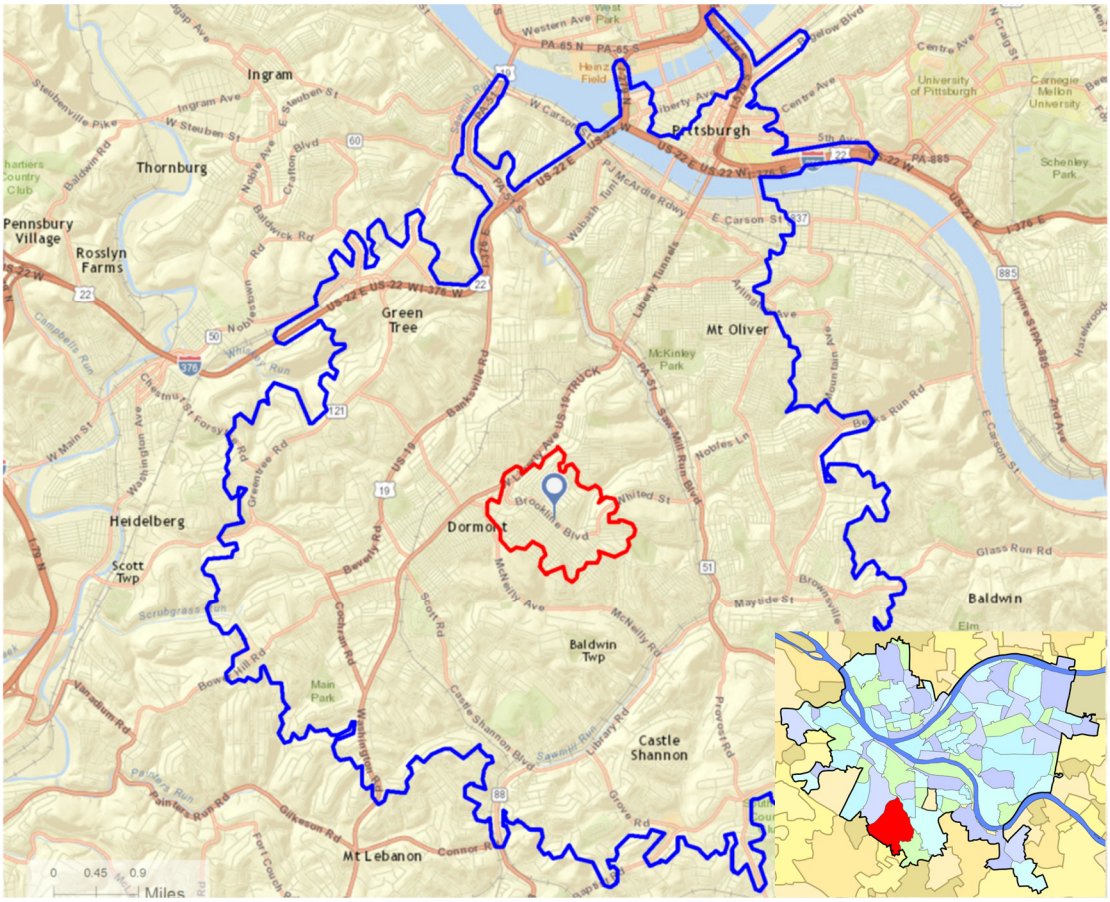
MARKET PROFILE

Brookline Boulevard Commercial District

Brookline

Urban Redevelopment Authority of Pittsburgh



2016 Business Summary
(2 Minute Drive Time)

Number of Businesses:
170

Number of Employees:
753

Employees/Residential Population Ratio*:
0.14:1

Major Industries:
Motor Vehicle & Parts Dealers, Food & Beverage Stores, Gasoline Stations

For more information on the neighborhood, visit:

PITTSBURGHCITYLIVING.COM

Spending Potential Index	2 Minute Drive Time	10 Minute Drive Time
Apparel and Services	79	87
Computers and Accessories	79	87
Education	78	88
Entertainment / Recreation	82	87
Food at Home	82	89
Food Away from Home	80	87
Health Care	87	90
Household Furnishing and Equipment	81	87
Investment	53	71
Retail Goods	82	88
Shelter	79	88
TV/Video/Audio	83	90
Travel	79	85
Vehicle Maintenance & Repair	82	88
Total Expenditures	79	87

