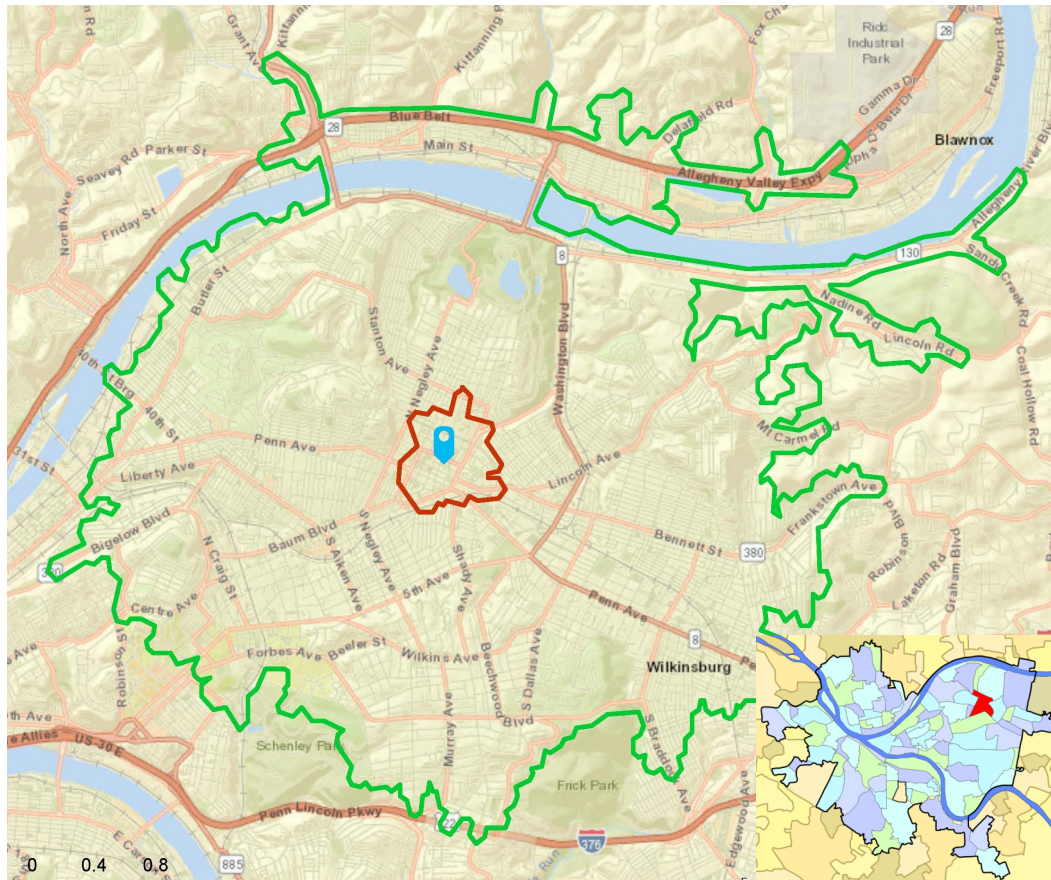# Penn Circle/Penn Highland Commercial District

East Liberty

ura

Urban
Redevelopment
Authority
of Pittsburgh

2021 Business Summary
(2 min drive time)

Number of Businesses:
310

Number of Employees:
3,613

Employees/Residential
Population Ratio*:
1.04 :1

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

For more information on the
neighborhood, visit:

PITTSBURGH
CITYLIVING.COM

Spending Potential Index	2 Minute Drive Time	10 Minute Drive Time
Apparel and Services	66	98
Computers and Accessories	N/A	N/A
Education	64	98
Entertainment / Recreation	59	92
Food at Home	64	95
Food Away from Home	65	97
Health Care	58	90
Household Furnishing and Equipment	58	91
Personal Care Products and Services	64	96
Shelter	64	97
Support Payments/Cash Contributions/Gifts in Kind	52	86
Travel	55	89
Vehicle Maintenance & Repair	62	95

2021 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<$15,000	27.7%	18.8%
$15,000—$24,999	18.5%	13.4%
$25,000—$34,999	13.7%	9.5%
$35,000—$49,999	13.7%	12.8%
$50,000—$74,999	13.6%	17.4%
$75,000—$99,999	4.0%	8.3%
$100,000—$149,999	4.8%	11.3%
$150,000+	4.2%	8.4%
Median Disposable Income	$27,265	$43,579

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.

