

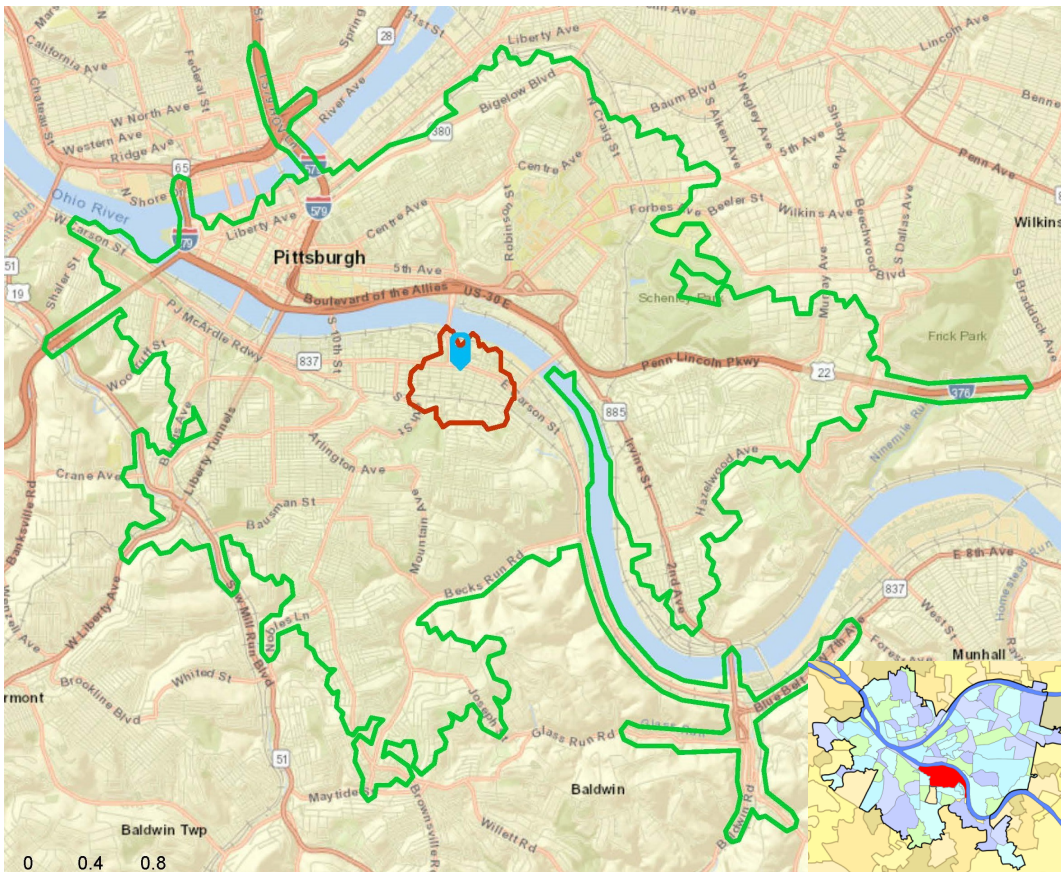
MARKET PROFILE

East Carson Street Commercial District

Southside



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
339

Number of Employees:
6,416

Employees/Residential
Population Ratio*:
1.56:1

Major Commercial Industries:
Eating & Drinking Places, Health
Care & Social Assistance, Food
Services & Drinking Places

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	97	81
Computers and Accessories	N/A	N/A
Education	102	83
Entertainment / Recreation	87	77
Food at Home	90	79
Food Away from Home	97	81
Health Care	81	76
Household Furnishing and Equipment	86	75
Personal Care Products and Services	91	79
Shelter	95	79
Support Payments/Cash Contributions/Gifts in Kind	77	70
Travel	84	72
Vehicle Maintenance & Repair	90	80

2021 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	21.5%	24.6%
\$15,000—\$24,999	10.4%	14.0%
\$25,000—\$34,999	7.0%	9.9%
\$35,000—\$49,999	10.6%	12.4%
\$50,000—\$74,999	15.3%	15.5%
\$75,000—\$99,999	13.1%	8.3%
\$100,000—\$149,999	17.0%	9.9%
\$150,000+	5.2%	5.5%
Median Disposable Income	\$50,550	\$36,393

