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**Appendix**

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Introduction

Goodman Williams Group headed a team that was retained by the City of Chicago Department of Planning and Development (DPD) to complete an analysis of the retail potential of 63rd Street near the terminus of the CTA’s Green Line station at Cottage Grove in the Woodlawn neighborhood. Specifically, the study focused on 63rd Street between Drexel Avenue on the east and Langley Avenue on the west.

The purpose of this study is to identify opportunities for additional commercial (and possible mixed-use) development at this key South Side intersection. The amount of supportable square footage and initial merchandising strategies are included, as are potential concept plans.

Methodology

The Goodman Williams Group team included retail expert Todd J. Cabanban and Gingko Planning and Design. The team worked closely with representatives of Preservation of Affordable Housing (POAH), which is developing the former Grove Parc Plaza Apartments along Cottage Grove between 61st and 63rd Streets as part of the Choice Neighborhoods Initiative.

This area of Woodlawn has been the subject of a number of previous planning efforts. As part of this assignment, the team reviewed the following reports:

- **LISC Quality of Life Plan.** This 2005 plan sought extensive community input to create a 20-year blueprint for the Woodlawn Neighborhood. The plan calls for balanced redevelopment with new and rehabbed market rate units while also preserving affordable housing.

- **Strategic Approach to Retail Development at Grove Parc.** This 2008 study by S. B. Friedman helped POAH develop a retail approach for its Grove Parc project, indicating demand for additional retail at 63rd and Cottage Grove.

- **Woodlawn Retail Scan.** In 2008, LISC/MetroEdge confirmed demand for additional convenience retail in the Woodlawn community.

- **Retail Feasibility Assessment for Grove Parc Apartments.** KHL Retail completed this analysis for POAH in 2009, providing additional market feasibility analysis and potential development costs.

- **Grove Parc Redevelopment Grocery Store Demand and Market Analysis.** In 2009, Mallon and Associates analyzed the demand and market potential for a grocery store. They concluded the area could support a new grocery store and discussed 61st and Cottage Grove and 63rd and Cottage Grove as potential locations.

- **63rd Street TOD Corridor Study.** In 2014, AECOM completed a concept plan for the area along 63rd street from the King Drive CTA station to the Cottage Grove station.
AERIAL VIEW OF EXISTING CONDITIONS
The Goodman Williams Group team completed field work and research for this study in Spring 2015. The team talked to various brokers, developers, and University of Chicago staff familiar with the Woodlawn neighborhood and recent investments. Public engagement was not included as part of the scope of services of this assignment.

Market Area Findings

According to DPD, the City and POAH are in discussions with a major grocer to build a new store as part of a 100,000 square foot commercial development on the northwest corner of 61st and Cottage Grove. POAH is also investigating the potential for 6,170 square feet of ground floor commercial space in a new mixed-use development on the southeast corner of the 61st and Cottage Grove intersection. Together this new retail development would anchor the northern end of POAH’s Woodlawn development efforts.

The Goodman Williams Group team believes that additional retail development is possible two blocks further south along the Cottage Grove corridor at the 63rd Street intersection. As previous studies have indicated, the Woodlawn neighborhood is indeed underserved by convenience retail. Nonetheless, attracting significant amounts of new retail will be a challenge and may take several years and further residential and institutional investment in the market area.

Among the assets of the 63rd and Cottage Grove market area are the following:

• New residential development, most notably POAH’s projects between 61st and 63rd Streets;
• The 2015 opening of MetroSquash at 61st and Cottage Grove, which aids area youth;
• Additional investments by the University of Chicago, including the South Campus Residence Hall and plans for a new Charter School at 63rd and University;
• The CTA Green Line station, which connects Woodlawn to other south side neighborhoods as well as the Loop;
• Cottage Grove Avenue, from roughly 47th Street south to 67th Street, is emerging as a commercial corridor that links the communities of Bronzeville, Hyde Park, and Woodlawn.

Despite these assets, a number of challenges remain to attracting retail at 63rd and Cottage Grove, including:

• Real and perceived safety issues near the Cottage Grove Station. Additional lighting planned by POAH may help to mitigate this issue;
• The boarded up Woodlawn Bank Building on the southwest corner;
• The lack of off-street parking;
• Traffic regulations that prevent left turns onto 63rd Street from Cottage Grove;
• The reluctance of many national retailers to open new stores in low-income urban neighborhoods;
• The difficulties local business owners have in obtaining financing.
Conclusions for the 63rd and Cottage Grove Intersection

Over a number of years and with the inclusion of one or more anchors, up to approximately 45,000 square feet of new convenience retail and service space could be developed on the eastern blocks of the subject intersection. Included in this total is commercial space that is planned for the ground floor of the Woodlawn Station mixed-use development on the northeast corner, as well as potential new space that could be developed on the southeast blocks.

POAH is planning approximately 14,500 square feet on the ground floor of the Woodlawn Station mixed-use development on the northeast corner of the 63rd and Cottage Grove intersection. They are hoping to provide a new space for Daley’s restaurant, a local establishment, and space for other retail and service uses.

As Woodlawn Station is developed, additional convenience retail could replace the existing commercial space on the southeast corner. Approximately 19,000 square feet of retail space with off-street parking could be accommodated on the site. An additional 12,000 square feet of retail could be developed one block further east on the City-owned parcel east of Maryland Avenue, particularly if a drug store or coffee shop anchor could take advantage of off-street parking and perhaps a drive-through.

