WEST TOWN CHICAGO

WE ARE WEST TOWN

A Five Year Master Plan

Photo Credit: Eric Formato

SPECIAL THANKS

West Town Bakery
1916 W Chicago Ave.
Chicago, IL 60622
(773) 904-1414
westtownbakery.com

Awake Café
1357 W Chicago Ave.
Chicago, IL 60642
(312) 492-8600
awakecafe.net

Home Team Pizza
1363 W Ohio St.
Chicago, IL 60642
(312) 291-8666

Flo Chicago
1434 W Chicago Ave.
Chicago, IL 60642
(312) 243-0477
flochicago.com

Cleo's
1935 W Chicago Ave.
Chicago, IL 60622
(312) 243-5600
cleospub.com

Eric Formato
Photographer
formatografia.com

Garrett Gomez
Photographer
www.vitalkopy.com

Chicago Institute for Music Education
1148 W Chicago Ave.
Chicago, IL 60642
(312) 738-2646
chimemusic.org

Out Cold Marketing
2848 W Chicago Ave.
Chicago, IL 60622
(312) 768-8253
outcold.com

Chicago Truborn Gallery
1741 W Chicago Ave.
Chicago, IL 60622
(773) 420-9764
chicagotruborn.com

Defibrillator Gallery
1463 W Chicago Ave.
Chicago, IL 60642
(773) 609-1137
dfbrl8r.com

Tecalitlan Restaurant
1814 W Chicago Ave.
Chicago, IL 60642
(773) 384-4285

Eric Margules
Editor
margul.es

Chicago Metropolitan Agency for Planning
233 S Wacker Dr. #800
Chicago, IL 60606
(312) 454-0400
cmap.illinois.gov

Chicago Department of Transportation
30 N LaSalle Dr. #1100
Chicago, IL 60602
(312) 744-3600
cityofchicago.org/transportation

Center for Neighborhood Technology
2125 W North Ave.
Chicago, IL 60647
(773) 278-4800
cnt.org

PLACE Consulting
3701 N Ravenswood Ave. #205
Chicago, IL 60613
(773) 453-9525
placeconsulting.net

mHUB
965 W Chicago Ave
Chicago, IL 60622
(312) 248-8701
mhubchicago.com

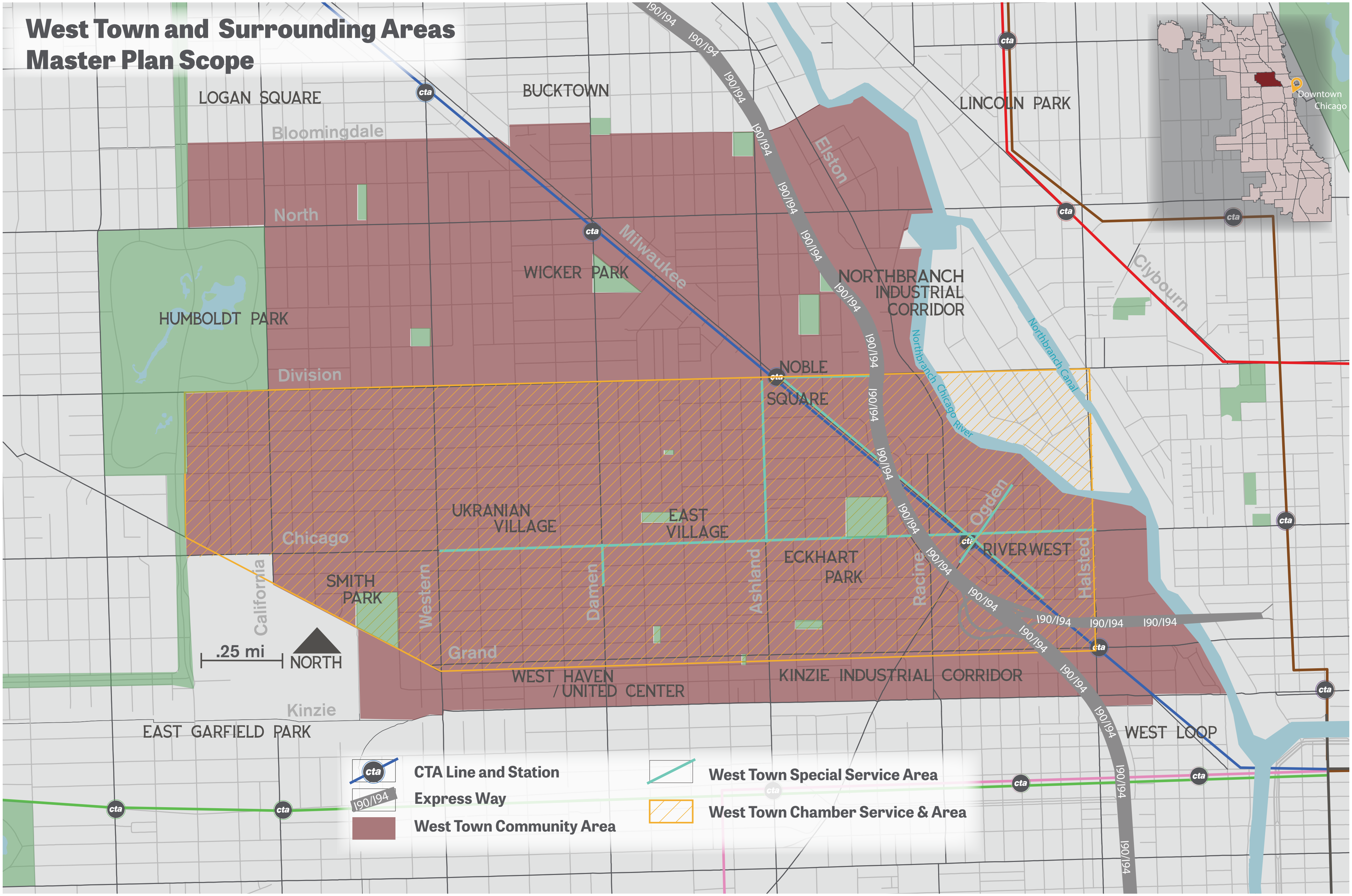

West Town and Surrounding Areas
Master Plan Scope
LOGAN SQUARE
BUCKTOWN
LINCOLN PARK
Bloomingdale
North
Elston
Milwaukee
WICKER PARK
HUMBOLDT PARK
NORTHBRANCH
INDUSTRIAL
CORRIDOR
Division
NOBLE
SQUARE
Northbranch Chicago River
Northbranch Canal
Clybourn
UKRANIAN
VILLAGE
EAST
VILLAGE
Ogden
Chicago
RIVERWEST
SMITH
PARK
ECKHART
PARK
California
Western
Damen
Ashland
Racine
Halsted
Grand
.25 mi
NORTH
WEST HAVEN
/ UNITED CENTER
KINZIE INDUSTRIAL CORRIDOR
Kinzie
EAST GARFIELD PARK
WEST LOOP
I90/I94
Downtown
Chicago
CTA Line and Station
Express Way
West Town Community Area
West Town Special Service Area
West Town Chamber Service & Area

Photo Credit: Eric Formato

CONTENTS

ABOUT US

Photo Credit: Eric Formato

WEST TOWN CHAMBER OF COMMERCE

The West Town Chamber of Commerce (Chamber), previously known as the Near North West Chamber of Commerce, has been operating since 1998. Its current management has been in place since 2002. Kara Hughes Salgado, Executive Director of the Chamber, transferred to the Near North West Chamber in 2002 and began the process to re-name and revitalize the Chamber's presence in the West Town Community Area.

The Chamber has received city grant funding as a delegate agency under the current management for 14 years, is fiscally transparent and has passed all audits and reviews by the City of Chicago. Currently, the Chamber represents over 200 active dues-paying members, a mix of small independent retailers of various specialties, restaurants, bars, professional services, and local nonprofit organizations located throughout the West Town area. The Chamber's official service area, which has been the same since its original inception in the late 90s, is from Grand Avenue to Division Street, Halsted Street to Kedzie Avenue.

See page II for a map of the Chamber's service area.

WHAT WE DO

The West Town Chicago Chamber of Commerce fosters community and economic development by empowering businesses with information, networking opportunities, marketing, and other programming. The Chamber promotes the unique elements of the West Town neighborhoods and strives to engage the public through special events that highlight existing businesses and attract both consumers and new businesses to the West Town area. The Chamber serves as a channel through which members cultivate the diverse, symbiotic, and growth-oriented community of West Town.

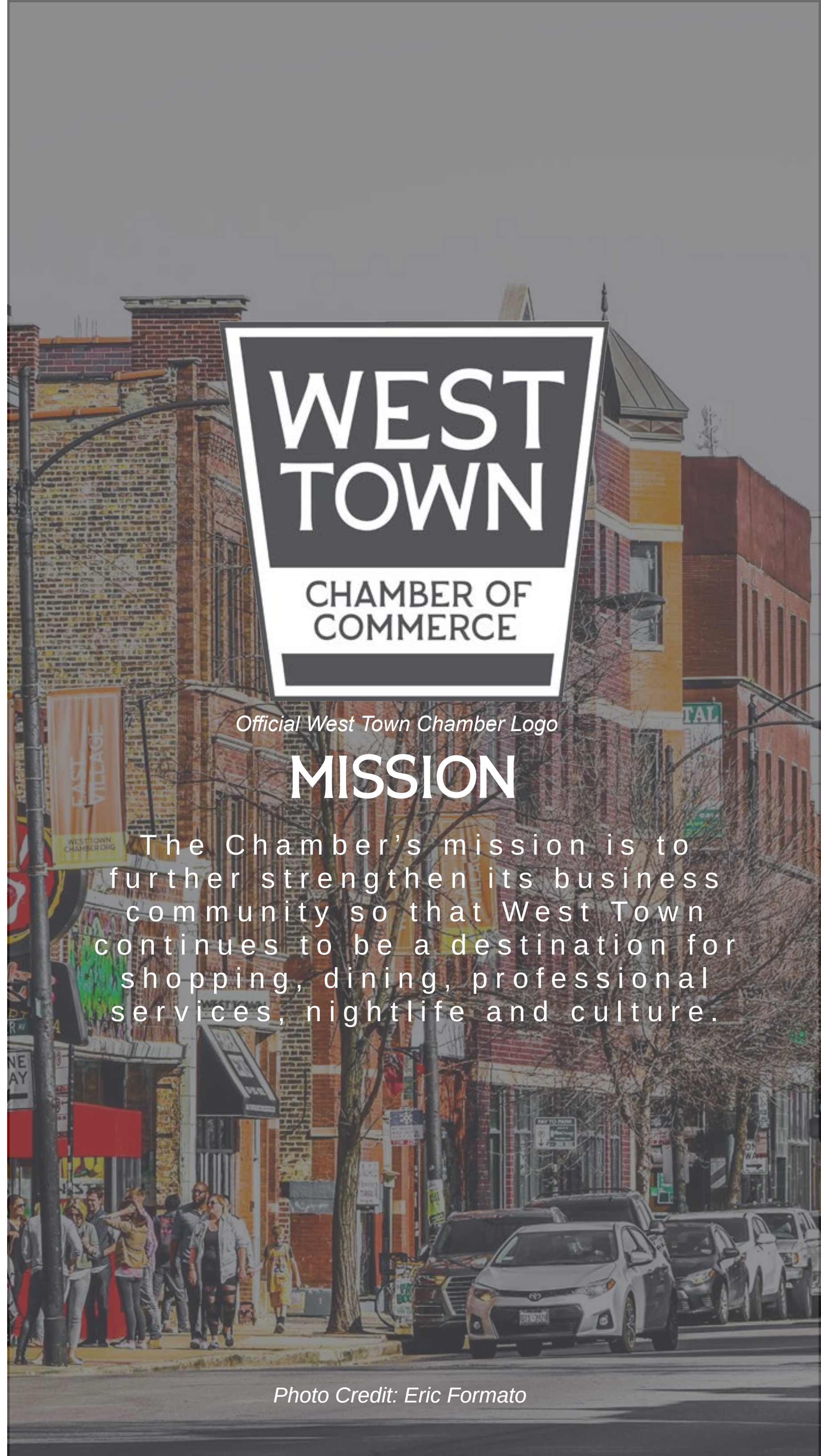
HOW THE WEST TOWN CHAMBER OF COMMERCE IS FUNDED

Funding originally came solely from a City of Chicago Neighborhood Business Development Center grant. In 2003, Local Initiatives Support Corporation (LISC) offered a grant to start a Special Service Area (SSA). By 2004, the West Town SSA was established, and the West Fest street festival was launched becoming a catalyst for annual fundraising. In 2007, further efforts to expand Chamber fundraising and programming created the Do Division Street Festival. More recently, the West Town Art Walk, West Town Food Truck Social, and West Town Winterfest were created.

THE WEST TOWN BRAND

In 2011, the Chamber formed a marketing committee to define the West Town Chamber brand and identity including the color scheme, logo, font, and mission statement. Today, the West Town brand can be seen along the SSA streets lined with orange garbage cans and decorative street pole banners, as well as throughout the Chamber website and its marketing materials.

Official West Town Logo and Color Scheme



Official West Town Chamber Logo

MISSION

The Chamber's mission is to further strengthen its business community so that West Town continues to be a destination for shopping, dining, professional services, nightlife and culture.

Photo Credit: Eric Formato

Official West Town SSA Logo

MISSION

The West Town SSA mission is to maintain and improve the shopping, dining, and nightlife within the SSA boundary by providing a cleaner, safer, and more attractive commercial environment for consumers, residents, and business owners.

West Town SSA Boundaries

Photo Credit: Eric Formato

West Town SSA Reconstitution

2012

SSA reconstitution process started

2013

Lobbying & support letters collected throughout year

2014

SSA marketing campaign launched

2015

SSA reconstituted

WEST TOWN SSA (SSA 29-2014)

The West Town SSA is an economic tool created by state statute and city ordinance. It allows an additional real estate property tax levy to be collected to fund additional services for a defined area (see map below for SSA 29-2014). It functions as a community cooperative where SSA taxpayers mutually plan, provide, and benefit from services within their defined area. SSA-funded services focus on the public way in addition to services generally provided by the city.

The West Town SSA is governed by a volunteer commission whose nine members are property and business owners within the SSA. They are appointed by the Mayor, serve two-year terms on the commission, determine the desired area wide programs and services, and attend monthly meetings to vote on how the SSA money is to be spent. All budgets, minutes, and SSA related information appear online, including future programs that will help implement the West Town Master Plan.

The West Town Chamber of Commerce, by way of contract with the City of Chicago, is the sole service provider for the SSA. With the establishment of an SSA, the Chamber service area has seen an economic transformation with a wide range of restaurants, art galleries, and boutiques opening throughout the district.

The boundaries of the West Town SSA 29-2014 which will exist from 2015-2029 are:

Chicago Avenue from Halsted Street to Western Avenue, *Damen Avenue* from Chicago Avenue to Huron Street, *Ashland Avenue* from Chicago Avenue to Division Street, *Ogden Avenue* from Fry Street to the Kennedy Expressway, *Milwaukee Avenue* from Erie Street to Augusta Avenue on both sides of the street and Augusta Avenue to Division Street on the east side of the street, *Division Street* from Milwaukee Ave to the Kennedy Expressway on the south side of the street.

ABOUT THIS PLAN

The West Town Five-Year Master Plan seeks to further the Chamber's ongoing objectives:

To foster community and economic development by empowering businesses with information, networking opportunities, marketing, and other programming.

West Town is a fast-growing, vibrant community with a wealth of cultural institutions, diverse neighborhoods, and prosperous local businesses. However, rapid development brings its own unique challenges. This plan seeks to encourage continued community growth while preserving the people, places, and institutions that make West Town one of Chicago's great destinations.

This Master Plan seeks to establish a vision of the future by providing a road-map for the community to be implemented within the next five years. This plan is structured with Five Big Ideas each with a set of goals and specific actions. Implementation of the Five Big Ideas is divided into specific actions in which YOU as residents, business owners, property owners and community members can participate, potential programs that WE the Chamber can put into place, and suggested actions that THEY the local Aldermen and city departments can advocate for in order to help make this plan a reality.

VISION

The Master Plan plan seeks to promote economic development, foster a strong sense of community, and improve the quality of life within the West Town SSA, the West Town Chamber of Commerce service area, and the West Town Community Area.

Over the next five years, our Master Plan aims to promote an active arts community, preserve culture, advocate for community partnerships, and make our commercial corridors cleaner, greener, safer, and more pedestrian friendly.

Photo Credit: Eric Formato

COMMITTEES INVOLVED

Photo Credit: Eric Formato

Planning Department Task Force

Katharine Wakem
West Town Special Service Area Program Director
Kate McKenna
Outreach and Communications Director
Vanessa Beck
West Town Resident and Lead Volunteer
Jeffrey Ryan
Graduate Student Consultant
Masters of Urban Planning and Policy
University of Illinois at Chicago
Emmanuel Cortes
Graduate Student Consultant
Masters of Urban Planning and Policy
University of Illinois at Chicago
Benito Garcia
Graduate Student Intern
Masters of Urban Planning and Policy Candidate
University of Illinois at Chicago

Advisory Committee

Luis Monterrubio
Chicago Department of Planning and Development
Brad McConnel
Chicago Department of Planning and Development
Mike Amsden
Chicago Department of Transportation
Susan Mea
Chicago Department of Transportation

Steering Committee

Matt Rucins
West Town Resident
Michael VanDam
West Town Resident
West Town Special Service Area Commissioner, Chair
Vanessa Beck
West Town Resident and Lead Volunteer
Lesley Timpe
Squasht Boutique, Owner
West Town Chamber Board of Directors, Board President
Burrel Poe
Center for Neighborhood Technology, Rain Ready Department
Jerry Mandujano
1st Ward Representative
Walter Tun
Self Reliance Ukrainian American Federal Credit Union

West Town Chamber of Commerce Staff

Kara Hughes Salgado
Executive Director
Susan Aldous
Assistant Director
Katharine Wakem
West Town Special Service Area Program Director
Kate McKenna
Outreach and Communications Director
Deana Martin
Bookkeeper

HOW TO USE THIS PLAN

This plan is structured with *5 Big Ideas* each with a set of *Goals* and specific *Actions*.

Implementation is divided into specific actions in which YOU as residents, business owners, property owners, and community members can participate, potential programs that WE the Chamber can put into place, and suggested actions that THEY the local Alderman and city departments can advocate for in order to help make this plan a reality.

5 BIG IDEAS

LET'S MAKE CHICAGO AVENUE MORE PEDESTRIAN AND BICYCLE FRIENDLY

LET'S MAKE WEST TOWN A LEADER IN SUSTAINABILITY

LET'S CELEBRATE OUR CHARACTER AND DIVERSITY

LET'S CULTIVATE OUR LOCAL BUSINESSES

LET'S MAKE WEST TOWN A HUB FOR ART AND THE CREATIVE ECONOMY

GOALS

Each Big Idea has a set of goals to be achieved within the plan's five year time frame. In order to fulfill each goal, they are compartmentalized into specific actions to be taken by different stakeholders.

S Short Term

M Mid Term

L Long Term

Ongoing

ACTIONS

YOU CAN TAKE

Business Owners, Property Owners and Community Members

WE CAN TAKE

West Town Chamber of Commerce and West Town SSA

THEY CAN TAKE

The City of Chicago, Aldermen, and Advocacy Organizations

HOW WILL WE MEASURE SUCCESS?

Proposed partnerships and time-frames for a successful implementation are included at the end of the plan.

METHODOLOGY

COMMUNITY ENGAGEMENT PHILOSOPHY

Our community engagement philosophy is grounded in community-centric, honest dialogue. We engaged the community with the firm belief that all stakeholders of West Town have something to contribute. While individuals may disagree, we believe through dialogue and consensus, a viable path towards a more vibrant West Town will be found.

Photo Credit: West Town Chamber Of Commerce

PLANNING PROCESS

Our planning process was comprised of five phases involving different stakeholders and methods within a one-year timeframe. The West Town SSA Commissioners decided a master plan was needed to ensure the community had guidelines in place for the next five years due to the surge of development.

PHASES

Phase 1: Connect

We began the planning process in May 2016. During the first phase, our mission was to connect with the community. We began our engagement process by starting a constructive dialogue about what everyone can do to help West Town flourish. In order to do this, we organized and held five public community meetings at various locations.

Phase 2: Synthesize

The second phase of our planning process involved surveying the points of view of various influencers in the West Town Community Area. We drew inspiration from community ideas as well as existing projects nationwide, and utilized a retail market study by PLACE Consulting to hone in on West Town's needs. The combination of research and community input synthesized the core of this plan which will drive its success.

Phase 3: Assess

After compiling best practices, community input, and drafting our Five Big Ideas, we formed a Master Plan Steering Committee to assess and determine the practicality and impact of the proposed ideas. During this phase, we also consulted with key organizations such as the Chicago Department of Planning and Development (DPD), Chicago Department of Transportation (CDOT), and Center for Neighborhood Technology (CNT) to evaluate the feasibility and implementation of this plan.

TIMELINE

PHASES

1		2		3		4		5
	SUMMER 2016		FALL 2016		SPRING 2017		SUMMER 2017	
CONNECT		SYNTHESIZE		ASSESS		REFINE		ACT

Phase 4: Refine

We began refining our proposals to ensure our Master Plan recommendations were feasible. Finally, we tightened and polished our ideas and began the design process. Final editing during this stage set us up for the launch and implementation of this plan.

Phase 5: Act

After a year of connecting, synthesizing, assessing, and refining, we are finally able to act on the community's ideas. Phase 5 is not the final step. Instead, it is the first step towards making West Town a more dynamic community without compromising its existing vibrancy and character.

