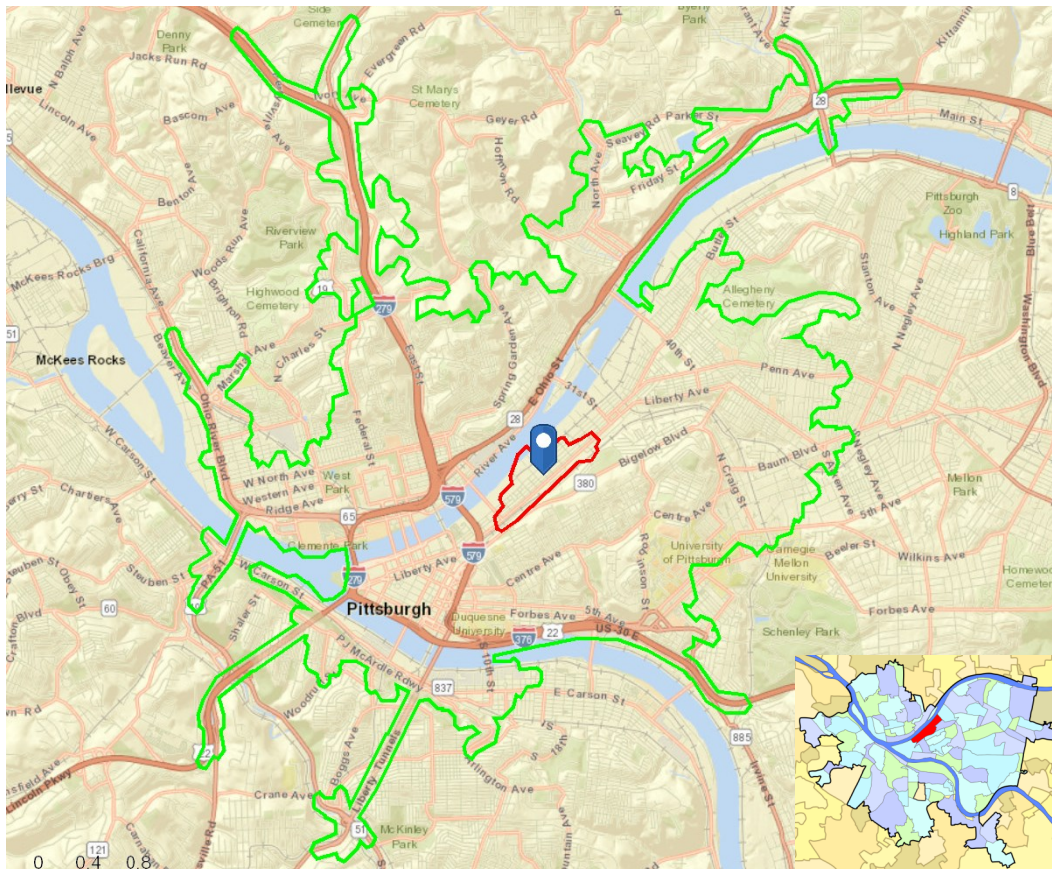


## MARKET PROFILE

# Penn Avenue / Smallman Street Commercial District Strip District

**ura**

Urban  
Redevelopment  
Authority  
of Pittsburgh



### 2019 Business Summary (2 Minute Drive Time)

Number of Businesses:  
322

Number of Employees:  
6,915

Employees/Residential  
Population Ratio\*:  
7.55:1

Major Commercial Industries:  
Food & Beverage Stores, Food Services  
& Drinking Places, Furniture & Home  
Furnishing Stores

For more information on the  
neighborhood, visit:



**PITTSBURGH**  
CITYLIVING.COM

Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	160	76
Computers and Accessories	162	72
Education	147	72
Entertainment / Recreation	139	71
Food at Home	149	75
Food Away from Home	161	75
Health Care	126	70
Household Furnishing and Equipment	142	71
Personal Care Products and Services	148	73
Shelter	158	75
TV/Video/Audio	158	68
Travel	137	66
Vehicle Maintenance & Repair	145	78

