

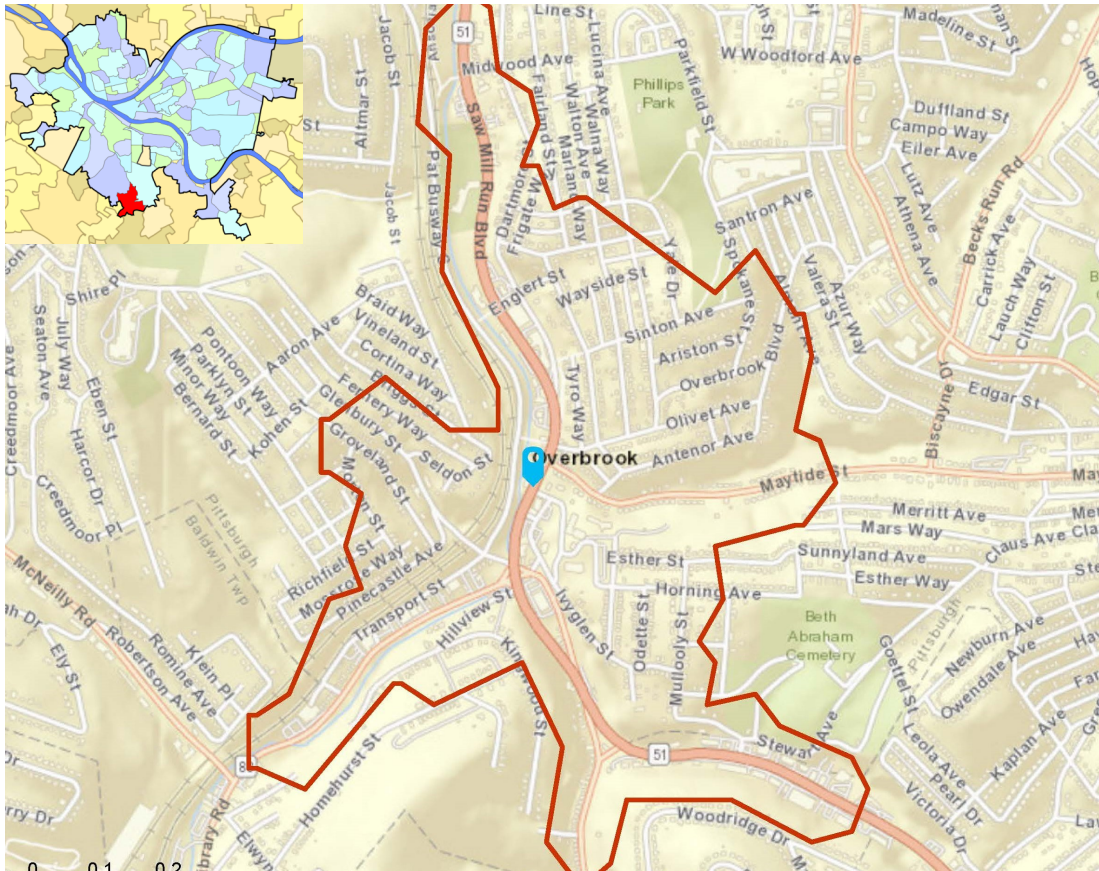
# MARKET PROFILE

## Saw Mill Run Boulevard Commercial District

### Overbrook



Urban  
Redevelopment  
Authority  
of Pittsburgh



### 2021 Business Summary (2 Minute Drive Time)

Number of Businesses:  
85

Number of Employees:  
615

Employees/Residential  
Population Ratio\*:  
0.25:1

Major Commercial Industries:  
Auto Dealers, Gas Stations, Auto  
Aftermarket, Automotive Services,  
Motor Vehicle & Parts Dealers

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	\$6,622,249	\$21,790,050	-\$15,167,801	-53.4	14
Furniture & Home Furnishing Stores	\$1,083,509	\$1,486,489	-\$402,980	-15.7	2
Electronics and Appliance Stores	\$988,241	\$0	\$988,241	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,999,862	\$4,232,179	-\$2,232,317	-35.8	2
Food and Beverage Stores	\$5,714,284	\$0	\$5,714,284	100.0	0
Health and Personal Care Stores	\$1,925,047	\$1,837,674	\$87,373	2.3	1
Gasoline Stations	\$3,105,670	\$0	\$3,105,670	100.0	0
Clothing & Clothing Accessories Stores	\$1,642,215	\$238,298	\$1,403,917	74.7	1
Sporting Goods / Hobby / Music / Book Stores	\$873,777	\$0	\$873,777	100.0	0
General Merchandise Stores	\$4,589,253	\$0	\$4,589,253	100.0	0
Nonstore Retailers	\$638,485	\$0	\$638,485	100.0	0
Food Services & Drinking Places	\$3,088,180	\$2,359,482	\$728,698	13.4	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.

