Lawrenceville’s New Resident Survey
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Lawrenceville United

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Lawrenceville Corporation
About Lawrenceville
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Lawrenceville Population 1940-2010

[Graph showing population decreases over time for Upper, Central, and Lower Lawrenceville]
About Lawrenceville

• Neighborhood Issues:
  – Population decline
  – Aging population
  – High poverty rate
  – Crime
  – High rate of vacancy and blight
About Lawrenceville

• “Clean, Safe, & Green”
  – Crime down 60% since 2002
  – Monthly clean-ups
  – Over 500 trees planted

• Business District Management
  – 230+ Streetface projects
  – 35 new businesses since 2010

• Increasing property values
Lawrenceville Average Housing Sales Price by Neighborhood, 1995-2010

In 2010 $
Lower Lawrenceville
### Planned Development (1-3 years)

<table>
<thead>
<tr>
<th></th>
<th>Pkg</th>
<th>Comm. SF Units</th>
<th>TDC</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Doughboy Square Commercial</td>
<td>16 6,000</td>
<td>$5,300,000</td>
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<tr>
<td>2</td>
<td>Doughboy Square Townhouses</td>
<td>10 5</td>
<td>$2,400,000</td>
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<tr>
<td>3</td>
<td>3417-3419 Butler</td>
<td>6 2,500</td>
<td>$750,000</td>
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<tr>
<td>4</td>
<td>Doughboy Apartments</td>
<td>42+ 16,000</td>
<td>$12,900,000</td>
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<td>5</td>
<td>3527-29 Butler</td>
<td>8 11,563</td>
<td>$825,000</td>
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<td>6</td>
<td>Gribbon Building</td>
<td>4,500 2</td>
<td>$300,000</td>
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<td>7</td>
<td>3719-3721 Butler St</td>
<td>8 1,600 11</td>
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<td>8</td>
<td>Shannopin's Village</td>
<td>9 4,000 4</td>
<td>$1,420,000</td>
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<tr>
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<td>3710 Butler</td>
<td>1 2</td>
<td>$250,000</td>
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<tr>
<td>10</td>
<td>3400 Penn</td>
<td>11 1,500 11</td>
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</tr>
<tr>
<td>11</td>
<td>3418 Penn</td>
<td>2 4,000</td>
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<td>3700 Penn</td>
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<tr>
<td>13</td>
<td>3618 Penn</td>
<td>12 1,000 12</td>
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<tr>
<td>TOTAL</td>
<td></td>
<td>132+ 52,663 113</td>
<td>$32,395,000</td>
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Central Lawrenceville
Upper Lawrenceville
Figuring out Upper Lawrenceville

• LU/LC Work in Upper Lawrenceville since 2001

• Identifying neighborhood trends:
  – What is driving recent neighborhood change in Lawrenceville?
  – Why are people moving into/out of Lawrenceville?
  – What are barriers to Upper Lawrenceville development?
New Resident Survey

- Worked with Bob Gradeck / UCSUR to develop “new mover” survey
- Document housing search process
- Understand who is moving and why
- Results to help guide development strategies, marketing efforts, retention & attraction efforts.
New Resident Survey

- Surveys mailed to homes with a new resident – Mailing list based on marketing lists
- 2 mailings in Summer/Fall 2011
- 611 mailed, 191 completed, 31% response rate
- Funded by URA
Demographics of Respondents

- 56 percent ages 25-34
- 80 percent white
- 60 percent female
- 69 percent renters
  - 68 percent of homeowners previously rented
- 71 percent with college degree
- 13 percent with child under 18
Origin Community of New Resident Survey Respondents

- City of Pittsburgh: 58%
- Suburban Pittsburgh: 20%
- Outside the Region: 22%
Most-Common Origin Communities of New Resident Survey Respondents
Communities Frequently Included in a New Resident’s Housing Search
Why Did New Residents Choose Lawrenceville?

- Cost of living
- Live closer to work/school
- Live closer to family/friends
- Seek better housing
- Seek safer neighborhood

![Bar chart showing the percentage of new residents who chose Lawrenceville for various reasons. The reasons include cost of living, living closer to work/school, living closer to family/friends, seeking better housing, and seeking a safer neighborhood. The chart indicates that the cost of living is the most significant factor, followed by living closer to work/school.]
Most-Attractive Aspects of Life in Lawrenceville

- Business district
- Arts and recreation
- Accessibility of transportation
- Quality of housing
- Neighborhood safety
- City services
- Schools
Why Did 55 Percent of Respondents Not Consider Upper Lawrenceville in their Housing Search

- Safety
- Poor housing quality and blight
- Distant or isolated location
- Business district of lesser quality
- Poor traffic and transit
- Housing availability

Percent

0 10 20 30 40 50 60 70
Why Upper Lawrenceville was Considered... Movers to Upper Lawrenceville

<table>
<thead>
<tr>
<th>Percent</th>
<th>Affordability</th>
<th>Viewed as “up and coming”</th>
<th>Close proximity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50</td>
<td>14</td>
<td>4</td>
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</table>
Next Steps for LU/ LC

• Upper Lawrenceville Planning
• Preserving & Marketing Affordability
• Addressing quality of housing
• Connecting interested homeowners with products that can make it happen
• Creating a “new high-water mark” for quality housing
• Continued public safety programs and projects, changing perception