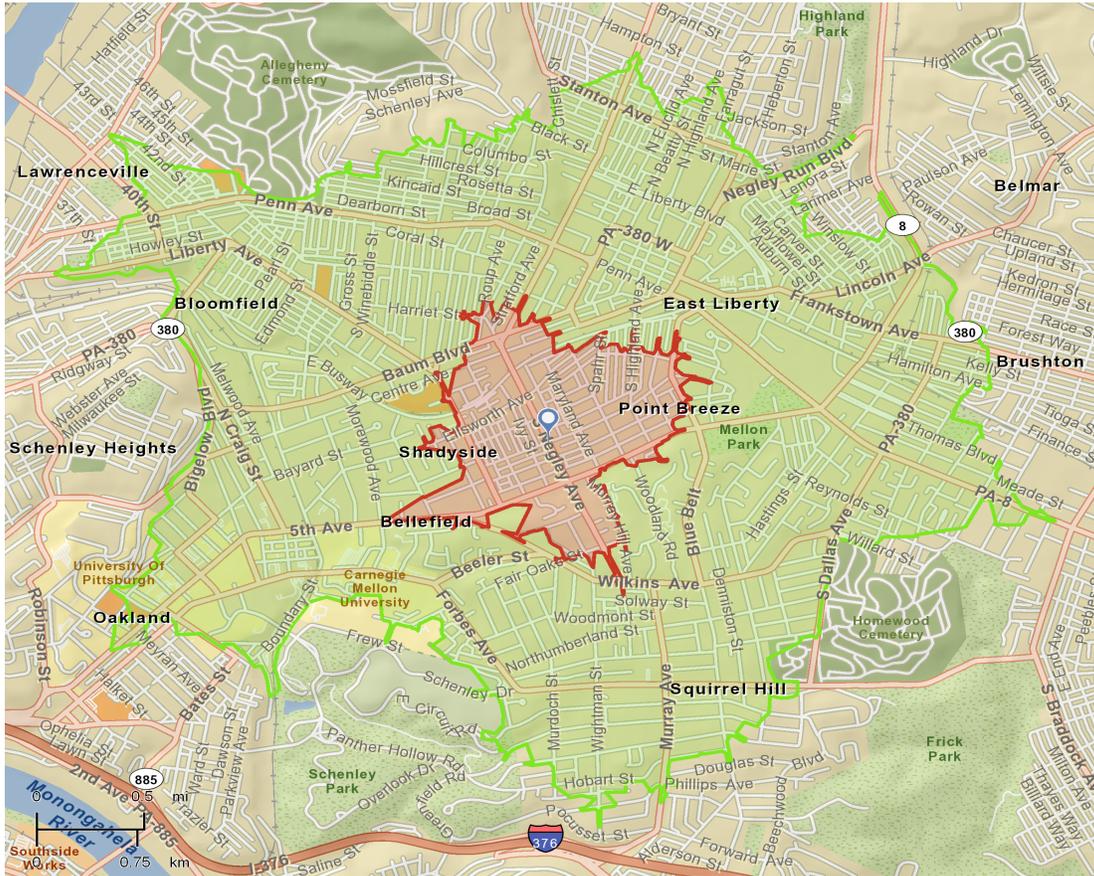


Walnut Street Commercial District Shadyside



2013 Business Summary

Number of Businesses:
556

Number of Employees:
4533

Employees/Residential
Population Ratio*:
0.47

Major Industries:
Professional, Scientific, & Tech
Services, Clothing & Accessories
Stores, Health Care & Social Assistance

For more information on the
neighborhood, visit:



Spending Potential Index	Trade area	10 min-ute drive
Apparel and Services	115	76
Computers and Accessories	107	99
Education	143	126
Entertainment / Recreation	114	104
Food at Home	122	107
Food away from Home	117	112
Health Care	96	93
Household Furnishing and Equip-ment	103	92
Investment	100	96
Miscellaneous	108	100
Shelter	125	110
Transportation	116	104
Travel	108	99
Total Expenditures	115	103

2010 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	17.1%	22.5%
\$15,000—\$24,999	14.0%	16.4%
\$25,000—\$34,999	14.6%	13.4%
\$35,000—\$49,999	13.3%	11.7%
\$50,000—\$74,999	14.3%	12.5%
\$75,000—\$99,999	9.1%	7.7%
\$100,000—\$149,999	11.4%	10.1%
\$150,000+	6.2%	5.6%
Median Disposable Income	\$38,844	\$32,824

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.

