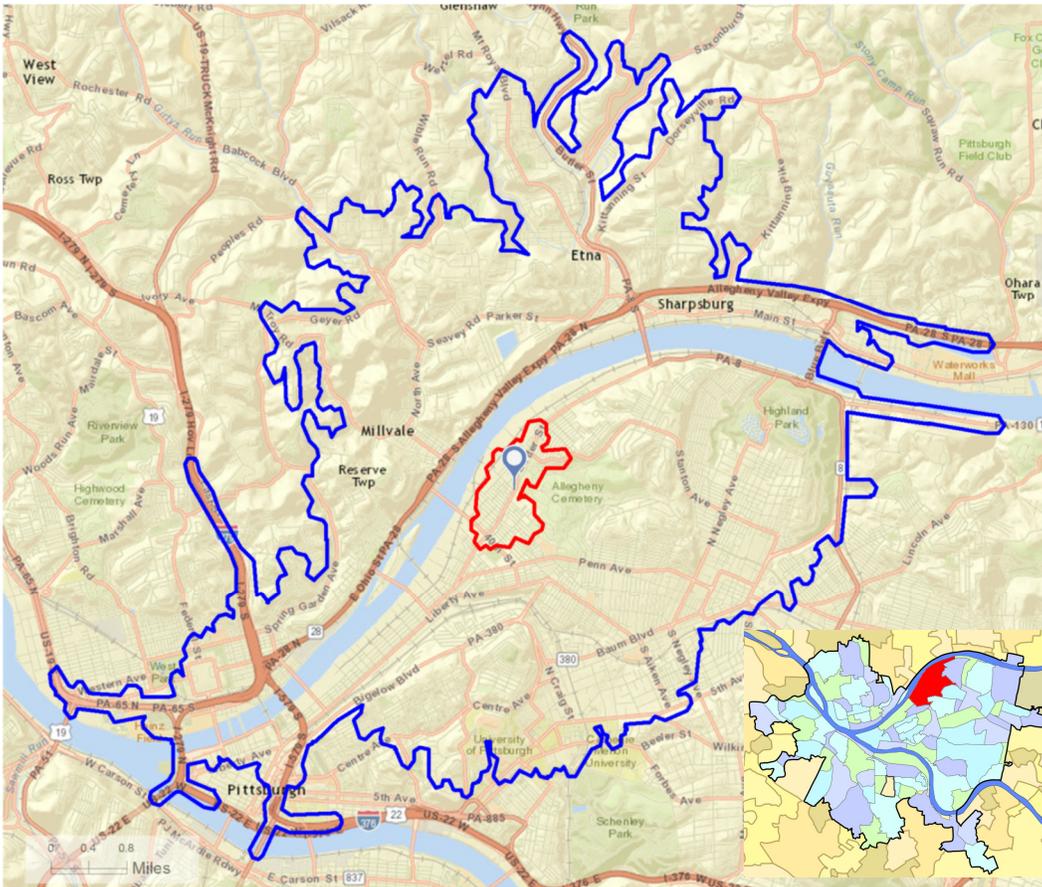


MARKET PROFILE

**Butler and 47th Street Commercial District
Lawrenceville**



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

Number of Businesses:
328

Number of Employees:
4,433

Employees/Residential
Population Ratio*:
1.19:1

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

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	57	72
Computers and Accessories	57	71
Education	57	73
Entertainment / Recreation	54	68
Food at Home	58	72
Food Away from Home	56	71
Health Care	52	67
Household Furnishing and Equipment	54	69
Investment	51	53
Retail Goods	55	69
Shelter	57	72
TV/Video/Audio	58	73
Travel	50	64
Vehicle Maintenance & Repair	55	69
Total Expenditures	55	69

