# MARKET PROFILE
# Butler Street & Stanton Ave Commercial District
## *Lawrenceville*

**ura**

Urban
Redevelopment
Authority
of Pittsburgh
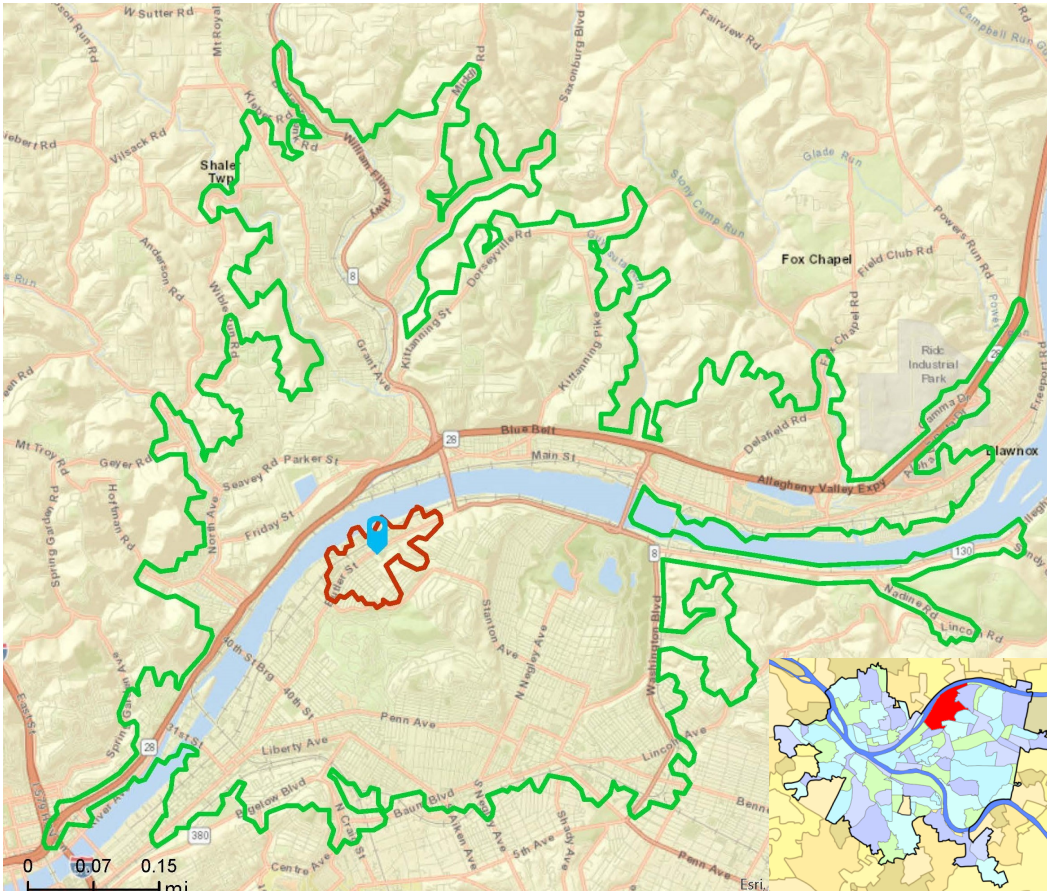


## 2021 Business Summary
**(2 Minute Drive Time)**

Number of Businesses:
119

Number of Employees:
1,199

Employees/Residential
Population Ratio*:
.51:1

Major Commercial Industries:
Eating and Drinking Places, Food
Services & Drinking Places

For more information on the
neighborhood, visit:

