MARKET PROFILE
Lowrie Street Commercial District
Troy Hill

ura

Urban
Redevelopment
Authority
of Pittsburgh
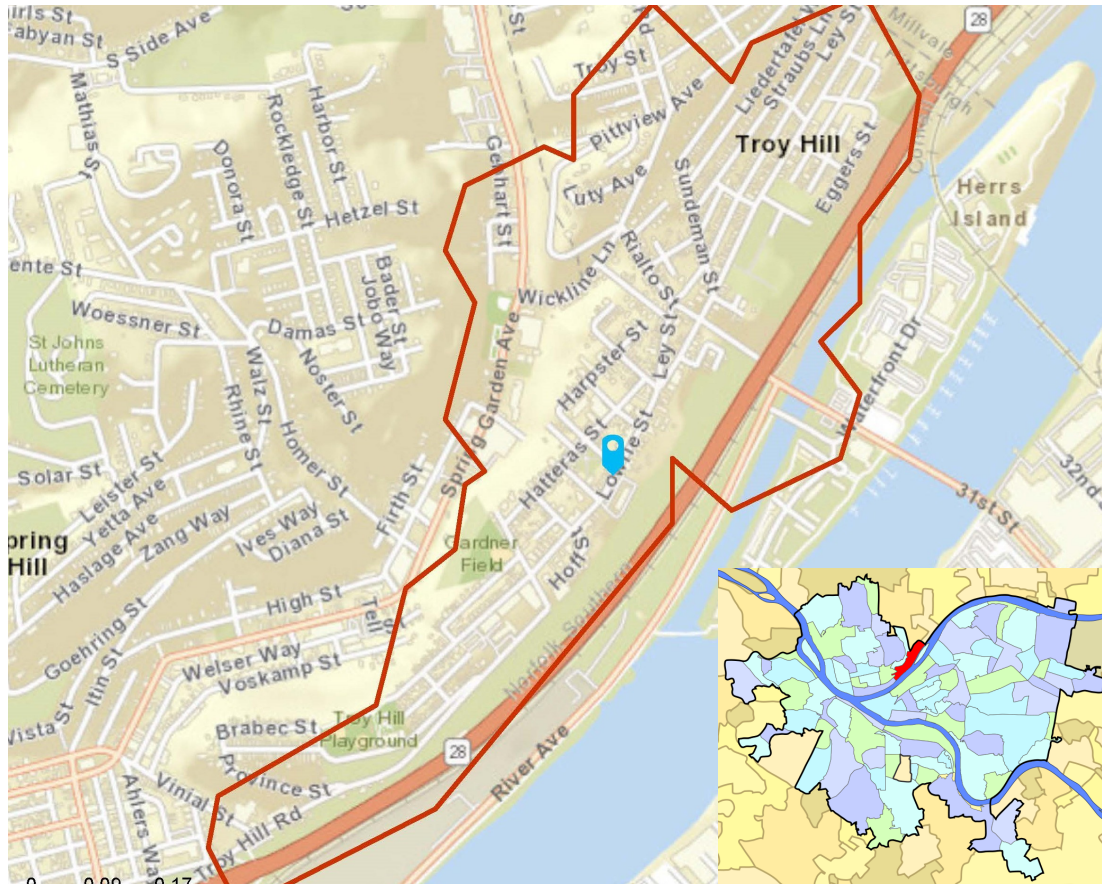
**2021 Business Summary
(2 Minute Drive Time)**

Number of Businesses:
46

Number of Employees:
405

Employees/Residential
Population Ratio*:
.19:1

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

For more information on the
neighborhood, visit:

PITTSBURGH CITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$5,769,547	$390,006	$5,379,541	87.3	1
Furniture & Home Furnishing Stores	$951,745	$634,446	$317,299	20.0	1
Electronics and Appliance Stores	$910,861	$0	$910,861	100.0	0
Building Materials, Garden Equip. & Supply Stores	$1,483,916	$490,483	$993,433	50.3	1
Food and Beverage Stores	$5,309,091	$0	$5,309,091	100.0	0
Health and Personal Care Stores	$1,677,349	$1,516,247	$161,102	5.0	1
Gasoline Stations	$2,838,749	$1,081,768	$1,756,981	44.8	1
Clothing & Clothing Accessories Stores	$1,558,280	$317,730	$1,240,550	66.1	1
Sporting Goods / Hobby / Music / Book Stores	$806,558	$0	$806,558	100.0	0
General Merchandise Stores	$4,200,636	$0	$4,200,636	100.0	0
Nonstore Retailers	$559,264	$0	$559,264	100.0	0
Food Services & Drinking Places	$2,879,407	$1,052,062	$1,827,345	46.5	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.
*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	2021	2026 (Projected)
Population	2,065	2,177	2,199
Households	968	1,042	1,062
Median Age	37.6	40.2	41.5
% 0-9	10.1%	9.8%	9.9%
% 10-14	5.0%	4.9%	4.7%
% 15-24	12.5%	11.5%	11.8%
% 25-34	18.9%	14.4%	14.3%
% 35-44	13.2%	16.4%	15.2%
% 45-54	15.0%	12.4%	13.5%
% 55-64	12.7%	13.4%	12.0%
% 65+	12.7%	17.1%	18.5%
Median Household Income	***	$54,316	$58,988
Average Household Income	***	$71,663	$78,433
Per Capita Income	***	$36,870	$40,726
Total Housing Units	1,172	1,224	1,222
% Owner Occupied Units	40.2%	37.7%	39.1%
% Renter Occupied Units	42.4%	47.5%	47.7%
% Vacant Housing Units	17.4%	14.9%	13.1%
Median Home Value	***	$111,264	$172,414

Traffic Count Profile	Closest Cross-Street	Count
Ley St	Cowley St	3,524
Wicklines Ln	Cowley St	782
Allegheny Valley Expressway	Goettman St	37,896
Mount Troy Rd	Luty Ave	1,056
E Ohio St	Chestnut St	40,583
Troy Hill Rd	Province St	3,524

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

2021 Households by Disposable Income	
<$15,000	15.9%
$15,000—$24,999	13.1%
$25,000—$34,999	11.8%
$35,000—$49,999	13.4%
$50,000—$74,999	19.3%
$75,000—$99,999	12.6%
$100,000—$149,999	10.2%
$150,000+	3.6%
Median Disposable Income	$44,126

Note: Disposable income is after-tax household income.

