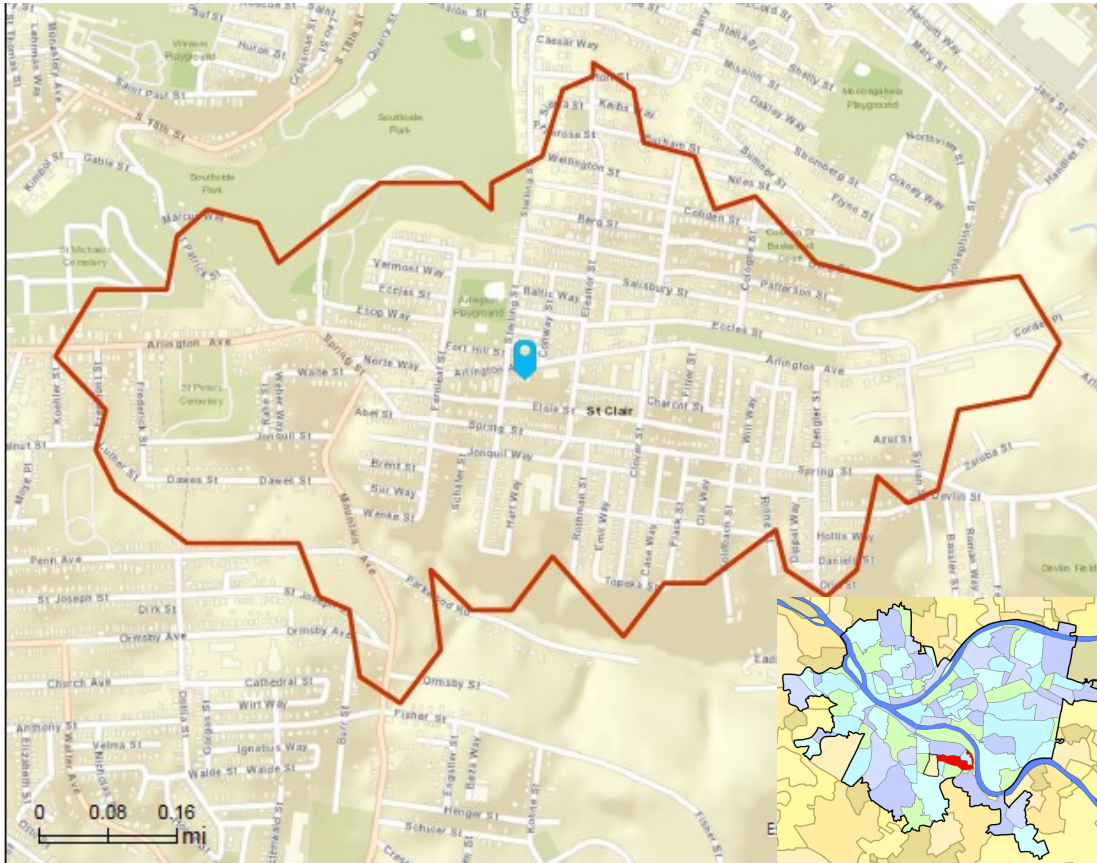


# MARKET PROFILE

## Arlington Avenue Commercial District

### Arlington



### 2021 Business Summary (2 Minute Drive Time)

Number of Businesses:  
21

Number of Employees:  
177

Employees/Residential  
Population Ratio\*:  
0.07/1

Major Commercial Industries:  
Eating & Drinking Places,  
Health Services, Construction

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	\$5,312,233	\$0	\$5,312,233	100.0	0
Furniture & Home Furnishing Stores	\$865,465	\$0	\$865,465	100.0	0
Electronics and Appliance Stores	\$806,379	\$0	\$806,379	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,443,972	\$0	\$1,443,972	100.0	0
Food and Beverage Stores	\$4,743,625	\$863,555	\$3,880,070	69.2	1
Health and Personal Care Stores	\$1,552,238	\$0	\$1,552,238	100.0	0
Gasoline Stations	\$2,577,602	\$0	\$2,577,602	100.0	0
Clothing & Clothing Accessories Stores	\$1,354,753	\$0	\$1,354,753	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$708,446	\$0	\$708,446	100.0	0
General Merchandise Stores	\$3,739,893	\$421,798	\$3,318,095	79.7	1
Nonstore Retailers	\$505,987	\$0	\$505,987	100.0	0
Food Services & Drinking Places	\$2,527,465	\$251,309	\$2,276,156	81.9	1

\*\*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.

