

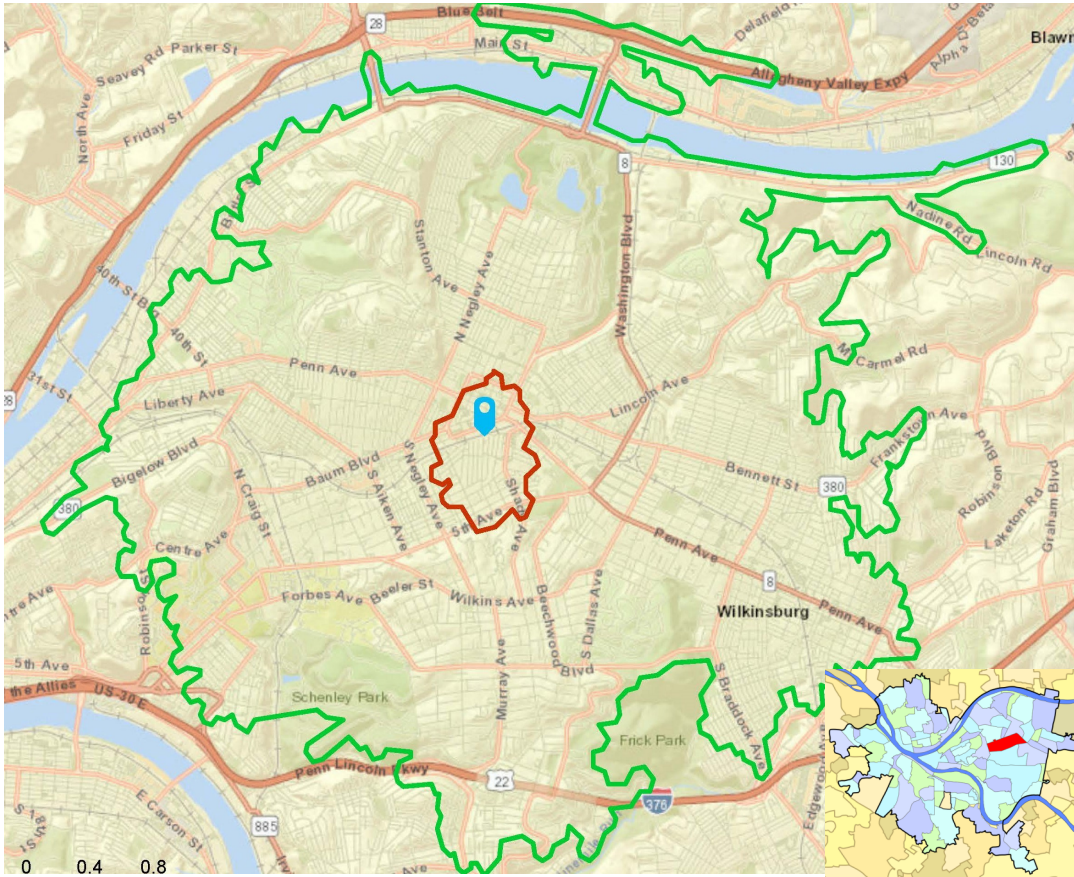
MARKET PROFILE

Ellsworth Avenue Commercial District

Shadyside



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
539

Number of Employees:
5,960

Employees/Residential
Population Ratio*:
0.94:1

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

For more information on the
neighborhood, visit:



*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	111	96
Computers and Accessories	N/A	N/A
Education	112	98
Entertainment / Recreation	97	90
Food at Home	102	93
Food Away from Home	112	96
Health Care	88	88
Household Furnishing and Equipment	97	90
Personal Care Products and Services	105	94
Shelter	110	95
Support Payments/Cash Contributions/Gifts in Kind	81	84
Travel	96	87
Vehicle Maintenance & Repair	97	93

2021 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	14.2%	19.7%
\$15,000—\$24,999	11.1%	13.3%
\$25,000—\$34,999	7.3%	9.5%
\$35,000—\$49,999	13.7%	12.6%
\$50,000—\$74,999	21.0%	17.2%
\$75,000—\$99,999	9.9%	8.3%
\$100,000—\$149,999	14.6%	11.3%
\$150,000+	8.2%	8.0%
Median Disposable Income	\$53,052	\$42,769

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.