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	2021	2026 (Projected)
Population	3,509	4,118	4,583
Households	2,015	2,448	2,758
Median Age	29.5	30.8	32.2
% 0-9	3.6%	3.1%	3.1%
% 10-14	1.3%	1.1%	1.0%
% 15-24	27.4%	23.8%	22.8%
% 25-34	28.9%	30.4%	28.9%
% 35-44	9.4%	8.9%	9.6%
% 45-54	8.3%	6.4%	6.3%
% 55-64	8.1%	8.7%	8.2%
% 65+	13.0%	17.5%	20.0%
Median Household Income	***	\$62,096	\$69,628
Average Household Income	***	\$82,377	\$92,396
Per Capita Income	***	\$49,238	\$55,989
Total Housing Units	2,244	2,526	2,837
% Owner Occupied Units	26.9%	23.3%	21.3%
% Renter Occupied Units	62.9%	73.6%	76.0%
% Vacant Housing Units	10.2%	3.1%	2.8%
Median Home Value	***	\$277,381	\$321,429

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.

Demographic Data: 10 Minute Drive Time	2010	2021	2026 (Projected)
Population	109,977	110,687	111,755
Households	45,481	47,028	48,108
Median Age	28.0	30.3	31.0
% 0-9	7.2%	6.4%	6.4%
% 10-14	3.3%	3.0%	2.9%
% 15-24	33.7%	30.7%	30.5%
% 25-34	15.6%	16.9%	15.5%
% 35-44	8.6%	9.6%	10.6%
% 45-54	10.3%	8.0%	8.0%
% 55-64	9.3%	9.9%	8.9%
% 65+	12.0%	15.4%	17.1%
Median Household Income	***	\$43,595	\$49,747
Average Household Income	***	\$70,594	\$80,068
Per Capita Income	***	\$30,854	\$35,350
Total Housing Units	52,370	54,353	55,459
% Owner Occupied Units	35.7%	31.7%	31.6%
% Renter Occupied Units	51.1%	54.8%	55.2%
% Vacant Housing Units	13.2%	13.5%	13.3%
Median Home Value	***	\$158,582	\$214,392

