

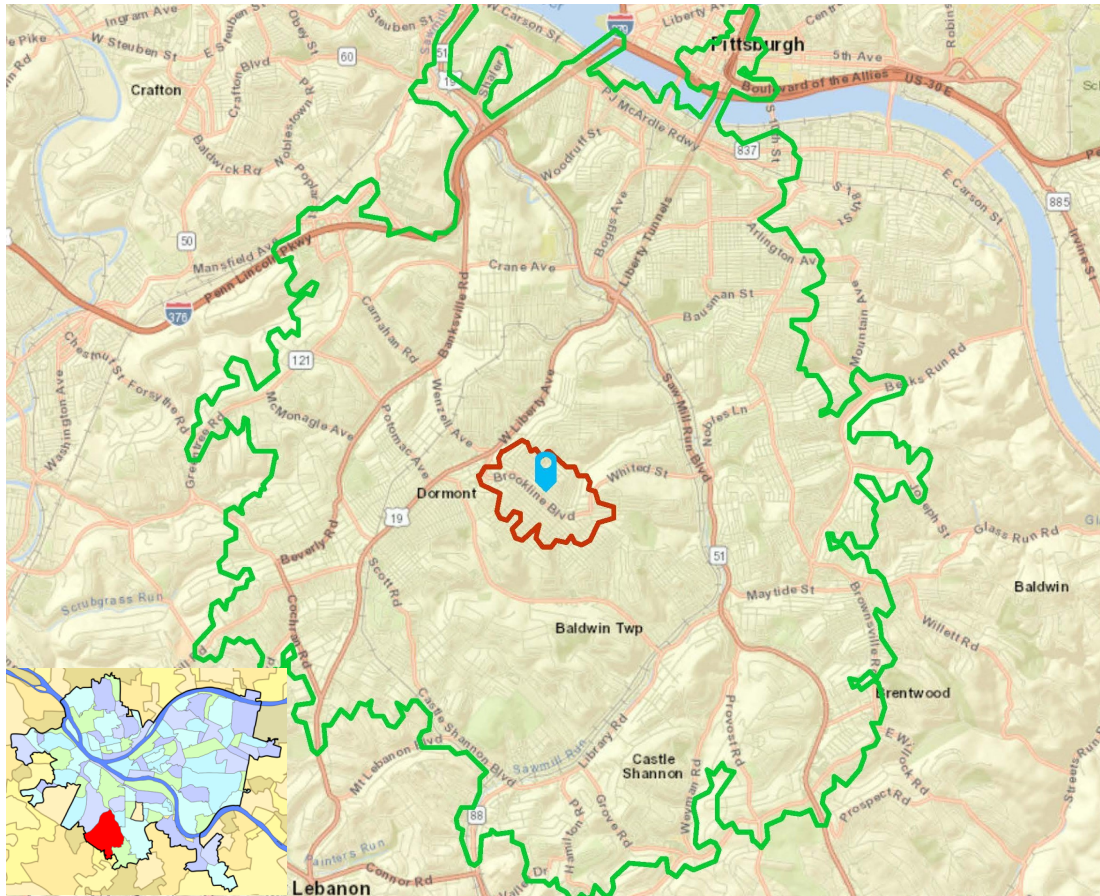
MARKET PROFILE

Brookline Boulevard Commercial District

Brookline



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
121

Number of Employees:
564

Employees/Residential
Population Ratio*:
0.16:1

Major Commercial Industries:
Eating and Drinking Places, Food
Services & Drinking Places

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive Time	10 Minute Drive Time
Apparel and Services	80	93
Computers and Accessories	N/A	N/A
Education	68	87
Entertainment / Recreation	81	93
Food at Home	79	92
Food Away from Home	78	91
Health Care	84	94
Household Furnishing and Equipment	80	91
Personal Care Products and Services	80	93
Shelter	76	90
Support Payments/Cash Contributions/Gifts in Kind	78	90
Travel	78	89
Vehicle Maintenance & Repair	83	94

2019 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	8.0%	11.0%
\$15,000—\$24,999	13.3%	11.6%
\$25,000—\$34,999	13.0%	10.4%
\$35,000—\$49,999	17.4%	15.1%
\$50,000—\$74,999	24.4%	21.3%
\$75,000—\$99,999	12.0%	12.4%
\$100,000—\$149,999	8.8%	12.5%
\$150,000+	3.2%	5.6%
Median Disposable Income	\$48,018	\$51,420