Walnut Street Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	9,742	9,703	9,725	0.05%
Households	5,692	5,635	5,685	0.18%
Median Age	29.2	29.2	29.5	0.21%
% 0-9	4.5	4.5%	4.5%	0.00%
% 10-19	3.0%	2.8%	2.7%	-0.71%
% 19-24	22.0%	22.2%	20.5%	-1.53%
% 25-34	35.9%	36.1%	37.0%	0.50%
% 35-44	9.2%	8.9%	8.8%	-0.22%
% 45-54	7.0%	6.7%	6.2%	-1.49%
% 55-64	7.9%	8.1%	8.5%	0.99%
% 65+	10.5%	10.8%	11.7%	1.67%
Median Household Income	\$40,208	\$46,680	\$62,202	6.65%
Average Household Income	\$63,210	\$78,119	\$91,786	3.50%
Per Capita Income	\$37,919	\$45,827	\$54,134	3.63%
Total Housing Units	6,085	6,101	6,149	0.16%
% Owner Occupied Units	23.7%	21.0%	20.7%	-0.29%
% Renter Occupied Units	69.8%	71.4%	71.7%	0.08%
% Vacant Housing Units	6.5%	7.6%	7.5%	-0.26%
Median Home Value	**	\$46,680	62,202	6.65%
Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	66,050	66,269	66,333	0.02%
Households	31,031	30,817	31,077	0.17%
Median Age	29.1	29.1	29.6	0.34%
% 0-9	6.7%	6.7%	6.7%	0.00%
% 10-19	12.7%	12.7%	12.5%	-0.31%
% 19-24	19.8%	19.9%	18.7%	-1.21%
% 25-34	20.7%	20.8%	21.1%	0.29%
% 35-44	8.6%	8.3%	8.2%	-0.24%
% 45-54	9.0%	8.7%	8.0%	-1.61%
% 55-64	9.4%	9.7%	10.1%	0.82%
% 65+	13%	13.4%	14.8%	2.09%
Median Household Income	\$36,909	\$38,850	\$50,606	6.05%
Average Household Income	\$52,780	\$70,194	\$84,378	4.04%
Per Capita Income	\$24,915	\$35,395	\$42,294	3.90%
Total Housing Units	34,281	34,248	34,330	0.05%
% Owner Occupied Units	31.0%	28.6%	29.1%	0.35%
% Renter Occupied Units	59.5%	61.4%	61.5%	0.03%
% Vacant Housing Units	9.5%	10.0%	9.5%	-1.00%
Median Home Value	\$96,928	18,5874	21,7639	3.42%

Traffic Count Profile	Closest Cross-Street	Count
Walnut St	College St	3,204
S Negley Ave	E Bus Way	10,973
Wilkins Ave	Copeland St	18,516
S Highland Ave	Gatewood Dr	16,659
S Negley Ave	Carron Way	4,815
Baum Blvd	Lynne Haven Rd	8,655
S Negley Ave	Vintage Way	20,611
Penn Cir S	Trade St	12,841
Shady Ave	Devereaux Ln	13,901
Penn Cir W	Friendship Ave	12,841

