

# MARKET STUDY

# SUPPORT LOCAL BUSINESSES



## FACTS

### COMMERCIAL MARKET ASSESSMENT

#### ACTIVE BUSINESS TYPES



**174**  
Storefronts

#### Active Ground Floor Uses

Of 27 dining establishments, 23 are local, representing foods from all over the globe

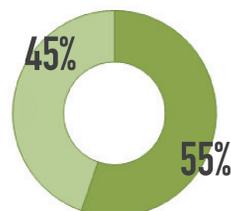
**119**  
Active Uses

#### Vacant Storefronts

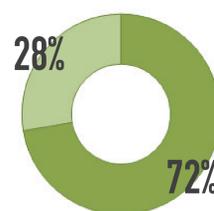


TOTAL ACTIVE  
VACANT

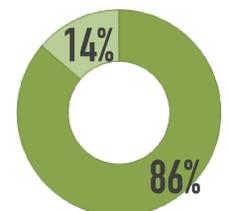
#### BRYN MAWR



#### KEDZIE



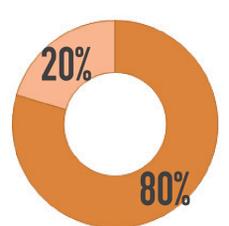
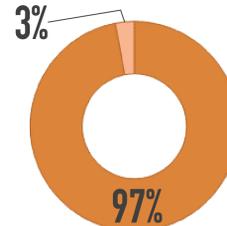
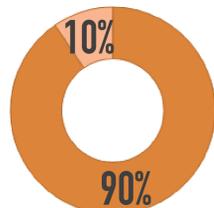
#### FOSTER



#### Local vs. National Businesses



LOCAL  
NATIONAL



#### Top Commercial Uses



Personal Services: 9  
Full Service Restaurant: 9  
Institutional: 8

Auto-Oriented: 9  
Construction & Mfg: 8  
Institutional: 6

Institutional: 13  
Limited Service & Cafe: 10  
Retail: 6

# FINDINGS + RECOMMENDATIONS



With a high day-time population driven by anchor institutions, dining establishments are an important component of the commercial mix. Within the Study Area there are six cafes, 10 limited service restaurants, and 11 full service restaurants, defined as restaurants with table service. Only three are national chains (Starbucks, Jimmy John's, and McDonald's), with the remaining 24 being local establishments.

Development of a business organization should be considered to support local businesses. While a strong organizational infrastructure exists with the Albany Park Community Center and North River Commission, local officials and area institutions should consider the creation of a chamber-like business organization that could help organize the landlords and business owners to market North Park more specifically.



