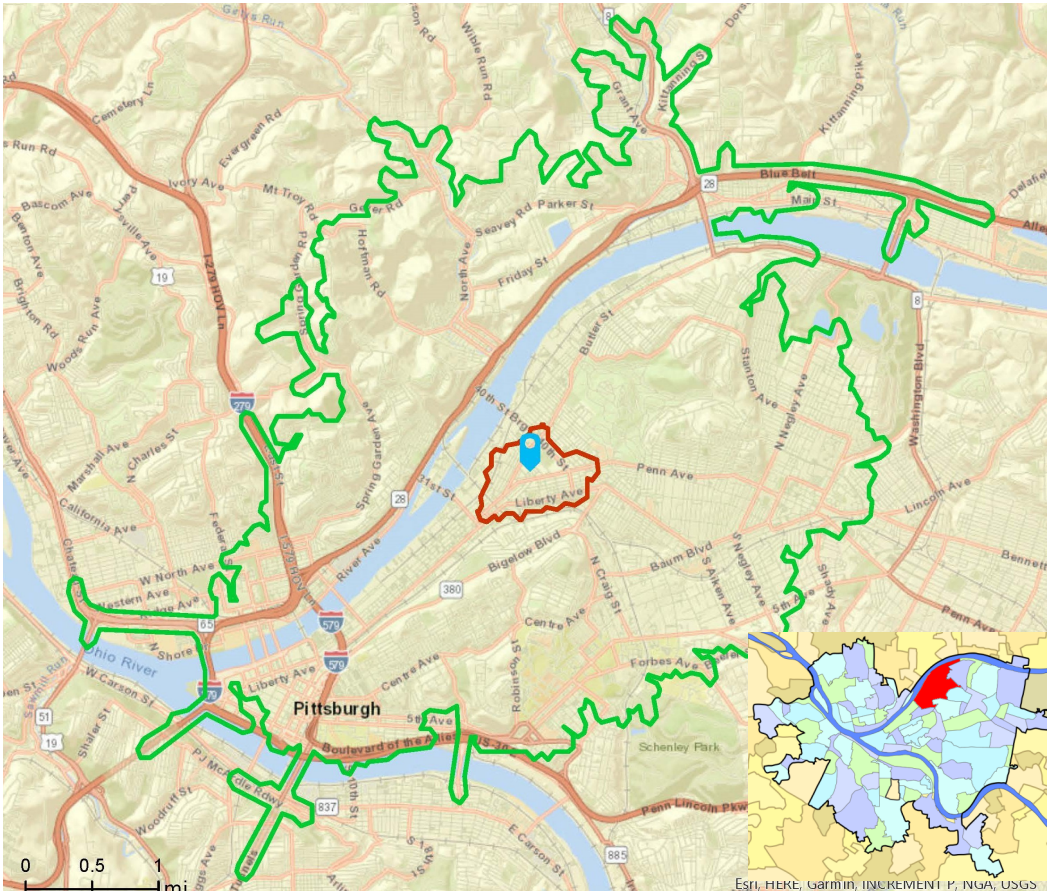


# MARKET PROFILE

## Butler and 36th Street Commercial District

### Lawrenceville



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

Number of Businesses:  
264

Number of Employees:  
3,273

Employees/Residential  
Population Ratio\*:  
.87:1

Major Commercial Industries:  
Food & Beverage Stores,  
Professional, Scientific & Tech  
Services, Food Services & Drinking  
Places

For more information on the  
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	110	89
Computers and Accessories	N/A	N/A
Education	107	88
Entertainment / Recreation	102	83
Food at Home	109	87
Food Away from Home	109	88
Health Care	101	82
Household Furnishing and Equipment	101	82
Personal Care Products and Services	108	87
Shelter	109	87
Support Payments/Cash Contributions/Gifts in Kind	97	76
Travel	95	78
Vehicle Maintenance & Repair	109	86

2018 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	13.4%	20.9%
\$15,000—\$24,999	12.4%	14.1%
\$25,000—\$34,999	8.2%	9.9%
\$35,000—\$49,999	11.6%	13.1%
\$50,000—\$74,999	21.5%	17.2%
\$75,000—\$99,999	10.5%	8.1%
\$100,000—\$149,999	13.1%	10.1%
\$150,000+	9.4%	6.6%
Median Disposable Income	\$53,550	\$39,787

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 36th Street Commercial District

Demographic Data: 2 Minute Drive Time	2010	2021	2026 (Projected)
<b>Population</b>	3,614	3,779	4,247
<b>Households</b>	1,862	1,996	2,267
<b>Median Age</b>	38.4	40.8	42.0
% 0-9	7.0%	6.2%	6.2%
% 10-14	3.8%	3.7%	3.5%
% 15-24	13.4%	11.6%	11.5%
% 25-34	21.9%	21.0%	20.1%
% 35-44	11.3%	12.6%	12.5%
% 45-54	12.7%	10.3%	10.6%
% 55-64	11.7%	13.5%	12.4%
% 65+	18.1%	21.2%	23.0%
<b>Median Household Income</b>	***	\$68,082	\$76,906
<b>Average Household Income</b>	***	\$94,447	\$104,079
<b>Per Capita Income</b>	***	\$50,299	\$56,161
<b>Total Housing Units</b>	2,161	2,179	2,450
% Owner Occupied Units	33.7%	29.8%	27.0%
% Renter Occupied Units	52.4%	61.8%	65.6%
% Vacant Housing Units	13.8%	8.4%	7.5%
<b>Median Home Value</b>	***	\$269,626	\$314,371

