

South Main Street Commercial District West End



2013 Business Summary

Number of Businesses:
35

Number of Employees:
234

Employees/Residential
Population Ratio*:
2.86

Major Industries:
Transportation and Warehousing,
Construction, Wholesale Trade

For more information on the
neighborhood, visit:



Spending Potential Index	Trade area	10 min-ute drive
Apparel and Services	49	52
Computers and Accessories	72	77
Education	75	82
Entertainment / Recreation	73	76
Food at Home	77	78
Food away from Home	73	76
Health Care	75	73
Household Furnishing and Equip-ment	62	66
Investment	51	48
Miscellaneous	77	73
Shelter	71	74
Transportation	73	76
Travel	66	69
Total Expenditures	71	74

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	26.7%	23.7%
\$15,000—\$24,999	20.0%	17.5%
\$25,000—\$34,999	13.3%	16.4%
\$35,000—\$49,999	15.6%	15.7%
\$50,000—\$74,999	15.6%	15.5%
\$75,000—\$99,999	2.2%	5.5%
\$100,000—\$149,999	2.2%	4.2%
\$150,000+	2.2%	1.4%
Median Disposable Income	\$26,268	\$29,523

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.

South Main Street Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	82	82	81	-0.24%
Households	45	45	44	-0.44%
Median Age	36.3	35.8	36.8	0.56%
% 0-9	9.9%	9.8%	9.9%	0.20%
% 10-19	8.6%	8.6%	8.6%	0.00%
% 20-24	12.3%	12.2%	11.1%	-1.80%
% 25-34	17.3%	18.3%	17.3%	-1.09%
% 35-44	13.6%	13.4%	13.6%	0.30%
% 45-54	13.6%	13.4%	12.3%	-1.64%
% 55-64	12.3%	12.2%	12.3%	0.16%
% 65+	12.3%	12.2%	14.7%	4.10%
Median Household Income	\$38,250	\$33,446	\$38,624	3.10%
Average Household Income	\$46,215	\$48,415	\$54,728	2.61%
Per Capita Income	\$19,376	\$25,468	\$28,523	2.40%
Total Housing Units	67	65	64	-0.31%
% Owner Occupied Units	20.9%	20.0%	20.3%	0.30%
% Renter Occupied Units	46.3%	49.2%	48.4%	-0.33%
% Vacant Housing Units	32.8%	30.8%	31.3%	0.32%
Median Home Value	\$64,018	\$79,247	\$89,413	2.57%
Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	193,768	194,885	196,235	0.14%
Households	84,942	84,654	85,773	0.26%
Median Age	33.9	33.9	34.5	0.35%
% 0-9	9.3%	9.2%	9.1%	-0.22%
% 10-19	12.4%	12.2%	11.9%	-0.49%
% 20-24	13.5%	13.9%	13.3%	-0.86%
% 25-34	16.1%	16.3%	16.4%	0.12%
% 35-44	10.9%	10.6%	10.3%	-0.57%
% 45-54	13.2%	12.7%	11.8%	-1.42%
% 55-64	11.3%	11.7%	12.1%	0.68%
% 65+	12.1%	13.5%	14.9%	2.07%
Median Household Income	\$42,848	\$33,049	\$40,997	4.81%
Average Household Income	\$55,581	\$499,53	\$58,092	3.26%
Per Capita Income	\$25,518	\$238,58	\$27,614	3.15%
Total Housing Units	98,216	97,972	98,023	0.01%
% Owner Occupied Units	41.8%	39.5%	40.5%	0.51%
% Renter Occupied Units	44.7%	46.9%	47.0%	0.04%
% Vacant Housing Units	13.5%	13.6%	12.5%	-1.62%
Median Home Value	\$64,018	\$98,711	\$112,205	2.73%

Traffic Count Profile	Closest Cross-Street	Count
Greenleaf St	Fingal St	1,052
Steuben St	Damas St	9,192
Saw Mill Run Blvd	Shaler St	25,984
US Hwy 19	S Main St	8,580
Steuben St	W Carson St	15,401
S Main St	Independence St	10,583
Greentree Rd	Mc Knight St	11,090
W Carson St	W End Circle Ramp	20,513
W Carson St	S Main St	21,642
Nobletstown Rd	Weaver St	7,283

