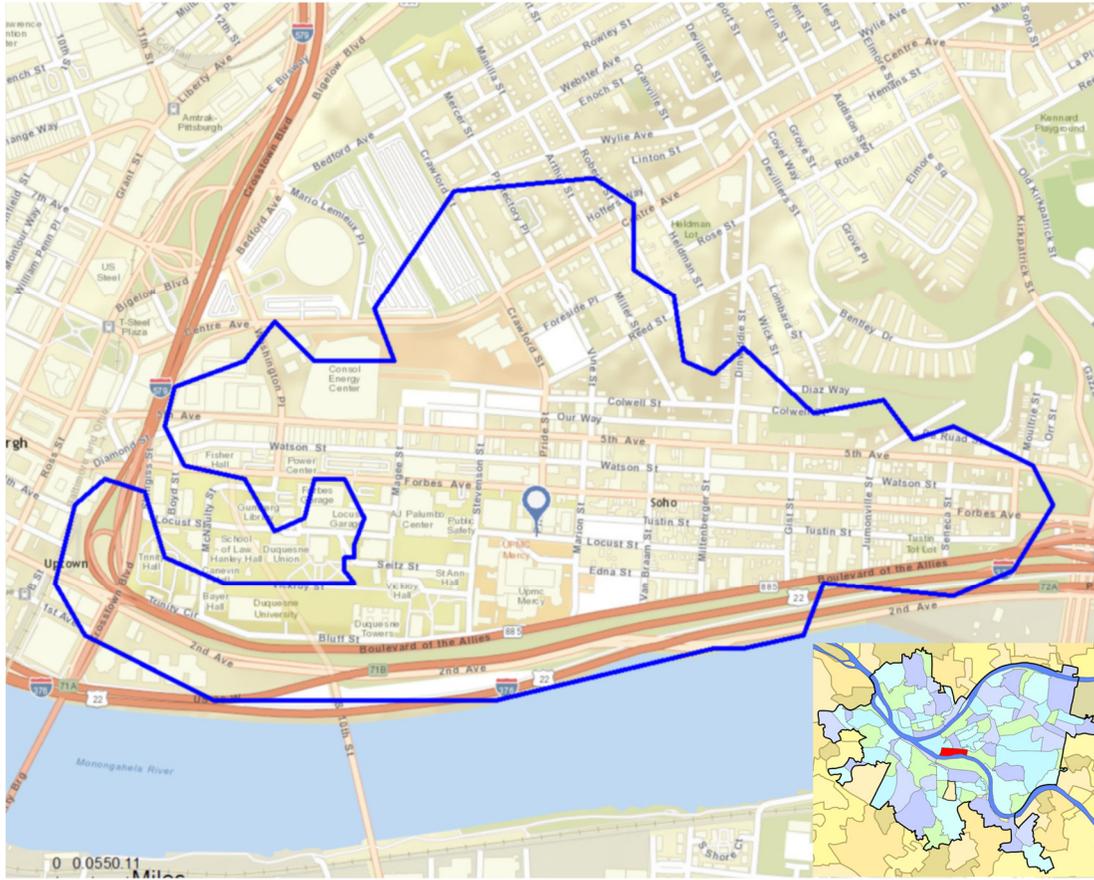


# Fifth and Forbes Avenues Commercial District

## Uptown / Hill District



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

Number of Businesses:  
332

Number of Employees:  
6,782

Employees/Residential  
Population Ratio\*:  
0.85:1

Major Industries:  
Food Services & Drinking Places,  
Sporting Goods, Hobby Book & Music  
Stores, Food & Beverage Stores

