

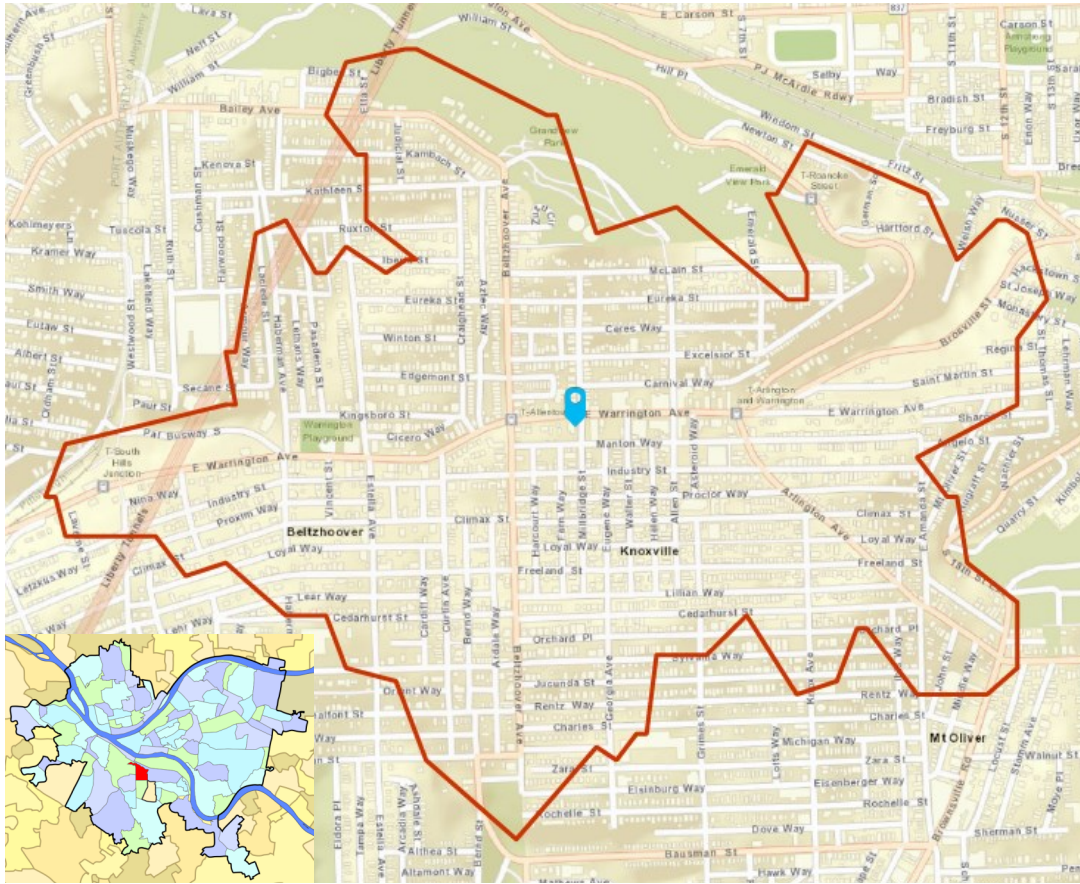
MARKET PROFILE

East Warrington Avenue Commercial District

Allentown



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
97

Number of Employees:
650

Employees/Residential
Population Ratio*:
0.13:1

Major Commercial Industries:
Eating and Drinking Places, Real
Estate, Holding, Other Investment
Offices

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	\$9,269,033	\$2,969,230	\$6,299,803	51.5	2
Furniture & Home Furnishing Stores	\$1,483,215	\$941,579	\$541,636	22.3	1
Electronics and Appliance Stores	\$1,376,172	\$0	\$1,376,172	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$2,583,682	\$1,308,742	\$1,274,940	32.8	2
Food and Beverage Stores	\$8,088,172	\$1,537,017	\$6,551,155	68.1	2
Health and Personal Care Stores	\$2,666,433	\$2,067,887	\$598,546	12.6	1
Gasoline Stations	\$4,432,961	\$7,996,442	-\$3,563,481	-28.7	1
Clothing & Clothing Accessories Stores	\$2,300,802	\$0	\$2,300,802	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$1,210,470	\$0	\$1,210,470	100.0	0
General Merchandise Stores	\$6,391,111	\$1,466,945	\$4,924,166	62.7	1
Nonstore Retailers	\$877,384	\$0	\$877,384	100.0	0
Food Services & Drinking Places	\$4,302,271	\$2,168,502	\$2,133,769	33.0	9