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



South Main Street Commercial District



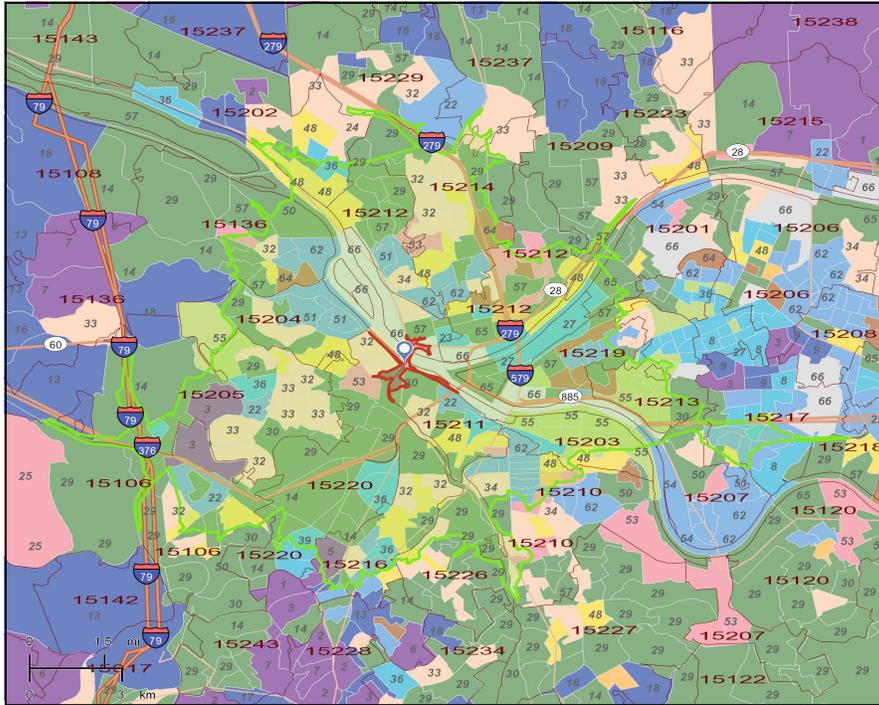
Marketplace Profile** : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$150,400	\$0	\$150,400	100.0	0
Furniture & Home Furnishing Stores	\$17,042	\$20,314	-\$3,272	-8.8	0
Electronics and Appliance Stores	\$22,269	\$0	\$22,269	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$24,927	\$83,923	-\$58,996	-54.2	1
Food and Beverage Stores	\$158,714	\$100,277	\$58,438	22.6	1
Health and Personal Care Stores	\$54,531	\$0	\$54,531	100.0	0
Gasoline Stations	\$90,317	\$0	\$90,317	100.0	0
Clothing & Clothing Accessories Stores	\$49,462	\$114,214	-\$64,752	-39.6	0
Sporting Goods / Hobby / Music / Book Stores	\$24,313	\$25,669	-\$1,356	-2.7	0
General Merchandise Stores	\$124,588	\$0	\$124,588	100.0	0
Nonstore Retailers	\$83,255	\$6,312	\$76,942	85.9	0
Food Services & Drinking Places	\$85,760	\$238,785	-\$153,025	-47.2	2

Marketplace Profile** : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$299,293,289	\$239,636,712	\$59,656,577	11.1	82
Furniture & Home Furnishing Stores	\$34,056,847	\$19,536,443	\$14,520,404	27.1	54
Electronics and Appliance Stores	\$44,456,870	\$21,656,780	\$22,800,089	34.5	59
Building Materials, Garden Equip. & Supply Stores	\$47,319,989	\$12,321,851	\$34,998,138	58.7	47
Food and Beverage Stores	\$304,855,433	\$315,291,392	-\$10,435,958	-1.7	233
Health and Personal Care Stores	\$102,006,856	\$137,096,931	-\$35,090,075	-14.7	102
Gasoline Stations	\$176,677,906	\$289,053,172	-\$112,375,266	-24.1	43
Clothing & Clothing Accessories Stores	\$98,632,920	\$73,394,999	\$25,237,920	14.7	160
Sporting Goods / Hobby / Music / Book Stores	\$48,936,075	\$47,268,820	\$1,667,255	1.7	105
General Merchandise Stores	\$243,670,589	\$19,824,454	\$223,846,135	85.0	32
Nonstore Retailers	\$156,691,533	\$1,333,675,274	-\$1,176,983,741	-79.0	65
Food Services & Drinking Places	\$170,222,698	\$435,702,235	-\$265,479,537	-43.8	564

2013 Educational Attainment (Ages 25+)	
No High School Diploma	15%
High School Diploma or Some College	35%
Associates Degree	25%
Bachelor's Degree	25%
Graduate or Professional Degree	0%

**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.

South Main Street Commercial District



Trade Area Tapestry Segmentation Area Profile:

Neighborhood Quick Facts*

- Persons per sq. mile: 2,025 City average: 5,646)
- Walk Score: 50

* 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

Simple Living (75.6%)