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: 2 Min Drive Time	2010	2021	2026 (Projected)
Population	3,638	3,514	3,468
Households	1,649	1,634	1,626
Median Age	39.3	41.8	42.9
% 0-9	10.8%	10.1%	10.0%
% 10-14	5.2%	5.3%	5.5%
% 15-24	11.6%	9.0%	9.1%
% 25-34	16.5%	14.3%	13.0%
% 35-44	14.0%	15.7%	15.6%
% 45-54	14.6%	12.7%	12.8%
% 55-64	13.2%	14.3%	13.4%
% 65+	14.3%	18.6%	20.6%
Median Household Income	***	\$57,241	\$62,394
Average Household Income	***	\$72,452	\$80,552
Per Capita Income	***	\$33,687	\$37,761
Total Housing Units	1,825	1,837	1,841
% Owner Occupied Units	60.4%	56.5%	57.0%
% Renter Occupied Units	29.9%	32.4%	31.3%
% Vacant Housing Units	9.6%	11.1%	11.7%
Median Home Value	***	\$117,355	\$132,413
Demographic Data: 10 Min Drive Time	2010	2021	2026 (Projected)
Population	117,269	114,802	114,068
Households	50,611	50,510	50,544
Median Age	38.0	39.8	41.0
% 0-9	10.1%	9.1%	9.1%
% 10-14	4.9%	4.7%	4.6%
% 15-24	15.6%	14.0%	13.9%
% 25-34	15.9%	15.3%	14.3%
% 35-44	12.0%	13.3%	13.6%
% 45-54	14.4%	11.4%	11.5%
% 55-64	12.0%	13.1%	11.6%
% 65+	15.2%	19.3%	21.4%
Median Household Income	***	\$62,272	\$69,337
Average Household Income	***	\$83,771	\$93,465
Per Capita Income	***	\$37,187	\$41,772
Total Housing Units	55,912	56,597	56,866
% Owner Occupied Units	56.4%	52.9%	53.2%
% Renter Occupied Units	34.2%	36.3%	35.7%
% Vacant Housing Units	9.5%	10.8%	11.1%
Median Home Value	***	\$144,713	\$176,490

Traffic Count Profile	Closest Cross-Street	Count
Brookline Blvd	Pioneer Ave	3,994
Oakridge St	Wareman Ave	2,009
Aidyl Ave	Waddington Ave	915
McNeilly Rd	McNeilly Ave	13,336
Creedmoor Ave	Hobson St	1,425
Broadway Ave	La Salle Ave	5,443
W Liberty Ave	Peola Rd	22,230
Edgebrook Ave	Bundle Way	1,116
Brookline Blvd	Greencrest Dr	2,790
Potomac Ave	Connecticut Ave	6,533

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

Brookline Boulevard Commercial District

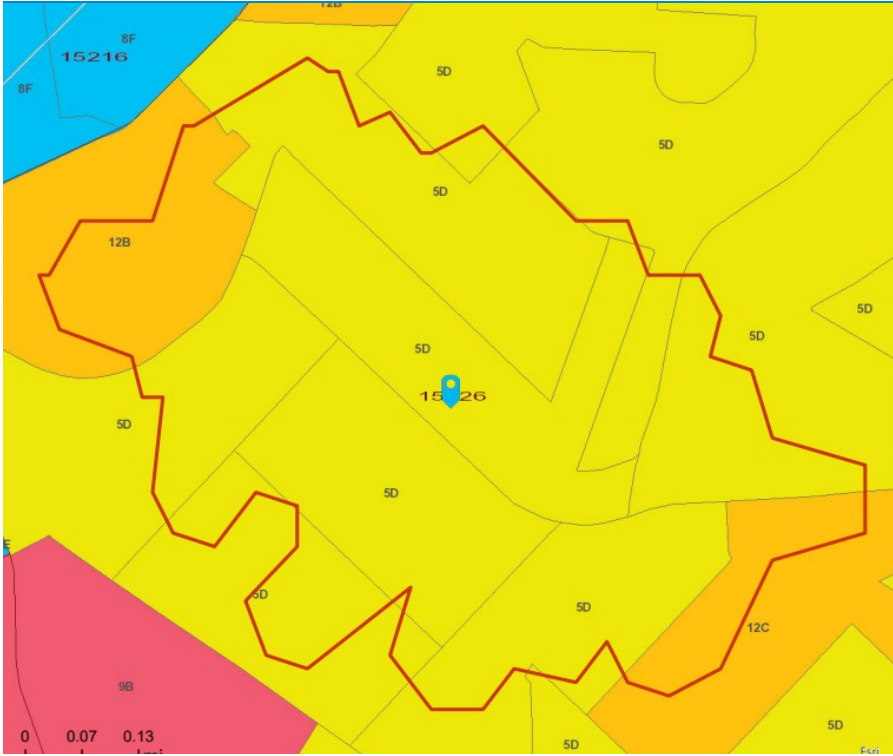
Marketplace Profile ^{**} : 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$9,134,245	\$3,904,170	\$5,230,075	40.1	1
Furniture & Home Furnishing Stores	\$1,546,110	\$0	\$1,546,110	100.0	0
Electronics and Appliance Stores	\$1,403,613	\$0	\$1,403,613	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$2,802,751	\$183,931	\$2,618,820	87.7	1
Food and Beverage Stores	\$7,963,086	\$3,986,508	\$3,976,578	33.3	3
Health and Personal Care Stores	\$2,687,966	\$7,632,541	-\$4,944,575	-47.9	4
Gasoline Stations	\$4,281,278	\$5,946,649	-\$1,665,371	-16.3	1
Clothing & Clothing Accessories Stores	\$2,352,248	\$119,149	\$2,233,099	90.4	1
Sporting Goods / Hobby / Music / Book Stores	\$1,237,008	\$737,981	\$499,027	25.3	1
General Merchandise Stores	\$6,459,515	\$1,201,567	\$5,257,948	68.6	2
Nonstore Retailers	\$886,327	\$0	\$886,327	100.0	0
Food Services & Drinking Places	\$4,401,281	\$5,619,404	-\$1,218,123	-12.2	19

