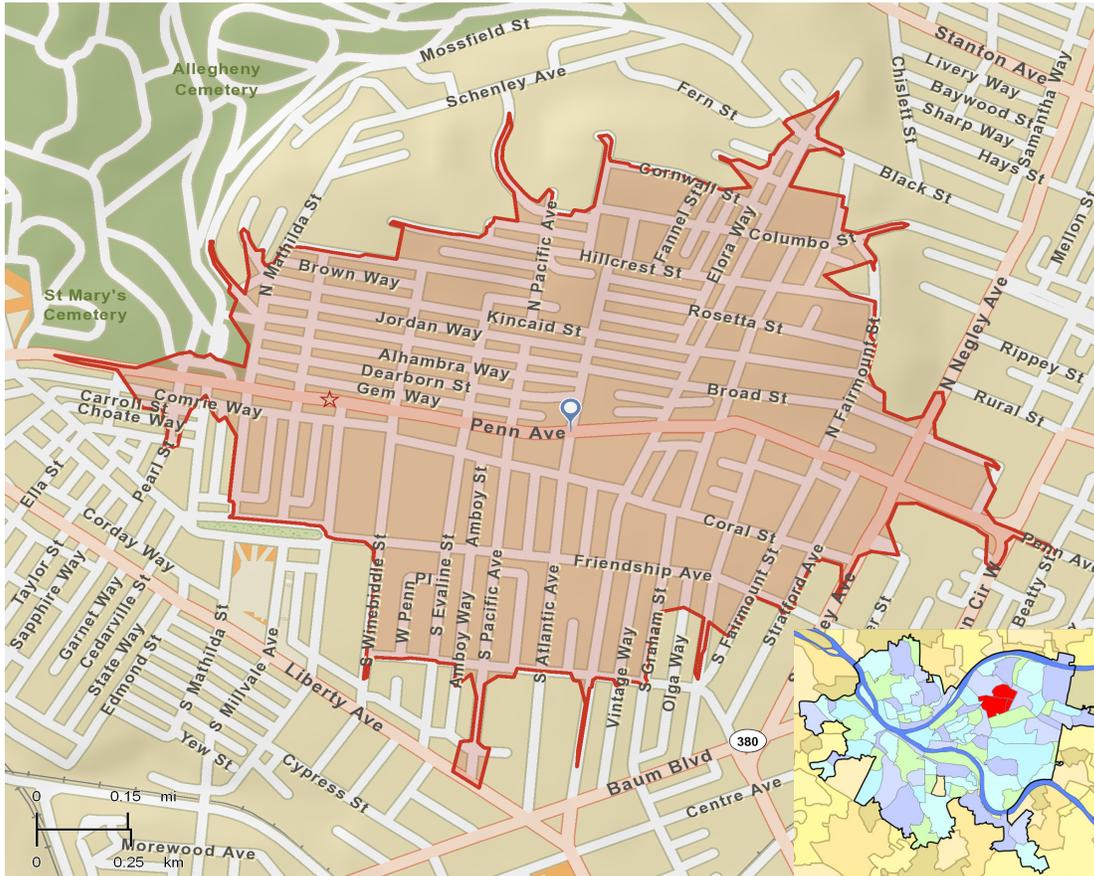


Penn Avenue Arts District

Bloomfield / Garfield / Friendship



2013 Business Summary

Number of Businesses:
248

Number of Employees:
1246

Employees/Residential
Population Ratio*:
0.21

Major Industries:
Food Services & Drinking Places, Arts
Entertainment & Recreation, Auto
Repair & Maintenance