2015 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	23.7%	26.3%
\$15,000—\$24,999	20.1%	16.6%
\$25,000—\$34,999	21.7%	15.2%
\$35,000—\$49,999	16.1%	14.0%
\$50,000—\$74,999	12.1%	14.9%
\$75,000—\$99,999	3.3%	6.0%
\$100,000—\$149,999	2.3%	4.7%
\$150,000+	0.6%	2.3%
Median Disposable Income	\$27,097	\$28,849

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 47th Street Commercial District



Demographic Data: 2 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	3,720	3,734	3,760	0.14%
Households	1,848	1,877	1,898	0.22%
Median Age	35.9	37.4	38.9	0.80%
% 0-9	9.6%	9.6%	9.4%	-0.42%
% 10-14	3.9%	4.2%	4.1%	-0.48%
% 15-24	14.3%	11.6%	10.7%	-1.55%
% 25-34	21.2%	20.8%	17.5%	-3.17%
% 35-44	12.0%	13.9%	16.0%	3.02%
% 45-54	13.8%	11.5%	11.5%	0.00%
% 55-64	10.6%	13.3%	13.0%	-0.45%
% 65+	14.6%	15.1%	16.0%	1.19%
Median Household Income	***	\$31,893	\$35,597	2.32%
Average Household Income	***	\$40,868	\$46,210	2.61%
Per Capita Income	***	\$20,144	\$22,866	2.70%
Total Housing Units	2,232	2,256	2,262	0.05%
% Owner Occupied Units	38.7%	35.8%	35.9%	0.06%
% Renter Occupied Units	44.1%	47.3%	48.0%	0.30%
% Vacant Housing Units	17.2%	16.8%	16.1%	-0.83%
Median Home Value	***	\$112,662	\$141,571	5.13%

Demographic Data: 10 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	97,035	97,323	97,791	0.09%
Households	45,794	46,343	46,801	0.20%
Median Age	34.2	35.2	36.5	0.74%
% 0-9	8.1%	8.0%	8.0%	0.00%
% 10-14	3.6%	3.6%	3.7%	0.56%
% 15-24	21.2%	19.1%	18.2%	-0.94%
% 25-34	18.2%	19.1%	17.5%	-1.68%
% 35-44	10.8%	11.3%	12.8%	2.65%
% 45-54	12.8%	11.3%	10.3%	-1.77%
% 55-64	11.1%	12.3%	12.0%	-0.49%
% 65+	14.3%	15.3%	17.1%	2.35%
Median Household Income	***	\$34,485	\$39,345	2.82%
Average Household Income	***	\$51,655	\$59,199	2.92%
Per Capita Income	***	\$25,308	\$29,024	2.94%
Total Housing Units	52,333	53,075	53,530	0.17%
% Owner Occupied Units	37.2%	34.5%	34.2%	-0.17%
% Renter Occupied Units	50.3%	52.8%	53.3%	0.19%
% Vacant Housing Units	12.5%	12.7%	12.6%	-0.16%
Median Home Value	***	\$137,805	\$170,639	4.77%

Traffic Count Profile	Closest Cross-Street	Count
48th St	Modoc St	682
Butler St	50th St	14,799
51st St	Berlin Way	1,924
45th St	Sherrod Ave	15,172
40th St	St Johns Way	16,695
Main St	Geneva St	4,909
Allegheny Valley Expy	Waterfront Rd	5,601
40th St	Willow St	26,849
40th St	Howley Way	7,172
Butler St	36th St	13,533

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.

