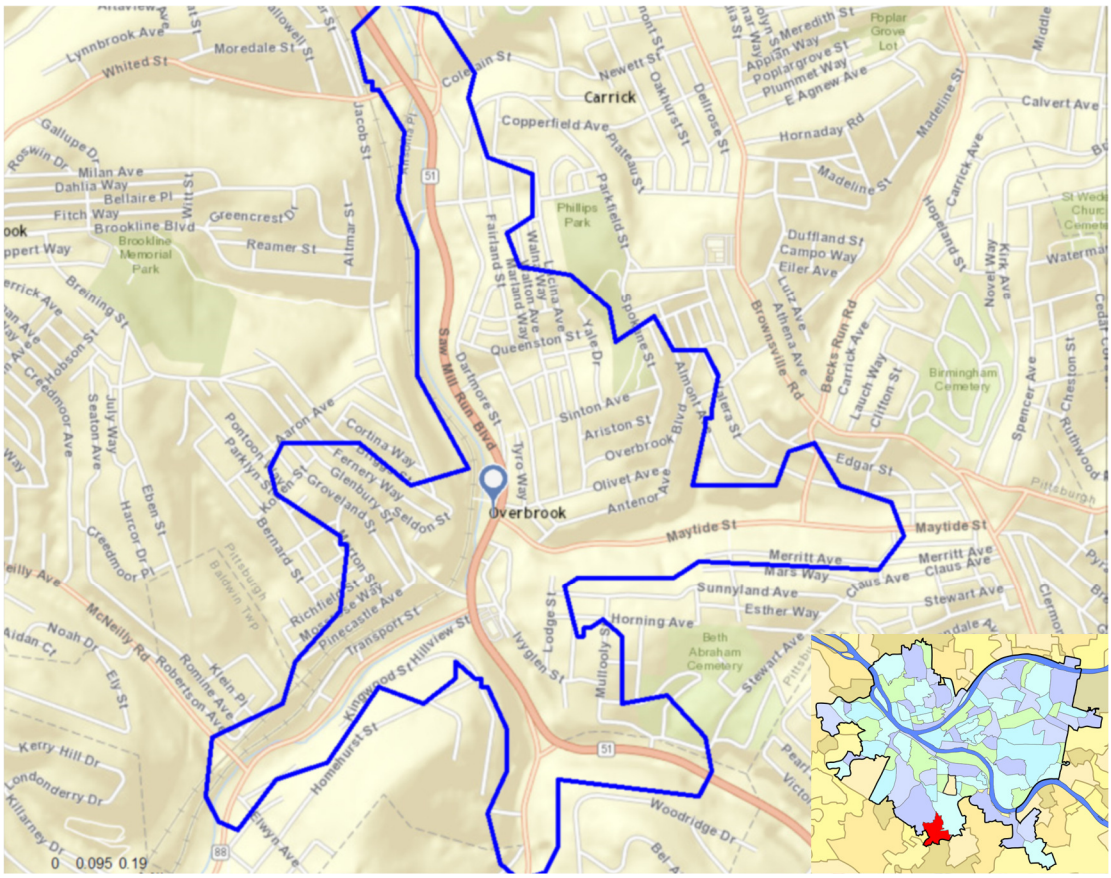
MARKET PROFILE

Saw Mill Run Boulevard Commercial District
Overbrook

ura
Urban Redevelopment Authority of Pittsburgh



2016 Business Summary (2 Minute Drive Time)

Number of Businesses:
124

Number of Employees:
824

Employees/Residential Population Ratio*:
0.26:1

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

For more information on the neighborhood, visit:

PITTSBURGHCITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$9,256,531	$33,461,259	-$24,204,728	-56.6	17
Furniture & Home Furnishing Stores	$1,174,631	$1,001,890	$172,741	7.9	2
Electronics and Appliance Stores	$2,081,151	$0	$2,081,151	100.0	0
Building Materials, Garden Equip. & Supply Stores	$1,809,530	$4,330,961	-$2,521,431	-41.1	3
Food and Beverage Stores	$8,016,832	$0	$8,016,832	100.0	0
Health and Personal Care Stores	$1,863,861	$2,349,886	-$486,025	-11.5	1
Gasoline Stations	$2,803,563	$1,388,567	$1,414,996	33.8	1
Clothing & Clothing Accessories Stores	$1,926,586	$219,364	$1,707,222	79.6	1
Sporting Goods / Hobby / Music / Book Stores	$1,220,321	$0	$1,220,321	100.0	0
General Merchandise Stores	$6,601,532	$0	$6,601,532	100.0	0
Nonstore Retailers	$1,358,830	$0	$1,358,830	100.0	0
Food Services & Drinking Places	$4,017,015	$1,973,315	$2,043,700	34.1	8