This study provides information on four different merchandising groups that describe the types of tenants suitable for new commercial development at this intersection, either in Woodlawn Station or on the southeast corner. These groupings can be summarized as follows, with specific examples supplied in Section 5:

**Group A.** Local franchisees and businesses currently found in the trade area. Highest probability of securing tenants in a short time frame, typically at low rental rates. Possible uses include local fish or chicken, coin-operated laundry, local cellular dealer, hair salon, or beauty supply.

**Group B.** Tenants who might be looking for an anchor or national co-tenancy. Might take 18-24 months to lease at rental rates typical of new construction in the market. Uses could include a franchise coffee or specialty food operator, fashion, national auto insurance, or medical/dental offices.

**Group C.** Tenants might have successful existing locations in Hyde Park or Bronzeville. Might take 24 months or longer to secure leases at rental rates of new construction in the market. Users might include national quick service restaurants or coffee houses, corporate cellular, or financial institutions.

**Group D.** This group includes well-known local operators who have an established reputation and strong following. A rental subsidy would most likely be required to get them to open another establishment at this location.

These categories are intended to show what the market will support, rather than recommend one group of tenants over another. Indeed, it is possible that future retail at this intersection will include tenants from several of these categories.

The market is not deep enough to support significant additional retail on the Woodlawn Bank building site. The existing building needs to be demolished or renovated. Reportedly, the University of Chicago has expressed some initial interest in the building. An institutional or medical-related use would be appropriate on this site, with the ability to capitalize on its proximity to the adjacent CTA Green Line station.

A successful Cosmo beauty supply store operates on the northwest corner of the intersection, selling a variety of personal and household items. As additional investment occurs on surrounding parcels, they could be encouraged to upgrade their store façade and site.

This report details the retail concepts and types of retailers that could locate to the corner of 63rd and Cottage Grove in the Woodlawn neighborhood of Chicago. The work that POAH and the City have undertaken has set the stage for growth and development at this key intersection. Additional neighborhood-serving retail could succeed at this location, providing its residents with much needed goods and services.
2. Existing Conditions & Redevelopment Plans
The Study Area is centered at the intersection of 63rd Street and Cottage Grove Avenue. The following image outlines the key opportunity sites in red. Descriptions of existing and planned developments follow.

**Northeast Corner**

The northeast corner of 63rd Street and Cottage Grove will be the site of POAH’s planned Woodlawn Station mixed-use redevelopment. The previous single-story commercial development on the site featured a mix of tenants including Farmer’s Food Basket, Woodlawn Resource Center, Highland Community Bank and Upgrade Pharmacy. The space was largely vacant prior to the start of the building’s demolition in June 2015.

POAH retained Gensler to design Woodlawn Station. The redevelopment will include a five-story mixed-use building with 61 one- and two-bedroom apartments. A separate building with 15 walk-up three bedroom apartments will be built on the eastern portion of the site facing Drexel. A total of 44 parking spaces will be provided for residents. The ground floor is programmed for approximately 14,500 square feet of ground floor retail, with primary frontage along 63rd Street.

**Southeast Corner**

The southeast corner of 63rd Street and Cottage Grove is developed with one-story and two-story buildings that are in relatively poor condition. Current tenants include Daley’s Restaurant, a liquor and beauty supply corner store, a check cashing facility, and a cellular and computer repair business. East of Maryland Street on the south side of 63rd Street is a vacant 1-acre site that is owned by the city.

**Southwest Corner**

The southwest corner of the intersection is occupied by the vacant Woodlawn Bank Building. Rainbow Shops at one point occupied the ground floor, but the space is vacant and boarded up. The 0.3 acre site has a significant tax liability and the City is in the process of investigating the building’s condition and whether the structure is salvageable. As it stands now, the current structure is a blighting influence on the subject intersection.

**Northwest Corner**

The northwest corner of 63rd Street and Cottage Grove is occupied by Cosmo Beauty, Food and Clothing, an active retailer serving the area. Additional parcel information for 63rd and Cottage Grove and adjacent parcels is shown in more detail in the ownership table below.

### 63rd and Cottage Grove Parcel Information

<table>
<thead>
<tr>
<th>Site</th>
<th>Address</th>
<th>Parcel Numbers</th>
<th>Owner</th>
<th>Lot Size SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodlawn Station</td>
<td>6251 S Cottage Grove</td>
<td>20-14-313-020-0000</td>
<td>POAH</td>
<td>74,893</td>
</tr>
<tr>
<td>SEC</td>
<td>801 E 63rd Street</td>
<td>20-23-100-003-0000</td>
<td>George Kyros</td>
<td>15,625</td>
</tr>
<tr>
<td></td>
<td>813 E 63rd Street</td>
<td>20-23-100-002-0000</td>
<td>George Kyros</td>
<td>6,250</td>
</tr>
<tr>
<td></td>
<td>817 E 63rd Street</td>
<td>20-23-100-001-0000</td>
<td>Palm Realty Company</td>
<td>11,375</td>
</tr>
<tr>
<td>Maryland Site(s)</td>
<td>839 E 63rd Street</td>
<td>20-23-101-039-0000</td>
<td>City of Chicago</td>
<td>45,256</td>
</tr>
<tr>
<td></td>
<td>841 E 63rd Street</td>
<td>20-23-101-036-0000</td>
<td>915 E 63rd Street LLC</td>
<td>23,326</td>
</tr>
<tr>
<td></td>
<td>857 E 63rd Street</td>
<td>20-23-101-038-0000</td>
<td>915 E 63rd Street LLC</td>
<td>6,872</td>
</tr>
<tr>
<td></td>
<td>6300 S. Drexel Avenue</td>
<td>20-23-101-047-0000</td>
<td>915 E 63rd Street LLC</td>
<td>13,262</td>
</tr>
<tr>
<td>Woodlawn Bank Building</td>
<td>6300 S. Cottage Grove</td>
<td>20-22-207-020-0000</td>
<td>Woodlawn Comm. Dev Corp</td>
<td>12,200</td>
</tr>
</tbody>
</table>

