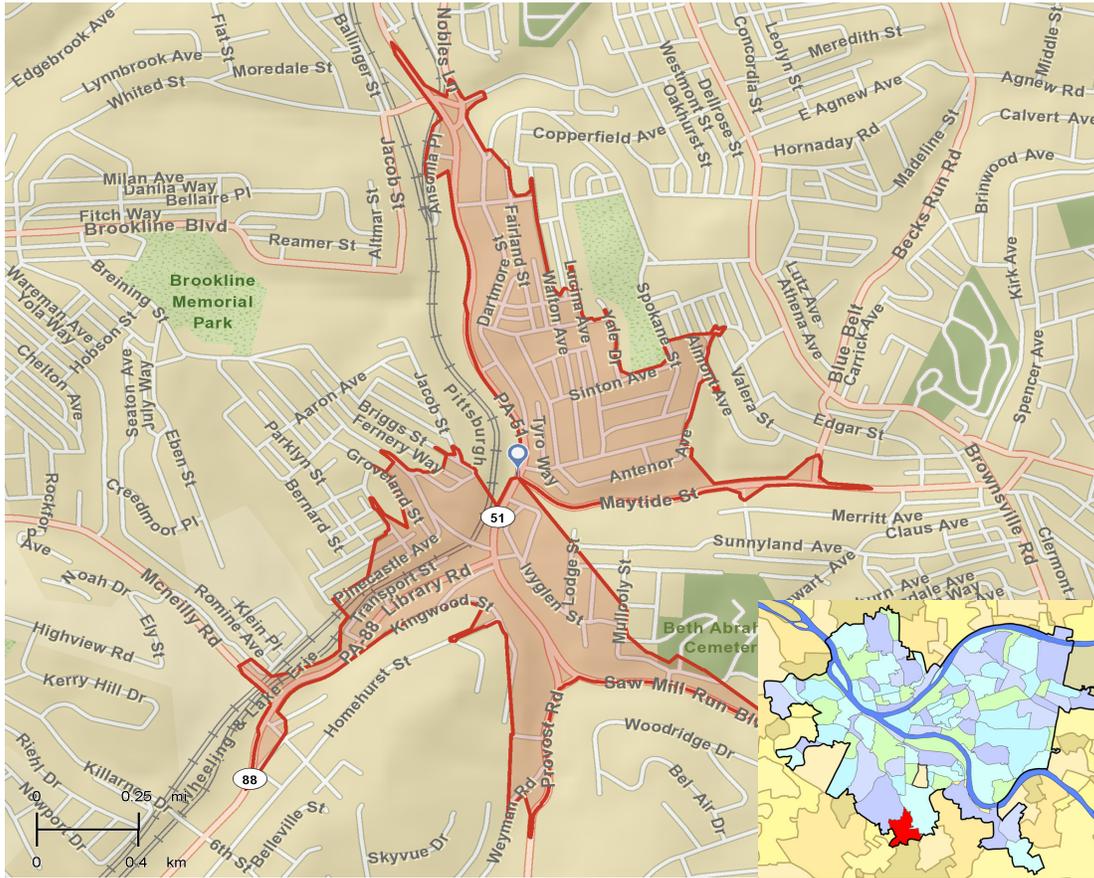


Saw Mill Run Boulevard Commercial District Overbrook



2013 Business Summary

Number of Businesses:
128

Number of Employees:
464

Employees/Residential
Population Ratio*:
0.22

Major Industries:
Motor Vehicle & Parts Dealers,
Automotive Repair & Maintenance,
Manufacturing

For more information on the
neighborhood, visit:



Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$3,375,962	\$6,594,144	-\$3,218,182	-32.3	8
Furniture & Home Furnishing Stores	\$377,681	\$220,048	\$157,633	26.4	0
Electronics and Appliance Stores	\$484,921	\$487,141	-\$2,220	-0.2	2
Building Materials, Garden Equip. & Supply Stores	\$580,284	\$1,046,649	-\$466,365	-28.7	1
Food and Beverage Stores	\$3,284,886	\$917,907	\$2,366,978	56.3	3
Health and Personal Care Stores	\$1,166,384	\$3,554,794	-\$2,388,410	-50.6	1
Gasoline Stations	\$1,923,638	\$593,810	\$1,329,829	52.8	1
Clothing & Clothing Accessories Stores	\$1,045,054	\$0	\$1,045,054	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$517,675	\$27,386	\$480,289	86.5	0
General Merchandise Stores	\$2,651,430	\$0	\$2,651,430	100.0	0
Nonstore Retailers	\$1,746,724	\$0	\$1,746,724	100.0	0
Food Services & Drinking Places	\$1,790,836	\$565,481	\$1,225,355	52.0	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.

