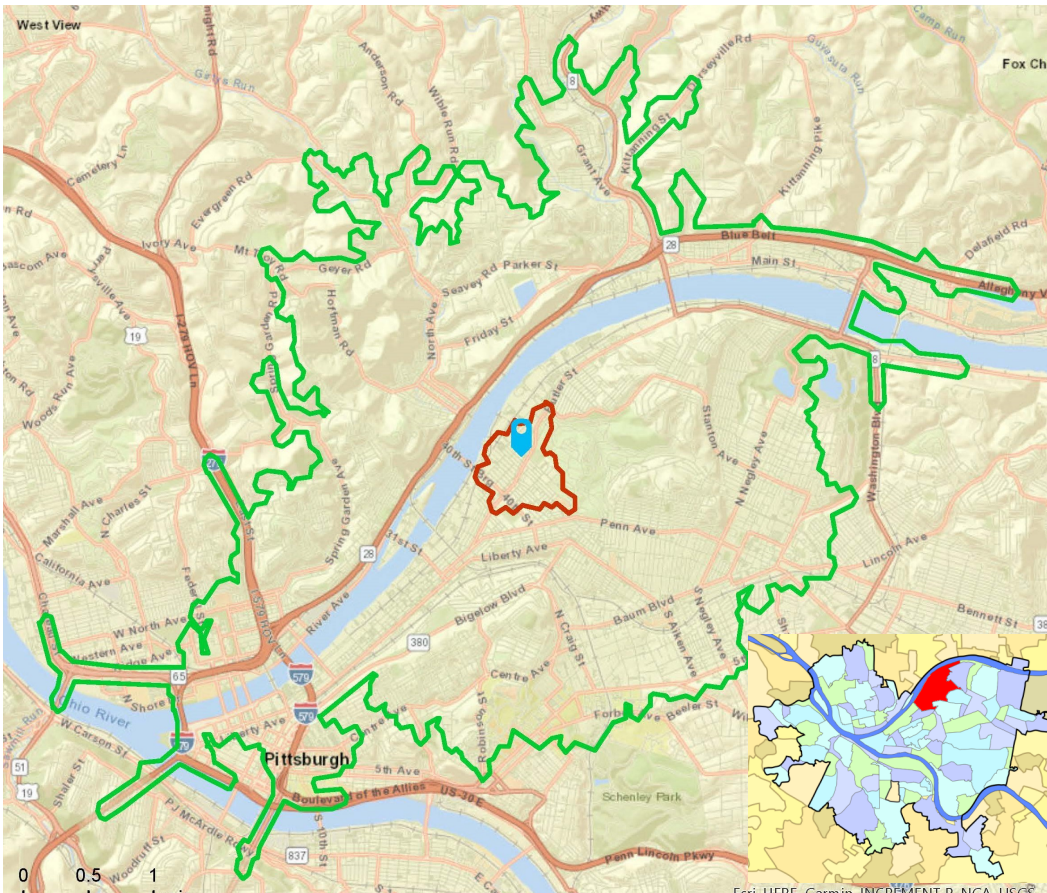


# MARKET PROFILE

## Butler and 47th Street Commercial District

### Lawrenceville



### 2021 Business Summary (2 Minute Drive Time)

Number of Businesses:  
236

Number of Employees:  
6,039

Employees/Residential  
Population Ratio\*:  
1.47:1

Major Commercial Industries:  
Eating and Drinking Places, Health  
Care & Social Assistance

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	120	90
Computers and Accessories	N/A	N/A
Education	113	87
Entertainment / Recreation	117	85
Food at Home	121	88
Food Away from Home	119	89
Health Care	116	84
Household Furnishing and Equipment	114	84
Personal Care Products and Services	118	88
Shelter	117	88
Support Payments/Cash Contributions/Gifts in Kind	113	78
Travel	107	80
Vehicle Maintenance & Repair	123	88

