MARKET PROFILE
Penn Avenue Commercial District
Garfield / Friendship

ura

Urban
Redevelopment
Authority
of Pittsburgh
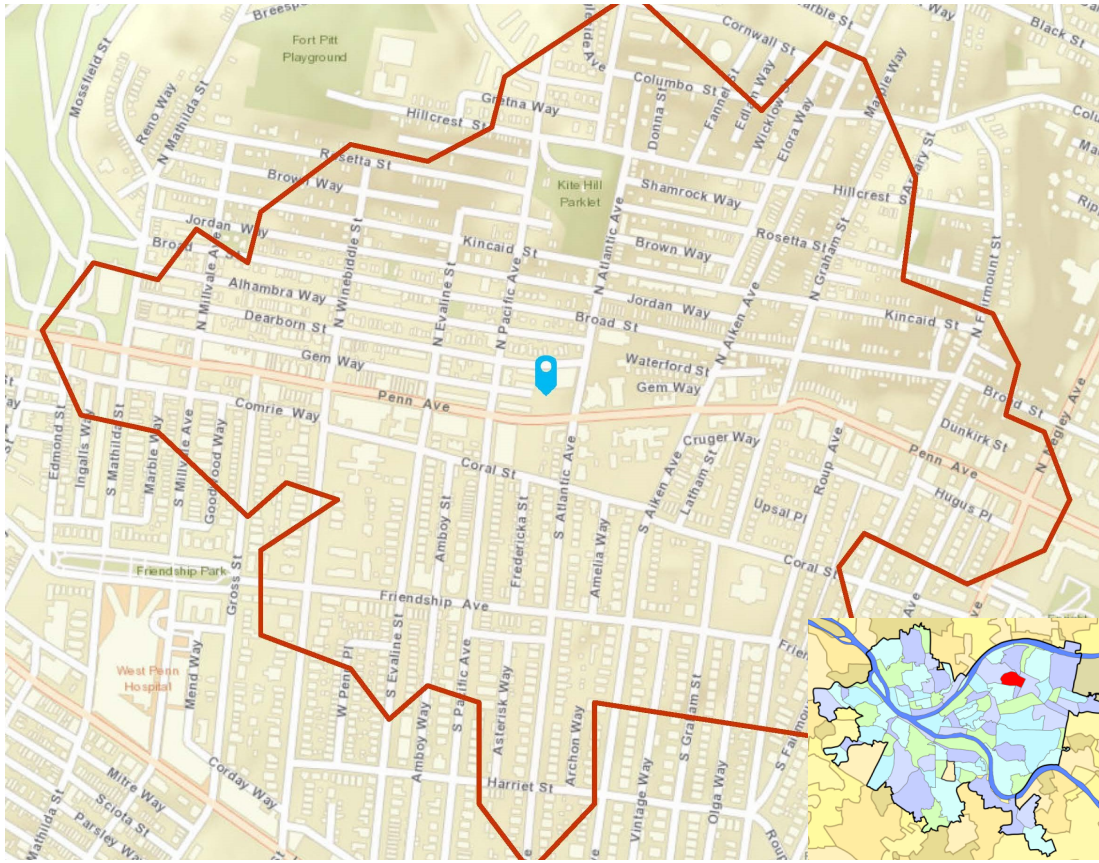
2021 Business Summary
(2 Minute Drive Time)

Number of Businesses:
153

Number of Employees:
1,189

Employees/Residential
Population Ratio*:
0.28:1

Major Commercial Industries:
Food Services & Drinking Places,
Education Institutions & Libraries,
Health Care & Social Assistance

For more information on the
neighborhood, visit:

PITTSBURGH CITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$9,085,902	$0	$9,085,902	100.0	0
Furniture & Home Furnishing Stores	$1,512,177	$1,464,000	$48,177	1.6	1
Electronics and Appliance Stores	$1,410,206	$220,235	$1,189,971	73.0	1
Building Materials, Garden Equip. & Supply Stores	$2,232,701	$0	$2,232,701	100.0	0
Food and Beverage Stores	$8,223,428	$8,615,372	-$391,944	-2.3	7
Health and Personal Care Stores	$2,541,991	$0	$2,541,991	100.0	0
Gasoline Stations	$4,396,309	$4,208,642	$187,667	2.2	2
Clothing & Clothing Accessories Stores	$2,482,428	$960,765	$1,521,663	44.2	4
Sporting Goods / Hobby / Music / Book Stores	$1,257,198	$655,946	$601,252	31.4	2
General Merchandise Stores	$6,546,126	$912,573	$5,633,553	75.5	1
Nonstore Retailers	$844,207	$0	$844,207	100.0	0
Food Services & Drinking Places	$4,639,802	$2,258,759	$2,381,043	34.5	10