Marketplace Profile ^{**} : 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$322,433,880	\$426,900,564	-\$104,466,684	-13.9	86
Furniture & Home Furnishing Stores	\$54,210,375	\$43,528,879	\$10,681,496	10.9	22
Electronics and Appliance Stores	\$50,236,670	\$37,838,865	\$12,397,805	14.1	26
Building Materials, Garden Equip. & Supply Stores	\$95,903,222	\$60,994,816	\$34,908,406	22.2	46
Food and Beverage Stores	\$283,917,121	\$265,125,840	\$18,791,281	3.4	67
Health and Personal Care Stores	\$94,790,689	\$91,125,863	\$3,664,826	2.0	44
Gasoline Stations	\$151,600,568	\$103,628,015	\$47,972,553	18.8	27
Clothing & Clothing Accessories Stores	\$85,507,024	\$27,756,257	\$57,750,767	51.0	49
Sporting Goods / Hobby / Music / Book Stores	\$44,070,078	\$23,430,831	\$20,639,247	30.6	29
General Merchandise Stores	\$229,238,132	\$16,696,630	\$212,541,502	86.4	19
Nonstore Retailers	\$31,791,159	\$17,734,592	\$14,056,567	28.4	7
Food Services & Drinking Places	\$158,179,532	\$225,484,251	-\$67,304,719	-17.5	348

2021 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	8.7%	6.2%
High School Diploma or Some College	41.4%	43.6%
Associates Degree	12.5%	9.4%
Bachelor's Degree	24.6%	25.4%
Graduate or Professional Degree	12.8%	15.4%

^{**} 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.

Brookline Boulevard Commercial District



2 Minute Drive Tapestry Segmentation Area

Neighborhood Quick Facts*

- Walk Score: 66
- Transit Score: 40
- Bike Score: 27

* 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 an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Small Town Simplicity

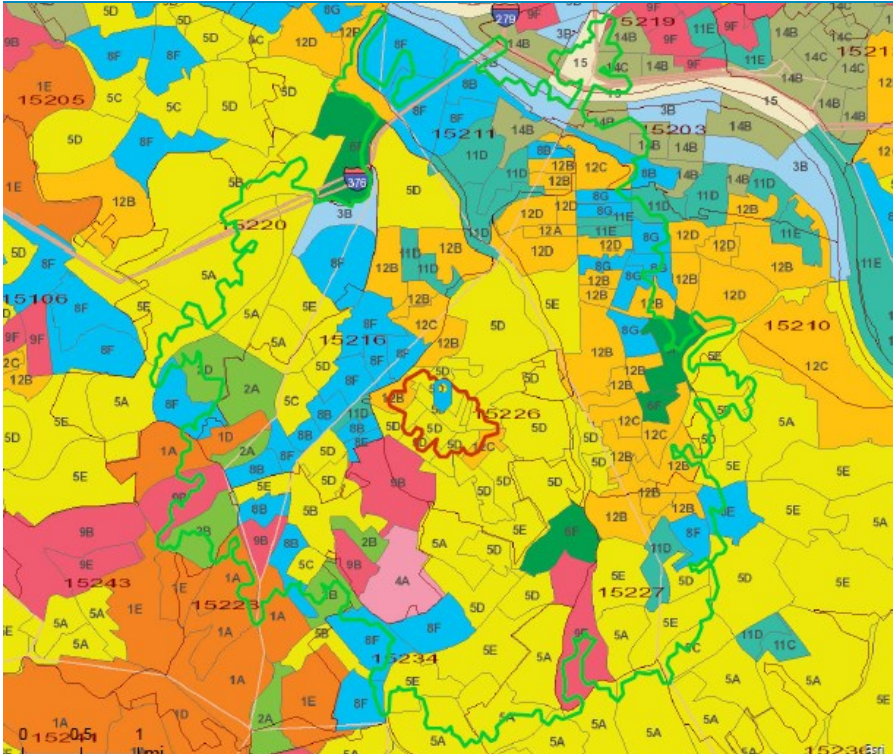
Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances 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.

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:** <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.

Brookline Boulevard Commercial District



10 Minute Drive Tapestry Segmentation Area

Neighborhood Quick Facts*

- Transit Lines: 4

* 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

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Old and Newcomers

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 charity causes and are environmentally conscious. Age is not always obvious from their choices.

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Brookline Neighborhood

URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small- and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at lmorris@ura.org or visit us at www.ura.org/pages/businesses-entrepreneurs.



Contacts

South Pittsburgh Development Corporation:
www.brooklinespdc.org

Hilltop Alliance:
www.pghhilltopalliance.org

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 unless otherwise noted. ¹Data 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.

Urban Redevelopment Authority
of Pittsburgh