2019 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	4.4%	26.7%
\$15,000—\$24,999	6.2%	16.0%
\$25,000—\$34,999	5.9%	11.55
\$35,000—\$49,999	12.9%	13.0%
\$50,000—\$74,999	19.8%	14.6%
\$75,000—\$99,999	16.5%	6.9%
\$100,000—\$149,999	20.5%	6.7%
\$150,000+	13.8%	4.5%
Median Disposable Income	\$75,870	\$30,604

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 Ave / Smallman St Commercial District

Demographic Data: 2 Minute Drive Time	2010	2019	2024 (Projected)
Population	454	916	1,121
Households	315	630	774
Median Age	34.7	34.8	33.4
% 0-9	5.3%	5.1%	5.1%
% 10-14	1.5%	2.0%	1.4%
% 15-24	11.0%	11.6%	13.4%
% 25-34	33.0%	31.9%	34.7%
% 35-44	19.0%	18.0%	16.5%
% 45-54	11.3%	11.4%	11.0%
% 55-64	11.7%	9.4%	7.4%
% 65+	7.0%	10.7%	10.6%
Median Household Income	***	\$98,699	\$111,831
Average Household Income	***	\$127,756	\$147,451
Per Capita Income	***	\$84,671	\$98,105
Total Housing Units	366	712	779
% Owner Occupied Units	7.9%	3.4%	3.1%
% Renter Occupied Units	78.1%	85.1%	96.1%
% Vacant Housing Units	13.9%	11.5%	0.6%
Median Home Value	***	\$425,000	\$470,000

Demographic Data: 10 Minute Drive Time	2010	2019	2024 (Projected)
Population	83,086	86,982	88,868
Households	36,254	38,748	39,946
Median Age	29.1	31.2	32.1
% 0-9	6.9%	6.6%	3.0%
% 10-14	2.9%	2.9%	11.7%
% 15-24	22.2%	28.8%	26.3%
% 25-34	16.5%	17.3%	16.2%
% 35-44	9.1%	10.0%	10.6%
% 45-54	10.8%	8.9%	8.7%
% 55-64	9.3%	10.4%	9.7%
% 65+	12.5%	15.1%	16.9
Median Household Income	***	\$36,636	\$42,361
Average Household Income	***	\$62,186	\$71,656
Per Capita Income	***	\$28,453	\$32,934
Total Housing Units	42,876	45,331	46,182
% Owner Occupied Units	29.0%	25.7%	25.05
% Renter Occupied Units	55.6%	59.8%	61.5%
% Vacant Housing Units	15.4%	14.5%	13.5%
Median Home Value	***	\$144,553	\$171,873

Traffic Count Profile	Closest Cross-Street	Count
Penn Ave	24th St	5,899
Liberty Ave	25th St	19,306
Smallman St	24th St	8,792
16th Street Brg	Mulberry Way	10,424

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.

