#15 North Lakefront

Located between Irving Park and the Evanston border, the North Lakefront submarket includes commercial districts that extend along Clark and Broadway through the neighborhoods of Uptown, Edgewater, and Rogers Park. Of particular note are the new Target at Wilson Yard, the concentration of independent stores and restaurants in Andersonville, and the Asian enclave along Argoyle.

Demographics

<table>
<thead>
<tr>
<th>2000</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>162,762</td>
<td>162,211</td>
</tr>
<tr>
<td>Households</td>
<td>85,431</td>
<td>81,840</td>
</tr>
<tr>
<td>Median HH Income*</td>
<td>$39,561</td>
<td></td>
</tr>
<tr>
<td>Median Age</td>
<td>35.1</td>
<td></td>
</tr>
<tr>
<td>1 Person Households</td>
<td>41,611</td>
<td>50.8%</td>
</tr>
<tr>
<td>All Households with Children</td>
<td>12,943</td>
<td>15.8%</td>
</tr>
<tr>
<td>All Households 65+</td>
<td>11,004</td>
<td>13.4%</td>
</tr>
<tr>
<td>Square Miles</td>
<td>5.8</td>
<td></td>
</tr>
<tr>
<td>Population Density per Square Mile</td>
<td>28,205</td>
<td></td>
</tr>
<tr>
<td>SF of Land in Parcels Zoned B, C, D &amp; BPD</td>
<td>17.2M</td>
<td></td>
</tr>
<tr>
<td>SF of Ground Floor Area Zoned B, C, D &amp; BPD</td>
<td>9.0M</td>
<td></td>
</tr>
<tr>
<td>Total Employment</td>
<td>33,917</td>
<td></td>
</tr>
</tbody>
</table>

Source: US Census Bureau, Earl, Don & Broadstreet *2012 Estimate

Submarket Inventory

Shopping Centers
- 2 community centers with more than 120,000 SF:
  - Wilson Yard, Gateway Center
- 7 neighborhood centers with 30,000 to 125,000 SF:
  - San Plaza, Broadway Plaza, Market Place, Uptown Square, Broadway Festival, The Morgan, The Clairvista

Big Box Retailers
- 1 Crafty Beaver
- 1 Target

Grocery Stores
- 2aldi
- 3 Durnick's
- 3 Jewel-Osco

Special Service Areas
- Howard Street #19
- Andersonville Clark Street #22
- Clark Street (Bogues Park) #24
- Cermak #19
- Clark & Lawrence #31
- Uptown #34

Submarket Business Licenses

Source: City of Chicago

Submarket Gap Analysis

Total Retail, Food & Drink

- Total Supply: $520.4M
- Demand: $317.2M
- GAP: $58.2M

Retail

- Total Supply: $520.4M
- Demand: $317.2M
- GAP: $58.2M

Food & Beverage Stores

- Total Supply: $520.4M
- Demand: $317.2M
- GAP: $58.2M

Eating & Drinking

- Total Supply: $520.4M
- Demand: $317.2M
- GAP: $58.2M

Auto Sales and Services

- Total Supply: $520.4M
- Demand: $317.2M
- GAP: $58.2M

*Excludes Non-store Retailers and Auto Sales and Services
Source: City Business Analyst