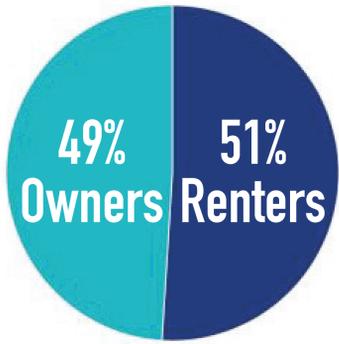
# MARKET STUDY

# DEMOGRAPHICS / DIVERSITY

## FACTS

### Housing Tenure (2018)

Source: Esri Business Analyst



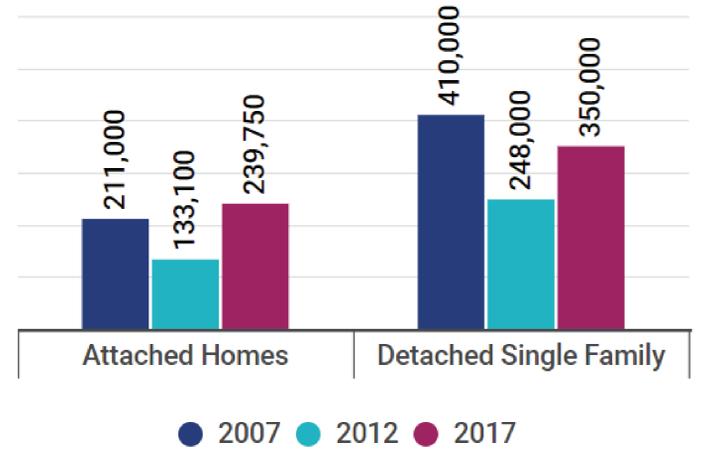
North Park Community Area



City of Chicago

### Median Residential Sale Prices

Source: Esri Business Analyst



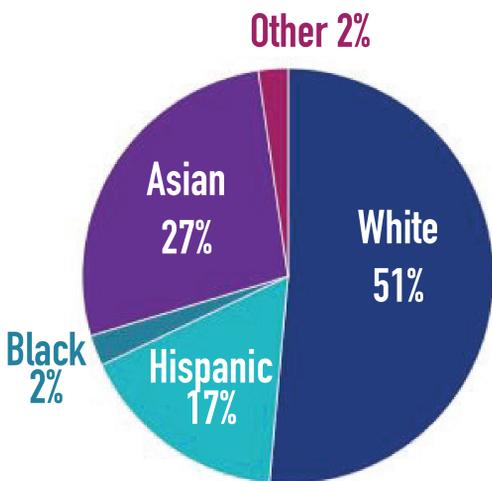
## NORTH PARK COMMUNITY AREA

Demographics

	2000	2018
Population	18,514	17,843
Total Households	6,515	6,584
Total Housing Units	6,775	7,183

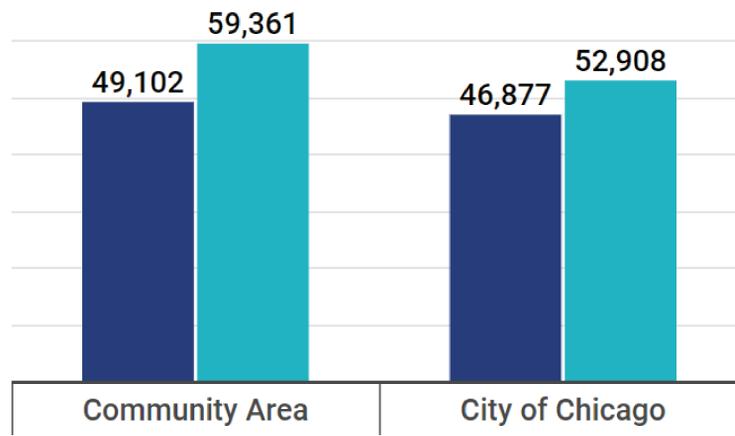
Source: Esri Business Analyst

### Race (2018)



Source: CMAP Community Snapshot, 2016

### Median Household Income (2010 vs. 2018)



● 2010 ● 2018

Source: Esri Business Analyst

**47 Study Area**  
47 different languages spoken at Peterson Elementary School

**27% Community Area**  
27% of North Park Community Area residents speak another language at home

# FINDINGS + RECOMMENDATIONS



- The wide variety of restaurants and businesses in the area speaks to the diversity of the population. Efforts to support these existing businesses should focus on connecting owners to resources such as SBIF, the City's Small Business Center, and Class 7a/7b incentives.
- Efforts to market and attract new businesses (such as ethnic restaurants, specialty food stores, and creative workspaces) can build upon the cultural diversity of North Park.



