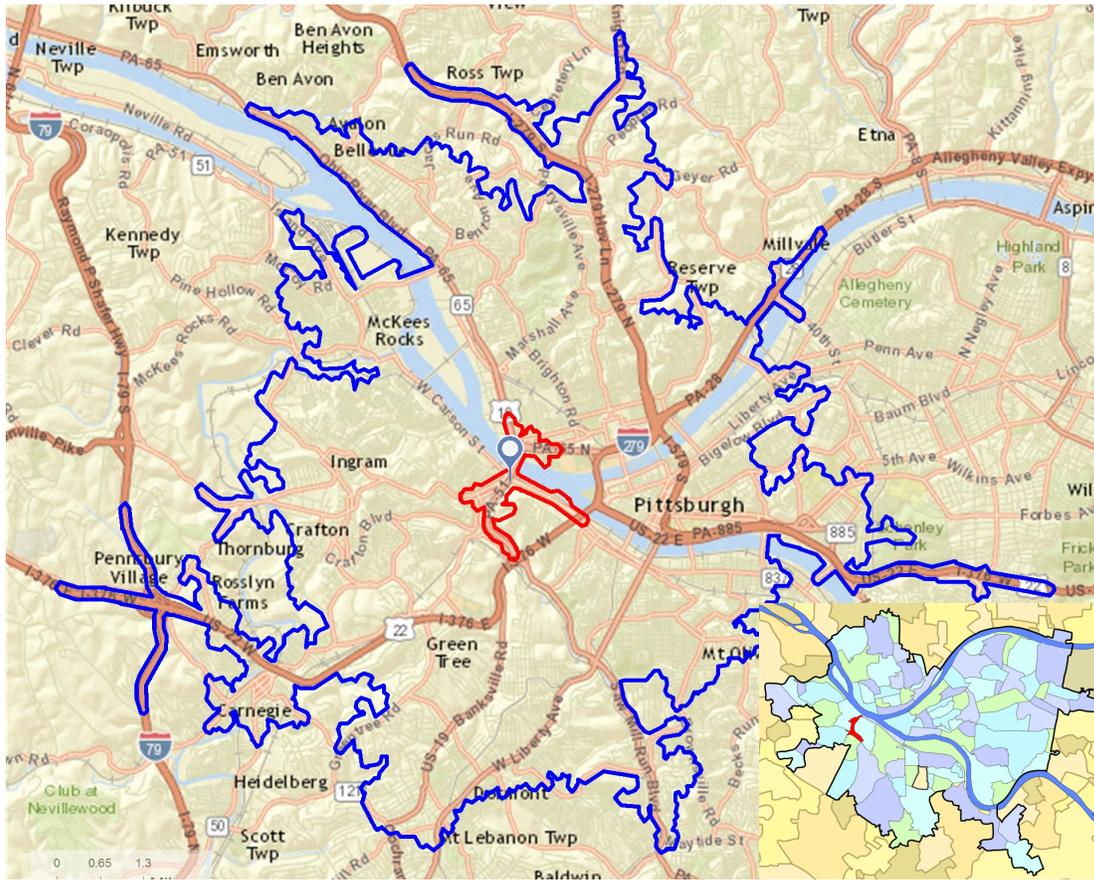


# South Main Street Commercial District West End



## 2015 Business Summary (2 Minute Drive Time)

Number of Businesses:  
259

Number of Employees:  
3,427

Employees/Residential  
Population Ratio\*:  
6.49:1

Major Industries:  
Food Services & Drinking Places, Food  
& Beverage Stores, Building Materials,  
Garden Equipment & Supply Stores

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	42	49
Computers and Accessories	63	73
Education	61	75
Entertainment / Recreation	63	72
Food at Home	65	74
Food Away from Home	63	73
Health Care	63	71
Household Furnishing and Equipment	55	64
Investment	48	53
Retail Goods	61	69
Shelter	62	73
TV/Video/Audio	65	75
Travel	59	67
Vehicle Maintenance & Repair	63	72
Total Expenditures	60	69

2014 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	30.7%	25.3%
\$15,000—\$24,999	16.3%	16.1%
\$25,000—\$34,999	9.7%	12.8%
\$35,000—\$49,999	16.0%	15.9%
\$50,000—\$74,999	16.0%	16.7%
\$75,000—\$99,999	5.4%	6.1%
\$100,000—\$149,999	5.1%	5.3%
\$150,000+	0.8%	2.0%
Median Disposable Income	\$27,463	\$31,091

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.

