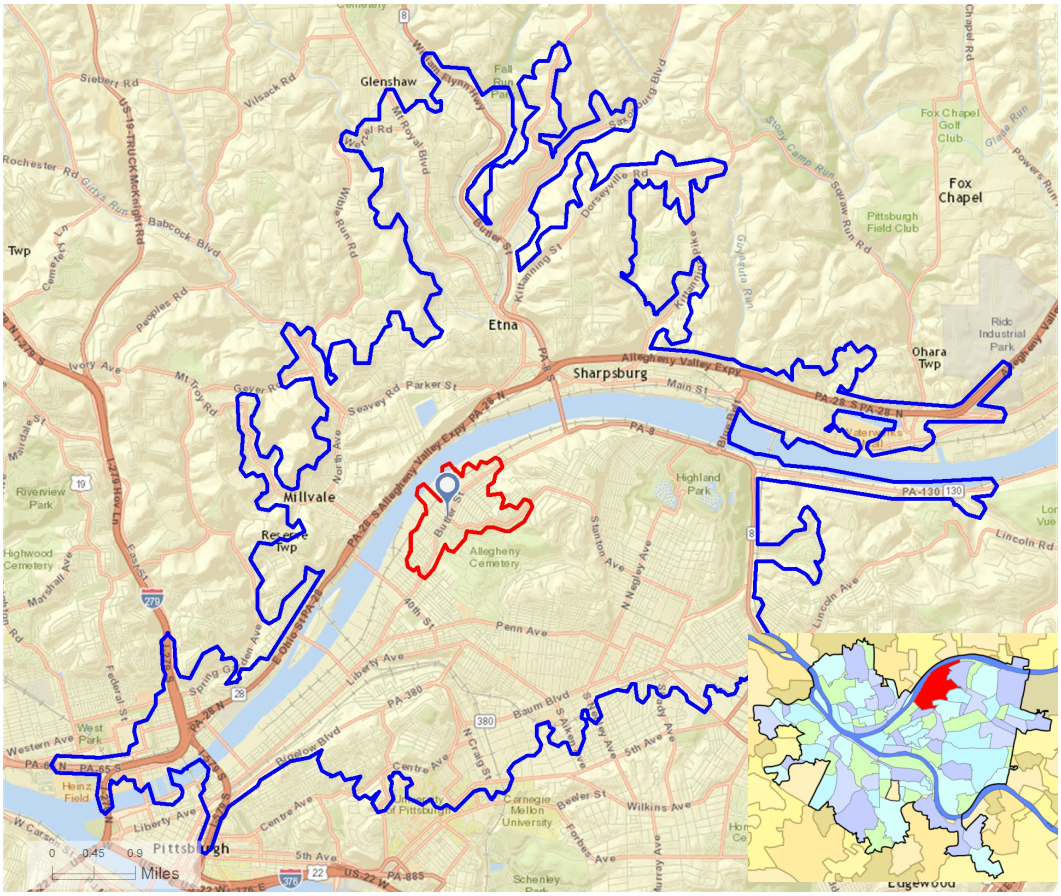
MARKET PROFILE

# Butler and 36th Street Commercial District

## *Lawrenceville*

ura
Urban Redevelopment Authority of Pittsburgh




### 2015 Business Summary
**(2 Minute Drive Time)**

Number of Businesses:
475

Number of Employees:
3,593

Employees/Residential Population Ratio*:
1.08:1

Major Industries:
Gasoline Stations, Food & Beverage Stores, Health & Personal Care Stores

For more information on the neighborhood, visit:

PITTSBURGHCITYLIVING.COM

| Spending Potential Index | 2 Minute Drive | 10 Minute Drive |
|---|---|---|
| **Apparel and Services** | 37 | 47 |
| **Computers and Accessories** | 55 | 69 |
| **Education** | 56 | 72 |
| **Entertainment / Recreation** | 51 | 66 |
| **Food at Home** | 55 | 69 |
| **Food Away from Home** | 54 | 68 |
| **Health Care** | 48 | 63 |
| **Household Furnishing and Equipment** | 45 | 59 |
| **Investment** | 47 | 50 |
| **Retail Goods** | 49 | 63 |
| **Shelter** | 56 | 70 |
| **TV/Video/Audio** | 54 | 70 |
| **Travel** | 47 | 60 |
| **Vehicle Maintenance & Repair** | 52 | 66 |
| **Total Expenditures** | 50 | 63 |

| 2014 Households by Disposable Income | 2 Minute Drive | 10 Minute Drive |
|---|---|---|
| **<$15,000** | 31.2% | 30.4% |
| **$15,000—$24,999** | 19.9% | 17.8% |
| **$25,000—$34,999** | 16.4% | 12.7% |
| **$35,000—$49,999** | 15.4% | 13.9% |
| **$50,000—$74,999** | 11.3% | 13.6% |
| **$75,000—$99,999** | 2.9% | 5.0% |
| **$100,000—$149,999** | 2.3% | 4.2% |
| **$150,000+** | 0.6% | 2.5% |
| **Median Disposable Income** | $24,180 | $26,077 |

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.