2015 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<$15,000	15.3%	15.5%
$15,000—$24,999	10.5%	13.4%
$25,000—$34,999	13.5%	13.7%
$35,000—$49,999	17.7%	16.4%
$50,000—$74,999	27.8%	21.0%
$75,000—$99,999	8.7%	9.4%
$100,000—$149,999	5.7%	7.9%
$150,000+	0.9%	2.7%
Median Disposable Income	$42,856	$40,498

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 October 16

Brookline Boulevard Commercial District

Demographic Data: 2 Min Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	5,304	5.257	5,259	0.01%
Households	2,405	2,423	2,440	0.14%
Median Age	39.5	40.6	41.5	0.44%
% 0-9	10.8%	10.9%	10.7%	-0.37%
% 10-14	5.2%	4.8%	5.3%	2.08%
% 15-24	11.5%	10.4%	9.7%	-1.35%
% 25-34	16.4%	15.8%	14.5%	-1.65%
% 35-44	13.6%	13.8%	14.7%	1.30%
% 45-54	14.8%	14.0%	13.3%	-1.00%
% 55-64	13.0%	14.2%	14.0%	-0.28%
% 65+	14.5%	16.0%	17.7%	2.13%
Median Household Income	***	$53,346	$59,858	2.44%
Average Household Income	***	$52,280	$59,431	2.74%
Per Capita Income	***	$27,744	$31,316	2.58%
Total Housing Units	2.629	2,662	2,695	0.25%
% Owner Occupied Units	62.5%	59.2%	58.8%	-0.13%
% Renter Occupied Units	28.9%	31.8%	31.7%	-0.06%
% Vacant Housing Units	8.5%	9.0%	9.5%	1.11%
Median Home Value	***	$128,815	$140,533	1.82%

Demographic Data: 10 Min Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	109,775	108,803	108,582	-0.04%
Households	47,285	47,360	47,515	0.11%
Median Age	37.8	38.7	39.6	0.46%
% 0-9	10.2%	10.0%	9.6%	-0.80%
% 10-14	4.9%	4.8%	5.0%	0.83%
% 15-24	15.5%	14.4%	14.0%	-0.56%
% 25-34	16.2%	15.9%	14.4%	-1.89%
% 35-44	12.1%	12.5%	13.9%	2.24%
% 45-54	14.4%	12.6%	11.6%	-1.59%
% 55-64	11.8%	13.5%	13.1%	-0.59%
% 65+	15.2%	16.3%	18.1%	2.21%
Median Household Income	***	$51,090	$57,587	2.54%
Average Household Income	***	$65,516	$74,317	2.69%
Per Capita Income	***	$29,078	$33,088	2.76%
Total Housing Units	52,110	52,708	53,050	0.13%
% Owner Occupied Units	56.2	53.1	52.7	-0.15%
% Renter Occupied Units	34.6	36.8	36.8	0.00%
% Vacant Housing Units	9.3	10.1	10.4	0.60%
Median Home Value	***	$145,522	$168,235	3.12%

Traffic Count Profile	Closest Cross-Street	Count
Brookline Blvd	Pioneer Ave	4,401
Oakridge St	Wareman Ave	2,009
Aidyl Ave	Waddington Ave	915
McNeilly Rd	McNeilly Ave	11,092
Creedmoor Ave	Hobson St	1,487
Broadway Ave	La Salle Ave	6,001
W Liberty Ave	Peola Rd	21,496
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 2012 unless otherwise noted.

Brookline Boulevard 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	$16,752,307	$22,059,172	-$5,306,865	-13.7	3
Furniture & Home Furnishing Stores	$2,154,570	$0	$2,154,570	100.0	0
Electronics and Appliance Stores	$3,817,084	$0	$3,817,084	100.0	0
Building Materials, Garden Equip. & Supply Stores	$3,313,213	$255,473	$3,057,740	85.7	1
Food and Beverage Stores	$14,519,769	$3,732,743	$10,787,026	59.1	4
Health and Personal Care Stores	$3,381,757	$7,219,829	-$3,838,072	-36.2	4
Gasoline Stations	$5,040,899	$4,012,896	$1,028,003	11.4	1
Clothing & Clothing Accessories Stores	$3,536,433	$366,873	$3,169,560	81.2	2
Sporting Goods / Hobby / Music / Book Stores	$2,216,385	$357,650	$1,858,735	27.2	1
General Merchandise Stores	$12,032,501	$342,687	$11,689,814	94.5	2
Nonstore Retailers	$2,461,942	$0	$2,461,942	100.0	0
Food Services & Drinking Places	$7,382,370	$4,858,566	$2,523,804	20.6	22

