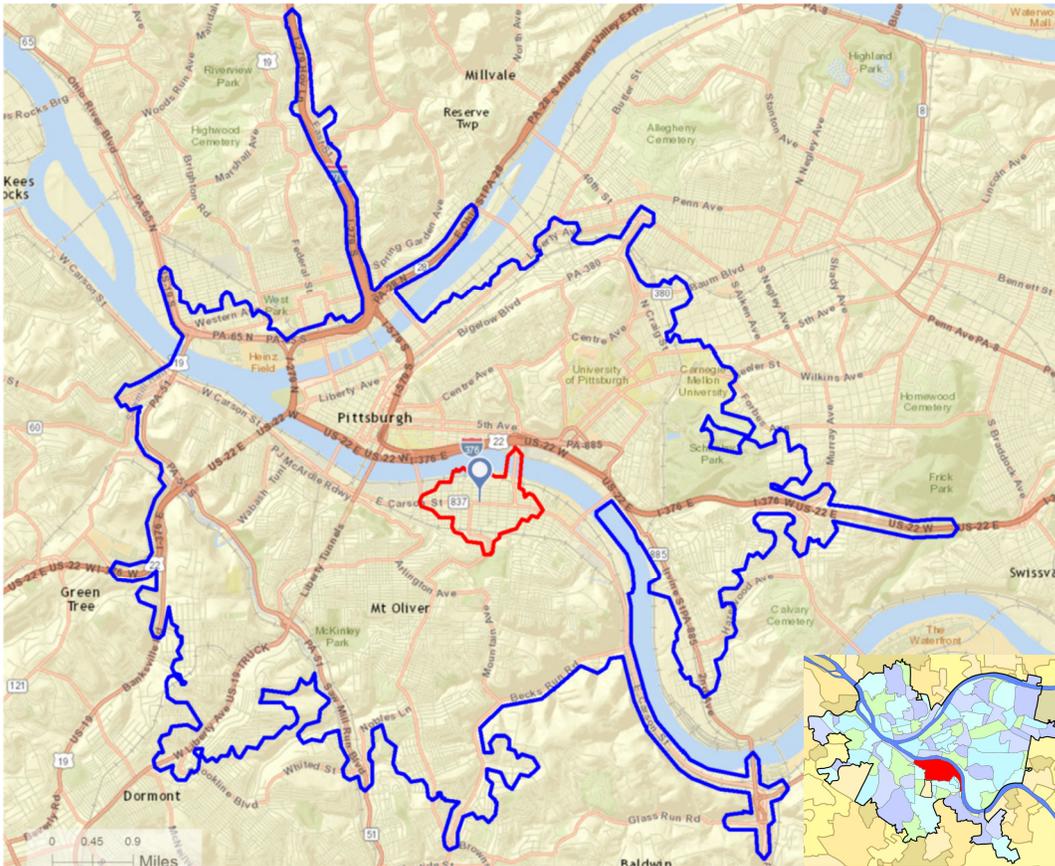


# East Carson Street Commercial District Southside



### 2016 Business Summary (2 Minute Drive Time)

Number of Businesses:  
515

Number of Employees:  
4,060

Employees/Residential  
Population Ratio\*:  
1.79:1

Major Industries:  
Food & Beverage Stores, Food Services  
& Drinking Places, Gasoline Stations

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	89	66
Computers and Accessories	91	66
Education	101	71
Entertainment / Recreation	79	61
Food at Home	85	66
Food Away from Home	89	65
Health Care	71	59
Household Furnishing and Equipment	82	62
Investment	61	43
Retail Goods	81	62
Shelter	88	65
TV/Video/Audio	87	68
Travel	74	56
Vehicle Maintenance & Repair	82	63
<b>Total Expenditures</b>	<b>76</b>	<b>62</b>

2015 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	25.1%	31.1%
\$15,000—\$24,999	12.1%	15.3%
\$25,000—\$34,999	13.5%	14.2%
\$35,000—\$49,999	14.6%	13.9%
\$50,000—\$74,999	16.2%	14.0%
\$75,000—\$99,999	7.2%	5.5%
\$100,000—\$149,999	8.0%	4.1%
\$150,000+	3.4%	1.7%
<b>Median Disposable Income</b>	<b>\$34,345</b>	<b>\$26,871</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 employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

# East Carson Street Commercial District



Demographic Data: 2 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	3,883	4,060	4,183	0.61%
<b>Households</b>	2,6103	2,223	2,303	0.72%
<b>Median Age</b>	29.3	29.9	32.0	1.40%
% 0-9	3.2%	3.5%	3.5%	0.00%
% 10-14	1.0%	1.0%	1.2%	4.00%
% 15-24	28.5%	21.9%	23.0%	1.00%
% 25-34	29.6%	35.7%	34.5%	-1.60%
% 35-44	9.5%	9.4%	11.2%	3.83%
% 45-54	8.2%	7.7%	7.3%	-1.04%
% 55-64	8.6%	8.4%	8.0%	-0.95%
% 65+	11.6%	12.3%	13.3%	1.63%
<b>Median Household Income</b>	***	\$41,343	\$50,500	4.43%
<b>Average Household Income</b>	***	\$61,370	\$72,452	3.61%
<b>Per Capita Income</b>	***	\$34,705	\$41,207	3.75%
<b>Total Housing Units</b>	2,466	2,551	2,554	0.02%
% Owner Occupied Units	32.6%	30.5%	31.2%	0.46%
% Renter Occupied Units	52.6%	56.7%	68.9%	4.30%
% Vacant Housing Units	14.7%	12.9%	9.8%	-4.81%
<b>Median Home Value</b>	***	\$227,475	\$322,083	8.32%

