

Penn Ave / Smallman St Commercial District Strip District



2013 Business Summary

Number of Businesses:
343

Number of Employees:
5715

Employees/Residential
Population Ratio*:
42.33

Major Industries:
Wholesale Trade, Food & Beverage
Stores, Food Services & Drinking
Places

For more information on the
neighborhood, visit:



Spending Potential Index	Trade area	10 min-ute drive
Apparel and Services	61	56
Computers and Accessories	93	84
Education	100	92
Entertainment / Recreation	81	79
Food at Home	83	82
Food away from Home	91	83
Health Care	67	74
Household Furnishing and Equip-ment	73	69
Investment	71	55
Miscellaneous	77	76
Shelter	90	81
Transportation	82	80
Travel	77	73
Total Expenditures	82	78

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	19.0%	26.2%
\$15,000—\$24,999	13.9%	17.9%
\$25,000—\$34,999	13.9%	15.4%
\$35,000—\$49,999	20.3%	13.8%
\$50,000—\$74,999	16.5%	13.0%
\$75,000—\$99,999	8.9%	5.6%
\$100,000—\$149,999	5.1%	5.6%
\$150,000+	1.3%	2.6%
Median Disposable Income	\$36,285	\$28,113

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 employ-ees working in the area versus the number of residents. A higher ratio indicates more com-mercial presence.

Penn Ave / Smallman St Commercial District

Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	135	135	134	-0.15%
Households	79	79	78	-0.25%
Median Age	34.9	34.8	35.1	0.17%
% 0-9	5.2%	5.1%	5.3%	0.78%
% 10-14	3.0%	3.0%	3.0%	0.00%
% 15-24	9.6%	9.6%	9.0%	-1.25%
% 25-34	32.6%	33.1%	32.3%	-0.48%
% 35-44	19.3%	18.4%	18.8%	0.43%
% 45-54	11.1%	11.0%	9.8%	-2.18%
% 55-64	11.9%	12.5%	12.8%	0.48%
% 65+	7.3%	7.3%	9.1%	4.93%
Median Household Income	\$58,972	\$42,649	\$51,785	4.28%
Average Household Income	\$58,737	\$55,510	\$66,274	3.88%
Per Capita Income	\$28,605	\$36,316	\$43,129	3.75%
Total Housing Units	94	92	91	-0.22%
% Owner Occupied Units	7.4%	6.5%	7.7%	3.69%
% Renter Occupied Units	76.6%	78.3%	79.1%	0.20%
% Vacant Housing Units	16.0%	14.1%	14.3%	0.28%
Median Home Value	\$92,857	\$291,667	\$337,500	3.14%
Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	186,954	188,550	190,183	0.17%
Households	84,168	84,035	85,336	0.31%
Median Age	30.4	30.4	31.1	0.46%
% 0-9	7.6%	7.6%	7.6%	0.00%
% 10-14	12.4%	12.3%	12.1%	-0.33%
% 15-24	18.0%	18.3%	17.5%	-0.87%
% 25-34	18.3%	18.4%	18.6%	0.22%
% 35-44	9.7%	9.3%	9.2%	-0.22%
% 45-54	11.1%	10.7%	9.9%	-1.50%
% 55-64	10.0%	10.3%	10.7%	0.78%
% 65+	12.6%	13.0%	14.4%	2.15%
Median Household Income	\$41,204	\$32,724	39,190	3.95%
Average Household Income	\$54,295	\$52,954	\$62,514	3.61%
Per Capita Income	\$25,060	\$26,606	\$31,127	3.40%
Total Housing Units	\$97,018	\$96,917	\$97,183	0.05%
% Owner Occupied Units	34.0%	34.0%	31.8%	-1.29%
% Renter Occupied Units	52.7%	52.7%	54.9%	0.83%
% Vacant Housing Units	13.2%	13.2%	13.3%	0.15%
Median Home Value	\$101,960	\$102,850	\$119,360	3.21%

