

MARKET PROFILE

**Fifth and Forbes Avenues Commercial District
Uptown / Hill District**



2013 Business Summary

Number of Businesses: 365

Number of Employees: 9446

Employees/Residential Population Ratio*: 1.57

Major Industries: Health Care & Social Assistance, Legal Services, Real Estate, Rental & Leasing, Other Services

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	\$4,272,520	\$147	\$4,272,373	100.0	0
Furniture & Home Furnishing Stores	\$490,333	\$0	\$490,333	100.0	0
Electronics and Appliance Stores	\$655,959	\$111,332	\$544,627	71.0	1
Building Materials, Garden Equip. & Supply Stores	\$584,562	\$29,742	\$554,820	90.3	1
Food and Beverage Stores	\$4,559,312	\$3,424,354	\$1,134,958	14.2	5
Health and Personal Care Stores	\$1,424,331	\$282,065	\$1,142,267	66.9	2
Gasoline Stations	\$2,655,123	\$553,075	\$2,102,048	65.5	1
Clothing & Clothing Accessories Stores	\$1,493,593	\$5,496	\$1,488,097	99.3	0
Sporting Goods / Hobby / Music / Book Stores	\$759,065	\$1,570,570	-\$811,505	-34.8	2
General Merchandise Stores	\$3,614,568	\$334,403	\$3,280,165	83.1	0
Nonstore Retailers	\$2,241,845	\$907	\$2,240,938	99.9	0
Food Services & Drinking Places	\$2,557,259	\$7,356,647	-\$4,799,388	-48.4	9

**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 Avenues Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	5,925	6,028	6,062	0.11%
Households	1,404	1,382	1,404	0.32%
Median Age	22.0	21.9	22.0	0.09%
% 0-9	3.8%	3.8%	3.9%	0.53%
% 10-14	1.6%	1.6%	1.6%	0.00%
% 15-24	66.6%	67.1%	66.0%	-0.33%
% 25-34	6.8%	6.6%	6.8%	0.61%
% 35-44	3.8%	3.7%	3.7%	0.00%
% 45-54	5.4%	5.1%	4.9%	-0.78%
% 55-64	4.5%	4.5%	4.7%	0.89%
% 65+	7.4%	7.5%	8.5%	2.67%
Median Household Income	\$17,150	\$21,112	\$25,723	4.37%
Average Household Income	\$32,547	\$43,818	\$50,204	2.91%
Per Capita Income	\$15,955	\$24,944	\$26,989	1.64%
Total Housing Units	1,597	1,601	1,616	0.19%
% Owner Occupied Units	19.7%	17.4%	17.6%	0.23%
% Renter Occupied Units	68.2%	69.0%	69.3%	0.09%
% Vacant Housing Units	12.1%	13.7%	13.1%	-0.88%
Median Home Value	\$64,595	\$101,700	\$130,249	5.61%

Traffic Count Profile	Closest Cross-Street	Count
Miltenberger St	Watson St	4,103
Forbes Ave	Gist St	11,148
2nd Ave	I-376	13,977
Crawford St	Reed St	6,177
Dinwiddie St	Wick St	4,103
Stevenson St	Seitz St	5,316
I-376	2nd Ave	51,847
2nd Ave	10th St Brg	13,977
Kirkpatrick St	Gazzam St	7,419
Forbes Ave Ramp	I-276 Ramp	4,339

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	43.1%
\$15,000—\$24,999	14.9%
\$25,000—\$34,999	12.7%
\$35,000—\$49,999	10.3%
\$50,000—\$74,999	7.5%
\$75,000—\$99,999	3.0%
\$100,000—\$149,999	6.2%
\$150,000+	2.3%
Median Disposable Income	\$18,649

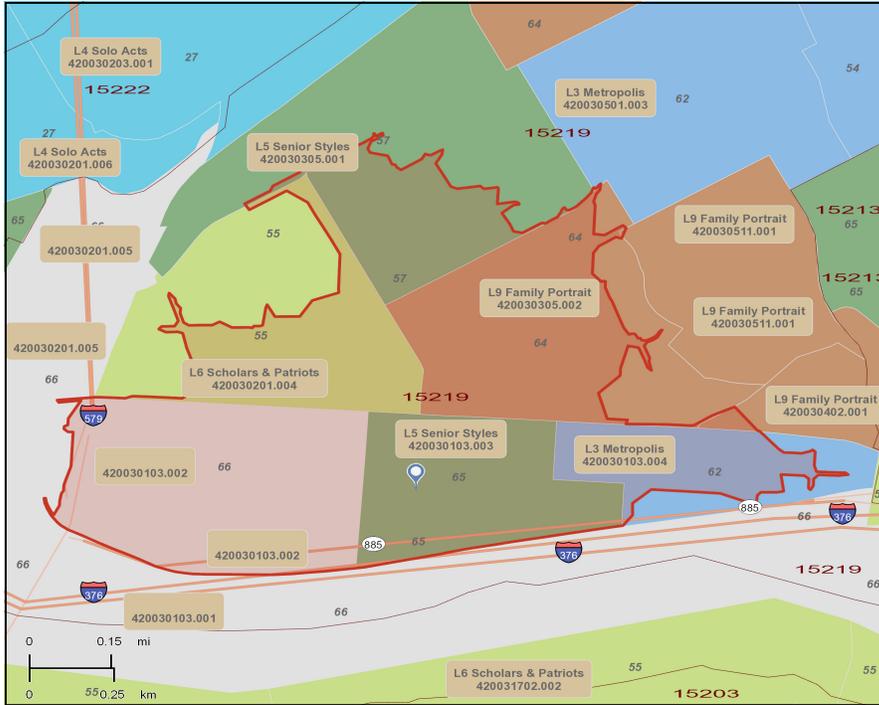
Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	12.2%
High School Diploma or Some College	62.8%
Associates Degree	2.3%
Bachelor's Degree	8.9%
Graduate or Professional Degree	13.6%

Spending Potential Index	
Apparel and Services	47
Computers and Accessories	69
Education	76
Entertainment / Recreation	66
Food at Home	71
Food away from Home	69
Health Care	61
Household Furnishing and Equipment	57
Investment	35
Miscellaneous	64
Shelter	66
Transportation	67
Travel	57
Total Expenditures	65

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.

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ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 7th densest neighborhood in Pittsburgh
- Highest % of people biking or walking to work (66.8%)
- Number of bus lines in neighborhood: 11
- Persons per sq. mile: 11,697 (City average: 5,646)
- Walk Score: 86

* 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

City Commons (28.8%)

City Commons residents buy baby and children's products, food, and clothing most frequently. They shop primarily at discount stores and occasionally at department stores. Most families enjoy eating at fast-food restaurants several times a month. For exercise, they take their children to nearby city parks and playgrounds. Occasionally, they go to basketball games. An annual travel destination is probably to a theme park. They watch daytime courtroom and talk show programs and primetime TV shows. They would rather go to the movies than rent films to watch at home. They buy game systems for their children and listen to urban radio.

Simple Living (27.6%)

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 (26.6%)

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.

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



Biker and street art in Bluff

Featured Business: Café Fifth Avenue

Type of Business: Restaurant

URA Program Utilized: Pittsburgh Business Growth Fund (PBGF)

URA Investment: \$80,000

Private Investment: \$100,000

Total Project Investment: \$180,000

Contacts

Uptown Partners of Pittsburgh
<http://www.uptownpartners.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