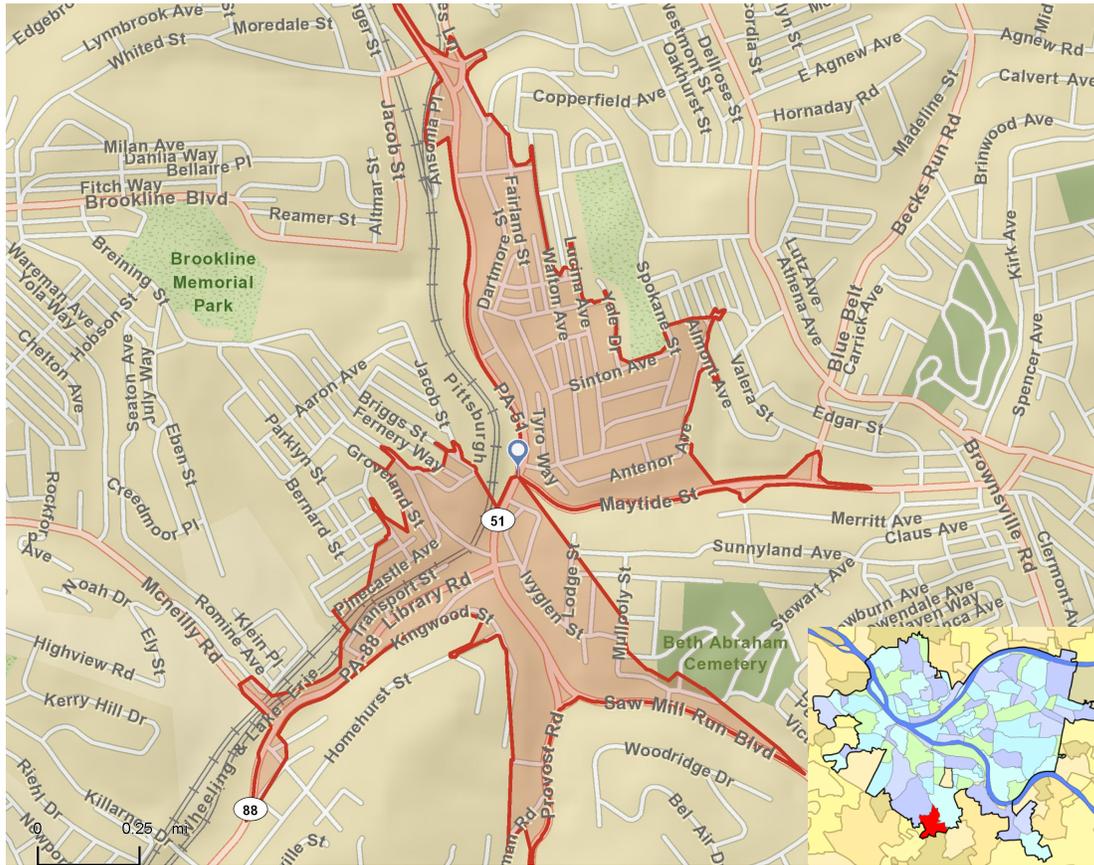


Saw Mill Run Boulevard Commercial District Overbrook



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
226

Number of Employees:
969

Employees/Residential
Population Ratio*:
0.30:1

Major Industries:
Motor Vehicle & Parts Dealers, Health
& Personal Care Stores, Food &
Beverage Stores

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	\$6,097,877	\$11,356,201	-\$5,258,324	-30.1	12
Furniture & Home Furnishing Stores	\$624,022	\$416,274	\$207,748	20.0	1
Electronics and Appliance Stores	\$755,547	\$636,668	\$118,879	8.5	1
Building Materials, Garden Equip. & Supply Stores	\$948,423	\$1,282,409	-\$333,986	-15.0	1
Food and Beverage Stores	\$5,377,276	\$2,328,253	\$3,049,023	39.6	3
Health and Personal Care Stores	\$1,725,352	\$2,634,470	-\$909,118	-20.9	1
Gasoline Stations	\$2,929,217	\$0	\$2,929,217	100.0	0
Clothing & Clothing Accessories Stores	\$1,719,071	\$174,177	\$1,544,894	81.6	1
Sporting Goods / Hobby / Music / Book Stores	\$826,525	\$146,398	\$680,127	69.9	2
General Merchandise Stores	\$4,247,976	\$0	\$4,247,976	100.0	0
Nonstore Retailers	\$3,580,253	\$0	\$3,580,253	100.0	0
Food Services & Drinking Places	\$3,117,515	\$1,103,727	\$2,013,788	47.7	6

