MARKET PROFILE
Penn Circle/Penn Highland Commercial District
East Liberty

ura
Urban
Redevelopment
Authority
of Pittsburgh
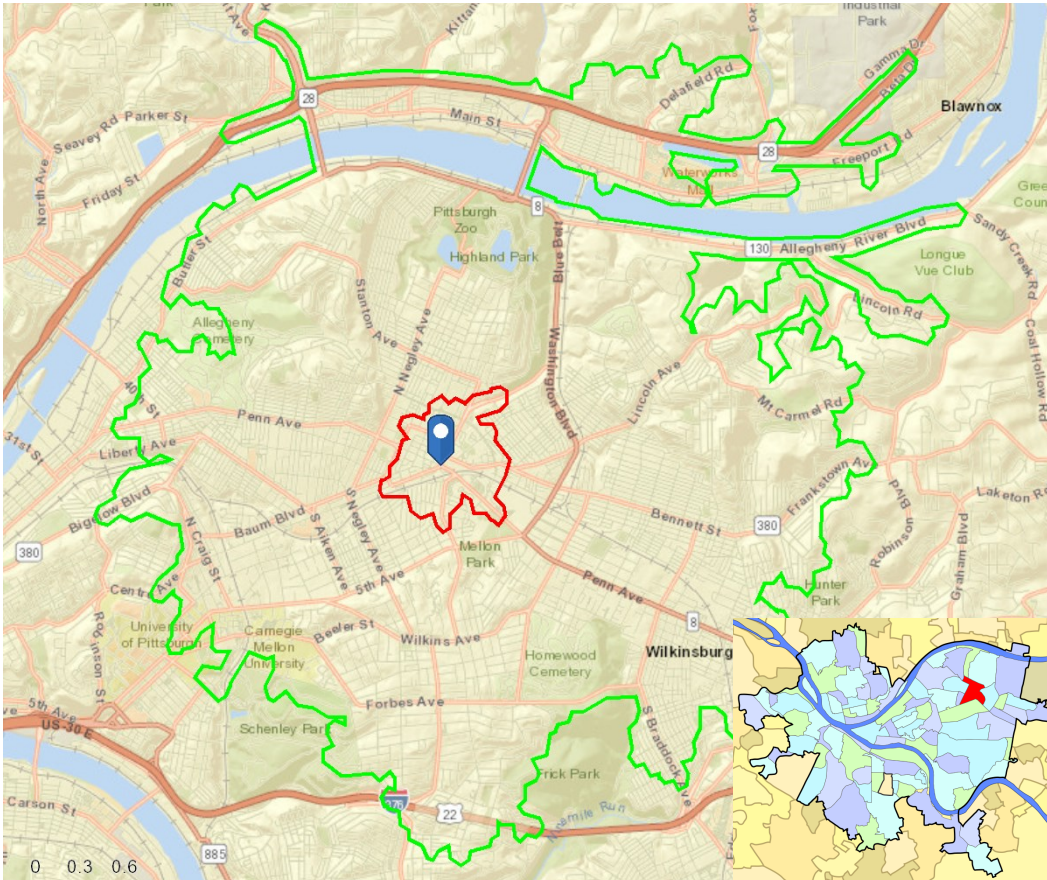
2019 Business Summary
(2 min drive time)

Number of Businesses:
469

Number of Employees:
6,017

Employees/Residential
Population Ratio*:
1.23 :1

Major Commercial Industries:
Eating and Drinking Places, Clothing &
Clothing Accessories Stores, Furniture
and Home Furnishings

For more information on the
neighborhood, visit:

PITTSBURGH
CITYLIVING.COM

Spending Potential Index	2 Minute Drive Time	10 Minute Drive Time
Apparel and Services	104	97
Computers and Accessories	87	99
Education	95	93
Entertainment / Recreation	91	91
Food at Home	99	95
Food Away from Home	103	96
Health Care	86	89
Household Furnishing and Equipment	92	92
Personal Care Products and Services	96	94
Shelter	102	96
TV/Video/Audio	93	98
Travel	87	88
Vehicle Maintenance & Repair	96	97

2019 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<$15,000	22.6%	19.6%
$15,000—$24,999	11.7%	14.4%
$25,000—$34,999	11.1%	11.6%
$35,000—$49,999	14.4%	13.4%
$50,000—$74,999	14.8%	15.8%
$75,000—$99,999	7.7%	8.0%
$100,000—$149,999	8.9%	9.4%
$150,000+	8.7%	7.7%
Median Disposable Income	$38,760	$38,824

Note: Disposable income is after-tax household income.

