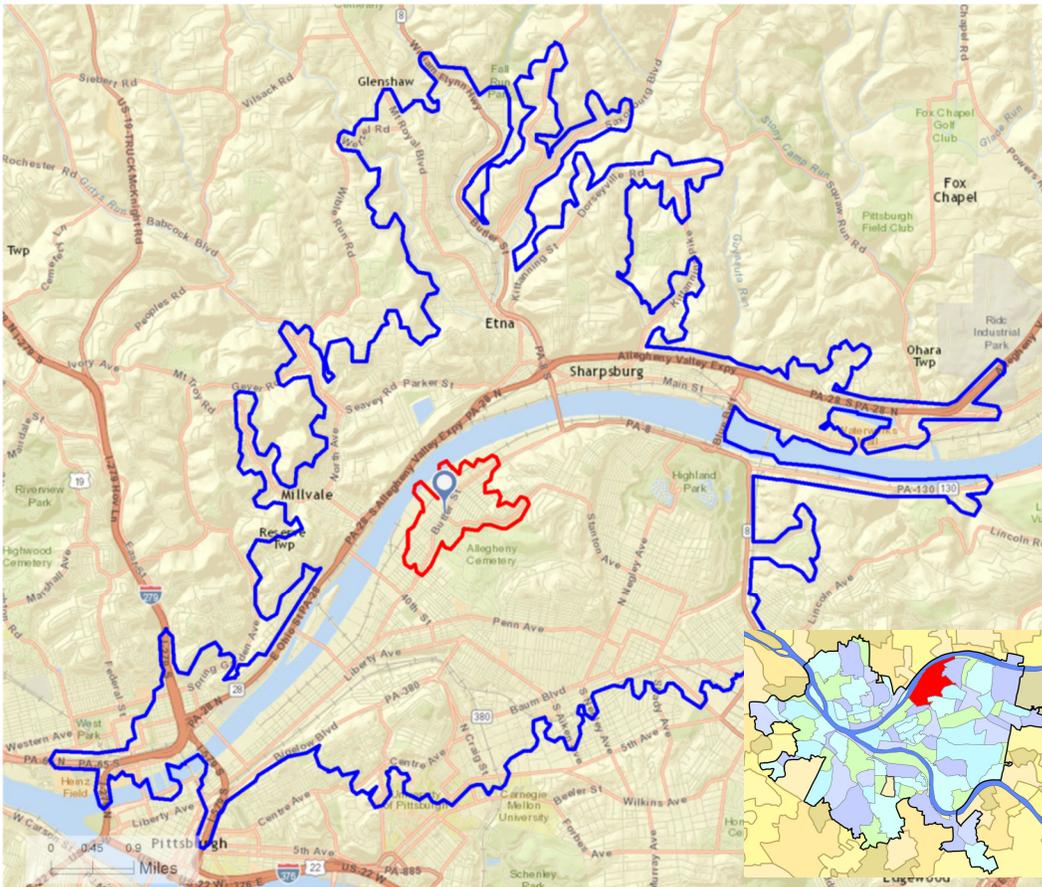


# MARKET PROFILE

## Butler and 36th Street Commercial District Lawrenceville



### 2016 Business Summary (2 Minute Drive Time)

Number of Businesses:  
333

Number of Employees:  
4,034

Employees/Residential  
Population Ratio\*:  
1.47:1

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

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	54	69
Computers and Accessories	55	68
Education	56	71
Entertainment / Recreation	50	64
Food at Home	54	69
Food Away from Home	53	68
Health Care	48	63
Household Furnishing and Equipment	51	65
Investment	48	50
Retail Goods	51	66
Shelter	55	69
TV/Video/Audio	54	70
Travel	47	60
Vehicle Maintenance & Repair	52	66
<b>Total Expenditures</b>	<b>52</b>	<b>66</b>

2015 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	30.7%	29.3%
\$15,000—\$24,999	17.0%	16.7%
\$25,000—\$34,999	19.0%	14.7%
\$35,000—\$49,999	15.7%	13.4%
\$50,000—\$74,999	11.6%	13.8%
\$75,000—\$99,999	3.3%	5.5%
\$100,000—\$149,999	2.5%	4.3%
\$150,000+	0.2%	2.3%
<b>Median Disposable Income</b>	<b>\$25,844</b>	<b>\$27,149</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.