**PITTSBURGH
CITYLIVING**.COM

| Spending Potential Index | 2 Minute Drive | 10 Minute Drive |
|---|---|---|
| **Apparel and Services** | 84 | 94 |
| **Computers and Accessories** | N/A | N/A |
| **Education** | 78 | 89 |
| **Entertainment / Recreation** | 80 | 90 |
| **Food at Home** | 83 | 93 |
| **Food Away from Home** | 83 | 92 |
| **Health Care** | 80 | 91 |
| **Household Furnishing and Equipment** | 79 | 89 |
| **Personal Care Products and Services** | 83 | 93 |
| **Shelter** | 81 | 91 |
| **Support Payments/Cash Contributions/Gifts in Kind** | 75 | 86 |
| **Travel** | 74 | 86 |
| **Vehicle Maintenance & Repair** | 85 | 93 |

| 2019 Households by Disposable Income | 2 Minute Drive | 10 Minute Drive |
|---|---|---|
| **<$15,000** | 13.3% | 14.4% |
| **$15,000—$24,999** | 10.3% | 13.4% |
| **$25,000—$34,999** | 11.6% | 10.4% |
| **$35,000—$49,999** | 17.4% | 14.3% |
| **$50,000—$74,999** | 20.9% | 20.4% |
| **$75,000—$99,999** | 12.0% | 9.5% |
| **$100,000—$149,999** | 11.3% | 11.1% |
| **$150,000+** | 3.1% | 6.6% |
| **Median Disposable Income** | $46,959 | $46,802 |

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.

Last Updated August 2021

# Butler Street and Stanton Avenue Commercial District

| Demographic Data: 2 Minute Drive Time | 2010 | 2021 | 2026 (Projected) |
|---|---|---|---|
| **Population** | 2,286 | 2,355 | 2,368 |
| **Households** | 1,013 | 1,065 | 1,078 |
| **Median Age** | 32.8 | 35.3 | 35.7 |
| % 0-9 | 12.2% | 10.9% | 10.9% |
| % 10-14 | 5.4% | 5.5% | 5.5% |
| % 15-24 | 16.9% | 15.2% | 15.1% |
| % 25-34 | 19.0% | 17.9% | 17.5% |
| % 35-44 | 11.7% | 14.0% | 13.8% |
| % 45-54 | 14.4% | 11.0% | 11.6% |
| % 55-64 | 10.3% | 12.6% | 11.0% |
| % 65+ | 10.2% | 12.8% | 14.7% |
| **Median Household Income** | *** | $56,986 | $60,968 |
| **Average Household Income** | *** | $72,876 | $79,999 |
| **Per Capita Income** | *** | $32,784 | $36,225 |
| **Total Housing Units** | 1,240 | 1,286 | 1,290 |
| % Owner Occupied Units | 38.0% | 35.6% | 36.7% |
| % Renter Occupied Units | 43.7% | 47.3% | 46.9% |
| % Vacant Housing Units | 18.3% | 17.2% | 16.4% |
| **Median Home Value** | *** | $173,611 | $256,419 |

| Traffic Count Profile | Closest Cross-Street | Count |
|---|---|---|
| Butler St | 50th St | 14,186 |
| 51st St | Berlin Way | 1,865 |
| *48th St | Modoc St | 682 |
| *55th St | Carnegie St | 2,796 |
| **Butler Street | McCandless Ave | 13,292 |

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2015 unless otherwise noted.
*From 2009. **From 2018.

| Demographic Data: 10 Minute Drive Time | 2010 | 2021 | 2026 (Projected) |
|---|---|---|---|
| **Population** | 81,406 | 82,991 | 83,655 |
| **Households** | 39,484 | 41,168 | 41,853 |
| **Median Age** | 38.9 | 40.6 | 41.8 |
| % 0-9 | 9.7% | 8.9% | 8.9% |
| % 10-14 | 4.7% | 4.7% | 4.5% |
| % 15-24 | 13.8% | 11.7% | 12.0% |
| % 25-34 | 17.3% | 16.7% | 15.5% |
| % 35-44 | 11.5% | 13.3% | 13.5% |
| % 45-54 | 14.6% | 11.3% | 11.5% |
| % 55-64 | 12.7% | 13.7% | 12.4% |
| % 65+ | 15.5% | 19.7% | 21.7% |
| **Median Household Income** | *** | $56,703 | $62,528 |
| **Average Household Income** | *** | $82,703 | $92,292 |
| **Per Capita Income** | *** | $40,974 | $46,117 |
| **Total Housing Units** | 44,598 | 46,211 | 46,967 |
| % Owner Occupied Units | 43.1% | 39.5% | 39.5% |
| % Renter Occupied Units | 45.4% | 49.6% | 49.6% |
| % Vacant Housing Units | 11.5% | 10.9% | 10.9% |
| **Median Home Value** | *** | $190,799 | $243,370 |

