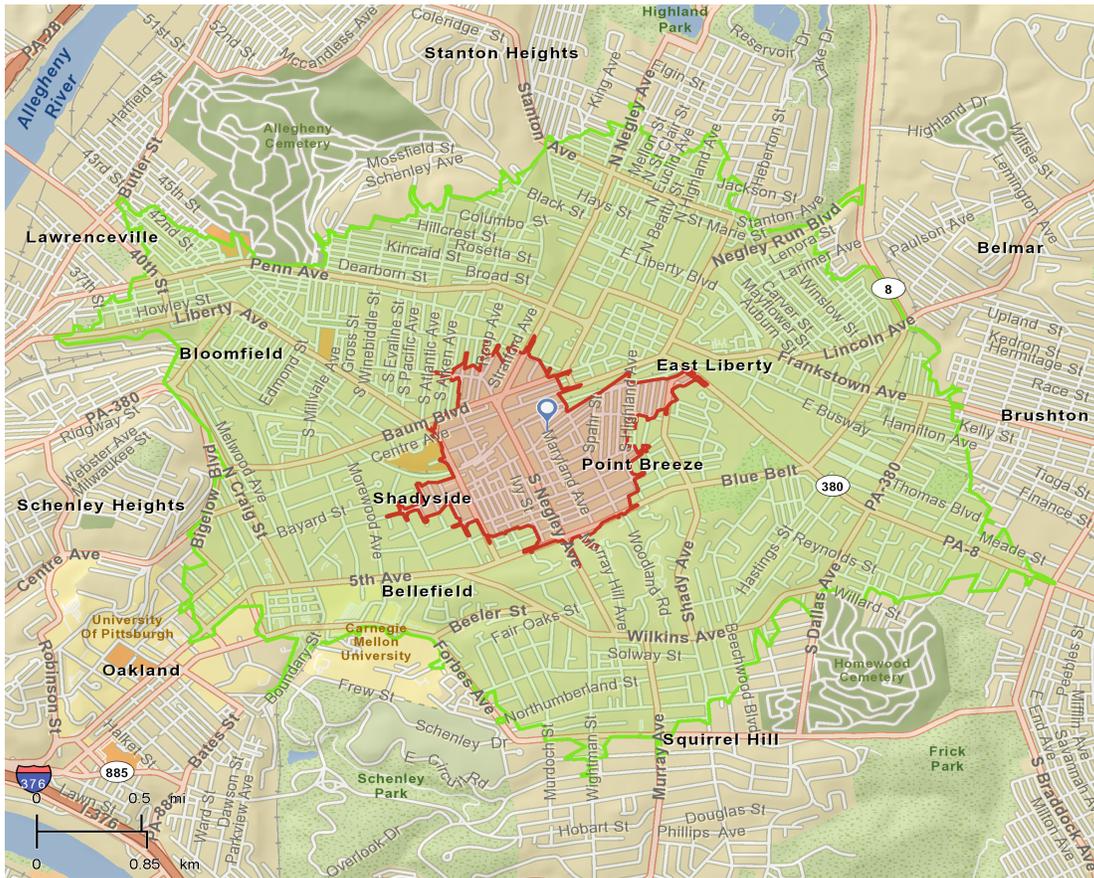


# Ellsworth Avenue Commercial District Shadyside



## 2013 Business Summary

Number of Businesses:  
568

Number of Employees:  
5455

Employees/Residential  
Population Ratio\*:  
0.63

Major Industries:  
Clothing & Accessories Stores, Food  
Services & Drinking Places,  
Miscellaneous Store Retailers

For more information on the  
neighborhood, visit:



Spending Potential Index	Trade area	10 min-ute drive
Apparel and Services	73	73
Computers and Accessories	110	110
Education	121	121
Entertainment / Recreation	96	101
Food at Home	99	104
Food away from Home	108	105
Health Care	81	90
Household Furnishing and Equip-ment	87	89
Investment	84	91
Miscellaneous	91	97
Shelter	106	106
Transportation	98	101
Travel	91	95
<b>Total Expenditures</b>	<b>97</b>	<b>100</b>