Penn Circle/Penn Highland Commercial District

Demographic Data: 2 Min Drive Time	2010	2021	2026 (Projected)
Population	2,672	3,468	3,516
Households	1,135	1,609	1,647
Median Age	37.0	36.6	37.1
% 0-9	14.0%	12.0%	11.9%
% 10-14	5.2%	5.5%	5.1%
% 15-24	15.1%	10.7%	12.6%
% 25-34	13.8%	19.2%	17.2%
% 35-44	10.1%	13.4%	14.6%
% 45-54	15.2%	10.7%	11.0%
% 55-64	13.0%	12.7%	11.4%
% 65+	13.6%	15.6%	16.3%
Median Household Income	***	$33,065	$36,277
Average Household Income	***	$55,584	$63,407
Per Capita Income	***	$29,541	$33,425
Total Housing Units	1,295	1,768	1,817
% Owner Occupied Units	20.1%	16.3%	16.8%
% Renter Occupied Units	67.6%	74.7%	73.8%
% Vacant Housing Units	12.4%	9.0%	9.4%
Median Home Value	***	$249,324	$333,607

Traffic Count Profile	Closest Cross-Street	Count
Penn Cir S	Stevenson St	6,891
Penn Ave	E Bus Way	13,589
Shady Ave	Ellsworth Ave	10,591
Penn Cir E	Harvard Sq	10,017
Penn Cir S	Trade St	11,064
E Liberty Blvd	Collins Ave	7,789
Penn Cir W	Penn Cir N	7,668
Penn Cir W	Baum Blvd	7,698
Negley Run Blvd	Collins Ave	8,972
Broad Street	Penn Cir E	6,449

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

Demographic Data: 10 Min Drive Time	2010	2021	2026 (Projected)
Population	128,574	129,970	130,378
Households	59,608	61,338	61,972
Median Age	32.5	34.8	35.8
% 0-9	8.6%	8.0%	8.0%
% 10-14	3.9%	3.9%	3.7%
% 15-24	22.9%	20.0%	20.0%
% 25-34	18.1%	18.5%	17.2%
% 35-44	9.9%	11.5%	12.2%
% 45-54	11.2%	9.0%	9.2%
% 55-64	11.1%	11.2%	10.1%
% 65+	14.2%	18.0%	19.7%
Median Household Income	***	$53,557	$59,369
Average Household Income	***	$85,948	$96,309
Per Capita Income	***	$40,731	$45,943
Total Housing Units	67,657	69,587	70,470
% Owner Occupied Units	36.5%	33.1%	33.2%
% Renter Occupied Units	51.6%	55.1%	54.7%
% Vacant Housing Units	11.9%	11.9%	12.1%
Median Home Value	***	$261,416	$311,926

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	$5,473,572	$935,602	$4,537,970	70.8	1
Furniture & Home Furnishing Stores	$914,069	$0	$914,069	100.0	0
Electronics and Appliance Stores	$873,117	$1,754,355	-$881,238	-33.5	2
Building Materials, Garden Equip. & Supply Stores	$1,306,715	$21,993,993	-$20,687,278	-88.8	3
Food and Beverage Stores	$5,180,389	$14,430,566	-$9,250,177	-47.2	1
Health and Personal Care Stores	$1,591,396	$5,895,212	-$4,303,816	-57.5	3
Gasoline Stations	$2,709,990	$0	$2,709,990	100.0	0
Clothing & Clothing Accessories Stores	$1,537,271	$6,530,536	-$4,993,265	-61.9	12
Sporting Goods / Hobby / Music / Book Stores	$780,831	$0	$780,831	100.0	0
General Merchandise Stores	$4,069,533	$11,524,039	-$7,454,506	-47.8	4
Nonstore Retailers	$530,395	$0	$530,395	100.0	0
Food Services & Drinking Places	$2,839,497	$14,117,797	-$11,278,300	-66.5	21
Marketplace Profile: 10 Minute Drive Time**	**Retail Potential (Demand)**	**Retail Sales (Supply)**	**Retail Gap**	**Leakage/ Surplus Factor**	**Number of Business**
Motor Vehicle & Parts Dealers	$391,517,469	$225,830,011	$165,687,458	26.8	42
Furniture & Home Furnishing Stores	$67,187,566	$60,989,446	$6,198,120	4.8	30
Electronics and Appliance Stores	$63,427,447	$158,711,451	-$95,284,004	-42.9	30
Building Materials, Garden Equip. & Supply Stores	$105,742,169	$79,703,713	$26,038,456	14.0	43
Food and Beverage Stores	$356,331,874	$403,909,842	-$47,577,968	-6.3	83
Health and Personal Care Stores	$112,970,710	$110,017,991	$2,952,719	1.3	50
Gasoline Stations	$187,148,016	$81,225,693	$105,922,323	39.5	20
Clothing & Clothing Accessories Stores	$111,147,371	$133,244,685	-$22,097,314	-9.0	118
Sporting Goods / Hobby / Music / Book Stores	$56,041,427	$39,965,487	$16,075,940	16.7	50
General Merchandise Stores	$288,132,486	$63,768,988	$224,363,498	63.8	24
Nonstore Retailers	$38,331,635	$142,028,950	-$103,697,315	-57.5	17
Food Services & Drinking Places	$204,329,292	$224,954,546	-$20,625,254	-4.8	441