Ellsworth Avenue Commercial District

Demographic Data: 2 Minute Drive Time	2010	2021	2026 (Projected)
Population	5,483	6,342	6,564
Households	3,239	3,722	3,867
Median Age	29.6	33.2	34.1
% 0-9	5.8%	5.5%	5.4%
% 10-14	1.3%	2.1%	1.8%
% 15-24	20.5%	11.1%	13.5%
% 25-34	36.8%	37.9%	32.3%
% 35-44	10.7%	16.4%	19.4%
% 45-54	7.9%	8.2%	9.1%
% 55-64	8.7%	7.8%	7.2%
% 65+	8.3%	11.0%	11.1%
Median Household Income	***	\$66,597	\$76,603
Average Household Income	***	\$94,204	\$107,507
Per Capita Income	***	\$57,031	\$65,199
Total Housing Units	3,464	3,915	4,076
% Owner Occupied Units	23.6%	18.5%	18.5%
% Renter Occupied Units	69.9%	76.5%	76.3%
% Vacant Housing Units	6.5%	4.9%	5.1%
Median Home Value	***	\$397,348	\$442,602

Demographic Data: 10 Minute Drive Time	2010	2021	2026 (Projected)
Population	136,341	137,139	137,369
Households	62,403	63,930	64,493
Median Age	31.1	33.7	34.6
% 0-9	8.2%	7.6%	7.6%
% 10-14	3.6%	3.7%	3.5%
% 15-24	25.8%	22.8%	22.8%
% 25-34	17.8%	18.2%	16.9%
% 35-44	9.5%	11.1%	11.8%
% 45-54	10.7%	8.6%	8.8%
% 55-64	10.8%	10.8%	9.7%
% 65+	13.6%	17.4%	19.0%
Median Household Income	***	\$52,629	\$58,298
Average Household Income	***	\$84,318	\$94,549
Per Capita Income	***	\$39,481	\$44,560
Total Housing Units	70,623	72,306	73,121
% Owner Occupied Units	35.9%	32.6%	32.8%
% Renter Occupied Units	52.4%	55.8%	55.4%
% Vacant Housing Units	11.6%	11.6%	11.8%
Median Home Value	***	\$265,497	\$316,451

Traffic Count Profile	Closest Cross-Street	Count
S Negley Ave	E Bus Way	11,110
Baum Blvd	Roup Ave	8,248
Walnut St	College St	3,046
Penn Cir S	Stevenson St	6,891
Shady Ave	Ellsworth Ave	10,591
Alder St	Lehigh Ave	3,457

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.
*From 2012.

Ellsworth Avenue 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	\$25,913,496	\$0	\$25,913,496	100.0	0
Furniture & Home Furnishing Stores	\$4,468,293	\$6,657,001	-\$2,188,708	-19.7	3
Electronics and Appliance Stores	\$4,217,500	\$1,997,726	\$2,219,774	35.7	3
Building Materials, Garden Equip. & Supply Stores	\$6,114,074	\$4,227,875	\$1,886,199	18.2	4
Food and Beverage Stores	\$24,037,576	\$129,006,008	-\$104,968,432	-68.6	5
Health and Personal Care Stores	\$7,070,332	\$14,897,090	-\$7,826,758	-35.6	5
Gasoline Stations	\$12,454,202	\$0	\$12,454,202	100.0	0
Clothing & Clothing Accessories Stores	\$7,731,500	\$8,903,045	-\$1,171,545	-7.0	18
Sporting Goods / Hobby / Music / Book Stores	\$3,827,229	\$1,739,779	\$2,087,450	37.5	2
General Merchandise Stores	\$19,527,115	\$16,300,197	\$3,226,918	9.0	5
Nonstore Retailers	\$2,461,099	\$4,658,273	-\$2,197,174	-30.9	1
Food Services & Drinking Places	\$14,367,901	\$28,035,999	-\$13,668,098	-32.2	43

Marketplace Profile ^{**} : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$410,178,547	\$222,681,055	\$187,497,492	29.6	39
Furniture & Home Furnishing Stores	\$70,459,028	\$47,180,482	\$23,278,546	19.8	25
Electronics and Appliance Stores	\$66,611,483	\$157,981,316	-\$91,369,833	-40.7	29
Building Materials, Garden Equip. & Supply Stores	\$110,366,208	\$61,989,134	\$48,377,074	28.1	35
Food and Beverage Stores	\$373,043,359	\$385,564,001	-\$12,520,642	-1.7	87
Health and Personal Care Stores	\$118,020,048	\$127,955,568	-\$9,935,520	-4.0	58
Gasoline Stations	\$196,004,819	\$87,842,253	\$108,162,566	38.1	21
Clothing & Clothing Accessories Stores	\$116,718,344	\$131,632,199	-\$14,913,855	-6.0	116
Sporting Goods / Hobby / Music / Book Stores	\$58,842,044	\$35,972,099	\$22,869,945	24.1	51
General Merchandise Stores	\$301,988,617	\$50,043,579	\$251,945,038	71.6	20
Nonstore Retailers	\$40,107,908	\$146,336,670	-\$106,228,762	-57.0	15
Food Services & Drinking Places	\$214,513,200	\$241,957,166	-\$27,443,966	-6.0	467

2021 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	1.4%	4.7%
High School Diploma or Some College	12.6%	28.3%
Associates Degree	1.7%	5.8%
Bachelor's Degree	32.6%	28.1%
Graduate or Professional Degree	51.7%	33.2%