**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	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	3,270	3,227	3,210	-0.11%
Households	1,421	1,420	1,421	0.01%
Median Age	43.1	43.4	43.9	0.23%
% 0-9	10.1%	9.8%	9.7%	-0.20%
% 10-14	5.0%	5.0%	4.8%	-0.80%
% 15-24	10.7%	10.2%	9.5%	-1.37%
% 25-34	14.7%	14.4%	13.4%	-1.39%
% 35-44	11.8%	12.4%	13.9%	-2.42%
% 45-54	15.7%	13.5%	12.0%	-2.22%
% 55-64	14.5%	16.4%	15.4%	-1.22%
% 65+	17.5%	18.4%	21.3%	3.15%
Median Household Income	***	\$47,105	\$52,615	2.34%
Average Household Income	***	\$54,357	\$62,617	3.04%
Per Capita Income	***	\$23,903	\$27,701	3.18%
Total Housing Units	1,554	1,559	1,565	0.08%
% Owner Occupied Units	71.4%	69.2%	68.7%	-0.14%
% Renter Occupied Units	20.1%	21.9%	22.1%	0.18%
% Vacant Housing Units	8.6%	8.9%	9.2%	0.67%
Median Home Value	***	\$97,769	\$113,778	3.27%

Traffic Count Profile	Closest Cross-Street	Count
Maytide St	Antenor Ave	6,763
Saw Mill Run Blvd	Fairhaven Rd	24,089
Saw Mill Run Blvd	Whited St	44,066
McNeilly Rd	Library Rd	12,911
Provost Rd	Weyman Rd	16,629
Library Rd	6th St	16,109

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.

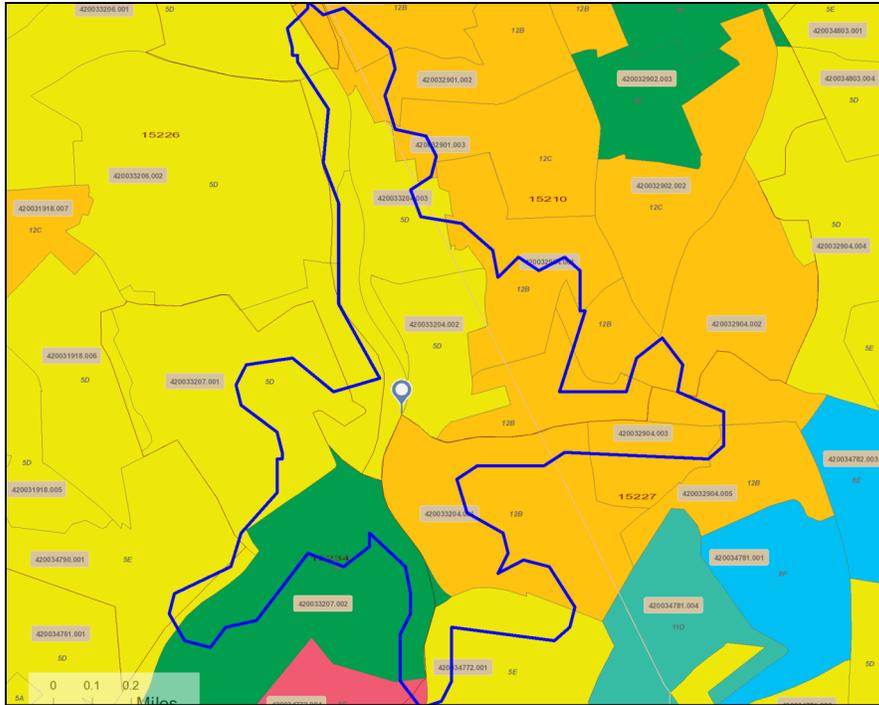
2014 Households by Disposable Income	
<\$15,000	13.4%
\$15,000—\$24,999	15.6%
\$25,000—\$34,999	14.3%
\$35,000—\$49,999	22.5%
\$50,000—\$74,999	21.6%
\$75,000—\$99,999	7.3%
\$100,000—\$149,999	4.7%
\$150,000+	0.7%
Median Disposable Income	\$38,255

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	9.4%
High School Diploma or Some College	59.3%
Associates Degree	15.9%
Bachelor's Degree	10.8%
Graduate or Professional Degree	4.6%

Spending Potential Index	
Apparel and Services	49
Computers and Accessories	73
Education	72
Entertainment / Recreation	78
Food at Home	77
Food Away from Home	74
Health Care	81
Household Furnishing and Equipment	68
Investment	47
Retail Goods	75
Shelter	73
TV/Video/Audio	78
Travel	73
Vehicle Maintenance & Repair	77
Total Expenditures	69

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 Traditions (52.0%)

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.

Traditional Living (39.3%)

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.

Heartland Communities (6.3%)

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Small Town Simplicity (2.3%)

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 finances simple—paying bills in person and avoiding debt.

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

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](mailto:Josette.Fitzgibbons@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) at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php



Rail in Overbrook

Contacts

Economic Development South:
www.economicdevelopmentsouth.org

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

All data from ESRI Business Analyst 2015 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:Josette.Fitzgibbons@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