Photo Credit: Eric Formato

COMMUNITY MEETINGS

Step 1 Connect

CMAP On to 2050 — A

History Scan — B

Consensus Workshop — C

Consensus Workshop — D

Design Charette — E

Step 2 Synthesize

Photo Credit: West Town Chamber Of Commerce

Photo Credit: West Town Chamber Of Commerce

A. ON TO 2050 Workshop with Chicago Metropolitan Agency for Planning (CMAP)

June 16, 2016
West Town Bakery
916 West Chicago Avenue

In a meeting co-hosted with CMAP, we gathered data regarding West Town's view of the Chicago Metropolitan Region. This workshop marked the launch of the first phase of our community engagement process. Dialogue was informative and spirited, and many identified infrastructure and business environment as areas of focus for improvement within the City of Chicago.

B. WEST TOWN HISTORY SCAN

July 7, 2016
Chicago Truborn
1741 West Chicago Avenue

We asked participants to think about West Town, Chicago, and the Chicago Metropolitan Region from the 1970s through present day, and to consider what makes West Town dynamic. By gathering and recording historical data as a group, we were able to find patterns of success and vibrancy in West Town. These patterns helped us identify ways to help West Town grow organically. This data informed and created topics for the next two community consensus workshop meetings.

C. COMMUNITY OUTREACH AT WEST FEST

July 9–10, 2016
West Fest: West Chicago Avenue between Wood Street and Damen Avenue

A hands-on, community-based activity was set up at West Fest to engage residents and visitors to share what they love about West Town. Answers ranged from loving local pizza places to enjoying the historical landmarks and dog-friendly neighborhoods.

D. CONSENSUS WORKSHOP 1

1st Workshop: July 28, 2016
Chicago Center for Music Education (ChiME)
1148 West Chicago Avenue

E. CONSENSUS WORKSHOP 2

2nd Workshop: August 27, 2016
D3fbrl8r Gallery
1643 West Chicago Avenue

The two consensus workshops asked community members questions, and throughout the workshop generated answers through consensus.These meetings were designed to gather information from community members in order to better develop the Five Big Ideas and recommendations for this plan.

See Appendix 2 for the full scope of the results from our Consensus Workshops.

F. COMMUNITY AND URBAN PLANNING STUDENT DESIGN CHARRETTES

Community Design Charrette: September 8, 2016
Student Design Charrette: November 11, 2016
Out Cold Marketing
2828 West Chicago Avenue

A design charrette is an intensive planning session where citizens, designers, and others collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to the designers. Both design charrettes were hypothetical exercises used to

Photo Credit: Eric Formato


Photo Credit: West Town Chamber Of Commerce

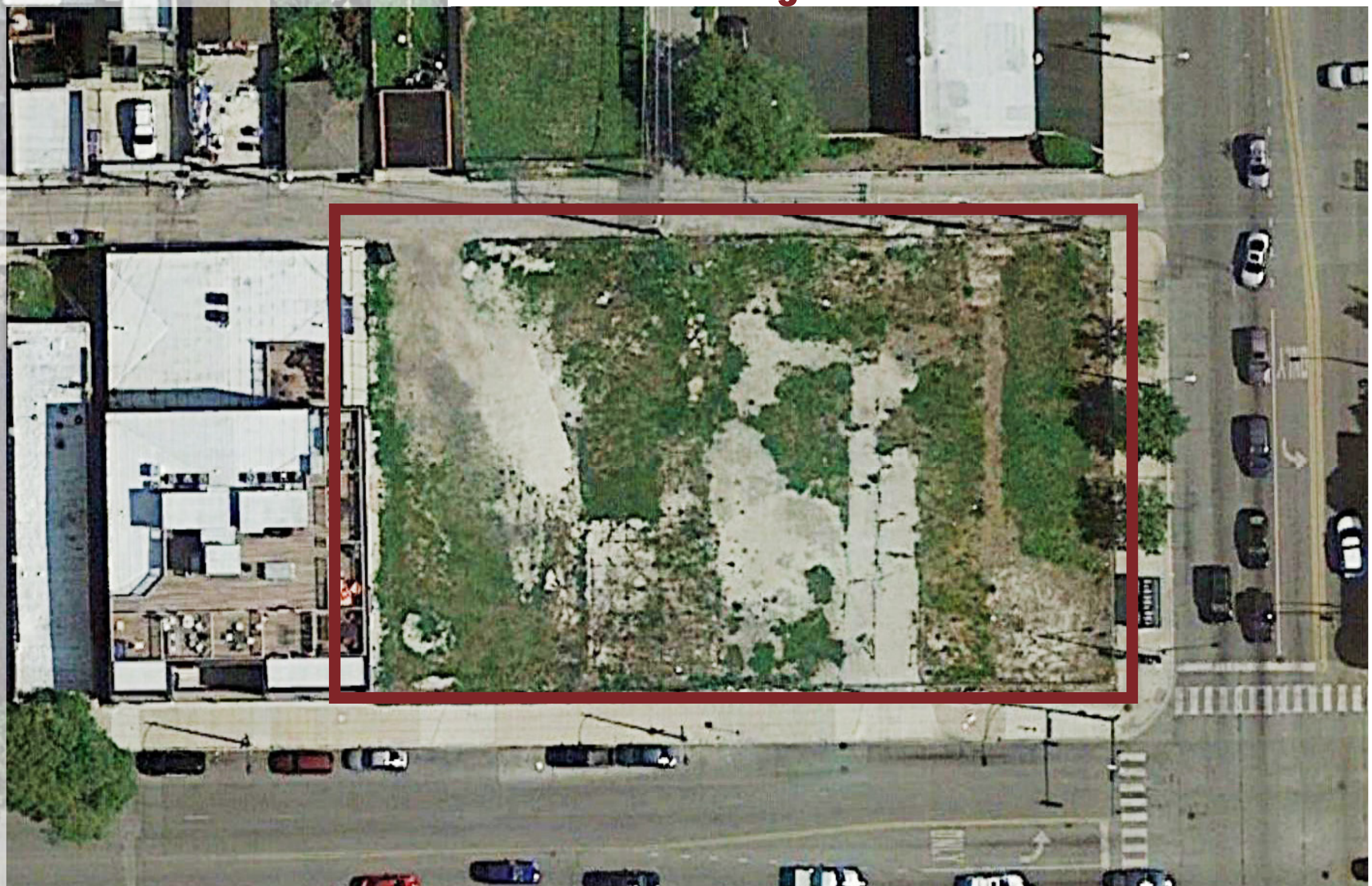

Photo Credit: West Town Chamber Of Commerce


Photo Credit: West Town Chamber Of Commerce

encourage community members, business owners, and urban planning students to collaborate in envisioning positive change for West Town. These meetings utilized an empty lot at the northwest corner of Western Avenue and Chicago Avenue, and produced a light hearted and informative view of the type of developments the community would like to see become a reality.

See Appendix 2 for examples of these designs.

Site for Design Charrette



Google Earth Image of empty lot at the northwest corner of Western Avenue and Chicago Avenue

SURVEYS

We began collecting information from the community in late spring 2016 by conducting three separate surveys which received a total of 1,046 responses.

COMPLETE STREETS SURVEY *242 respondents*

Our survey about whether Chicago Avenue should be considered for the complete streets initiative demonstrated West Town's broad desire for more pedestrian-friendly infrastructure. The strong affirmative response reinforced conclusions from our Master Plan Survey and community workshops, where the desire to make Chicago Avenue more pedestrian and bike friendly was apparent and broadly shared.

BASEMENT FLOODING SURVEY *163 respondents*

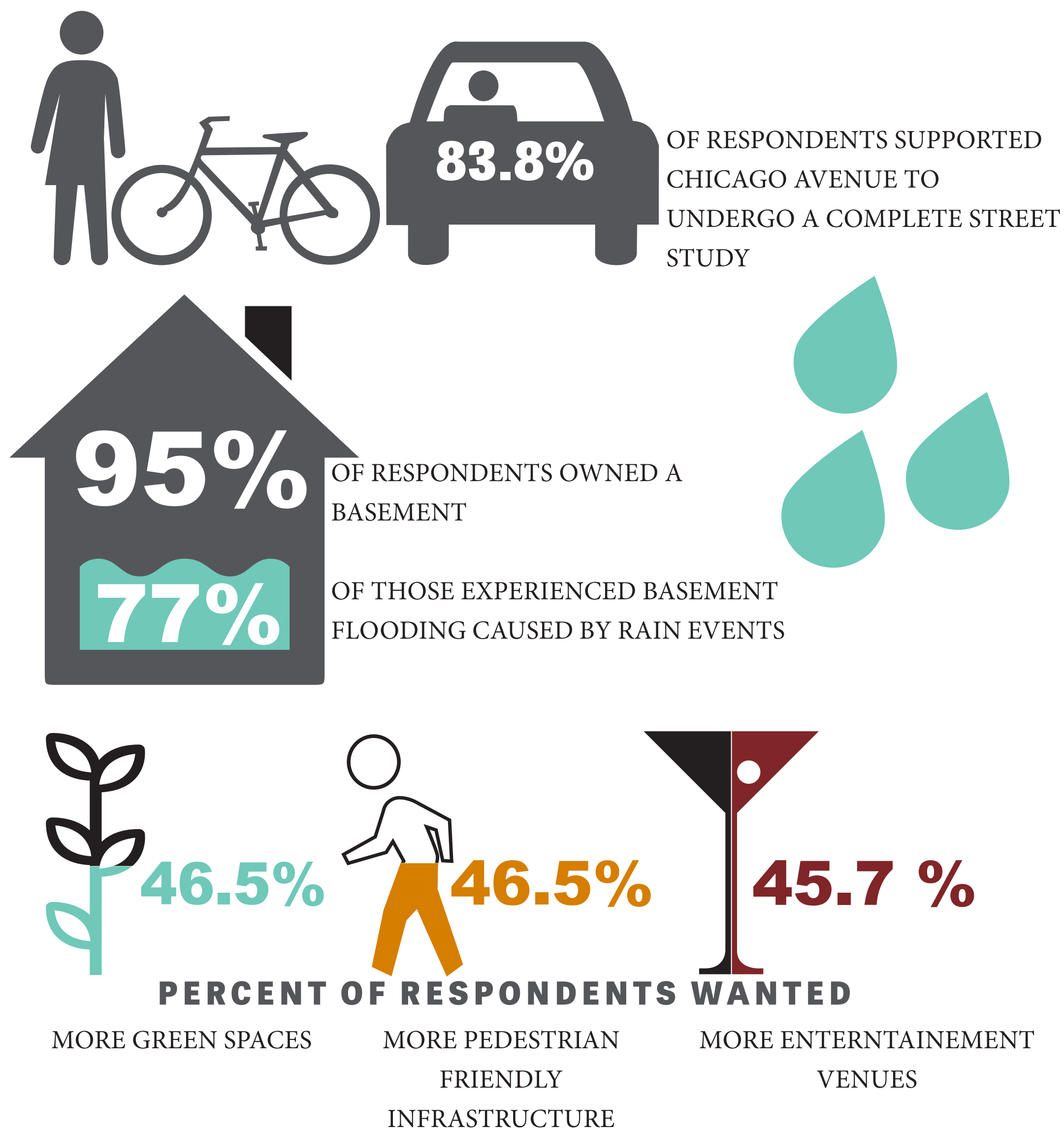
While not obviously related to development, our Basement Flooding Survey strongly correlates with our other surveys. Poor storm water management, in addition to a lack of permeable surfaces and overdevelopment, has resulted in significant property damage. The need for flood mitigation through green space development is apparent given the relationship between permeable surfaces, basement flooding, and community consensus that there is a lack of green space throughout West Town.

MASTER PLAN SURVEY *641 respondents*

This survey sought to collect general information about the strengths and weaknesses of West Town and Chicago Avenue. It was distributed at our public meetings, West Fest, and at the Chamber office. This survey helped structure our discussions and illustrate the community's hopes for West Town's development over the next five years.

See Appendix 3 for complete survey results.

SELECT SURVEY RESULTS



COMMUNITY OVERVIEW

Photo Credit: Eric Formato

A BRIEF HISTORY OF THE WEST TOWN COMMUNITY AREA

Chicago's West Town is one of 77 official Chicago community areas, and is a destination defined by its diversity and historical charm. The West Town Community Area boundaries are from Bloomingdale Avenue to the north, where the 606 Bloomingdale Trail is located, the Chicago River to the east, Kinzie Street to the south, and Kedzie Avenue to the west. The community area is conveniently located approximately two miles west of downtown Chicago and is easily accessible from the Kennedy Expressway (Interstate 90/94) to the east.

West Town is rich in history as a part of Chicago's early 1900s Polish Downtown, which housed not only Polish, but Russian, German, Ukrainian, and other Eastern European residents, as well. These ethnic groups were displaced westward after the construction of the Kennedy Expressway in the 1960s. During this time, Latino groups were also displaced from Old Town and Lincoln Park and relocated into the West Town area. The ethnic composition of the area continued to change from the 1960s onward. Today, the West Town Community Area's cultural diversity extends to its neighbors through its business corridors. Neighborhoods within the West Town Community Area include: Ukrainian Village, East Village, Noble Square, Eckhart Park, River West, Humboldt Park, Kinzie Industrial Corridor, Smith Park, and Wicker Park.

SUB-AREAS OF THE WEST TOWN CHAMBER SERVICE AREA

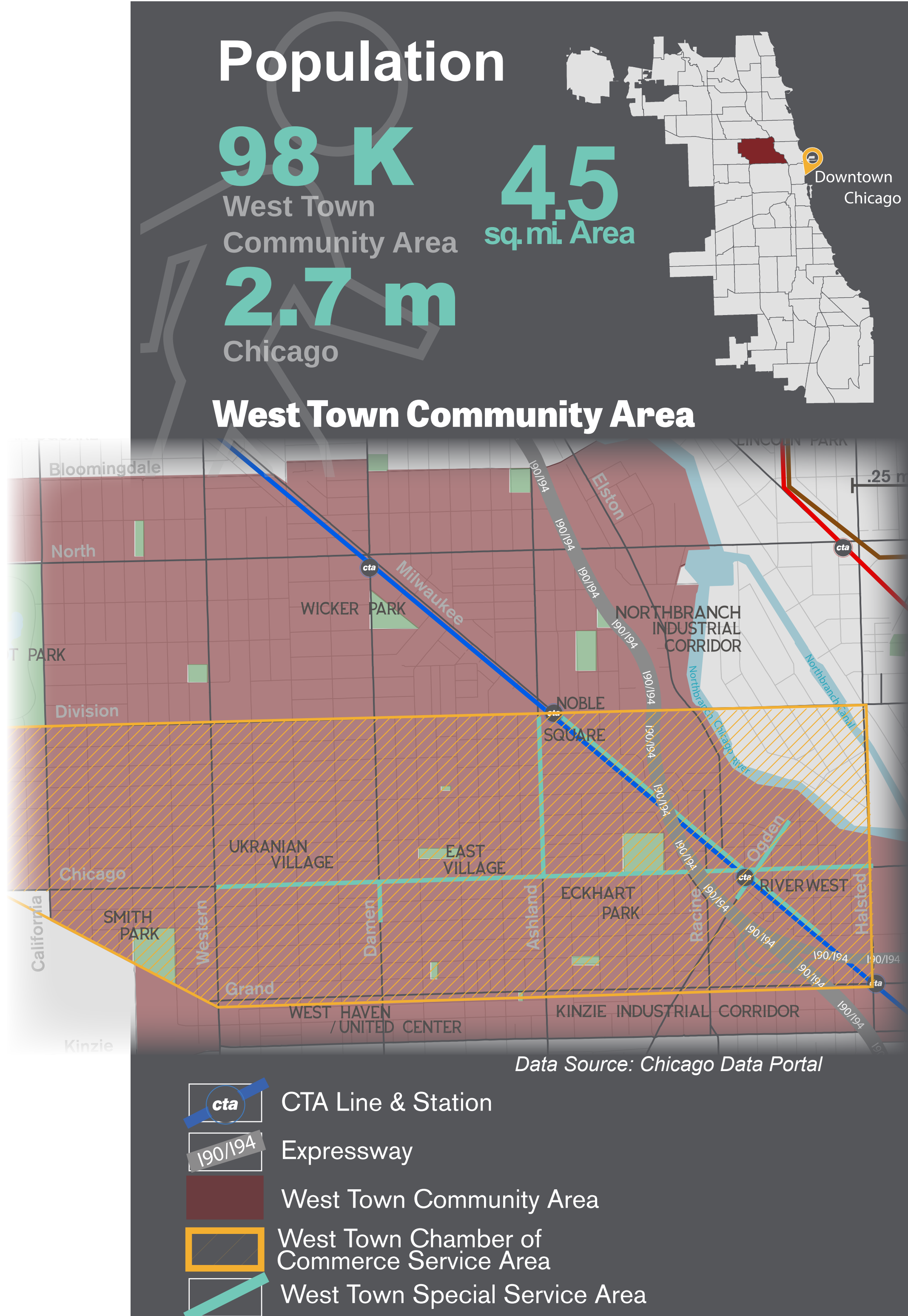
We separated the Chamber service area into three specific sub-areas, using North Western Avenue and North Ashland Avenue as the dividers. The goal was to analyze a variety of distinct neighborhoods which display different physical characteristics and unique cultural elements.

See page 15 sub-area infographic to explore the differences in population, language, household income, and transportation use between these communities.

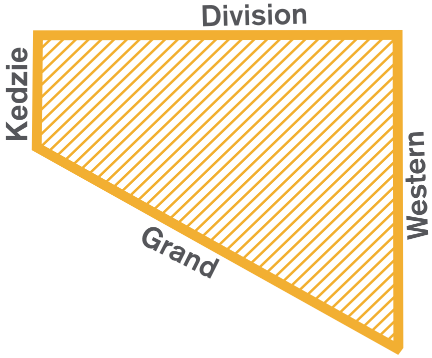
The Kennedy Expressway passes through West Town connecting northwest Chicagoland, the Loop, and the Eisenhower and Dan Ryan expressways. West Town is also served by four stops on the CTA Blue Line, providing direct access to O'Hare International Airport and the Chicago Loop. The CTA Blue Line stations are located at Grand Avenue, Chicago Avenue, Division Street, and Damen Avenue. Bike routes, trails, and Divvy Bike stations are found throughout the area and are expanding westward.

People in the West Town Chamber service area are generally less reliant on cars than the rest of Chicago. As a result, residents of the Chamber service area use mass transit and bike to work more often. While 49.42% of Chicagoans drive to work, 27.89% use mass transit, and 1.35% bike; only 43.34% of West Town residents drive, 31.72% use mass transit, and 4.75% bike. These trends are also reflected within our sub-areas, as illustrated by the infographic on page 15. This data demonstrates that West Town residents, specifically within the Chamber service area, consistently bike and use transit more often than Chicago as a whole.

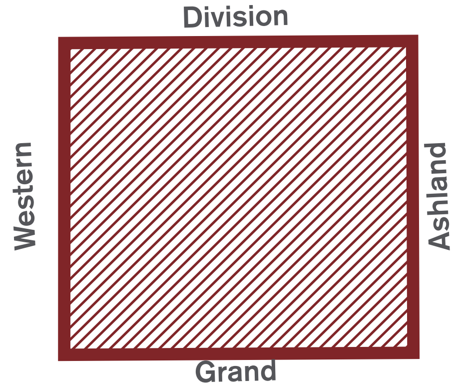
In 2011, demolition of Cabrini–Green, east of West Town, was completed and the public housing project was replaced with townhomes and condos. New development spread southeast along Milwaukee Avenue and Halsted Street, providing an economic foothold from which these areas would grow to become as diverse as we know them today. Economic change also pushed many residents north and west throughout the 1990s and early 2000s. The Chamber service sub-areas depict this shift in affluence, lifestyle, and migration. These rapid changes all contributed to West Town experiencing a



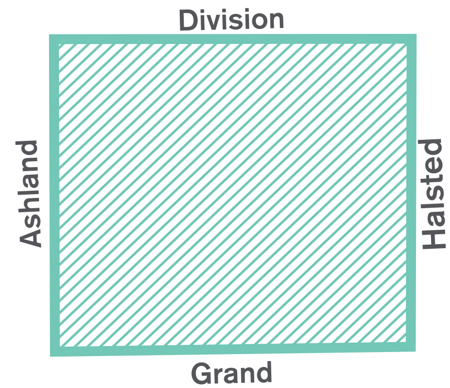
SUB AREA 1



SUB AREA 2



SUB AREA 3



Lorem ipsum

Household and Population Growth Rate

	Sub Area 1	Sub Area 2	Sub Area 3
2016 Estimates	Households 5,586 Population 12,938	Households 10,493 Population 21,326	Households 6,860 Population 13,829

Period	Sub Area 1 Households	Sub Area 1 Population	Sub Area 2 Households	Sub Area 2 Population	Sub Area 3 Households	Sub Area 3 Population
2000-2010	4.20%	-12.59%	4.53%	-7.47%	13.94%	1.14%
2010-2016	4.02%	.78%	2.44%	.43%	6.22%	4.31%
2016-2021	1.98%	.30%	1.51%	.43%	3.78%	2.80%

Transportation Use

	Car	cta	Walk	Bike
Sub Area 1	53.13%	24.98%	5.90%	3.85%
Sub Area 2	40.48%	33.76%	5.51%	5.44%
Sub Area 3	40.69%	33.41%	8.75%	4.24%

Renter vs. Owner Occupied

	RENTER OCCUPIED	OWNER OCCUPIED
Sub Area 1	32%	68%
Sub Area 2	39%	61%
Sub Area 3	37%	63%

Language Spoken

	speak only English	speak Spanish	speak other languages
Sub Area 1	53%	35%	12%
Sub Area 2	67%	20%	13%
Sub Area 3	75%	16%	9%

*All data based on 2010 Census Report

population growth that is projected to reach 2.3%, exceeding Chicago's projected growth rate of 1.88%, in the next five years.