Spending Potential Index	
Apparel and Services	84
Computers and Accessories	N/A
Education	76
Entertainment / Recreation	79
Food at Home	82
Food Away from Home	81
Health Care	79
Household Furnishing and Equipment	78
Personal Care Products and Services	81
Shelter	80
Support Payments/Cash Contributions/Gifts in Kind	73
Travel	72
Vehicle Maintenance & Repair	84

2021 Educational Attainment (Ages 25+)	
No High School Diploma	4.9%
High School Diploma or Some College	39.5%
Associates Degree	12.7%
Bachelor's Degree	25.1%
Graduate or Professional Degree	17.8%

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.

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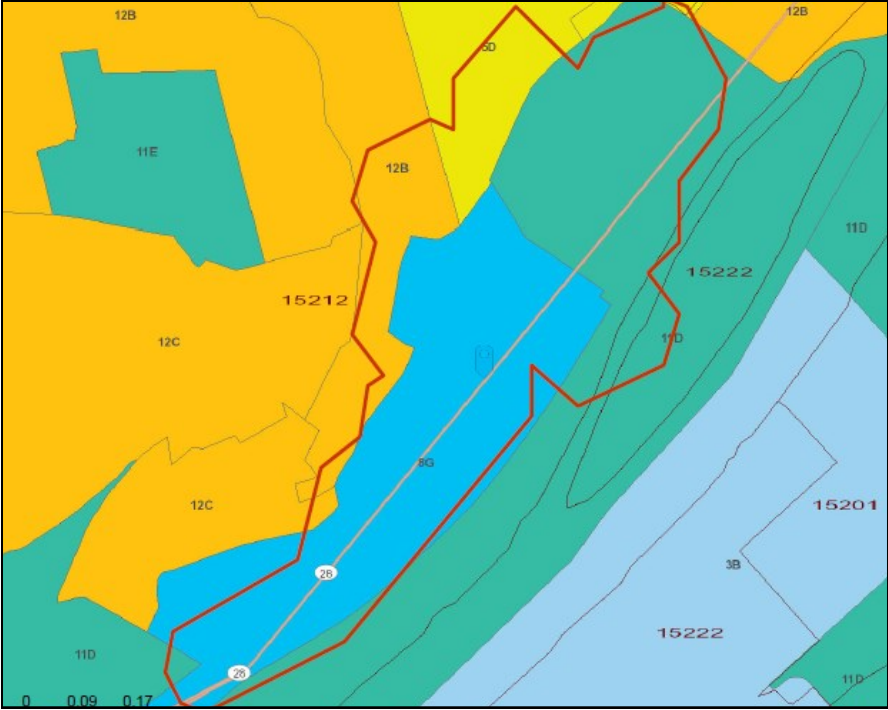
ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 70
- Transit Score: 51
- Bike Score: 62

* 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.

Hometown Heritage

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of households are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings.

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.

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.**

# Lowrie Street Commercial District

Troy Hill 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 or visit us at www.ura.org/pages/businesses-entrepreneurs.
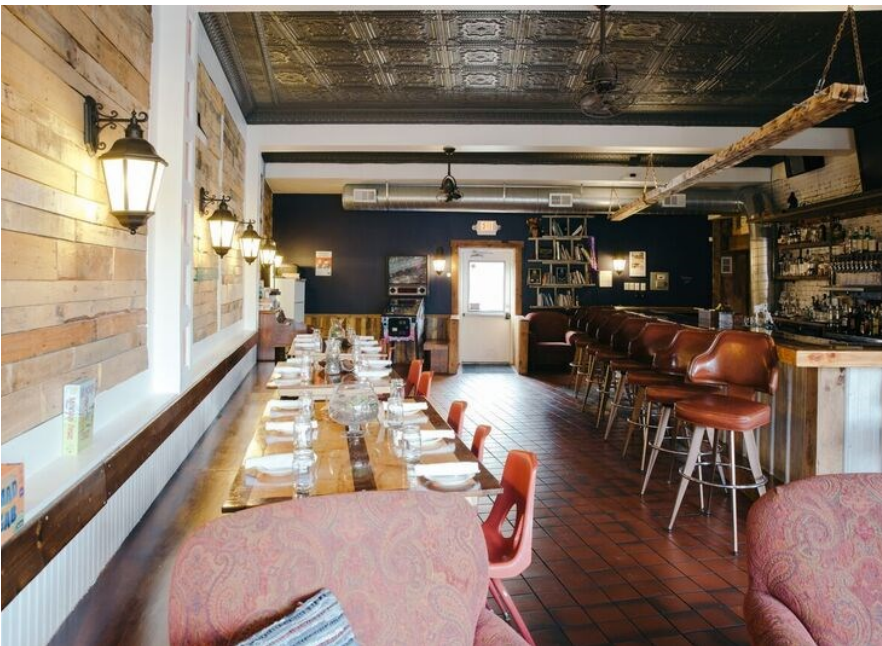
Contacts

Northside Leadership Conference:
www.pittsburghnorthside.com

Troy Hill Citizens:
www.troyhillpittsburgh.com

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