## Penn Ave / Smallman St Commercial District

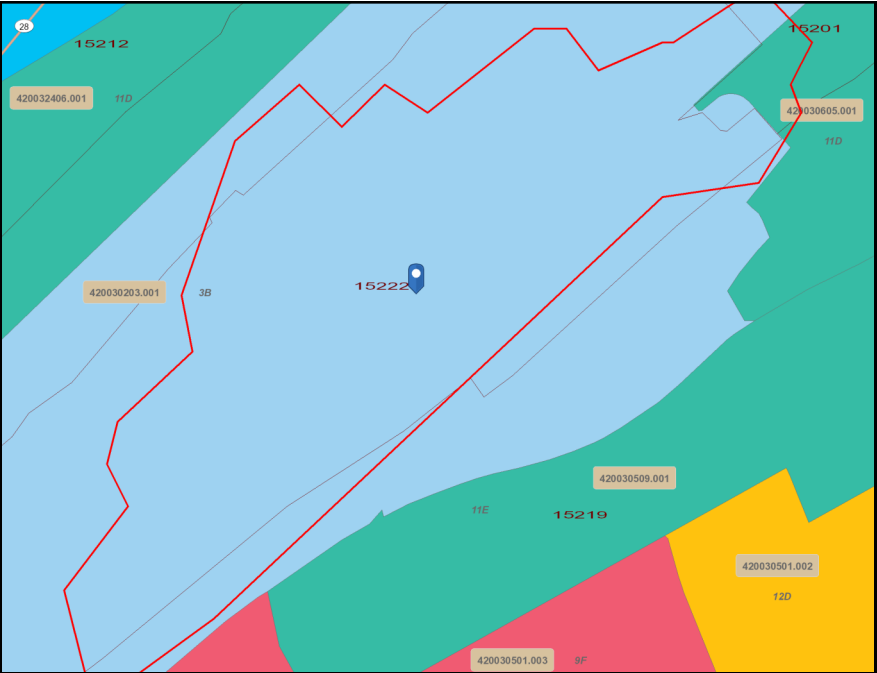
Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$2,834,132	\$18,856,822	-\$16,022,690	-73.9	3
Furniture & Home Furnishing Stores	\$488,905	\$6,290,300	-\$5,801,395	-85.6	5
Electronics and Appliance Stores	\$461,356	\$743,319	-\$281,963	-23.4	1
Building Materials, Garden Equip. & Supply Stores	\$668,694	\$1,056,744	-\$388,050	-22.5	1
Food and Beverage Stores	\$2,626,945	\$32,472,992	-\$29,846,047	-85.0	16
Health and Personal Care Stores	\$772,023	\$1,059,019	-\$286,996	-15.7	1
Gasoline Stations	\$1,361,213	\$2,057,051	-\$695,838	-20.4	1
Clothing & Clothing Accessories Stores	\$846,238	\$1,220,417	-\$374,179	-18.1	4
Sporting Goods / Hobby / Music / Book Stores	\$418,754	\$7,784,488	-\$7,365,734	-89.9	3
General Merchandise Stores	\$2,135,597	\$529,730	\$1,605,867	603	1
Nonstore Retailers	\$268,988	\$4,423,577	-\$4,206,135	-90.6	1
Food Services & Drinking Places	\$1,572,809	\$17,893,830	-\$16,321,021	-83.8	34

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$179,758,825	\$264,525,235	-\$84,766,410	-19.1	37
Furniture & Home Furnishing Stores	\$29,843,589	\$33,222,471	-\$3,378,882	-5.4	23
Electronics and Appliance Stores	\$28,516,047	\$145,123,749	-\$116,607,702	-67.2	26
Building Materials, Garden Equip. & Supply Stores	\$45,664,222	\$62,346,985	-\$16,682,763	-15.4	35
Food and Beverage Stores	\$164,568,434	\$205,894,466	-\$41,326,032	-11.2	106
Health and Personal Care Stores	\$51,769,242	\$118,760,066	-\$66,990,824	-39.3	59
Gasoline Stations	\$87,584,482	\$103,419,929	-\$15,835,447	-8.3	24
Clothing & Clothing Accessories Stores	\$49,388,256	\$100,541,512	-\$51,153,256	-34.1	106
Sporting Goods / Hobby / Music / Book Stores	\$25,268,114	\$37,868,016	-\$12,599,902	-20.0	44
General Merchandise Stores	\$130,840,284	\$34,419,585	\$96,420,699	58.3	25
Nonstore Retailers	\$17,373,618	\$182,869,876	-\$165,496,258	-82.6	22
Food Services & Drinking Places	\$91,451,169	\$354,567,689	-\$263,116,520	-59.0	616

2018 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	0.4%	7.4%
High School Diploma or Some College	8.4%	41.0%
Associates Degree	5.5%	7.3%
Bachelor's Degree	42.3%	24.1%
Graduate or Professional Degree	43.5%	20.2%

\*\*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.

# Penn Ave / Smallman St Commercial District



## Trade Area Tapestry Segmentation Area Profile:

### Neighborhood Quick Facts\*

- Nightlife and specialty food district creates a regional destination
- Number of bus lines in neighborhood: 6

\* 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.