Ethnically, West Town can be misleadingly construed as more diverse than the rest of Chicago. While 46% of Chicago's population is white, the population of the West Town Chamber's service area is 73% white. West Town also has a significantly smaller population of African Americans, with just 7% versus Chicago's 31%. However, the Chamber service area also has a higher Puerto Rican population compared to the rest of Chicago, with 34% of the population claiming the heritage.

COMMUNITY AREA ECONOMICS

The Chamber engaged PLACE Consulting to create a retail market study during Phase 2 of our planning process. The Chamber developed strategies to support retail establishments within the Chamber service area. Utilizing data collected from The Nielsen Company, PLACE Consulting analyzed current consumer retail spending data within the Chamber service area. This data provides critical insight into the commercial district's retail leakage and surplus opportunity, which is based on a 2016 retail supply and demand study.

PLACE Consulting identified both major and niche gaps, as well as surplus opportunities. They compared the Chamber service area and sub-areas to the West Town Community Area, the City of Chicago, and the Chicago Metropolitan Region. The demographic composition of the West Town Chamber service area is wealthier and more educated than the Chicago Metropolitan Region as a whole, though there is significant variation within the Chamber sub-areas. The median income for the Chamber service area is approximately $68,201, with 58.01% of the population possessing at least a bachelor's degree. Chicago, comparatively, has a median income of $48,580, with 34.92% possessing at least a bachelor's

Photo Credit: Eric Formato


Photo Credit: Kate McKenna

degree. The median age of West Town is 33.9, which is similar to Chicago's median age of 34.9.

Within the Chamber service area, however, there is significant variation between the three sub-areas. Sub-area three saw consistent population and household growth while the rest of West Town and Chicago struggled with population decline. Sub-areas two and three had the largest portion of nonfamily households, a median income of $72,687 and $77,355 respectively, and 62.27% and 65.41% of the population had bachelor's degrees. Sub-area three had an even distribution of family and nonfamily households, a lower income of $47,390, and 39.55% had at least a bachelor's degree.

West Town is a popular destination for restaurants, bars, and women's clothing stores. There is an $8,368,800 surplus in restaurants, meaning that restaurateurs are more than exceeding local demand for restaurants and are attracting customers from outside the area. Likewise, bars had a $9,018,012 surplus, while women's clothing retailers had a $6,060,622 surplus. However, West Town's retailers as a whole do not meet the total retail demand, meaning there are unmet opportunities for businesses to thrive.

See page 18 for economics infographic.

In terms of leakage, West Town is missing out on sales opportunities when consumers leave West Town to make their purchases. Overall, West Town loses $325,083,760 per year to other communities because current retail demand isn't being met. One large retail gap comes from grocers, where $66,947,982 in sales is lost every year as a result of consumers shopping in other areas. Similarly, the lack of beer, wine, and liquor retailers in West Town is resulting in a total of $29,152,220 in lost sales. Finally, specialty food store sales are also being lost to other communities, with $7,191,426 in lost sales.

Chicago Comparison to Sub Areas

$203k
2016 Median Housing Value

51% F | 49% M

34.9
Median Age

Non Family vs. Family Households

Under the U.S. Census Bureau definition, **Nonfamily households** consist of people who live alone or who share their residence with unrelated individuals.

45% | 55%

35%
Residents With at least a Bachelors Degree in 2016

2016 Estimated Median Income

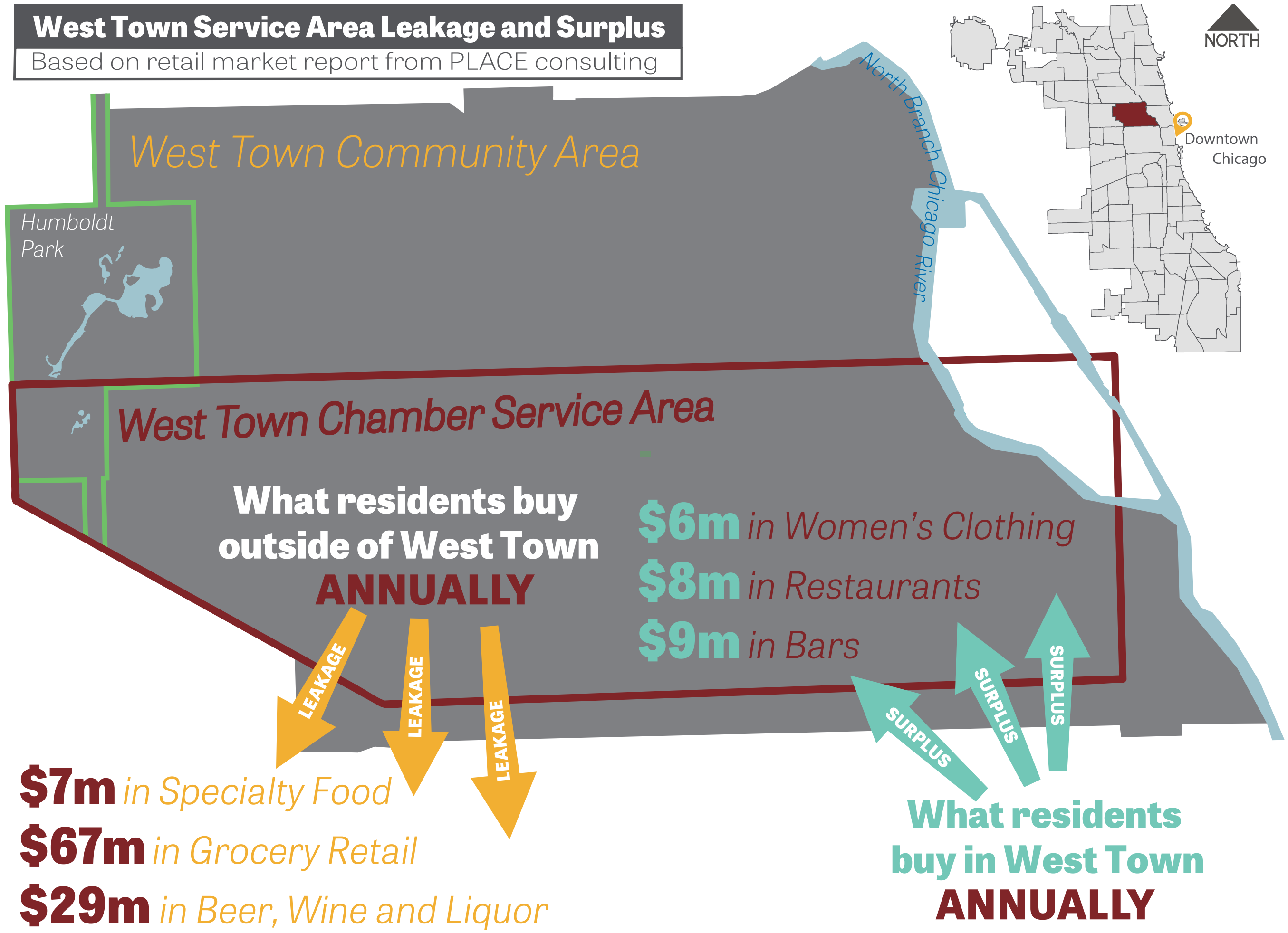
$65k

Race Distribution

23% Other
31% African American
46% White

West Town Service Area Leakage and Surplus

Based on retail market report from PLACE consulting



SUB AREA 1

40% (Bachelors degree)
50% F | 50% M
$47k
34.3 Median Age
22% | 11% | 67%
49% | 51%
$338k

SUB AREA 2

65% (Bachelors degree)
49% F | 51% M
$77k
33.6 Median Age
18% | 2% | 80%
60% | 40%
$455k

SUB AREA 3

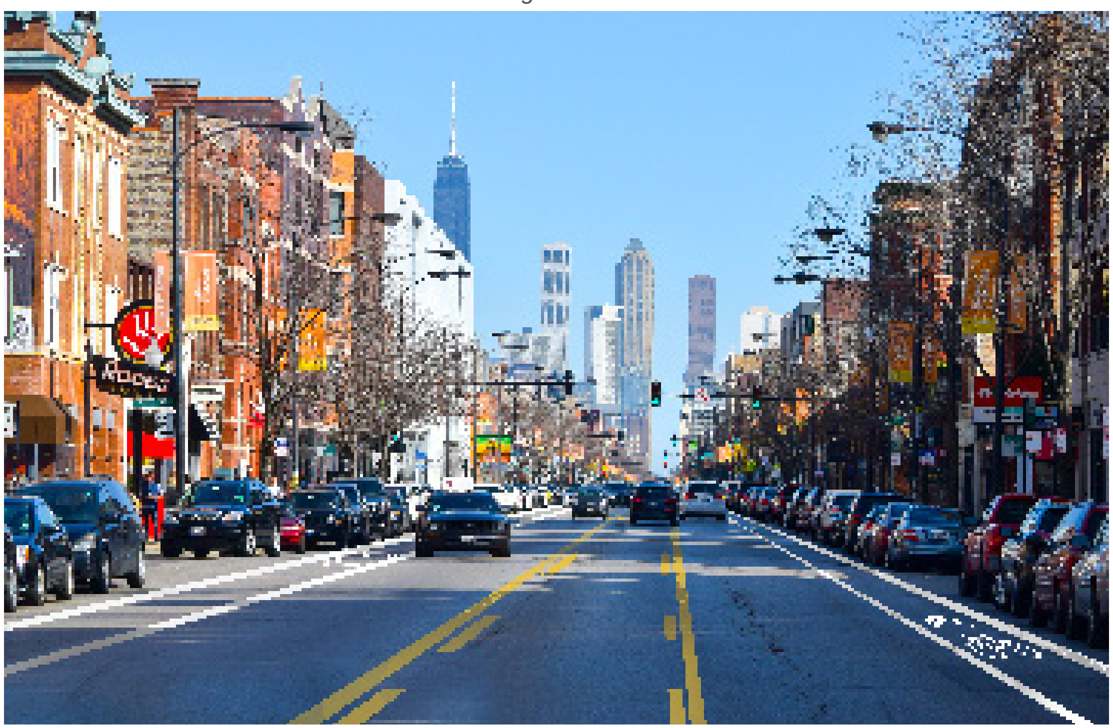
62% (Bachelors degree)
48% F | 52% M
$73k
34.0 Median Age
20% | 10% | 70%
62% | 48%
$406k

*All data based on 2010 census report

LET'S MAKE CHICAGO AVENUE MORE PEDESTRIAN AND BICYCLE FRIENDLY

Complete Streets Rendering, Photo Credit: Eric Formato

Current Chicago Avenue: Four lane road



Future "ROAD DIET" Chicago Avenue: two-lane road with central turning lane

LET'S MAKE CHICAGO AVENUE MORE PEDESTRIAN AND BICYCLE FRIENDLY

Chicago Avenue has never been busier. An influx of fast moving cars and trucks has made our city's namesake street unsafe for pedestrians and bicyclists. We need a diet—a "road diet." Transitioning Chicago Avenue into a "complete street"—one designed for pedestrians, bicyclists, busses, and cars alike—would help address this challenge. As a two-lane road with a central turning lane, bicycle lanes, and sidewalk bump-outs, Chicago Avenue would promote more foot traffic without reducing street parking. Complete streets grow small businesses by making shopping and walking in our community safer and more appealing to patrons. Reducing noisy traffic and providing space for all transit types encourages the community to spend more time outside and in our businesses.

A Chicago Avenue complete street transition fits West Town's needs. In a recent survey nearly half of respondents indicated that they wanted Chicago Avenue to be more pedestrian friendly. Additionally, our residents are four times more likely to use bikes to get to work, and are more likely to use mass transit than the rest of Chicago. This shows both a demand and need for more transit options on Chicago Avenue. With the combined support of our community, West Town Chamber of Commerce, and city officials, Chicago Avenue can become a city-wide destination by promoting the community's health, safety, and economy in just a few simple steps.

COMPLETE STREETS

(PARTNERSHIPS: CDOT, DPD, AND ALDERMANIC OFFICES)

Our first recommendation is to reduce Chicago Avenue to a two-lane road with a central turning lane—a process known as a “road diet” or “4-3 conversion”—in addition to installing east-west bike lanes. By accounting for all types of transit on Chicago Avenue, residents and shoppers can more easily access our businesses.

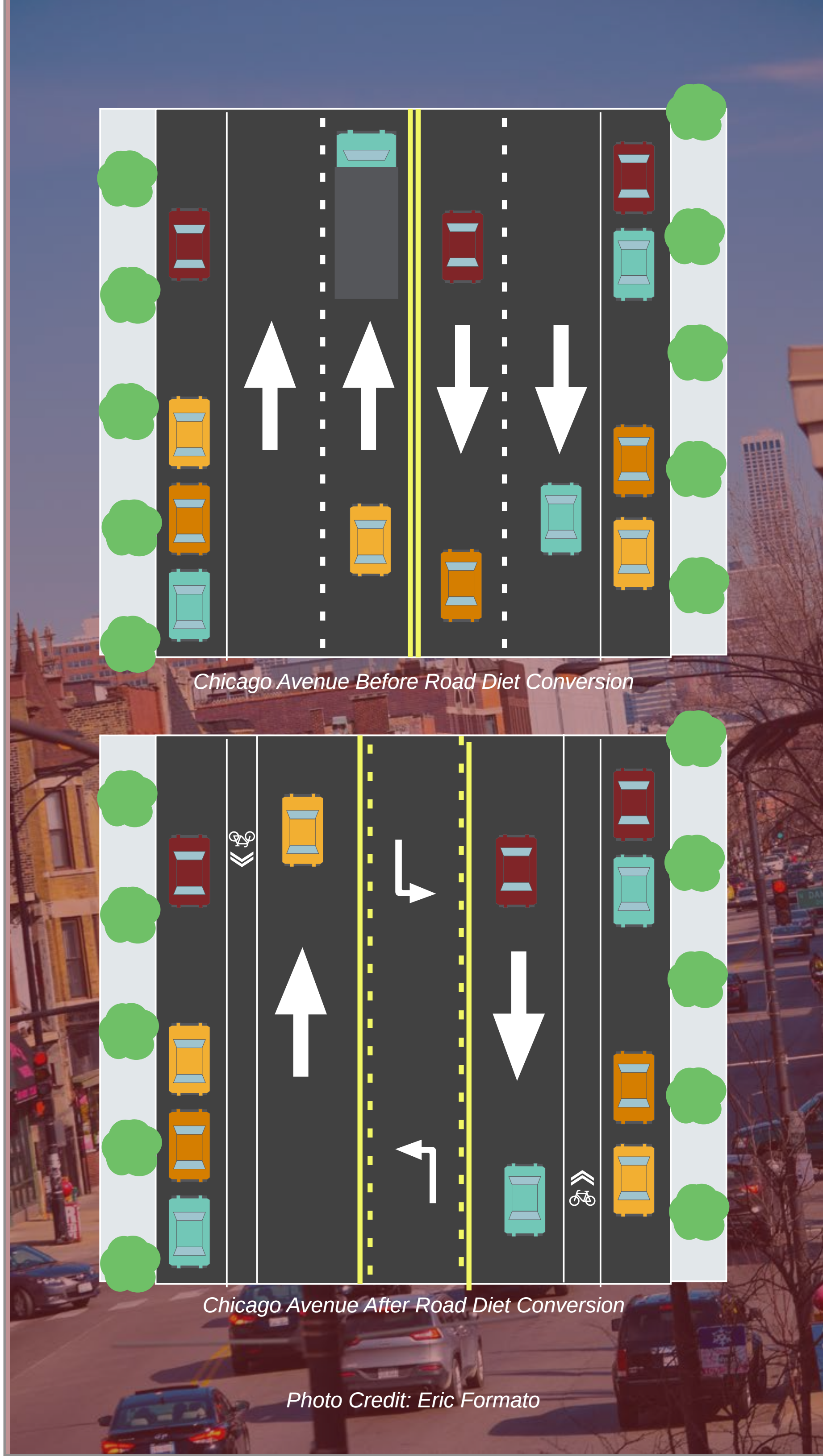
WHAT YOU CAN DO

- Voice your support to your community organizations and city officials to request a traffic study and infrastructure master plan from the Chicago Department of Transportation (CDOT).
- Communicate concerns and problematic areas to your community organizations.
- Become involved in the Chamber’s advocacy efforts to improve infrastructure in West Town by participating in community surveys, meetings, and conversations.
- Get involved with your local residents’ association and other local organizations.

See Appendix 7 for a map of neighborhood and community organizations.

WHAT WE CAN DO

- Create a traffic advocacy committee to begin conversations with other community groups and organizations.
- Maintain and facilitate transparency for community meetings and civic dialogue.
- Provide informational materials that inform the public about how a complete street along Chicago Avenue could impact their daily lives. Informational materials will include:
    - *Contact information for local leadership.*
    - *Sample letters of support.*
    - *Informational material on the benefits of a road diet.*
    - *Renderings of Chicago Avenue after a road diet.*



Chicago Avenue Before Road Diet Conversion

Chicago Avenue After Road Diet Conversion

Photo Credit: Eric Formato

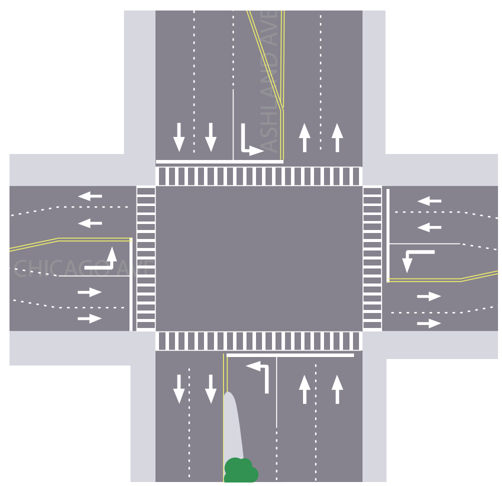
Photo Credit: Eric Formato

WHAT THEY CAN DO

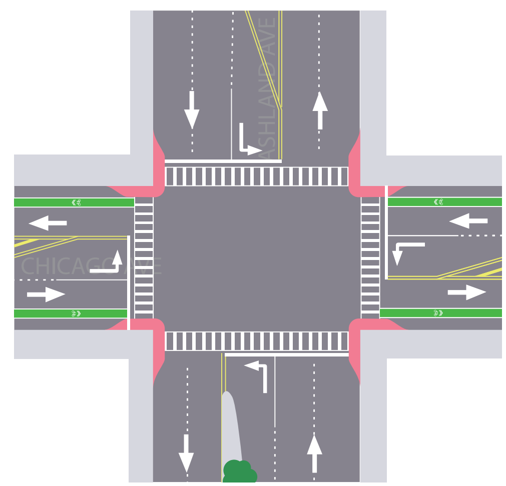
- Conduct a CDOT Traffic Study.
- Create a CDOT Traffic Infrastructure Master Plan.
- Aldermen can support these recommendations and lobby for the West Town Community Area to the City.

Below is a rendering showing a possible future for the intersection of Chicago Avenue and Ashland Avenue. The corner “bump-outs” would reduce the pedestrian crossing distance and help slow traffic speed. The 4-3 lane conversion on Chicago Avenue would allow for bike lanes and dedicated turning lanes to be installed.

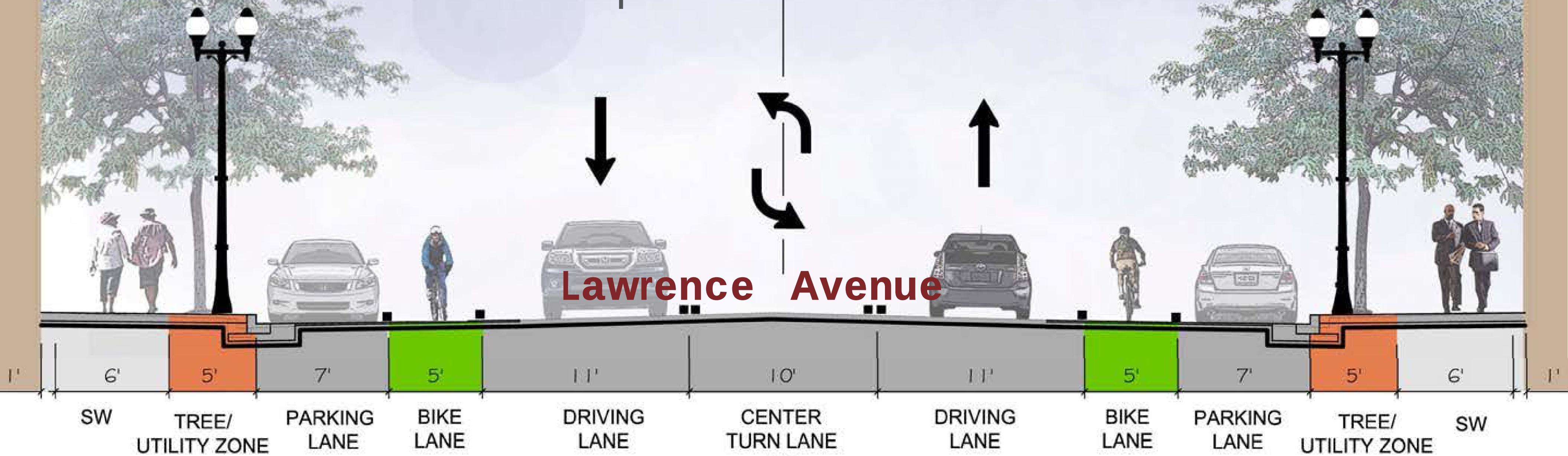
ASHLAND AND CHICAGO AVENUE CROSSING



Current conditions



Possible Future Corner Bumpouts



Rendering above from "Lawrence Avenue Street Scape Concepts"

The More You Know

There are many national and local examples of road diets. In Portland, for example, three road diets were installed between 1997 and 2003 for $500,000. As a result of the road diet conversions, traffic crashes dropped by 37%, preventing about 535 crashes. Portland's reduction of crashes falls in line with Federal Highway Administration reports, where data indicates converting a four-lane road to a three-lane road reduces automobile accidents between 20% and 50%, depending on local context. Locally, multiple streets have undergone road diets and have substantially increased pedestrian and bicyclist safety. Lawrence Avenue, for example, completed a road diet in 2014 and drastically improved a previously dangerous road. In all, road diets are not just about motorists, but also about making our streets accommodating for everyone.