**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.

Penn Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	4,046	4,183	4,207
Households	1,970	2,070	2,093
Median Age	32.6	34.6	35.4
% 0-9	10.4%	9.2%	9.2%
% 10-14	5.0%	4.6%	4.7%
% 15-24	16.6%	14.4%	14.6%
% 25-34	22.1%	22.6%	20.9%
% 35-44	11.6%	13.4%	13.7%
% 45-54	12.4%	9.9%	10.0%
% 55-64	11.1%	11.4%	10.2%
% 65+	10.9%	14.6%	16.7%
Median Household Income	***	$52,411	$57,049
Average Household Income	***	$71,217	$79,546
Per Capita Income	***	$35,686	$40,060
Total Housing Units	2,393	2,440	2,458
% Owner Occupied Units	29.8%	28.2%	28.9%
% Renter Occupied Units	52.5%	56.7%	56.2%
% Vacant Housing Units	17.7%	15.2%	14.8%
Median Home Value	***	$204,911	$280,048

Traffic Count Profile	Closest Cross-Street	Count
Kincaid St	N Pacific Ave	1,891
S Aiken Ave	Coral St.	1,207
N Aiken Ave	Kincaid St	1,960
Friendship Ave	Emory Way	6,477
Columbo St	Elora Way	632

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.

2021 Households by Disposable Income	
<$15,000	15.9%
$15,000—$24,999	13.6%
$25,000—$34,999	11.4%
$35,000—$49,999	16.2%
$50,000—$74,999	22.8%
$75,000—$99,999	8.8%
$100,000—$149,999	6.9%
$150,000+	4.4%
Median Disposable Income	$42,172

Note: Disposable income is after-tax household income.

Spending Potential Index	
Apparel and Services	83
Computers and Accessories	N/A
Education	77
Entertainment / Recreation	76
Food at Home	80
Food Away from Home	83
Health Care	75
Household Furnishing and Equipment	76
Personal Care Products and Services	80
Shelter	80
Support Payments/Cash Contributions/Gifts in Kind	67
Travel	71
Vehicle Maintenance & Repair	79

2021 Educational Attainment (Ages 25+)	
No High School Diploma	3.7%
High School Diploma or Some College	30.6%
Associates Degree	7.3%
Bachelor's Degree	32.6%
Graduate or Professional Degree	25.8%

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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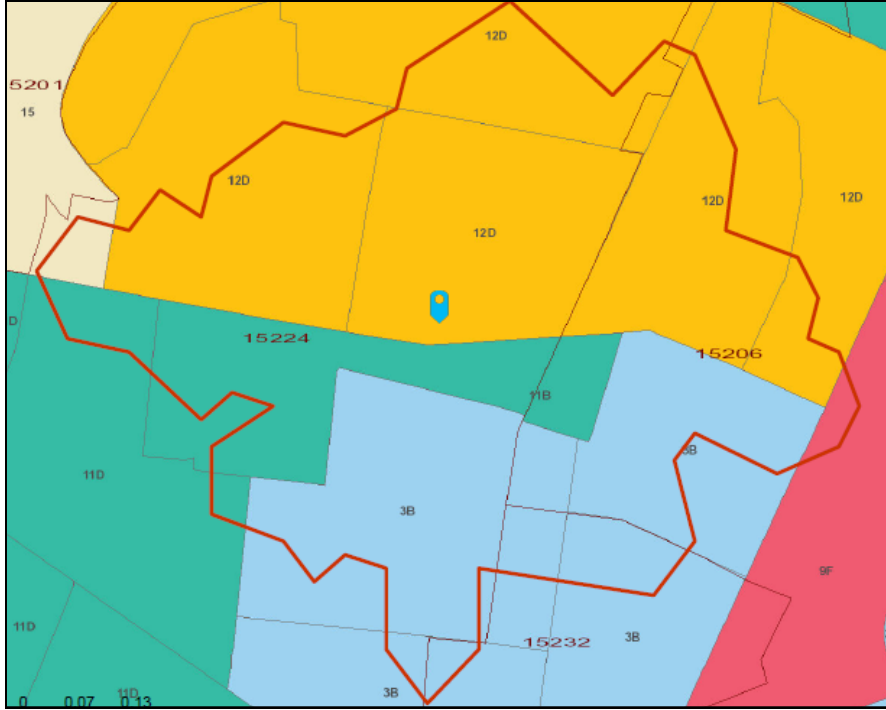
Neighborhood Quick Facts*

- Walk Score: 93
- Transit Score: 69
- Bike Score: 91

* 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 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.

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.

Young and Restless

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

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.**

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

Bloomfield Garfield Corporation:
www.bloomfield-garfield.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.

Urban Redevelopment Authority
of Pittsburgh