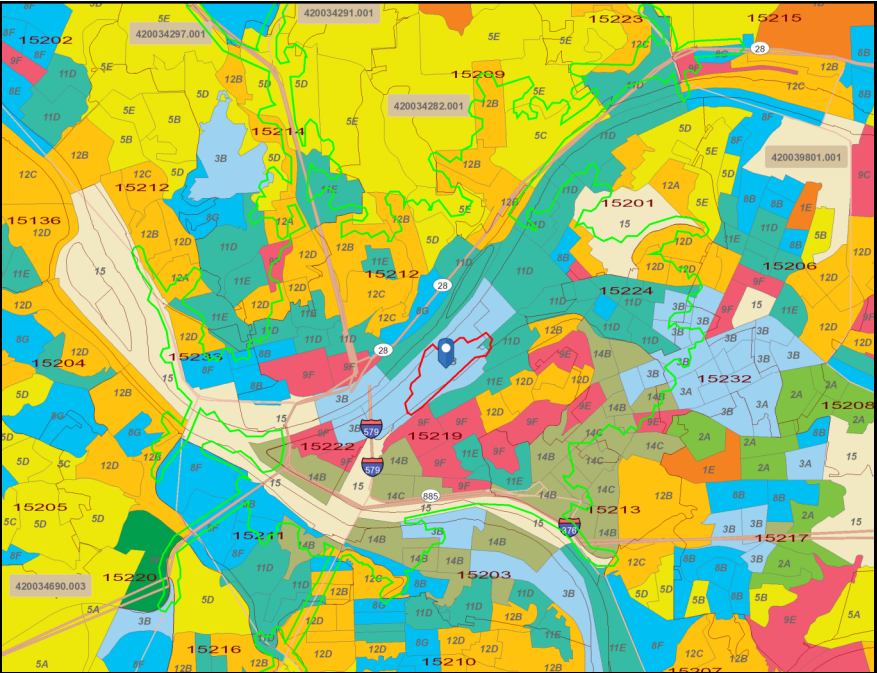
#### Top Tier

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping.

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>



# Penn Ave / Smallman St Commercial District



## 10 Min Drive Time Tapestry Segmentation Area Profile:

### Neighborhood Quick Facts\*

- Persons per sq. mi. in 2008: 566 (City average: 5,646)
- Walk Score: 83

\* 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

#### 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.

#### College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

#### 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.

#### Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. Over one-third 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: <http://www.esri.com/library/whitepapers/pdfs/community>

## Penn Ave / Smallman St Commercial District

### 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

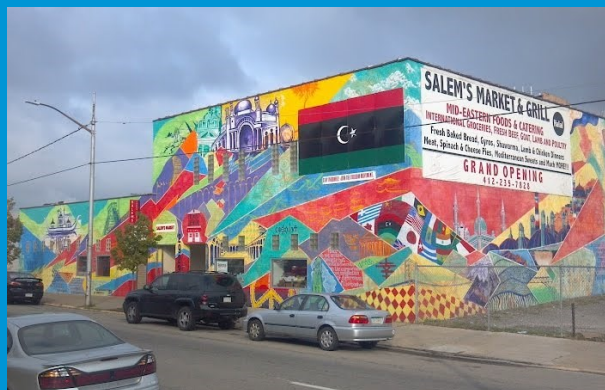
Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your 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: Salem's



**Type of Business:** Restaurant and Grocery

**URA Program Utilized:** Urban Development Fund (UDF) & Pittsburgh Business Growth Fund

**URA Investment:** \$250,000

**Private Investment:** \$1,200,000

**Total Project Investment:**  
\$1,450,000

*Saturday morning in the Strip District*

#### Contacts

Strip District Neighbors  
[stripdistrictneighbors.com](http://stripdistrictneighbors.com)

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

All data from ESRI Business Analyst 2018 unless otherwise noted.

\*Data applies to neighborhood boundary and not study area. Source: PGH SNAP, 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)