Traffic Count Profile	Closest Cross-Street	Count
Penn Ave	24th St	13,024
Liberty Ave	25th St	19,845
Smallman St	Humbolt St	8,240
Bigelow Blvd	Pindhyam St	23,684
River Ave	Troy Hill Rd	1,778
E Ohio St	Mullberry Way	45,125
16th St	Wylie Ave	12,775
Kirkpatrick St	Province St	3,721
Troy Hill Rd	Francis St	3,454
Bedford Ave	Francis St	2,875

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: 2007

Penn Ave / Smallman St Commercial District

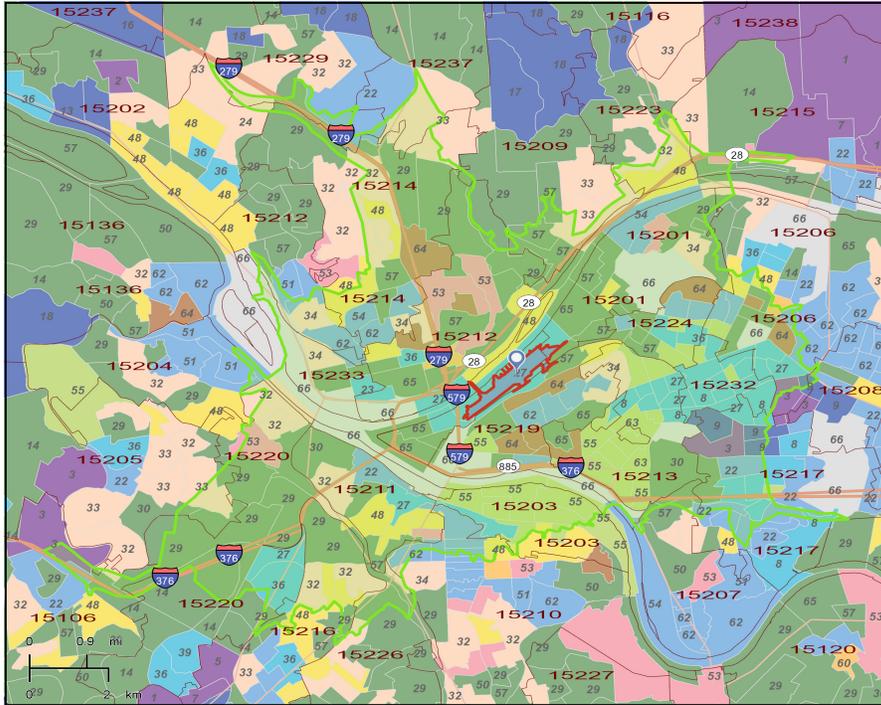


Marketplace Profile** : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$305,899	\$204,863	\$101,036	19.8	1
Furniture & Home Furnishing Stores	\$36,180	\$2,893,868	-\$2,857,687	-97.5	8
Electronics and Appliance Stores	\$46,541	\$291,650	-\$245,109	-72.5	1
Building Materials, Garden Equip. & Supply Stores	\$39,622	\$739,905	-\$700,284	-89.8	3
Food and Beverage Stores	\$310,002	\$6,512,254	-\$6,202,252	-90.9	16
Health and Personal Care Stores	\$93,049	\$182,531	-\$89,482	-32.5	1
Gasoline Stations	\$173,908	\$0	\$173,908	100.0	0
Clothing & Clothing Accessories Stores	\$107,764	\$1,328,108	-\$1,220,344	-85.0	5
Sporting Goods / Hobby / Music / Book Stores	\$52,226	\$1,555,986	-\$1,503,760	-93.5	2
General Merchandise Stores	\$249,877	\$0	\$249,877	100.0	0
Nonstore Retailers	\$150,577	\$719,605	-\$569,028	-65.4	1
Food Services & Drinking Places	\$192,351	\$5,462,951	-\$5,270,600	-93.2	21