## Butler and 36th Street Commercial District



Demographic Data: 2 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	2,720	2,749	2,782	0.24%
<b>Households</b>	1,408	1,444	1,471	0.37%
<b>Median Age</b>	35.9	37.9	39.3	0.74%
% 0-9	7.5%	7.2%	7.7%	1.39%
% 10-14	4.1%	3.5%	3.3%	-1.14%
% 15-24	14.0%	11.7%	12.4%	1.20%
% 25-34	23.4%	22.8%	17.8%	-4.39%
% 35-44	12.3%	14.0%	17.8%	5.43%
% 45-54	12.8%	12.2%	11.9%	-0.49%
% 55-64	11.8%	12.8%	12.4%	-0.63%
% 65+	14.1%	15.6%	16.8%	1.54%
<b>Median Household Income</b>	***	\$30,090	\$34,740	3.09%
<b>Average Household Income</b>	***	\$38,444	\$43,414	2.59%
<b>Per Capita Income</b>	***	\$20,102	\$22,860	2.74%
<b>Total Housing Units</b>	1,653	1,672	1,672	0.00%
% Owner Occupied Units	35.2%	32.5%	31.5%	-0.62%
% Renter Occupied Units	50.0%	53.8%	56.5%	1.00%
% Vacant Housing Units	14.8%	13.6%	12.0%	-2.35%
<b>Median Home Value</b>	***	\$121,472	\$160,833	6.48%

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.

Demographic Data: 10 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	110,040	110,752	111,361	0.11%
<b>Households</b>	48,679	49,348	49,896	0.22%
<b>Median Age</b>	30.7	32.1	33.1	0.62%
% 0-9	7.3%	7.3%	7.3%	0.00%
% 10-14	3.3%	3.1%	3.3%	2.58%
% 15-24	27.2%	26.3%	25.3%	-0.76%
% 25-34	16.9%	17.9%	17.1%	-0.89%
% 35-44	9.6%	10.0%	11.2%	2.40%
% 45-54	11.5%	10.1%	9.2%	-1.78%
% 55-64	10.0%	11.1%	10.9%	-0.36%
% 65+	13.1%	14.2%	15.8%	2.25%
<b>Median Household Income</b>	***	\$31,844	\$36,638	3.01%
<b>Average Household Income</b>	***	\$49,314	\$56,470	2.90%
<b>Per Capita Income</b>	***	\$23,499	\$26,844	2.85%
<b>Total Housing Units</b>	56,284	57,183	57,680	0.17%
% Owner Occupied Units	33.1%	30.6%	30.3%	-0.20%
% Renter Occupied Units	53.4%	55.7%	56.2%	0.18%
% Vacant Housing Units	13.5%	13.7%	13.5%	-0.29%

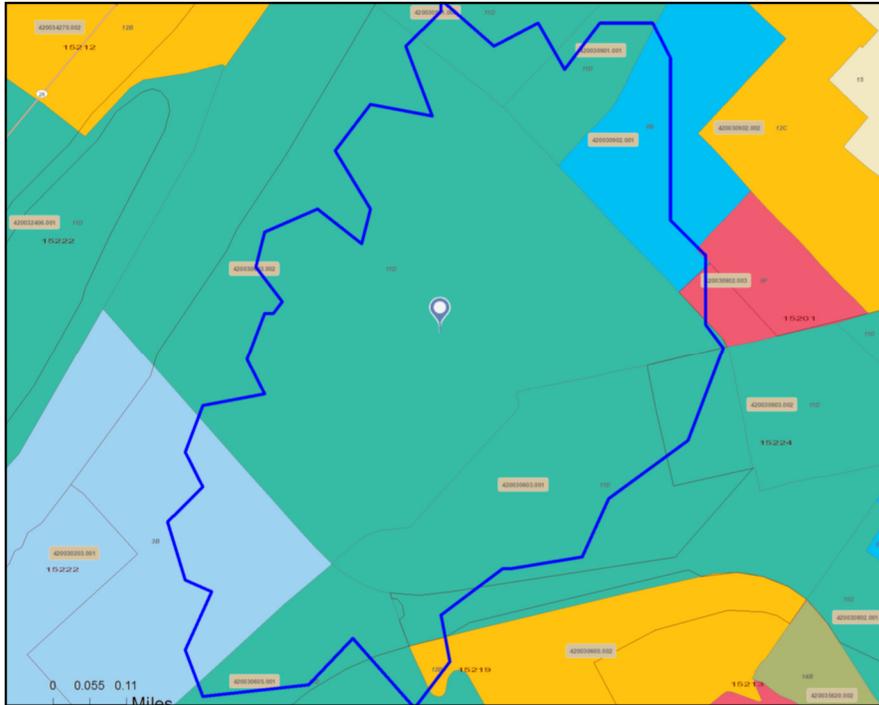
## Butler and 36th Street Commercial District



