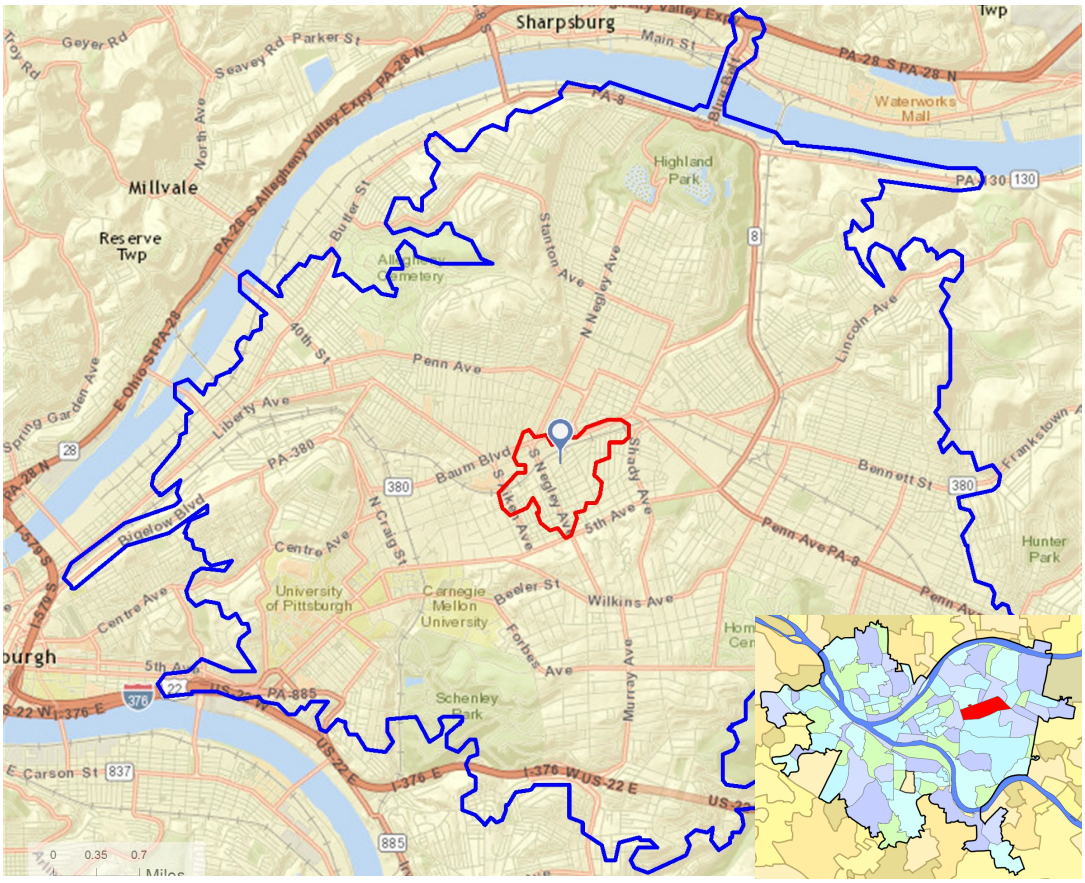
MARKET PROFILE

Ellsworth Avenue Commercial District

Shadyside

ura
Urban Redevelopment Authority of Pittsburgh



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
417

Number of Employees:
2,255

Employees/Residential Population Ratio*:
0.46:1

Major Industries:
Clothing & Clothing Accessories Stores, Electronics & Appliances Stores, Food & Beverage Stores

For more information on the neighborhood, visit:

PITTSBURGHCITYLIVING.COM

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

Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	78	60
Computers and Accessories	115	88
Education	121	93
Entertainment / Recreation	100	82
Food at Home	107	86
Food Away from Home	114	86
Health Care	85	77
Household Furnishing and Equipment	93	74
Investment	76	69
Retail Goods	95	78
Shelter	114	88
TV/Video/Audio	106	87
Travel	97	78
Vehicle Maintenance & Repair	101	83
Total Expenditures	100	81

2014 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<$15,000	18.7%	27.3%
$15,000—$24,999	14.3%	16.6%
$25,000—$34,999	10.8%	11.4%
$35,000—$49,999	12.8%	13.3%
$50,000—$74,999	18.9%	14.2%
$75,000—$99,999	10.6%	5.9%
$100,000—$149,999	8.2%	6.8%
$150,000+	5.6%	4.6%
Median Disposable Income	$41,099	$29,645

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.