Traffic Count Profile	Closest Cross-Street	Count
S 17th St	Sarah St	3,167
Wharton St	S 21st St	9,050
Brady St Brg	Brady St	21,303
Mary St	S 22nd St	782
E Carson St	S 14th ST	10,722
Larkins Way	S 24th St	156

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.

Demographic Data: 10 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	87,174	87,381	87,705	0.07%
<b>Households</b>	35,892	36,240	36,599	0.18%
<b>Median Age</b>	27.2	28.1	29.3	0.78%
% 0-9	6.9%	6.7%	6.6%	-0.30%
% 10-14	3.2%	2.9%	3.0%	0.69%
% 15-24	35.7%	34.0%	33.0%	-0.59%
% 25-34	15.2%	17.2%	16.5%	-0.81%
% 35-44	8.5%	8.5%	9.8%	3.06%
% 45-54	10.3%	9.0%	8.1%	-2.00%
% 55-64	9.0%	9.8%	9.5%	-0.61%
% 65+	11.1%	11.0%	13.8%	5.09%
<b>Median Household Income</b>	***	\$31,608	\$36,520	3.11%
<b>Average Household Income</b>	***	\$46,664	\$53,310	2.85%
<b>Per Capita Income</b>	***	\$21,042	\$23,960	2.77%
<b>Total Housing Units</b>	41,838	42,751	43,225	0.22%
% Owner Occupied Units	33.0%	30.0%	29.6%	-0.27%
% Renter Occupied Units	52.7%	54.7%	55.1%	0.15%
% Vacant Housing Units	14.2%	15.2%	15.3%	0.13%
<b>Median Home Value</b>	***	\$111,685	\$133,635	3.93%

# East Carson Street Commercial District

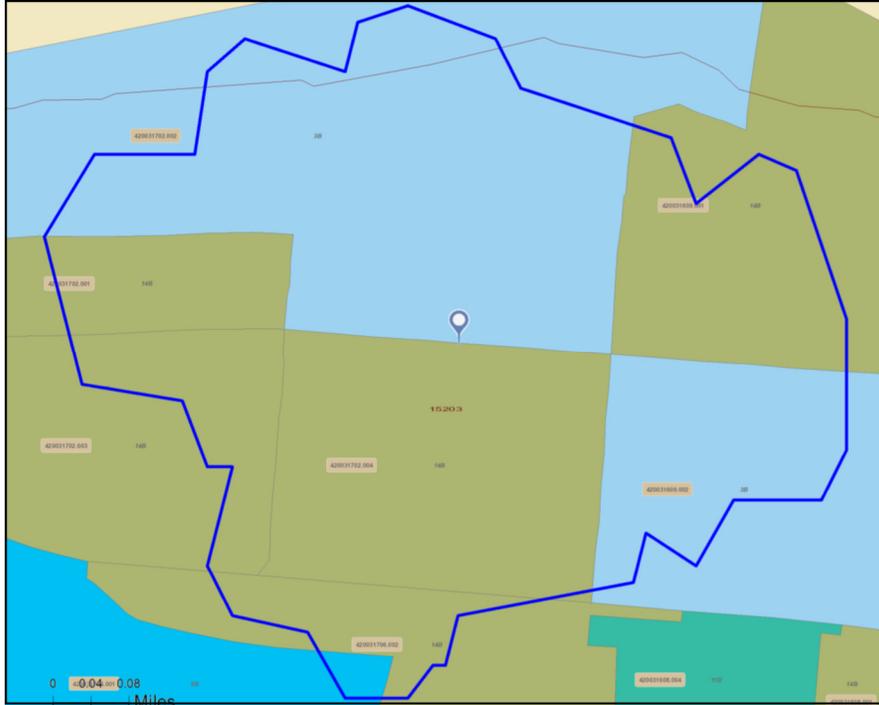


Marketplace Profile **: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$14,864,836	\$9,244,789	\$5,620,047	23.3	5
Furniture & Home Furnishing Stores	\$2,023,406	\$2,206,492	-\$183,086	-4.3	3
Electronics and Appliance Stores	\$3,684,086	\$15,287,444	-\$11,603,358	-61.2	10
Building Materials, Garden Equip. & Supply Stores	\$2,534,599	\$4,702,574	-\$2,167,975	-30.0	2
Food and Beverage Stores	\$14,006,172	\$58,107,604	-\$44,101,432	-61.2	6
Health and Personal Care Stores	\$2,854,870	\$15,357,882	-\$12,503,012	-68.6	6
Gasoline Stations	\$4,676,524	\$10,194,070	-\$5,517,546	-37.1	2
Clothing & Clothing Accessories Stores	\$3,689,516	\$12,107,118	-\$8,417,602	-53.3	13
Sporting Goods / Hobby / Music / Book Stores	\$2,195,632	\$2,628,007	-\$1,435,014	-24.6	3
General Merchandise Stores	\$11,653,671	\$1,076,925	\$10,576,746	83.1	1
Nonstore Retailers	\$2,185,463	\$1,617,162	\$568,301	14.9	1
Food Services & Drinking Places	\$7,590,826	\$40,147,032	-\$32,556,206	-68.2	73