Lawrence Avenue Street Scape Photo by Hanna Kite Source: smartgrowthamerica.org

LET'S MAKE WEST TOWN A LEADER IN SUSTAINABILITY

Native Plant Garden Rendering, Photo Credit: Eric Formato

LET'S MAKE WEST TOWN A LEADER IN SUSTAINABILITY

West Town's frequent flooding is both an environmental and economic problem. Floods not only erode our infrastructure and environment, but they threaten small and large businesses as well. Creating an urban framework that improves stormwater management, energy efficiency, and benefits endangered local species is surprisingly affordable and will help make West Town a more beautiful place to live and work.

During community outreach, over 75% of surveyed residents with basements reported flooding and nearly half of respondents wanted more greenspace. By promoting energy efficiency, the sale and use of natural consumer goods, planting native vegetation, and community gardening, we can protect our neighbors from frequent flooding and also make West Town a leader in sustainability in Chicago.

There is both a need and demand for more green infrastructure. However, creating a more sustainable community requires more than the commitment of the City and business owners. The entire community must come together to build a proactive green community. Together we can educate and empower everyone to do their part to support green infrastructure and development by taking the following actions.

Photo credit: Kate McKenna


Photo Source: Commercialpark.org

GREEN INFRASTRUCTURE

(PARTNERSHIPS: CNT, LOCAL RESIDENTS GROUPS, AND ALDERMANIC OFFICES)

Our first recommendation is to promote installation of and education about green infrastructure in Chicago. By employing a variety of tools that reduce stormwater runoff and create more energy-efficient homes and businesses, we can enjoy a cleaner and more sustainable West Town.

WHAT YOU CAN DO

- Learn more about sustainable practices, new regulatory policy changes, and how you can implement them in and around your property. Be on the lookout for information on these practices to be published by the Chamber.
- Petition your Alderman for green alleyways, permeable pavements, bioswales, bump-outs, and other low-impact developments that help mitigate flooding and promote native plant havens for bees and butterflies.

WHAT WE CAN DO

- Create a list of practices—like weatherization, electric bill reduction practices, flood mitigation, and native plant havens—that homeowners, business owners, and renters can begin to incorporate into their lives.

WHAT THEY CAN DO

- Provide incentives for green businesses and developments.
- Provide information on energy efficient rebates.
- Support policies that encourage sustainable efforts.
- Encourage and incentivize businesses and developments to seek LEED certification.

Photo Credit: Homestead on the Roof

Photo Credit: Kate McKenna

RAIN READY℠ AND LEED CERTIFICATION

(PARTNERSHIPS: CNT AND ALDERMANIC OFFICES)

Our second recommendation is to provide educational resources from the Chicago Center for Neighborhood Technology's RainReady℠ program and LEED certification programs to encourage more RainReady℠ and LEED installations. RainReady℠ and LEED certifications are effective because they protect properties against costly flood damage while reducing energy costs and the overall environmental impact of buildings.

See Appendix 10 for details on RainReady℠ and LEED Certification

WHAT YOU CAN DO

- Learn more about what these practices mean and what you can do in and around your property to reduce your environmental impact.
- Act upon this knowledge by installing green infrastructure in and around your property.
- Share your knowledge by encouraging your neighbors to install green infrastructure.
- Connect with programs like RainReady℠ at the Center for Neighborhood Technology (CNT) for a property evaluation.

WHAT WE CAN DO

- Publish a detailed "how-to" guide for RainReady℠ and LEED installations.
- Partner with CNT and Aldermanic offices to create a network to support residents, businesses, and homeowners in their sustainable efforts.

WHAT THEY CAN DO

- Aldermen can provide RainReady℠ related information to constituents when asked about flooding issues in their neighborhoods.

- Advocate for city-wide sustainability efforts and policies.
- Publish sustainability information for distribution to community members.
- Provide incentives and advocate for LEED installation on new and existing developments.
- Host community-centric sustainability events such as “Clean and Green” activities.

REJUVENATING BUTTERFLY AND NATIVE BEE POPULATIONS

(PARTNERSHIPS: LOCAL GARDEN SHOPS, LOCAL COMMUNITY GARDENS, AND CONSERVATION GROUPS)

Our third recommendation is to help rejuvenate butterfly and native bee populations by creating and maintaining community gardens and promoting the use of pollinator plants to mitigate flooding issues in the neighborhood. Butterflies and native bee populations have suffered greatly in recent years. Despite playing a vital role in flower growth, butterflies and bees continue to struggle to find pollinator plants. The good news is that it’s easy and inexpensive to to protect our butterfly and bee populations.

WHAT YOU CAN DO

- Create a native plant garden in your backyard.
- Talk to your Aldermen and community garden groups about the importance of planting pollinator plants in parks, the public way, and underutilized spaces.
- Garden supply businesses can provide native seeds and plants, label their native seeds and plants as “West Town Friendly” or “Native to Chicago,” and encourage their purchase.
- Get involved with your local gardening groups.
- Participate in workshops at your local garden shop.

Purple Cone Flower Image Source: Wikimedia Commons

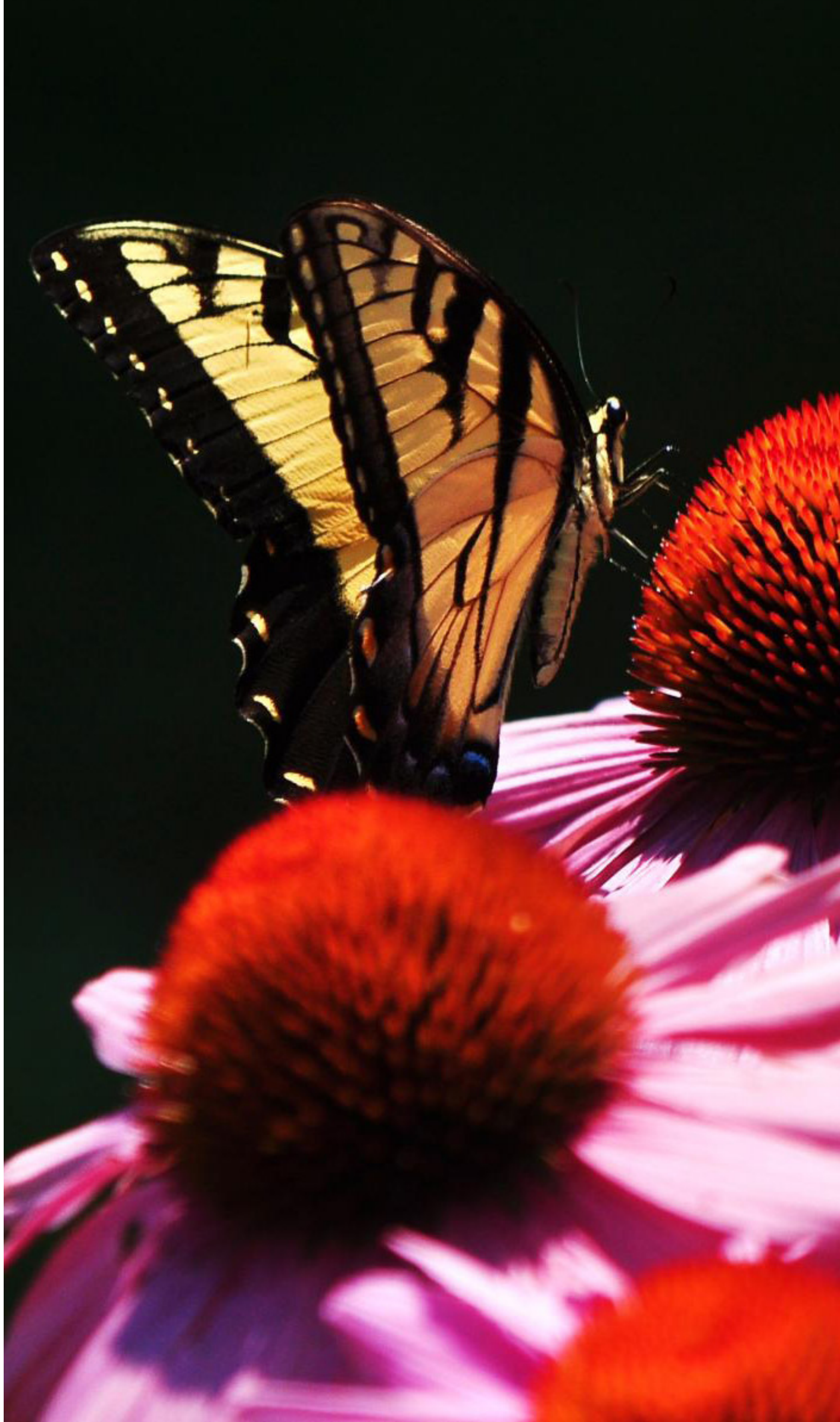


Photo Credit: Kate McKenna

WHAT WE CAN DO

- Publish informational material on plants native to the Chicagoland region, how they benefit native wildlife, and how they can help absorb rain and pollutants.
- Program local garden walks and tours to promote our beautiful neighborhoods.
- Foster relationships with local plant and garden shops to encourage the sale of native plants and label them appropriately for consumers.
- Publish ways to bring attention to native pollinator plants.

WHAT THEY CAN DO

- Mandate that our park departments adopt new guidelines to protect and encourage the planting of pollinator plants in our parks.
- Create and enforce design guidelines that transform the public way into native plant havens.

Photo Credit: Kate McKenna

Image Source: CBS Chicago

Image Source: RainReady.org

The More You Know

Flooding is common in urban areas, especially Chicago. While flood damage is often associated with overflowing rivers and floodplains, urban flood damage is often caused by poor stormwater management. When our urban environment is dominated by impermeable surfaces like concrete or tightly packed sod, water has no place to go except to seep into basements or collect in overflowing drains. These problems can be addressed holistically with improved infrastructure, buildings, and landscaping that better manages water. By partnering with organizations like the Center for Neighborhood Technology (CNT) and exploring natural solutions to stormwater management, we can better protect our homes and businesses from costly flood damage while also beautifying our neighborhood.

LETS CELEBRATE OUR CHARACTER AND DIVERSITY

Photo Credit: Eric Formato

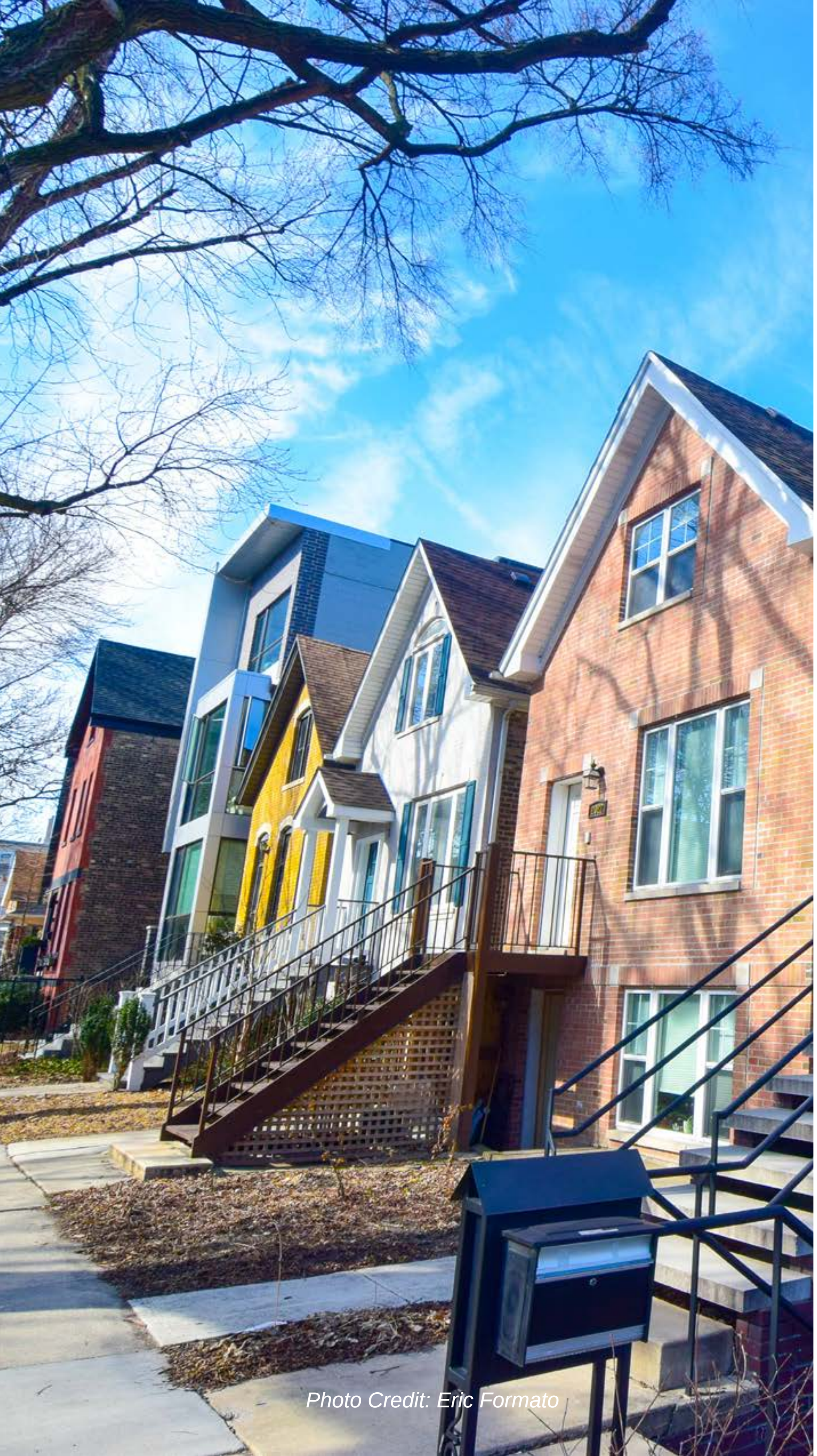


Photo Credit: Eric Formato

LET'S CELEBRATE OUR CHARACTER AND DIVERSITY

West Town is a vibrant community, rich with history and the artistic character of diverse neighborhoods like Ukrainian Village and East Humboldt Park. As our neighborhoods develop, so too should our commitment to preserving the very things that make West Town special: its people, character, and diversity.

Rapid development threatens to displace our neighbors and diminish the allure of our community and historic buildings. However, when we support local businesses, artists, community organizations, as well as recruit and educate small business owners, we can continue to reap the rewards of increased development. Together we can preserve West Town's identity and make sure our neighbors share these opportunities equally and more equitably.

RETAINING CHARACTER AND DIVERSITY

(PARTNERSHIPS: LOCAL ART GALLERIES, LOCAL ARTISTS, ENTERTAINMENT VENUES, CULTURAL INSTITUTIONS, AND CREATIVE BUSINESSES)

Our first and most important recommendation is to retain ethnic heritage, culture, and businesses by supporting independently owned and operated businesses, as well as reinforcing the marketing of West Town's ethnic subcultures.

WHAT YOU CAN DO

- Support local family-owned ethnic businesses.
- Use social media to promote our culturally diverse community area.

WHAT WE CAN DO

- Produce West Town Chamber and West Town SSA programming materials in various languages.
- Celebrate heritage by highlighting cultural events in monthly newsletters and on social media.
- Host the Community Leader's Summit annually to bring together all community groups.
- Gather and record quarterly data detailing our progress in order to produce an annual report.
- Strengthen existing partnerships and foster new relationships with our diverse community groups and leaders.

PROMOTING THE WEST TOWN BRAND

(PARTNERSHIPS: LOCAL BUSINESSES AND COMMUNITY ORGANIZATIONS)

Our second recommendation is to promote the branding efforts carried out by the Chamber to further highlight the West Town Community Area's unique neighborhoods.

WHAT YOU CAN DO

- Promote the West Town brand on social media platforms such as Facebook, Instagram, Twitter, and Snapchat, by using our hashtags and handles.
- Celebrate culturally significant holiday events in the district.

WHAT WE CAN DO

- Continue to document the history of the West Town Community Area.
- Help garner media coverage for culturally diverse initiatives in the neighborhood.

Photo Source: Eckhart Park Facebook Page

SPACES FOR SOCIALIZING, PLACES FOR COMMUNITY

(PARTNERSHIPS: COMMUNITY ORGANIZATIONS AND NEIGHBORHOOD GROUPS, ALDERMANIC OFFICES, AND THE CHICAGO PARK DISTRICT)

Our third recommendation is to increase the amount of physical gathering spaces for socializing and allow for pedestrians to linger longer on our commercial corridors. A key component of a vibrant community is allowing multiple opportunities for people to congregate, talk, and build relationships.

WHAT YOU CAN DO

- Create and rally around proposals for the creation of dog parks, farmers markets, people spots, and other public spaces.
- Utilize new and existing public spaces.
- Create, visit, and participate in online community group pages.
- Volunteering at local organizations is a great way to get involved and give back.

WHAT WE CAN DO

- Advocate for the creation of dog parks, farmers markets, people spots, and other pedestrian-friendly spaces.
- Leverage and promote existing festivals and local ethnic cultural events.
- Continue outreach for further community engagement and for larger media representation.
- Advocate for more physical spaces in which community organizations can gather.
- Catalog, monitor, and share information amongst community groups.
- Actively recruit the membership of ethnically diverse and women-owned businesses.

PRESERVING OUR HISTORY

(PARTNERSHIPS: CULTURAL INSTITUTIONS, HISTORIC CENTERS AND MUSEUMS, COMMUNITY ORGANIZATIONS, NEIGHBORHOOD GROUPS, AND ALDERMANIC OFFICES)

Our fourth recommendation is to encourage the preservation of our history by protecting historic buildings and local landmarks.

WHAT YOU CAN DO

- Identify historic buildings and advocate for their place in our communities.
- Utilize existing historic preservation programs to recoup expenses from rehabilitating older properties.

WHAT WE CAN DO

- Offer information on historic preservation programs available from nonprofit organizations, city, state, and federal programming.
- Advocate for design guidelines that ensure new developments complement our historic buildings.
- Establish a rebate program for assisting with historic preservation projects.
- Promote our existing Facade Improvement Rebate Program.
    - *Up to 50% of rehabilitation costs, for a maximum value of $15,000*

WHAT THEY CAN DO

- Continue offering financial assistance to property owners interested in protecting historic properties.
- Expand facade rehabilitation funding and historic preservation incentives on commercial corridors to reinvigorate existing structures, instead of demolishing the buildings that give West Town its character.

