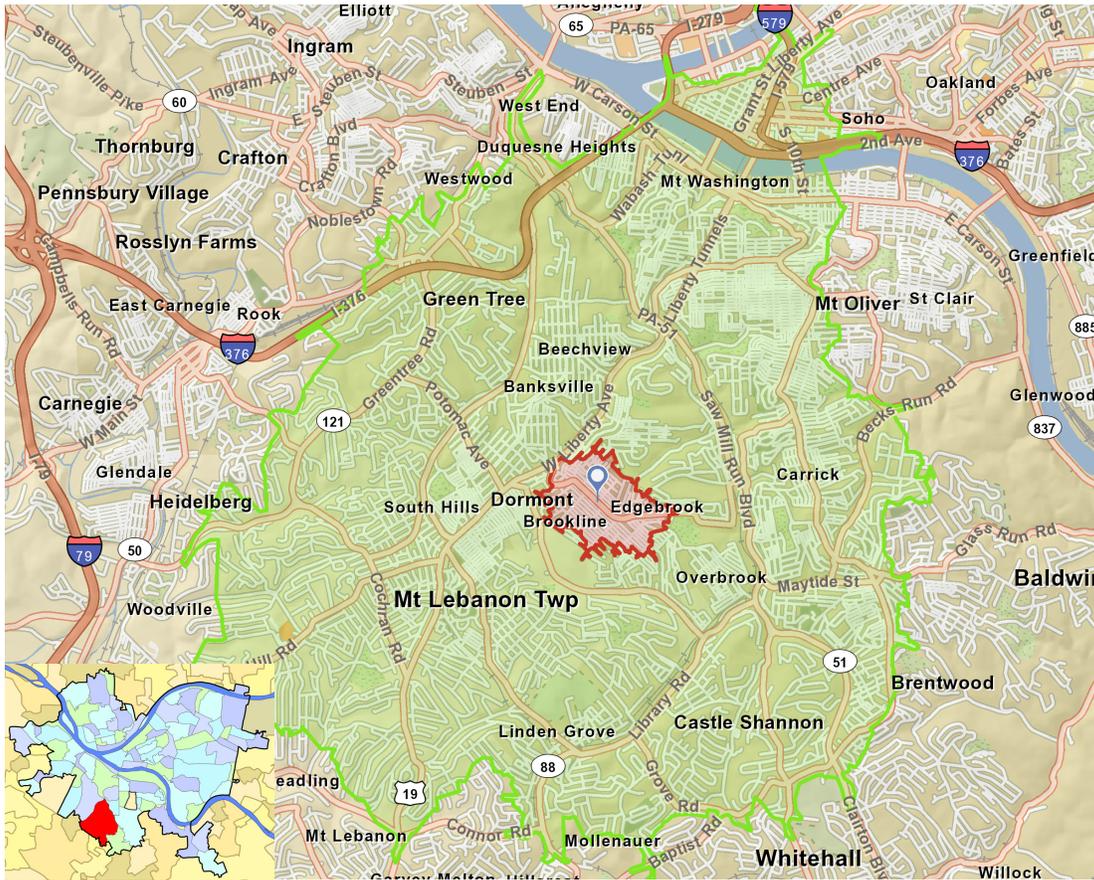


Brookline Boulevard Commercial District

Brookline



2013 Business Summary

Number of Businesses:
247

Number of Employees:
907

Employees/Residential
Population Ratio*:
.17

Major Industries:
Retail Trade, Automotive Repair &
Maintenance, Accommodation and
Food Services

For more information on the
neighborhood, visit:



Spending Potential Index	Trade area	10 minute drive
Apparel and Services	52	65
Computers and Accessories	76	96
Education	78	100
Entertainment / Recreation	80	98
Food at Home	80	97
Food away from Home	77	96
Health Care	82	98
Household Furnishing and Equipment	69	85
Investment	44	76
Miscellaneous	77	94
Shelter	75	96
Transportation	80	97
Travel	76	95
Total Expenditures	77	96

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	16.6%	15.2%
\$15,000—\$24,999	14.8%	14.8%
\$25,000—\$34,999	18.3%	15.1%
\$35,000—\$49,999	20.2%	17.0%
\$50,000—\$74,999	21.2%	19.9%
\$75,000—\$99,999	5.3%	8.2%
\$100,000—\$149,999	2.1%	6.9%
\$150,000+	1.4%	2.9%
Median Disposable Income	\$35,125	\$38,265

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.

