

## NEWBURY MARKET

## **Connecting Communities in the South Hills**

Route 50 & Newbury Drive
Presto Sygan & Kensington Street
South Fayette, PA 15017

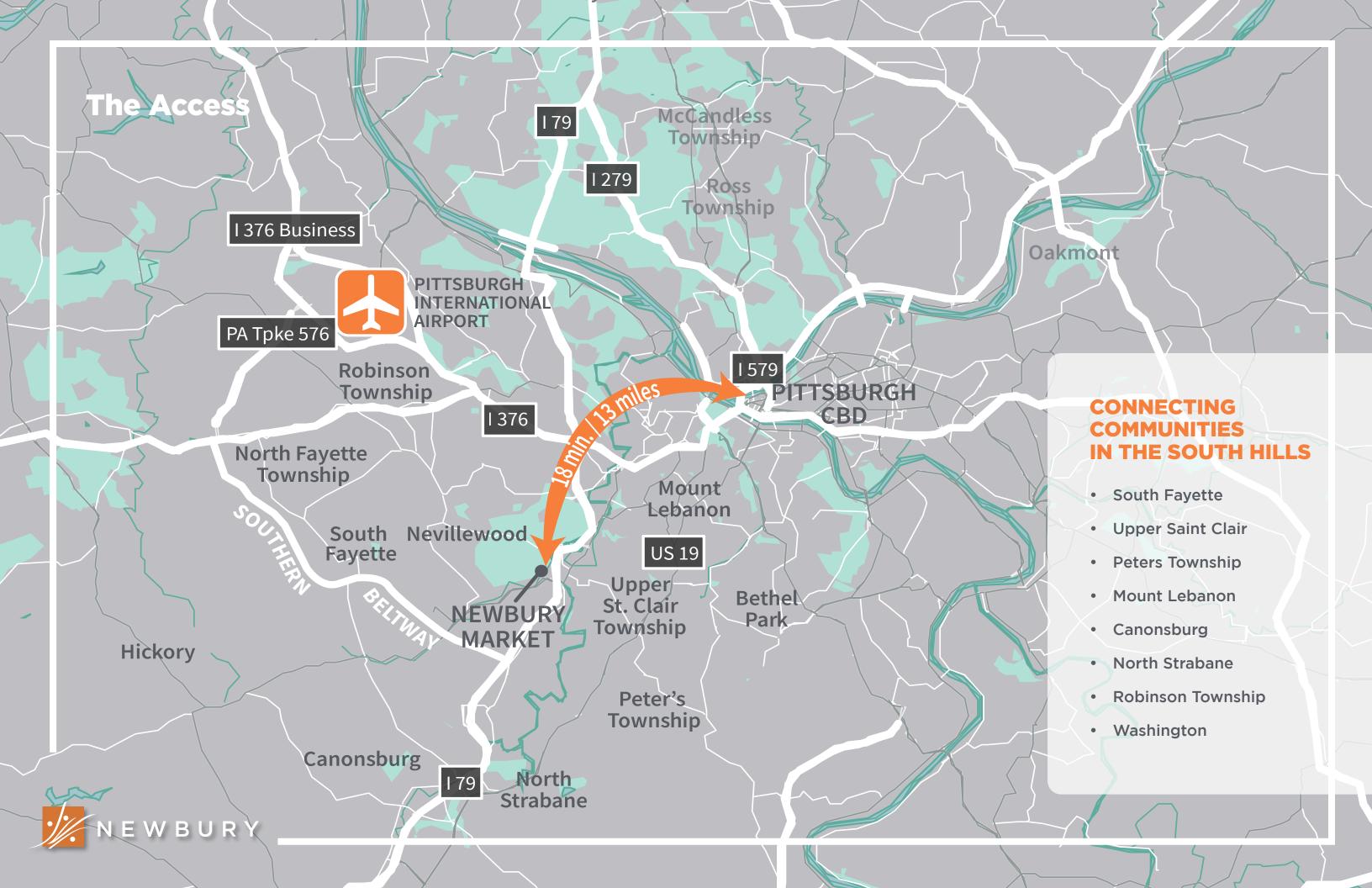


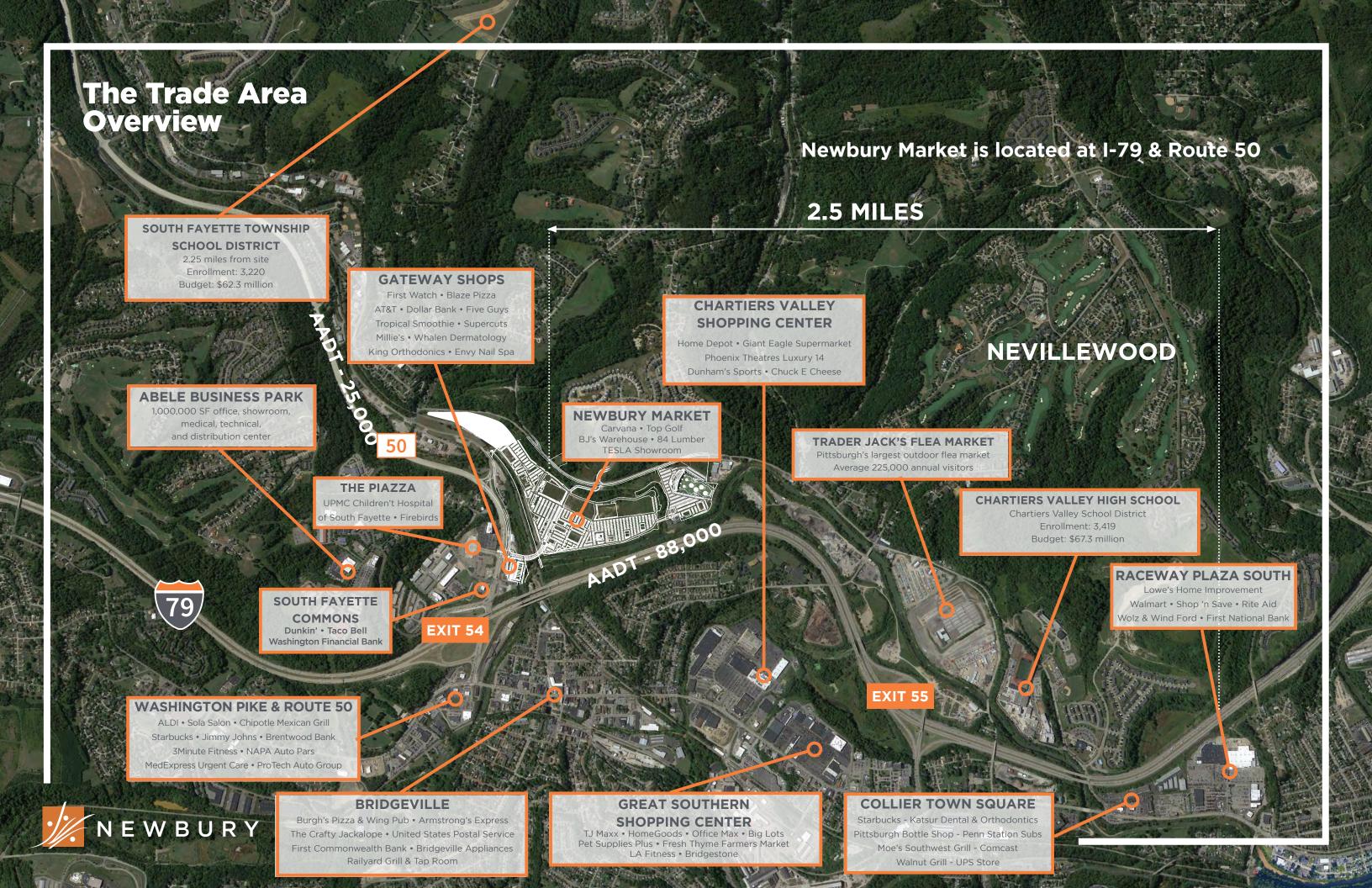
## **The Vision**

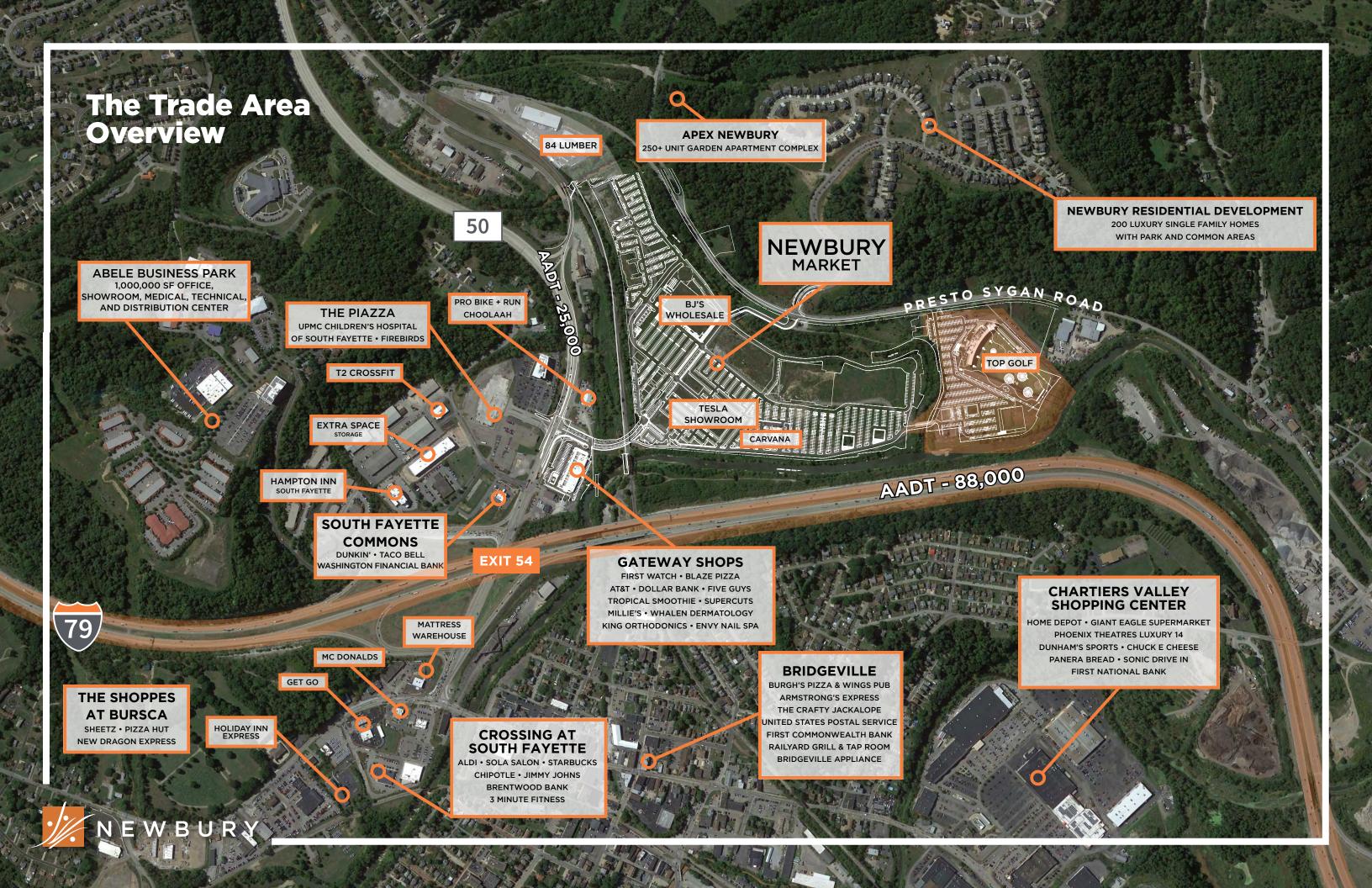
Unparallelled connection to Pittsburgh's MSA. Amazing visibility from Interstate 79 with direct access from Route 50. Newbury Market is located within Pittsburgh's fastest growing suburban market-South Fayette.

- o Newbury Market is approximately 300 acre, \$450 million project is located south of the city of Pittsburgh in South Fayette.
- o The site is bounded by Interstate 79 and Route 50 and Southern Beltway which is a \$735 million project completed in 2022
- o The site has 1,400 yards of frontage on Interstate 79, and 150,000 vehicles pass by the site each day.
- o Our vision is to connect communities within the South Hills of Pittsburgh. Able to connect from Pittsburgh International Airport to Route 50 as well as Bethel Park, Mt. Lebanon, Upper St. Clair, Peters Township, Scott, Collier, Castle Shannon, Dormont and Green Tree.