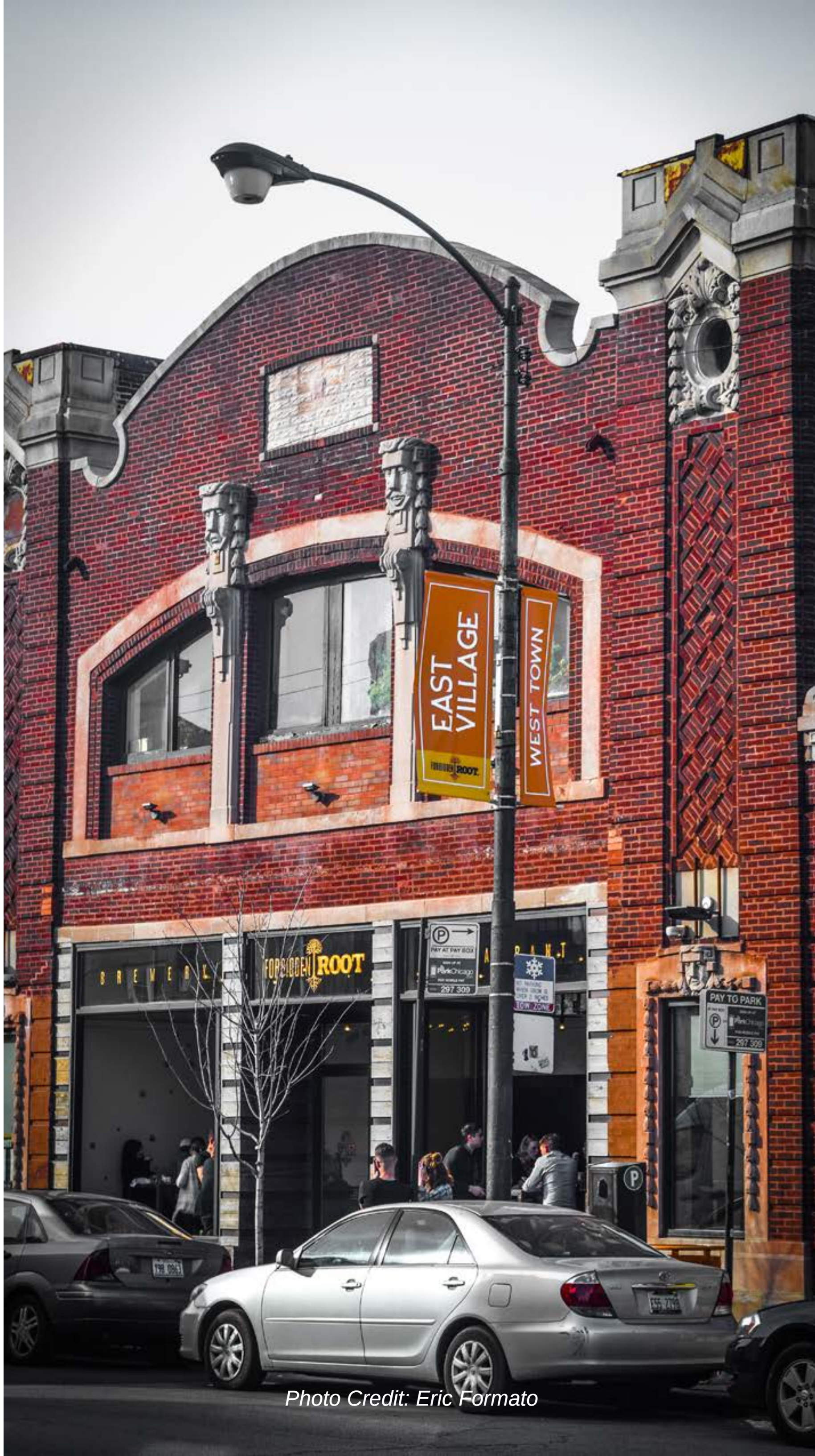


Photo Credit: Eric Formato

Photo Credit: Eric Formato

Photo Credit: Eric Formato

The More You Know

Preserving the character of our neighborhoods begins with protecting our historic buildings. There are multiple programs available for rehabilitating residential and commercial buildings. For residential property owners, programs include a 12-year property tax freeze, one-time charitable federal income deduction, forgivable loans for rehabilitating greystones, and a 20% federal rehabilitation income tax credit. For non-residential properties, historic preservation incentives include a one-time charitable federal income tax donation, building permit fee waivers, a 10-year property tax reduction, rebates for facade rehabilitation projects, as well as 20% and 10% federal rehabilitation income tax credits. Property owners can also combine historic preservation incentives with sustainability incentives to protect historic buildings while also protecting the environment.

LET'S CULTIVATE OUR LOCAL BUSINESSES

Photo Credit: Garret Gomez

Photo Credit: Garret Gomez

LET'S CULTIVATE OUR LOCAL BUSINESSES

When our small businesses thrive, so does West Town. For every dollar you spend at a locally owned, independent retailer, 34 cents are returned to the community. While Chicago Avenue is already a destination for shoppers from around the city, local businesses are still missing out on over $100 million dollars in unmet grocery, food, and alcohol sales.

We've come a long way, but there are still opportunities to help our small business community flourish like never before. The demand is here, the customers are here, but to take advantage of this untapped potential we must encourage both new and existing businesses. This can be acomplished by cultivating partnerships and continuing to improve the safety of our residents and business owners. Everyone has an important role to play, when we work together, we can support our local businesses and make West Town a great place to live, work, and shop.

BUSINESS RETENTION AND ATTRACTION

(PARTNERSHIPS: LOCAL BUSINESSES, BUSINESS INCUBATION CENTERS, ECONOMIC DEVELOPMENT CENTERS, OTHER CHAMBERS OF COMMERCE)

Our first recommendation for encouraging small business development is to focus on business retention and attraction. Our independent businesses are the economic backbone of the community and play an important role in West Town's unique character.

WHAT YOU CAN DO

- Participate in shop local incentives and other community programming in West Town.
- Recommend new strategies or program ideas to the Chamber for community programming and ways to address vacancies.

• Communicate your pride for West Town and its local establishments.

WHAT WE CAN DO

- Maintain a business directory that effectively provides information on businesses, the business corridors, and other community resources.
- Implement a business retention and expansion program to:
    - *Strengthen existing relationships and forge new relationships within the West Town business community.*
    - *Advocate for business interests at the city and state level.*
    - *Strengthen and expand technical assistance for business needs.*
    - *Establish a task force of business owners and community stakeholders that focuses on identifying business needs and collecting data.*
- Elevate area-wide marketing efforts that promote successful independent businesses to help celebrate a greater sense of place.
- Expand the Chamber boundaries to encompass Hubbard Street to the south, in order to provide services to a currently underserved corridor.

WHAT THEY CAN DO

- Continually engage small business owners, community leaders, and local stakeholders in decision making processes.
- Consider advocacy recommendations given by community and economic development organizations.
- Reassess city and state regulations that affect small businesses.
    - *Work to reduce cost prohibitive fees.*
    - *Reduce tax breaks that incentivize leaving storefronts vacant.*

Photo Credit: Garret Gomez

Photo Credit: Garret Gomez

- Establish a Mayoral Council for business attraction and retention that listens to the concerns of nonprofit organizations and businesses. The Council should help provide:
    - *Transparency with business development efforts.*
    - *A quarterly meeting similar to other Mayoral Councils.*
    - *Allocate tax money towards supportive programming.*

CRIME AND SAFETY

(PARTNERSHIPS: LOCAL BUSINESSES, CHICAGO POLICE DEPARTMENT, CAPS, COMMUNITY SAFETY COMMITTEES, ALDERMANIC OFFICES, AND RESIDENTS' ASSOCIATIONS)

Our second recommendation for encouraging small business development is to promote a culture of safety and cleanliness in our community, and to focus on crime prevention. If West Town is a place that is safe, clean, and bustling; there will be less opportunities for crime due to more people on the street.

WHAT YOU CAN DO

- Participate in local Police beat meetings and establish relationships with your local police officers.
- Maintain beautification efforts, including planters and parkway landscaping, on your property to keep them clean and clear of litter.
- Engage with your local community groups to organize neighborhood cleanup days.

WHAT WE CAN DO

- Promote our existing Security Grant Program.
- Recruit businesses near high crime areas to install forward and alley-facing security cameras.
- Promote several of our graffiti removal programs.

- Promote our existing snow removal services.

Visit the West Town SSA website for more information on these programs and their applications.

WHAT THEY CAN DO

- Implement the Vision Zero initiative in our neighborhood.
- Improve dangerous intersections in our community that have already been identified by previous traffic studies and plans.

WHAT IS VISION ZERO?

Vision Zero originally launched in Scandinavia and is an approach to mitigating traffic fatalities as a public health concern. The ultimate aim of Vision Zero is to reduce all traffic-related fatalities to zero.

Please visit the City of Chicago's website for more information on City of Chicago's goal for implementing Vision Zero.

Photo Credit: Garret Gomez

Photo Credit: Garret Gomez

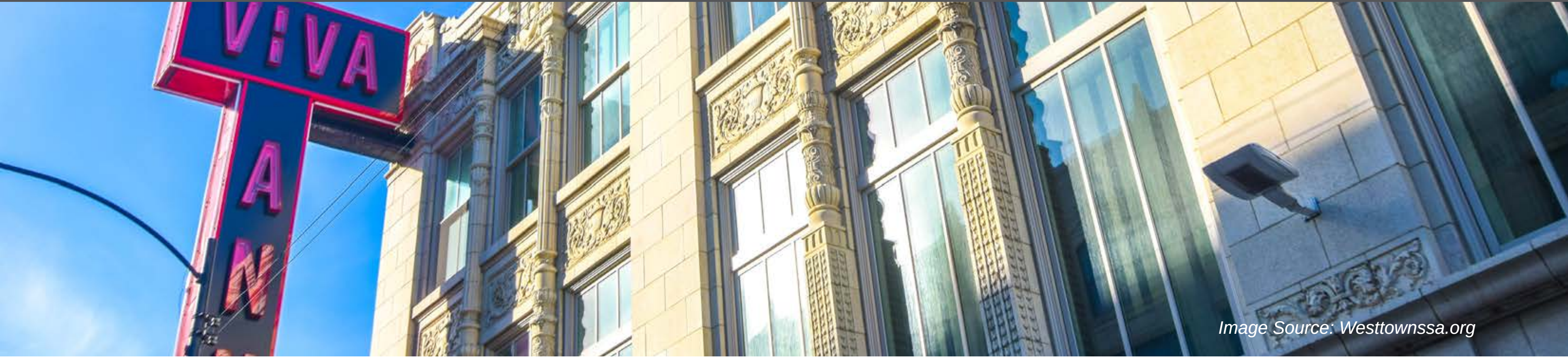


Image Source: Westtownssa.org

BEFORE AND AFTER FACADE IMPROVEMENT PROGRAM


Image Source: Westtownssa.org


Image Source: Westtownssa.org

The More You Know

The West Town Chamber of Commerce and West Town SSA offers a variety of programs that directly support our small businesses, including facade improvement rebates, graffiti abatement rebates, and security grants. The Facade Rebate Program allows a building owner (or tenant with building owner approval) who plans on making at least $500 worth of exterior improvements to receive up to 50% financial reimbursement for their improvement up to a maximum of $15,000. Similarly, the Graffiti Abatement Rebate Program provides 50% of the cost, up to $500, for labor and materials to remove, repair, and prevent graffiti or acid etching on building facades, walls, doors, doorways, and windows. Finally, the Security Grant Program provides up to a $1,500 grant for first-time installation of an eligible security system and up to $500 for any eligible systems subject to an update. More information on these services can be found on the West Town SSA website.

LET'S MAKE WEST TOWN A HUB FOR ART AND THE CREATIVE ECONOMY

Photo Credit: Kate McKenna


Photo Credit: Jeff Mancilla

LET'S MAKE WEST TOWN A HUB FOR ART AND THE CREATIVE ECONOMY

The West Town art scene is blossoming. Our local artists and galleries are thriving, not only as a result of widespread community support, but because their work reflects the rich tapestry of our neighborhoods and residents. We can make West Town an artistic destination and encourage this local renaissance by sponsoring more public art installations, fostering partnerships between our art galleries and other local businesses, and expanding existing local community programs to promote West Town art and artists.

A "sense of place" is fostered by having a strong identity and character that is deeply felt by local inhabitants and visitors. The beauty of public art is that it not only creates a fun and engaging urban experience, but it also helps our businesses prosper. As a center for art and the creative economy, West Town will attract visitors from all over the city and country, highlighting the talented works being created in our community and offering artists a pathway to greater city, state, and federal support.

INCORPORATING THE ARTS IN STREETSCAPE ELEMENTS

(PARTNERSHIPS: LOCAL ARTISTS, COMMUNITY ART GALLERIES, ART ORGANIZATIONS AND MUSEUMS, LOCAL ARTISTIC EDUCATIONAL INSTITUTIONS, ALDERMANIC OFFICES, AND THE DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS)

Our first recommendation is to promote local artists and art through a revamped streetscape and banner program. The street banner program will fill our streets with a variety of different artworks by featuring work from local artists on public street banners along the West Town SSA corridors. Similarly, we will involve artists when designing future streetscaping projects, like our artist-designed SSA garbage cans, and other beautification efforts.

WHAT YOU CAN DO

- Local artists can submit their work to the Chamber for the revamped decorative street pole banner program.
- Engage with other community members by sharing artist-designed streetscape, banner, and placemaking efforts on social media.

WHAT WE CAN DO

- Garner committee support from the Chamber's marketing, beautification, and public art committees for an expanded banner program featuring local artist's work.
- The West Town SSA will continue to offer the Street Pole Banner Sponsorship program, in which decorative banners are displayed throughout the SSA to beautify the streetscape. For information on sponsorship information and application, please visit the web address in appendix section 10.1.
- Promote West Town's culturally diverse population by including banners in different languages in the banner expansion program.
- The West Town SSA can invest in artist-designed streetscape elements.

WHAT THEY CAN DO

- Continue to allow the installation of street pole banners and decorative streetscape items.
- Continue to support the use of artist-designed streetscape elements.
- Advocate for loosened public way restrictions for art programming.


Photo Credit: NinaChicago.com

Photo Credit: REP3.com

Photo Credit: REP3.com

PUBLIC ART AND PROGRAMMING

(PARTNERSHIPS: LOCAL ARTISTS, COMMUNITY ART GALLERIES, ART ORGANIZATIONS AND MUSEUMS, LOCAL ARTISTIC EDUCATIONAL INSTITUTIONS, ALDERMANIC OFFICES, AND THE DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS)

Our second recommendation is to expand our existing public art initiative and support other local arts-related programming. Public art is essential to creating a greater sense of place, makes our streetscape more enjoyable. This encourages people to linger longer, thereby increasing revenue for our businesses.

WHAT YOU CAN DO

- Apply for West Town SSA-sponsored art grants which are open to all artistic mediums.
- Attend and support your neighborhood art, music, and street festivals e.g. Do-Division Street Fest, West Fest, West Town Art Walk, West Town Food Truck Social, and West Town Winterfest.
- Support your local artistic institutions and businesses by attending openings and shows.
- Invest in your own personal collection by shopping at your local art galleries and purchasing pieces from local artists.

WHAT WE CAN DO

- Continue to foster strong relationships with local art organizations and galleries to create monthly after-hours programming that showcases the corridors.
- Expand digital platforms to include walking tours of public art and to create other means of access to the local art community.
- The West Town SSA can continue supporting local art through our West Town Public Arts Initiative and the West Town SSA-sponsored arts grant. The West Town Public Arts Initiative mission aims to create public art within West Town that values

cultural diversity and takes art out of designated space and places it into the public context to create full accessibility.

WHAT THEY CAN DO

- Aldermen can create a fund matching program where they dedicate a portion of their menu money towards public art within their wards. This would enable the West Town Arts Initiative to issue art grants for projects that fall outside of the West Town SSA boundaries.
- Advocate for loosened public way restrictions for art programming.

PERFORMANCE, ART AND ENTERTAINMENT VENUES

(PARTNERSHIPS: LOCAL ARTISTS, COMMUNITY ART GALLERIES, ART ORGANIZATIONS AND MUSEUMS, LOCAL ARTISTIC EDUCATIONAL INSTITUTIONS, AND ALDERMANIC OFFICES)

Our third recommendation is to promote and advocate for the creation of new performance art and entertainment venues in West Town. Our commercial corridors are young and vibrant, but they lack a multitude of entertainment venues that could make our district a destination for nightlife. By promoting performances, art, and advocating for more entertainment venues, West Town will become a destination for nightlife and culture.

WHAT YOU CAN DO

- Provide your space or other vacant spaces at low or no cost for artists and art organizations to host creative events.
- Activate unused public spaces for short-term installations, bazaars, or community events.
- Support businesses that apply for a Public Place of Amusement (PPA) license, by signing petitions and writing letters of support to your Alderman.

Photo Credit: Empty Bottle

Photo Credit: Defibrillator Gallery

Photo Credit: Intuit Art Center

Photo Credit: Ukrainian Institute of Modern Art

WHAT WE CAN DO

- Continue to develop relationships with placemaking organizations to activate our business corridors.
- Foster new relationships with neighbors and local businesses to help find and use venues for art-related events.
- Advocate for the creation of art-based attractions.
- Advocate for the creation of public spaces that can be used for creative activities.
- Continue to support the lifting of liquor moratoriums for new businesses in our commercial corridors.
- Work with local residents' associations to garner support for new PPA licenses in the community.

WHAT THEY CAN DO

- Work towards policies that give tax incentives for activating unused and vacant spaces while abolishing an existing tax rebate that encourages property owners to keep vacant spaces.
- Support the activation of public spaces for entertainment in our district.
- Help support businesses throughout the PPA license process.

GOVERNMENT PARTNERSHIPS

(PARTNERSHIPS: THE DEPARTMENT OF CULTURAL AFFAIRS AND SPECIAL EVENTS, ALDERMANIC OFFICES, LOCAL CONGRESSMEN AND OTHER POLICY MAKERS, AMERICANS FOR THE ARTS, AND OTHER ART ADVOCACY GROUPS)

Our fourth recommendation is to create partnerships with city, state, and federal entities to help secure grants that encourage the expansion of art and entertainment initiatives in West Town.

WHAT YOU CAN DO

- Share resources with the Chamber regarding art programming and funding sources.
- Sponsor a program by donating space, time, or funding for art programming.
- Participate in the West Town Public Arts Initiative by applying for a public art grant.

WHAT WE CAN DO

- Continue to provide information about grant funding opportunities.
- Tap into available art funding by strengthening relationships with city, state, and federal entities.
- Strengthen public-private partnerships throughout West Town to foster the expansion of the Public Art Initiative outside the West Town SSA.

WHAT THEY CAN DO

- Continue to fund and expand the City of Chicago's CityArts program, which provides operating support to "Chicago-based, arts and culture-focused, nonprofit organizations with budgets under $2 million."
- Extend funding and promote the City of Chicago's Individual Artists Program, which "provides project-based funding for professional artists".
- Lobby the City of Chicago to continue its work towards transparency and a more user-friendly application process.
- Provide an Aldermanic liaison to work on the Public Arts Initiative.
- Advocate for loosened public way restrictions for art programming.

Photo Credit: Eric Formato

Photo Credit: Eric Formato

Photo Credit: Chicago Truborn

Photo Credit: Chicago Truborn

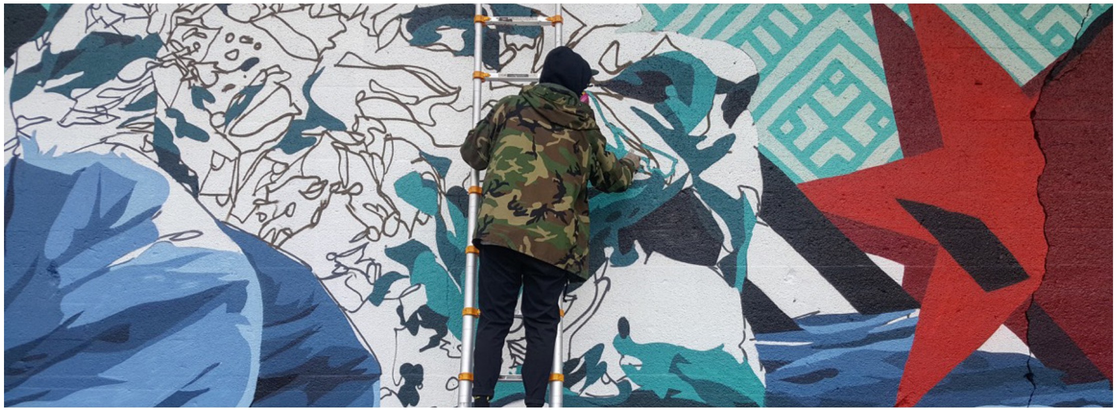


Photo Credit: Chicago Truborn

The More You Know

Public art is a vital component of making a community feel complete. It creates local landmarks that make spaces more memorable, contributes to the overall beauty and character of our neighborhoods, and generates more interest in the community at large. Public art is not limited to murals on buildings or underpasses—it can be integrated in ways that engage drivers, pedestrians, and bicyclists. From 2015 to 2017 the West Town SSA has embodied the spirit of the Public Art Initiative in full by allocating $50,000 in tax-based funding which brought thirty new public art projects to the West Town SSA district. These projects included contracts with local artists as well as artists from around the globe, including destinations like the Netherlands, France, and Belarus. Public Art Initiative projects range from mosaic pothole cover-ups, interactive installations, three-story murals, artist talks, and unsightly scaffolding and construction cover-ups.

WE ARE WEST TOWN
A Five Year Master Plan

APPENDIX

APPENDICES CONTENTS

BIG IDEA 1: COMPLETE STREETS

- Create form letters to lobby for various efforts in the community area.
- Encourage CDOT, DPD, and Aldermanic offices to begin the process of producing a traffic study and Traffic Infrastructure Master Plan.
- Record and report the number of informational meetings that were planned and held during years one, two, and three in regards to complete streets recomendation.
- Publish contact information for local leadership for the community each year. Maintain current contact information online.
- Publish template letters of support online for community use.
- Publish informational material on the benefits of a road diet.
- Publish renderings of the future Chicago Avenue as a complete street.

BIG IDEA 2: SUSTAINABILITY

- Create informational packets to promote green infrastructure in West Town.
- Create a map to pinpoint future green infrastructure projects.
- Foster partnerships with local beekeeping, conservation, and gardening organizations to plan community programming.
- Record and report how many sustainability projects and programs have been installed or initiated each year.

BIG IDEA 3: RETAINING CHARACTER AND DIVERSITY

- Create a single-page branding guide for businesses to use in West Town.
- Create and distribute a community survey that asks how the neighborhood experience has been enhanced.
- Create incentives for local businesses to use the West Town brand.
- Track the number of business spotlights published on social media and in the member newsletter.
- Create a database of community spaces for the community to use for a variety of functions.
- Track and record participation from local businesses in community events.
- Track and record branding efforts used by community.

BIG IDEA 4: SMALL BUSINESS PROMOTION

- Create an asset map for retail business supply and demand.
- Based on the retail business asset map, evaluate whether specific retail business demands were satisfied by successful implementation of business attraction programming.
- Survey community members about shopping needs in year one, then follow up in years three and five to see if more residents are shopping local.
- Take pedestrian counts comparing foot traffic in the SSA during years one, three, and five.
- Track the number of new businesses and identify how many are women and minority-owned.