*Source: Cook County Clerk; Cook County Property Tax Portal

*According to conversations with Department of Planning and Development
POAH’s Redevelopment Efforts

The stretch of Cottage Grove just north of the 63rd and Cottage Grove intersection has seen significant residential redevelopment in recent years. In 2008, Preservation of Affordable Housing (POAH) acquired the Grove Parc Plaza Apartments, a twelve-acre site, centered along Cottage Grove between 61st and 63rd Streets, with 504 units of Section 8 housing. In 2011, a team that included POAH and the City of Chicago received a HUD Choice Neighborhoods Initiative Implementation Grant in the amount of $30.5 million. Since this designation, POAH has been replacing obsolete and distressed units with new and renovated housing on South Cottage Grove Avenue, between 61st and 63rd Streets. POAH’s plans include the following projects:

- The Grant: 3-story residential with 33 total units (complete)
- The Jackson: 3-story residential with 67 total units (complete)
- The Burnham: 5-story senior residential with 65 total units (under construction)
- Woodlawn Park II: 4-story market-rate residential with 44 total units (2016 start)

POAH’s plans envision neighborhood-serving retail at the corners of 61st and Cottage Grove as well as 63rd and Cottage, effectively “book-ending” the residential development and contributing to its broader vision of a choice neighborhood.

The 3.5 acre site at the northwest corner of 61st and Cottage Grove is envisioned as a 100,000 square foot grocery-anchored shopping center. Residents in Woodlawn have limited access to a supermarket, and numerous studies have demonstrated market support for a grocery-anchored...
center at this site. Discussions were initiated with Mariano’s in early 2015.

The southeast corner of the intersection of 61st and Cottage Grove is proposed for a mixed-use development, with 24 residential units and over 6,000 square feet of new retail space. POAH is considering acquisition of the site to the east to allow for additional mixed-use development.

**MetroSquash Academic and Squash Center**

MetroSquash Academic and Squash Center (6100 S. Cottage Grove) opened a new $6.5 million facility at the southeast corner of 61st and Cottage Grove in early 2015. The privately-funded non-profit seeks to promote academic achievement and healthy lifestyles through squash and wellness programs. The project was made possible through partnership with community and institutional sponsors including the University of Chicago, POAH, US Squash Association, and various foundations. More than 300 neighborhood youth are expected to participate in the academic and athletic programming at this location.

**University of Chicago**

The University of Chicago has efforts underway to revitalize its South Campus located south of the Midway Plaisance. Future interactions are likely to increase between University of Chicago students, faculty, staff, and visitors, and residents of the Woodlawn community.

In addition to its campus facilities, the University of Chicago is working in partnership with organizations in the community of Woodlawn. As affiliates of U of C, the Sonia Shankman Orthogenic School and Hyde Park Day School opened a new joint facility in 2014 on the northeast block of 63rd and Ingleside Avenue. The schools serve the Woodlawn community through therapeutic treatment for students with emotional issues and those with learning disabilities.

The University of Chicago Charter Schools’ Woodlawn Campus is planning to relocate from its existing facility at 6420 S. University Avenue. Initial plans called for expanding at that site, but now they are seeking to build a new school on the vacant site one block north at 63rd and University Avenue. The new school is projected to cost $29 million, and could be open as early as 2017. Enrollment at the new charter school, encompassing grades 6th - 12th, could increase from 650 to 750 students.

Additionally, the University recently launched an initiative to work with Woodlawn-based Sunshine Enterprises to assist local businesses.
The new partnership will help Sunshine Enterprises, which currently serves about 50 small businesses, increase its reach to as many as 100 businesses in the first year and 200 by 2016.

**CTA Green Line**

The CTA elevated train Green Line East Branch terminates at 63rd and Cottage Grove. In 2014, more than 438,000 people used the 63rd and Cottage Grove rail line station. This number has held since 2007, with a spike to nearly 575,000 people in 2013.

CTA recently announced that Liquids 1, a fresh juice bar, is expected to open its second south side location at this station.

The station location presents both an opportunity and a challenge to additional retail development. The elevated tracks that travel along the middle of 63rd Street from S. King Drive to Cottage Grove are noisy and prevent full daylight from reaching the sidewalk, hindering the pedestrian street experience. The tracks also heighten the perception that the area is unsafe. POAH is planning to address this issue by installing and replacing light fixtures at the stations of 63rd Street and S. King Drive and 63rd Street and Cottage Grove.

Additionally, the stairs to the elevated tracks extend north and south of 63rd Street on Cottage Grove. Future commercial development will need to ensure that signage is visible and entryways are clearly accessible.

**Average Daily Traffic Counts**

The Illinois Department of Transportation (IDOT) publishes Average Daily Traffic (ADT) volumes for key roads. This information allows retailers to better understand how many cars would pass by the intersection of 63rd and Cottage Grove. In 2014, the ADT north of the intersection on Cottage Grove was 12,900 cars. The ADT east and west on 63rd around the intersection with Cottage Grove was 8,000 cars.

Currently, no left hand turns are allowed for vehicles traveling south on Cottage Grove turning east onto 63rd Street. The Chicago Department of Transportation should be encouraged to review this policy to support new retail development along 63rd Street.