2021 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	7.4%	4.8%
High School Diploma or Some College	34.0%	29.1%
Associates Degree	8.8%	5.7%
Bachelor's Degree	21.9%	27.8%
Graduate or Professional Degree	27.9%	32.6%

**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 Circle/Penn Highland Commercial District
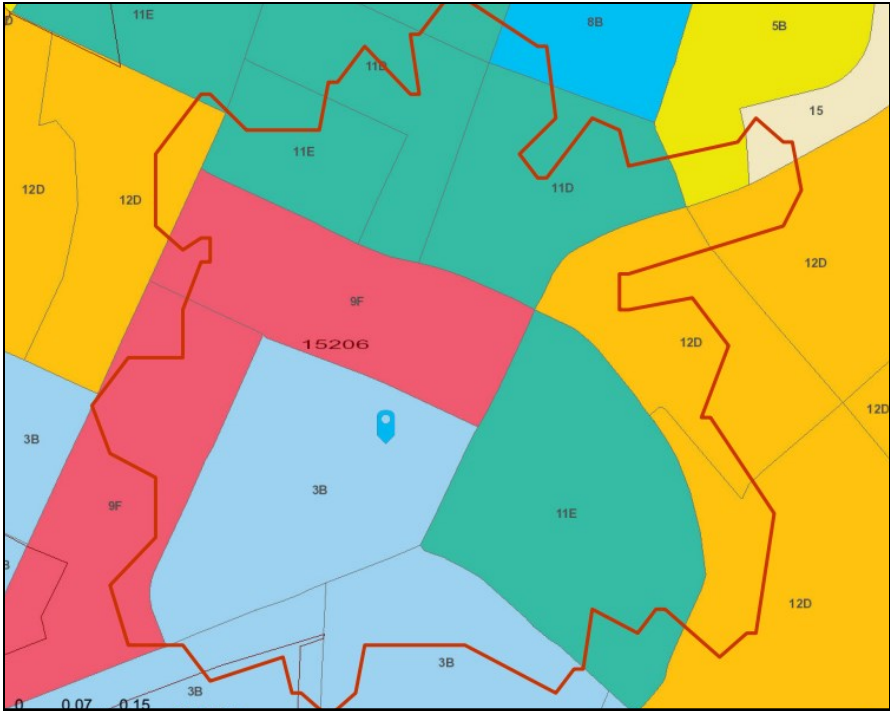
ESRI Tapestry Segmentation Area Profile: 2 Min Drive Time

Neighborhood Quick Facts*

- Walk Score: 95
- Transit Score: 69
- Bike Score: 71

* 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.

City Commons

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

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.**

Penn Circle/Penn Highland Commercial District
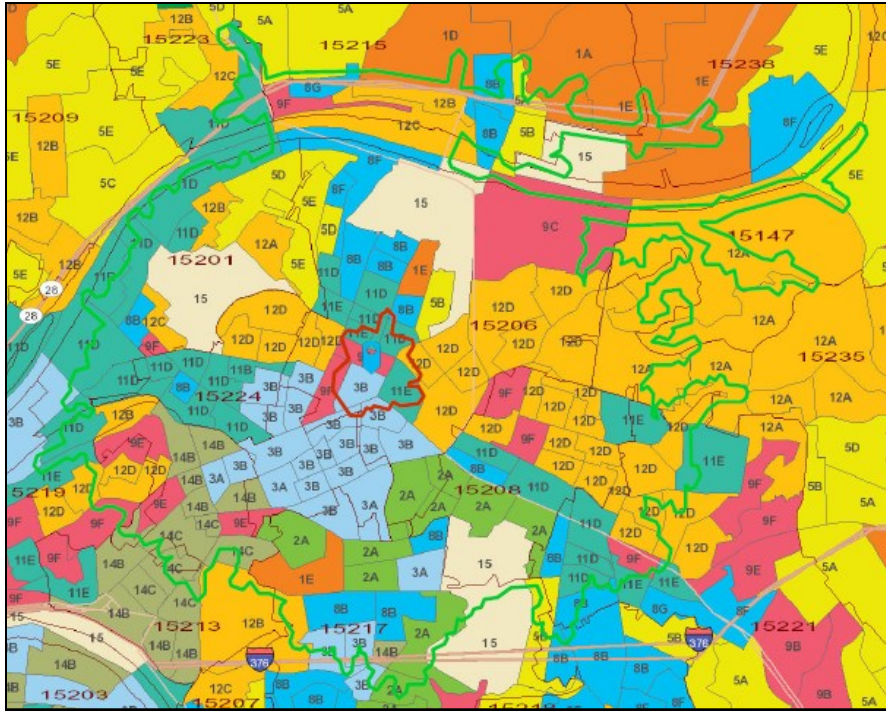
ESRI Tapestry Segmentation Area Profile:
10 Min Drive Time

Neighborhood Quick Facts*

- Transit Lines: 10

* 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.

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.

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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

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. 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