Marketplace Profile** : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$310,451,556	\$98,162,179	\$212,289,377	52.0	67
Furniture & Home Furnishing Stores	\$36,018,023	\$23,805,059	\$12,212,965	20.4	61
Electronics and Appliance Stores	\$46,963,300	\$32,391,809	\$14,571,491	18.4	63
Building Materials, Garden Equip. & Supply Stores	\$46,652,120	\$23,648,105	\$23,004,015	32.7	45
Food and Beverage Stores	\$319,846,115	\$270,151,894	\$49,694,221	8.4	247
Health and Personal Care Stores	\$103,042,790	\$183,346,791	-\$80,304,001	-28.0	101
Gasoline Stations	\$182,601,270	\$323,639,599	-\$141,038,330	-27.9	39
Clothing & Clothing Accessories Stores	\$106,076,538	\$144,757,838	-\$38,681,300	-15.4	219
Sporting Goods / Hobby / Music / Book Stores	\$52,336,647	\$60,440,357	-\$8,103,709	-7.2	109
General Merchandise Stores	\$255,783,608	\$20,064,690	\$235,718,919	85.5	36
Nonstore Retailers	\$161,297,003	\$1,325,401,682	\$1,164,104,679	-78.3	53
Food Services & Drinking Places	\$184,669,549	\$375,023,189	-\$190,353,640	-34.0	592

2013 Educational Attainment (Ages 25+)	
No High School Diploma	8.0%
High School Diploma or Some College	27%
Associates Degree	4.3%
Bachelor's Degree	33.6%
Graduate or Professional Degree	26.3%

**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.



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

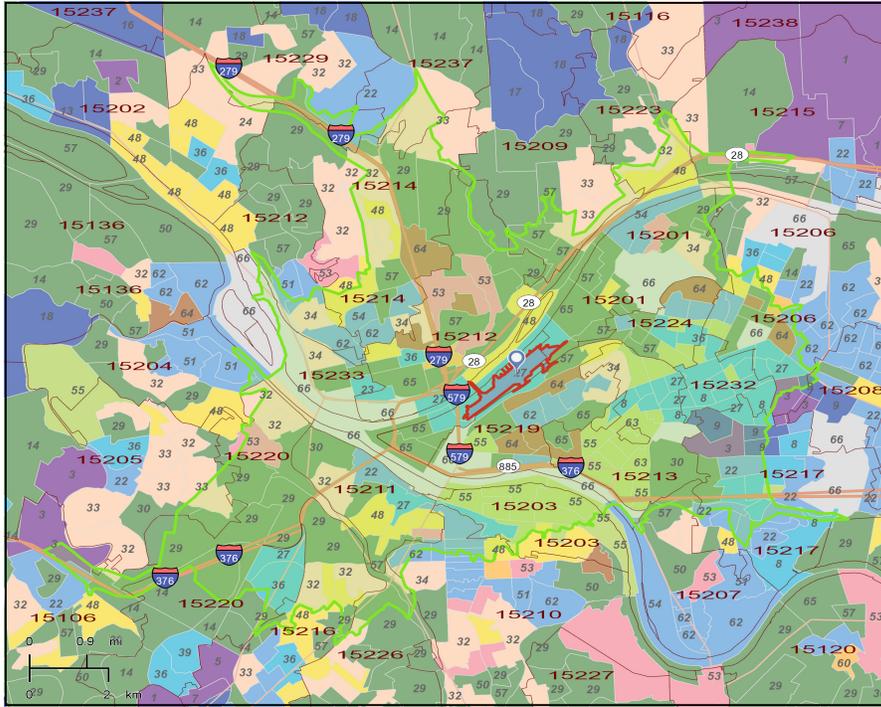
* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see <http://www.walkscore.com/>

TAPESTRY SEGMENT DESCRIPTIONS

Metro Renters (100%)

Because they rent, “home and hearth” products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter’s insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active Metro Renters residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs. They rent foreign and classic films on DVD. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online; they prefer laptops, although many also own PDAs. Politically, these neighborhoods are liberal.

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

Metro Renters (17.8%)

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Simple Living (11.0%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go salt-water fishing. Community activities are also important to the latter; they join fraternal orders and veterans’ clubs. Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn’t important.

College Towns (10.6%)

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.

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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

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



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

Neighbors in the Strip: <http://www.neighborsinthestrip.com/>

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](mailto:jfitzgibbons@ura.org) 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