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

Walnut Street Commercial District

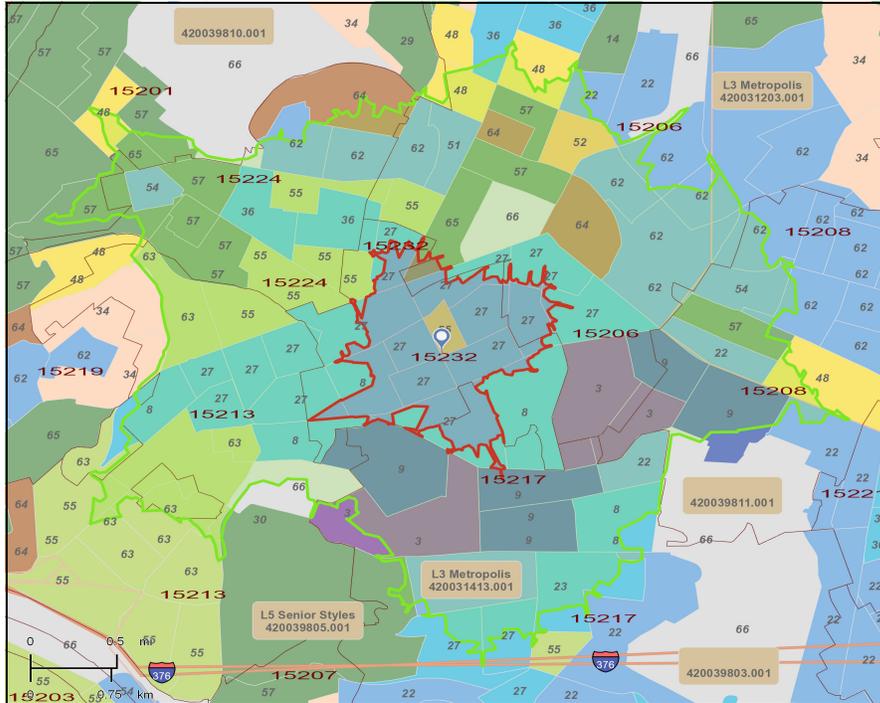


Marketplace Profile ^{**} : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$30,484,839	\$155,130	\$30,329,709	99.0	1
Furniture & Home Furnishing Stores	\$3,620,639	\$4,573,861	-\$95,322	-11.6	6
Electronics and Appliance Stores	\$4,655,719	\$991,856	\$3,663,864	64.9	6
Building Materials, Garden Equip. & Supply Stores	\$4,084,210	\$237,236	\$3,846,973	89.0	1
Food and Beverage Stores	\$31,038,413	\$19,786,837	\$11,251,576	22.1	6
Health and Personal Care Stores	\$9,381,593	\$10,733,163	-\$1,351,570	-6.7	6
Gasoline Stations	\$17,352,282	\$2,079,078	\$15,273,204	78.6	2
Clothing & Clothing Accessories Stores	\$10,784,517	\$58,723,636	-\$47,939,119	-69.0	33
Sporting Goods / Hobby / Music / Book Stores	\$5,228,891	\$854,698	\$4,374,193	71.9	7
General Merchandise Stores	\$2,500,721	\$66,527	\$13,333,150	99.0	1
Nonstore Retailers	\$15,184,385	\$4,759,939	\$10,424,446	52.3	2
Food Services & Drinking Places	\$19,206,504	\$7,713,861	\$11,492,643	42.7	25

Marketplace Profile ^{**} : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$148,279,901	\$32,065,819	\$116,214,082	64.4	20
Furniture & Home Furnishing Stores	\$17,595,164	\$15,061,998	\$2,533,166	7.8	24
Electronics and Appliance Stores	\$22,697,172	\$5,765,668	\$16,931,504	59.5	18
Building Materials, Garden Equip. & Supply Stores	\$23,331,210	\$14,058,612	\$9,272,597	24.8	9
Food and Beverage Stores	\$151,083,688	\$134,972,751	\$16,110,937	5.6	63
Health and Personal Care Stores	\$47,927,693	\$104,161,104	-\$56,233,412	-37.0	34
Gasoline Stations	\$84,668,769	\$16,143,472	\$68,525,297	68.0	12
Clothing & Clothing Accessories Stores	\$51,629,843	\$90,342,261	-\$38,712,417	-27.3	89
Sporting Goods / Hobby / Music / Book Stores	\$25,225,971	\$18,898,916	\$6,327,054	14.3	36
General Merchandise Stores	\$121,710,139	\$10,134,778	\$111,575,360	84.6	11
Nonstore Retailers	\$76,365,791	\$6,686,275	\$69,679,517	83.9	10
Food Services & Drinking Places	\$90,978,045	\$63,252,019	\$27,726,026	18.1	154

2013 Educational Attainment (Ages 25+)	
No High School Diploma	6.4%
High School Diploma or Some College	15%
Associates Degree	2.8%
Bachelor's Degree	32.9%
Graduate or Professional Degree	43.8%

^{**}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 (83.0%)

