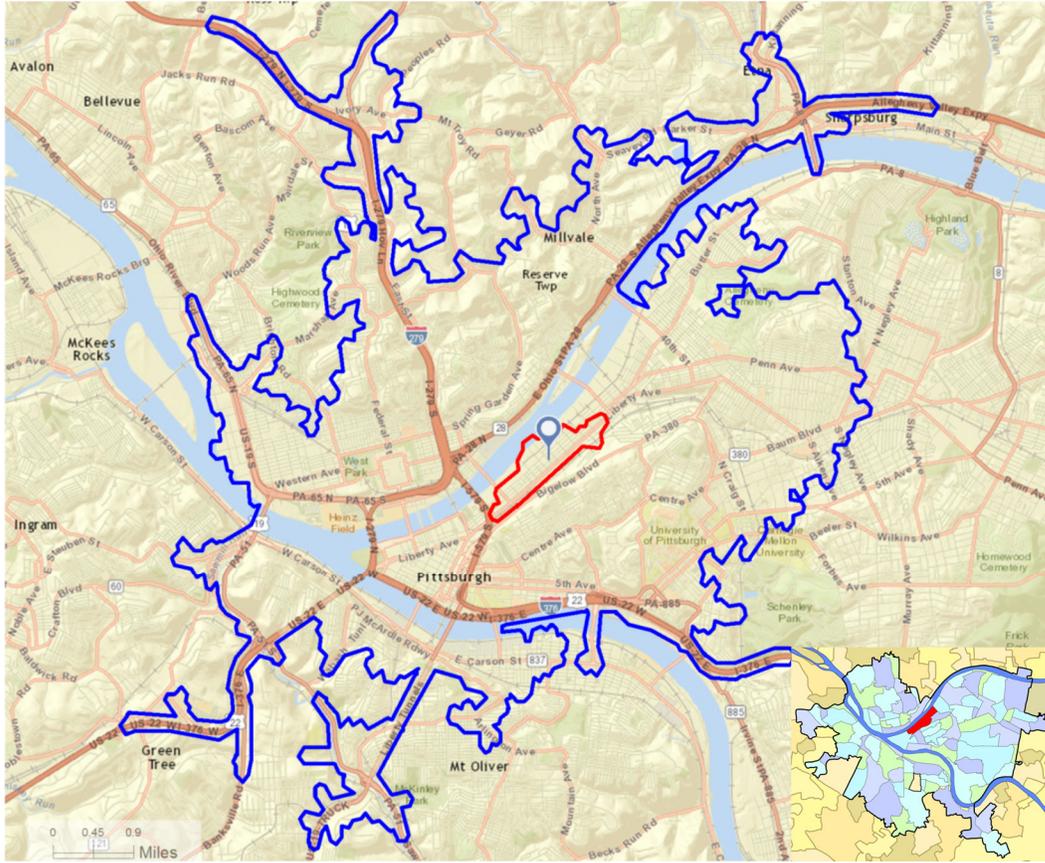


# Penn Avenue / Smallman Street Commercial District

## Strip District



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

Number of Businesses:  
406

Number of Employees:  
10,414

Employees/Residential  
Population Ratio\*:  
21.34:1

Major Industries:  
Food & Beverage Stores, Food Services  
& Drinking Places, Furniture & Home  
Furnishing Stores

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	114	66
Computers and Accessories	114	66
Education	119	69
Entertainment / Recreation	97	61
Food at Home	106	66
Food Away from Home	113	65
Health Care	84	59
Household Furnishing and Equipment	102	62
Investment	75	47
Retail Goods	99	63
Shelter	112	67
TV/Video/Audio	105	68
Travel	95	57
Vehicle Maintenance & Repair	100	63
<b>Total Expenditures</b>	<b>103</b>	<b>63</b>

2015 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	5.1%	31.5%
\$15,000—\$24,999	9.0%	16.3%
\$25,000—\$34,999	16.4%	14.5%
\$35,000—\$49,999	24.5%	13.2%
\$50,000—\$74,999	25.7%	13.3%
\$75,000—\$99,999	6.9%	5.2%
\$100,000—\$149,999	8.4%	3.9%
\$150,000+	4.2%	2.1%
<b>Median Disposable Income</b>	<b>\$45,913</b>	<b>\$26,130</b>

Note: Disposable income is after-tax household income.

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.

