

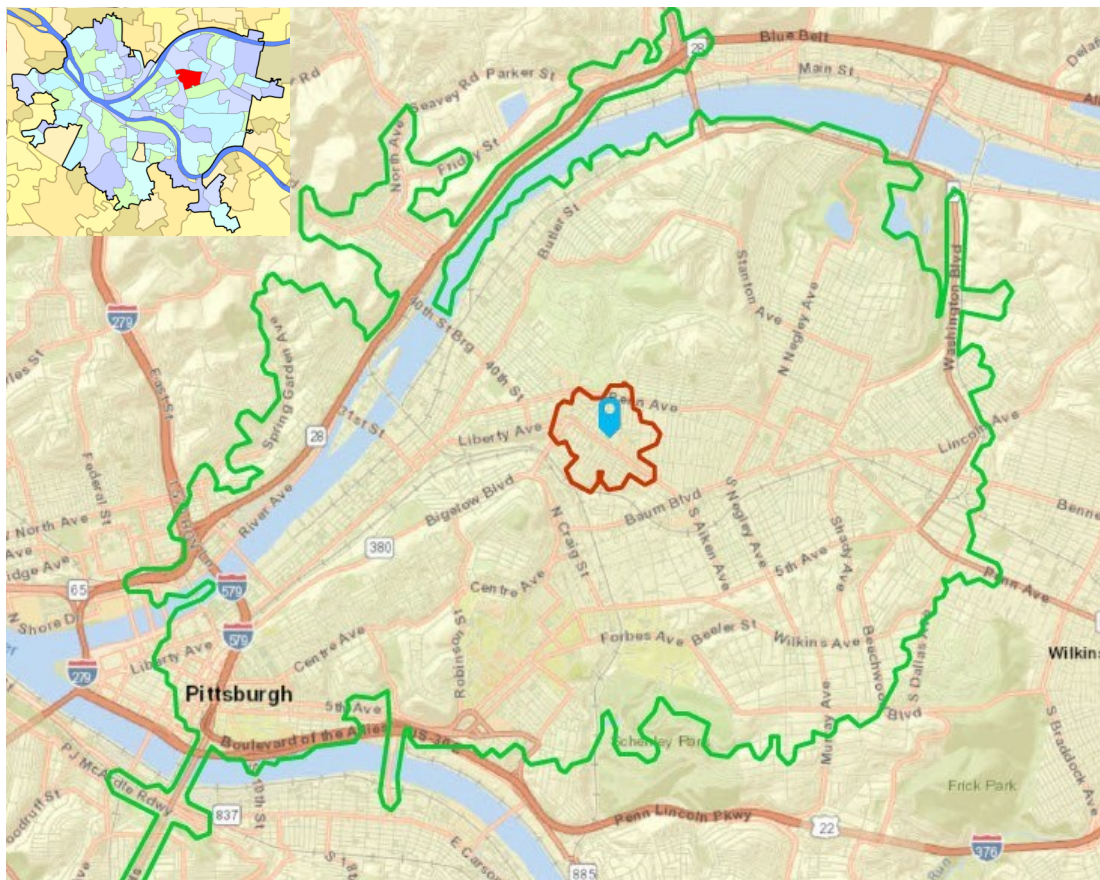
# MARKET PROFILE

## Liberty Avenue Commercial District

### Bloomfield

**ura**

Urban  
Redevelopment  
Authority  
of Pittsburgh



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

Number of Businesses:  
257

Number of Employees:  
3,734

Employees/Residential  
Population Ratio\*:  
.92:1

Major Industries:  
Health Services, Eating  
& Drinking Places, Health Care &  
Social Assistance

For more information on the  
neighborhood, visit:



| Spending Potential Index                                 | 2 Minute Drive | 10 Minute Drive |
|--|----------------|-----------------|
| <b>Apparel and Services</b>                              | 79             | 96              |
| <b>Computers and Accessories</b>                         | N/A            | N/A             |
| <b>Education</b>   | 77             | 98              |
| <b>Entertainment / Recreation</b>                        | 73             | 89              |
| <b>Food at Home</b>                                      | 78             | 93              |
| <b>Food Away from Home</b>                               | 78             | 96              |
| <b>Health Care</b>                                       | 72             | 87              |
| <b>Household Furnishing and Equipment</b>                | 74             | 88              |
| <b>Personal Care Products and Services</b>               | 77             | 94              |
| <b>Shelter</b>   | 78             | 95              |
| <b>Support Payments/Cash Contributions/Gifts in Kind</b> | 71             | 82              |
| <b>Travel</b>  | 69             | 85              |
| <b>Vehicle Maintenance and Repair</b>                    | 79             | 93              |

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.