---

**CTA Green Line East 63rd Street and Cottage Grove, Annual Total Entries, 2007-2014**

<table>
<thead>
<tr>
<th>Year</th>
<th>Entries (ADT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>700,000</td>
</tr>
<tr>
<td>2008</td>
<td>600,000</td>
</tr>
<tr>
<td>2009</td>
<td>500,000</td>
</tr>
<tr>
<td>2010</td>
<td>400,000</td>
</tr>
<tr>
<td>2011</td>
<td>300,000</td>
</tr>
<tr>
<td>2012</td>
<td>200,000</td>
</tr>
<tr>
<td>2013</td>
<td>100,000</td>
</tr>
<tr>
<td>2014</td>
<td>0</td>
</tr>
</tbody>
</table>

*Source: CTA Annual Ridership Reports*
3. Analysis of Neighborhood-Serving Convenience Trade Area

To analyze the types of businesses and amount of space that could be supported at the intersection of 63rd Street and Cottage Grove, Goodman Williams Group determined an appropriate trade area for convenience retail and neighborhood services, the most likely types of businesses that would locate here. The boundaries of the trade area are S. Stony Island Avenue to the east, E. 67th street to the south, S. Calumet to the west and E. 60th/61st to the north. This trade area was also used in the 2008 retail study by LISC/Metro Edge.

Demographics

The 2015 population in the trade area is estimated to be 23,269, a slight increase from the 2010 Census, but below the population reported in 2000. Median household income is $21,084, considerably lower than the City of Chicago average of $45,319. Eighty-nine percent of the population is African-American.

ESRI estimates a total of 12,153 housing units in the trade area, 21.8% of which are vacant. Of the occupied units, 84% are renter-occupied and only 19.1% are owner-occupied. Foreclosure filings for the Woodlawn Community Area were at a peak in 2008 and have declined steadily since then.
From 2008-2014 a total of 1,830 foreclosures were filed according to the Woodstock Institute, contributing to the high vacancy rate.

**Existing Businesses and Institutional Uses**

Goodman Williams Group conducted field work in March 2015 to identify existing businesses within the trade area. The complete inventory is included in the Appendix to this report and the map on page 15 identifies their locations.

A summary of the retail uses is in the chart on page 16. The commercial and institutional uses are clustered along the north-south arteries of S. Martin Luther King Drive, Cottage Grove, and Stony Island. There are also nodes of development at 63rd and Cottage and 63rd and S. King Drive.

To better understand the existing supply, the businesses and institutional uses were grouped into the categories listed below and shown in the accompanying chart on page 15:

- Auto related businesses;
- Food services and drinking places;
- Hotel/motel;
- Institutional;
- Retail stores; and
- Services

**Service-based businesses** comprise 33% of the existing business in the trade area. These businesses include child care, hair salons, and check-cashing stores. **Institutional uses**, such as churches, community centers, and schools, are also heavily represented in the community, comprising 24% of the existing establishments.
Retail Uses in the Trade Area

Retail uses represent only 24% of the local businesses in the trade area. The table below further breaks out the retailers located in this trade area.

Nearly half of the retail establishments in the trade area are food and beverage stores. The general merchandise stores consist of 13% of the retail market, largely comprised of dollar stores and other discount retailers. Health & Personal Care stores make up 13% and are exclusively beauty supply stores.
Leakage Analysis

One analytic tool used to identify possible retail opportunities within a market area is a calculation of the leakage, or gap, between the expenditure potential of households and estimates of actual sales from area businesses. For the purpose of this study, we define the retail gap as the difference between the demand from households residing in the Woodlawn Convenience Trade Area and the estimate of sales from existing Woodlawn stores located in that same area.

A positive number suggests that demand exceeds local supply, indicating that shoppers are travelling outside of the trade area for these purchases. A negative number suggests that sales (supply) exceed local demand, indicating that stores are attracting shoppers from outside the boundary. Note that this analysis is not a definitive indicator of retail opportunities within the trade area. Successfully recruiting new businesses to an area depends on, among other factors, the character and proximity of competitors or potential competitors, the demographic and socioeconomic makeup of the localized consumer base, vehicular and pedestrian traffic levels, and the availability of suitable land and/or commercial space.

As shown in the accompanying table, the trade area’s “retail gap” is estimated at nearly $82 million. In almost all merchandise categories, local demand from the Woodlawn Trade Area is being spent in stores located elsewhere. This trend is particularly noteworthy in the General Merchandise, Motor Vehicles and Gasoline Stations, and Grocery Stores categories.

Conversely, supply exceeds demand in the Beer, Wine, and Liquor Stores category due to the number of small liquor stores located near the major intersections in Woodlawn. The Food Services & Drinking Places number is skewed by the Special Food Service category, which most likely reflects University of Chicago-related dining establishments located in the Trade Area.

### Summary of Existing Retail Uses
#### 63rd and Cottage Grove Convenience Trade Area

<table>
<thead>
<tr>
<th>Description of Retail</th>
<th>Number of Establishments</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing &amp; Accessories</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td>Food and Beverage Stores</td>
<td>18</td>
<td>45%</td>
</tr>
<tr>
<td>Furniture &amp; Home Furnishings</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>5</td>
<td>13%</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>5</td>
<td>13%</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book, Music</td>
<td>1</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Total**: 40

*Source: Goodman Williams Group, field work March 2015*

### Leakage Analysis for Woodlawn Trade Area

<table>
<thead>
<tr>
<th>Industry Summary</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink</td>
<td>$133,759,265</td>
<td>$141,879,254</td>
<td>$801,769</td>
</tr>
<tr>
<td>Total Retail Trade</td>
<td>$120,213,964</td>
<td>$127,532,184</td>
<td>$7,319,220</td>
</tr>
<tr>
<td>Total Food &amp; Drink</td>
<td>$13,545,301</td>
<td>$14,347,070</td>
<td>$801,769</td>
</tr>
</tbody>
</table>