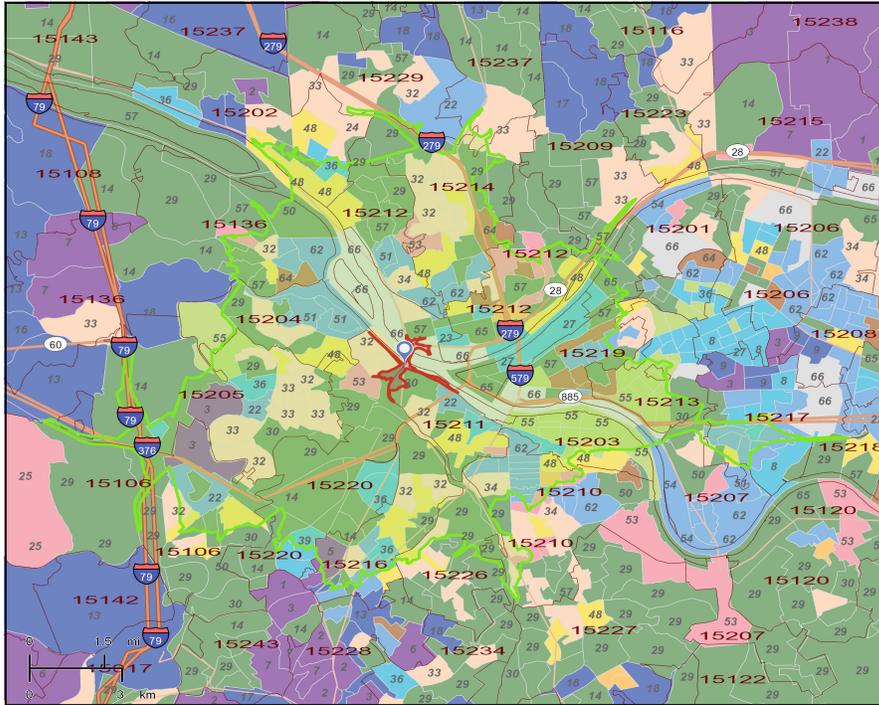
The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. Simple Living households 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.

Retirement Communities (24.4%)

With more time to spend on leisure activities and hobbies, residents play musical instruments, paint or draw, work crosswords, play bingo, or attend adult education classes. They also visit museums, attend the theater, go dancing, practice yoga, go canoeing, and play golf. They will travel to gamble in Atlantic City or to visit Disney World. They attend sports events such as golf tournaments, tennis matches, and baseball games. They spend time with their grandchildren and spoil them with toys. Politically active, these residents are "joiners" and belong to civic clubs and charitable organizations. They own stocks and bank online. They prefer to own or lease a domestic vehicle. These residents describe themselves as moderate or frequent viewers of daytime and primetime TV. They watch news programs and baseball games, tennis matches, and golf tournaments. Cable channel favorites are Bravo, truTV, ESPN news, and Travel Channel. They listen to classical and public radio. Avid readers, they regularly read daily newspapers.

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>

South Main Street Commercial District



10 Min Drive Tapestry Segmentation Area Profile:

Neighborhood Quick Facts*

- Scenic views on West End Overlook help create a regional destination
- Number of bus lines in neighborhood: 12

* 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

Great Expectations (12.1%)

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.

Rustbelt Retirees (9.5%)

These hardworking folks are settled; many have lived in the same house for years. Loyal to country and community, they tend to be politically conservative. They participate in public activities and fund-raising, visit elected officials, and work for political parties or candidates. They belong to fraternal organizations, unions, and veterans' clubs. Practical people who take pride in their homes and gardens, Rustbelt Retirees buy home furnishings and work on remodeling projects to update their houses. They watch their pennies, use coupons, and look for bargains at discount stores and warehouse clubs. They own savings bonds and certificates of deposit and hold life insurance policies. They eat out at family restaurants such as Perkins and Friendly's and watch rented movies on DVD instead of going to the theater. They also go bowling, play cards and bingo, gamble in Atlantic City, and go to horse races. They watch home improvement shows, sports events, news programs, game shows, and old reruns on TV. Favorite channels include Home & Garden Television, the Hallmark Channel, and the Weather Channel. They listen to country, oldies, and sports radio and peruse the daily newspaper.

Simple Living (8.4%)

The lifestyle of these residents is reflected by their ages; younger people go to night clubs and play musical instruments; seniors refurnish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veteran's clubs. Simple Living households spend wisely on a restricted budget. They buy 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.

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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



Featured Business: James Gallery



Type of Business: Art gallery

URA Investment: \$75,000

URA Program Utilized: District Improvement Fund (DIF)

Private Investment: \$427,490

Total Project Investment: \$502,490

South Main Street Business District

Contacts

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 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