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	\$8,581,124	\$521,192	\$8,059,932	88.5	2
Furniture & Home Furnishing Stores	\$974,143	\$1,961,311	-\$987,168	-33.6	2
Electronics and Appliance Stores	\$1,290,304	\$93,301	\$1,197,003	86.5	1
Building Materials, Garden Equip. & Supply Stores	\$1,239,307	\$277,793	\$961,514	63.4	3
Food and Beverage Stores	\$90,006,725	\$2,606,340	\$6,400,384	55.1	9
Health and Personal Care Stores	\$2,932,780	\$740,065	\$2,192,714	59.7	0
Gasoline Stations	\$5,251,519	\$516,037	\$4,735,482	82.1	1
Clothing & Clothing Accessories Stores	\$2,905,617	\$5,485	\$2,900,131	99.6	0
Sporting Goods / Hobby / Music / Book Stores	\$1,438,785	\$208,320	\$1,230,466	74.7	2
General Merchandise Stores	\$7,144,227	\$921,904	\$6,222,323	77.1	1
Nonstore Retailers	\$4,490,038	\$99,467	\$4,390,570	95.7	1
Food Services & Drinking Places	\$5,012,172	\$1,048,878	\$3,963,294	65.4	8

**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.

Penn Avenue Arts District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	5,912	5,850	5,809	-0.14%
Households	2,935	2,890	2,892	0.01%
Median Age	32.8	32.8	33.4	0.37%
% 0-9	10.3%	10.3%	10.2%	-0.19%
% 10-14	5.0%	5.0%	5.0%	0.00%
% 15-24	16.7%	16.6%	15.4%	-1.45%
% 25-34	21.8%	22.0%	22.3%	0.27%
% 35-44	11.5%	11.1%	11.0%	-0.18%
% 45-54	12.4%	12.0%	11.1%	-1.50%
% 55-64	11.3%	11.7%	12.2%	0.85%
% 65+	11%	11.5%	12.8%	2.26%
Median Household Income	\$29,218	\$27,437	\$30,074	1.92%
Average Household Income	\$40,526	\$42,095	\$49,565	3.55%
Per Capita Income	\$21,384	\$20,878	\$24,727	3.69%
Total Housing Units	3,496	3,455	3,420	-0.20%
% Owner Occupied Units	29.1%	26.7%	27.5%	0.60%
% Renter Occupied Units	54.8%	56.9%	57.1%	0.07%
% Vacant Housing Units	16.0%	16.4%	15.4%	-1.22%
Median Home Value	\$74,699	\$93,285	\$106,860	2.91%

Traffic Count Profile	Closest Cross-Street	Count
N Aiken Ave	Kincaid St	1,875
S Negley Ave	Friendship Ave	12,841
Baum Blvd	Vintage Way	9,367
Friendship Ave	Joliet Way	11,816*
Black St	N Fairmount St	17,968
Liberty Ave	Cedarville St	13,024
Penn Cir W	Friendship Ave	7,668
Penn Cir W	Broad St	10,973
S Negley Ave	E Bus Way	13,901*
Penn Cir S	Trade St	7,668

