#14 Northwest Side

This submarket is located east of the Kennedy Expressway, north of Diversey. Devon Avenue in the West Ridge community is a notable ethnic shopping district within this submarket. Anchored by Target, the Addison Mall is the largest shopping center in the submarket. Suburban shopping centers in Lincolnwood and Evanston are capturing demand from Northwest side households.

Demographics

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>2012*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>296,709</td>
<td>282,117</td>
<td>289,674</td>
</tr>
<tr>
<td>Household</td>
<td>189,572</td>
<td>188,147</td>
<td>190,220</td>
</tr>
<tr>
<td>Median HH income</td>
<td></td>
<td></td>
<td>$45,493</td>
</tr>
<tr>
<td>Median Age</td>
<td>33.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Person Households</td>
<td>31,008</td>
<td>30.1%</td>
<td></td>
</tr>
<tr>
<td>All Households</td>
<td>33,119</td>
<td>31.2%</td>
<td></td>
</tr>
<tr>
<td>All Households 65+</td>
<td>16,424</td>
<td>15.5%</td>
<td></td>
</tr>
<tr>
<td>Square Miles</td>
<td>16.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population Density</td>
<td>17,140</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SF of Land in Parcels Zoned B, C, D &amp; BP</td>
<td>40.8M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SF of Ground Floor Area Zoned B, C, D &amp; BP</td>
<td>20.1M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Employment</td>
<td>88,164</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: US Census Bureau, Cook, DuPage & Lake Counties 2012 Estimate

Submarket Inventory

Shopping Centers
3 community centers with more than 135,000 SF: Addison Mall, Roscoe Square, Lincoln Village
7 neighborhood centers with 30,000 to 125,000 SF:
Howard & Western, Elston Plaza, North Mayfair Commons, Ticker Box Center, Lane Plaza, Mayfair Plaza, Albany Square

Big Box Retailers
1 Sears
2 Home Depot
2 Target

Grocery Stores
3 ALDI
1 Comar Fresh Market
2 Dominics
4 Jewel-Osco

Special Service Areas
Howard Street #19
Lincoln Square #21
Clark & Lawrence #31

Submarket Business Licenses

Submarket Inventory Map

Submarket Gap Analysis

Total Retail, Food & Drinks
Demand $1,885.9M
Supply $1,975.5M
GAP $89.6M

Retail
Demand $1,956.6M
Supply $1,955.6M
GAP $1M

Food & Beverage Stores
Demand $1,956.6M
Supply $1,955.6M
GAP $1M

Eating & Drinking
Demand $57.4M
Supply $57.4M
GAP $0

Auto Sales and Services
Demand $1,956.6M
Supply $1,955.6M
GAP $1M

*Excludes Non-store Retailers and Auto Sales and Services

Source: EISO Business Analyst