

Butler Street Commercial District Lawrenceville



2013 Business Summary

Number of Businesses:
1,050

Number of Employees:
10,570

Employees/Residential
Population Ratio*:
0.76

Major Industries:
Food Services & Drinking Places,
Health & Personal Care Stores, Real
Estate, Arts Entertainment &
Recreation

For more information on the
neighborhood, visit:



Spending Potential Index	Trade area	10 min-ute drive
Apparel and Services	40	61
Computers and Accessories	58	90
Education	63	99
Entertainment / Recreation	58	86
Food at Home	61	89
Food away from Home	58	89
Health Care	52	81
Household Furnishing and Equip-ment	49	75
Investment	36	65
Miscellaneous	58	83
Shelter	58	88
Transportation	58	86
Travel	52	80
Total Expenditures	57	85

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	30.9%	25.4%
\$15,000—\$24,999	21.5%	17.5%
\$25,000—\$34,999	17.1%	14.8%
\$35,000—\$49,999	13.9%	13.3%
\$50,000—\$74,999	11.4%	13.0%
\$75,000—\$99,999	2.6%	6.0%
\$100,000—\$149,999	1.6%	6.6%
\$150,000+	1.1%	3.5%
Median Disposable Income	\$23,386	\$29,037

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 employ-ees working in the area versus the number of residents. A higher ratio indicates more com-mercial presence.

Butler Street Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	13,876	13,950	14,002	0.07%
Households	6,941	6,947	7,036	0.26%
Median Age	36.7	36.9	37.9	0.54%
% 0-9	8.0%	7.9%	7.9%	0.00%
% 10-19	8.0%	7.7%	7.5%	-0.52%
% 20-24	10.2%	10.3%	9.3%	-1.94%
% 25-34	21.7%	21.9%	22.0%	0.09%
% 35-44	11.2%	10.8%	10.6%	-0.37%
% 45-54	13.3%	12.8%	11.8%	-1.56%
% 55-64	11.4%	11.8%	12.3%	0.85%
% 65+	16.2%	16.6%	18.6%	2.41%
Median Household Income	\$33,277	\$26,388	\$29,708	2.52%
Average Household Income	\$45,104	\$38,374	\$45,216	3.57%
Per Capita Income	\$22,290	\$19,395	\$23,007	3.72%
Total Housing Units	8,105	8,076	8,049	-0.07%
% Owner Occupied Units	37.7%	35.2%	36.6%	0.80%
% Renter Occupied Units	47.9%	50.8%	50.9%	0.04%
% Vacant Housing Units	14.4%	14.0%	12.6%	-2.00%
Median Home Value	\$72,512	\$78,550	\$86,796	2.10%
Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	146,991	147,667	148,677	0.14%
Households	65,193	64,748	65,664	0.28%
Median Age	30.8	30.8	31.4	0.39%
% 0-9	7.7%	7.6%	7.5%	-0.26%
% 10-19	13.8%	13.6%	13.4%	-0.29%
% 20-24	17.3%	17.6%	16.9%	-0.80%
% 25-34	16.9%	16.9%	17.1%	0.24%
% 35-44	9.7%	9.3%	9.1%	-0.43%
% 45-54	11.3%	10.9%	10.1%	-1.47%
% 55-64	10.2%	10.5%	10.9%	0.76%
% 65+	13%	13.5%	15%	2.22%
Median Household Income	\$37,728	34163	41036	4.02%
Average Household Income	\$53,863	\$57,461	\$68,044	3.68%
Per Capita Income	\$25,023	\$28,532	\$33,454	3.45%
Total Housing Units	74,118	73,695	73,964	0.07%
% Owner Occupied Units	35.5%	33.4%	34.1%	0.42%
% Renter Occupied Units	52.5%	54.5%	54.6%	0.04%
% Vacant Housing Units	12.0%	12.1%	11.2%	-1.49%
Median Home Value	\$105,043	\$116,799	\$132,199	2.64%

Traffic Count Profile	Closest Cross-Street	Count
43rd St	Foster St	4,909
Butler St	50th St	14,799
51st St	Berlin Way	1,807
45th St	Sherrod Ave	15,172
40th St	St Johns Way	20,841
Main St	Geneva St	4,909
Butler St	39th St	15,530
Washington Crossing Bridge	Foster St	26,849
40th St	Howley Way	7,172
Butler St	36th St	15,530

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2009 unless otherwise noted.
*Year of count: 2007