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	\$5,881,826	\$0	\$5,881,826	100.0	0
Furniture & Home Furnishing Stores	\$798,875	\$0	\$798,875	100.0	0
Electronics and Appliance Stores	\$1,474,706	\$6,658,459	-\$5,183,753	-63.7	4
Building Materials, Garden Equip. & Supply Stores	\$1,032,957	\$1,804,389	-\$771,432	-27.2	2
Food and Beverage Stores	\$5,776,503	\$1,012,301	\$4,764,202	70.2	2
Health and Personal Care Stores	\$1,205,386	\$8,058,105	-\$6,852,719	-74.0	2
Gasoline Stations	\$1,924,183	\$0	\$1,924,183	100.0	0
Clothing & Clothing Accessories Stores	\$1,458,010	\$1,935,149	-\$477,139	-14.1	3
Sporting Goods / Hobby / Music / Book Stores	\$869,158	\$1,379,616	-\$510,458	-22.7	1
General Merchandise Stores	\$4,692,581	\$577,112	\$4,115,469	78.1	1
Nonstore Retailers	\$907,714	\$1,884,827	-\$977,113	-35.0	1
Food Services & Drinking Places	\$2,975,875	\$10,561,132	-\$7,585,257	-56.0	22

\*\*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	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	7,651	7,949	8,057	0.27%
<b>Households</b>	1,262	1,340	1,396	0.84%
<b>Median Age</b>	23.9	24.0	24.1	0.08%
% 0-9	2.4%	2.4%	2.6%	1.67%
% 10-14	0.9%	0.9%	0.9%	0.00%
% 15-24	53.8%	53.2%	52.0%	-0.45%
% 25-34	16.1%	16.1%	16.3%	0.25%
% 35-44	9.6%	9.4%	9.4%	0.00%
% 45-54	8.5%	8.2%	8.0%	-0.49%
% 55-64	3.9%	4.2%	4.3%	0.48%
% 65+	4.8%	5.5%	6.5%	3.64%
<b>Median Household Income</b>	***	\$21,897	\$25,695	3.47%
<b>Average Household Income</b>	***	\$41,022	\$46,377	2.61%
<b>Per Capita Income</b>	***	\$14,626	\$15,800	1.61%
<b>Total Housing Units</b>	1,447	1,544	1,600	0.72%
% Owner Occupied Units	18.9%	16.9%	16.9%	0.00%
% Renter Occupied Units	68.3%	69.9%	70.3%	0.11%
% Vacant Housing Units	12.8%	13.2%	12.8%	-0.61%
<b>Median Home Value</b>	***	\$105,952	\$143,939	7.17%

Traffic Count Profile	Closest Cross-Street	Count
Stevenson St	Seitz St	4,903
Bldv of the Allies	Bluff St	46,424
Crawford St	Reed St	6,295
Miltenberger St	Watson St	3,783
Forbes Ave	Gist St	10,417
2nd Ave	I-376	13,570
Washington Pl	Colwell St	21,171
Crosstown Blvd	2nd Ave	3,676
5th Ave	Tunnel St	10,941
Bldv of the Allies	Try St	16,459

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.