BIG IDEA 5: ARTS AND THE CREATIVE ECONOMY

- Publish documented data surrounding the increase in art projects, public art and arts education in West Town.
- Issue surveys to residents to gauge the impact of the West Town Public Arts Initiative programming and placemaking efforts.
- Publish a list of available venues and spaces for potential creative events.

For all SSA program applications please visit: http://www.westtownssa.org/program/

PHOTO OF RESULTS FROM THE HISTORY SCAN WORKSHOP, JULY 7, 2016

RESULTS TRANSCRIBED ON THE FOLLOWING PAGE

Results from the History Scan Workshop, July 7, 2016

What events, changes, or people have made these areas vibrant and successful?

Key: Entertainment & Culture · Political · Infrastructure · In/Migration · Green/Open Spaces · Most Relevant/important

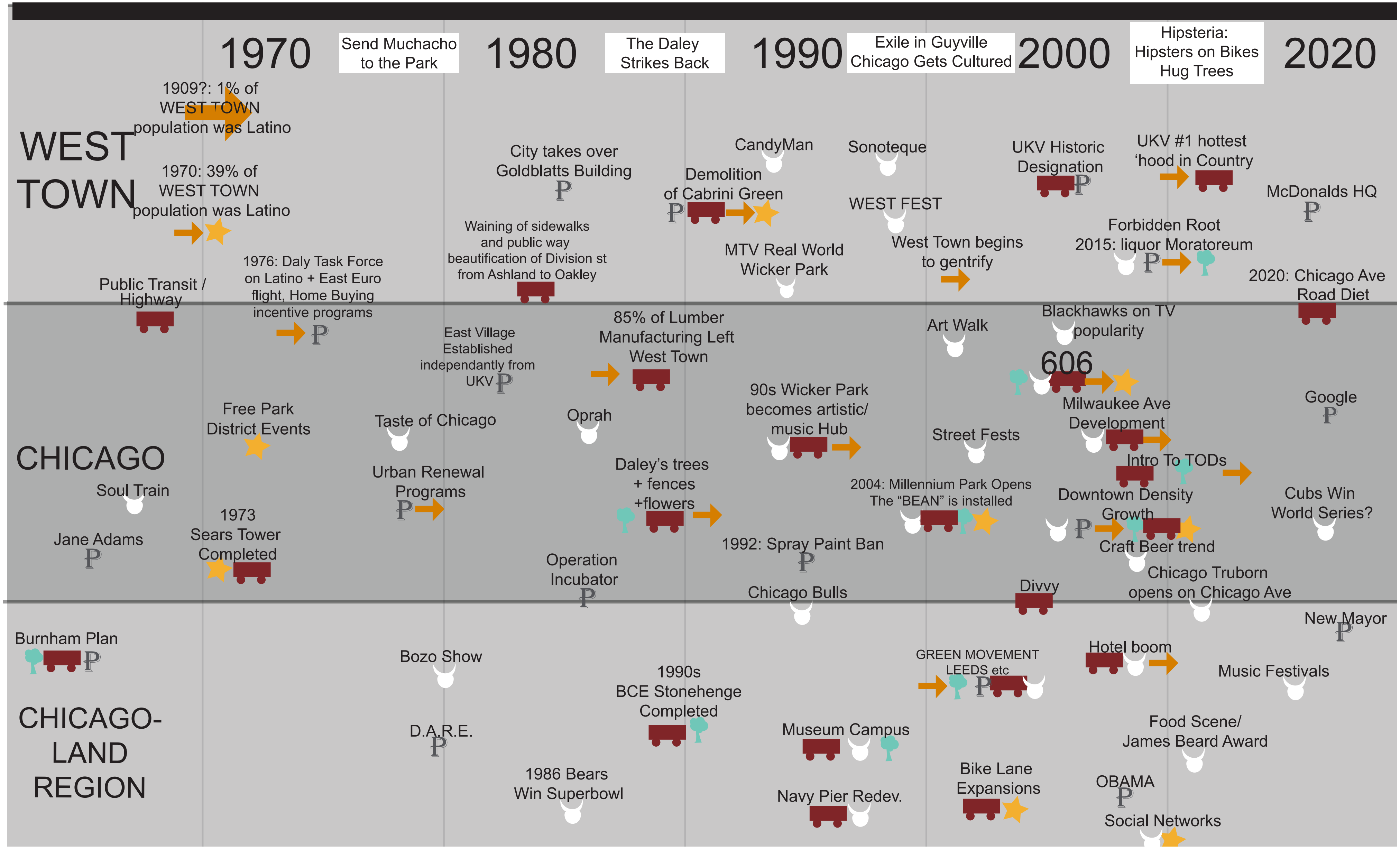
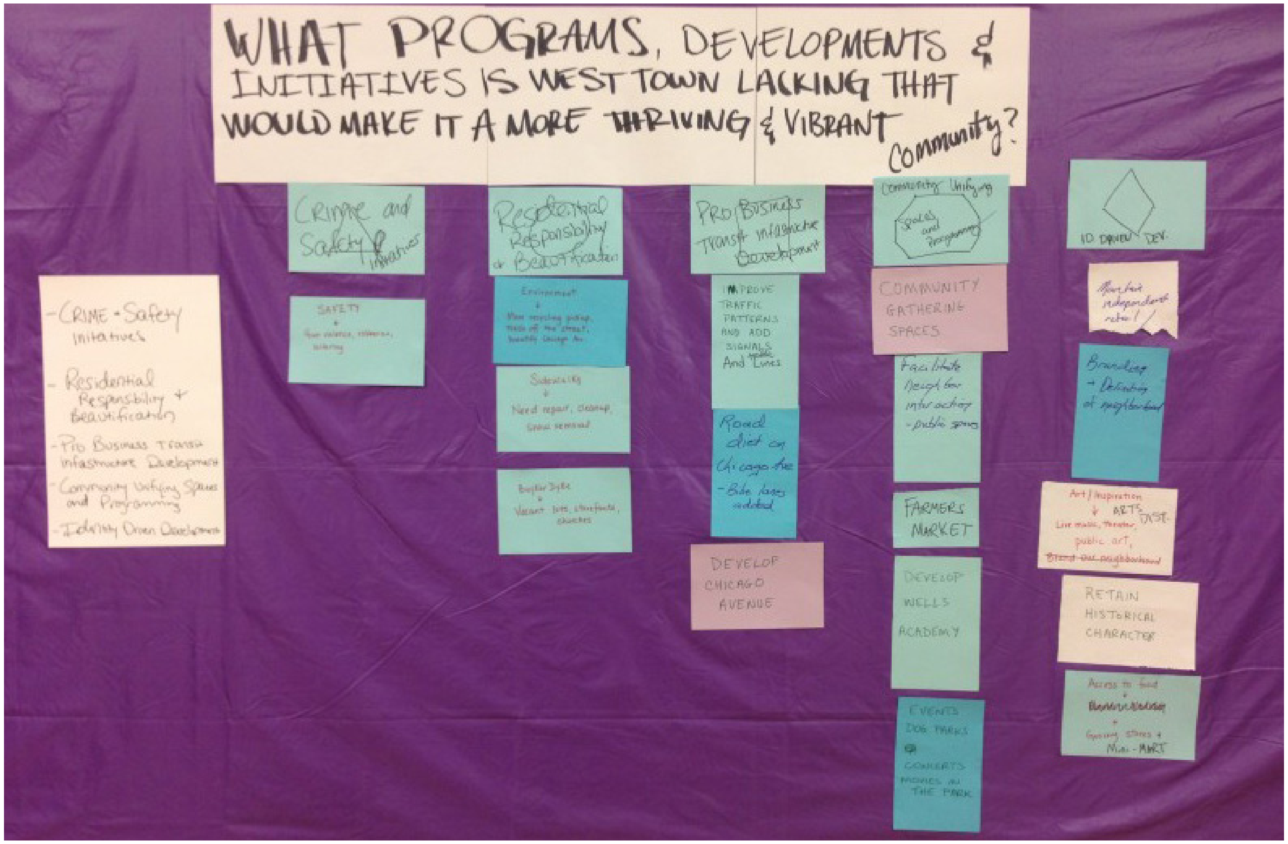


PHOTO OF RESULTS FROM THE CONSENSUS WORKSHOP 1, JULY 28, 2016

RESULTS TRANSCRIBED ON THE FOLLOWING PAGE



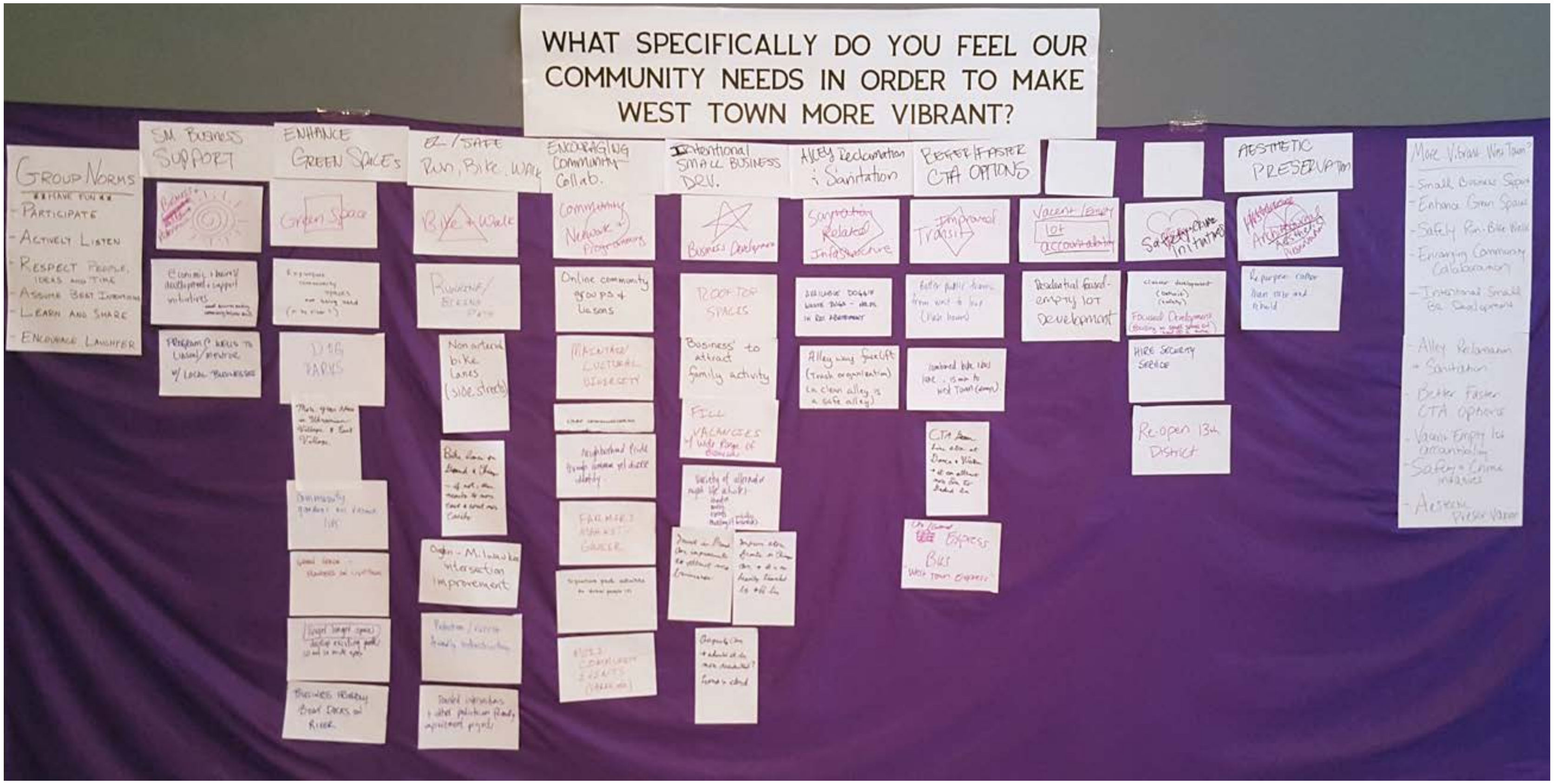
Results from the Consensus Workshop 1, July 28, 2016

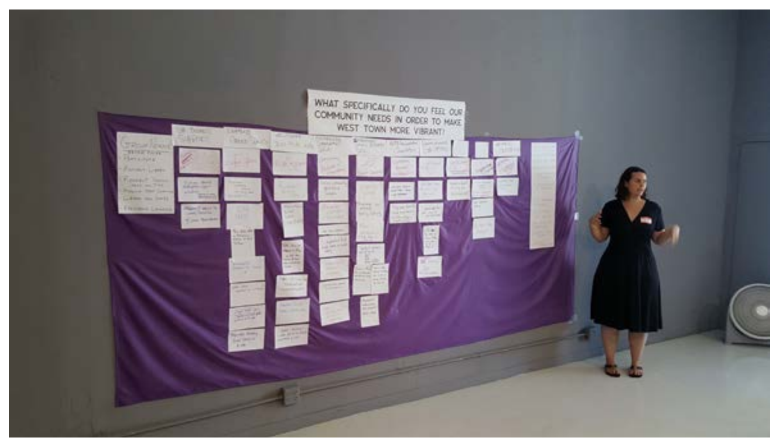
What programs, developments and initiatives is West Town lacking that would make it a more thriving and vibrant community?

Crime and safety initiatives	Residential responsibility & beautification	Pro business transit infrastructure development	Community unifying spaces and programming	Identity driven development
Safety > Gun violence, robberies, loitering	Environment > More recycling pickup, trash off the streets, beautify Chicago Ave.	Develop Chicago Ave.	Community gathering spaces	Maintain independent retail
	Bickerdike > Vacant lots, storefronts, churches	Road diet on Chicago ave.	Facilitate neighbor interaction - public spaces	Branding definition of neighborhood
	Sidewalks > Need repair, cleanup, snow removal	Bike lanes	Events, dog parks, movies in the park	Art/inspiration, arts dirstrict, live music, theatre public art
		Improve traffic & add signals and traffic lines	Develop Wells Academy	Retain historical character
			Farmers Markets	Access to food > Grocery stores, mini mart

PHOTO OF RESULTS FROM THE CONSENSUS WORKSHOP 2, AUGUST 27, 2016

RESULTS TRANSCRIBED ON THE FOLLOWING 2 PAGES





Results from the Consensus Workshop 2, August 27, 2016

What, specifically, do you feel our community needs in order to make West Town more vibrant?

Enhance Green Space	Alley Reclamation & Sanitation	EL / Safe Run, Bike, Walk	Better Faster CTA options	Small Business Support
Business friendly boat docks on river	Available doggie waste bags - helps in rat abetment	Bike lanes on Grand & Chicago- if not, then nearby to move east and west more easily	Better public trans. from west to loop (rush hours)	Program at Wells High School to liason/mentor w/ local business
[linger longer spaces] develop existing parks so, not so wide open	Alleyway face lift (trash organization) (a clean alley is a safe alley)	Painted interesections & other pedestrian friendly improvement projects	Combined bike & bus lane - 15 min to West Town (always)	Economic & business development & support initiatives
Planters on light poles		Pedestrian/ runner friendly infrastructure	CTA green line stop at Damen and Western & it can attract more ppl even to Grand Ave.	Small business mentoring, community business events
Community gardens on vacant lots		Ogden - Milwaukee intersection improvement	Chi/Grand Express Bus "West Town Express"	
More green space in Ukrainian Village & East Village		Non arterial bike lanes (side streets)		
Dog Parks		Running Biking Path		
Repurpose Community spaces not being used (Also by the river?)				

Safety and Crime Initiatives	Vacant / Empty lot accountability	Intentional Small Business Development	Aesthetic Preservation	Encouraging Community Collaboration
Cluster development (Detroit) (safety)	Residential focused empty lot develop-ment	Rooftop spaces	Repurpose rather than raze and rebuild	Online community groups & liasons
Focused development (focusing on small spaces of the neighborhood at a time)		Business to attract family activity		Maintain cultural diversity
Hire security service		Fill vacancies w/ wide range of businesses		Clear communication
Re-open 13th distrtict		Augusta Ave: should it be more residential (Leona's closed)		Signature park activities to draw people in
		Improve store fronts on Chicago ave.		More community events (parks etc.)
		Invest in Grand Ave improvement to attract more businesses		Farmers Markets/Grocer
		Variety of alternative night life activities (theatre, music, events, meetings & activities & business)		Neighborhood pride through common yet diverse identity

COMMUNITY MEMBER DESIGN CHARRETTE

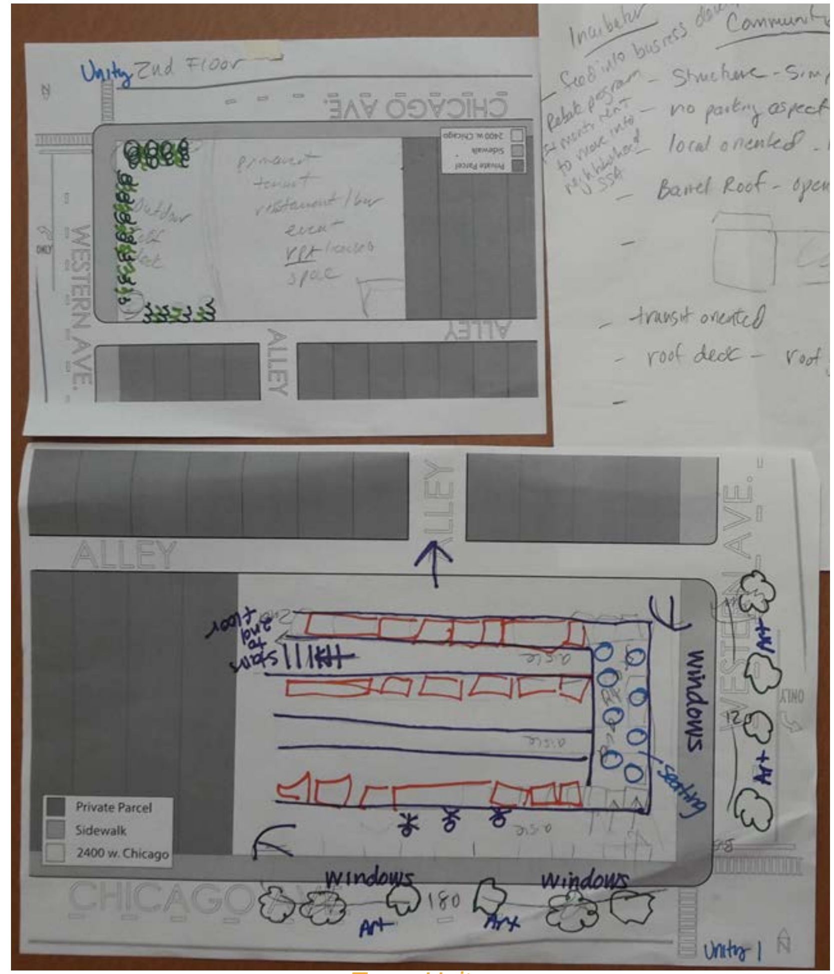
A charrette is an intensive planning session where citizens, business owners, and others collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to the community. More importantly, it allows everyone who participates to be a mutual author of the plan.

This interactive design workshop was intended to be a hypothetical think tank for “what could be” on a real site in West Town at 2400 W. Chicago. This space has been empty and unused for about 10 years. Community members had the opportunity to bring their skills together. Working in small groups participants collaborated and came up with a design for a specified site in West Town. The designs are featured on this page and the following page.

