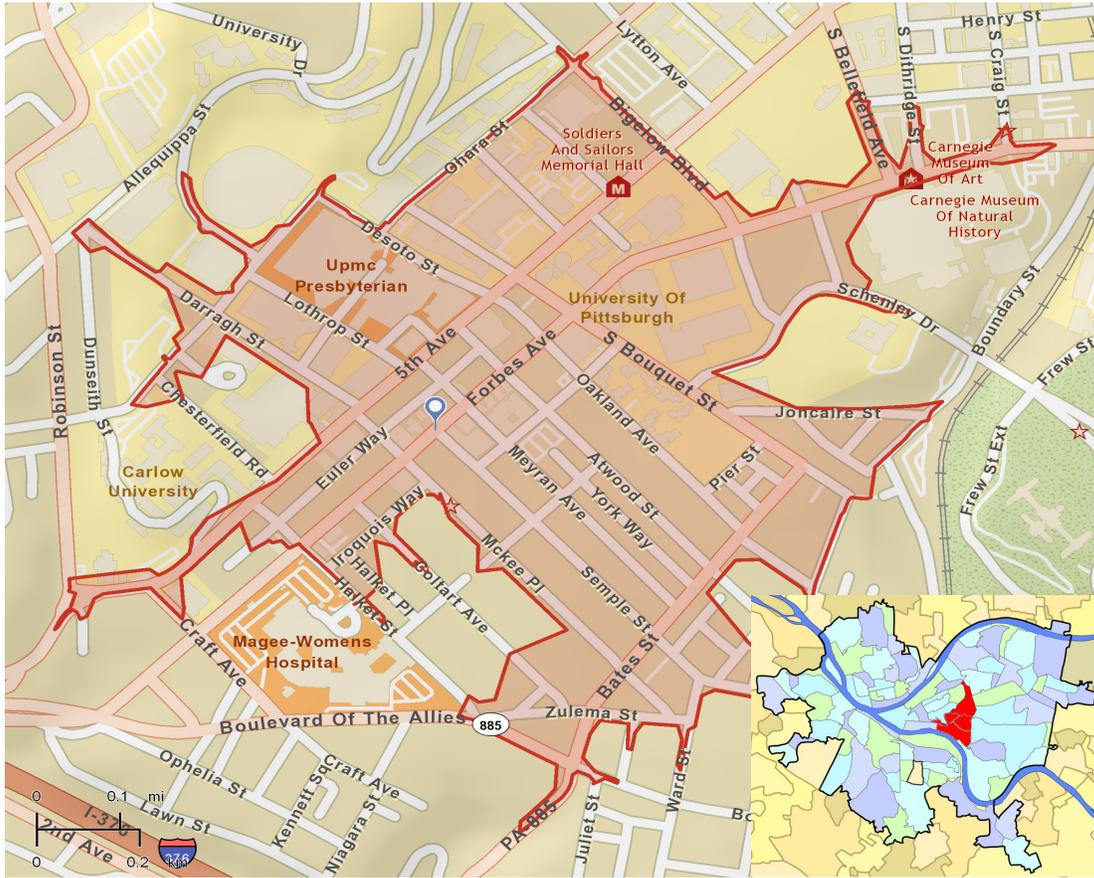


Forbes/Fifth Avenue Commercial District Oakland



2013 Business Summary

Number of Businesses:
399

Number of Employees:
9181

Employees/Residential
Population Ratio*:
1.13

Major Industries:
Educational Services, Food Services &
Drinking Places, Arts Entertainment &
Recreation

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	\$4,306,976	\$134,446	\$412,529	93.9	0
Furniture & Home Furnishing Stores	\$531,940	\$0	\$531,940	100.0	0
Electronics and Appliance Stores	\$749,080	\$1,107,254	-\$358,174	-19.3	1
Building Materials, Garden Equip. & Supply Stores	\$442,455	\$0	\$442,455	100.0	0
Food and Beverage Stores	\$4,738,897	\$3,744,613	\$994,282	11.1	6
Health and Personal Care Stores	\$1,268,038	\$9,490,207	-\$8,222,169	-76.4	9
Gasoline Stations	\$2,786,078	\$0	\$2,786,078	100.0	0
Clothing & Clothing Accessories Stores	\$1,697,143	\$1,866,424	-\$169,282	-4.8	7
Sporting Goods / Hobby / Music / Book Stores	\$969,402	\$7,432,952	-\$6,463,550	-76.9	7
General Merchandise Stores	\$3,841,618	\$0	\$3,841,618	100.0	0
Nonstore Retailers	\$2,201,583	\$4,022,589	-\$1,821,005	-29.3	1
Food Services & Drinking Places	\$2,941,020	\$14,892,273	-\$11,951,253	67.0	35

**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.

Forbes/Fifth Avenue Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	7,667	8,150	8,699	1.35%
Households	1,411	1,550	1,795	3.16%
Median Age	21.4	21.5	21.7	0.19%
% 0-9	0.5	0.5	0.6	4.00%
% 10-14	0.2	0.2	0.2	0.00%
% 15-24	89.8	89.6	88.0	-0.36%
% 25-34	3.6	3.7	4.2	2.70%
% 35-44	1.3	1.3	1.4	1.54%
% 45-54	1.1	1.0	1.1	2.00%
% 55-64	1.0	1.0	1.4	8.00%
% 65+	1.5	1.5	1.7	2.67%
Median Household Income	\$20,065	\$25,671	\$28,591	2.27%
Average Household Income	\$36,468	\$38,945	\$45,726	3.48%
Per Capita Income	\$16,282	\$21,394	\$23,314	1.79%
Total Housing Units	1,497	1,638	1,875	2.89%
% Owner Occupied Units	7.6%	6.8%	7.1%	0.88%
% Renter Occupied Units	86.6%	87.8%	88.6%	0.18%
% Vacant Housing Units	5.7%	5.4%	4.3%	-4.07%
Median Home Value	\$99,286	\$147,650	\$191,221	5.90%

