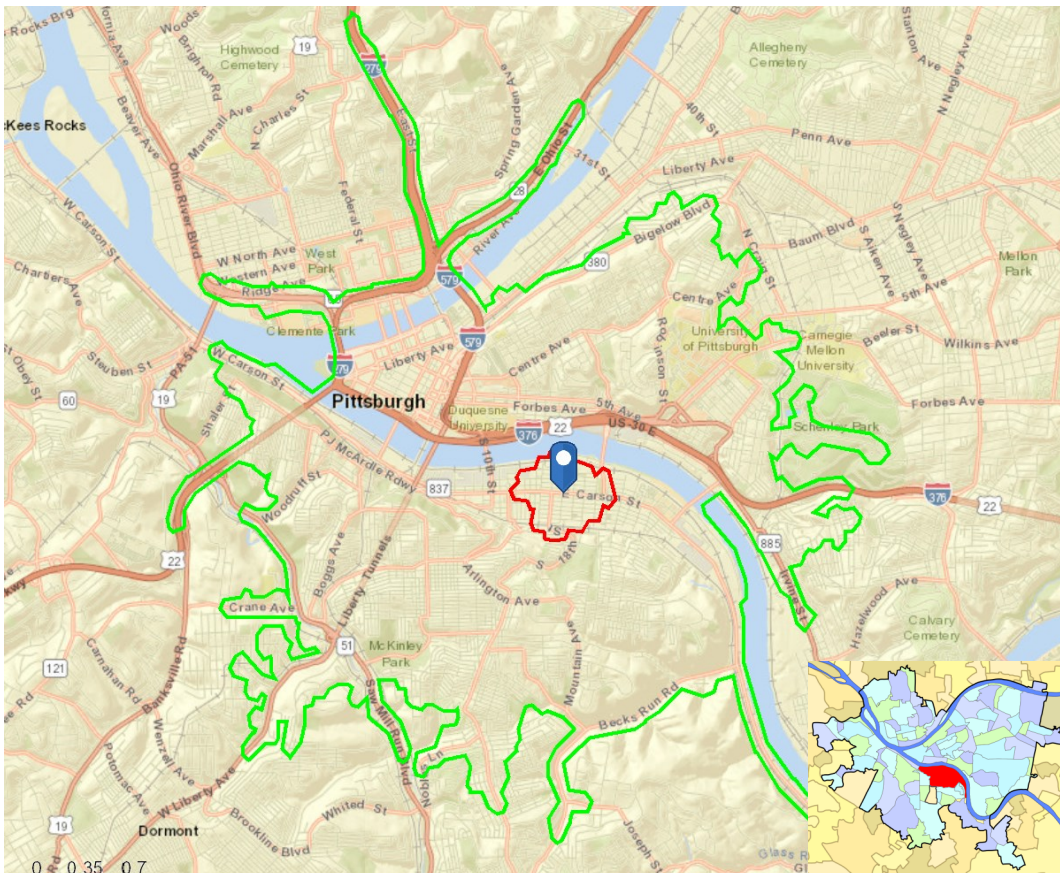


MARKET PROFILE

# East Carson Street Commercial District Southside



### 2018 Business Summary (2 Minute Drive Time)

Number of Businesses:  
428

Number of Employees:  
5,822

Employees/Residential  
Population Ratio\*:  
1.42:1

Major Commercial Industries:  
Food Services & Drinking Places,  
Apparel and Accessories, Furniture and  
Home Furnishings

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	98	67
Computers and Accessories	91	66
Education	108	71
Entertainment / Recreation	90	64
Food at Home	95	67
Food Away from Home	100	68
Health Care	82	61
Household Furnishing and Equipment	91	64
Personal Care Products and Services	93	64
Shelter	99	68
TV/Video/Audio	83	70
Travel	85	59
Vehicle Maintenance & Repair	92	65