2019 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	6.4%	19.2%
\$15,000—\$24,999	10.5%	13.7%
\$25,000—\$34,999	8.4%	9.9%
\$35,000—\$49,999	13.8%	13.4%
\$50,000—\$74,999	24.4%	18.1%
\$75,000—\$99,999	10.8%	8.6%
\$100,000—\$149,999	15.0%	10.5%
\$150,000+	11.0%	6.5%
Median Disposable Income	\$58,442	\$41,842

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	2021	2026 (Projected)
<b>Population</b>	3,572	4,120	4,287
<b>Households</b>	1,792	2,099	2,196
<b>Median Age</b>	39.0	41.2	42.7
% 0-9	8.1%	8.6%	8.6%
% 10-14	3.1%	4.2%	4.0%
% 15-24	12.8%	9.4%	11.1%
% 25-34	21.3%	16.0%	13.5%
% 35-44	11.6%	17.9%	17.0%
% 45-54	13.7%	11.3%	13.2%
% 55-64	11.4%	13.0%	11.4%
% 65+	17.9%	19.8%	21.3%
<b>Median Household Income</b>	***	\$75,848	\$81,058
<b>Average Household Income</b>	***	\$105,214	\$115,093
<b>Per Capita Income</b>	***	\$53,603	\$58,972
<b>Total Housing Units</b>	2,092	2,284	2,359
% Owner Occupied Units	41.8%	38.4%	38.5%
% Renter Occupied Units	43.9%	53.5%	54.6%
% Vacant Housing Units	14.3%	8.1%	6.9%
<b>Median Home Value</b>	***	\$292,982	\$363,614
Demographic Data: 10 Minute Drive Time	2010	2021	2026 (Projected)
<b>Population</b>	115,225	119,484	121,564
<b>Households</b>	52,031	55,679	57,409
<b>Median Age</b>	31.4	33.9	34.8
% 0-9	7.7%	7.1%	7.0%
% 10-14	3.3%	3.4%	3.3%
% 15-24	26.3%	22.8%	22.9%
% 25-34	17.9%	18.5%	17.1%
% 35-44	9.8%	11.5%	12.1%
% 45-54	11.6%	9.1%	9.3%
% 55-64	10.2%	11.0%	9.8%
% 65+	13.2%	16.7%	18.5%
<b>Median Household Income</b>	***	\$51,895	\$57,620
<b>Average Household Income</b>	***	\$78,399	\$88,628
<b>Per Capita Income</b>	***	\$36,630	\$41,837
<b>Total Housing Units</b>	59,620	62,841	64,462
% Owner Occupied Units	34.4%	30.8%	30.6%
% Renter Occupied Units	52.9%	57.8%	58.4%
% Vacant Housing Units	12.7%	11.4%	10.9%
<b>Median Home Value</b>	***	\$185,290	\$244,129

Traffic Count Profile	Closest Cross-Street	Count
48th St	Modoc St	682
Butler St	50th St	14,186
51st St	Berlin Way	1,865
45th St	Sherrod Ave	14,386
40th St	St Johns Way	9,589
Main St	Geneva St	4,656
Allegheny Valley Expy	Waterfront Rd	6,950
40th St	Willow St	25,738
40th St	Howley Way	6,622
Butler St	36th St	7,842