2010 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	19%	23.5%
\$15,000—\$24,999	15.7%	16.9%
\$25,000—\$34,999	16.4%	13.6%
\$35,000—\$49,999	13.8%	11.7%
\$50,000—\$74,999	13.7%	12.2%
\$75,000—\$99,999	9.0%	7.2%
\$100,000—\$149,999	8.8%	9.5%
\$150,000+	3.6%	5.4%
<b>Median Disposable Income</b>	<b>\$34,153</b>	<b>\$31,391</b>

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 employ-ees working in the area versus the number of residents. A higher ratio indicates more com-mercial presence.

## Ellsworth Avenue Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	8,635	8,663	8,736	0.17%
<b>Households</b>	5,118	5,105	5,186	0.32%
<b>Median Age</b>	29.4	29.4	29.6	0.14%
% 0-9	3.7%	3.6%	3.7%	0.56%
% 10-19	2.5%	2.3%	2.3%	0.00%
% 20-24	21.3%	21.4%	19.8%	-1.50%
% 25-34	38.5%	38.7%	39.5%	0.41%
% 35-44	9.2%	8.9%	8.8%	-0.22%
% 45-54	7.1%	6.8%	6.4%	-1.18%
% 55-64	7.9%	8.1%	8.5%	0.99%
% 65+	9.8%	10.1%	11.0%	1.78%
<b>Median Household Income</b>	\$38,021	40,496	\$52,749	6.05%
<b>Average Household Income</b>	\$57,517	\$65,847	\$78,140	3.73%
<b>Per Capita Income</b>	\$35,303	\$40,682	\$48,482	3.83%
<b>Total Housing Units</b>	5,512	5,542	5,609	0.24%
% Owner Occupied Units	20.0%	17.7%	17.7%	0.00%
% Renter Occupied Units	72.9%	74.4%	74.7%	0.08%
% Vacant Housing Units	7.1%	7.9%	7.5%	-1.01%
<b>Median Home Value</b>	**	\$40,496	\$52,749	6.05%
Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	57,885	57,945	57,998	0.02%
<b>Households</b>	28,779	28,574	28,826	0.18%
<b>Median Age</b>	30.1	30.2	31.0%	0.53%
% 0-9	7.1%	7.0%	7.0%	0.00%
% 10-14	10.1%	10.0%	9.8%	-0.40%
% 15-24	18.8%	18.9%	17.5%	-1.48%
% 25-34	21.7%	21.9%	22.2%	0.27%
% 35-44	9.2%	8.9%	8.7%	-0.45%
% 45-54	9.7%	9.4%	8.7%	-1.49%
% 55-64	9.9%	10.3%	10.7%	0.78%
% 65+	13.4%	13.8%	15.4%	2.32%
<b>Median Household Income</b>	\$36,763	\$37,038	\$47,344	5.57%
<b>Average Household Income</b>	\$52,989	\$67,948	\$81,523	4.00%
<b>Per Capita Income</b>	\$25,052	\$40,682	\$35,180	-2.70%
<b>Total Housing Units</b>	31,985	31,940	32,009	0.04%
% Owner Occupied Units	30.6%	28.2%	28.6%	0.28%
% Renter Occupied Units	59.4%	61.3%	61.4%	0.03%
% Vacant Housing Units	10.0%	10.5%	9.9%	-1.14%
<b>Median Home Value</b>	**	\$37,038	\$47,344	5.57%

Traffic Count Profile	Closest Cross-Street	Count
S Negley Ave	E Bus Way	10,973
Walnut St	College St	3,204
S Negley Ave	Friendship Ave	12,841
S Highland Ave	Carron Way	4,815
Penn Cir S	Trade St	13,901
Penn Cir W	Friendship Ave	13,024
Ellsworth Ave	Copeland St	18,516
Baum Blvd	Vintage Way	20,611
Penn Cir S	Houston St	10,503
Shady Ave	Shakespeare St	12,677

