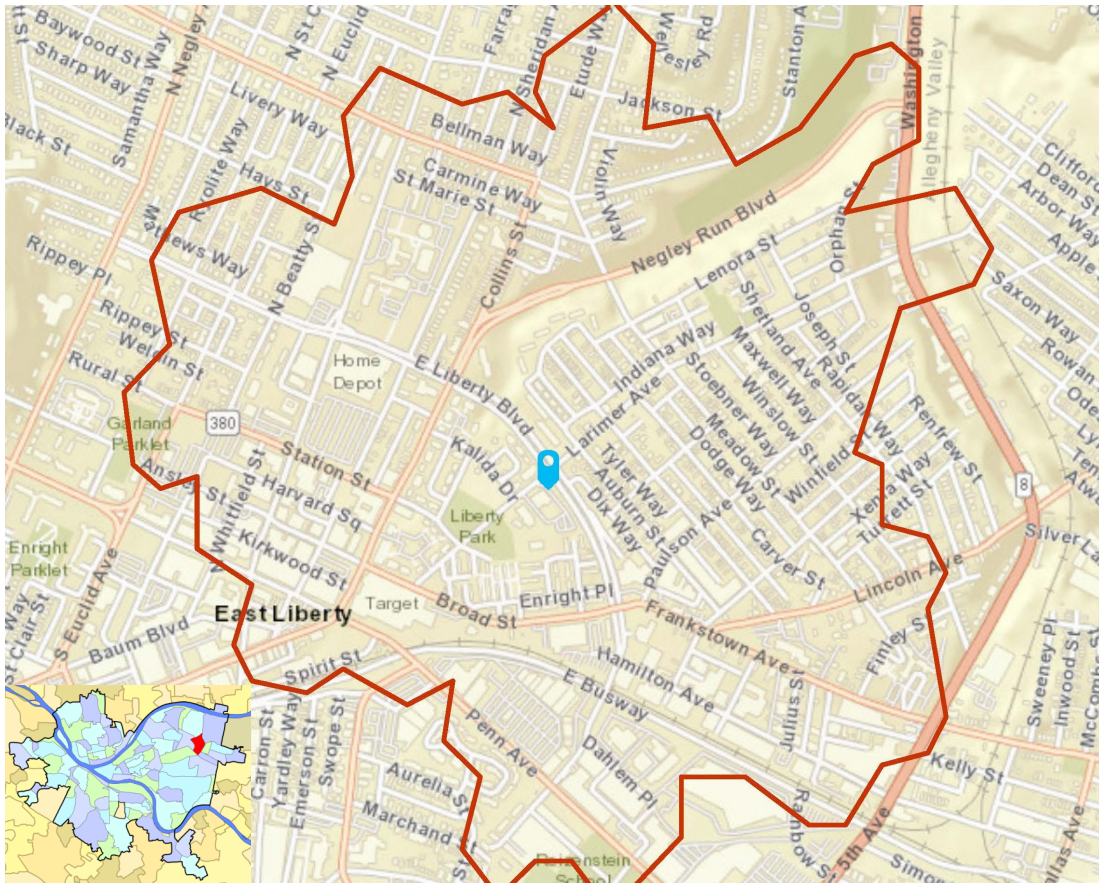


MARKET PROFILE

Larimer Avenue Commercial District

Larimer



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
371

Number of Employees:
5,434

Employees/Residential
Population Ratio*:
1.0:1

Major Commercial Industries:
Eating and Drinking Places, Health
Care & Social Assistance,
Accommodation & Food 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	\$10,246,753	\$898,178	\$9,348,575	83.9	1
Furniture & Home Furnishing Stores	\$1,717,675	\$4,985,901	-\$3,268,226	-48.8	3
Electronics and Appliance Stores	\$1,616,857	\$3,384,135	-\$1,767,278	-35.3	4
Building Materials, Garden Equip. & Supply Stores	\$2,640,763	\$25,483,161	-\$22,842,398	-81.2	7
Food and Beverage Stores	\$9,382,904	\$29,033,094	-\$19,650,190	-51.2	6
Health and Personal Care Stores	\$2,965,166	\$4,791,461	-\$1,826,295	-23.5	3
Gasoline Stations	\$4,982,492	\$0	\$4,982,492	100.0	0
Clothing & Clothing Accessories Stores	\$2,804,822	\$21,220,216	-\$18,415,394	-76.7	14
Sporting Goods / Hobby / Music / Book Stores	\$1,429,982	\$3,121,696	-\$1,691,714	-37.2	3
General Merchandise Stores	\$7,451,412	\$38,856,110	-\$31,404,698	-67.8	5
Nonstore Retailers	\$982,708	\$77,144	\$905,564	85.4	1
Food Services & Drinking Places	\$5,191,479	\$16,034,842	-\$10,843,363	-51.1	26