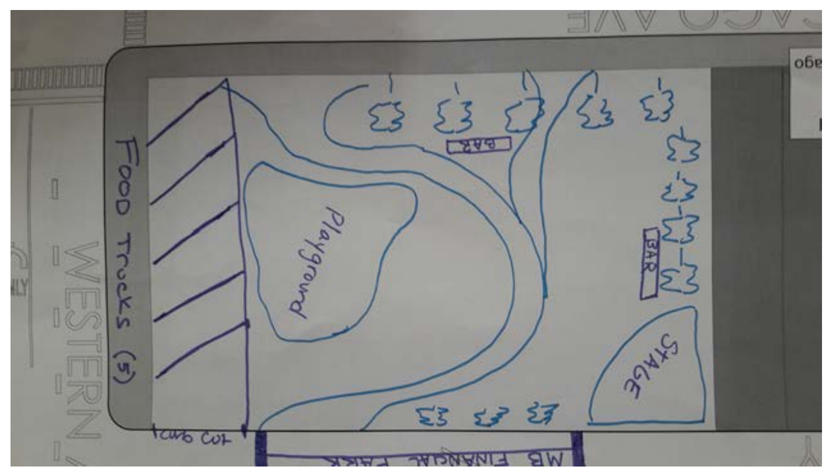
We separated the participants into three groups and they came up with the following designs for the space:

Unity (Tim, Hector, Kace, Robert)

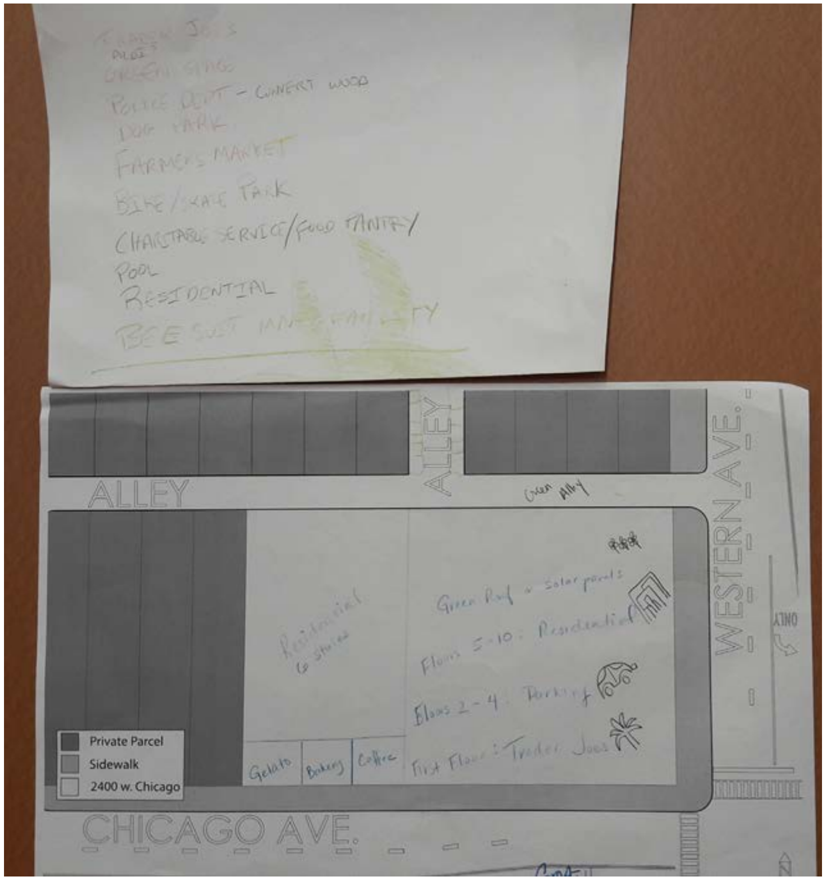
- Relatively simple structure allows for market space
- 2nd floor anchor/tenant bar/restaurant rooftop; view to city, private business space, private events to offset the cost for the first floor independent retailers.
- More established companies from out of town who don’t want to invest in a brick and mortar expansion can lease larger spaces in the first floor
- Transit oriented incubator for small business owners, artists, to try out
- SSA rebate program for their first month rent to relocate into the west town SSA after they have been established in this incubator
- Reminiscent of St. lawrence market in Toronto or the Public Market in Milwaukee



Team Unity



Team Awesome Sauce



Team Goat Huggers

Group 1

Awesome Sauce (Becky, Kara, Nick, Matt)

- Communal space, with a stage with programming all day,
- Small bar
- Communal area with farmers markets
- playground
- Foodtruck spaces along the side to help sponsor the whole thing

Goat Huggers (Ben, Oriana, Michael, Vannessa)

- 3 parcels residential space 6 story building
- 3 spots in front that are commercial the remaining spots would house a Trader Joe's on the first floor 2 stories of parking and 5 stories of residential spaces.
- LEED certified green roof and green space
- And a green alleyway (permeable pavers, so the building doesn't flood the community around)
- More pedestrian traffic to reactivate more retail space

STUDENT DESIGN CHARRETTE

The student design charrette followed the exact same format as the community member Design Charrette. The results were very similar to the previous chqrrette. Each group focused on unifying the West Town Community Area with a community development space of some sort.

Group 1 designed an alternative housing "Boutique Trailer Park" art space with art installations and a cafe with a rooftop garden.

Group 2 designed a public park community space with art installations and programming with community ethnic food trucks incorporating the local residential make up.

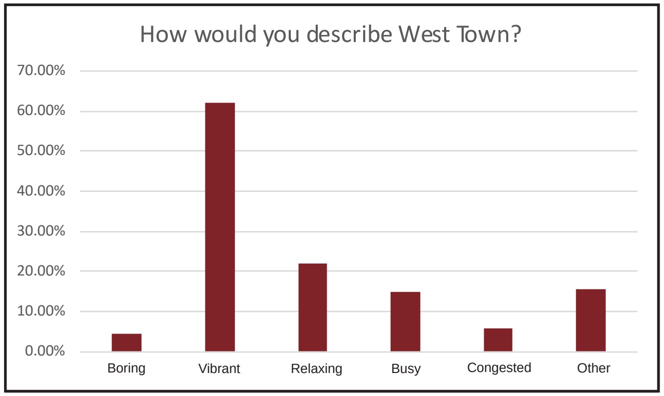
Group 3 designed a mixed use commercial and community development space with affordable housing and commercial spaces, a dog park and a playground.

Group 2

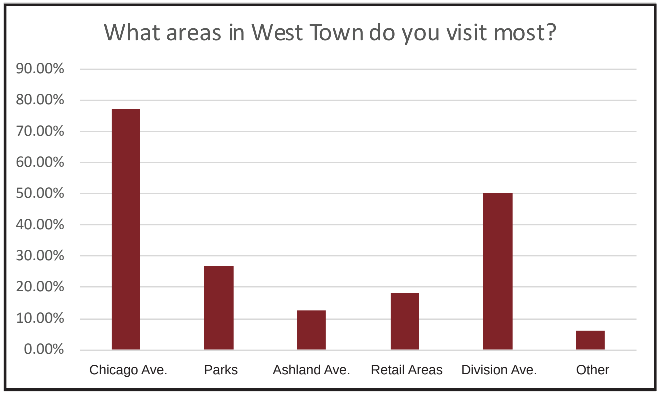
Group 3

APPENDIX 3: SURVEYS AND RESULTS

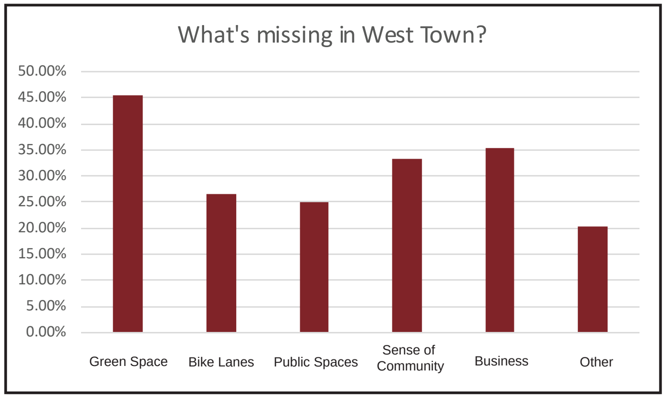
Master Plan Survey Results



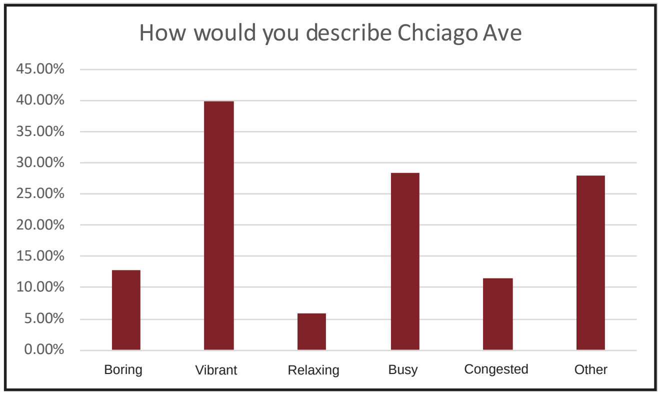
Neighborhood Exploration



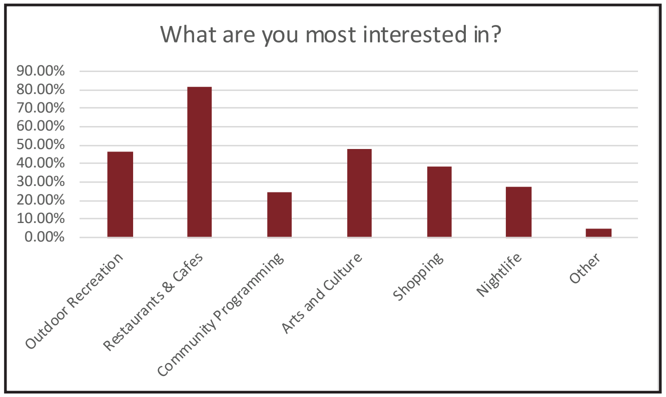
Lacking in West Town?



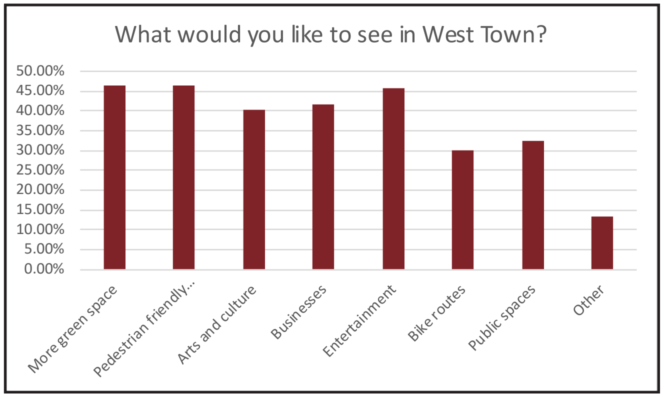
City Description?



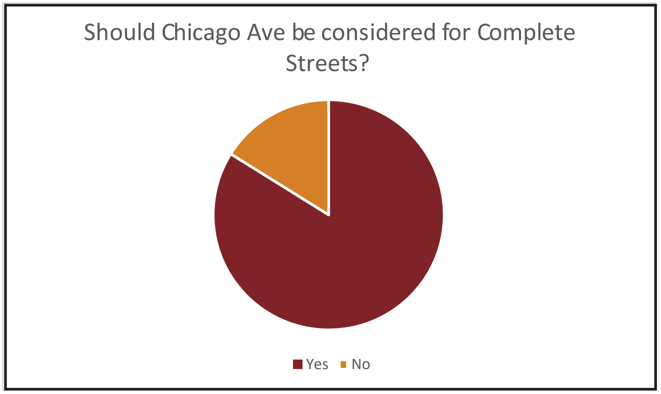
Interests?



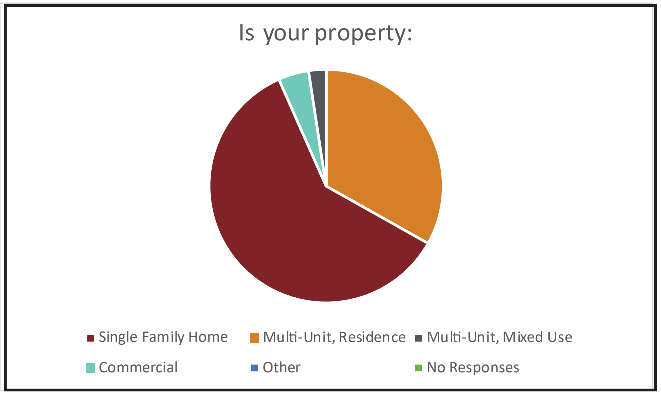
West Town Future Planning?