Butler Street Commercial District



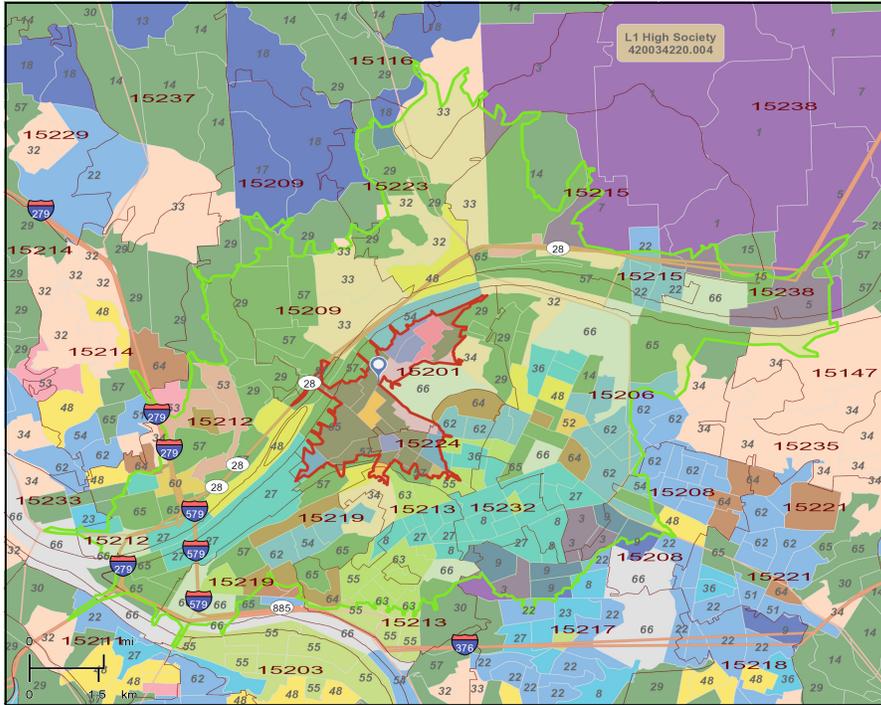
Marketplace Profile** : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$18,299,469	\$9,487,329	\$8,812,140	31.7	11
Furniture & Home Furnishing Stores	\$2,090,632	\$1,469,700	\$620,932	17.4	8
Electronics and Appliance Stores	\$2,731,304	\$219,830	\$2,511,474	85.1	2
Building Materials, Garden Equip. & Supply Stores	\$2,837,018	\$337,536	\$2,499,482	78.7	1
Food and Beverage Stores	\$19,579,986	\$27,943,192	-\$8,363,206	-17.6	23
Health and Personal Care Stores	\$6,458,159	\$16,049,826	-\$9,591,667	-42.6	7
Gasoline Stations	\$11,123,190	\$94,864,684	-\$83,741,494	-79.0	5
Clothing & Clothing Accessories Stores	\$6,206,08	\$2,380,440	\$3,825,669	44.6	14
Sporting Goods / Hobby / Music / Book Stores	\$3,021,211	\$931,163	\$2,090,048	52.9	6
General Merchandise Stores	\$15,359,246	\$1,050,019	\$14,309,227	87.2	3
Nonstore Retailers	\$10,047,817	\$2,329,505	\$7,718,312	62.4	2
Food Services & Drinking Places	\$10,675,618	\$11,766,401	-\$1,090,784	-4.9	57

Marketplace Profile** : 10 Min Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$257,739,493	\$102,176,511	\$155,562,982	43.2	57
Furniture & Home Furnishing Stores	\$30,070,654	\$29,859,742	\$210,913	0.4	52
Electronics and Appliance Stores	\$38,971,202	\$27,684,009	\$11,287,192	16.9	54
Building Materials, Garden Equip. & Supply Stores	\$40,759,359	\$20,775,877	\$19,983,482	32.5	36
Food and Beverage Stores	\$263,944,955	\$230,338,167	\$33,606,788	6.8	198
Health and Personal Care Stores	\$85,962,639	\$179,099,759	-\$93,137,120	-35.1	86
Gasoline Stations	\$149,856,481	\$286,088,717	-\$136,232,235	-31.2	28
Clothing & Clothing Accessories Stores	\$87,829,273	\$125,751,011	-\$37,921,738	-17.8	188
Sporting Goods / Hobby / Music / Book Stores	\$43,121,968	\$52,793,627	-\$9,671,659	-10.1	90
General Merchandise Stores	\$211,516,580	\$52,804,494	\$158,712,085	60.0	29
Nonstore Retailers	\$134,691,217	\$1,304,523,176	-\$1,169,831,960	-81.3	41
Food Services & Drinking Places	\$153,122,830	\$303,964,731	-\$150,841,901	-33.0	454

2013 Educational Attainment (Ages 25+)

No High School Diploma	16.2%
High School Diploma or Some College	53.5%
Associates Degree	6.9%
Bachelor's Degree	16.3%
Graduate or Professional Degree	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.