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.

*This ratio indicates the number of employees working
in the area versus the number of residents. A higher
ratio indicates more commercial presence.

Last Updated July 2019

Penn Circle/Penn Highland Commercial District

Demographic Data: 2 Min Drive Time	2010	2019	2024 (Projected)
Population	3,810	4,905	5,229
Households	1,980	2,574	2,759
Median Age	31.6	34.0	34.6
% 0-9	8.8%	10.1%	9.6%
% 10-14	3.3%	4.2%	3.8%
% 15-24	17.0%	10.5%	12.6%
% 25-34	25.8%	28.0%	25.0%
% 35-44	10.2%	14.7%	17.0%
% 45-54	10.9%	9.8%	10.0%
% 55-64	11.2%	10.1%	9.3%
% 65+	10.9%	12.7%	12.7%
Median Household Income	***	$48,311	$56,829
Average Household Income	***	$82,585	$100,856
Per Capita Income	***	$44,876	$54,828
Total Housing Units	2,162	2,714	2,904
% Owner Occupied Units	22.8%	17.0%	16.6%
% Renter Occupied Units	68.8%	77.9%	78.4%
% Vacant Housing Units	8.4%	5.2%	5.0%
Median Home Value	***	$243,651	$282,558

Traffic Count Profile	Closest Cross-Street	Count
Penn Cir S	Stevenson St	12,142
Penn Ave	E Bus Way	13,589
Shady Ave	Ellsworth Ave	10,591
Penn Cir E	Harvard Sq	9,116
Penn Cir S	Trade St	11,064
E Liberty Blvd	Collins Ave	7,789
Penn Cir W	N Euclid Ave	7,668
Penn Cir W	Baum Blvd	13,024
Negley Run Blvd	Meadow St	4,149
S Highland Ave	Carron Way	4,372

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.

Demographic Data: 10 Min Drive Time	2010	2019	2024 (Projected)
Population	126,654	128,221	128,926
Households	58,699	59,863	60,401
Median Age	32.4	34.2	34.9
% 0-9	8.7%	8.1%	8.1%
% 10-14	3.8%	3.9%	3.7%
% 15-24	22.9%	20.5%	20.5%
% 25-34	18.4%	18.8%	18.0%
% 35-44	9.9%	10.9%	11.6%
% 45-54	11.2%	9.3%	9.1%
% 55-64	11.2%	11.5%	10.5%
% 65+	13.9%	17.0%	18.7%
Median Household Income	***	$47,696	$54,897
Average Household Income	***	$80,438	$93,358
Per Capita Income	***	$38,835	$44,994
Total Housing Units	66,419	67,949	68,471
% Owner Occupied Units	36.5%	33.2%	32.6%
% Renter Occupied Units	51.9%	54.9%	55.6%
% Vacant Housing Units	11.6%	11.9%	11.8%
Median Home Value	***	$209,904	$244,257

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Last Updated July 2019

Penn Circle/Penn Highland Commercial District

Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$13,310,401	$772,889	$12,537,512	89.0	1
Furniture & Home Furnishing Stores	$2,274,095	$3,841,071	-$1,566,976	-25.6	3
Electronics and Appliance Stores	$2,150,721	$3,250,435	-$1,099,714	-20.4	4
Building Materials, Garden Equip. & Supply Stores	$3,160,605	$21,208,156	-$18,047,551	-74.1	6
Food and Beverage Stores	$12,378,180	$102,919,285	-$90,541,105	-78.5	5
Health and Personal Care Stores	$3,688,066	$11,996,094	-$8,308,028	-53.0	6
Gasoline Stations	$6,441,360	$0	$6,441,360	100.0	0
Clothing & Clothing Accessories Stores	$3,897,712	$12,199,631	-$8,308,919	-51.6	18
Sporting Goods / Hobby / Music / Book Stores	$1,943,464	$3,006,617	$1,063,153	-21.5	3
General Merchandise Stores	$9,971,339	$39,515,974	-$29,544,635	-59.7	6
Nonstore Retailers	$1,268,348	$0	$1,268,348	100.0	0
Food Services & Drinking Places	$7,233,250	$26,024,955	-$18,791,705	-56.5	38

