

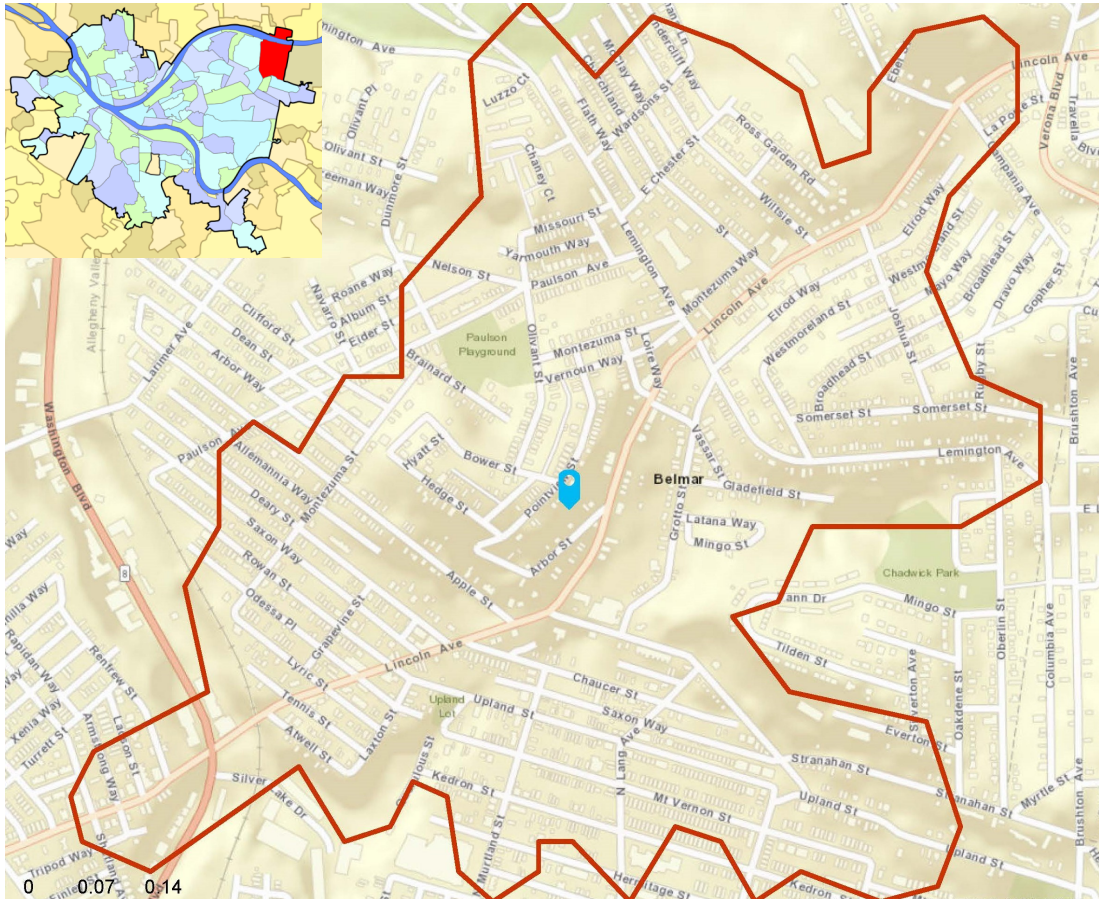
MARKET PROFILE

Lincoln Avenue Commercial Area

Lincoln-Lemington-Belmar



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
37

Number of Employees:
241

Employees/Residential
Population Ratio*:
0.08:1

Major Industries:
Food & Beverage Stores, Health
Care & Social Assistance

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	\$5,915,969	\$992,219	\$4,923,750	71.3	1
Furniture & Home Furnishing Stores	\$954,421	\$0	\$954,421	100.0	0
Electronics and Appliance Stores	\$871,731	\$730,119	\$141,612	8.8	1
Building Materials, Garden Equip. & Supply Stores	\$1,605,808	\$0	\$1,605,808	100.0	0
Food and Beverage Stores	\$5,224,580	\$1,461,090	\$3,763,490	56.3	3
Health and Personal Care Stores	\$1,756,294	\$0	\$1,756,294	100.0	0
Gasoline Stations	\$2,879,320	\$764,200	\$2,115,120	58.1	1
Clothing & Clothing Accessories Stores	\$1,448,964	\$0	\$1,448,964	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$752,968	\$0	\$752,968	100.0	0
General Merchandise Stores	\$4,056,308	\$0	\$4,056,308	100.0	0
Nonstore Retailers	\$549,418	\$109,556	\$439,862	66.7	1
Food Services & Drinking Places	\$2,711,833	\$427,354	\$2,284,479	72.8	2