Last Updated June 15

## Butler Street Commercial District

| Demographic Data: 2 Minute Drive Time | 2010 | 2014 | 2019 (Projected) | Annual Rate of Change (2014-2019) |
|---|---|---|---|---|
| **Population** | 3,313 | 3,330 | 3,368 | 0.23% |
| **Households** | 1,729 | 1,765 | 1,796 | 0.35% |
| **Median Age** | 37.5 | 38.5 | 39.7 | 0.62% |
| % 0-9 | 7.2% | 6.9% | 6.9% | 0.00% |
| % 10-14 | 3.8% | 3.8% | 3.4% | -2.11% |
| % 15-24 | 13.5% | 12.4% | 11.8% | -0.97% |
| % 25-34 | 22.6% | 22.1% | 20.5% | -1.45% |
| % 35-44 | 11.8% | 12.6% | 14.0% | 2.22% |
| % 45-54 | 12.8% | 12.1% | 11.3% | -1.32% |
| % 55-64 | 11.7% | 12.6% | 12.9% | 0.48% |
| % 65+ | 16.6% | 17.5% | 19.2% | 1.94% |
| **Median Household Income** | *** | $28,039 | $32,644 | 3.28% |
| **Average Household Income** | *** | $37,041 | $43,636 | 3.56% |
| **Per Capita Income** | *** | $19,525 | $23,152 | 3.72% |
| **Total Housing Units** | 2,024 | 2,044 | 2,044 | 0.00% |
| % Owner Occupied Units | 34.6% | 32.3% | 32.1% | -0.12% |
| % Renter Occupied Units | 50.8% | 54.0% | 55.8% | 0.67% |
| % Vacant Housing Units | 14.6% | 13.6% | 12.1% | -2.21% |
| **Median Home Value** | *** | $76,213 | $94,743 | 4.86% |

| Demographic Data: 10 Minute Drive Time | 2010 | 2014 | 2019 (Projected) | Annual Rate of Change (2014-2019) |
|---|---|---|---|---|
| **Population** | 123,188 | 123,764 | 124,552 | 0.13% |
| **Households** | 54,769 | 55,493 | 56,173 | 0.24% |
| **Median Age** | 30.2 | 31.2 | 32.1 | 0.58% |
| % 0-9 | 7.3% | 7.3% | 7.2% | -0.27% |
| % 10-14 | 3.2% | 3.1% | 3.1% | 0.00% |
| % 15-24 | 29.0% | 27.9% | 26.7% | -0.86% |
| % 25-34 | 16.9% | 17.5% | 17.1% | -0.46% |
| % 35-44 | 9.5% | 9.6% | 10.3% | 1.46% |
| % 45-54 | 11.3% | 10.2% | 9.2% | -1.96% |
| % 55-64 | 9.9% | 10.8% | 11.0% | 0.37% |
| % 65+ | 12.9% | 13.7% | 15.4% | 2.48% |
| **Median Household Income** | *** | $30,242 | $36,351 | 4.04% |
| **Average Household Income** | *** | $47,633 | $56,384 | 3.67% |
| **Per Capita Income** | *** | $22,743 | $27,155 | 3.88% |
| **Total Housing Units** | 63,228 | 64,229 | 64,822 | 0.18% |
| % Owner Occupied Units | 32.7% | 30.6% | 30.3% | -0.20% |
| % Renter Occupied Units | 53.9% | 55.8% | 56.4% | 0.22% |
| % Vacant Housing Units | 13.4% | 13.6% | 13.3% | -0.44% |
| **Median Home Value** | *** | $111,634 | $145,122 | 6.00% |

| Traffic Count Profile | Closest Cross-Street | Count |
|---|---|---|
| Butler St | 36th St | 13,533 |
| Penn Ave | 36th | 10,385 |
| 40th St | Saint Johns Way | 16,695 |
| Penn Ave | 32nd St | 5,889 |
| 36th St | Charlotte St | 4,662 |
| Charlotte St | 37th St | 1,360 |
| Butler St | 39th St | 15,530 |
| Ligonier St | 34th St | 5,520 |

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.