Traffic Count Profile	Closest Cross-Street	Count
McKee Pl	Louisa St	2,979
Atwood St	Louisa St	4,002
S Bouquet St	Forbes Ave	3,186
Halket St	Halket Pl	10,559
Forbes Ave	S Bouquet St	20,272
S Bouquet St	Joncaire St	8,356
Bates St	Semple St	20,694
Blvd of the Allies	Niagara St	22,635
Roberto Clemente Dr	Schenley Dr	10,796
Craft Ave	Craft Pl	8,143

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

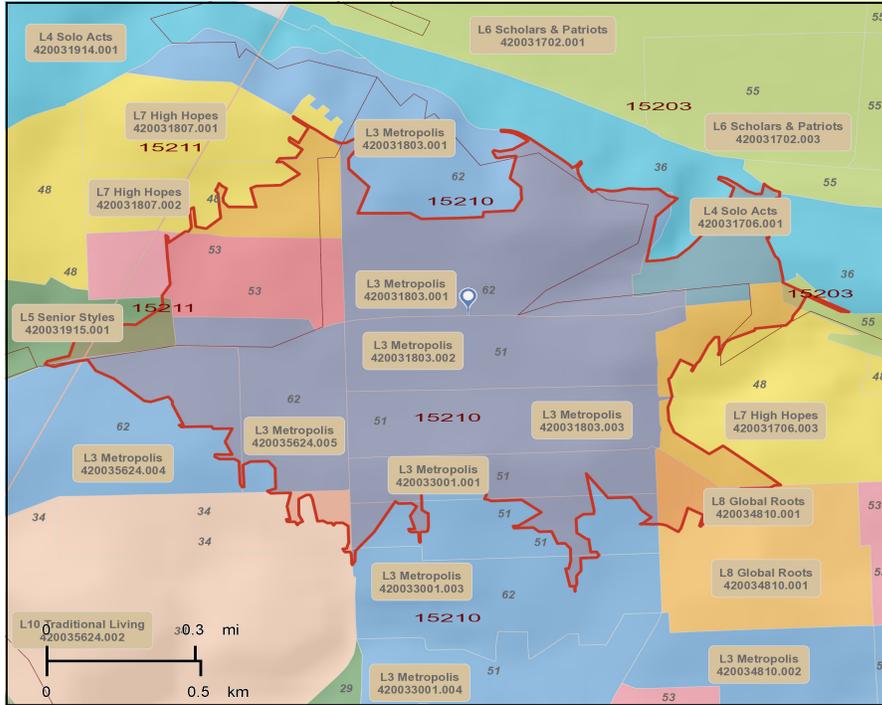
2013 Households by Disposable Income	
<\$15,000	28.5%
\$15,000—\$24,999	25.2%
\$25,000—\$34,999	17.9%
\$35,000—\$49,999	11.7%
\$50,000—\$74,999	7.9%
\$75,000—\$99,999	5.2%
\$100,000—\$149,999	2.6%
\$150,000+	0.9%
Median Disposable Income	\$22,801

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	19.3%
High School Diploma or Some College	36.9%
Associates Degree	0.8%
Bachelor's Degree	18.7%
Graduate or Professional Degree	11.7%

Spending Potential Index	
Apparel and Services	49
Computers and Accessories	83
Education	126
Entertainment / Recreation	58
Food at Home	64
Food away from Home	72
Health Care	41
Household Furnishing and Equipment	56
Investment	26
Miscellaneous	49
Shelter	61
Transportation	62
Travel	48
Total Expenditures	58

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*

- 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 (100%)

Spending patterns of *Dorms to Diplomas* residents reflect their carefree lifestyle and their focus on their education. When they do not eat at the dining hall or in one of the nearby fast-food restaurants, they use convenient prepared and frozen foods. Most individuals own or share a refrigerator and microwave. Owning a personal computer is a necessity; they prefer laptops. Internet access is available to all and used frequently to research school assignments, find employment opportunities, make travel plans, and keep in touch with friends and family. Most own cell phones, iPods, and digital cameras. They download music and share videos. They bank online. Aside from the exercise they get from participating in college sports and walking or jogging around campus, they work out at on-campus gyms. Favorite pastimes include playing football, basketball, volleyball, and practicing yoga. They eat low-fat, low-calorie food. They also attend rock concerts, go dancing, and go to the movies and the theater. Typical of dorm life, they spend time with friends watching sports and playing cards. Although they often shop at discount stores, they prefer branded clothing from American Eagle and Old Navy.

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



Oakland Street Scene

Featured Business: Biosafe, Inc.

Type of business: Biotechnology

URA Program Utilized: Pittsburgh Entrepreneur Fund (PEF)

URA Investment: \$200,000

Private Investment: \$300,000

Total Project Investment: \$500,000

Contacts

Oakland Business Improvement District: <http://www.onlyinoakland.org/>

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: PGHSNAP, 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