\*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

## Penn Ave / Smallman St Commercial District



Demographic Data: 2 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	492	488	488	0.00%
<b>Households</b>	332	335	339	0.24%
<b>Median Age</b>	34.7	37.7	36.9	-0.42%
% 0-9	5.2%	4.6%	4.1%	-2.17%
% 10-14	1.6%	2.5%	1.2%	-10.40%
% 15-24	11.0%	8.1%	13.4%	13.09%
% 25-34	32.9%	28.6%	27.9%	-0.49%
% 35-44	18.9%	18.4%	18.1%	-0.33%
% 45-54	11.4%	10.7%	13.6%	5.42%
% 55-64	11.8%	13.6%	9.2%	-6.47%
% 65+	7.1%	9.7%	12.7%	6.19%
<b>Median Household Income</b>	***	\$56,654	\$61,890	1.85%
<b>Average Household Income</b>	***	\$76,747	\$88,233	2.99%
<b>Per Capita Income</b>	***	\$51,079	\$59,424	3.27%
<b>Total Housing Units</b>	385	389	393	0.21%
% Owner Occupied Units	7.8%	6.9%	6.9%	0.00%
% Renter Occupied Units	78.4%	79.2%	79.1%	-0.03%
% Vacant Housing Units	13.8%	13.9%	13.7%	-0.29%
<b>Median Home Value</b>	***	\$350,000	\$500,000	8.57%

Traffic Count Profile	Closest Cross-Street	Count
Penn Ave	24th St	12,689
Liberty Ave	25th St	18,088
Smallman St	24th St	7,414
16th Street Brg	Mulberry Way	10,424

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.

Demographic Data: 10 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	107,235	107,984	108,659	0.13%
<b>Households</b>	48,388	49,103	49,698	0.24%
<b>Median Age</b>	29.5	30.8	32.0	0.78%
% 0-9	7.2%	7.1%	7.1%	0.00%
% 10-14	3.1%	2.9%	3.0%	0.67%
% 15-24	30.1%	28.1%	27.2%	-0.64%
% 25-34	17.1%	18.4%	17.5%	-0.98%
% 35-44	9.3%	9.7%	10.9%	2.47%
% 45-54	11.0%	9.6%	8.8%	-1.67%
% 55-64	9.6%	10.5%	10.3%	-0.38%
% 65+	12.6%	13.6%	15.2%	2.35%
<b>Median Household Income</b>	***	\$30,276	\$35,200	3.25%
<b>Average Household Income</b>	***	\$47,082	\$54,024	2.95%
<b>Per Capita Income</b>	***	\$22,617	25,904	2.91%
<b>Total Housing Units</b>	57,008	58,034	58,563	0.18%
% Owner Occupied Units	30.2%	27.6%	27.2%	-0.29%
% Renter Occupied Units	54.7%	57.1%	57.6%	0.18%
% Vacant Housing Units	15.1%	15.4%	15.1%	-0.39%
<b>Median Home Value</b>	***	\$122,044	\$153,620	5.17%

# Penn Ave / Smallman St Commercial District

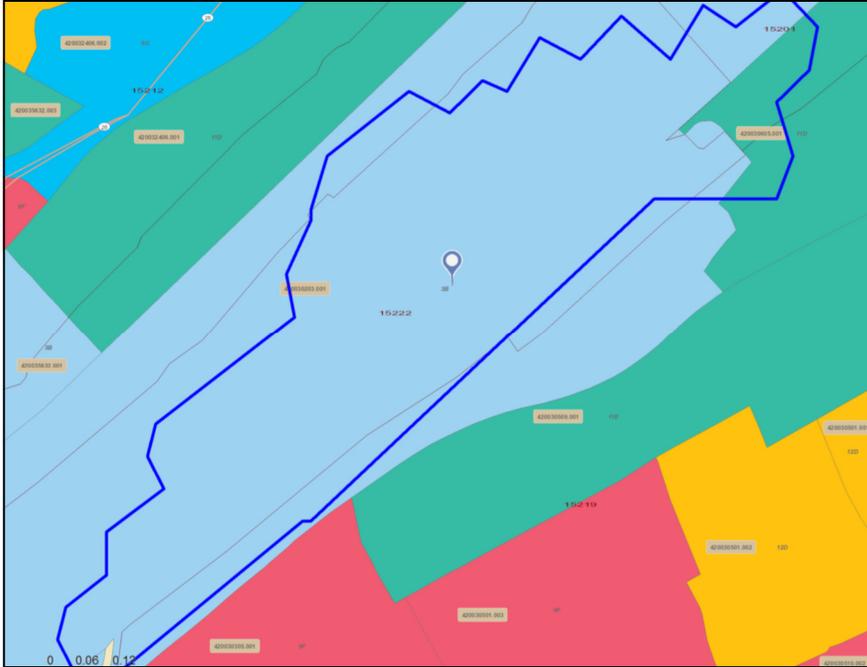


Marketplace Profile **: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$2,723,832	\$7,456,261	-\$4,732,429	-46.5	1
Furniture & Home Furnishing Stores	\$380,485	\$48,314,092	-\$47,631,788	-97.2	6
Electronics and Appliance Stores	\$682,304	\$158,495	\$103,339	24.6	1
Building Materials, Garden Equip. & Supply Stores	\$465,484	\$3,281,092	-\$2,815,608	-75.2	3
Food and Beverage Stores	\$2,607,713	\$63,418,547	-\$60,810,834	-92.1	19
Health and Personal Care Stores	\$522,419	\$356,406	\$166,013	18.9	1
Gasoline Stations	\$839,708	\$0	\$839,708	100.0	0
Clothing & Clothing Accessories Stores	\$704,869	\$1,352,556	-\$647,687	-31.5	4
Sporting Goods / Hobby / Music / Book Stores	\$404,047	\$10,654,044	-\$10,249,997	-92.5	5
General Merchandise Stores	\$2,182,220	\$931,065	\$1,251,155	40.2	1
Nonstore Retailers	\$401,059	\$2,368,542	-\$1,967,483	-71.0	1
Food Services & Drinking Places	\$1,454,338	\$27,025,231	-\$25,570,893	-89.9	51