Demographic Data: 10 Minute Drive Time	2010	2019	2024 (Projected)
<b>Population</b>	121,329	126,771	129,345
<b>Households</b>	54,154	58,378	60,368
<b>Median Age</b>	29.9	32.6	33.4
% 0-9	7.4%	6.8%	6.8%
% 10-14	3.1%	3.2%	3.1%
% 15-24	29.0%	25.3%	25.4%
% 25-34	17.5%	18.5%	17.1%
% 35-44	9.4%	10.9%	11.6%
% 45-54	11.1%	8.7%	8.9%
% 55-64	9.7%	10.5%	9.5%
% 65+	12.7%	16.0%	17.6%
<b>Median Household Income</b>	***	\$49,478	\$55,045
<b>Average Household Income</b>	***	\$76,774	\$86,970
<b>Per Capita Income</b>	***	\$35,773	\$40,973
<b>Total Housing Units</b>	62,172	65,738	67,570
% Owner Occupied Units	32.0%	28.6%	28.4%
% Renter Occupied Units	55.1%	60.2%	61.0%
% Vacant Housing Units	12.9%	11.2%	10.7%
<b>Median Home Value</b>	***	\$188,143	\$250,872

Traffic Count Profile	Closest Cross-Street	Count
Butler St	36th St	7,842
Penn Ave	36th	7,698
40th St	Saint Johns Way	9,589
*Penn Ave	32nd St	5,889
43rd	Foster St	1,046
*Charlotte St	37th St	1,360
*Butler St	39th St	15,530
*Ligonier St	34th St	5,520

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. \*From 2009.

## Butler and 36th Street Commercial District

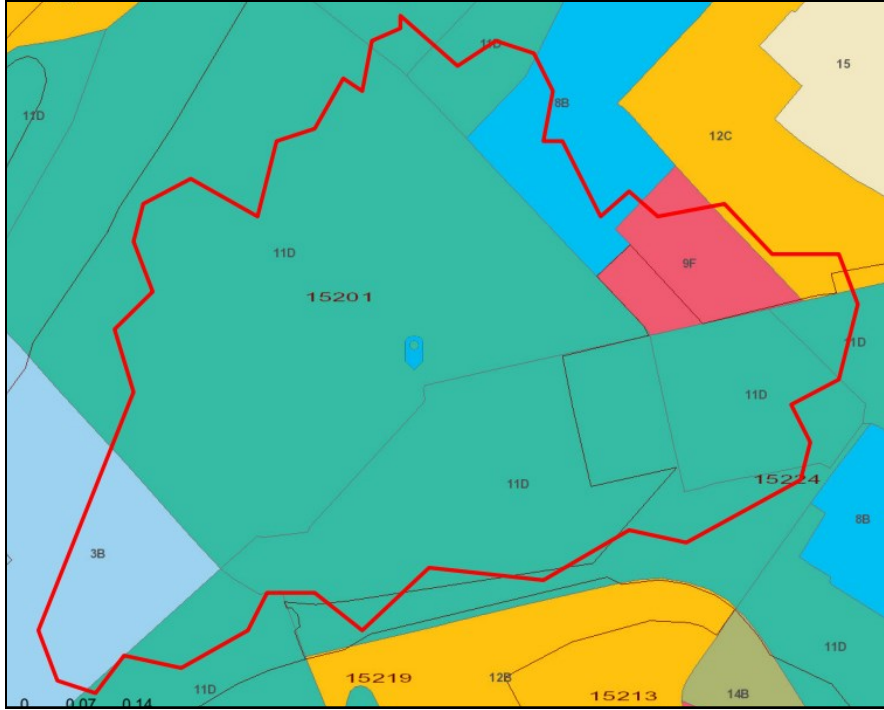
Marketplace Profile <sup>**</sup> : 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$7,460,532	\$10,294,620	-\$2,834,088	-16.0	4
Furniture & Home Furnishing Stores	\$1,246,535	\$2,216,484	-\$969,949	-28.0	4
Electronics and Appliance Stores	\$1,214,872	\$0	\$1,214,872	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,851,267	\$5,662,641	-\$3,811,374	-50.7	2
Food and Beverage Stores	\$7,141,801	\$4,741,071	\$2,400,730	20.2	3
Health and Personal Care Stores	\$2,242,928	\$5,077,259	-\$2,834,331	-38.7	2
Gasoline Stations	\$3,727,327	\$3,835,197	-\$107,870	-1.4	2
Clothing & Clothing Accessories Stores	\$2,108,392	\$1,776,670	\$331,722	8.5	5
Sporting Goods / Hobby / Music / Book Stores	\$1,076,868	\$975,955	\$100,913	4.9	1
General Merchandise Stores	\$5,604,190	\$860,408	\$4,743,782	73.4	2
Nonstore Retailers	\$746,358	\$903,631	-\$157,273	-9.5	2
Food Services & Drinking Places	\$3,882,193	\$9,435,375	-\$5,553,182	-41.7	22