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 (8.7%)

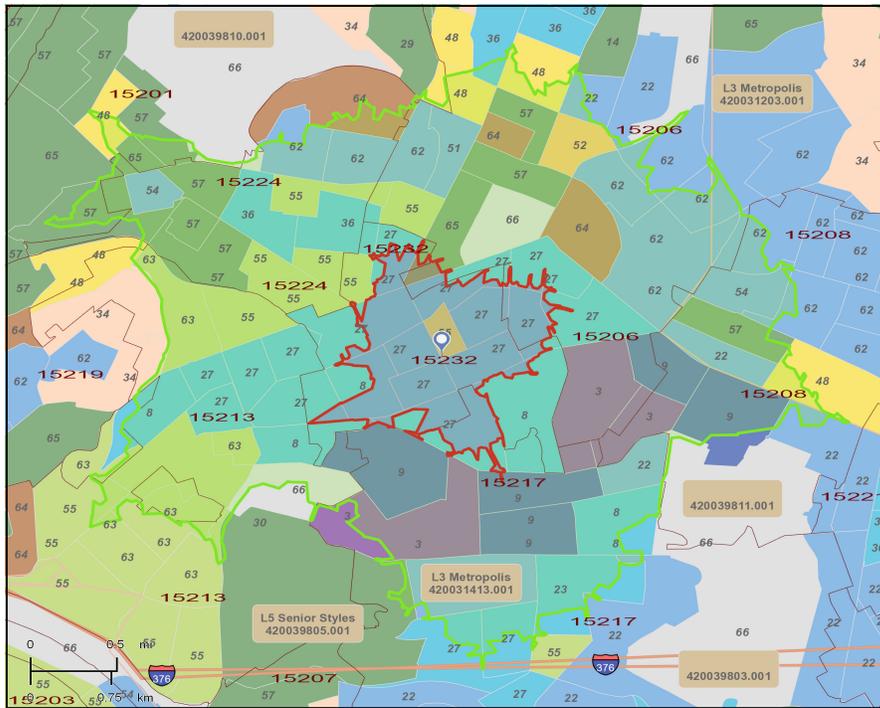
Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald's, 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

Laptops and Lattes (4.8%)

Cosmopolitan, connected, and politically liberal, *Laptops and Lattes* residents rely on their web-enabled cell phones instead of laptops to communicate. After the college segments, this is the top market to own an iPod and laptop or notebook computer. They go online to check e-mail, trade and track investments, review the latest news, arrange travel, and shop on sites such as amazon.com, ebay.com, and barnesandnoble.com. They also order items by phone. These residents travel, especially abroad, and enjoy a variety of vacations, such as backpacking, hiking, and beach trips. They stay at upscale hotels and rent cars when on vacation. A typical resident owns renter's insurance policies and uses dry cleaning services frequently. *Laptops and Lattes* residents go to the movies, the theater, dance performances, rock concerts, museums, bars, nightclubs, baseball and football games, and professional basketball games. They watch foreign films or movie classics on DVD and news and music channels on cable TV. *Saturday Night Live* is a favorite program. They eat out frequently and take adult education classes. They shop at Target for essentials and luxuries at high-end department and home stores. Residents exercise regularly at a health club and practice yoga, go downhill skiing, play tennis, jog, and bike. When they listen to the radio, they have a strong preference for classical music and all-news programs. They also listen to public radio and contribute to PBS. They read two or more daily newspapers; a variety of books such as history, biographies, and self-help; and travel, epicurean, airline, fashion, finance, and business magazines. They tend to buy organic and low fat/high fiber food. They eat nutrition/energy bars and take

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>

Walnut Street Commercial District



ESRI Tapestry Segmentation Area Profile: 10 Minute Drive Time

Neighborhood Quick Facts*

- Entertainment district creates a regional destination
- Number of bus lines in neighborhood: 26
- Persons per sq. mile: 14,403 (City average: 5,646)
- Walk Score: 97

* 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 (9.1%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go salt-water 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 (8.5%)

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.

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>**



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

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

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



Walnut Street 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: PGH SNAP, Dept. of City Planning

For More Information:

For additional market value analysis data, contact [Josette Fitzgibbons](mailto:jfitzgibbons@ura.org) 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