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$342,287,254	$475,765,507	-$133,478,253	-16.2	90
Furniture & Home Furnishing Stores	$45,051,683	$18,463,113	$26,588,570	41.9	24
Electronics and Appliance Stores	$80,734,297	$71,998,283	$8,736,014	5.7	42
Building Materials, Garden Equip. & Supply Stores	$70,962,860	$34,127,858	$36,835,002	35.1	37
Food and Beverage Stores	$304,923,133	$247,832,637	$57,090,496	10.3	71
Health and Personal Care Stores	$69,746,921	$100,675,108	-$30,928,187	-18.1	52
Gasoline Stations	$103,279,654	$68,695,362	$34,584,292	20.1	25
Clothing & Clothing Accessories Stores	$75,784,006	$24,936,826	$50,847,180	50.5	52
Sporting Goods / Hobby / Music / Book Stores	$47,139,696	$19,777,000	$27,362,696	40.9	32
General Merchandise Stores	$252,438,653	$13,265,336	$239,173,317	90.0	18
Nonstore Retailers	$51,821,711	$10,942,366	$40,879,345	65.1	50
Food Services & Drinking Places	$158,155,808	$199,580,906	-$41,425,098	-11.6	356

2015 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	7.4%	7.2%
High School Diploma or Some College	51.7%	48.1%
Associates Degree	15.6%	9.9%
Bachelor's Degree	15.7%	21.4%
Graduate or Professional Degree	9.7%	13.5%

**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.

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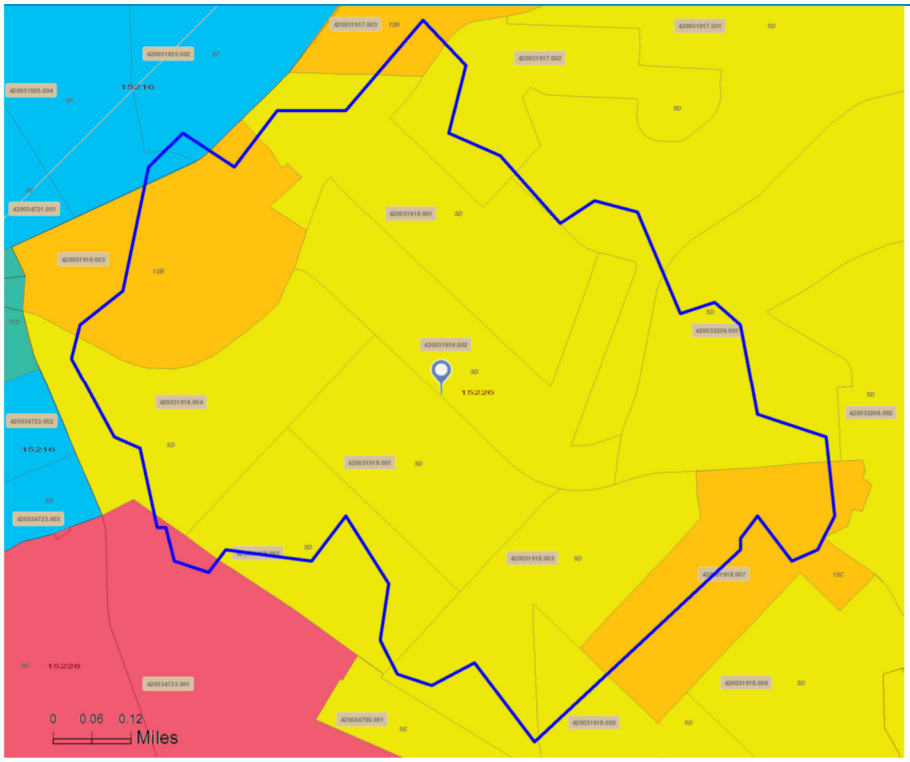


2 Minute Drive Tapestry Segmentation Area Profile:

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

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 above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their fi nances simple—paying bills in person and avoiding debt.