| 2021 Households by Disposable Income | 2 Minute Drive | 10 Minute Drive |
|--------------------------------------|----------------|-----------------|
| <b>&lt;\$15,000</b>                  | 13.5%          | 20.6%           |
| <b>\$15,000—\$24,999</b>             | 11.5%          | 13.6%           |
| <b>\$25,000—\$34,999</b>             | 13.6%          | 9.4%            |
| <b>\$35,000—\$49,999</b>             | 18.2%          | 12.4%           |
| <b>\$50,000—\$74,999</b>             | 21.7%          | 16.8%           |
| <b>\$75,000—\$99,999</b>             | 9.8%           | 8.1%            |
| <b>\$100,000—\$149,999</b>           | 9.6%           | 11.0%           |
| <b>\$150,000+</b>                    | 2.2%           | 8.2%            |
| <b>Median Disposable Income</b>      | \$43,198       | \$41,628        |

Note: Disposable income is after-tax household income.

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

## Liberty Avenue Commercial District

| Demographic Data:<br>2 Minute Drive       | 2010    | 2021      | 2026<br>(Projected) |
|---|---------|-----------|---------------------|
| <b>Population</b>                         | 3,987   | 4,076     | 4,121               |
| <b>Households</b>                         | 2,127   | 2,213     | 2,253               |
| <b>Median Age</b>                         | 34.8    | 37.4      | 39.6                |
| % 0-9                                     | 5.0%    | 5.2%      | 5.6%                |
| % 10-14                                   | 2.5%    | 2.6%      | 2.8%                |
| % 15-24                                   | 17.5%   | 12.4%     | 12.6%               |
| % 25-34                                   | 25.3%   | 26.2%     | 20.4%               |
| % 35-44                                   | 10.5%   | 12.4%     | 16.1%               |
| % 45-54                                   | 12.0%   | 10.0%     | 10.3%               |
| % 55-64                                   | 11.7%   | 12.0%     | 11.1%               |
| % 65+                                     | 15.5%   | 19.4%     | 20.9%               |
| <b>Median Household Income</b>            | ***     | \$52,557  | \$56,108            |
| <b>Average Household Income</b>           | ***     | \$67,908  | \$74,310            |
| <b>Per Capita Income</b>                  | ***     | \$36,956  | \$40,727            |
| <b>Total Housing Units</b>                | 2,379   | 2,457     | 2,503               |
| % Owner Occupied Units                    | 33.7%   | 29.5%     | 30.0%               |
| % Renter Occupied Units                   | 55.7%   | 60.6%     | 60.0%               |
| % Vacant Housing Units                    | 10.6%   | 10%       | 10%                 |
| <b>Median Home Value</b>                  | ***     | ***       | ***                 |
| Demographic Data:<br>10 Minute Drive Time | 2010    | 2021      | 2026<br>(Projected) |
| <b>Population</b>                         | 124,890 | 130,068   | 132,581             |
| <b>Households</b>                         | 54,655  | 58,557    | 60,451              |
| <b>Median Age</b>                         | 28.9    | 31.6      | 32.3                |
| % 0-9                                     | 7.7%    | 6.7%      | 6.6%                |
| % 10-14                                   | 3.1%    | 3.1%      | 3.1%                |
| % 15-24                                   | 31.2%   | 27.3%     | 27.3%               |
| % 25-34                                   | 17.5%   | 18.5%     | 17.3%               |
| % 35-44                                   | 9.1%    | 10.7%     | 11.4%               |
| % 45-54                                   | 10.2%   | 8.3%      | 8.5%                |
| % 55-64                                   | 9.5%    | 9.9%      | 8.9%                |
| % 65+                                     | 12.2%   | 15.5%     | 17.0%               |
| <b>Median Household Income</b>            | ***     | \$51,580  | \$57,536            |
| <b>Average Household Income</b>           | ***     | \$83,506  | \$94,020            |
| <b>Per Capita Income</b>                  | ***     | \$38,115  | \$43,373            |
| <b>Total Housing Units</b>                | 50,490  | 52,473    | 53,158              |
| % Owner Occupied Units                    | 32.6%   | 29.1%     | 29.6%               |
| % Renter Occupied Units                   | 56.0%   | 60.8%     | 60.8%               |
| % Vacant Housing Units                    | 11.5%   | 10.1%     | 9.6%                |
| <b>Median Home Value</b>                  | ***     | \$254,782 | \$306,203           |

| Traffic Count Profile | Closest Cross-Street | Count |
|-----------------------|----------------------|-------|
| S Winebid-dle St      | Liberty Ave          | 934   |
| Edmond St             | Friendship Ave       | 660   |
| Friendship Ave        | Joliet Way           | 8,161 |

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.