## South Main Street Commercial District



Demographic Data: 2 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
<b>Population</b>	563	528	512	-0.61%
<b>Households</b>	271	258	253	-0.39%
<b>Median Age</b>	39.0	41.0	42.8	0.88%
% 0-9	10.0%	9.4%	9.0%	-0.85%
% 10-14	5.2%	4.6%	4.3%	-1.30%
% 15-24	14.0%	12.1%	10.9%	-1.98%
% 25-34	15.3%	16.5%	15.6%	-1.09%
% 35-44	13.1%	12.7%	12.7%	0.00%
% 45-54	15.5%	13.9%	12.3%	-2.30%
% 55-64	14.9%	15.4%	15.2%	-0.26%
% 65+	12.1%	15.4%	20.0%	5.97%
<b>Median Household Income</b>	***	\$32,227	\$37,894	3.52%
<b>Average Household Income</b>	***	\$45,064	\$52,976	3.51%
<b>Per Capita Income</b>	***	\$22,840	\$27,143	3.77%
<b>Total Housing Units</b>	354	354	354	0.00%
% Owner Occupied Units	28.8%	26.0%	25.4%	-0.46%
% Renter Occupied Units	47.7%	46.9%	46.0%	-0.38%
% Vacant Housing Units	23.4%	27.1%	28.5%	1.03%
<b>Median Home Value</b>	***	\$97,500	\$136,111	7.92%

Demographic Data: 10 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
<b>Population</b>	198,136	197,141	197,197	0.01%
<b>Households</b>	86,780	87,218	87,771	0.13%
<b>Median Age</b>	34.2	34.6	35.8	0.69%
% 0-9	9.5%	9.4%	9.3%	-0.21%
% 10-14	4.4%	4.2%	4.3%	0.48%
% 15-24	21.1%	20.3%	19.3%	-0.99%
% 25-34	16.0%	16.6%	16.0%	-0.72%
% 35-44	11.1%	11.1%	11.7%	1.08%
% 45-54	13.3%	11.9%	10.8%	-1.85%
% 55-64	11.3%	12.4%	12.3%	-0.16%
% 65+	13.2%	14.1%	16.3%	3.12%
<b>Median Household Income</b>	***	\$36,924	\$43,078	3.33%
<b>Average Household Income</b>	***	\$51,482	\$60,308	3.43%
<b>Per Capita Income</b>	***	\$23,553	\$27,821	3.62%
<b>Total Housing Units</b>	100,473	101,880	102,826	0.19%
% Owner Occupied Units	42.1%	39.5%	39.0%	-0.25%
% Renter Occupied Units	44.2%	46.1%	46.4%	0.13%
% Vacant Housing Units	13.6%	14.4%	14.6%	0.28%
<b>Median Home Value</b>	***	\$114,271	\$140,824	4.65%

Traffic Count Profile	Closest Cross-Street	Count
Independence St	S Main St	8,023
W Carson St	S Main St	19,684
Steuben St	Sanctus St	8,044
W End Brg	W End Brg	32,348
W Carson St	I-279	27,295
Saw Mill Run Blvd	Minnotte Sq	21,901
Greentree Rd	McKnight St	11,090
Reedsdale St	N Point Dr	5,372
Western Ave	Belmont St	300
PA 65	Allegheny Ave	5,668

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.