**By Category:**

- **Motor Vehicle & Parts Dealers**: $22,860,237 | $0 | $22,860,237
- **Gasoline Stations**: $12,048,561 | $2,417,188 | $9,631,373
- **Furniture & Home Furnishings Stores**: $2,557,954 | $275,324 | $2,282,630
- **Electronics & Appliance Stores**: $3,061,757 | $222,649 | $2,839,111
- **Bldg Materials, Garden Equip. & Supply Stores**: $3,504,375 | $163,291 | $3,341,084
- **Food & Beverage Stores**: $20,407,143 | $13,896,119 | $6,511,024
- **Grocery Stores**: $18,202,239 | $10,463,300 | $7,738,939
- **Specially Food Stores**: $612,887 | $374,669 | $238,218
- **Beer, Wine & Liquor Stores**: $1,592,017 | $3,058,151 | -$1,466,134
- **Health & Personal Care Stores**: $11,062,128 | $4,397,980 | $6,664,148
- **Clothing & Clothing Accessories Stores**: $7,978,904 | $1,965,031 | $6,013,873
- **Sporting Goods, Hobby, Book & Music Stores**: $1,960,309 | $575,383 | $1,384,926
- **General Merchandise Stores**: $21,064,503 | $1,110,876 | $19,953,627
- **Miscellaneous Store Retailers**: $4,589,087 | $1,058,347 | $3,530,740
- **Food Services & Drinking Places**: $13,545,301 | $14,347,070 | -$801,769
- **Full-Service Restaurants**: $5,664,988 | $2,266,734 | $3,398,254
- **Limited-Service Eating Places**: $6,553,068 | $5,791,905 | $761,163
- **Special Food Services**: $599,588 | $5,739,288 | -$5,139,690
- **Drinking Places - Alcoholic Beverages**: $727,866 | $549,142 | $178,724

*Source: Esri Business Analyst*
Cottage Grove Avenue, from roughly 47th Street on the north to 67th Street on the south, is emerging as a commercial corridor that links the communities of Bronzeville, Hyde Park, and Woodlawn. Earlier planning efforts, including the Cottage Grove Master Plan in 2005, identifies this artery as ripe for major development.

At 47th Street, the mixed-use project Shops and Lofts at 47th was completed in 2014, bringing a Walmart Neighborhood Market to the Corridor. The listing sheet for that project states that the average daily traffic at that intersection totals 31,400 cars.

Additional retail development is pushing south from 47th Street along Cottage Grove. Washington Park Plaza, located at 51st and Cottage Grove was recently purchased by Ascendance Capital, who is planning some improvements and possible re-tenanting at this center.

POAH’s plans for a potential grocery store anchor and other retail development at 61st and Cottage Grove would anchor the corridor south of Washington Park. Finally, several successful retail stores are located south of 63rd Street, including Family Dollar and ALDI. The historic Strand Building is currently being redeveloped and will contain ground floor commercial space.

Comparable Retail and Mixed-Use Developments

Information was gathered on four existing and planned shopping centers on Cottage Grove and two on the nearby commercial corridors of Stony Island and Halsted Street to identify their tenants and significant characteristics. These profiles include both mixed-use developments and single-story retail centers, providing a clearer picture of the competition that future retail at 63rd and Cottage Grove would face.

The tenant profile is similar across most of the comparables. Anchors include Walmart and Walgreen’s, and the typical in-line tenant mix includes:

- Check cashing
- Beauty supply
- Local Chinese restaurant
- Franchise sandwich/fast food
- Insurance
- Cellular operator
- Nail salons

The larger centers, which range in size from 21,590 square feet at Stony Island and 67th to 54,289 square feet at Shops & Lofts, include on-site parking. Overall, the built-out centers are fairly well leased, with at most one space vacant. The exception is 55th and Halsted, where approximately 30% of the center is vacant. This center was recently purchased out of foreclosure. The Strand and 61st and Cottage Grove are still under construction or in the planning phase and are currently out in the market seeking tenants.

Additional detail on these centers is provided in the Appendices to this report.
Emerging Cottage Grove Retail Corridor

- SHOPS & LOFTS AT 47TH
- SAVE-A-LOT & O’REILLY AUTO PARTS
- WASHINGTON PARK PLAZA
- General Jones Armory
- Washington Park
- DuSable Museum of African American History
- University of Chicago Medical Center
- POTENTIAL MAJOR GROCER
- POTENTIAL RETAIL DEVELOPMENT
- PROPOSED WOODLAWN STATION
- STRAND REDEVELOPMENT FAMILY DOLLAR
- ALDI

63RD & COTTAGE GROVE RETAIL ANALYSIS 2015
Comparable Retail and Mixed-Use Developments

- Shops and Lofts at 47th
- Washington Park Plaza
- Halsted and 55th
- 61st and Cottage Grove (Planned)
- The Strand Redevelopment (Under Construction)
- 63rd and Cottage Grove
- Stony Island and 67th
5. Retail Recommendations and Merchandising Strategies

The demographics, inventory of existing businesses, comparable retail center profiles, and interviews with brokers, developers and other stakeholders inform the Goodman Williams Group team’s recommendations for the opportunity sites at 63rd and Cottage Grove. The team developed general leasing recommendations, merchandising plans, and preliminary concept plans to help the City and POAH move forward on their plans for commercial opportunities at this key intersection.

General Retail Recommendations

Along with the new housing units, the 14,500 square feet that POAH is planning on the ground floor of Woodlawn Station will be a welcome addition at this intersection. The team believes that additional retail will also be possible on the southeast corner, replacing the existing structures. The following items should be considered as a means of enhancing the retail potential at this intersection.