Brookline Boulevard Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	5,332	5,250	5,161	-0.34%
Households	2,382	2,330	2,302	-0.24%
Median Age	39.6	40.0	40.4	0.20%
% 0-9	10.8%	10.7%	10.7%	0.00%
% 10-14	5.3%	5.2%	5.3%	0.38%
% 15-24	11.7%	11.4%	10.5%	-1.58%
% 25-34	16.2%	16.4%	16.4%	0.00%
% 35-44	13.4%	13.1%	12.8%	-0.46%
% 45-54	14.7%	14.2%	13.1%	-1.55%
% 55-64	13.1%	13.6%	14.2%	0.88%
% 65+	14.9%	15.4%	17.1%	2.21%
Median Household Income	**	\$41,841	\$49,669	3.74%
Average Household Income	**	\$52,280	\$59,431	2.74%
Per Capita Income	**	\$23,447	\$26,778	2.84%
Total Housing Units	2,606	2,579	2,547	-0.25%
% Owner Occupied Units	62.2%	59.1%	59.9%	0.27%
% Renter Occupied Units	29.2%	31.2%	30.5%	-0.45%
% Vacant Housing Units	8.6%	9.7%	9.6%	-0.21%
Median Home Value	**	\$94,611	\$104,562	2.10%

Demographic Data: 10 Min Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	141,055	141,509	141,613	0.01%
Households	61,242	60,950	61,398	0.15%
Median Age	39.0	39.3	39.9	0.31%
% 0-9	10.0%	9.8%	9.8%	0.00%
% 10-14	5.0%	4.8%	4.9%	0.42%
% 15-24	15.1%	15.0%	14.1%	-1.20%
% 25-34	15.3%	15.4%	15.5%	0.13%
% 35-44	11.9%	11.5%	11.2%	-0.52%
% 45-54	14.5%	14.0%	13.0%	-1.43%
% 55-64	12.1%	12.6%	13.1%	0.79%
% 65+	16.1%	16.7%	18.4%	2.04%
Median Household Income	**	\$47,478	\$55,367	3.32%
Average Household Income	**	\$64,644	\$74,792	3.14%
Per Capita Income	**	\$29,367	\$29,367	0.00%
Total Housing Units	67,454	67,375	67,425	0.01%
% Owner Occupied Units	56.9	54.7	55.7	0.37%
% Renter Occupied Units	33.9	35.8	35.3	-0.28%
% Vacant Housing Units	9.2	9.5	8.9	-1.26%
Median Home Value	**	125,007	134,946	1.59%

Traffic Count Profile	Closest Cross-Street	Count
Brookline Blvd	Pioneer Ave	4,401
W Liberty Ave	Peola Rd	21,692
Paulina Ave	Shiras Ave	2,678
15,201	McNeilly Ave	15,201
Creedmoor Ave	Hobson St	1,604
Broadway Ave	La Salle Ave	6,001
Wenzell Ave	Candace St	8,016
Edgebrook Ave	Bundle Way	1,434
Brookline Blvd	Greencrest Dr	2,147
Potomac Ave	Connecticut Ave	6,815