2018 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	15.4%	27.2%
\$15,000—\$24,999	12.1%	16.3%
\$25,000—\$34,999	12.6%	13.3%
\$35,000—\$49,999	16.7%	14.8%
\$50,000—\$74,999	14.6%	13.7%
\$75,000—\$99,999	11.1%	6.8%
\$100,000—\$149,999	13.0%	5.5%
\$150,000+	4.5%	2.2%
<b>Median Disposable Income</b>	<b>\$42,625</b>	<b>\$29,104</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	2018	2023 (Projected)
<b>Population</b>	3,883	4,105	4,253
<b>Households</b>	2,103	2,226	2,311
<b>Median Age</b>	29.3	29.6	30.7
% 0-9	3.2%	2.9%	2.9%
% 10-14	1.0%	0.9%	0.9%
% 15-24	28.5%	26.7%	25.0%
% 25-34	29.6%	30.5%	30.2%
% 35-44	9.5%	8.7%	9.2%
% 45-54	8.6%	9.3%	6.7%
% 55-64	8.6%	6.9%	9.1%
% 65+	11.6%	6.9%	16.1%
<b>Median Household Income</b>	***	\$52,572	\$58,906
<b>Average Household Income</b>	***	\$76,330	\$85,747
<b>Per Capita Income</b>	***	\$42,934	\$48,482
<b>Total Housing Units</b>	2,466	2,472	2,510
% Owner Occupied Units	32.6%	30.6%	30.6%
% Renter Occupied Units	52.6%	59.5%	61.4%
% Vacant Housing Units	14.7%	10.0%	7.9%
<b>Median Home Value</b>	***	\$196,512	\$239,062

Demographic Data: 10 Minute Drive Time	2010	2018	2023 (Projected)
<b>Population</b>	87,174	89,532	90,897
<b>Households</b>	35,892	37,193	38,138
<b>Median Age</b>	27.2	28.3	29.2
% 0-9	6.9%	6.3%	6.3%
% 10-14	3.2%	2.9%	2.9%
% 15-24	35.7%	34.1%	33.0%
% 25-34	15.2%	16.5%	15.9%
% 35-44	8.5%	8.4%	9.2%
% 45-54	10.3%	8.8%	8.2%
% 55-64	9.0%	9.7%	9.3%
% 65+	11.1%	13.3%	15.2%
<b>Median Household Income</b>	***	\$34,761	\$38,758
<b>Average Household Income</b>	***	\$52,992	\$60,325
<b>Per Capita Income</b>	***	\$23,170	\$26,443
<b>Total Housing Units</b>	41,838	43,358	44,358
% Owner Occupied Units	33.0%	29.3%	29.2%
% Renter Occupied Units	52.7%	56.2%	56.8%
% Vacant Housing Units	14.2%	14.4%	14.0%
<b>Median Home Value</b>	***	\$87,252	\$97,514

Traffic Count Profile	Closest Cross-Street	Count
S 17th St	Sarah St	2,872
Wharton St	S 21st St	8,675
Brady St Brg	Brady St	20,642
Mary St	S 22nd St	782
E Carson St	S 14th ST	11,813
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 2015 unless otherwise noted.

## 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	\$14,470,707	\$7,210,221	\$7,260,486	33.5	3
Furniture & Home Furnishing Stores	\$2,409,659	\$3,173,401	-\$763,742	-13.7	3
Electronics and Appliance Stores	\$2,327,087	\$6,436,283	-\$4,109,196	-46.9	3
Building Materials, Garden Equip. & Supply Stores	\$3,367,503	\$5,583,239	-\$2,215,736	-24.8	2
Food and Beverage Stores	\$13,038,813	\$57,147,183	-\$44,109,370	-62.8	7
Health and Personal Care Stores	\$3,919,329	\$10,752,215	-\$6,832,886	-46.6	6
Gasoline Stations	\$7,021,555	\$9,640,123	-\$2,618,568	-15.7	2
Clothing & Clothing Accessories Stores	\$4,088,671	\$30,044,900	-\$25,956,229	-76.0	14
Sporting Goods / Hobby / Music / Book Stores	\$2,073,427	\$5,335,001	-\$3,261,574	-44.0	5
General Merchandise Stores	\$10,536,079	\$1,666,872	\$8,869,207	72.7	2
Nonstore Retailers	\$1,349,244	\$6,989,571	-\$5,640,327	-67.36	1
Food Services & Drinking Places	\$7,581,229	\$44,546,994	-\$36,965,765	-70.9	61
Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$175,264,398	\$235,334,011	-\$60,069,613	-14.6	44
Furniture & Home Furnishing Stores	\$28,852,356	\$15,762,834	\$13,089,522	29.5	14
Electronics and Appliance Stores	\$27,544,359	\$163,937,674	-\$136,393,315	-71.2	28
Building Materials, Garden Equip. & Supply Stores	\$44,400,305	\$46,667,682	-\$2,267,377	-2.5	28
Food and Beverage Stores	\$157,779,654	\$182,186,777	-\$24,407,123	-7.2	90
Health and Personal Care Stores	\$49,789,370	\$95,357,095	-\$45,567,725	-31.4	53
Gasoline Stations	\$85,079,346	\$66,050,162	\$19,029,184	12.6	15
Clothing & Clothing Accessories Stores	\$47,127,651	\$188,800,416	-\$141,672,765	-60.0	106
Sporting Goods / Hobby / Music / Book Stores	\$24,335,364	\$41,294,229	-\$16,958,865	-25.8	38
General Merchandise Stores	\$125,720,297	\$31,706,733	\$94,013,564	59.7	24
Nonstore Retailers	\$16,657,916	\$168,411,397	-\$151,753,481	-82.0	16
Food Services & Drinking Places	\$87,541,071	\$386,491,481	-\$198,950,410	-63.1	576