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$392,653,857	$219,618,746	$173,035,111	28.3	38
Furniture & Home Furnishing Stores	$67,506,334	$58,837,577	$6,668,757	6.9	28
Electronics and Appliance Stores	$63,724,507	$157,947,759	-$94,223,252	-42.5	29
Building Materials, Garden Equip. & Supply Stores	$106,265,622	$70,038,989	$35,411,067	20.0	40
Food and Beverage Stores	$357,344,557	$412,342382	-$54,997,825	-7.1	80
Health and Personal Care Stores	$113,215,122	$114,676,061	-$1,460,939	-0.6	50
Gasoline Stations	$187,511,564	$76,130,054	$111,381,510	42.2	19
Clothing & Clothing Accessories Stores	$111,781,018	$131,386,212	-$19,605,184	-8.1	115
Sporting Goods / Hobby / Music / Book Stores	$56,310,447	$40,866,037	$15,444,410	15.9	49
General Merchandise Stores	$289,286,705	$66,152,539	$223,134,166	62.8	23
Nonstore Retailers	$38,474,558	$133,778,052	-$95,303,494	-55.3	16
Food Services & Drinking Places	$205,370,096	$216,786,453	-$11,416,357	-2.7	419

2018 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	6.4%	5.6%
High School Diploma or Some College	25.6%	30.9%
Associates Degree	7.2%	6.3%
Bachelor's Degree	29.8%	27.0%
Graduate or Professional Degree	31.0%	30.2%

**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.

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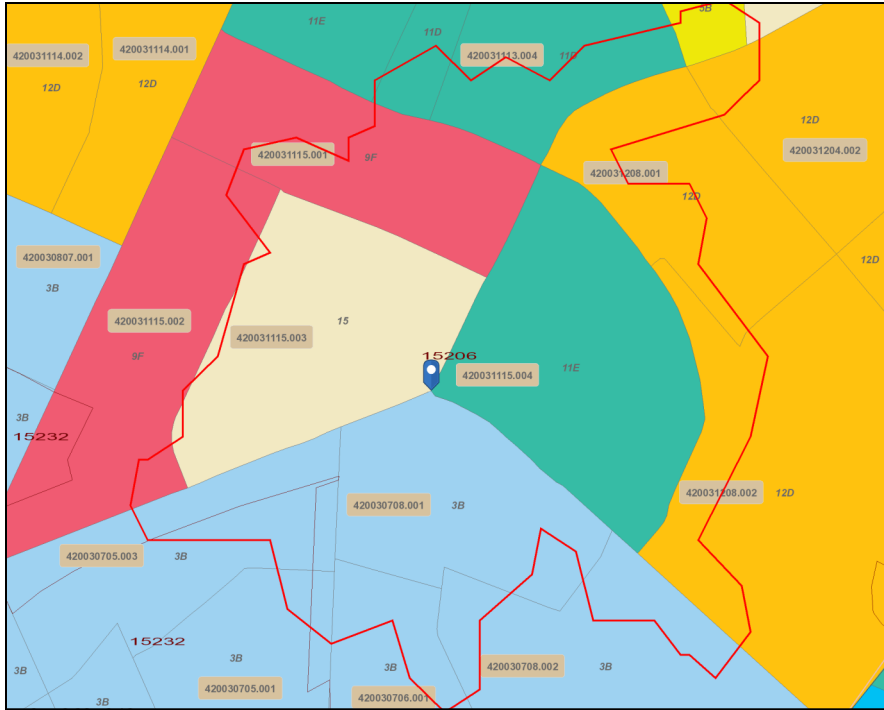
ESRI Tapestry Segmentation Area Profile:
2 Min Drive Time

Neighborhood Quick Facts*

- 13th most populous neighborhood in Pittsburgh
- Number of bus lines in neighborhood: 26
- Persons per sq. mile: 10,828 City average: 5,646)
- Walk Score: 78

* 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 close to 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.