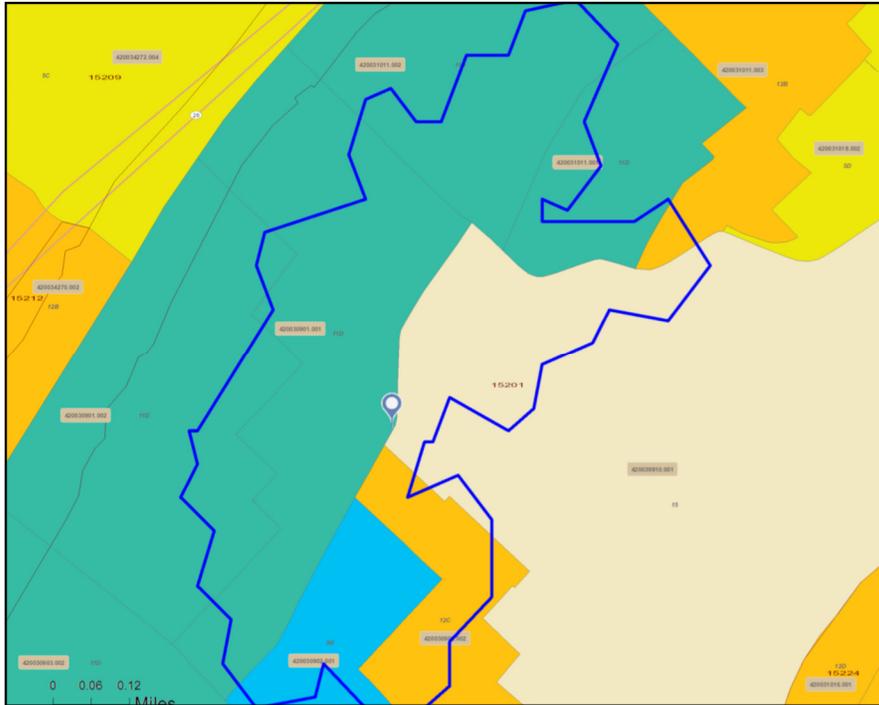
Butler and 47th Street Commercial District



Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$8,393,787	\$4,353,724	\$4,040,063	31.7	5
Furniture & Home Furnishing Stores	\$1,109,779	\$718,240	\$391,539	21.4	2
Electronics and Appliance Stores	\$2,026,304	\$882,605	\$1,143,699	39.3	1
Building Materials, Garden Equip. & Supply Stores	\$1,601,411	\$4,593,566	-\$2,992,155	-48.3	4
Food and Beverage Stores	\$7,944,182	\$4,199,383	\$3,744,799	30.8	5
Health and Personal Care Stores	\$1,717,550	\$4,448,978	-\$2,731,428	-44.3	2
Gasoline Stations	\$2,675,385	\$5,270,750	-\$2,595,365	-32.7	2
Clothing & Clothing Accessories Stores	\$1,964,639	\$3,995,436	-\$2,030,797	-34.1	7
Sporting Goods / Hobby / Music / Book Stores	\$1,200,865	\$1,859,939	-\$659,074	-21.5	4
General Merchandise Stores	\$6,450,508	\$0	\$6,450,508	100.0	0
Nonstore Retailers	\$1,283,456	\$891,322	\$392,134	18.0	1
Food Services & Drinking Places	\$4,027,402	\$9,530,844	-\$5,503,442	-40.6	33
Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$261,497,163	\$321,147,413	-\$59,650,250	-10.2	56
Furniture & Home Furnishing Stores	\$34,916,845	\$35,597,917	-\$681,072	-1.0	31
Electronics and Appliance Stores	\$62,813,432	\$164,266,887	-\$101,453,455	-44.7	66
Building Materials, Garden Equip. & Supply Stores	\$49,862,848	\$72,958,301	-\$23,095,453	-18.8	49
Food and Beverage Stores	\$243,550,400	\$350,988,038	-\$107,437,638	-18.1	110
Health and Personal Care Stores	\$53,260,827	\$89,902,178	-\$36,641,351	-25.6	44
Gasoline Stations	\$81,820,872	\$84,469,835	-\$2,648,963	-1.6	30
Clothing & Clothing Accessories Stores	\$61,040,160	\$63,194,884	-\$2,154,724	-1.7	100
Sporting Goods / Hobby / Music / Book Stores	\$36,822,248	\$33,365,449	\$3,456,799	4.9	50
General Merchandise Stores	\$199,791,853	\$30,664,223	\$169,127,630	73.4	23
Nonstore Retailers	\$39,686,326	\$94,856,176	-\$55,169,850	-41.0	20
Food Services & Drinking Places	\$125,791,692	\$229,854,098	-\$104,062,406	-29.3	531