Traditional Living

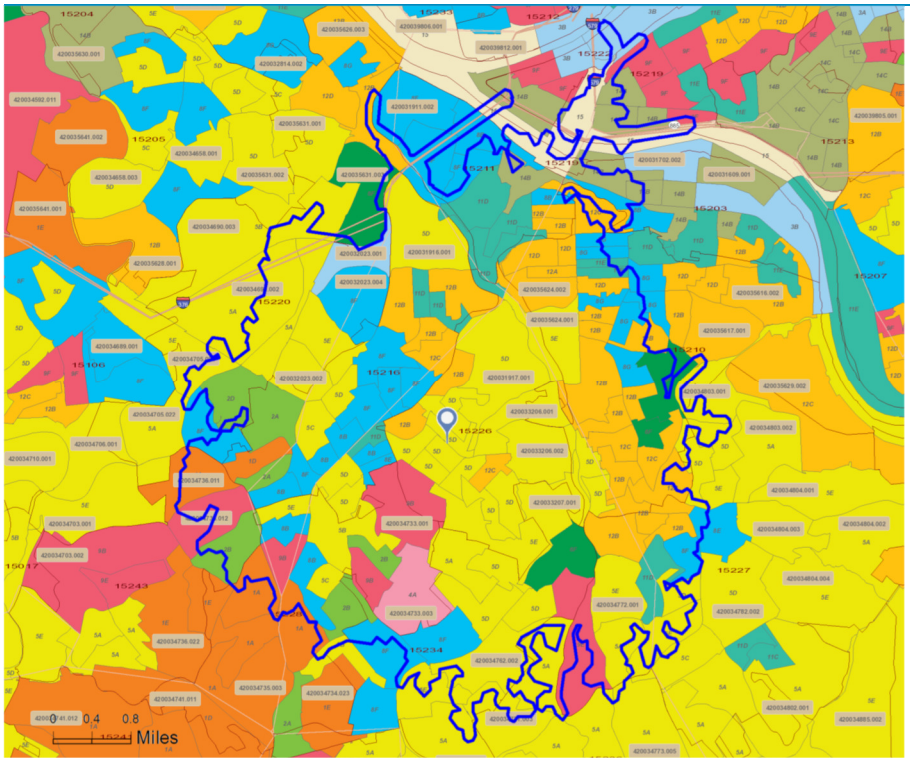
Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, 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.

Old and New Comers

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

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**

Brookline Boulevard Commercial District



10 Minute Drive Tapestry Segmentation Area Profile: 10

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/

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Midlife Constants

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Comfortable Empty Nesters

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefi tting from years of prudent investing and saving. Their net worth is well above average (Index 363). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

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Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed for community organizations that are working 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

Neighborhood Business District Program

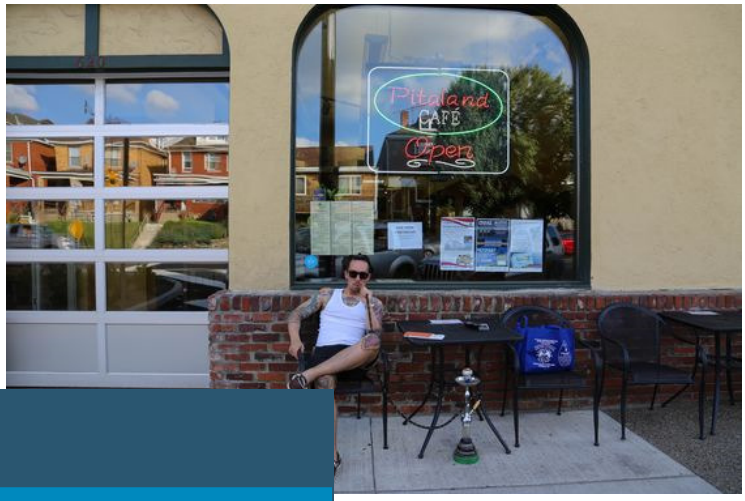
This program strives to ensure the health of the City's traditional neighborhood commercial districts using the National Main Street Center's Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

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 at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php



Featured Business: Fine Wine & Good Spirits

Type of Business: Liquor and Wine Distributor

URA Program Utilized: Streetface Loan

URA Investment: $31,050

Private Investment: $53,050

Total Project Investment: $84,100

Contacts

Urban Redevelopment Authority of Pittsburgh:
www.ura.org/

All data from ESRI Business Analyst 2015 unless otherwise noted.
[1]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