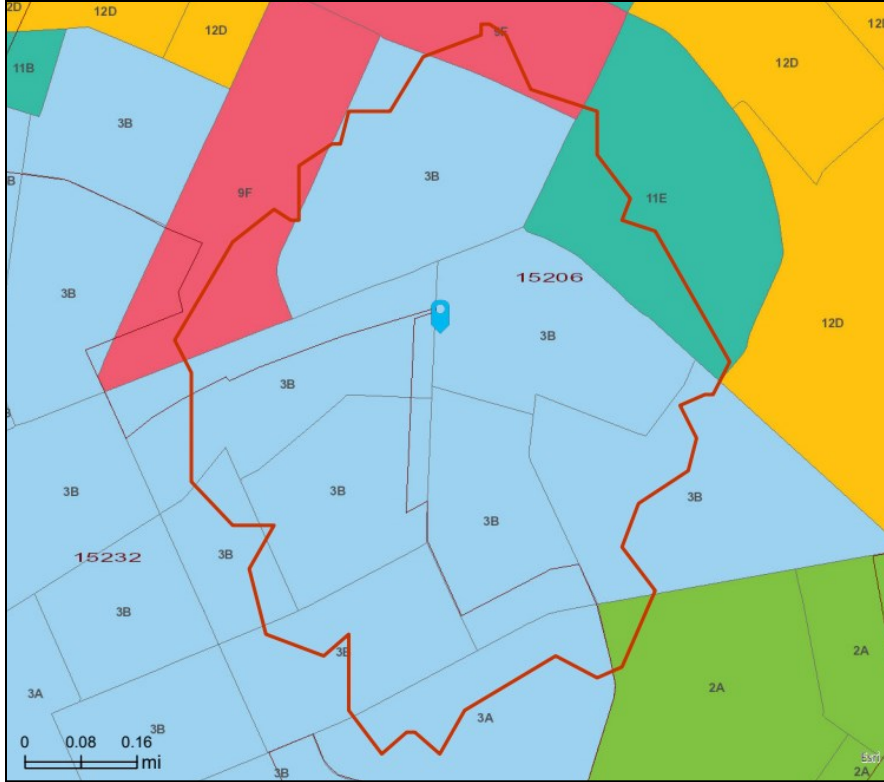
^{**}Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. The Leakage/Surplus Factor measures the relationship between supply and demand that ranges 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.

ESRI Tapestry Segmentation Area Profile: 2 Minute Drive Time

Neighborhood Quick Facts*

- Walk Score: 96
- Transit Score: 73
- Bike Score: 87

* 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

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.

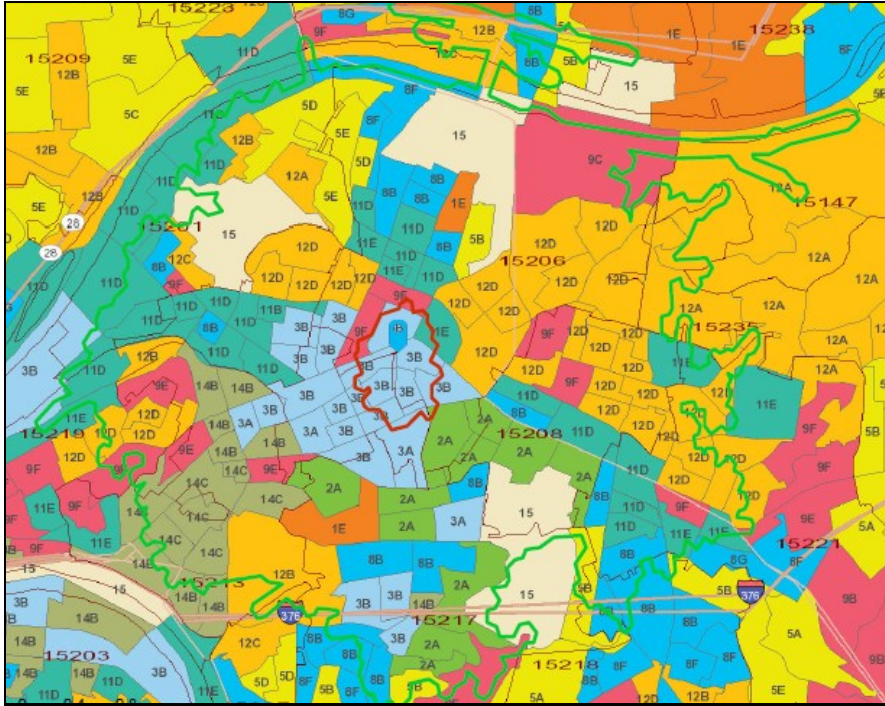
City Commons

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

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>.



ESRI Tapestry Segmentation Area Profile: 10 Minute Drive Time

* 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

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.

Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median income primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

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>.

Ellsworth Avenue Commercial District

Shadyside 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

Think Shadyside:
www.thinkshadyside.com

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.