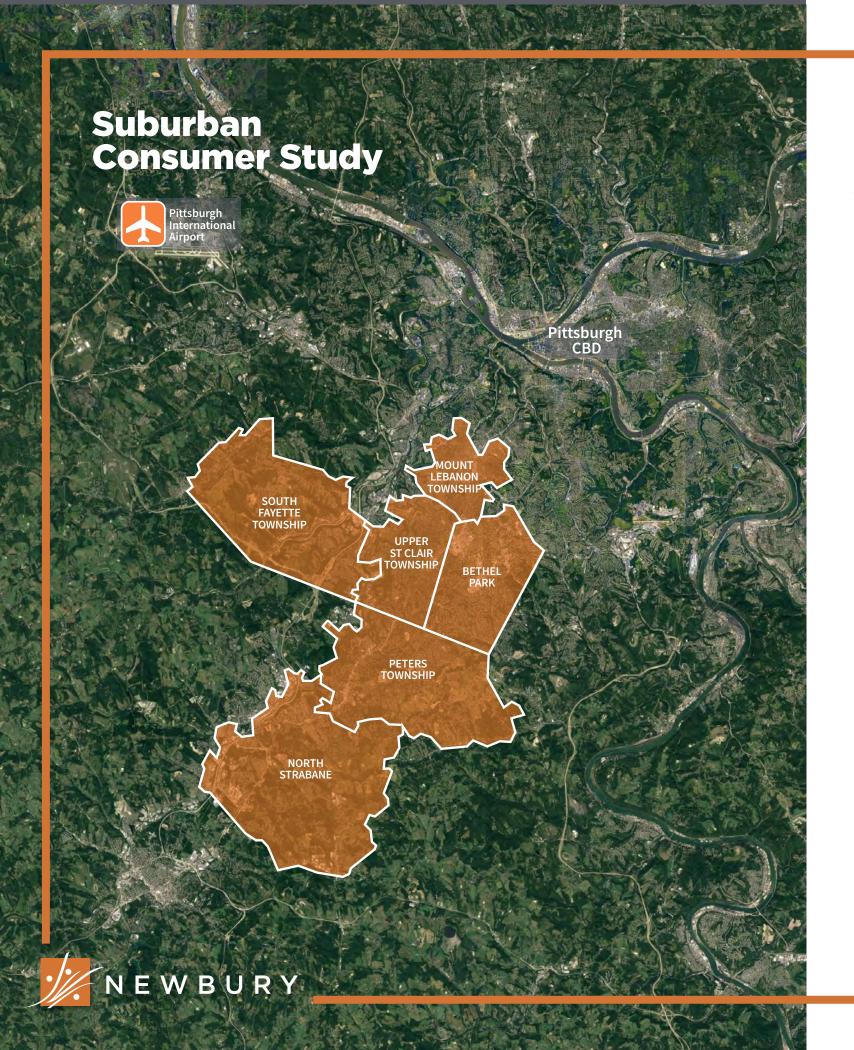












			MOUNT			NORTH	
	SOUTH FAYETTE TWP						TOTAL
Total Population	15,884	19,505	33,380	32,086	22,475	15,043	138,373
Median Age	42.5	46.0	45.6	48.2	44.8	44.8	45.0
Avg. Household Income	\$105,338	\$163,555	\$128,699	\$92,240	\$146,153	\$102,309	\$123,049
Median Home Value	\$208,971	\$267,760	\$226,107	\$167,388	\$331,333	\$234,079	\$239,273
Consumer Spending (Retail Goods)							
Spending Potential Index (US Avg = 100)	124	184	148	109	167	121	142
Average Amount Spent	\$27,093	\$40,284	\$32,276	\$23,862	\$36,422	\$26,333	\$31,045
Total Spent	\$171 M	\$288 M	\$432 M	\$325 M	\$281 M	\$161 M	\$1.7 B
LifeMode Groups							
Top Tier (1A) House- holds	1,228	7,144	4,370	1,605	7.710	1,766	23,823
Households % (US Avg = 9.9%)	19.5%	100%	30.5%	11.8%	100%	28.8%	43.1%
Top Tier Index (US Avg = 100)	196	1,008	307	119	1,008	291	488
Food Away from Home							
Spending Potential Index (US Avg = 100)	125	180	147	107	164	118	140
Average Amount Spent	\$4,390	\$6,339	\$5,166	\$3,748	\$5,773	\$4,162	\$4,930
Total Spent	\$27.7 M	\$45.3 M	\$74.0 M	\$51.0 M	\$44.5 M	\$25.5M	\$268.0 M
Alcoholic Beverages							
Spending Potential Index (US Avg = 100)	127	195	157	111	174	123	148
Average Amount Spent	\$712	\$1,089	\$881	\$621	\$975	\$686	\$828
Total Spent	\$4.5 M	\$7.8 M	\$12.6 M	\$8.4 M	\$7.5 M	`\$4.2 M	\$45.1 M
Industry Summary - Food & Beverage							
Demand (Retail Potential)	\$29,771,977	\$48,635,347	\$77,960,179	\$54,156,377	\$38,110,504	\$25,638,811	\$284,273,195
Supply (Retail Sales)	\$16,841,700	\$16,803,950	\$43,932,950	\$68,790,466	\$46,277,540	\$18,756,859	\$211,402,465
Retail Gap	\$12,930,277	\$31,831,397	\$34,027,229	(\$14,634,089)	\$1,832,964	\$6,881,952	\$72,869,730