** 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.

Lincoln Avenue Commercial Area

Demographic Data	2010	2021	2026 (Projected)
Population	3,315	3,016	2,927
Households	1,451	1,346	1,314
Median Age	42.0	43.9	44.4
% 0-9	11.8%	10.9%	10.8%
% 10-14	7.4%	6.5%	6.3%
% 15-24	14.9%	13.1%	12.7%
% 25-34	9.3%	11.3%	10.6%
% 35-44	9.6%	9.3%	10.2%
% 45-54	14.1%	10.4%	10.3%
% 55-64	14.1%	15.5%	13.9%
% 65+	18.7%	23.1%	25.3%
Median Household Income	***	\$29,103	\$32,128
Average Household Income	***	\$46,897	\$52,416
Per Capita Income	***	\$20,924	\$23,502
Total Housing Units	1,916	1,919	1,920
% Owner Occupied Units	39.1%	33.7%	33.2%
% Renter Occupied Units	36.6%	36.4%	35.3%
% Vacant Housing Units	24.3%	29.9%	31.6%
Median Home Value	***	\$62,759	\$80,964

Traffic Count Profile	Closest Cross-Street	Count
Lincoln Ave	Campania St	6,167
Upland St	N Murtland St	1,391
Lincoln Ave	Lyric St	5,996
Paulson Ave	Dunmore St	537
Lemington Ave	Westmoreland Ave	1,722
Lincoln Ave	Arbor St	4,373

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	31.1%
\$15,000—\$24,999	19.8%
\$25,000—\$34,999	13.2%
\$35,000—\$49,999	14.0%
\$50,000—\$74,999	11.0%
\$75,000—\$99,999	5.1%
\$100,000—\$149,999	3.3%
\$150,000+	2.5%
Median Disposable Income	\$24,305

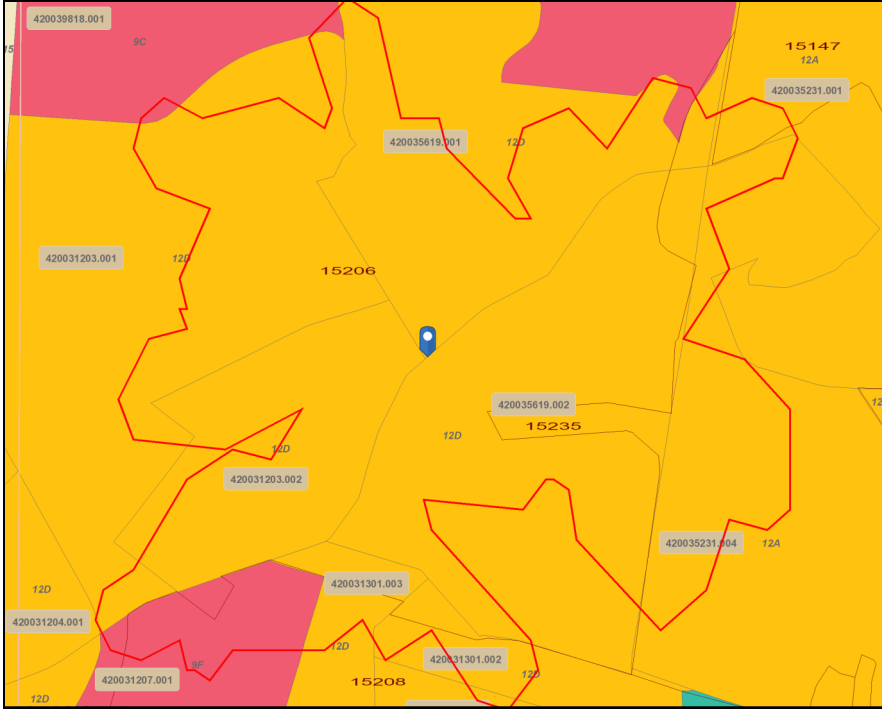
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	11.0%
High School Diploma or Some College	64.5%
Associates Degree	7.8%
Bachelor's Degree	11.2%
Graduate or Professional Degree	5.5%

Spending Potential Index	
Apparel and Services	53
Computers and Accessories	N/A
Education	45
Entertainment / Recreation	52
Food at Home	54
Food Away from Home	52
Health Care	56
Household Furnishing and Equipment	51
Personal Care Products and Services	53
Shelter	50
Support Payments/Cash Contributions/Gifts in Kind	48
Travel	46
Vehicle Maintenance & Repair	55

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.

Lincoln Avenue Commercial Area



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 37
- Transit Score: 42
- Bike Score: 36

* 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.

Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. One-fourth 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.

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>.

Lincoln Avenue Commercial District

Lincoln-Lemington-Belmar 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

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

Last Updated August 2021