Marketplace Profile **: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$5,925,366	\$9,502,737	-\$3,577,371	-23.2	5
Furniture & Home Furnishing Stores	\$801,420	\$2,567,206	-\$1,765,786	-52.4	6
Electronics and Appliance Stores	\$1,476,830	\$5,464,156	-\$3,987,326	-57.4	1
Building Materials, Garden Equip. & Supply Stores	\$1,114,194	\$3,615,446	-\$2,501,252	-52.9	3
Food and Beverage Stores	\$5,726,596	\$12,860,597	-\$7,134,001	-38.4	8
Health and Personal Care Stores	\$1,211,576	\$1,850,330	-\$638,754	-20.9	1
Gasoline Stations	\$1,896,876	\$4,598,188	-\$2,701,312	-40.6	2
Clothing & Clothing Accessories Stores	\$1,441,547	\$2,364,572	-\$923,025	-24.3	6
Sporting Goods / Hobby / Music / Book Stores	\$864,972	\$2,171,209	-\$1,306,237	-43.0	2
General Merchandise Stores	\$4,664,215	\$0	\$4,664,215	100.0	0
Nonstore Retailers	\$911,403	\$1,416,002	-\$504,599	-21.7	3
Food Services & Drinking Places	\$2,958,944	\$13,390,398	-\$10,431,454	-63.8	34
Marketplace Profile **: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$264,060,155	\$327,823,636	-\$63,763,481	-10.8	58
Furniture & Home Furnishing Stores	\$35,441,081	\$32,162,983	\$3,278,098	4.8	31
Electronics and Appliance Stores	\$63,892,678	\$468,245,632	-\$404,352,954	-76.0	91
Building Materials, Garden Equip. & Supply Stores	\$49,517,858	\$75,081,711	-\$25,563,853	-20.5	56
Food and Beverage Stores	\$249,231,433	\$376,532,288	-\$127,300,855	-20.3	138
Health and Personal Care Stores	\$53,956,586	\$145,992,278	-\$92,035,692	-46.0	74
Gasoline Stations	\$83,336,580	\$91,175,598	-\$7,839,018	-4.5	33
Clothing & Clothing Accessories Stores	\$62,243,657	\$122,090,782	-\$59,847,125	-32.5	177
Sporting Goods / Hobby / Music / Book Stores	\$37,433,739	\$44,162,025	-\$6,728,286	-8.2	71
General Merchandise Stores	\$203,928,849	\$56,851,371	\$147,077,478	56.4	32
Nonstore Retailers	\$40,268,097	\$195,960,223	-\$155,692,126	-65.9	31
Food Services & Drinking Places	\$128,582,241	\$368,500,217	-\$239,917,976	-48.3	781

2015 Educational Attainment (Ages 25+)	2 Minute Drive	10 Minute Drive
<b>No High School Diploma</b>	7.7%	11.5%
<b>High School Diploma or Some College</b>	46.7%	46.1%
<b>Associates Degree</b>	9.3%	7.6%
<b>Bachelor's Degree</b>	23.4%	19.3%
<b>Graduate or Professional Degree</b>	12.8%	17.6%

\*\*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 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

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

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.

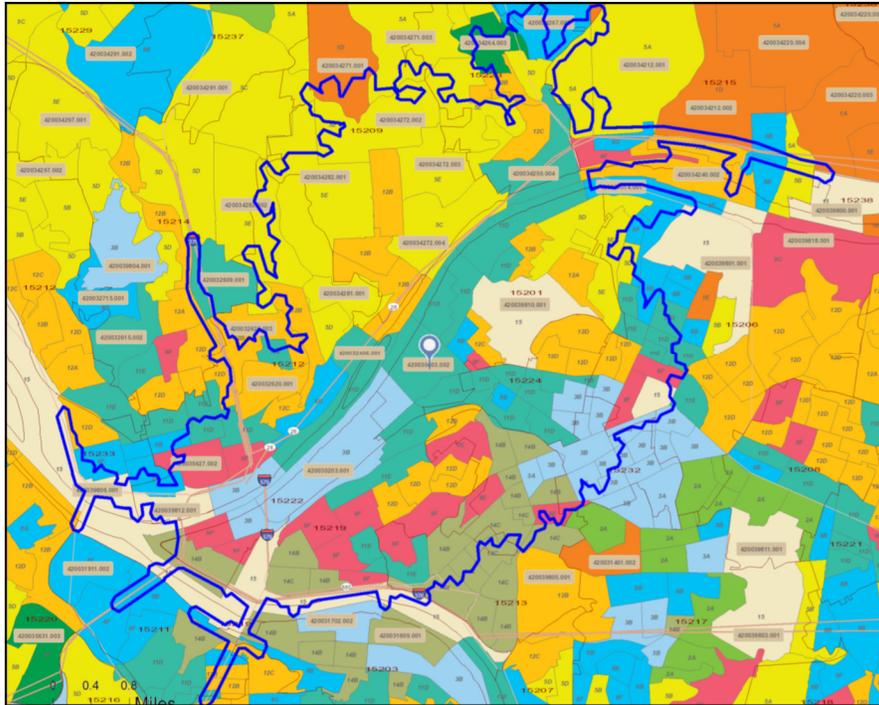
#### Social Security Set

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

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

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#### 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.

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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](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:jfitzgibbons@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)



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](http://www.lvpgh.com)

Lawrenceville United:  
[www.lunited.org](http://www.lunited.org)

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

All data from ESRI Business Analyst 2015 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:jfitzgibbons@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)