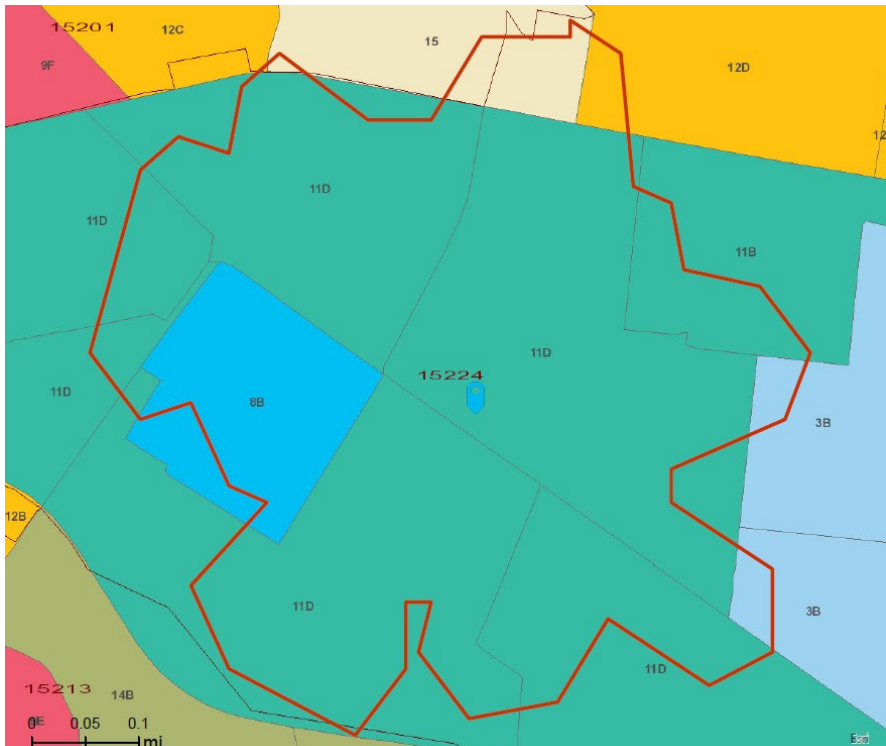
# Liberty Avenue Commercial District

| Marketplace Profile** : 2 Min Drive               | Retail Potential (Demand) | Retail Sales (Supply) | Retail Gap     | Leakage/ Surplus Factor | Number of Business |
|---|---------------------------|-----------------------|----------------|-------------------------|--------------------|
| Motor Vehicle & Parts Dealers                     | \$10,119,546              | \$25,471,607          | -\$15,352,061  | -43.1                   | 4                  |
| Furniture & Home Furnishing Stores                | \$1,683,421               | \$0                   | \$1,683,421    | 100.0                   | 0                  |
| Electronics and Appliance Stores                  | \$1,191,462               | \$0                   | \$1,191,462    | 100.0                   | 0                  |
| Building Materials, Garden Equip. & Supply Stores | \$2,518,161               | \$1,529,910           | \$988,251      | 24.4                    | 1                  |
| Food and Beverage Stores                          | \$9,411,389               | \$19,921,169          | -\$10,509,780  | -35.8                   | 4                  |
| Health and Personal Care Stores                   | \$2,929,834               | \$13,051,972          | -\$10,122,138  | -63.3                   | 4                  |
| Gasoline Stations                                 | \$4,998,316               | \$9,431,738           | -\$4,433,422   | -30.7                   | 1                  |
| Clothing & Clothing Accessories Stores            | \$2,817,985               | \$828,755             | \$1,989,230    | 54.5                    | 3                  |
| Sporting Goods / Hobby / Music / Book Stores      | \$1,444,272               | \$867,423             | \$576,849      | 25.0                    | 4                  |
| General Merchandise Stores                        | \$7,465,719               | \$0                   | \$7,465,719    | 100.0                   | 0                  |
| Nonstore Retailers                                | \$983,705                 | \$540,446             | \$443,259      | 29.1                    | 1                  |
| Food Services & Drinking Places                   | \$5,205,744               | \$11,654,972          | -\$6,449,228   | -38.3                   | 30                 |
| Marketplace Profile** : 10 Min Drive              | Retail Potential (Demand) | Retail Sales (Supply) | Retail Gap     | Leakage/ Surplus Factor | Number of Business |
| Motor Vehicle & Parts Dealers                     | \$337,779,852             | \$243,267,534         | \$94,512,318   | 16.3                    | 37                 |
| Furniture & Home Furnishing Stores                | \$57,627,358              | \$51,688,194          | \$5,939,164    | 5.4                     | 35                 |
| Electronics and Appliance Stores                  | \$54,681,019              | \$179,310,384         | -\$124,629,365 | -53.3                   | 32                 |
| Building Materials, Garden Equip. & Supply Stores | \$88,782,028              | \$75,632,016          | \$13,150,012   | 8.0                     | 39                 |
| Food and Beverage Stores                          | \$308,716,401             | \$374,726,967         | -\$66,010,566  | -9.7                    | 111                |
| Health and Personal Care Stores                   | \$96,903,178              | \$146,546,057         | -\$49,642,879  | -20.4                   | 67                 |
| Gasoline Stations                                 | \$162,279,902             | \$93,254,862          | \$69,025,040   | 27.0                    | 22                 |
| Clothing & Clothing Accessories Stores            | \$95,957,601              | \$167,191,530         | -\$71,233,929  | -27.1                   | 151                |
| Sporting Goods / Hobby / Music / Book Stores      | \$48,477,236              | \$52,442,798          | -\$3,965,562   | -3.9                    | 52                 |
| General Merchandise Stores                        | \$248,954,636             | \$64,464,968          | \$184,489,668  | 58.9                    | 28                 |
| Nonstore Retailers                                | \$32,960,972              | \$166,585,356         | -\$133,624,384 | -67.0                   | 21                 |
| Food Services & Drinking Places                   | \$176,709,050             | \$327,457,245         | -\$150,748,195 | -29.9                   | 618                |