Marketplace Profile **: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$185,859,824	\$216,515,015	-\$30,655,191	-7.6	46
Furniture & Home Furnishing Stores	\$24,793,779	\$13,719,845	\$11,073,934	28.8	15
Electronics and Appliance Stores	\$44,951,376	\$414,169,850	-\$369,218,474	-80.4	72
Building Materials, Garden Equip. & Supply Stores	\$33,815,568	\$34,042,960	-\$227,392	-0.3	32
Food and Beverage Stores	\$174,491,322	\$212,132,873	-\$37,641,551	-9.7	100
Health and Personal Care Stores	\$37,486,844	\$105,443,172	-\$67,956,328	-47.5	61
Gasoline Stations	\$59,165,938	\$61,288,656	-\$2,122,718	-1.8	19
Clothing & Clothing Accessories Stores	\$43,838,886	\$119,291,888	-\$75,453,002	-46.3	124
Sporting Goods / Hobby / Music / Book Stores	\$26,410,650	\$38,076,557	-\$11,665,907	-18.1	47
General Merchandise Stores	\$143,011,492	\$43,402,659	\$99,608,833	53.4	22
Nonstore Retailers	\$27,962,419	\$177,124,647	-\$149,162,228	-72.2	21
Food Services & Drinking Places	\$89,758,624	\$371,748,746	-\$281,990,122	-61.1	651

2015 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
<b>No High School Diploma</b>	4.1%	10.0%
<b>High School Diploma or Some College</b>	34.6%	50.4%
<b>Associates Degree</b>	8.9%	7.9%
<b>Bachelor's Degree</b>	30.9%	16.9%
<b>Graduate or Professional Degree</b>	21.5%	14.7%

\*\*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

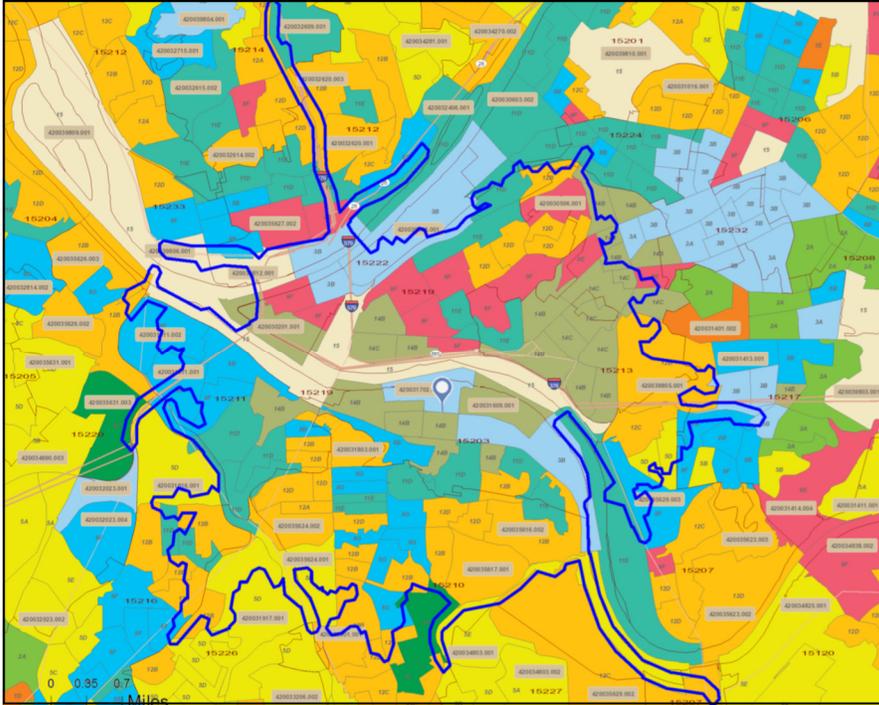
#### College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

#### Metro Renters

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.

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>**



## 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

#### College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

#### 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.

#### Set to Impress

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.

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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)

### 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.

To learn more about this program, contact [Josette Fitzgibbons](mailto:Josette.Fitzgibbons@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) at (412) 255-6550 or visit:  
[http://www.ura.org/business\\_owners/facade\\_program.php](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:  
[www.southsidechamber.org/](http://www.southsidechamber.org/)

South Side Community Council:  
[www.southsidecommunitycouncil.org/](http://www.southsidecommunitycouncil.org/)

Urban Redevelopment Authority  
[ura.org](http://ura.org)

All data from ESRI Business Analyst 2015 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:Josette.Fitzgibbons@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)