#9 Pilsen/Little Village

This submarket includes the heart of Chicago’s Mexican-American community, with concentrations of independently owned shops lining 18th Street in Pilsen and 26th Street in Little Village. Four shopping centers anchored by grocery stores are located along Cermak (22nd Street).

Demographics

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>2012*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>133,782</td>
<td>133,967</td>
<td>114,920</td>
</tr>
<tr>
<td>Households</td>
<td>31,609</td>
<td>29,860</td>
<td>30,054</td>
</tr>
<tr>
<td>Median HH income*</td>
<td>$39,318</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median Age</td>
<td>29.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Person Households</td>
<td>5,413</td>
<td>10.1%</td>
<td></td>
</tr>
<tr>
<td>All Households with Children</td>
<td>14,885</td>
<td>49.5%</td>
<td></td>
</tr>
<tr>
<td>All Households 86+</td>
<td>3,711</td>
<td>12.4%</td>
<td></td>
</tr>
</tbody>
</table>

- Square Miles: 7.0
- Population Density per Square Mile: 16,419
- SF of Land in Parcels Zoned B, C, D & BPD: 14.8M
- SF of Ground Floor Area Zoned B, C, D & BPD: 7.7M
- Total Employment: 26,023

Source: US Census Bureau, Exit, Exit & Bridgeport - 2012 Estimate

Submarket Inventory

Shopping Centers
- 5 neighborhood centers with 30,000 to 125,000 SF:
  - Cermak Center, Cermak Plaza, Little Village Plaza,
  - Fairplay Plaza, Plaza del Portal

Big Box Retailers
- 1 Walmart

Grocery Stores
- 2 ALDI
- 2 Cermak Fresh Markets
- 1 Fastplay Foods
- 1 Potbelly's Fresh Market

Special Service Areas
- Little Village BBC

Submarket Business Licenses

Source: City of Chicago

Submarket Gap Analysis

- Total Retail, Food & Drink:
  - Demand = $143.1M
  - Supply = $77.9M
  - GAP = $65.2M
- Food & Beverage Stores:
  - Demand = $346.9M
  - Supply = $260.4M
  - GAP = $86.5M
- Eating & Drinking:
  - Demand = $65.9M
  - Supply = $65.9M
  - GAP = $0.0M
- Auto Sales and Services:
  - Demand = $120.9M
  - Supply = $120.9M
  - GAP = $0.0M

*Excludes Non-store Retailers and Auto Sales and Services

Source: City Business Analyst