2015 Educational Attainment (Ages 25+)	2 Minute Drive	10 Minute Drive
No High School Diploma	11.1%	8.8%
High School Diploma or Some Col- lege	43.6%	55.0%
Associates Degree	6.5%	7.8%
Bachelor's Degree	23.2%	20.1%
Graduate or Professional Degree	15.5%	18.3%

**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.

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

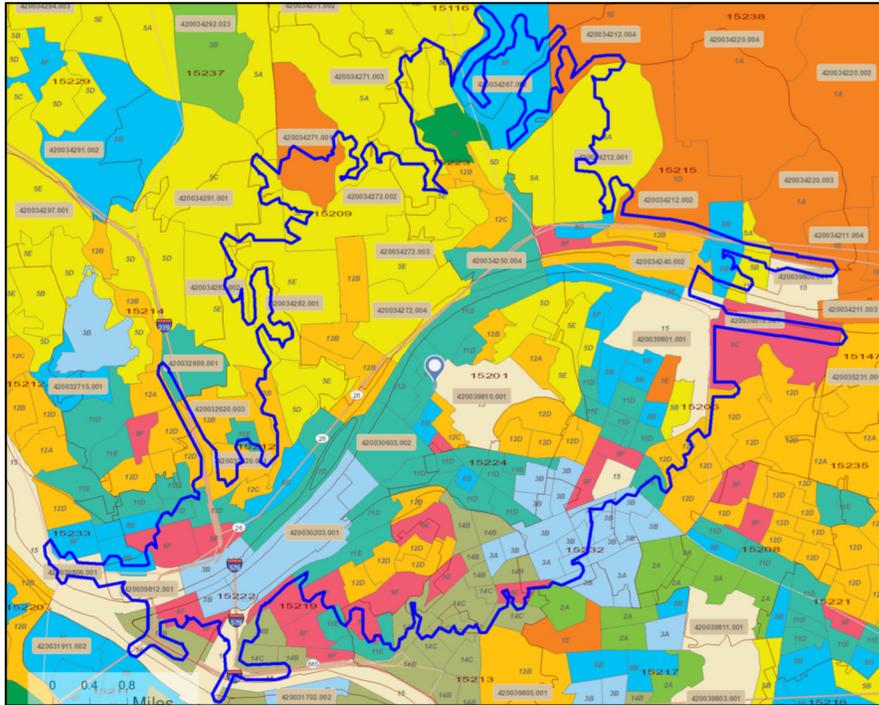
Emerald City

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.

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.

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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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.

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.

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

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

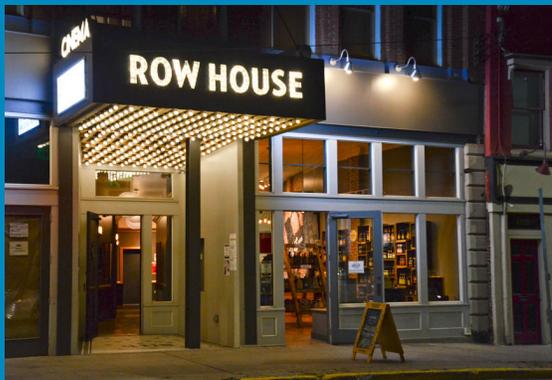
Façade Improvement Programs

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



Featured Business: Rowhouse Cinema



Type of Business: Movie Theatre

URA Program Utilized: Pittsburgh Business Growth Fund

URA Investment: \$150,000

Private Investment: \$808,748

Total Project Investment: \$958,748

Butler Street business district

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.

*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
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