# Arlington Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
<b>Population</b>	2,685	2,408	2,347
<b>Households</b>	1,136	1,044	1,023
<b>Median Age</b>	35.0	36.9	38.4
% 0-9	10.4%	9.1%	9.3%
% 10-14	5.8%	5.1%	4.7%
% 15-24	17.2%	12.7%	12.6%
% 25-34	16.6%	20.8%	18.7%
% 35-44	11.1%	11.3%	12.7%
% 45-54	15.2%	12.2%	12.3%
% 55-64	12.3%	13.9%	12.5%
% 65+	11.3%	14.8%	17.2%
<b>Median Household Income</b>	***	\$51,564	\$56,387
<b>Average Household Income</b>	***	\$73,548	\$82,350
<b>Per Capita Income</b>	***	\$32,557	\$36,655
<b>Total Housing Units</b>	1,342	1,349	1,350
% Owner Occupied Units	51.6%	44.1%	43.4%
% Renter Occupied Units	33.0%	33.3%	32.4%
% Vacant Housing Units	15.4%	22.6%	24.2%
<b>Median Home Value</b>	***	\$74,863	\$129,167

Traffic Count Profile	Closest Cross-Street	Count
Arlington Ave	Clover St	3,962
Arlington Ave	Julia St	6,110
Mountain Ave	St Joseph St	3,629
Arlington Ave	Stamm Ave	4,904

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2015 unless otherwise noted.

2021 Households by Disposable Income	
<\$15,000	14.8%
\$15,000—\$24,999	13.6%
\$25,000—\$34,999	12.5%
\$35,000—\$49,999	15.7%
\$50,000—\$74,999	22.0%
\$75,000—\$99,999	7.9%
\$100,000—\$149,999	8.1%
\$150,000+	5.5%
<b>Median Disposable Income</b>	\$42,547

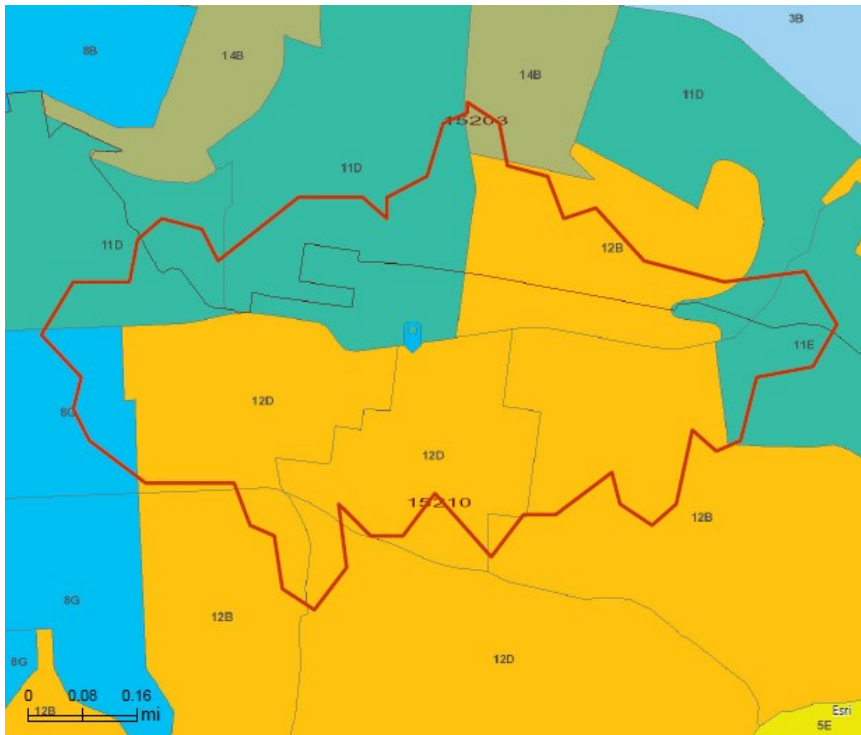
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	9.7%
High School Diploma or Some College	56.1%
Associates Degree	13.1%
Bachelor's Degree	14.4%
Graduate or Professional Degree	6.7%

Spending Potential Index	
<b>Apparel and Services</b>	84
<b>Computers and Accessories</b>	N/A
<b>Education</b>	73
<b>Entertainment / Recreation</b>	82
<b>Food at Home</b>	84
<b>Food Away from Home</b>	82
<b>Health Care</b>	85
<b>Household Furnishing and Equipment</b>	80
<b>Personal Care Products and Services</b>	83
<b>Shelter</b>	79
<b>Support Payments/Cash Contributions/Gifts in Kind</b>	75
<b>Travel</b>	74
<b>Vehicle Maintenance / Repairs</b>	86

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.

# Arlington Avenue Commercial District



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Walk Score: 46
- Transit Score: 44
- Bike Score: 40

\* 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 Home Incomes

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.

#### Traditional Living

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

#### Set to Impress

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents are 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their families. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

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>.

# Arlington Avenue Commercial District

## Arlington 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](mailto:lmorris@ura.org) or visit us at [www.ura.org/pages/businesses-entrepreneurs](http://www.ura.org/pages/businesses-entrepreneurs).



## Contacts

**Pittsburgh Hilltop Alliance:**  
[www.pghilltopalliance.org](http://www.pghilltopalliance.org)

**Urban Redevelopment Authority of Pittsburgh:**  
[www.ura.org](http://www.ura.org)

All data from ESRI Business Analyst 2018 unless otherwise noted. <sup>1</sup>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](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).