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

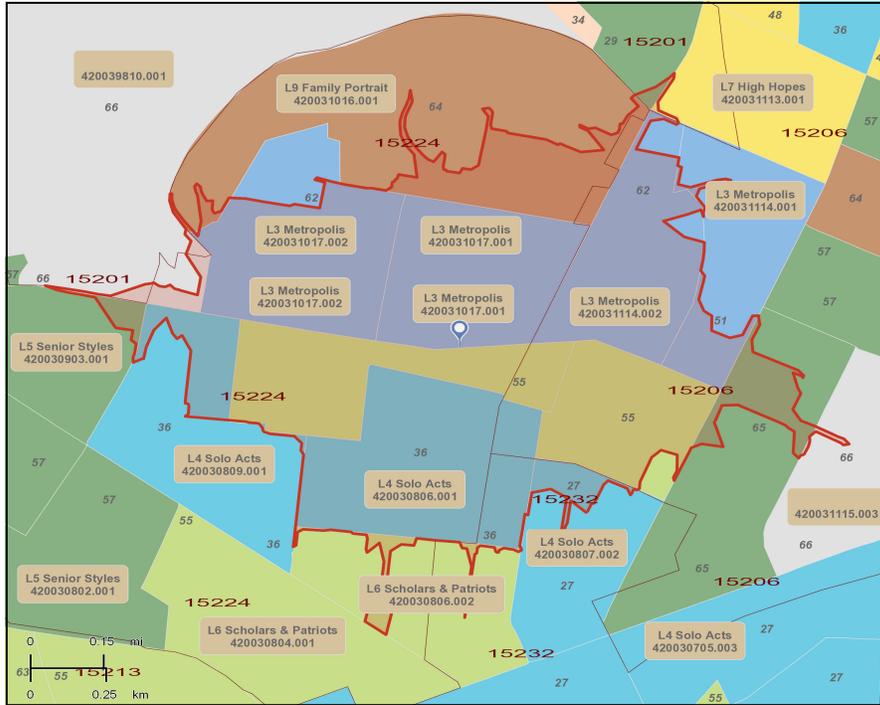
2013 Households by Disposable Income	
<\$15,000	30.6%
\$15,000—\$24,999	19.9%
\$25,000—\$34,999	17.1%
\$35,000—\$49,999	12.0%
\$50,000—\$74,999	10.8%
\$75,000—\$99,999	4.3%
\$100,000—\$149,999	4.8%
\$150,000+	0.4%
Median Disposable Income	\$24,609

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	12.1%
High School Diploma or Some College	41.2%
Associates Degree	8.3%
Bachelor's Degree	21.4%
Graduate or Professional Degree	17%

Spending Potential Index	
Apparel and Services	45
Computers and Accessories	66
Education	71
Entertainment / Recreation	63
Food at Home	67
Food away from Home	66
Health Care	60
Household Furnishing and Equipment	55
Investment	41
Miscellaneous	61
Shelter	63
Transportation	65
Travel	56
Total Expenditures	62

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*

- Cultural district attracts artists, musicians, and other participants in the creative economy

* 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 (31.2%)

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.

College Towns (29.2%)

Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald's, Wendy's, and pizza outlets during the week; however, many cook at home over the weekend. They buy books online and in stores. They have student loans and bank online or by ATM. These computer-savvy students own laptop computers or expensive desktop personal computers and the peripherals to match. Connecting to the Internet is essential; they go online to research assignments, look for jobs, check e-mail, and download music. Keeping in touch is also important; they buy and use cell phones and accessories. New to living on their own, many College Towns residents purchase bedding, bath, and cooking products. They own few appliances but, at a minimum, have a microwave oven, a toaster, and an upright vacuum cleaner. Their lifestyle is very casual. They rank high for participating in nearly every outdoor sport and athletic activity. College Towns residents attend country music and rock concerts and college basketball and football games, play pool, and go to movies and bars. They also participate in public activities including fund-raising and volunteer work. They usually listen to alternative music on their MP3 players, tune in to public radio, and watch MTV and Comedy Central on cable TV. They shop at discount stores but prefer to buy branded clothes from Old Navy, Gap, and Target.

Old and Newcomers (27.5%)

Their purchases reflect the unencumbered lifestyles of singles and renters. They spend less at the grocery store than larger households. A domestic subcompact or compact car serves them well. They arrange their vacations to keep in touch with out-of-town relatives and friends. They read fiction and non-fiction, newspapers, and magazines. They watch TV, listen to contemporary hit radio, go to the movies, and rent DVDs to view at home. Their leisure activities are as varied as their ages. They exercise by walking, swimming, and going bowling. They also cook at home.

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



Street Scene on Penn Avenue

Featured Business: Salt of the Earth



Type of Business: Restaurant

URA Program Utilized: Pittsburgh Business Growth Fund (PBGF)

URA Investment: \$150,000

Private Investment: \$305,000

Total Project Investment: \$455,000

Contacts

Bloomfield Garfield Corporation:
<http://www.bloomfield-garfield.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