Trade Area 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

Simple Living (45.2%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. *Simple Living* households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV.

Urban Rows (16.4%)

Many homes have been in the family for generations; therefore, only a small proportion of households has a mortgage. Relatively few homes have air conditioning or central heating; others rely on separate room air conditioners, ceiling fans, and space heaters. Residents shop regularly for groceries at Giant or make trips to the local Wawa for convenience items. Because Internet access is not widespread in Urban Rows neighborhoods, most residents go online at school or the public library. Although cable TV is readily available, many opt for satellite TV. They watch a lot of daytime TV shows, sitcoms, and sports programs. They download music from the Internet, read music magazines, and listen to urban and contemporary hit radio. They get their news from the tabloids and radio. They rarely eat out but enjoy going to the movies. Big basketball fans, they play and attend professional games when they can. They also play football.

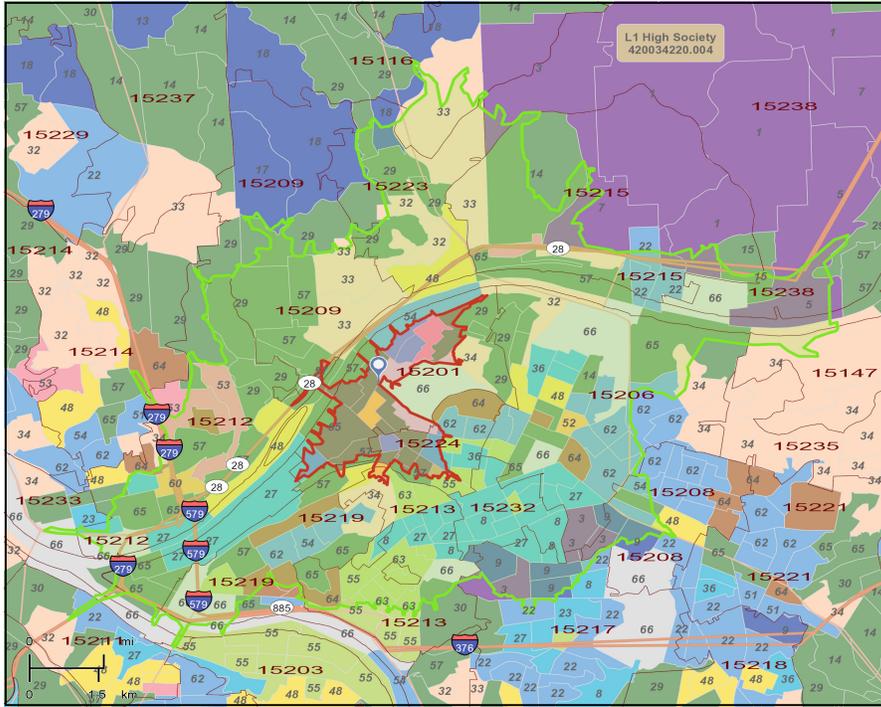
Social Security Set (15.5%)

Limited resources somewhat restrict the activities and purchases of residents in Social Security Set neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter's insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

Great Expectations (6.9%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

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 Min Drive Time Tapestry Segmentation Area Profile:

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

Metro Renters (17.4%)

Because they rent, “home and hearth” products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter’s insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active Metro Renters residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs. They rent foreign and classic films on DVD. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online; they prefer laptops, although many also own PDAs. Politically, these neighborhoods are liberal.

Simple Living (13.4%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go salt-water fishing. Community activities are also important to the latter; they join fraternal orders and veterans’ clubs. Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn’t important.

Social Security Set (8.5%)

Limited resources somewhat restrict the activities and purchases of residents in Social Security Set neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter’s insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

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Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed 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

Mainstreets 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. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

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), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

http://www.ura.org/business_owners/facade_program.php



Butler Street business district

Featured Business: La Gourmandine



Type of Business: Bakery

URA Program Utilized: Pittsburgh Business Growth Fund (PBGF)

URA Investment: \$30,000

Private Investment: \$148,500

Total Project Investment: \$178,500

Contacts

Lawrenceville Corporation:
<http://lvpgh.com/>

Lawrenceville United: <http://www.lunited.org/>

Urban Redevelopment Authority of Pittsburgh: <http://www.ura.org/>

All data from ESRI Business Analyst 2013 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 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