Last Updated June 15

Ellsworth Avenue Commercial District

Demographic Data: 2 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,962	4,941	4,938	-0.01%
Households	2,889	2,903	2,916	0.09%
Median Age	28.8	28.9	29.2	0.21%
% 0-9	3.4%	3.4%	3.4%	0.00%
% 10-14	0.8%	0.9%	0.9%	0.00%
% 15-24	24.4%	23.5%	21.0%	-2.13%
% 25-34	41.2%	42.2%	43.7%	0.71%
% 35-44	8.9%	8.6%	8.8%	0.47%
% 45-54	6.5%	6.1%	5.6%	-1.64%
% 55-64	6.9%	7.1%	7.3%	0.56%
% 65+	7.8%	8.5%	9.4%	2.12%
Median Household Income	***	$50,158	$66,376	6.47%
Average Household Income	***	$74,741	$90,165	4.13%
Per Capita Income	***	$40,682	$48,482	3.83%
Total Housing Units	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%
Median Home Value	***	$40,496	$52,749	6.05%

Demographic Data: 10 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	131,704	132,044	132,695	0.10%
Households	59,663	60,244	60,816	0.19%
Median Age	30.1	31.0	31.9	0.58%
% 0-9	7.9%	7.8%	7.8%	0.00%
% 10-14	3.5%	3.4%	3.4%	0.00%
% 15-24	27.6%	26.4%	25.5%	-0.68%
% 25-34	17.6%	18.5%	18.0%	-0.54%
% 35-44	9.2%	9.3%	10.0%	1.51%
% 45-54	10.3%	9.4%	8.5%	-1.91%
% 55-64	10.5%	10.8%	10.6%	-0.37%
% 65+	13.4%	14.3%	16.1%	2.52%
Median Household Income	***	$35,219	$42,292	4.02%
Average Household Income	***	$59,899	$71,998	4.04%
Per Capita Income	***	$28,203	$34,088	4.17%
Total Housing Units	67,206	68,294	69,006	0.21%
% Owner Occupied Units	34.8%	32.4%	31.9%	-0.31%
% Renter Occupied Units	54.0%	55.8%	56.2%	0.14%
% Vacant Housing Units	11.2%	11.8%	11.9%	0.17%
Median Home Value	***	$157,226	$209,645	6.67%

Traffic Count Profile	Closest Cross-Street	Count
S Negley Ave	E Bus Way	11,590
Baum Blvd	Roup Ave	17,320
Walnut St	College St	3,157
Penn Cir S	Trade St	11,372
Ellsworth Ave	Copeland St	16,544
Alder St	Lehigh Ave	3,457

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2012 unless otherwise noted.

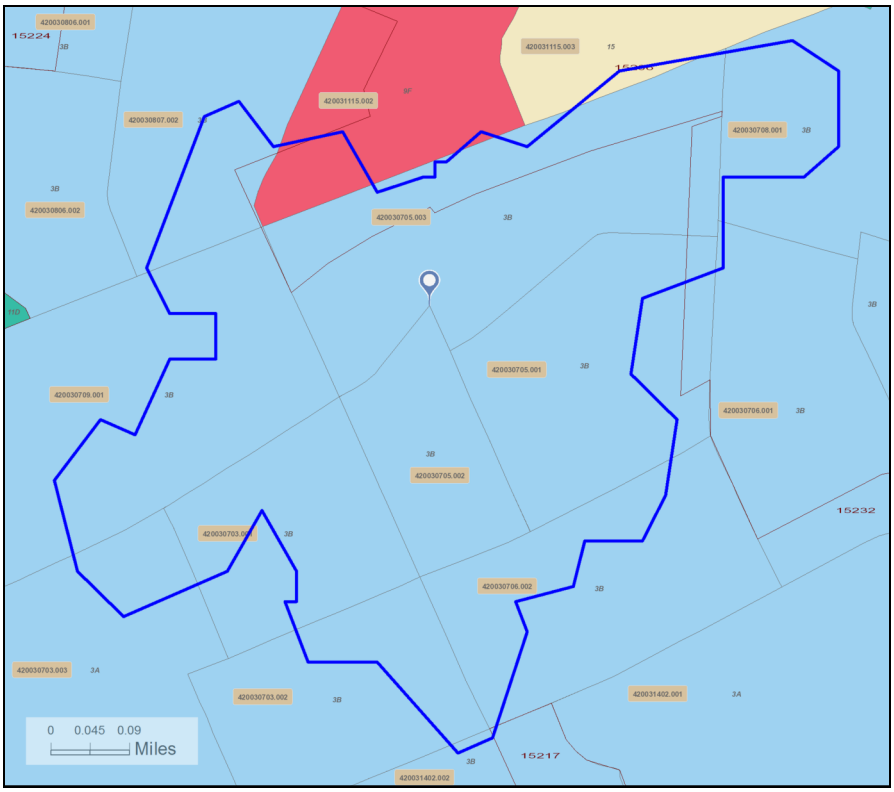
Ellsworth Avenue Commercial District

Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$15,781,313	$0	$15,781,313	100.0	0
Furniture & Home Furnishing Stores	$1,788,192	$1,930,162	-$141,970	-3.8	4
Electronics and Appliance Stores	$2,156,743	$13,225,121	-$11,068,378	-72.0	3
Building Materials, Garden Equip. & Supply Stores	$2,087,670	$0	$2,087,670	100.0	0
Food and Beverage Stores	$15,270,098	$11,550,290	$3,719,808	13.9	4
Health and Personal Care Stores	$4,227,960	$1,362,435	$2,865,525	51.3	3
Gasoline Stations	$7,621,744	$0	$7,621,744	100.0	0
Clothing & Clothing Accessories Stores	$5,357,268	$18,885,834	-$13,528,566	-55.8	13
Sporting Goods / Hobby / Music / Book Stores	$2,363,815	$261,459	$2,102,356	80.1	2
General Merchandise Stores	$11,903,567	$0	$11,903,567	100.0	0
Nonstore Retailers	$9,346,219	$2,906,542	$6,439,677	52.6	1
Food Services & Drinking Places	$9,812,514	$8,179,043	$1,633,471	9.1	20

