

East Carson Street Commercial District Southside Flats



2013 Business Summary

Number of Businesses:
658

Number of Employees:
6775

Employees/Residential
Population Ratio*:
1.25

Major Industries:
Food Services & Drinking Places,
Clothing & Clothing Accessories, Arts,
Entertainment & Recreation

For more information on the
neighborhood, visit:



Spending Potential Index	Trade area	10 min-ute drive
Apparel and Services	55	55
Computers and Accessories	86	82
Education	106	90
Entertainment / Recreation	73	79
Food at Home	78	81
Food away from Home	77	82
Health Care	61	79
Household Furnishing and Equip-ment	66	69
Investment	46	52
Miscellaneous	66	75
Shelter	74	79
Transportation	75	80
Travel	64	72
Total Expenditures	72	77

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	26.2%	25.6%
\$15,000—\$24,999	17.7%	17.7%
\$25,000—\$34,999	18.3%	15.6%
\$35,000—\$49,999	14.4%	14.2%
\$50,000—\$74,999	13.3%	13.8%
\$75,000—\$99,999	3.8%	5.6%
\$100,000—\$149,999	4.2%	5.1%
\$150,000+	2.0%	2.4%
Median Disposable Income	\$27,539	\$28,526

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.

East Carson Street Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	5,259	5,416	5,613	0.73%
Households	2,917	2,984	3,115	0.88%
Median Age	29.1	29.1	29.5	0.27%
% 0-9	3.1%	3.0%	3.0%	0.00%
% 10-14	0.9%	0.9%	0.9%	0.00%
% 15-24	29.3%	29.5%	27.5%	-1.36%
% 25-34	29.6%	29.7%	30.4%	0.47%
% 35-44	9.4%	9.1%	9.0%	-0.22%
% 45-54	8.0%	7.6%	7.2%	-1.05%
% 55-64	8.2%	8.5%	9.0%	1.18%
% 65+	11.5%	11.7%	13.1%	2.39%
Median Household Income	\$32,830	\$31,315	\$35,811	2.87%
Average Household Income	\$45,241	\$48,314	\$57,674	3.87%
Per Capita Income	\$25,422	\$27,485	\$32,976	4.00%
Total Housing Units	3,386	3,433	3,512	0.46%
% Owner Occupied Units	30.7%	28.5%	29.7%	0.84%
% Renter Occupied Units	55.5%	58.4%	59.0%	0.21%
% Vacant Housing Units	13.9%	13.1%	11.3%	-2.75%
Median Home Value	\$103,788	\$147,122	\$177,414	4.12%

Traffic Count Profile	Closest Cross-Street	Count
S 17th St	Sarah St	3,167
Wharton St	S 21st St	7,955
E Carson St	S 14th St	10,722
Brady Street Brg	Brady St	23,800
2nd Ave	I-376	13,977
I-376	2nd Ave	51,847
S 10th St	Sarah St	5,687
S 10th St	Muriel St	13,506
S 18th St	Crosman St	19,035
Sarah St	S 26th St	5,688

Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	157,356	158,597	159,702	0.14%
Households	68,455	68,297	69,233	0.27%
Median Age	30.0	30.1	30.8	0.47%
% 0-9	7.8%	7.8%	7.8%	0.00%
% 10-14	3.6%	3.5%	3.5%	0.00%
% 15-24	28.4%	28.7%	27.7%	-0.70%
% 25-34	16.5%	16.6%	16.8%	0.24%
% 35-44	9.4%	9.1%	8.9%	-0.44%
% 45-54	11.3%	10.9%	10.1%	-1.47%
% 55-64	10.2%	10.5%	11.1%	1.14%
% 65+	12.6%	12.9%	14.3%	2.17%
Median Household Income	\$40,199	\$33,330	\$39,638	3.79%
Average Household Income	\$53,411	\$52,353	\$61,944	3.66%
Per Capita Income	\$24,655	\$25,713	\$30,123	3.43%
Total Housing Units	79,329	79,138	79,211	0.02%
% Owner Occupied Units	37.4%	35.2%	36.1%	0.51%
% Renter Occupied Units	48.9%	51.1%	51.3%	0.08%
% Vacant Housing Units	13.7%	13.7%	12.6%	-1.61%
Median Home Value	\$97,854	\$96,365	\$110,004	2.83%