Marketplace Profile **: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$250,546,359	\$403,634,652	-\$153,088,293	-23.4	58
Furniture & Home Furnishing Stores	\$33,746,027	\$28,540,494	\$5,205,533	8.4	32
Electronics and Appliance Stores	\$61,133,857	\$469,510,902	-\$408,377,045	-77.0	85
Building Materials, Garden Equip. & Supply Stores	\$46,080,418	\$66,093,027	-\$20,012,609	-17.8	55
Food and Beverage Stores	\$237,782,953	\$323,744,654	-\$85,961,701	-15.3	143
Health and Personal Care Stores	\$50,838,529	\$128,950,018	-\$78,111,489	-43.3	69
Gasoline Stations	\$79,609,678	\$96,740,626	-\$17,130,948	-9.7	33
Clothing & Clothing Accessories Stores	\$60,071,654	\$106,350,800	-\$46,279,146	-27.8	145
Sporting Goods / Hobby / Music / Book Stores	\$35,848,753	\$46,946,299	-\$11,097,546	-13.4	68
General Merchandise Stores	\$194,792,431	\$51,266,060	\$143,526,371	58.3	30
Nonstore Retailers	\$38,036,056	\$182,880,535	-\$144,844,479	-65.6	32
Food Services & Drinking Places	\$123,140,525	\$436,786,005	-\$313,645,480	-56.0	839

2015 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
<b>No High School Diploma</b>	4.3%	9.2%
<b>High School Diploma or Some College</b>	14.9%	46.1%
<b>Associates Degree</b>	7.2%	7.7%
<b>Bachelor's Degree</b>	35.8%	19.7%
<b>Graduate or Professional Degree</b>	37.7%	17.4%

\*\*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.



## Trade Area Tapestry Segmentation Area Profile:

### Neighborhood Quick Facts\*

- Nightlife and specialty food district creates a regional destination
- Number of bus lines in neighborhood: 6

\* 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

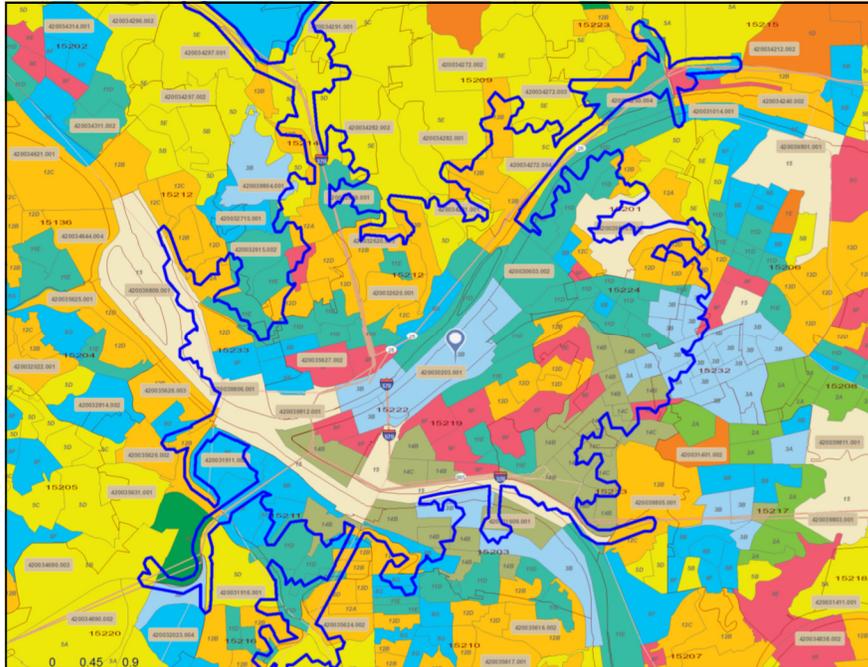
### Metro Renters

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

### Top Tier

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping.

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>**



## 10 Min Drive Time Tapestry Segmentation Area Profile:

### Neighborhood Quick Facts\*

- Persons per sq. mi. in 2008: 566 (City average: 5,646)
- Walk Score: 83

\* 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

### 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.

### 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 seek out variety and adventure in their lives.

### Metro Renters

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

### Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

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## 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 [Josette Fitzgibbons](mailto:Josette.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)



### Featured Business: Redzone Robotics



**Type of Business:** Robotics

**URA Program Utilized:** Business Improvement Fund (BIF)

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

**Private Investment:** \$675,000

**Total Project Investment:** \$775,000

*Saturday morning in the Strip District*

### Contacts

Strip District Neighbors  
[stripdistrictneighbors.com](http://stripdistrictneighbors.com)

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: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)