Saw Mill Run Boulevard Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	2,124	2,102	2,071	-0.29%
Households	898	883	876	-0.16%
Median Age	42.8	43.3	44.0	0.32%
% 0-9	9.9%	9.8%	9.8%	0.00%
% 10-14	5.2%	5.0%	5.1%	0.40%
% 15-24	10.8%	10.6%	9.8%	-1.51%
% 25-34	15.2%	15.4%	15.5%	0.13%
% 35-44	11.6%	11.3%	10.9%	-0.71%
% 45-54	15.8%	15.2%	13.9%	-1.71%
% 55-64	14.4%	15.0%	15.4%	0.53%
% 65+	17.2%	17.8%	19.6%	2.02%
Median Household Income	\$54,403	\$45,112	\$51,314	2.75%
Average Household Income	\$62,010	\$52,688	\$59,030	2.41%
Per Capita Income	\$26,124	\$22,975	\$25,795	2.45%
Total Housing Units	969	959	950	-0.19%
% Owner Occupied Units	73.6%	71.1%	71.6%	0.14%
% Renter Occupied Units	19.1%	21.0%	20.5%	-0.48%
% Vacant Housing Units	7.3%	7.9%	7.8%	-0.25%
Median Home Value	\$91,795	\$45,112	\$51,314	2.75%

Traffic Count Profile	Closest Cross-Street	Count
Maytide St	Antenor Ave	6,763
Saw Mill Run Blvd	Fairhaven Rd	32,236
Brookline Blvd	Greencrest Dr	2,147
Creedmoor Ave	Hobson St	1,604
Becks Run Rd	Raven St	9,400
Saw Mill Run Blvd	Sceneridge Ave	25,662
Library Rd	6th St	16,109
E Agnew Ave	Redrose Ave	1,540
S 10th St	Muriel St	13,506
Bausman St	Bernd St	3,179

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: 2009

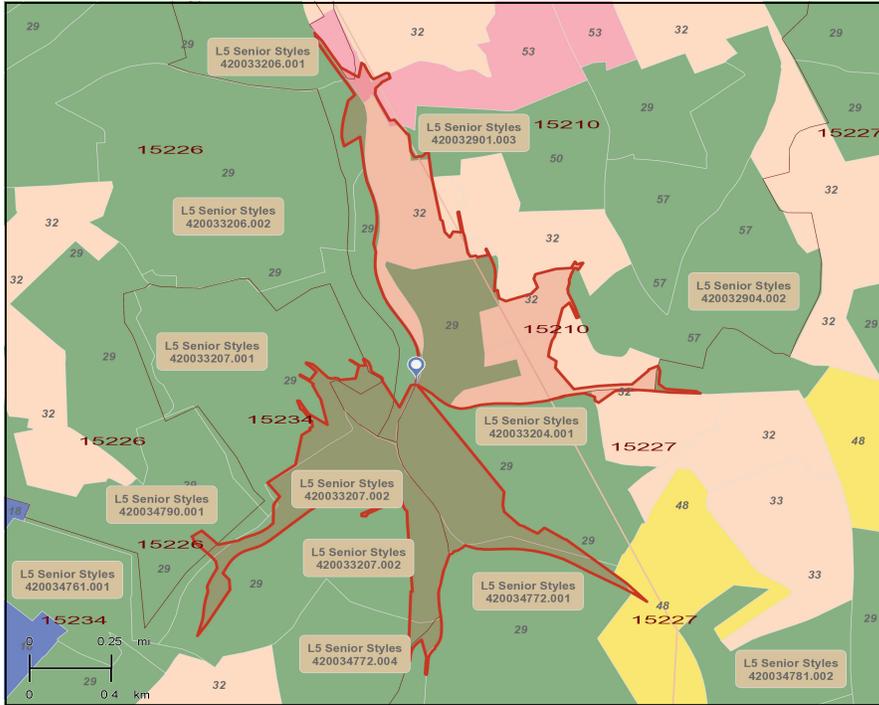
2013 Households by Disposable Income	
<\$15,000	14.0%
\$15,000—\$24,999	15.2%
\$25,000—\$34,999	16.8%
\$35,000—\$49,999	22.1%
\$50,000—\$74,999	23.4%
\$75,000—\$99,999	5.2%
\$100,000—\$149,999	3.1%
\$150,000+	0.3%
Median Disposable Income	\$36,915

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	8.3%
High School Diploma or Some College	61.1%
Associates Degree	14.1%
Bachelor's Degree	10.3%
Graduate or Professional Degree	6.2%

Spending Potential Index	
Apparel and Services	51
Computers and Accessories	75
Education	77
Entertainment / Recreation	81
Food at Home	76
Food away from Home	79
Health Care	85
Household Furnishing and Equipment	69
Investment	41
Miscellaneous	77
Shelter	75
Transportation	80
Travel	78
Total Expenditures	77

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.



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 7th highest percentage of owner-occupied homes in Pittsburgh
- Number of bus lines in neighborhood: 7
- Persons per sq. mile: 4,454 (City average: 5,646)
- Walk Score: 58

* 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 (52.0%)

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.

Rustbelt Traditions (47.9%)

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.

Home Town (0.1%)

Home Town residents savor their quasi-country lifestyle by spending time outdoors fishing and playing football. Indoors, they play video games or watch TV favorites like courtroom programs, wrestling, or reality shows. Internet access and cell phone use are less important here than other markets. They shop for groceries at Kroger, Aldi, and Wal-Mart Supercenters. They buy clothes at discount department stores such as Wal-Mart and Kmart, typically located in small local malls. When they eat out, they go to Bob Evans and Ryan's family restaurants or fast-food places.

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>**



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](mailto:jfitzgibbons@ura.org) 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](mailto:quianna.wasler@ura.org), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

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



Rail in Overbrook

Contacts

Carrick-Overbrook Historical Society: <http://www.carrick-overbrook.org/>

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](mailto:jfitzgibbons@ura.org) 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