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2009 unless otherwise noted.  
\*Year of count: 2007



## Ellsworth Avenue Commercial District



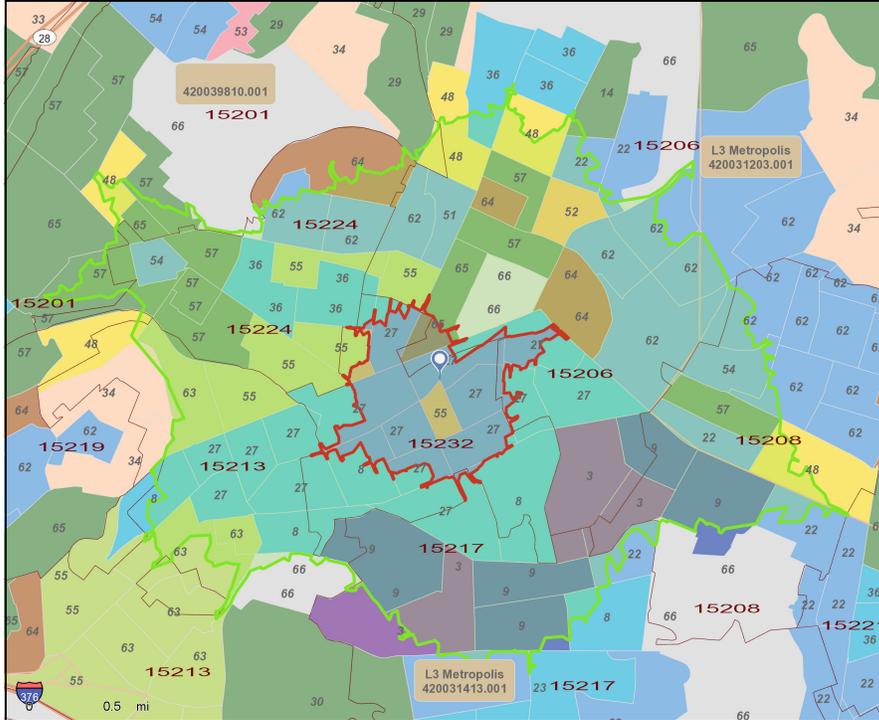
Marketplace Profile <sup>**</sup> : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$23,288,134	\$2,416,388	\$20,871,745	81.2	1
Furniture & Home Furnishing Stores	\$2,762,043	\$6,010,281	-\$3,248,238	-37.0	6
Electronics and Appliance Stores	\$3,561,016	\$724,462	\$2,836,554	66.2	5
Building Materials, Garden Equip. & Supply Stores	\$3,097,080	\$363,580	\$2,733,500	79.0	1
Food and Beverage Stores	\$23,810,169	\$34,882,798	-\$11,072,629	-18.9	8
Health and Personal Care Stores	\$7,196,327	\$12,137,108	-\$4,940,781	-25.6	7
Gasoline Stations	\$13,320,722	\$2,767,195	\$10,553,527	65.6	3
Clothing & Clothing Accessories Stores	\$8,243,962	\$53,775,644	-\$45,531,682	-73.4	30
Sporting Goods / Hobby / Music / Book Stores	\$4,003,746	\$781,069	\$3,222,677	67.4	7
General Merchandise Stores	\$19,150,664	\$711,777	\$18,438,887	92.8	1
Nonstore Retailers	\$11,625,802	\$4,837,194	\$6,788,609	41.2	2
Food Services & Drinking Places	\$14,669,339	\$8,396,500	\$6,272,839	27.2	28