Ongoing Residential Development

The completion of Woodlawn Station and other POAH residential projects should precede new retail development. Additional residential infill on vacant lots will likely follow, serving to strengthen demand for neighborhood-serving retail.

Parking

Despite the proximity to the CTA Green Line station, secure, off-street parking will strengthen the retail potential at this intersection. The concepts detailed in this report all carefully consider the parking needs and preferences of retailers. A rental premium can be achieved for retail projects with dedicated parking.

Traffic Management

Currently, no left hand turns are allowed traveling south on Cottage Grove turning east onto 63rd Street. The Chicago Department of Transportation should be encouraged to review this policy, to encourage the retail development that is outlined in this report along 63rd Street.

Major National or Regional Anchor

Anchors such as Walmart and a grocery store have the greatest impact if they are adjacent to, or part of, a retail development. The 61st and Cottage Grove site that is under consideration for a grocery tenant will bring traffic to the area, but will not have a direct impact on the sales and quality of retailers located two blocks south at Woodlawn Station. The southeast corner of 63rd and Cottage Grove could benefit from an anchor drug store or national quick service restaurant or coffee shop.

Quality of Neighboring Buildings

The quality of the neighboring buildings directly impacts the retail potential for the other opportunity sites at the corner. The Woodlawn Bank building should be demolished or redeveloped to maximize retail potential on the southeastern corner of the intersection. The City of Chicago should also consider encouraging Cosmo at the Northwest corner to improve its building façade and site.
With these recommendations for the general location in mind, Goodman Williams Group developed specific site concept plans and merchandising categories for the northeast corner and southeast parcels of the 63rd and Cottage Grove intersection.

**Merchandising Categories**

The Goodman Williams Group team created four merchandising groups as a way of conceptualizing potential retail tenants that might be attracted to 63rd and Cottage Grove, either in the Woodlawn Station development or in new development on the southeast corner. The groups describe the types of retail, examples of end-users, and the probability of leasing to those uses in a set time-frame.

These merchandising groups are intended solely to give the City of Chicago a general idea of what may be possible from a leasing agent’s perspective. No outreach was made to any individual tenant or their representatives. Nor is this report recommending one group of tenants over another, but rather presenting the types of tenant mix that is possible, in a specified time-frame.

As Woodlawn Station is expected to come online first, site renderings for that development were used to consider a merchandising plan for each of the four groups created. The locations for the retailers within the Woodlawn Station rendering are a very general representation of what can be established with 14,500 SF of total retail. Sites could be reconfigured based on the needs of retailers. While these merchandising groups are shown at Woodlawn Station, they would also be appropriate uses to consider in the additional concepts at 63rd and Cottage Grove, as shown in Section 4 of this report.
Merchandising Group A

Merchandising Group A has the highest probability of leasing, as these types of uses are looking for occupancy in the market as it exists today, and already operate in the market. These uses are very similar to the tenancy in other comparables centers, as profiled earlier, and would likely pay the least amount rent. The leasing time frame would be the shortest of the four groups profiled, at 12-18 months from completion of construction. These could be described as low-hanging fruit.

Possible uses include:
- Local financial
- Local fish or chicken
- Coin-op laundry
- Local cellular dealer
- Local hair salon
- Local Chinese restaurant
- Beauty supply

Tenant Group A
Total Retail Space: 14,500 sf
space sizes are approximate
Merchandising Group B

Merchandising Group B has a medium probability of leasing, and would likely require a longer lead time, at 18-24 months from completion of construction. Tenants in Group B would likely pay market rent that is typical of new construction. These types of uses may require an anchor to consider 63rd and Cottage Grove.

Possible uses include:
- Franchise Coffee
- Franchise Specialty Food
- Fashion
- National Auto Insurance
- Dental
- National Cellular Dealer (Non-Corporate Lease)
- Medical / Therapy (Medtail)

Tenant Group B
Total Retail Space: 14,500 sf
space sizes are approximate
Merchandising Group C

Merchandising Group C has the lowest probability and the longest lead-time, at 24–36 months from completion of construction. The 63rd and Cottage Grove site would likely be the second or third location to existing sites in adjacent communities, such as Hyde Park, Kenwood, or Bronzeville. Sales volumes at existing locations would need to be high enough to substantiate consideration of this location. As with tenants in Group B, tenants in Group C would likely pay market rent that is typical of new construction.

Possible uses include:
- National Coffee
- National QSR (Quick Service Restaurant)
- Corporate Cellular
- Branded Dry Cleaner
- National Sandwich
- Financial Institution – ATM and or bank having a need to be in an underserved market
**Merchandising Group D**

Merchandising Group D is comprised of local destinations with a strong following in the market. These types of users have a medium probability and a long lead time, at 24-36 months from completion of construction. Attracting a tenant from this category would likely involve offering a rent subsidy.

These tenants are usually operated by a local entrepreneur as opposed to a national chain. Examples in other neighborhoods have often been food and beverage establishments such as Sweet Maple Café, MacArthur’s, and Currency Exchange Café in Washington Park. This sort of retailer would serve as a destination for patrons from the neighborhood as well as surrounding communities.

Possible uses include:
- Fast food
- Coffee
- Specialty food
- Sit down restaurant

**Tenant Group D**

**Total Retail Space: 14,500 sf**

space sizes are approximate
POAH’S plans for Woodlawn Station are well under way. Woodlawn Station is shown in all of the following concept drawings with approximately 14,500 square feet of retail along 63rd Street.