Marketplace Profile <sup>**</sup> : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$292,797,310	\$263,670,125	\$29,127,185	5.2	48
Furniture & Home Furnishing Stores	\$48,882,511	\$61,209,959	-\$12,327,448	-11.2	33
Electronics and Appliance Stores	\$46,395,244	\$173,860,281	-\$127,465,037	-57.9	35
Building Materials, Garden Equip. & Supply Stores	\$75,687,559	\$100,518,162	-\$24,830,603	-14.1	47
Food and Beverage Stores	\$267,390,419	\$371,366,623	-\$103,976,204	-16.3	121
Health and Personal Care Stores	\$84,204,698	\$162,966,865	-\$78,762,167	-31.9	78
Gasoline Stations	\$141,659,587	\$111,972,574	\$29,687,013	11.7	27
Clothing & Clothing Accessories Stores	\$80,865,717	\$162,116,421	-\$81,250,704	-33.4	161
Sporting Goods / Hobby / Music / Book Stores	\$41,224,876	\$52,629,937	-\$11,405,061	-12.2	51
General Merchandise Stores	\$213,395,594	\$55,532,917	\$157,862,677	58.7	31
Nonstore Retailers	\$28,386,817	\$194,132,405	-\$165,745,588	-74.5	25
Food Services & Drinking Places	\$149,819,138	\$390,476,365	-\$240,657,227	-44.5	724

2018 Educational Attainment (Ages 25+)	2 Minute Drive	10 Minute Drive
<b>No High School Diploma</b>	7.5%	5.8%
<b>High School Diploma or Some College</b>	27.6%	35.0%
<b>Associates Degree</b>	4.0%	7.5%
<b>Bachelor's Degree</b>	35.4%	26.2%
<b>Graduate or Professional Degree</b>	25.4%	25.5%

<sup>\*\*</sup> 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 36th Street Commercial District



## 2 Minute Drive Time Tapestry Segmentation

### Neighborhood Quick Facts\*

- Walk Score: 92
- Transit Score: 61
- Bike Score: 68

9

\* 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.

#### Emerald City

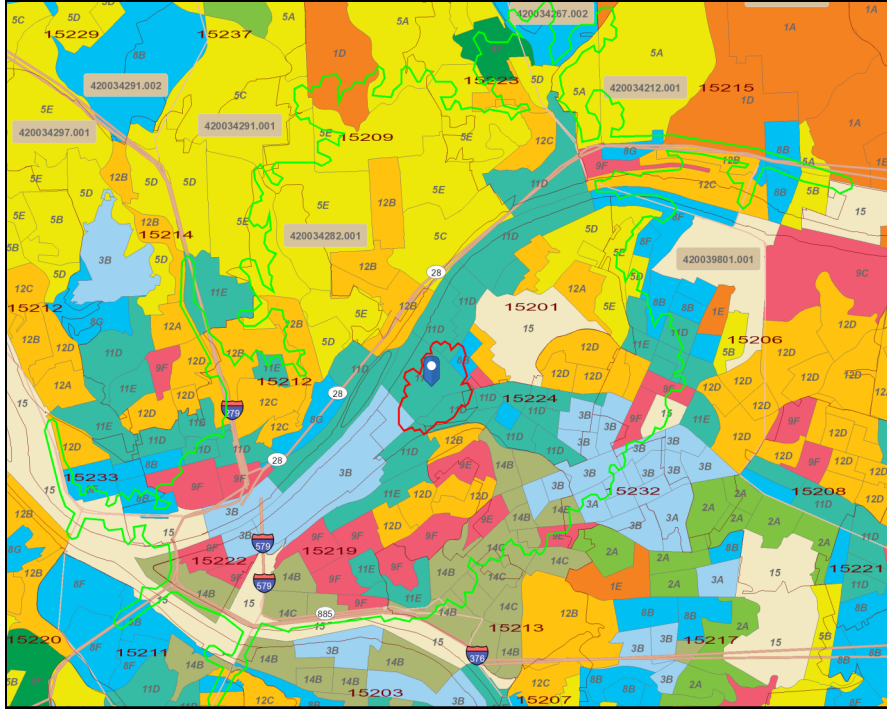
Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median income primarily from wages, investments, and self-employment. This 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.

#### 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 36th Street Commercial District



## 10 Minute Drive Time Tapestry Segmentation

### Neighborhood Quick Facts\*

- Number of bus lines in neighborhood: 7

\* 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.

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# Butler and 36th 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