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.

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 is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; 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: http://www.esri.com/library/whitepapers/pdfs/community**

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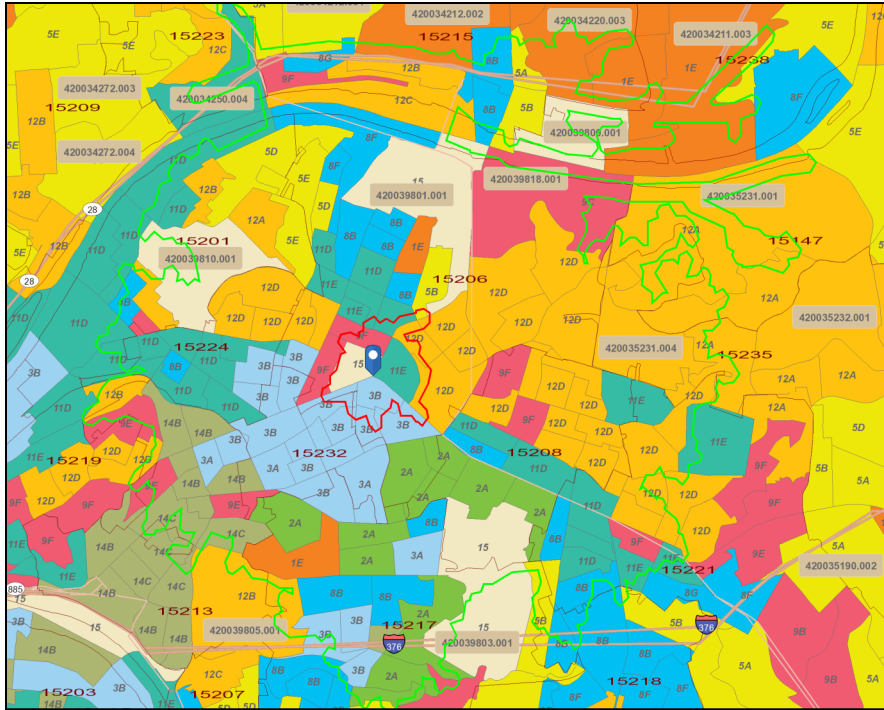
ESRI Tapestry Segmentation Area Profile:
10 Min Drive Time

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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. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

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Building Pittsburgh with ura

Business District Programs

The Pittsburgh Micro-Enterprise Loan Program

The Micro-Enterprise Loan Program is part of the Urban Redevelopment Authority of Pittsburgh's (URA) strategy to promote opportunities for groups who have not had ready access to business financing in the City of Pittsburgh, including minority- and women-owned businesses. The program is part of the URA's strategy to create new jobs, encourage new business start-up and expansion and grow the City of Pittsburgh's tax base by assisting entrepreneurs and stimulating business growth in the city.

For more information about applications and eligibility, visit:
https://www.ura.org/pages/access-to-capital

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 at (412) 255-6686 or visit:

https://www.ura.org/pages/neighborhood-business-district-program

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 at (412) 255-6550 or visit:
https://www.ura.org/pages/facade-improvement-programs

Featured Business: StudioMe

Type of Business: Video, photo, and audio production rental studio

URA Program Utilized: Pittsburgh Business Growth Fund

URA Investment: $80,000

Private Investment: $126,000

Total Project Investment: $206,000

East Liberty

Contacts

East Liberty Quarter Chamber of Commerce:
www.eastlibertychamber.org/

East Liberty Post:
www.eastliberty.org/post

East Liberty Development, Inc:
www.eastliberty.org/

Urban Redevelopment Authority of Pittsburgh:
www.ura.org/

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

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