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$262,791,381	$69,604,306	$192,187,075	58.1	33
Furniture & Home Furnishing Stores	$29,302,524	$31,410,099	-$2,107,575	-3.5	47
Electronics and Appliance Stores	$35,647,082	$104,728,089	-$69,081,007	-49.2	34
Building Materials, Garden Equip. & Supply Stores	$41,113,833	$16,919,518	$24,194,315	41.7	22
Food and Beverage Stores	$248,885,415	$193,396,439	$55,488,976	12.5	158
Health and Personal Care Stores	$74,090,587	$96,203,397	-$22,112,810	-13.0	54
Gasoline Stations	$127,417,603	$77,440,269	$49,977,334	24.4	21
Clothing & Clothing Accessories Stores	$85,021,337	$116,148,431	-$31,127,094	-15.5	140
Sporting Goods / Hobby / Music / Book Stores	$38,525,927	$31,076,151	$7,449,776	10.7	79
General Merchandise Stores	$195,089,929	$11,046,946	-$184,042,983	89.3	13
Nonstore Retailers	$159,882,781	$21,596,620	$132,286,161	76.2	19
Food Services & Drinking Places	$153,988,261	$126,759,307	$27,228,954	9.7	287

2014 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	2.1%	7.8%
High School Diploma or Some College	15.3%	36.3%
Associates Degree	4.2%	5.6%
Bachelor's Degree	35.4%	21.8%
Graduate or Professional Degree	43.0%	28.5%

**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: 2 Minute Drive Time

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

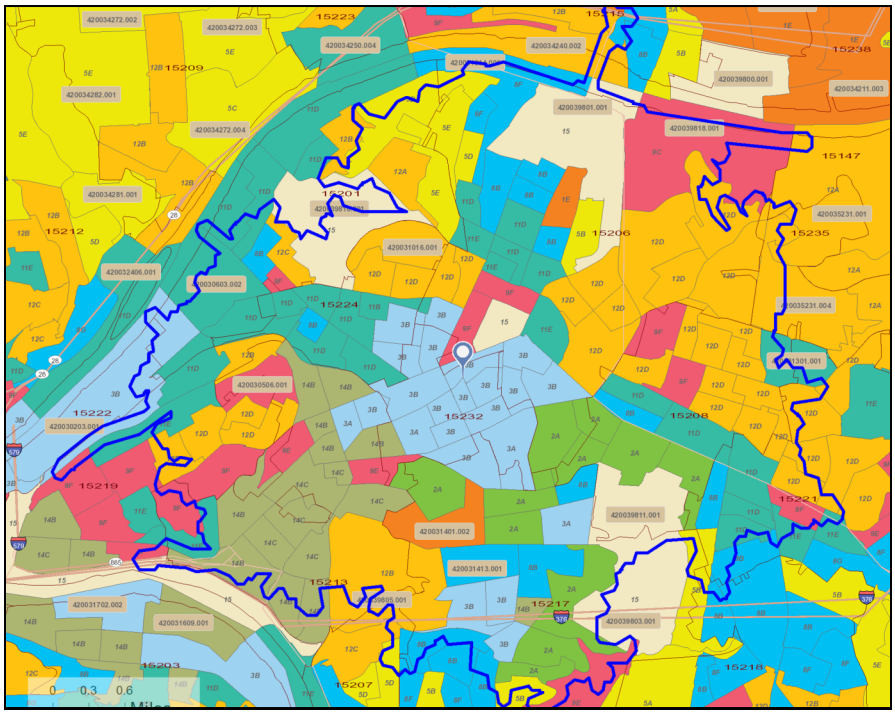
Metro Renters (97.7%)

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 close to 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.

Laptops and Lattes (2.3%)

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected— technologically savvy consumers. They are active and health conscious, and care about the environment.

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

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TAPESTRY SEGMENT DESCRIPTIONS

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Set to Impress (13.4%)

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 is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; 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 (11.9%)

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. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

Emerald City (9.6%)

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages 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 personally and for business.

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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

Neighborhood Business District 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 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 at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php

Ellsworth Avenue business district

Featured Business: Ellsworth Realty Development

Type of Business: Realty

URA Program Utilized: Storefront Renovation Program

URA Investment: $5,000

Private Investment: $13,037

Total Project Investment: $18,037

Contacts

Think Shadyside:
www.thinkshadyside.com/

Urban Redevelopment Authority of Pittsburgh:
www.ura.org/

All data from ESRI Business Analyst 2015 unless otherwise noted.
[1]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
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