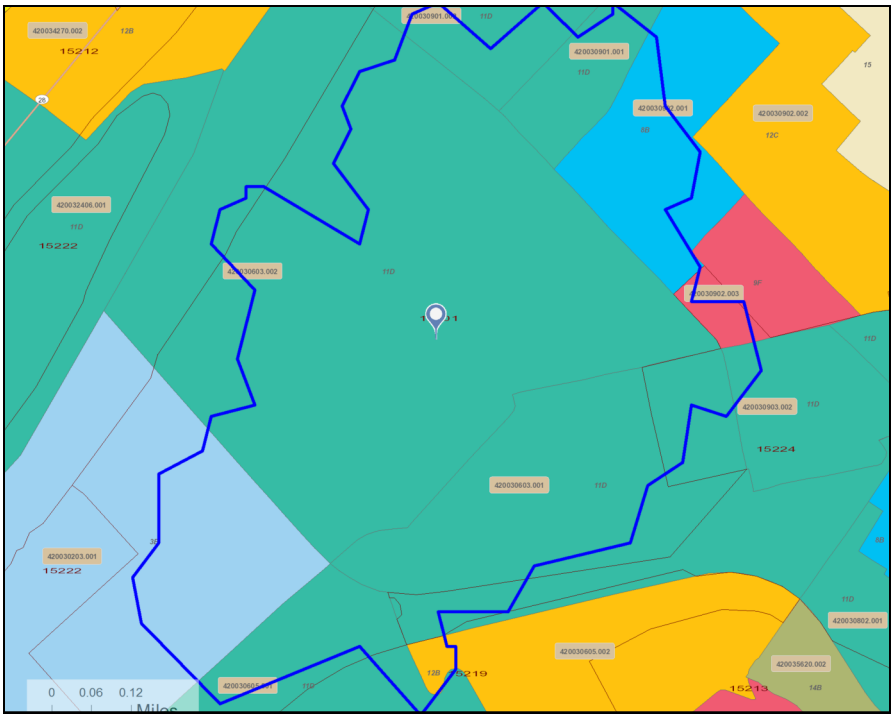
## Butler Street Commercial District

| Marketplace Profile**: 2 Minute Drive Time | Retail Potential (Demand) | Retail Sales (Supply) | Retail Gap | Leakage/ Surplus Factor | Number of Business |
|---|---|---|---|---|---|
| Motor Vehicle & Parts Dealers | $4,721,085 | $1,501,193 | $3,219,892 | 51.7 | 2 |
| Furniture & Home Furnishing Stores | $519,439 | $871,316 | -$351,877 | -25.3 | 5 |
| Electronics and Appliance Stores | $647,876 | $125,634 | $522,242 | 67.5 | 1 |
| Building Materials, Garden Equip. & Supply Stores | $686,766 | $378,730 | $308,036 | 28.9 | 1 |
| Food and Beverage Stores | $4,694,417 | $5,975,313 | -$1,280,896 | -12.0 | 8 |
| Health and Personal Care Stores | $1,371,779 | $5,956,635 | -$4,584,856 | -62.6 | 2 |
| Gasoline Stations | $2,398,468 | $13,931,855 | -$11,533,387 | -70.6 | 1 |
| Clothing & Clothing Accessories Stores | $1,554,284 | $998,309 | $555,975 | 21.8 | 7 |
| Sporting Goods / Hobby / Music / Book Stores | $707,407 | $453,736 | $253,671 | 21.8 | 3 |
| General Merchandise Stores | $3,618,458 | $0 | $3,618,458 | 100.0 | 0 |
| Nonstore Retailers | $2,943,613 | $573,033 | $2,406,580 | 69.1 | 1 |
| Food Services & Drinking Places | $2,784,791 | $5,272,730 | -$2,487,939 | -30.9 | 18 |

| Marketplace Profile**: 10 Minute Drive Time | Retail Potential (Demand) | Retail Sales (Supply) | Retail Gap | Leakage/ Surplus Factor | Number of Business |
|---|---|---|---|---|---|
| Motor Vehicle & Parts Dealers | $196,180,707 | $160,317,398 | $35,863,309 | 10.1 | 52 |
| Furniture & Home Furnishing Stores | $21,305,155 | $20,482,953 | $822,202 | 2.0 | 55 |
| Electronics and Appliance Stores | $26,032,896 | $115,335,510 | -$59,303,614 | -63.2 | 47 |
| Building Materials, Garden Equip. & Supply Stores | $28,689,805 | $23,691,601 | $4,998,204 | 9.5 | 38 |
| Food and Beverage Stores | $187,284,791 | $222,877,595 | -$35,592,804 | -8.7 | 218 |
| Health and Personal Care Stores | $55,933,213 | $135,328,338 | -$79,395,125 | -41.5 | 78 |
| Gasoline Stations | $97,403,822 | $102,949,618 | -$5,545,796 | -2.8 | 26 |
| Clothing & Clothing Accessories Stores | $62,243,657 | $122,090,782 | -$59,847,125 | -32.5 | 177 |
| Sporting Goods / Hobby / Music / Book Stores | $28,448,318 | $39,912,994 | -$11,464,676 | -163.8 | 83 |
| General Merchandise Stores | $145,695,002 | $62,223,014 | $83,471,988 | 40.1 | 29 |
| Nonstore Retailers | $119,326,973 | $1,122,780,009 | -$1,003,453,036 | -80.8 | 36 |
| Food Services & Drinking Places | $111,921,919 | $339,051,422 | -$227,129,503 | -50.4 | 478 |