** 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.

Larimer Avenue Commercial District

Demographic Data	2010	2021	2024 (Projected)
Population	4,760	5,414	5,465
Households	2,005	2,414	2,459
Median Age	38.0	37.9	38.1
% 0-9	13.3%	12.2%	12.0%
% 10-14	5.6%	5.8%	5.3%
% 15-24	14.9%	11.5%	12.4%
% 25-34	13.3%	16.8%	16.2%
% 35-44	10.4%	12.2%	12.8%
% 45-54	14.8%	10.5%	10.8%
% 55-64	12.4%	13.4%	11.6%
% 65+	15.3%	17.7%	18.9%
Median Household Income	***	\$33,206	\$37,119
Average Household Income	***	\$59,711	\$68,189
Per Capita Income	***	\$28,196	\$32,219
Total Housing Units	2,392	2,794	2,855
% Owner Occupied Units	29.1%	24.7%	25.2%
% Renter Occupied Units	54.7%	61.7%	60.9%
% Vacant Housing Units	16.2%	13.6%	13.9%
Median Home Value	***	\$211,458	\$301,230

Traffic Count Profile	Closest Cross-Street	Count
Collins St	Collins Ave	13,901
E Liberty Blvd	Collins Ave	7,789
Meadow St	Ashley St	5,452
Negley Run Blvd	Collins Ave	8,972
Broad St	Larimer Pl	7,722
Penn Cir E	Harvard Sq	10,017
Broad Street	Penn Cir E	6,449

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

2021 Households by Disposable Income	
<\$15,000	28.5%
\$15,000—\$24,999	18.2%
\$25,000—\$34,999	11.2%
\$35,000—\$49,999	12.2%
\$50,000—\$74,999	14.2%
\$75,000—\$99,999	4.9%
\$100,000—\$149,999	5.8%
\$150,000+	4.8%
Median Disposable Income	\$27,326

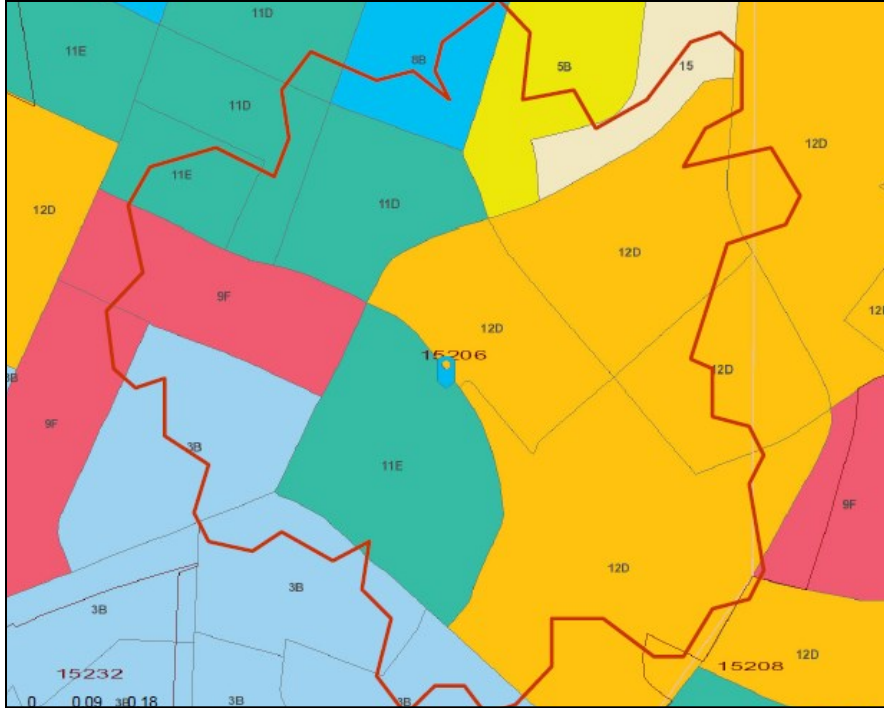
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	8.9%
High School Diploma or Some College	38.6%
Associates Degree	10.7%
Bachelor's Degree	19.3%
Graduate or Professional Degree	22.4%

Spending Potential Index	
Apparel and Services	70
Computers and Accessories	N/A
Education	66
Entertainment / Recreation	64
Food at Home	68
Food Away from Home	68
Health Care	65
Household Furnishing and Equipment	64
Personal Care Products and Services	68
Shelter	67
Support Payments/Cash Contributions/Gifts in Kind	59
Travel	60
Vehicle Maintenance & Repair	68

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.

Larimer Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 86
- Transit Score: 66
- Bike Score: 87

* 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

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

City Commons

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

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 above 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.

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:** <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.

Larimer Avenue Commercial District

Larimer Neighborhood

URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small- and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at lmorris@ura.org or visit us at www.ura.org/pages/businesses-entrepreneurs.



Contacts

Larimer Consensus Group:
www.thelarimerconsensusgroup.org

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 unless otherwise noted. ¹Data 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.