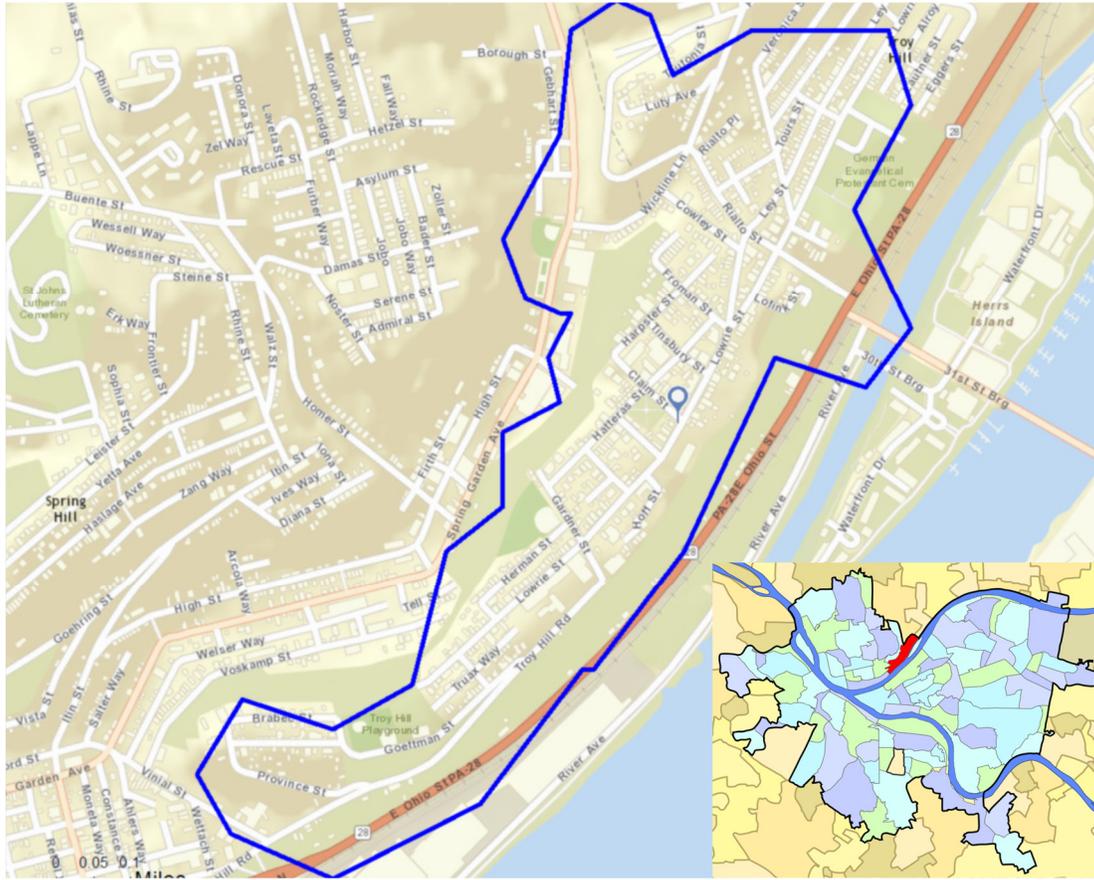


# Lowrie Street Commercial District

## Troy Hill



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

Number of Businesses:  
70

Number of Employees:  
701

Employees/Residential  
Population Ratio\*:  
0.41:1

Major Industries:  
Food Services & Drinking Places, Food  
& Beverage Stores, Health & Personal  
Care Stores

For more information on the  
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$4,084,567	\$0	\$4,084,567	100.0	0
Furniture & Home Furnishing Stores	\$538,443	\$0	\$538,443	100.0	0
Electronics and Appliance Stores	\$972,275	\$3,608,334	-\$2,636,059	-57.5	3
Building Materials, Garden Equip. & Supply Stores	\$741,241	\$1,376,888	-\$635,647	-30.0	2
Food and Beverage Stores	\$3,836,338	\$1,864,537	\$1,971,801	34.6	1
Health and Personal Care Stores	\$832,475	\$2,327,397	-\$1,494,922	-47.3	1
Gasoline Stations	\$1,318,506	\$1,055,309	\$263,197	11.1	1
Clothing & Clothing Accessories Stores	\$941,699	\$503,124	\$438,575	30.4	1
Sporting Goods / Hobby / Music / Book Stores	\$563,001	\$0	\$563,001	100.0	0
General Merchandise Stores	\$3,119,560	\$0	\$3,119,560	100.0	0
Nonstore Retailers	\$616,635	\$0	\$616,635	100.0	0
Food Services & Drinking Places	\$1,905,346	\$1,535,798	\$369,548	10.7	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.