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

*Year of count: 2007



Brookline Boulevard Commercial District



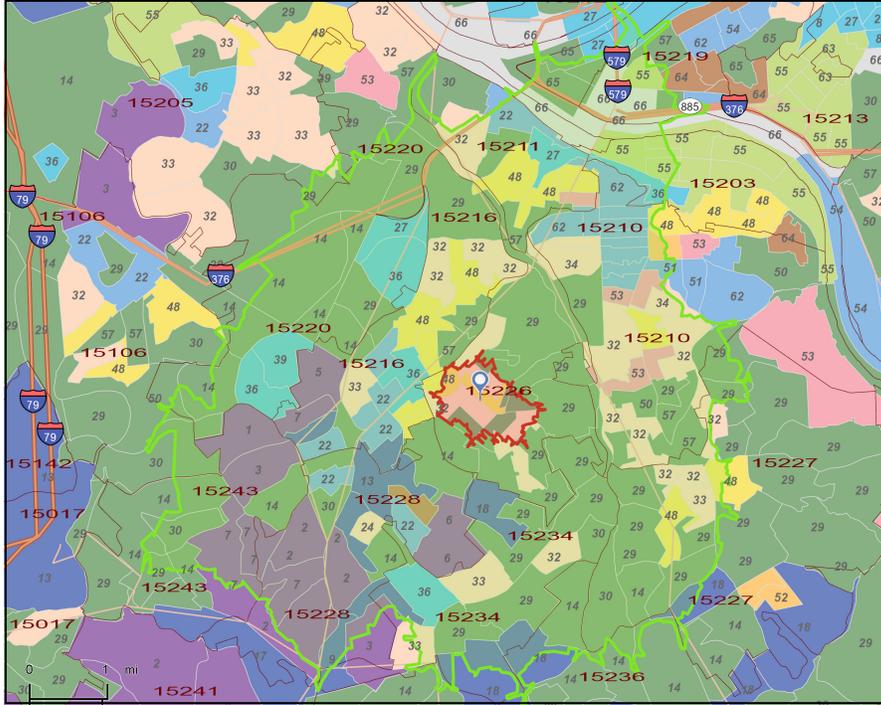
Marketplace Profile** : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$8,815,773	\$27,519,548	-\$18,703,776	-51.5	2
Furniture & Home Furnishing Stores	\$983,861	\$110,695	\$873,166	79.8	2
Electronics and Appliance Stores	\$1,274,030	\$0	\$1,274,030	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,480,499	\$2,195	\$1,478,304	99.7	0
Food and Beverage Stores	\$8,681,406	\$6,232,433	\$2,448,973	16.4	7
Health and Personal Care Stores	\$3,026,555	\$4,045,306	-\$1,018,751	-14.4	3
Gasoline Stations	\$50,915,522	\$1,687,783	\$3,403,739	50.2	2
Clothing & Clothing Accessories Stores	\$2,763,472	\$245,015	\$2,518,457	83.7	2
Sporting Goods / Hobby / Music / Book Stores	\$1,375,876	\$347,146	\$1,028,730	59.7	2
General Merchandise Stores	\$6,979,407	\$182,696	\$6,796,711	94.9	2
Nonstore Retailers	\$4,571,591	\$260,818	\$4,310,772	89.2	2
Food Services & Drinking Places	\$4,742,055	\$1,349,572	\$3,392,483	55.7	12

Marketplace Profile** : 10 Min Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$275,887,093	\$242,285,398	\$33,601,695	6.5	87
Furniture & Home Furnishing Stores	\$31,844,705	\$14,972,230	\$16,872,476	36.0	49
Electronics and Appliance Stores	\$40,698,153	\$17,788,805	\$22,909,347	39.2	50
Building Materials, Garden Equip. & Supply Stores	\$48,010,835	\$24,667,132	\$23,343,703	32.1	38
Food and Beverage Stores	\$273,046,435	\$168,337,315	\$104,709,120	23.7	139
Health and Personal Care Stores	\$94,568,995	\$170,393,515	-\$75,824,520	-28.6	85
Gasoline Stations	\$156,597,105	\$157,547,448	-\$950,343	-0.3	41
Clothing & Clothing Accessories Stores	\$89,562,605	\$48,559,138	\$41,003,467	29.7	129
Sporting Goods / Hobby / Music / Book Stores	\$43,593,763	\$29,610,039	\$13,983,725	19.1	85
General Merchandise Stores	\$220,363,034	\$5,470,552	\$214,892,482	95.2	20
Nonstore Retailers	\$145,073,603	\$1,071,046,174	-\$925,972,571	-76.1	39
Food Services & Drinking Places	\$154,688,876	\$304,523,917	-\$149,835,041	-32.6	354

2013 Educational Attainment (Ages 25+)

No High School Diploma	7.8%
High School Diploma or Some College	56.3%
Associates Degree	10.3%
Bachelor's Degree	15.3%
Graduate or Professional Degree	7.9%

**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.



Trade Area Tapestry Segmentation Area Profile:

Neighborhood Quick Facts*

- 2nd largest neighborhood in Pittsburgh by both population and area
- 10th highest rate of homeownership in Pittsburgh

* 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

Rustbelt Traditions (34.7%)

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring. These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop. They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel

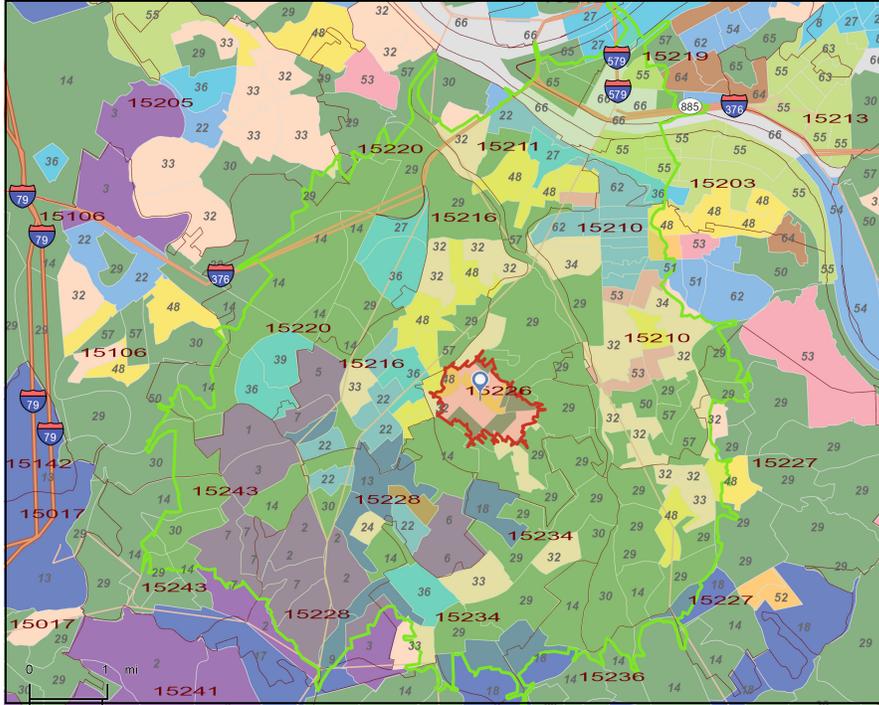
Rustbelt Retirees (30.5%)