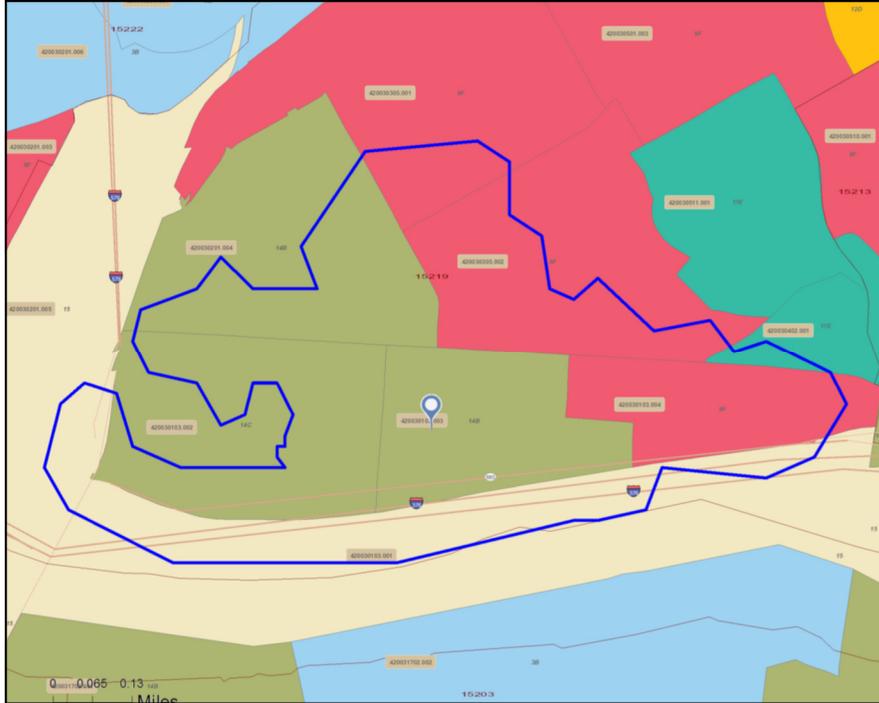
2015 Households by Disposable Income	
<\$15,000	42.5%
\$15,000—\$24,999	14.8%
\$25,000—\$34,999	10.3%
\$35,000—\$49,999	11.7%
\$50,000—\$74,999	11.1%
\$75,000—\$99,999	3.7%
\$100,000—\$149,999	4.3%
\$150,000+	1.6%
<b>Median Disposable Income</b>	\$19,100

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	15.9%
High School Diploma or Some College	62.6%
Associates Degree	4.1%
Bachelor's Degree	6.7%
Graduate or Professional Degree	10.7%

Spending Potential Index	
<b>Apparel and Services</b>	59
<b>Computers and Accessories</b>	59
<b>Education</b>	65
<b>Entertainment / Recreation</b>	53
<b>Food at Home</b>	59
<b>Food Away from Home</b>	58
<b>Health Care</b>	50
<b>Household Furnishing and Equipment</b>	54
<b>Investment</b>	43
<b>Retail Goods</b>	54
<b>Shelter</b>	60
<b>TV/Video/Audio</b>	60
<b>Travel</b>	48
<b>Vehicle Maintenance &amp; Repair</b>	55
<b>Total Expenditures</b>	56

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\*

- 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

#### 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.

#### 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.

#### City Commons

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

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](http://www.ura.org/business_owners/mainstreets.php)

### Neighborhood Business District Program

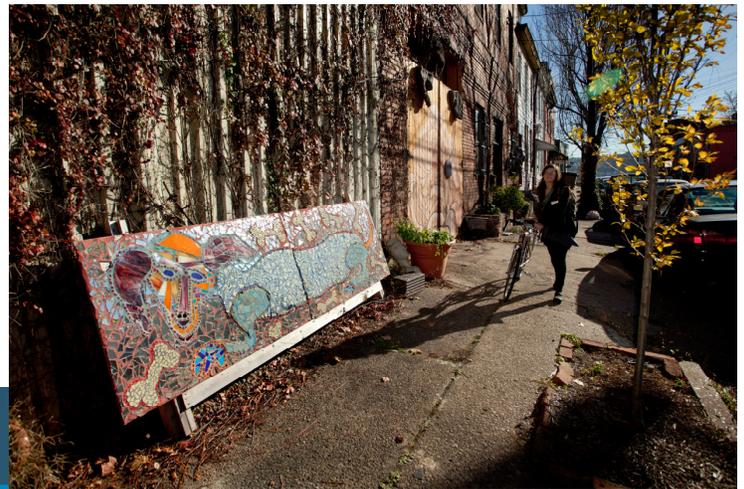
This program strives to ensure the health of the City’s traditional neighborhood commercial districts using the National Main Street Center’s Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

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)



*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  
[www.uptownpartners.org/](http://www.uptownpartners.org/)

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