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



East Carson Street Commercial District

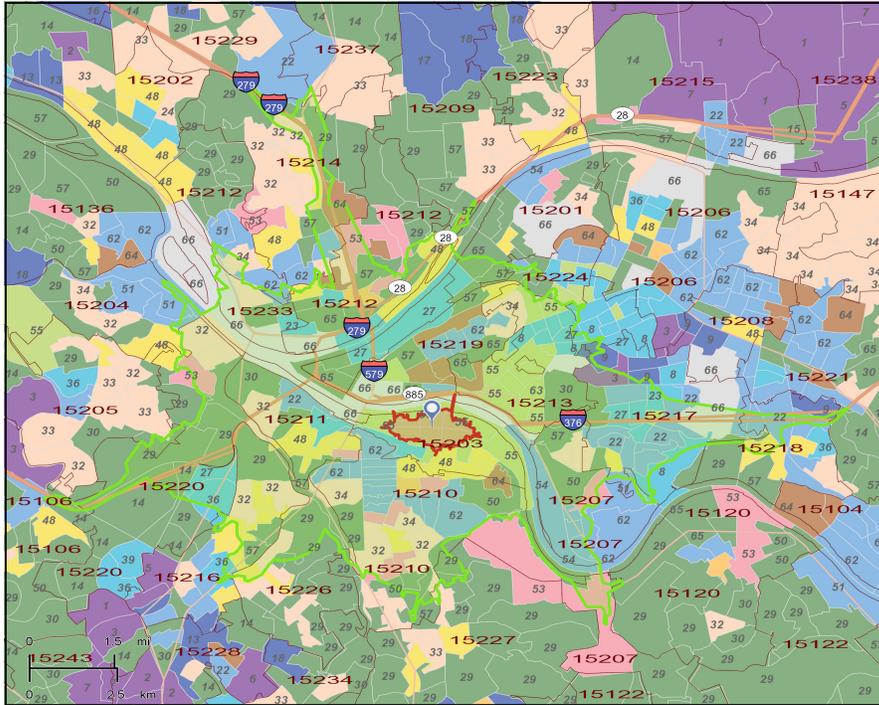


Marketplace Profile ^{**} : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$10,322,399	\$10,017,675	\$304,723	1.5	2
Furniture & Home Furnishing Stores	\$1,202,610	\$0	\$1,202,610	100.0	0
Electronics and Appliance Stores	\$1,625,934	\$1,998,342	-\$372,408	-10.3	2
Building Materials, Garden Equip. & Supply Stores	\$1,359,229	\$1,323,762	\$35,467	1.3	3
Food and Beverage Stores	\$10,807,810	\$37,149,327	-\$26,341,517	-54.9	14
Health and Personal Care Stores	\$3,253,397	\$9,938,384	-\$6,684,987	-50.7	6
Gasoline Stations	\$6,346,277	\$8,872,582	-\$2,526,304	-16.6	1
Clothing & Clothing Accessories Stores	\$3,671,831	\$13,912,915	-\$10,241,083	-58.2	18
Sporting Goods / Hobby / Music / Book Stores	\$1,935,902	\$4,789,104	-\$2,853,203	-42.4	10
General Merchandise Stores	\$8,681,698	\$1,452,228	\$7,229,470	71.3	5
Nonstore Retailers	\$5,266,286	\$232,034	\$5,034,252	91.6	2
Food Services & Drinking Places	\$6,344,363	\$17,829,203	-\$11,484,840	-47.5	52

Marketplace Profile ^{**} : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$251,517,467	\$157,035,877	\$94,481,590	23.1	63
Furniture & Home Furnishing Stores	\$28,967,233	\$10,619,234	\$18,347,998	46.3	44
Electronics and Appliance Stores	\$37,885,344	\$29,364,187	\$8,521,157	12.7	47
Building Materials, Garden Equip. & Supply Stores	\$38,089,073	\$8,917,228	\$29,171,844	62.1	38
Food and Beverage Stores	\$257,879,785	\$207,844,307	\$50,035,478	10.7	208
Health and Personal Care Stores	\$83,817,280	\$161,510,584	-\$77,693,304	-31.7	79
Gasoline Stations	\$148,460,048	\$192,553,379	-\$44,093,331	-12.9	30
Clothing & Clothing Accessories Stores	\$84,967,295	\$78,138,316	\$6,828,979	4.2	156
Sporting Goods / Hobby / Music / Book Stores	\$42,202,128	\$56,220,890	-\$14,018,761	-14.2	92
General Merchandise Stores	\$206,444,973	\$8,223,356	\$198,221,617	92.3	24
Nonstore Retailers	\$130,312,348	\$1,294,438,402	-\$1,164,126,054	-81.7	48
Food Services & Drinking Places	\$147,455,483	\$353,856,667	-\$206,401,184	-41.2	497

2013 Educational Attainment (Ages 25+)	
No High School Diploma	9.7%
High School Diploma or Some College	37.5%
Associates Degree	5.3%
Bachelor's Degree	28.5%
Graduate or Professional Degree	19.1%

^{**}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.



Trade Area Tapestry Segmentation Area Profile:

Neighborhood Quick Facts*

- 17th most populous neighborhood in Pittsburgh
- 2nd highest % of buildings build before 1939 in Pittsburgh
- Entertainment district creates a regional destination

* 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

College Towns (100.0%)

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

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>

East Carson Street Commercial District



10 Minute Drive Time Tapestry Segmentation Area

Neighborhood Quick Facts*

- Number of bus lines in neighborhood: 6
- Persons per sq. mile: 6,372 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 (11.9%)

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.

Great Expectations (10.8%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop ’n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby’s and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they’re not investing for their retirement years.

College Towns (10.7%)

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 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

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



South Side Welcome Center, East Carson Street

Featured Business: 17th Street Partners, LP



Type of Business: Real estate

URA Program Utilized: Urban Development Fund (UDF)

URA Investment: \$250,000

Private Investment: \$3,042,437

Total Project Investment: \$3,292,437

Summary: Home of Nakama Japanese Steakhouse and Sushi Bar

Contacts

South Side Pittsburgh Chamber of Commerce: <http://www.southsidechamber.org/>

South Side Local Development Company: <http://www.southsidepgh.com/>

South Side Community Council: <http://south-side-pittsburgh.com/community-council/>

South Side Slopes Neighborhood Association: <http://www.southsideslopes.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
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