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

## Butler and 47th Street Commercial District

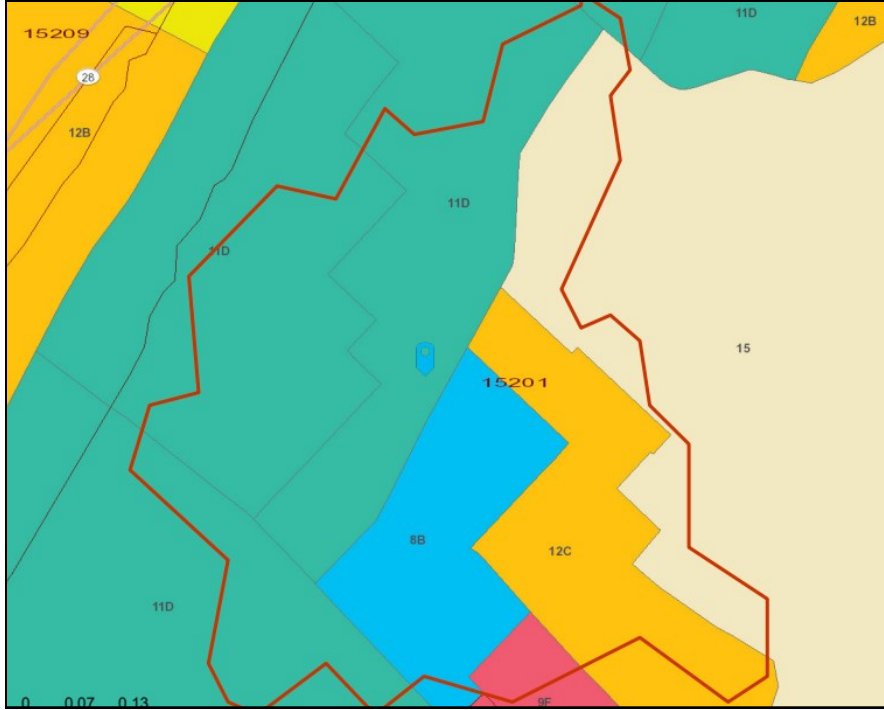
Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$8,794,088	\$1,630,000	\$7,164,088	68.7	2
Furniture & Home Furnishing Stores	\$1,411,387	\$1,276,639	\$134,748	5.0	1
Electronics and Appliance Stores	\$1,353,240	\$563,046	\$790,194	41.2	1
Building Materials, Garden Equip. & Supply Stores	\$2,327,037	\$5,635,133	-\$3,308,096	-41.5	2
Food and Beverage Stores	\$7,911,059	\$5,304,156	\$2,606,903	19.7	4
Health and Personal Care Stores	\$2,548,603	\$10,148,492	-\$7,599,889	-59.9	5
Gasoline Stations	\$4,270,373	\$8,177,287	-\$3,906,914	-31.4	2
Clothing & Clothing Accessories Stores	\$2,303,626	\$2,470,656	-\$167,030	-3.5	5
Sporting Goods / Hobby / Music / Book Stores	\$1,193,710	\$538,725	\$654,985	37.8	3
General Merchandise Stores	\$6,238,928	\$0	\$6,238,928	100.0	0
Nonstore Retailers	\$852,237	\$679,402	\$172,835	11.3	1
Food Services & Drinking Places	\$4,279,511	\$7,812,133	-\$3,532,622	-29.2	25

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$289,739,475	\$263,766,550	\$25,972,925	4.7	49
Furniture & Home Furnishing Stores	\$48,308,310	\$67,462,350	-\$19,154,040	-16.5	35
Electronics and Appliance Stores	\$45,733,292	\$162,178,181	-\$116,444,889	-56.0	33
Building Materials, Garden Equip. & Supply Stores	\$75,973,910	\$98,968,073	-\$22,994,163	-13.1	48
Food and Beverage Stores	\$263,779,213	\$355,989,340	-\$92,210,127	-14.9	112
Health and Personal Care Stores	\$83,579,568	\$137,773,956	-\$54,194,388	-24.5	68
Gasoline Stations	\$139,855,327	\$102,433,560	\$37,421,767	15.4	24
Clothing & Clothing Accessories Stores	\$79,568,514	\$151,931,336	-\$72,362,822	-31.3	150
Sporting Goods / Hobby / Music / Book Stores	\$40,604,889	\$47,114,261	-\$6,509,372	-7.4	48
General Merchandise Stores	\$210,523,554	\$51,753,157	\$158,770,397	60.5	28
Nonstore Retailers	\$28,141,307	\$183,540,983	-\$155,399,676	-73.4	24
Food Services & Drinking Places	\$147,462,323	\$338,293,203	-\$190,830,880	-39.3	646