# Saw Mill Run Boulevard Commercial District

Demographic Data	2010	2021	2026 (Projected)
<b>Population</b>	2,553	2,459	2,429
<b>Households</b>	1,086	1,068	1,061
<b>Median Age</b>	43.9	44.9	45.3
% 0-9	9.8%	9.5%	9.8%
% 10-14	5.2%	5.0%	5.1%
% 15-24	10.3%	9.1%	9.3%
% 25-34	14.4%	12.2%	11.9%
% 35-44	11.8%	14.4%	13.5%
% 45-54	15.6%	11.6%	12.4%
% 55-64	14.5%	14.5%	12.4%
% 65+	18.5%	23.7%	25.7%
<b>Median Household Income</b>	***	\$53,970	\$57,900
<b>Average Household Income</b>	***	\$65,737	\$73,074
<b>Per Capita Income</b>	***	\$28,608	\$31,964
<b>Total Housing Units</b>	1,180	1,182	1,183
% Owner Occupied Units	73.0%	69.5%	69.7%
% Renter Occupied Units	19.1%	20.8%	20.0%
% Vacant Housing Units	8.0%	9.6%	10.3%
<b>Median Home Value</b>	***	\$88,591	\$101,361

Traffic Count Profile	Closest Cross-Street	Count
Saw Mill Run Boulevard	Homehurst Ave	11,835
Maytide St	Antenor Ave	9,509
Saw Mill Run Blvd	Fairhaven Rd	12,392
Provost Road	Arcata St	300

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

2021 Households by Disposable Income	
<\$15,000	10.5%
\$15,000—\$24,999	12.6%
\$25,000—\$34,999	13.0%
\$35,000—\$49,999	19.2%
\$50,000—\$74,999	23.1%
\$75,000—\$99,999	11.0%
\$100,000—\$149,999	9.1%
\$150,000+	1.4%
<b>Median Disposable Income</b>	\$44,632

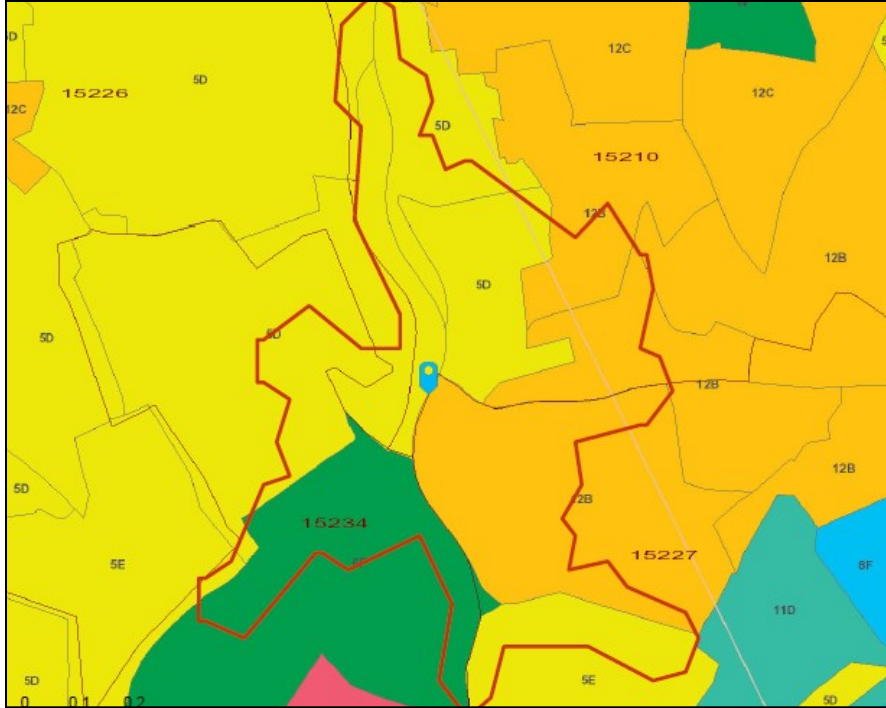
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	5.7%
High School Diploma or Some College	58.1%
Associates Degree	16.7%
Bachelor's Degree	12.2%
Graduate or Professional Degree	7.2%

Spending Potential Index	
<b>Apparel and Services</b>	73
<b>Computers and Accessories</b>	N/A
<b>Education</b>	61
<b>Entertainment / Recreation</b>	75
<b>Food at Home</b>	73
<b>Food Away from Home</b>	71
<b>Health Care</b>	78
<b>Household Furnishing and Equipment</b>	73
<b>Personal Care Products and Services</b>	73
<b>Shelter</b>	69
<b>Support Payments/Cash Contributions/Gifts in Kind</b>	69
<b>Travel</b>	69
<b>Vehicle Maintenance &amp; Repair</b>	76

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.

# Saw Mill Run Boulevard Commercial District



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Walk Score: 38
- Walk Score: 51
- Walk Score: 25

\* 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.

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



# Saw Mill Run Boulevard Commercial District

## Overbrook 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](mailto:lmorris@ura.org) or visit us at [www.ura.org/pages/businesses-entrepreneurs](http://www.ura.org/pages/businesses-entrepreneurs).



## Contacts

Economic Development South:  
[www.economicdevelopmentsouth.org](http://www.economicdevelopmentsouth.org)

Urban Redevelopment Authority of Pittsburgh:  
[www.ura.org](http://www.ura.org)

All data from ESRI Business Analyst 2018 unless otherwise noted. <sup>1</sup>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](mailto: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php).