2018 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	2.8%	8.7%
High School Diploma or Some College	30.3%	35.1%
Associates Degree	3.8%	8.0%
Bachelor's Degree	34.1%	20.5%
Graduate or Professional Degree	28.6%	16.7%

\*\*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.

# East Carson Street Commercial District



## 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

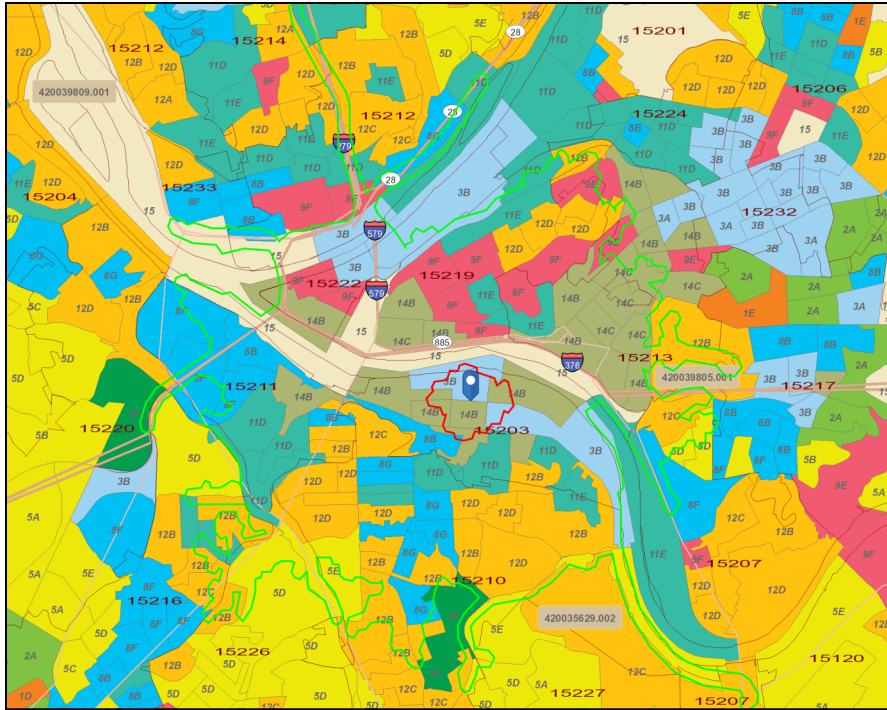
About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to 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>**

# 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

#### College Towns

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#### 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.

#### 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.

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# East Carson Street Commercial District

## Business District Programs

### The Pittsburgh Micro-Enterprise Loan Program

The Micro-Enterprise Loan Program is part of the Urban Redevelopment Authority of Pittsburgh's (URA) strategy to promote opportunities for groups who have not had ready access to business financing in the City of Pittsburgh, including minority- and women-owned businesses. The program is part of the URA's strategy to create new jobs, encourage new business start-up and expansion and grow the City of Pittsburgh's tax base by assisting entrepreneurs and stimulating business growth in the city.

For more information about applications and eligibility, visit:  
<https://www.ura.org/pages/access-to-capital>  
[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:  
<https://www.ura.org/pages/neighborhood-business-district-program>

### 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:  
<https://www.ura.org/pages/facade-improvement-programs>



South Side Welcome Center, East Carson Street

### Featured Business: Carmi's



**Type of Business:** Restaurant

**URA Program Utilized:** Urban Development Fund (UDF) & Pittsburgh Business Growth Fund

**URA Investment:** \$145,000

**Private Investment:** \$880,550

**Total Project Investment:** \$1,026,050

### 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 2018 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:Josette.Fitzgibbons@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)