| 2014 Educational Attainment (Ages 25+) | 2 Minute Drive | 10 Minute Drive |
|---|---|---|
| **No High School Diploma** | 12.0% | 11.3% |
| **High School Diploma or Some College** | 48.8% | 46.9% |
| **Associates Degree** | 6.1% | 6.7% |
| **Bachelor's Degree** | 21.9% | 18.3% |
| **Graduate or Professional Degree** | 11.2% | 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.




# 2 Minute Drive Time Tapestry Segmentation Area Profile:

## Neighborhood Quick Facts*

- 6th highest street density in Pittsburgh (45.2 miles of streets per sq mile)

* 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

### Set to Impress (76.1%)

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.

### Emerald City (11.6%)

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages 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 personally and for business.

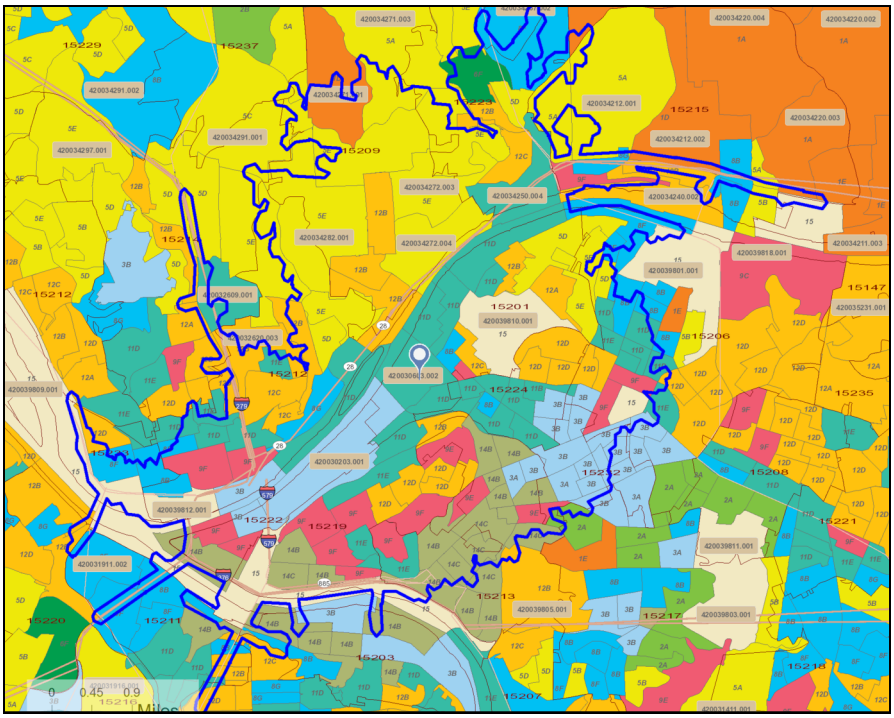
### Social Security Set (11.1%)

Social Security Set is an older market located in metropolitan cities across the country. Over one-third 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.

### Metro Renters (1.1%)

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**



# 10 Minute Drive Time Tapestry Segmentation Area

## Neighborhood Quick Facts*

- Number of bus lines in neighborhood: 7
- Walk Score: 90

* 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

### Set to Impress (16.6%)

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.

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### College Towns (9.0%)

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 for community organizations that are working 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

## 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 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 at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php

*Butler Street business district*

## Featured Business: Matteo's

**Type of Business**: Restaurant

**URA Program Utilized:** Pittsburgh Business Growth Fund

**URA Investment**: $100,000

**Private Investment:** $150,000

**Total Project Investment:** $250,000

## Contacts

Lawrenceville Corporation:
www.lvpgh.com

Lawrenceville United:
www.lunited.org

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2015 unless otherwise noted.
[1]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