| 2021 Educational Attainment (Ages 25+)     | 2 Minute Drive Time | 10 Minute Drive Time |
|--|---------------------|----------------------|
| <b>No High School Diploma</b>              | 4.2%                | 5.3%                 |
| <b>High School Diploma or Some College</b> | 31.5%               | 29.4%                |
| <b>Associates Degree</b>                   | 8.0%                | 6.6%                 |
| <b>Bachelor's Degree</b>                   | 30.5%               | 26.9%                |
| <b>Graduate or Professional Degree</b>     | 26.0%               | 31.3%                |

\*\* 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.

# Liberty Avenue Commercial District: 2 Minute Drive Time



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Walk Score: 90
- Transit Score: 63
- Bike Score: 88

\* 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 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.

#### 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. Half have a college degree and a professional occupation. Incomes close to the US median income primarily from wages, investments, 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 abroad and domestically.

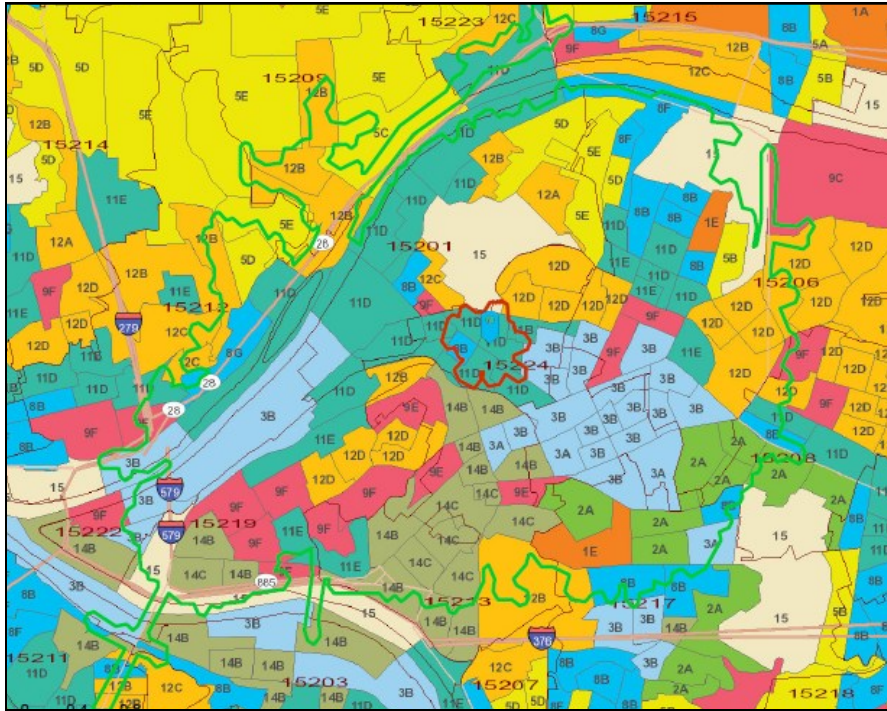
#### Young and Restless

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>.



# Liberty Avenue Commercial District: 10 Minute Drive Time



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Home of Pittsburgh's Little Italy, a regional attraction
- Number of bus lines in neighborhood: 6
- Bloomfield is the 4th most walkable neighborhood in Pittsburgh

\* 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.

#### 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.

#### 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.

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# Liberty Avenue Commercial District

## Bloomfield 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

Bloomfield Development Corporation:  
[www.bloomfieldpgh.org](http://www.bloomfieldpgh.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).