** 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.

East Warrington Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	5,186	4,845	4,738
Households	2,172	2,074	2,044
Median Age	32.3	35.0	37.2
% 0-9	12.7%	11.6%	11.6%
% 10-14	6.8%	6.0%	5.7%
% 15-24	17.7%	13.6%	13.1%
% 25-34	16.2%	18.9%	15.8%
% 35-44	10.4%	12.3%	15.1%
% 45-54	13.9%	10.5%	10.5%
% 55-64	11.4%	12.3%	11.0%
% 65+	10.8%	14.9%	17.1%
Median Household Income	***	\$39,305	\$42,222
Average Household Income	***	\$54,102	\$60,779
Per Capita Income	***	\$23,019	\$26,078
Total Housing Units	2,768	2,810	2,820
% Owner Occupied Units	39.7%	35.0%	35.4%
% Renter Occupied Units	38.8%	38.8%	37.1%
% Vacant Housing Units	21.5%	26.2%	27.5%
Median Home Value	***	\$68,349	\$84,197

Traffic Count Profile	Closest Cross-Street	Count
Beltzhoover Ave	Proctor Way	2,833
Arlington Ave	Emerald St	12,039
E Warrington	Liberty Tunnl	19,148
Liberty Tunnels	Liberty Tunnl	16,998
Liberty Tunnl	S Busway	42,061

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	20.5%
\$15,000—\$24,999	18.5%
\$25,000—\$34,999	13.6%
\$35,000—\$49,999	16.8%
\$50,000—\$74,999	16.5%
\$75,000—\$99,999	6.7%
\$100,000—\$149,999	5.8%
\$150,000+	1.7%
Median Disposable Income	\$32,632

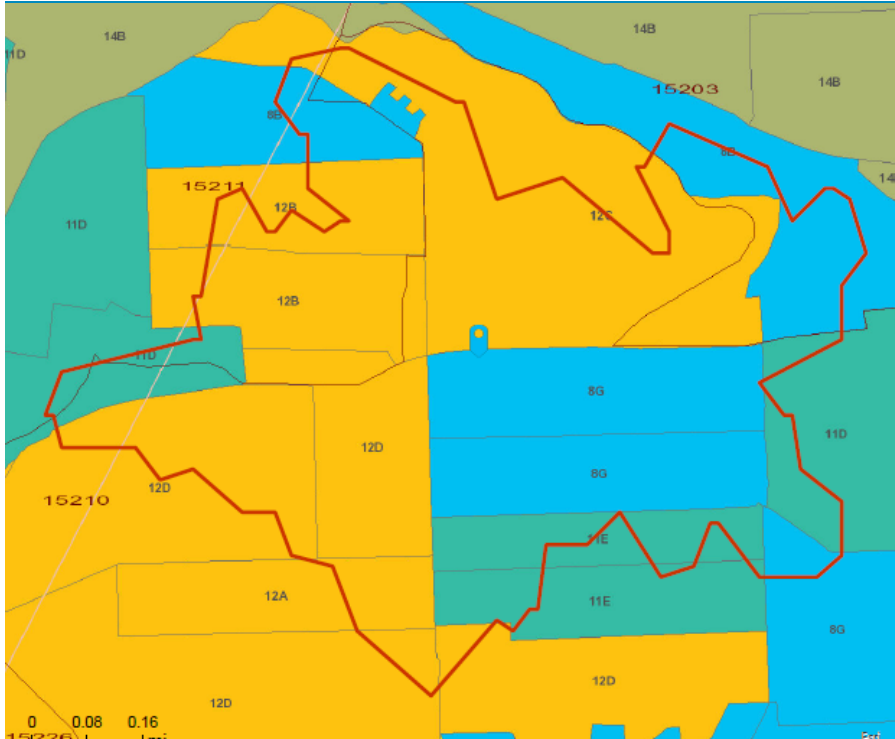
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	9.7%
High School Diploma or Some College	59.8%
Associates Degree	9.1%
Bachelor's Degree	13.9%
Graduate or Professional Degree	7.4%

Spending Potential Index	
Apparel and Services	61
Computers and Accessories	N/A
Education	53
Entertainment / Recreation	61
Food at Home	62
Food Away from Home	60
Health Care	63
Household Furnishing and Equipment	59
Personal Care Products and Services	61
Shelter	58
Support Payments/Cash Contributions/Gifts in Kind	56
Travel	55
Vehicle Maintenance and Repair	64

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.

East Warrington Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 72
- Transit Score: 59
- Bike Score: 62

* 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

Traditional Living

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Hometown Heritage

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of households are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings.

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

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>.

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Allentown 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

Allentown Community Development Corporation:
www.allentowncdc.org

Pittsburgh Hilltop Alliance:
www.pghilltopalliance.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