### #12 Milwaukee Avenue

Milwaukee Avenue forms the commercial spine of this submarket, running in a northwesterly direction through the neighborhoods of Wicker Park, Bucktown, and Logan Square. Several shopping centers are located near the intersection of Pulaski and Belmont in the northwest corner of this submarket.

#### Demographics

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Households</th>
<th>Median HH Income*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>225,787</td>
<td>86,022</td>
<td>$38,319</td>
</tr>
<tr>
<td>2010</td>
<td>262,704</td>
<td>85,071</td>
<td>$48,027</td>
</tr>
<tr>
<td>2012</td>
<td>208,148</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Median Age**: 31.2
- **1 Person Households**: 20,810 (32.3%)
- **All Households with Children**: 21,020 (26.3%)
- **All Households 65+**: 8,536 (10.3%)

- **Square Miles**: 9.4
- **Population Density per Square Mile**: 22,143
- **SF of Land in Parcels Zoned B, C, D & BPD**: 26,746
- **SF of Ground Floor Area Zoned B, C, D & BPD**: 15,583
- **Total Employment**: 52,819

Source: US Census Bureau, City of Chicago

#### Submarket Inventory

**Shopping Centers**
- 1 community centers with more than 125,000 SF: Wicker Park Commons
- 6 neighborhood centers with 30,000 to 125,000 SF: Belmont Arcade Fashion Outlet, Kennedy Plaza, Belmont & Palmetto, Logan Square Retail, Diary Plaza, 1519-1529 North Milwaukee Avenue

**Big Box Retailers**
- 1 Costco
- 1 Kmarts

**Grocery Stores**
- 3 ALDI
- 1 Cermak Fresh Market
- 1 Duracard's
- 1 Javelin-Oscar
- 1 Tony's Finer Foods

**Special Service Areas**
- West Town #20
- Wicker Park/Bucktown #13

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### Submarket Business Licenses

- **Food & Beverage Stores**: 221 (10%)
- **Personal Services**: 330 (14%)
- **Eating & Drinking**: 647 (27%)
- **Retail**: 634 (30%)
- **Auto Sales & Services**: 228 (10%)
- **Other Services**: 584 (19%)

Source: City of Chicago

### Submarket Gap Analysis

#### Total Retail, Food & Drink

- **Total Retail**: $1,327.6M
- **Total Food & Drink**: $963.2M
- **GAP**: $364.4M

#### Retail

- **Demand**: $1,327.6M
- **Supply (Retail Sales)**: $963.2M
- **GAP**: $364.4M

#### Food & Beverage Stores

- **Demand**: $960.0M
- **Supply (Retail Sales)**: $960.0M
- **GAP**: $0.0M

#### Eating & Drinking

- **Demand**: $166.4M
- **Supply (Retail Sales)**: $166.4M
- **GAP**: $0.0M

#### Auto Sales and Services

- **Demand**: $112.4M
- **Supply (Retail Sales)**: $112.4M
- **GAP**: $0.0M

*Excludes non-store Retailers and Auto Sales and Services

Source: ESIQ Business Analysis