Plans for the southeast corner of the intersection of 63rd and Cottage Grove are preliminary and conceptual, as this site has not yet been assembled and still has tenants with operating businesses. The same four merchandising categories discussed earlier for Woodlawn Station can be considered at these sites once a development is ready for leasing.

Four concept plans follow that show commercial development scenarios for the three parcels at the southeast corner of 63rd and Cottage Grove and the City-owned parcel east of Maryland Street. A summary of all concepts is provided on page 32.
Concept 1: One Story Retail Building with parking on Maryland Site

1.1 Woodlawn Station
Approx. 14,500 sf of Retail, 76 units, and only residential parking on site

1.2 SE Corner Site
Approx. 19,000 sf single story multiple tenant retail building with approx. 38 retail parking spaces on site

1.3 City Lot on Maryland
Public Parking lot with approx. 105 spaces to serve retail in Woodlawn Station and overall area

1.4 Improved crosswalks across 63rd to parking lot, new signage and landscaping
Concept 2: One Story Retail Building with anchor retail on Maryland Site

- **Woodlawn Station** (same as concept 1)
  - Approx. 14,500 sf of Retail, 76 units, and only residential parking on site

- **SE Corner Site** (same as concept 1)
  - Approx. 19,000 sf single story multiple tenant retail building with approx. 38 retail parking spaces on site

- **City Lot on Maryland**
  - New approx. 12,000 sf Retail Anchor and Public Parking for approx. 60 spaces

- **Improved crosswalks across 63rd to parking lot, new signage and landscaping** (same as concept 1)
**Concept 2A:** Retail Building set back from EL Structure

- **Woodlawn Station** (same as concept 1)
  - Approx. 14,500 sf of Retail, 76 units, and only residential parking on site

- **SE Corner Site** (same as concept 1)
  - Approx. 19,000 sf single story multiple tenant retail building with approx. 26 retail parking spaces on site

- **City Lot on Maryland** (same as concept 2)
  - New approx. 12,000 sf Retail Anchor and Public Parking for approx. 60 spaces

- **Improved crosswalks across 63rd to parking lot, new signage and landscaping** (same as concept 1)
Concept 3: One Story Retail Building at corner & Residential Building to east

- **Woodlawn Station** (same as concept 1)
  - Approx. 14,500 sf of Retail, 76 units, and only residential parking on site

- **SE Corner Site**
  - Approx. 14,000 sf corner multiple tenant retail with residential building along Maryland

- **City Lot on Maryland** (same as concept 2)
  - New approx. 12,000sf Retail Anchor and Public Parking for approx. 60 spaces

- **Improved crosswalks across 63rd to parking lot, new signage and landscaping** (same as concept 1)
Concept 4: Mixed Use Building, with retail at ground, and potential 4 floors of residential above

- **Woodlawn Station** (same as concept 1)
  - Approx. 14,500 sf of Retail, 76 units, and only residential parking on site

- **SE Corner Site**
  - L shaped mixed use building similar to Woodlawn Station, approx. 19,000sf of retail, and approx. 50-60 units

- **City Lot on Maryland** (same as concept 2)
  - New approx. 12,000sf Retail Anchor and Public Parking for approx. 60 spaces

- **Improved crosswalks across 63rd to parking lot, new signage and landscaping** (same as concept 1)
Summary of Concepts

Concept 1

Key elements include holding the southeast corner with 19,000 square feet of single-story retail, parking on the City-owned Maryland site, and an improved crosswalk across 63rd Street.

Concept 2 & 2A

Key elements include a new 12,000 square foot retail anchor at City-owned Maryland site, 19,000 square feet of retail at southeast corner, and an improved crosswalk across 63rd Street.

Concept 3

Key elements include a mixed-use development at the southeast corner, a 12,000 square foot retail anchor on the City-owned Maryland site, and an improved crosswalk across 63rd Street.

Concept 4

Key elements include a higher density mixed-use development at the southeast corner, similar to Woodlawn Station, a 12,000 square foot retail anchor on the City-owned Maryland site, and an improved crosswalk across 63rd Street.
# I. Existing Commercial and Institutional Uses
## 63rd and Cottage Grove Convenience Trade Area

<table>
<thead>
<tr>
<th>Category</th>
<th>Business Name</th>
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## Category | Business Name | Address | Description
--- | --- | --- | ---
**Retail Stores** | Sarah Kuenyefu Collection | 1510 E. 63rd | Clothing & Accessories
| Save - A - Lot* | 344 E. 63rd | Food and Beverage Stores
| Stephanie Co. Consignment Clothing | 6540 S. Cottage Grove | General Merchandise
| Super Fair Foods | 6319 S. Vernon | Food and Beverage Stores
| Walgreens* | 6330 S. King Drive | Pharmacy
| Walgreens * | 1533 E. 67th | Pharmacy
| Wig Palace | 819 E. 63rd | Health & Personal Care Stores
| Young's Discount Beauty Supply | 821 E. 63rd | Health & Personal Care Stores