**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.

Last Updated October 16

Saw Mill Run Boulevard Commercial District

Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	3,249	3,198	3,177	-0.13%
Households	1,415	1,411	1,411	0.00%
Median Age	43.3	43.7	43.3	-0.18%
% 0-9	10.0%	10.0%	10.1%	0.20%
% 10-14	5.0%	4.8%	5.4%	2.50%
% 15-24	10.5%	9.9%	9.5%	-0.81%
% 25-34	14.7%	14.2%	13.0%	-1.69%
% 35-44	11.8%	12.7%	14.4%	2.41%
% 45-54	15.7%	12.9%	11.7%	-1.86%
% 55-64	14.6%	16.6%	14.6%	-2.41%
% 65+	17.6%	19.0%	21.4%	2.53%
Median Household Income	***	$50,210	$54,676	1.78%
Average Household Income	***	$56,646	$63,642	2.46%
Per Capita Income	***	$24,963	$28,205	2.60%
Total Housing Units	1,538	1,544	1,550	0.08%
% Owner Occupied Units	72.2%	69.4%	68.8%	-0.17%
% Renter Occupied Units	19.8%	22.1%	22.2%	0.09%
% Vacant Housing Units	8.0%	8.6%	9.0%	0.93%
Median Home Value	***	$101,322	$108,506	1.42%

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.

2015 Households by Disposable Income	
<$15,000	11.8%
$15,000—$24,999	14.6%
$25,000—$34,999	15.2%
$35,000—$49,999	21.2%
$50,000—$74,999	23.0%
$75,000—$99,999	8.9%
$100,000—$149,999	5.0%
$150,000+	0.4%
Median Disposable Income	$39,621

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	8.9%
High School Diploma or Some College	51.5%
Associates Degree	13.4%
Bachelor's Degree	13.3%
Graduate or Professional Degree	5.8%

Spending Potential Index	
Apparel and Services	74
Computers and Accessories	74
Education	73
Entertainment / Recreation	77
Food at Home	78
Food Away from Home	75
Health Care	82
Household Furnishing and Equipment	76
Investment	48
Retail Goods	78
Shelter	73
TV/Video/Audio	79
Travel	73
Vehicle Maintenance & Repair	77
Total Expenditures	74

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.

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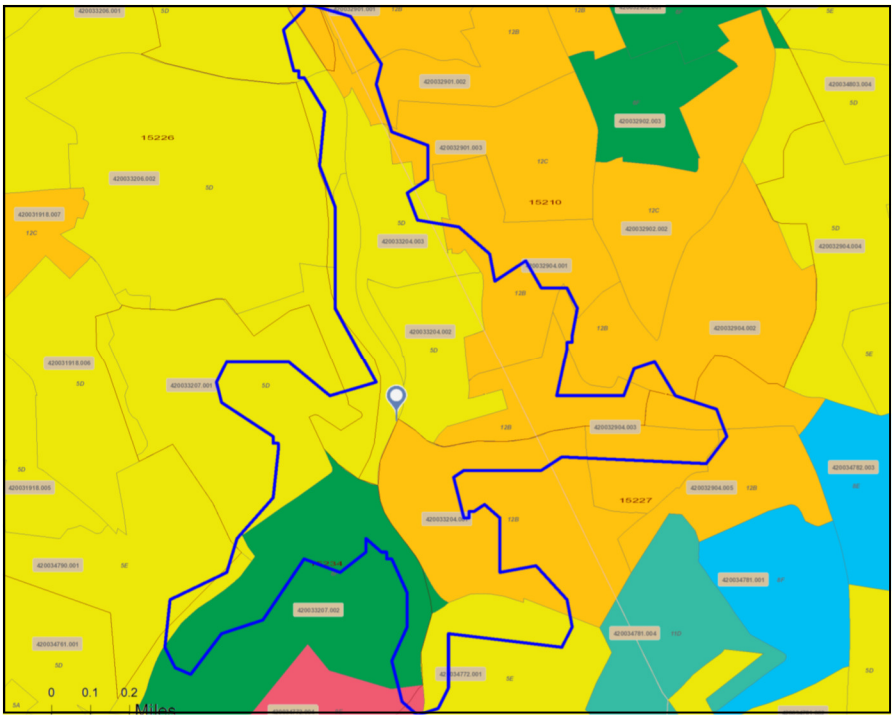

ESRI Tapestry Segmentation Area Profile

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

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

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

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.

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 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

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.
[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