2018 Educational Attainment (Ages 25+)	2 Minute Drive	10 Minute Drive
<b>No High School Diploma</b>	5.6%	5.6%
<b>High School Diploma or Some College</b>	23.3%	35.3%
<b>Associates Degree</b>	5.7%	7.4%
<b>Bachelor's Degree</b>	34.8%	26.6%
<b>Graduate or Professional Degree</b>	30.6%	25.2%

\*\* 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.

# Butler and 47th Street Commercial District



## 2 Minute Drive Time Tapestry Segmentation

### Neighborhood Quick Facts\*

- Walk Score: 79
- Transit Score: 49
- Bike Score: 78

\* 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 are 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their families. 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

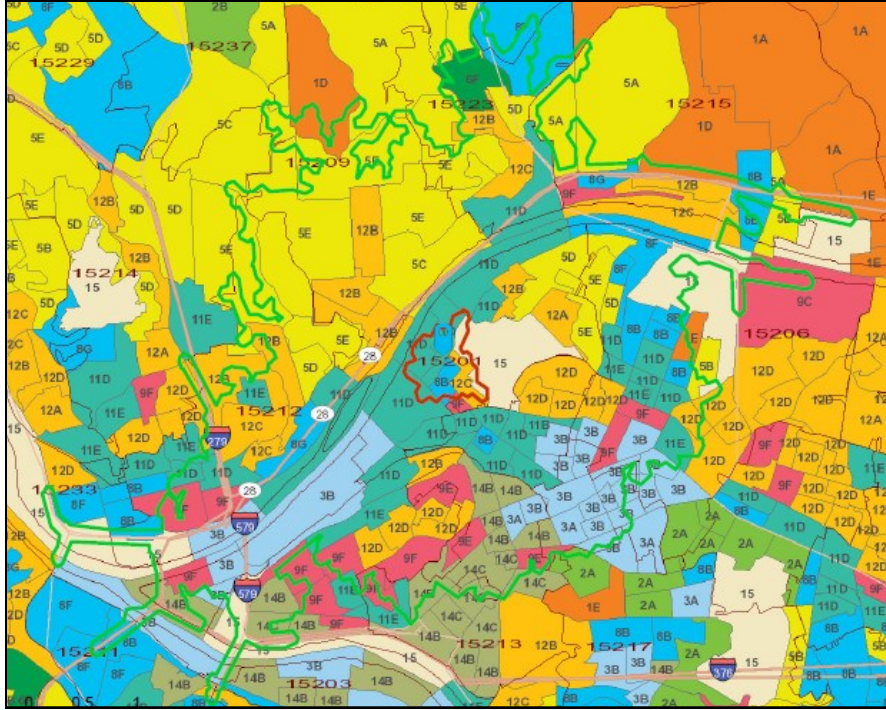
Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents 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. Half have a college degree and a professional occupation. Incomes close to the US median income primarily from wages, investments, 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 abroad and domestically.

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:** <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.

# Butler and 47th Street Commercial District



## 10 Minute Drive Time Tapestry Segmentation

### Neighborhood Quick Facts\*

- Number of bus lines in neighborhood: 3

\* 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

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 above 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.

#### 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 are 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their families. 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.

#### Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. One-fourth 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.

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: <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.

# Butler and 47th Street Commercial District

## Lawrenceville Neighborhood

# URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small- and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at [lmorris@ura.org](mailto:lmorris@ura.org) or visit us at [www.ura.org/pages/businesses-entrepreneurs](http://www.ura.org/pages/businesses-entrepreneurs).



## 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 2018 unless otherwise noted. <sup>1</sup>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](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).

**Urban Redevelopment Authority**  
of Pittsburgh