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

# Lowrie Street Commercial District



Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	1,656	1,696	1,734	0.45%
<b>Households</b>	796	827	849	0.53%
<b>Median Age</b>	38.4	39.1	39.3	0.10%
% 0-9	10.3%	10.9%	11.1%	0.37%
% 10-14	5.4%	4.5%	5.5%	4.44%
% 15-24	12.6%	12.2%	11.6%	-0.98%
% 25-34	17.3%	16.5%	14.5%	-2.42%
% 35-44	12.9%	13.7%	15.0%	1.90%
% 45-54	15.3%	13.5%	12.5%	-1.48%
% 55-64	12.7%	14.7%	13.7%	-1.36%
% 65+	13.6%	13.8%	15.8%	2.90%
<b>Median Household Income</b>	***	\$33,170	\$37,688	2.72%
<b>Average Household Income</b>	***	\$45,566	\$51,640	2.67%
<b>Per Capita Income</b>	***	\$22,893	\$26,168	2.86%
<b>Total Housing Units</b>	993	993	994	0.02%
% Owner Occupied Units	37.8%	35.9%	36.3%	0.22%
% Renter Occupied Units	42.4%	47.3%	49.1%	0.76%
% Vacant Housing Units	19.8%	16.7%	14.6%	-2.52%
<b>Median Home Value</b>	***	\$75,421	\$83,784	2.22%

Traffic Count Profile	Closest Cross-Street	Count
E Ohio St	E Ohio St Ramp	41,387
Tory Hill Rd	Province St	3,373
Froman St	Ley St	2,632
31st St	31st St Brg	6,477
Pittview Ave	Thiel St	936
E Ohio St	Hechelman St	43,998
Smallman St	24th St	7,414
Penn Ave	32nd St	5,889
Penn Ave	24th St	12,689
Liberty Ave	25th St	18,088

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.

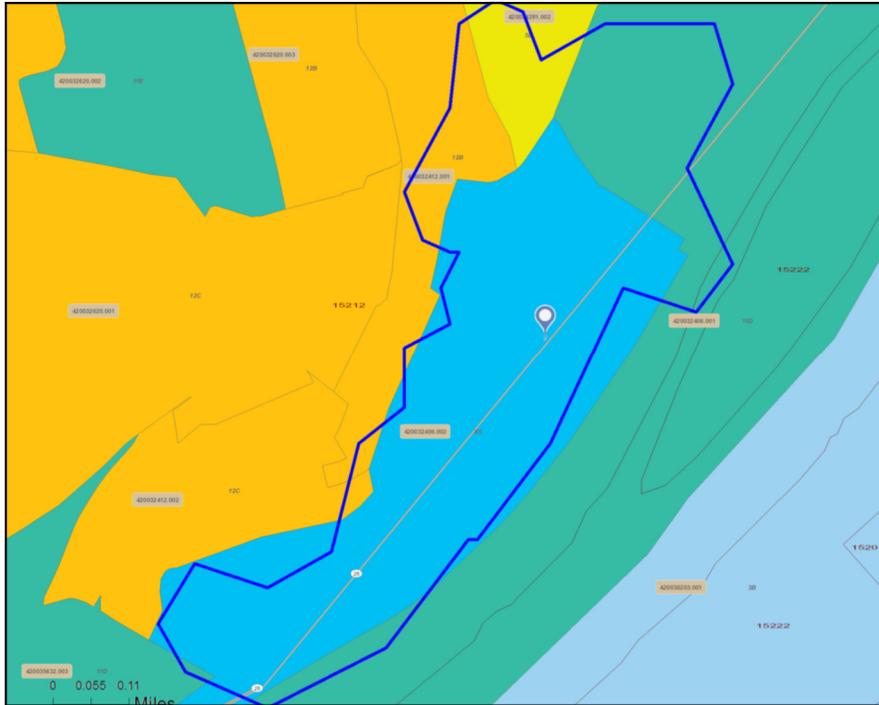
2015 Households by Disposable Income	
<\$15,000	26.2%
\$15,000—\$24,999	17.5%
\$25,000—\$34,999	17.2%
\$35,000—\$49,999	15.8%
\$50,000—\$74,999	14.0%
\$75,000—\$99,999	5.1%
\$100,000—\$149,999	2.9%
\$150,000+	1.1%
<b>Median Disposable Income</b>	\$27,830

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	7.0%
High School Diploma or Some College	60.3%
Associates Degree	9.5%
Bachelor's Degree	13.7%
Graduate or Professional Degree	9.5%

Spending Potential Index	
<b>Apparel and Services</b>	62
<b>Computers and Accessories</b>	60
<b>Education</b>	61
<b>Entertainment / Recreation</b>	59
<b>Food at Home</b>	63
<b>Food Away from Home</b>	60
<b>Health Care</b>	59
<b>Household Furnishing and Equipment</b>	59
<b>Investment</b>	35
<b>Retail Goods</b>	60
<b>Shelter</b>	61
<b>TV/Video/Audio</b>	65
<b>Travel</b>	54
<b>Vehicle Maintenance &amp; Repair</b>	60
<b>Total Expenditures</b>	55

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.



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Number of bus lines in neighborhood: 1
- Persons per sq. mile: 7,998 (City average: 5,646)
- Walk Score: 71

\* 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

#### Hardscrabble Road

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

#### 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.

#### Rustbelt Traditions

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for 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>**



## 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](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:Josette.Fitzgibbons@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)



Mural in Troy Hill

## Featured Business: Pennsylvania Brewing Co.



**Type of Business:** Brewery/brewpub

**URA Program Utilized:** Pittsburgh Business Growth Fund (PBGF)

**URA Investment:** \$300,000

**Private Investment:** \$950,000

**Total Project Investment:** \$1,250,000

## Contacts

Northside Leadership Conference:  
[www.pittsburghnorthside.com](http://www.pittsburghnorthside.com)

Troy Hill Citizens:  
[www.troyhillpittsburgh.com](http://www.troyhillpittsburgh.com)

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:Josette.Fitzgibbons@ura.org) at [jfitzgibbons@ura.org](mailto:Josette.Fitzgibbons@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)