# Butler 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 | $4,662,815 | $2,081,323 | $2,581,492 | 38.3 | 2 |
| Furniture & Home Furnishing Stores | $769,858 | $228,861 | $540,997 | 54.2 | 1 |
| Electronics and Appliance Stores | $733,538 | $0 | $733,538 | 100.0 | 0 |
| Building Materials, Garden Equip. & Supply Stores | $1,235,459 | $1,573,498 | -$338,039 | -12.0 | 2 |
| Food and Beverage Stores | $4,259,790 | $14,496,348 | -$10,236,558 | -54.6 | 3 |
| Health and Personal Care Stores | $1,359,007 | $0 | $1,359,007 | 100.0 | 0 |
| Gasoline Stations | $2,277,791 | $0 | $2,277,791 | 100.0 | 0 |
| Clothing & Clothing Accessories Stores | $1,250,536 | $2,256,176 | -$1,005,640 | -28.7 | 4 |
| Sporting Goods / Hobby / Music / Book Stores | $650,198 | $0 | $650,198 | 100.0 | 0 |
| General Merchandise Stores | $3,383,153 | $834,765 | $2,548,388 | 60.4 | 1 |
| Nonstore Retailers | $454,255 | $0 | $454,255 | 100.0 | 0 |
| Food Services & Drinking Places | $2,319,994 | $3,177,290 | -$857,296 | -15.6 | 13 |

| Marketplace Profile**: 10 Minute Drive Time | Retail Potential (Demand) | Retail Sales (Supply) | Retail Gap | Leakage/ Surplus Factor | Number of Business |
|---|---|---|---|---|---|
| Motor Vehicle & Parts Dealers | $231,840,144 | $142,327,973 | $89,512,171 | 23.9 | 46 |
| Furniture & Home Furnishing Stores | $38,783,776 | $66,314,402 | -$27,530,626 | -26.2 | 31 |
| Electronics and Appliance Stores | $36,266,250 | $13,834,426 | $22,431,824 | 44.8 | 18 |
| Building Materials, Garden Equip. & Supply Stores | $65,537,030 | $86,235,881 | -$20,698,851 | -13.6 | 42 |
| Food and Beverage Stores | $206,923,545 | $379,782,946 | -$172,859,401 | -29.5 | 73 |
| Health and Personal Care Stores | $67,793,528 | $120,269,416 | -$52,475,888 | -27.9 | 42 |
| Gasoline Stations | $110,193,167 | $82,816,851 | $27,376,316 | 14.2 | 21 |
| Clothing & Clothing Accessories Stores | $62,197,690 | $50,698,461 | $11,499,229 | 10.2 | 67 |
| Sporting Goods / Hobby / Music / Book Stores | $31,910,759 | $29,627,383 | $2,283,376 | 3.7 | 33 |
| General Merchandise Stores | $166,002,961 | $93,824,908 | $72,178,053 | 27.8 | 25 |
| Nonstore Retailers | $22,684,389 | $10,362,949 | $12,321,440 | 37.3 | 12 |
| Food Services & Drinking Places | $115,139,495 | $163,365,021 | -$48,225,526 | -17.3 | 347 |

| 2021 Educational Attainment (Ages 25+) | 2 Minute Drive | 10 Minute Drive |
|---|---|---|
| **No High School Diploma** | 7.3% | 5.5% |
| **High School Diploma or Some College** | 44.9% | 36.2% |
| **Associates Degree** | 4.3% | 7.8% |
| **Bachelor's Degree** | 30.6% | 27.1% |
| **Graduate or Professional Degree** | 13.0% | 23.5% |