These hardworking folks are settled; many have lived in the same house for years. Loyal to country and community, they tend to be politically conservative. They participate in public activities and fund-raising, visit elected officials, and work for political parties or candidates. They belong to fraternal organizations, unions, and veterans' clubs. Practical people who take pride in their homes and gardens, Rustbelt Retirees buy home furnishings and work on remodeling projects to update their houses. They watch their pennies, use coupons, and look for bargains at discount stores and warehouse clubs. They own savings bonds and certificates of deposit and hold life insurance policies. They eat out at family restaurants such as Perkins and Friendly's and watch rented movies on DVD instead of going to the theater. They also go bowling, play cards and bingo, gamble in Atlantic City, and go to horse races. They watch home improvement shows, sports events, news programs, game shows, and old reruns on TV. Favorite channels include Home & Garden Television, the Hallmark Channel, and the Weather Channel. They listen to country, oldies, and sports radio and peruse the daily newspaper.

Great Expectations (22.2%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement 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:** <http://www.esri.com/library/whitepapers/pdfs/community>



10 Minute Drive Tapestry Segmentation Area Profile:

Neighborhood Quick Facts*

- Persons per sq. mile: 5,622 (City average: 5,646)
- Walk Score: 57

* 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

Rustbelt Retirees (16.8%)

These hardworking folks are settled; many have lived in the same house for years. Loyal to country and community, they tend to be politically conservative. They participate in public activities and fund-raising, visit elected officials, and work for political parties or candidates. They belong to fraternal organizations, unions, and veterans' clubs. Practical people who take pride in their homes and gardens, Rustbelt Retirees buy home furnishings and work on remodeling projects to update their houses. They watch their pennies, use coupons, and look for bargains at discount stores and warehouse clubs. They own savings bonds and certificates of deposit and hold life insurance policies. They eat out at family restaurants such as Perkins and Friendly's and watch rented movies on DVD instead of going to the theater. They also go bowling, play cards and bingo, gamble in Atlantic City, and go to horse races. They watch home improvement shows, sports events, news programs, game shows, and old reruns on TV. Favorite channels include Home & Garden Television, the Hallmark Channel, and the Weather Channel. They listen to country, oldies, and sports radio and peruse the daily newspaper.

Great Expectations (11.5%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

Rustbelt Traditions (8.3%)

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring. These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop. They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel

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Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.

The program aims to bring newcomers into your neighborhood business district and create a “buzz” about your business district through media and word of mouth.

For more information about applications and eligibility, visit:

http://www.ura.org/business_owners/mainstreets.php

Mainstreets Program

This program strives to ensure the health of the City’s traditional neighborhood commercial districts using the National Main Street Center’s Four Point Approach which considers: economic restructuring, promotion, design and sustainability. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

To learn more about this program, contact [Josette Fitzgibbons](#) at (412) 255-6686 or visit:

http://www.ura.org/business_owners/mainstreets.php

Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building’s façade improvement program eligibility.

For more information about applications and eligibility, contact [Quianna Wasler](#), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

http://www.ura.org/business_owners/facade_program.php



Open Mike Night at Cannon Coffee on Brookline Blvd.

Contacts

South Pittsburgh Development Corporation: <http://www.brookline-pgh.org/>

Because You’re Mine, I Shop The Line: Brookline: <https://www.facebook.com/pages/Because-Youre-Mine-I-Shop-the-Line/391877737534429>

Urban Redevelopment Authority of Pittsburgh: <http://www.ura.org/>

All data from ESRI Business Analyst 2013 unless otherwise noted.

*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

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