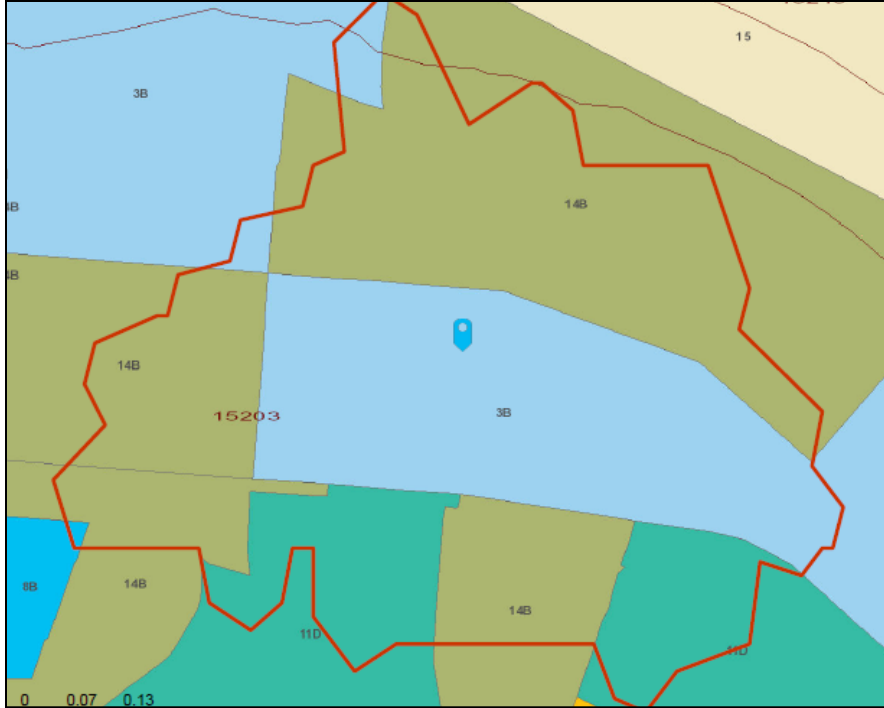
East Carson Street Commercial District

Marketplace Profile ^{**} : 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$14,313,643	\$2,946,936	\$11,366,707	65.9	2
Furniture & Home Furnishing Stores	\$2,409,715	\$2,595,059	-\$185,344	-3.7	2
Electronics and Appliance Stores	\$2,311,169	\$1,810,966	\$500,203	12.1	2
Building Materials, Garden Equip. & Supply Stores	\$3,354,677	\$0	\$3,354,677	100.0	0
Food and Beverage Stores	\$13,037,605	\$12,163,780	\$873,825	3.5	5
Health and Personal Care Stores	\$3,897,836	\$4,049,707	-\$151,871	-1.9	4
Gasoline Stations	\$6,931,433	\$0	\$6,931,433	100.0	0
Clothing & Clothing Accessories Stores	\$4,113,833	\$71,913,659	-\$67,799,826	-89.2	13
Sporting Goods / Hobby / Music / Book Stores	\$2,070,906	\$10,037,676	-\$7,966,770	-65.8	3
General Merchandise Stores	\$10,544,379	\$924,678	\$9,619,701	83.9	2
Nonstore Retailers	\$1,345,316	\$0	\$1,345,316	100.0	0
Food Services & Drinking Places	\$7,631,684	\$36,158,773	-\$28,527,089	-65.1	40
Marketplace Profile ^{**} : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$244,887,448	\$97,040,915	\$147,846,533	43.2	37
Furniture & Home Furnishing Stores	\$40,647,531	\$15,013,483	\$25,634,048	46.1	13
Electronics and Appliance Stores	\$38,657,278	\$162,590,581	-\$123,933,303	-61.6	27
Building Materials, Garden Equip. & Supply Stores	\$63,630,701	\$126,912,602	-\$63,281,901	-33.2	30
Food and Beverage Stores	\$219,434,975	\$223,495,373	-\$4,060,398	-0.9	97
Health and Personal Care Stores	\$69,507,496	\$106,356,791	-\$36,849,295	-21.0	55
Gasoline Stations	\$117,899,888	\$79,449,033	\$38,450,855	19.5	18
Clothing & Clothing Accessories Stores	\$66,434,185	\$189,700,376	-\$123,266,191	-48.1	111
Sporting Goods / Hobby / Music / Book Stores	\$34,132,613	\$45,576,170	-\$11,443,557	-14.4	47
General Merchandise Stores	\$175,911,662	\$51,273,234	\$124,638,428	54.9	23
Nonstore Retailers	\$23,405,355	\$146,373,496	-\$122,968,141	-72.4	14
Food Services & Drinking Places	\$123,108,213	\$384,359,886	-\$261,251,673	-51.5	592

2021 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	5.9%	7.6%
High School Diploma or Some College	25.7%	40.8%
Associates Degree	6.1%	8.0%
Bachelor's Degree	30.8%	21.9%
Graduate or Professional Degree	31.6%	21.6%

^{**} 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.

East Carson Street Commercial District



Trade Area Tapestry Segmentation Area

Neighborhood Quick Facts*

- Walk Score: 81
- Transit Score: 73
- Bike Score: 47

* 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 above 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.

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 are 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their families. 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.

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:** <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.

East Carson Street Commercial District

10 Minute Drive Time Tapestry Segmentation

Neighborhood Quick Facts*

- Number of bus lines in neighborhood: 13

* 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.

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 above 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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Southside Neighborhood

URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small- and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at lmorris@ura.org or visit us at www.ura.org/pages/businesses-entrepreneurs.



Contacts

South Side Pittsburgh Chamber of Commerce:
www.southsidechamber.org

South Side Community Council:
www.southsidecommunitycouncil.org

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 unless otherwise noted. ¹Data 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.