**Services** | Abundance of Love Daycare | 6420 S. Cottage Grove | Child
| AC Group Construction Service | 605 E. 63rd | Care/Education/Training
| Alexanders Movers | 6535 S. Cottage Grove | Professional Services
| Artifice Technology Shop | 6486 S. Stony Island | Other Services
| Barber Shop | 6426 S. Cottage Grove | Personal Services
| Best Appearance & Styling Studio | 6648 S. Cottage Grove | Personal Services
| Busy Bumble Bee Academy | 6450 S. Cottage Grove | Child
| Chase Bank* | 6650 S. Stony Island | Financial Services
| Check Cashing | 803 E. 63rd | Financial Services
| Checks Cashed | 6321 S. King Drive | Financial Services
| Christian Fields Style Bar | 6550 S. Cottage Grove | Personal Services
| Cosmo Beauty Supply | 6250 S. Cottage Grove | Personal Services
| Currency Exchange | 6714 S. Stony Island | Financial Services
| El Biombo Alterations | 6456 S. Stony Island | Dry Cleaner/Laundry
| European Foot & Ankle Clinic | 1471 E. 67th | Personal Services
| Family Wash | 6509 S. Cottage Grove | Dry Cleaner/Laundry
| G Nails Salon | 6614 S. Cottage Grove | Personal Services
| Hair Icons | 6451 S. Cottage Grove | Personal Services
| Hair Styling | 6433 S. Cottage Grove | Personal Services
| Harrison's Barber Shop | 6437 S. Cottage Grove | Personal Services
| Hawks Barber Shop | 6454 S. Stony Island | Personal Services
| Highland Community Bank | 824 E. 63rd | Financial Services
| Instant Tax | 6424 S. Cottage Grove | Financial Services
| Jackson Hewitt | 825 E. 63rd | Financial Services
| Jelly Bean Learning Center IV | 452 E. 61st | Care/Education/Training
| J's Nails | 6309 S. King Drive | Personal Services
| Kare Bear Academy | 362 E. 61st | Care/Education/Training
| Kenner Financial | 1516 E. 63rd | Financial Services
| Kidz Creative Concepts | 719 E. 63rd | Child

*Indicates National Retailers

Source: Goodman Williams Group based on field work

March 2015
II. Comparable Shopping Center Profiles

A. Shops and Lofts at 47th

The long awaited Shops and Lofts at 47th development located at Cottage Grove and 47th Street entered the market in 2014. The project was originally conceived as a condominium mixed-use project, but eventually moved forward as a mixed-use project with affordable, rental housing. The residential program includes 96 units, of which 72 are subsidized and 28 units are market-rate. The unit mix includes one, two, and three bedroom units; all units are currently leased.

Walmart Neighborhood Market, which opened in October 2014, anchors the retail portion of the development with 40,942 sf, Burger King (2,687 sf), Dots (2,717 sf), Subway (1,068 sf), AT&T (2,134 sf), Uncle Remus (2,207 sf)

On-site Parking: 85 spaces

Occupy/Vacancies: The 2,534 sf corner space at the corner of 47th and Cottage Grove is available.

B. Washington Park Plaza

Location: 5036-5050 S. Cottage Grove Avenue

Year Built: 1989, renovated in 1991

Commercial Square Footage: 22,313 sf

Owner: Recently purchased by Ascendance Capital.

Development Type: Single-story, Retail Strip Center

Retail Tenants: Walmart Neighborhood Market

Anchor Tenants: NA

On-site Parking: 69 spaces

Occupy/Vacancies: None

C. 61st and Cottage Grove

In 2008, Preservation for Affordable Housing (POAH) acquired the Grove Parc Apartments, a 504-unit Section 8 housing development. Over the last 7 years, POAH has been replacing obsolete and distressed units with new and renovated housing on South Cottage Grove Avenue, between 61st and 63rd Streets. To date, POAH has completed 349 new units, with an additional 71 under development.

The southeast corner of 61st and Cottage Grove continues the redevelopment of this corridor, with a planned mixed use development, which calls for 24 total residential units, and over 6,000 sf of retail with primary frontage on Cottage Grove Avenue.

Location: 801 East 61st Street

Year Built: In Planning; expected 2015 start

Commercial Square Footage: 6,170 sf

Owner/Broker: POAH, Matanky Realty Group

Development Type: Mixed Use

Anchor Tenants: NA

On-site Parking: Yes

Occupy/Vacancies: All 6,170 sf is currently available.
marketed as available.

D. The Historic Strand Rental Units and Retail Space

The redevelopment of the historic Strand building is underway, with construction expected to be completed by the end of 2015. Listed on the National Register of Historic Places, the city acquired the site in 1995. The development team of Holsten and Holsten Human Capital Development is developing the mixed use project, to include 62 rental units and 3,300 sf of ground floor retail. Financing of the development includes tax increment financing funds, historic tax credits, and low-income housing tax credits. Originally conceived as an artist work/live space, the 62 residential units contain a mix of studio and one-bedroom units. Fifty-three of the units are affordable and nine are market rate. The 3,300 sf of ground floor retail will be subdivided into three spaces. As of this writing, one space has been leased to Subway.

Location: 6315 S. Cottage Grove
Year Built: Under construction, occupancy expected January, 2016
Commercial Square Footage: 3,300 sf
Development Type: Mixed-Use
Retail Tenants: Subway (1,000 sf)
On-site Parking: 28 on-site parking spaces are for residents’ use only
Occupancy/Vacancies: Two commercial spaces remain, totaling approximately 2,300 sf.

E. Halsted and 55th (730-756 W. 55th Street)

This development was built in 2004. Constructed as two rectangular buildings, the center maintains access from both Halsted and 55th to on-site parking. The center was recently purchased out of foreclosure by a private investor.

Location: Northeast corner of Halsted and 55th Street
Year Built: 2004
Commercial Square Footage: 14,880 sf

F. Stony Island and 67th Street

Location: 6700 S Stony Island
Year Built: 2006
Commercial Square Footage: Approximately 21,590 sf
Developer: Peter Gomopoulos
Development Type: Single-story, Retail Strip Center
Retail Tenants: Walgreens, Currency Exchange, Yale Insurance, Subway, Chinese restaurant, cellular, Pizza Hut
On-site Parking: Yes
Occupancy/Vacancies: It is currently approximately sixty-five percent leased.