**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 Street and Stanton Avenue Commercial District
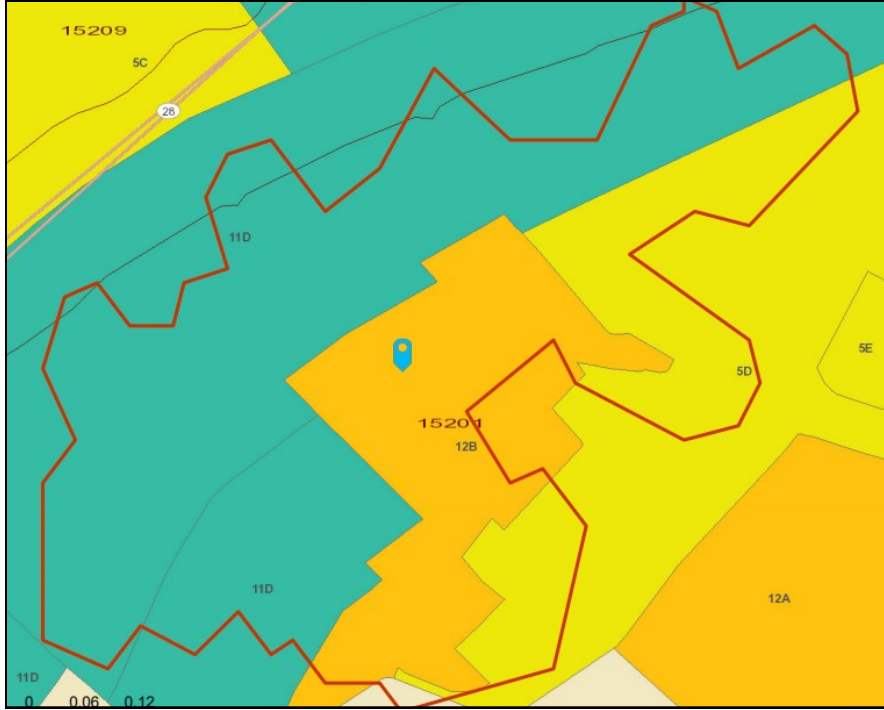


# 2 Minute Drive Time Tapestry Segmentation

## Neighborhood Quick Facts*

- Walk Score: 79
- Transit Score: 44
- 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.
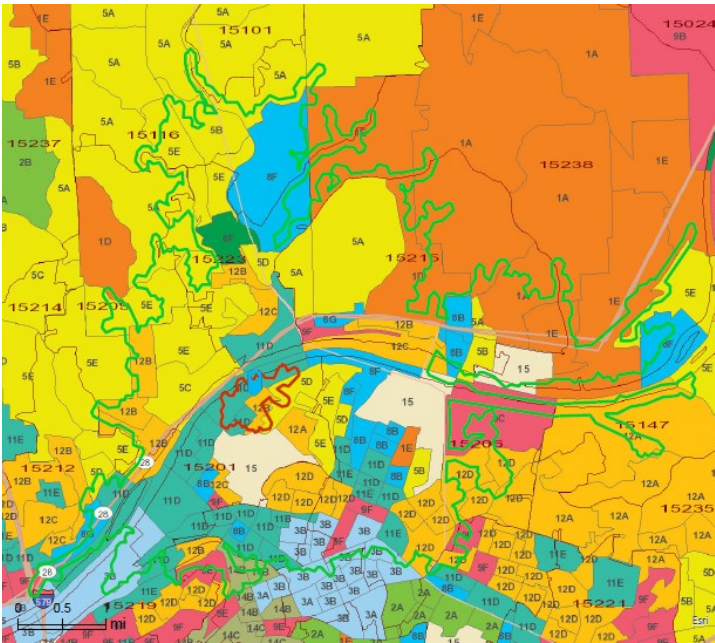
### Traditional Living

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.

### 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 an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Building Pittsburgh with **ura**

# Butler Street and Stanton Avenue 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

### 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.

### 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.

### 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.**

# 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 or visit us at www.ura.org/pages/businesses-entrepreneurs.



### 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 2018 unless otherwise noted. ¹Data 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.

# Urban Redevelopment Authority
## of Pittsburgh