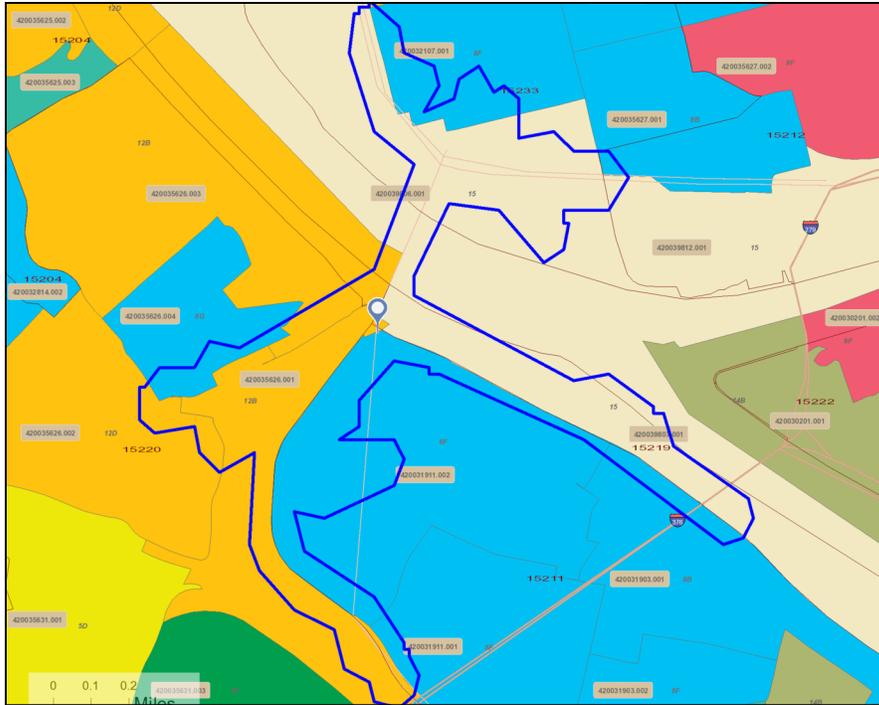
# South Main Street Commercial District



Marketplace Profile **: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$888,247	\$0	\$888,247	100.0	0
Furniture & Home Furnishing Stores	\$92,962	\$285,369	-\$192,407	-50.9	1
Electronics and Appliance Stores	\$114,139	\$0	\$114,139	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$137,493	\$498,587	-\$361,094	-56.8	2
Food and Beverage Stores	\$820,415	\$1,327,180	-\$506,765	-23.6	3
Health and Personal Care Stores	\$255,715	\$0	\$255,715	100.0	0
Gasoline Stations	\$436,966	\$0	\$436,966	100.0	0
Clothing & Clothing Accessories Stores	\$263,994	\$324,606	-\$60,612	-10.3	1
Sporting Goods / Hobby / Music / Book Stores	\$124,356	\$155,110	-\$30,754	-11.0	1
General Merchandise Stores	\$640,489	\$0	\$640,489	100.0	0
Nonstore Retailers	\$533,750	\$543,993	-\$10,243	-1.0	1
Food Services & Drinking Places	\$478,369	\$1,158,279	-\$2,679,910	-73.7	10
Marketplace Profile **: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$338,146,589	\$375,369,075	-\$37,222,486	-5.2	101
Furniture & Home Furnishing Stores	\$36,185,044	\$23,063,172	\$13,121,872	22.1	74
Electronics and Appliance Stores	\$44,210,494	\$31,127,805	\$13,082,689	17.4	57
Building Materials, Garden Equip. & Supply Stores	\$51,982,752	\$14,973,163	\$37,009,589	55.3	55
Food and Beverage Stores	\$314,184,003	\$356,571,086	-\$42,387,083	-6.3	269
Health and Personal Care Stores	\$96,611,231	\$215,689,878	-\$119,078,647	-38.1	118
Gasoline Stations	\$165,838,649	\$226,505,820	-\$60,667,171	-15.5	49
Clothing & Clothing Accessories Stores	\$103,497,535	\$64,460,846	\$39,036,689	23.2	177
Sporting Goods / Hobby / Music / Book Stores	\$47,930,118	\$46,764,573	\$1,165,545	1.2	124
General Merchandise Stores	\$246,008,831	\$71,409,816	\$174,599,015	55.0	40
Nonstore Retailers	\$204,291,318	\$1,221,791,582	-\$1,017,500,264	-71.3	65
Food Services & Drinking Places	\$186,389,235	\$521,051,927	-\$334,662,692	-47.3	613

2014 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
<b>No High School Diploma</b>	8.7%	10.4%
<b>High School Diploma or Some College</b>	57.9%	52.9%
<b>Associates Degree</b>	10.5%	8.5%
<b>Bachelor's Degree</b>	12.1%	17.5%
<b>Graduate or Professional Degree</b>	10.8%	10.6%

\*\*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.



## 2 Minute Drive 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

#### Old and Newcomers (63.6%)

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

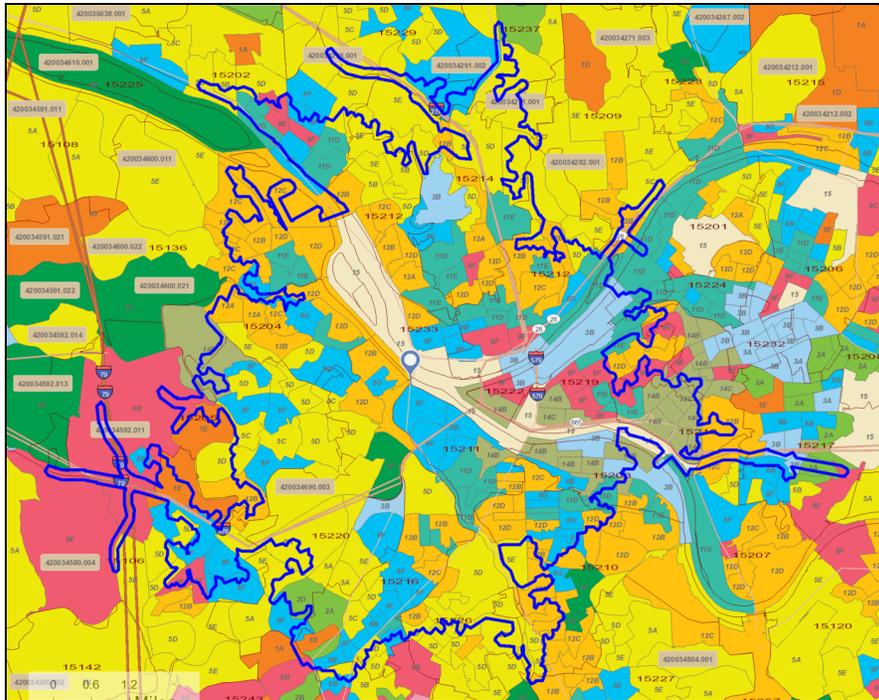
#### Traditional Living (27.5%)

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.

#### Hardscrabble Road (8.9%)

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

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 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

#### Rustbelt Traditions (11.4%)

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

#### Old and Newcomers (10.6%)

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

#### Set to Impress (9.3%)

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.

#### Traditional Living (8.8%)

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.

#### College Towns (7.2%)

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.

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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)



## Featured Business: James Gallery



South Main Street Business District

## Contacts

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

Type of Business: Art gallery

URA Investment: \$75,000

URA Program Utilized: District  
Improvement Fund

Private Investment: \$427,490

Total Project Investment: \$502,490

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: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)