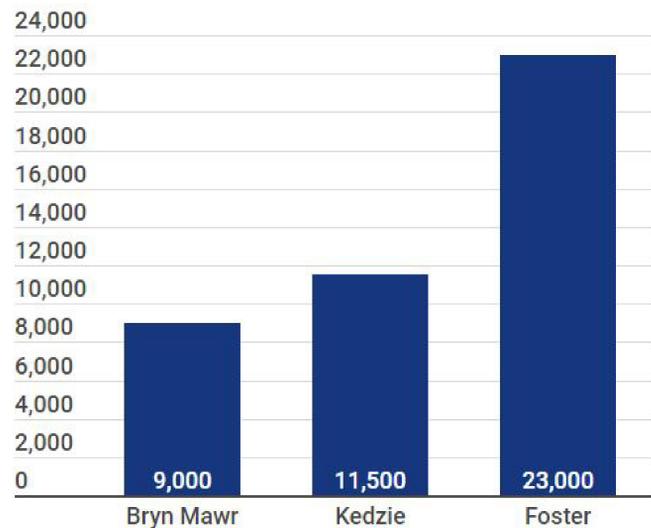
# MARKET STUDY

# ATTRACT NEW BUSINESSES

## FACTS

### TRAFFIC COUNTS

VEHICLES/DAY



### GAP ANALYSIS

North Park Community Area Retail Gap

# \$67 million

Examples of Gaps, based on Community Area households:

- 1) General Merchandise = \$32 million
- 2) Food & Beverage = \$7 million
- 3) Miscellaneous Services = \$3 million

## CORRIDOR CHARACTERISTICS

### BRYN MAWR

- Locally-owned businesses
- Lower rents and smaller storefronts
- Character buildings, mostly B zoning
- Creative arts related uses

### KEDZIE

- Mix of uses (auto-oriented, manufacturing, and institutional)
- Larger building footprints and commercial zoning on east side of street
- CTA Bus Barn requires compatible uses

### FOSTER

- Highest traffic counts
- More national businesses
- Lower vacancies
- NPU campus along south side of street,
- Mostly B zoning with mix of commercial and residential east of Kedzie

## FINDINGS + RECOMMENDATIONS



■ Attract new businesses to the area that meet retail demand and also complement the character and diversity of North Park.

**BRYN MAWR** Independently owned businesses and smaller specialty retail or personal services establishments would likely find market support here. Work with NEIU and other landlords to seek new tenant opportunities that could include entertainment, cultural, or maker/ entrepreneurial users to complement retail and restaurant tenants.

**FOSTER** Continue to draw on connection to North Park University by encouraging more retail, restaurants, and services to serve students, faculty, and residents. Work with NPU to encourage the redevelopment of the NWC of Foster and Kedzie.

**KEDZIE** Encourage service businesses (such as fitness, salons and health care) and/or institutional uses along Kedzie given proximity to existing critical services (such as the CTA Facility)

■ Consider relaxing dry district restrictions to increase revenue for existing restaurants and increase attractiveness of the area for potential restaurant tenants.



# MARKET STUDY

# ENGAGE INSTITUTIONS + EMPLOYERS

## FACTS



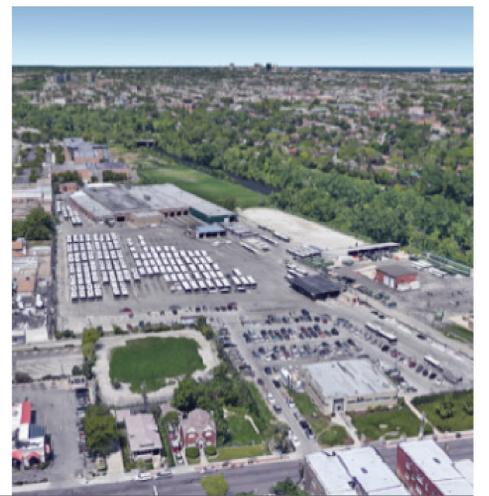
Swedish Covenant Hospital



Peterson Elementary School



Von Steuben High School



CTA Bus Barn



North Park University



Northside College Prep



Northeastern Illinois University

14,600  
STUDENTS  
+  
1,800 FACULTY  
and STAFF

# FINDINGS + RECOMMENDATIONS

- While there are long-term relationships with area institutions, efforts can be taken to build even stronger connections to support the three corridors. This should include working with local institutions to identify opportunities for filling vacant and underutilized properties in the commercial corridors.
- Strategic relationships can be formed between institutions and small businesses by expanding local purchasing programs. Expand marketing to institutional employees and students who can support local businesses.
- In appropriate areas on Bryn Mawr and Foster, consider mixed-use development with ground floor commercial space and residential units above that might be attractive to area employees.