Marketplace Profile <sup>**</sup> : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$133,203,170	\$30,512,310	\$102,690,859	62.7	19
Furniture & Home Furnishing Stores	\$15,758,763	\$14,791,915	\$993,848	3.3	22
Electronics and Appliance Stores	\$20,372,849	\$3,668,246	\$16,704,603	69.5	16
Building Materials, Garden Equip. & Supply Stores	\$20,891,702	\$14,013,591	\$6,878,111	19.7	8
Food and Beverage Stores	\$135,939,382	\$118,677,785	\$17,261,597	6.8	55
Health and Personal Care Stores	\$43,124,820	\$97,099,688	-\$53,974,868	-38.5	27
Gasoline Stations	\$76,277,826	\$16,473,238	\$59,804,587	64.5	12
Clothing & Clothing Accessories Stores	\$46,368,115	\$77,711,021	-\$31,342,905	-25.3	76
Sporting Goods / Hobby / Music / Book Stores	\$22,657,864	\$11,906,487	\$10,751,377	31.1	30
General Merchandise Stores	\$109,423,425	\$10,151,034	\$99,272,391	83.0	10
Nonstore Retailers	\$686,608,742	\$6,199,433	\$62,461,408	83.4	9
Food Services & Drinking Places	\$81,612,790	\$47,567,417	\$34,045,373	26.4	128

### 2013 Educational Attainment (Ages 25+)

<b>No High School Diploma</b>	14%
<b>High School Diploma or Some College</b>	47%
<b>Associates Degree</b>	15.3%
<b>Bachelor's Degree</b>	17.0%
<b>Graduate or Professional Degree</b>	4.8%

<sup>\*\*</sup>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.



## ESRI Tapestry Segmentation Area Profile: Trade Area

### Neighborhood Quick Facts\*

- 3rd most populous and 4th densest neighborhood in Pittsburgh
- 2nd highest % of residents with bachelor's degree or higher (69.6%)
- Substantial amount of cottage industries and small start-up businesses

\* 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 (80.9%)

Because they rent, “home and hearth” products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter’s insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active Metro Renters residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs. They rent foreign and classic films on DVD. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online; they prefer laptops, although many also own PDAs. Politically, these neighborhoods are liberal.

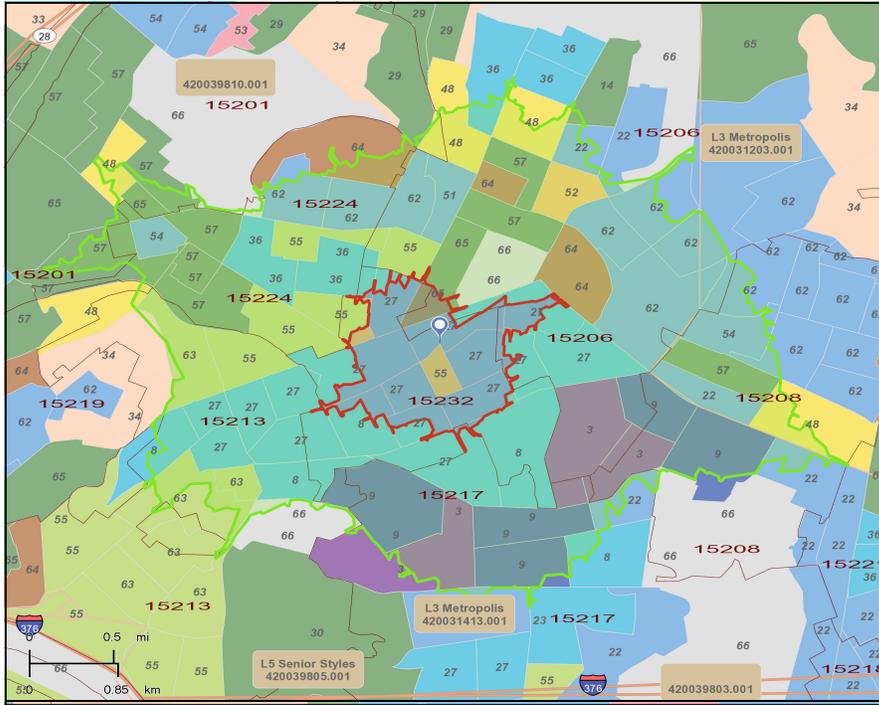
#### College Towns (9.6%)

Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald’s, Wendy’s, and pizza outlets during the week; however, many cook at home over the weekend. They buy books online and in stores. They have student loans and bank online or by ATM. These computer-savvy students own laptop computers or expensive desktop personal computers and the peripherals to match. Connecting to the Internet is essential; they go online to research assignments, look for jobs, check e-mail, and download music. Keeping in touch is also important; they buy and use cell phones and accessories. New to living on their own, many College Towns residents purchase bedding, bath, and cooking products. They own few appliances but, at a minimum, have a microwave oven, a toaster, and an upright vacuum cleaner. Their lifestyle is very casual. They rank high for participating in nearly every outdoor sport and athletic activity. College Towns residents attend country music and rock concerts and college basketball and football games, play pool, and go to movies and bars. They also participate in public activities including fund-raising and volunteer work. They usually listen to alternative music on their MP3 players, tune in to public radio, and watch MTV and Comedy Central on cable TV. They shop at discount stores but prefer to buy branded clothes from Old Navy, Gap, and Target.

#### Social Security Set (6.7)

Limited resources somewhat restrict the activities and purchases of residents in Social Security Set neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter’s insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

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>**



## ESRI Tapestry Segmentation Area Profile: 10 Minute Drive Time

\* 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 (36.4)

Because they rent, “home and hearth” products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter’s insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active Metro Renters residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs. They rent foreign and classic films on DVD. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online; they prefer laptops, although many also own PDAs. Politically, these neighborhoods are liberal.

#### Simple Living (9.9%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veterans’ clubs. *Simple Living* households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn’t important.

#### College Towns (9.1%)

Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald’s, Wendy’s, and pizza outlets during the week; however, many cook at home over the weekend. They buy books online and in stores. They have student loans and bank online or by ATM. These computer-savvy students own laptop computers or expensive desktop personal computers and the peripherals to match. Connecting to the Internet is essential; they go online to research assignments, look for jobs, check e-mail, and download music. Keeping in touch is also important; they buy and use cell phones and accessories. New to living on their own, many College Towns residents purchase bedding, bath, and cooking products. They own few appliances but, at a minimum, have a microwave oven, a toaster, and an upright vacuum cleaner. Their lifestyle is very casual. They rank high for participating in nearly every outdoor sport and athletic activity. College Towns residents attend country music and rock concerts and college basketball and football games, play pool, and go to movies and bars. They also participate in public activities including fund-raising and volunteer work. They usually listen to alternative music on their MP3 players, tune in to public radio, and watch MTV and Comedy Central on cable TV. They shop at discount stores but prefer to buy branded clothes from Old Navy, Gap, and Target.

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## Business District Programs

### The Pittsburgh Biz Buzz Small Grant Program

This program is designed to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.

The program aims to bring newcomers into your neighborhood business district and create a “buzz” about your business district through media and word of mouth.

For more information about applications and eligibility, visit:

[http://www.ura.org/business\\_owners/mainstreets.php](http://www.ura.org/business_owners/mainstreets.php)

### Mainstreets 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. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

To learn more about this program, contact [Josette Fitzgibbons](mailto:jfitzgibbons@ura.org) at (412) 255-6686 or visit:

[http://www.ura.org/business\\_owners/mainstreets.php](http://www.ura.org/business_owners/mainstreets.php)

### 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](mailto:quianna.wasler@ura.org), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

[http://www.ura.org/business\\_owners/facade\\_program.php](http://www.ura.org/business_owners/facade_program.php)



Ellsworth Avenue business district

## Contacts

Think Shadyside: <http://www.thinkshadyside.com/>

Urban Redevelopment  
Authority of Pittsburgh: <http://www.ura.org/>

All data from ESRI Business Analyst 2013 unless otherwise noted.

\*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](mailto:jfitzgibbons@ura.org) 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)