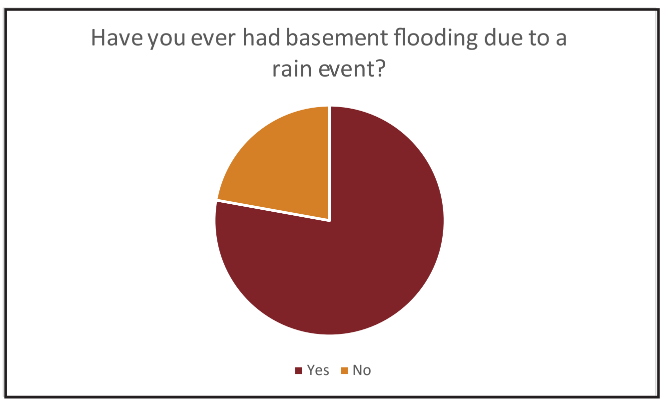
Complete Streets Survey



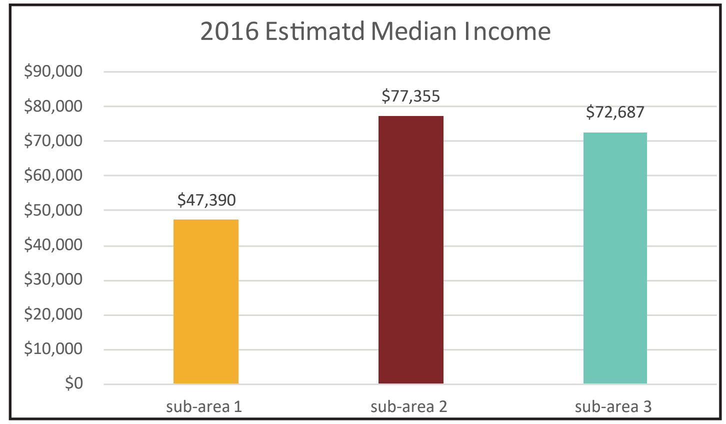
Basement Flooding Survey

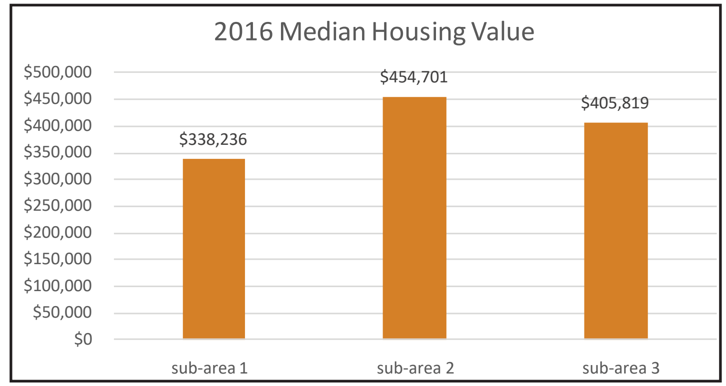


Residential Flooding Response

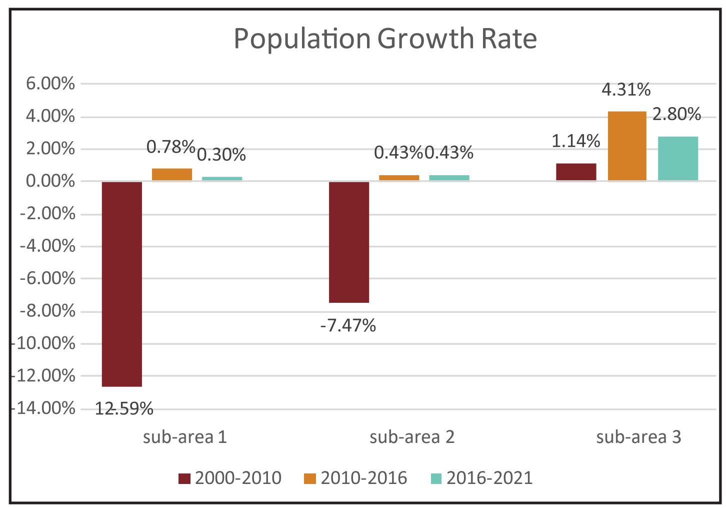


APPENDIX 4: ECONOMIC DATA

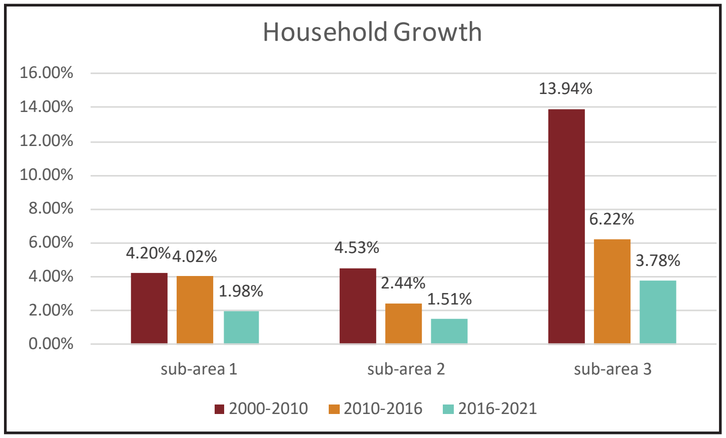


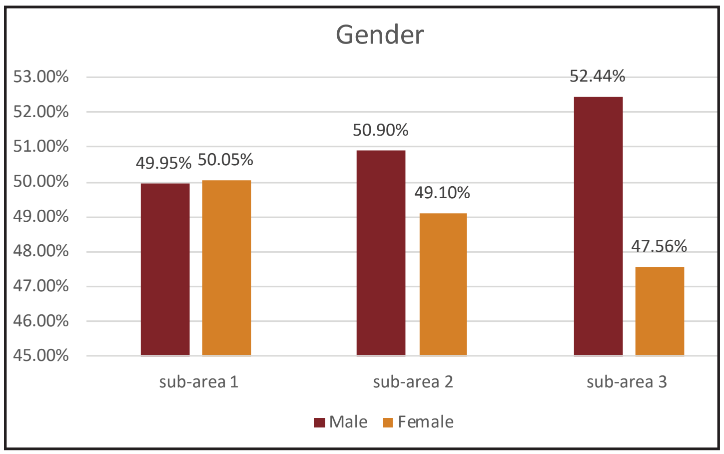


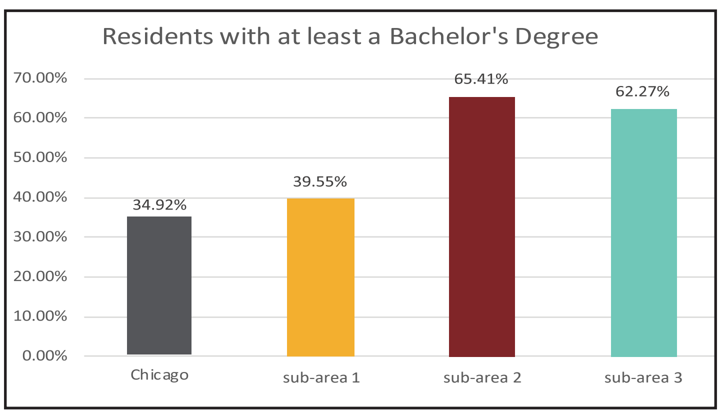
APPENDIX 5: DEMOGRAPHIC DATA

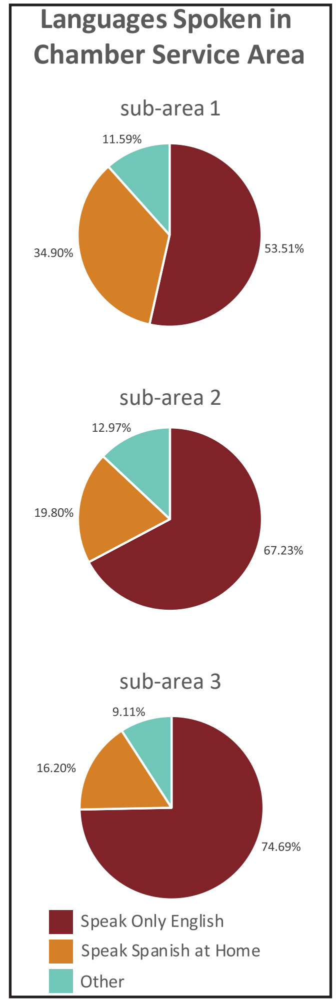


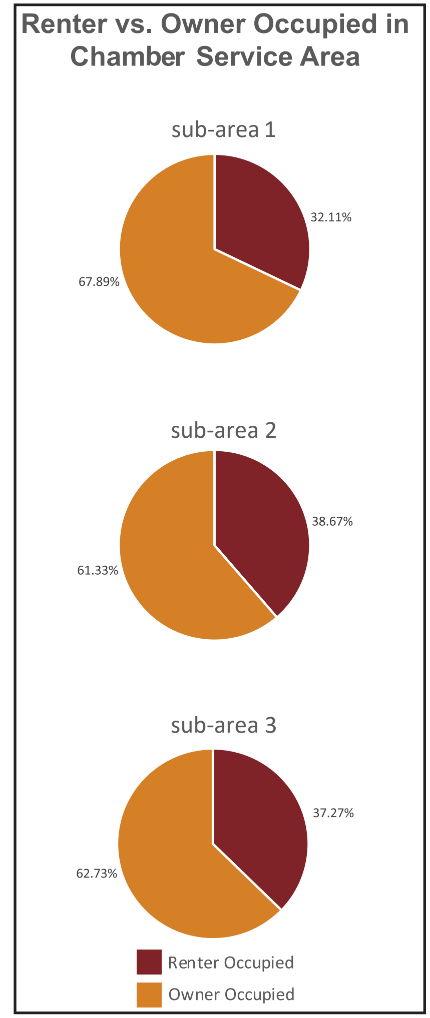
APPENDIX 5: DEMOGRAPHIC DATA CONTINUED

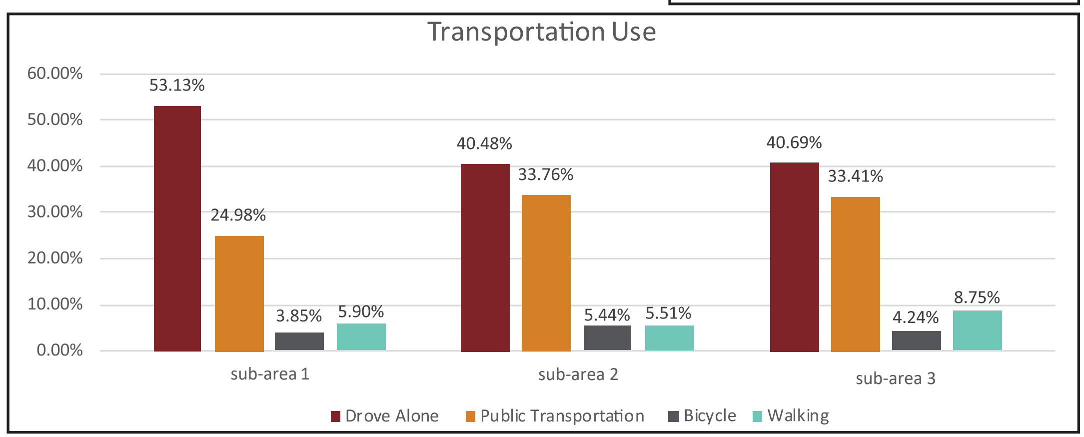




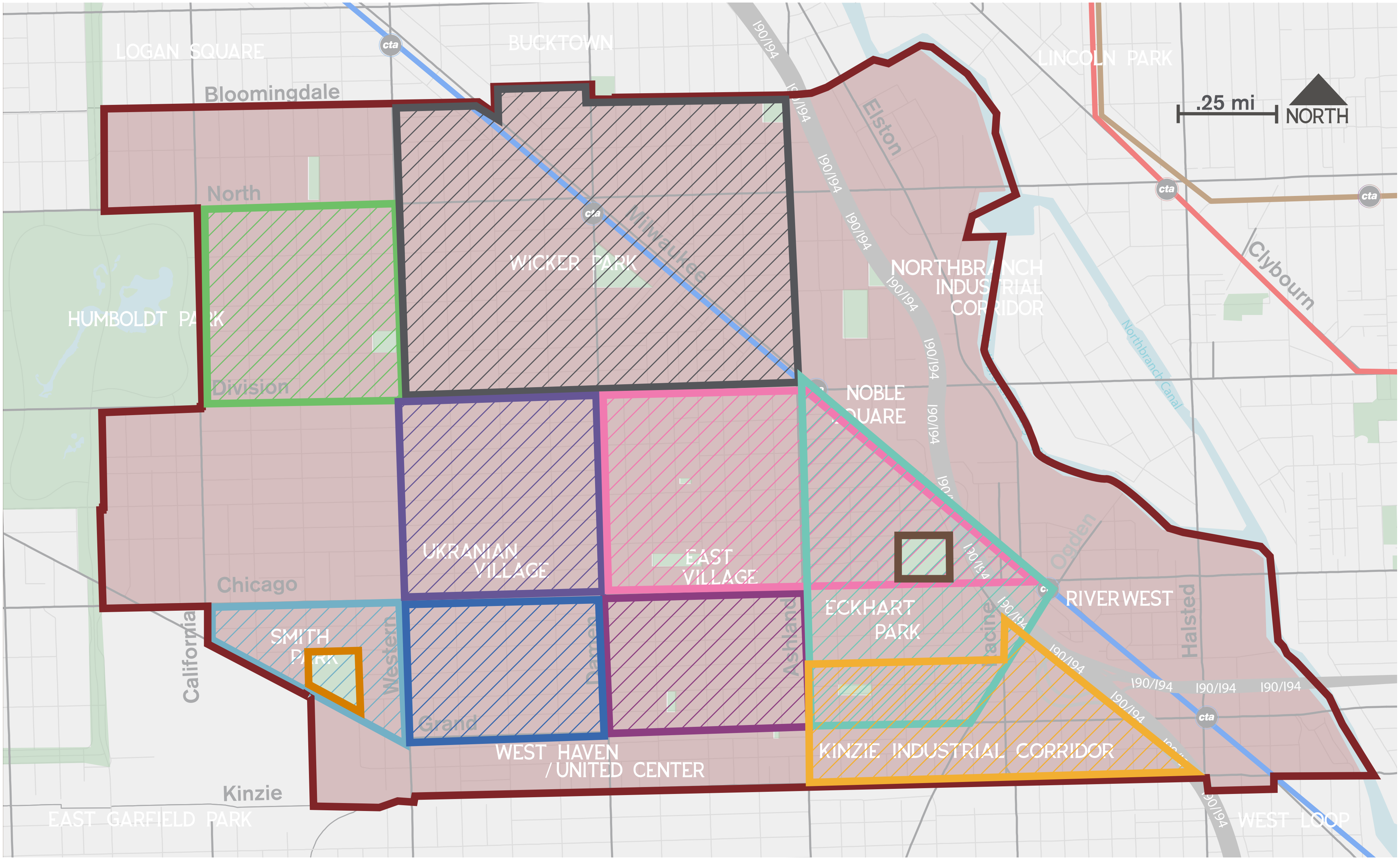








RETAIL STORES	2016 DEMAND	2016 SUPPLY	LEAKAGE/SURPLUS
Total Retail Sales	$949,128,954	$624,045,194	$325,083,760
LARGE GAP			
Grocery	$78,961,322	$12,013,540	$66,947,782
Building Material, Garden	$88,633,282	$29,555,806	$59,077,476
General Merchandise	$107,101,217	$11,262,284	$95,838,933
NICHE GAP			
Specialty Food	$9,970,216	$2,778,790	$7,191,426
Beer, Wine & Liquor	$34,521,740	$5,369,520	$29,152,220
Furniture & Home Furnishings	$20,901,546	$12,273,139	$8,628,407
Cosmetics & Beauty Supplies	$3,377,266	$1,008,526	$2,368,740
Family Clothing	$13,251,320	$3,245,370	$10,005,950
Jewelry Stores	$17,056,527	$749,974	$16,306,553
Gift, Novelty & Souvenir	$6,556,692	$1,036,295	$5,895,728
LARGE SURPLUS			
Special Food Service	$14,043,150	$78,809,717	$64,766,568
NICHE SURPLUS			
Drinking Places	$5,008,193	$14,026,206	$9,018,012
Full-Service Restaurant	$58,965,571	$67,334,371	$8,368,800
Household Appliance Stores	$2,249,071	$15,017,264	$12,768,194
Women's Clothing	$6,170,508	$12,231,130	$6,060,622
Clothing Accessories	$1,129,671	$5,128,693	$3,999,022
Used Merchandise	$2,193,305	$6,597,718	$4,404,413
Florists	$936,281	$3,424,070	$2,487,789



Chicago Grand Neighbors Association	West Town Community Area
East Humboldt Park Neighborhood Association	Grand Community Organization
Wicker Park Committee	Friends of Eckhart Park
Ukrainian Village Neighbors Association	West Town Neighbors
East Village Association	Smith Park Neighborhood Alliance
Eckhart Park Community Council	Smith Park Advisory Council

APPENDIX 8: COMPLETE STREETS

FOR MORE INFORMATION REGARDING COMPLETE STREETS OUTSIDE OF CHICAGO PLEASE VISIT:

- https://www.portlandoregon.gov/transportation/article/505257
- https://www.fhwa.dot.gov/publications/research/safety/10053/index.cfm

WHAT IS A TRAFFIC INFRASTRUCTURE MASTER PLAN

A Traffic Infrastructure Master Plan is a document provided by city planning officials that details specific changes to a roadway, and follows a planning process that involves community participation.

WHAT IS A TRAFFIC STUDY REQUEST

A traffic study request provides a reason for city planning officials to conduct a rigorous study identifying traffic patterns, safety, and opportunities for improving traffic and road conditions. A traffic study request will create the opportunity for CDOT to dedicate time and attention to improving Chicago Avenue.

APPENDIX 9: CHARACTER AND DIVERSITY

HOW DO WE START?

Preserving the character of our neighborhood begins with protecting our historic buildings. Fortunately, there are multiple programs available for rehabilitating residential and non-residential buildings. For residential property owners, the range of programs available include a 12-year property tax freeze, a one-time charitable federal income deduction, forgivable loans for rehabilitating greystones, and a 20% federal rehabilitation income tax credit. For non-residential properties, historic preservation incentives include a one-time charitable federal income tax donation, building permit fee waivers, 10-year property tax reduction, rebates for facade rehabilitation projects, as well as 20% and 10% federal rehabilitation income tax

Historic Preservation Chart

Residential	Non-Residential
Property Tax Assessment	
20% Federal Rehabilitation Tax Credit	20% Federal Rehabilitation Tax Credit
	10% Federal Rehabilitation Tax Credit
	Preservation Easement Donation
Permit Waiver	Permit Waiver
Greystone Initiative	
	Cook County Class-L Property Tax Incentive
	Chicago Façade Rebate Program
	West Town Façade Rebate

credits. Property owners can also combine historic preservation incentives with sustainability incentives to simultaneously protect historic buildings while also protecting the environment.

FINANCIAL INCENTIVES FOR HISTORIC PRESERVATION IN ILLINOIS:

- http://www.landmarks.org/resources/financial-resources/other-incentives-and-grants/

APPENDIX 10: SUSTAINABILITY

WHAT IS LEED?

According to the U.S. Green Building Council, "LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world. Available for virtually all building project types, from new construction to interior fit-outs and Operations and Maintenance (O+M), LEED provides a framework that project teams can apply to create healthy, highly efficient, and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement."

- http://www.usgbc.org/help/what-leed

WHAT IS GREEN INFRASTRUCTURE?

The EPA defines green infrastructure as "a cost-effective, resilient approach to managing wet weather impacts that provides many community benefits. While single-purpose gray stormwater infrastructure—conventional piped drainage and water treatment systems—is designed to move urban stormwater away from the built environment, green infrastructure reduces and treats stormwater at its source while delivering environmental, social, and economic benefits."

WHAT IS RAINREADY℠?

Flooding is a common problem in urban areas, especially Chicago. While flood damage is often associated with overflowing rivers and floodplains, urban flood damage is often caused by poor stormwater management. When our urban environment is dominated by impermeable surfaces like concrete or tightly packed sod, water has no place to go except seeping into our basements or collecting in overflowing drains. These problems can be addressed, however, by applying a holistic approach that focuses on improving infrastructure, buildings, and landscaping that better manage water. By partnering with organizations like the Center for Neighborhood Technology and exploring natural solutions to stormwater management, we can better protect homes and businesses from costly flood damage while also beautifying our neighborhood.

For more information on ways we, as business owners, homeowners, and as a community, can help with stormwater management, reference the RainReady℠ website.

- http://rainready.org/what-is-rain-ready

NATIVE PLANTS INFORMATION

For more information on native plants and the Chicago area, please refer to the below websites.

- https://www.cityofchicago.org/dam/city/depts/doe/general/NaturalResourcesAndWaterConservation_PDFs/Sustainable%20Backyards/nativeplantsmergedv3.pdf
- http://www.xerces.org/wp-content/uploads/2014/03/GreatLakesPlantList_web.pdf

REJUVENATING BUTTERFLY AND NATIVE BEE POPULATIONS

For more information on how to make your own bee-and butterfly-friendly gardens please refer to the following websites.

- https://www.chicagobotanic.org/plantinfo/smartgardener/plant_a_pollinator_strip
- https://www.chicagobotanic.org/plantinfo/smart_gardener/your_garden_can_bee_attractive_pollinators

APPENDIX 11: SMALL BUSINESS DEVELOPMENT

WHAT IS VISION ZERO?

Vision Zero Network, a partner in the City of Chicago's efforts to implement the policy, defines Vision Zero as "a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all."

- http://visionzeronetwork.org/about/what-is-vision-zero/

For more information on the *City of Chicago's goal for implementing Vision Zero*, please visit:

- https://www.cityofchicago.org/city/en/depts/cdot/provdrs/traffic_signals_andstreetlights/news/2016/september/mayor-emanuel-launches-vision-zero-chicago-initiative-to-elimina.html

APPENDIX 12: ARTS AND THE CREATIVE ECONOMY

STREET BANNER APPLICATION

For more information on the Chambers street pole banner program and sponsorship, please visit our website:

- http://www.westtownssa.org/content/directory/attachments/formattach/c/c84wnp/Banner%20APP%202017%20Final.pdf

For all SSA program applications please visit:

http://www.westtownssa.org/program/

West Town Chamber Retail Market Study

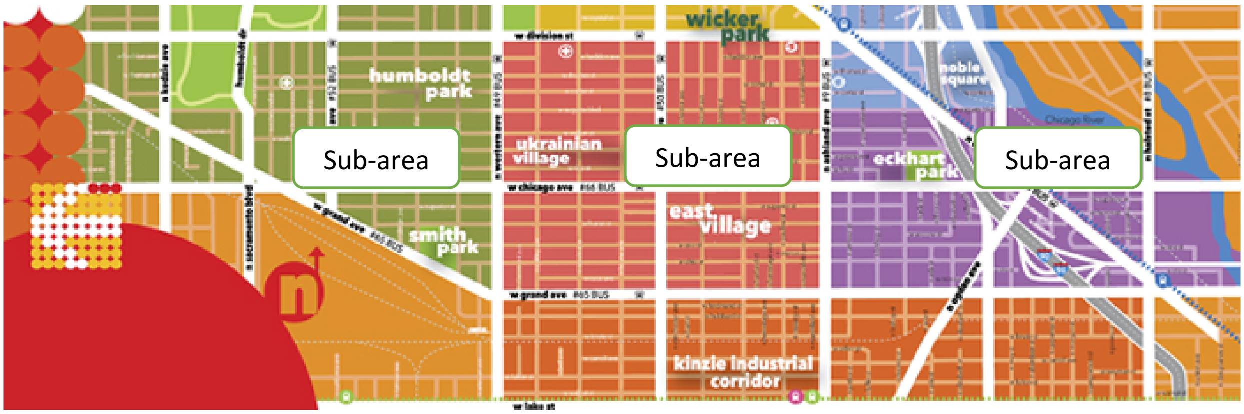
December 8, 2016

Prepared by PLACE Consulting, Inc.
for the West Town Chamber of Commerce

Table of Contents

Executive Summary:

The West Town Chamber of Commerce engaged PLACE Consulting to create a retail market study to identify strategies to support retail establishments within the Chamber service area. The Chamber service area boundaries are W. Division Street on the north, N. Kedzie Avenue on the west, W. Grand Avenue on the south, and N. Halsted Street on the east. Additionally, more detailed information was analyzed for three sub-areas of the Chamber service area in order to identify trends between three diverse neighborhoods.



PLACE Consulting compared the Chamber service area and internal sub-areas to the City of Chicago and the greater West Town community area. These comparisons were performed by analyzing historic, current, and future demographic data, current consumer retail supply and demand expenditures, and recent West Town community engagement studies, in addition to canvassing the Chamber service area.

Conclusions drawn from research conducted indicate that:

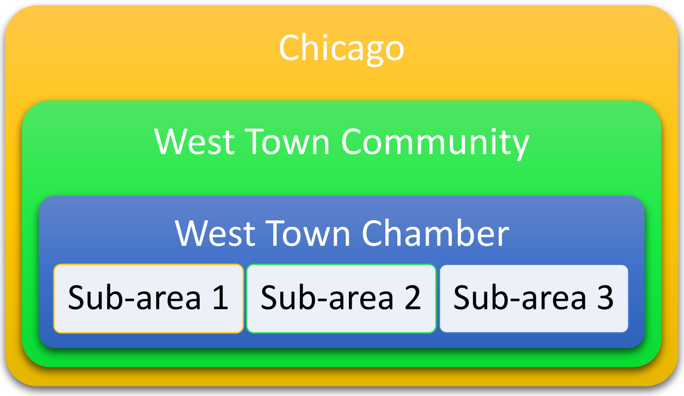
- West Town displays growth in educated, high income, and nonfamily households;
- Sub-area 3 is the segment leading household growth in the WTCC service area;
- West Town residents commute to work on a bicycle at a significantly higher rate as compared to Chicago;
- Residents leave the Chamber service area for grocery, specialty food, and beverage purchases; and
- The Chamber service area is a destination for restaurants, drinking places, and women's clothing retail

Key recommendations that would allow WTCC to capitalize on these conditions are listed below and described more fully on the pages that follow:

1. Prioritize data collection and analysis
2. Update commercial vacancy program
3. Develop targeted business attraction plan
4. Pursue business retention programs
5. Foster transit-oriented development and active transportation relationships

Planning Context & Overview of Approach to Research:

PLACE Consulting, Inc. (PLACE) was engaged by the West Town Chamber of Commerce (WTCC) to gather information and research the West Town community area to enable WTCC to identify market-supported opportunities that improve the retail environment. This research effort is intended to reveal important next steps for WTCC's strategic planning process and to engage retail stakeholders within the district.



PLACE conducted a trade area analysis, utilizing primary and secondary market data in three phases including: data collection, analysis of information, and strategy formulation. Demographic data was collected for three primary trade areas of interest, as defined by WTCC staff, to include the City of Chicago, the West Town community area, and the WTCC service area, in addition to three sub-areas of the WTCC service area.

The demographic data points collected include population, age, race, and ethnicity; housing, including total units, occupancy, owner/renter, tenure, and cost; income characteristics, and educational attainment. To identify trends, PLACE gathered historic information from 2000-2010, in addition to estimated data for the present, and five years into the future. Data from the primary trade areas were analyzed against one another and then compared to the traditional West Town community area and the City of Chicago. The sub-area data comparison was performed to capture the growth trends in West Town's unique neighborhoods such as East Village, West Town, Ukrainian Village, Noble Square, and Humboldt Park, among several others.

Utilizing data collected from The Nielsen Company, PLACE analyzed current consumer retail spending data within the WTCC service area. This data provides critical insight into the commercial district's retail leakage, which is based on 2016 retail supply and demand, and the subsequent retail gap or surplus opportunity. PLACE identified both major and niche gaps as well as surplus opportunities.

This study was performed in conjunction with the WTCC and Special Service Area's master planning process, specifically in the "Step 2: Synthesize" phase. The previous phase focused on community outreach and collecting stakeholder input to identify recommendations for improvement to the West Town community area.

PLACE reviewed WTCC's community engagement documents. From a retail perspective, the following were identified as initiatives that would make West Town a more thriving community: pro-business transit infrastructure development, identity-driven development, and small business support. Suggestions around pro-business transit infrastructure centered on improvements to Chicago Avenue. Identity-driven development recommendations included maintaining independent retail, retaining historical character, and focusing on access to food. Small business support recommendations included mentoring and business development initiatives.

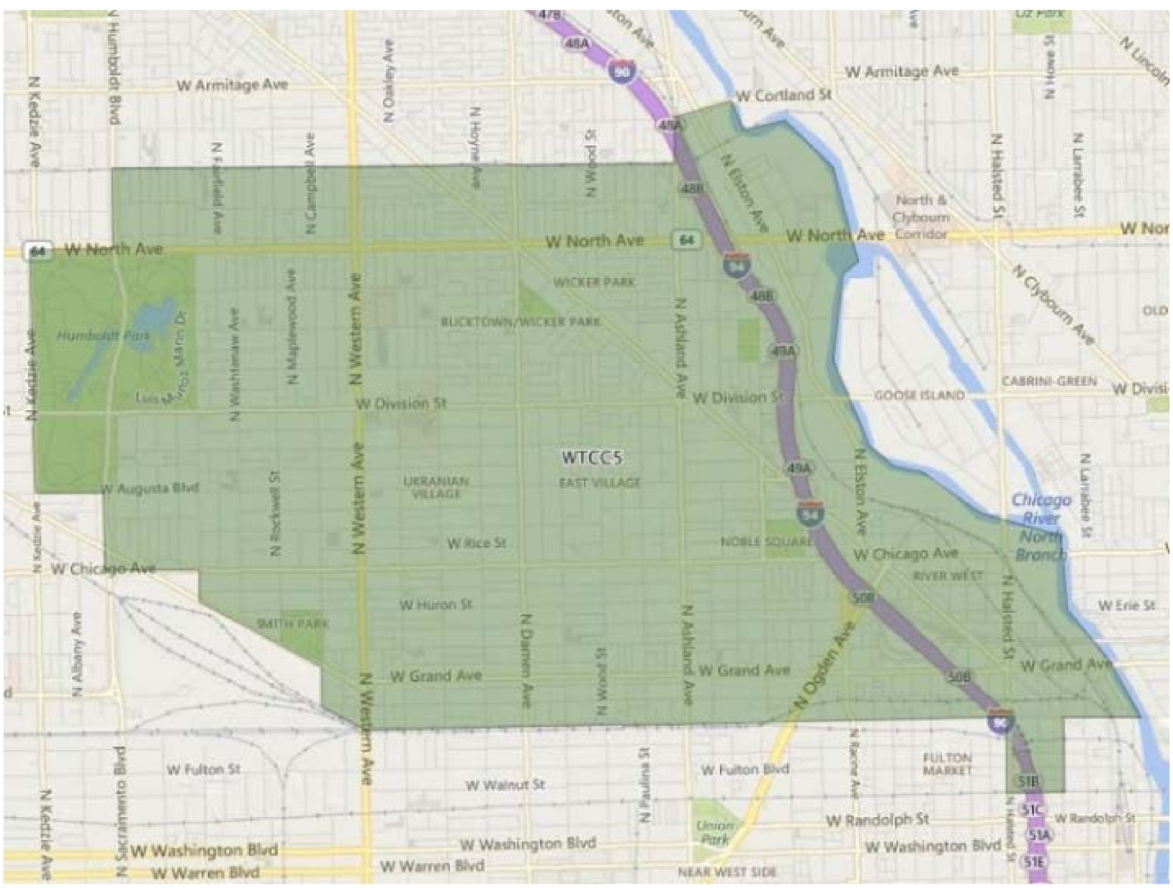
Trade Areas:

West Town Community Area

Boundaries:

- North: W. Bloomingdale Avenue
- West: N. Kedzie Avenue
- South: W. Kinzie Street
- East: Chicago River

Description:
West Town, located on Chicago's West Side, northwest of the loop, is an officially designated Chicago community area. West Town's total area is 4.57 square miles, which encompasses many distinct neighborhoods including: East Village, Eckhart Park, Humboldt Park, Kinzie Industrial Corridor, Noble Square, Smith Park, River West, Ukrainian Village, and Wicker Park. The 2016 estimated total population for the West Town community area is 84,992 and includes 40,413 households.

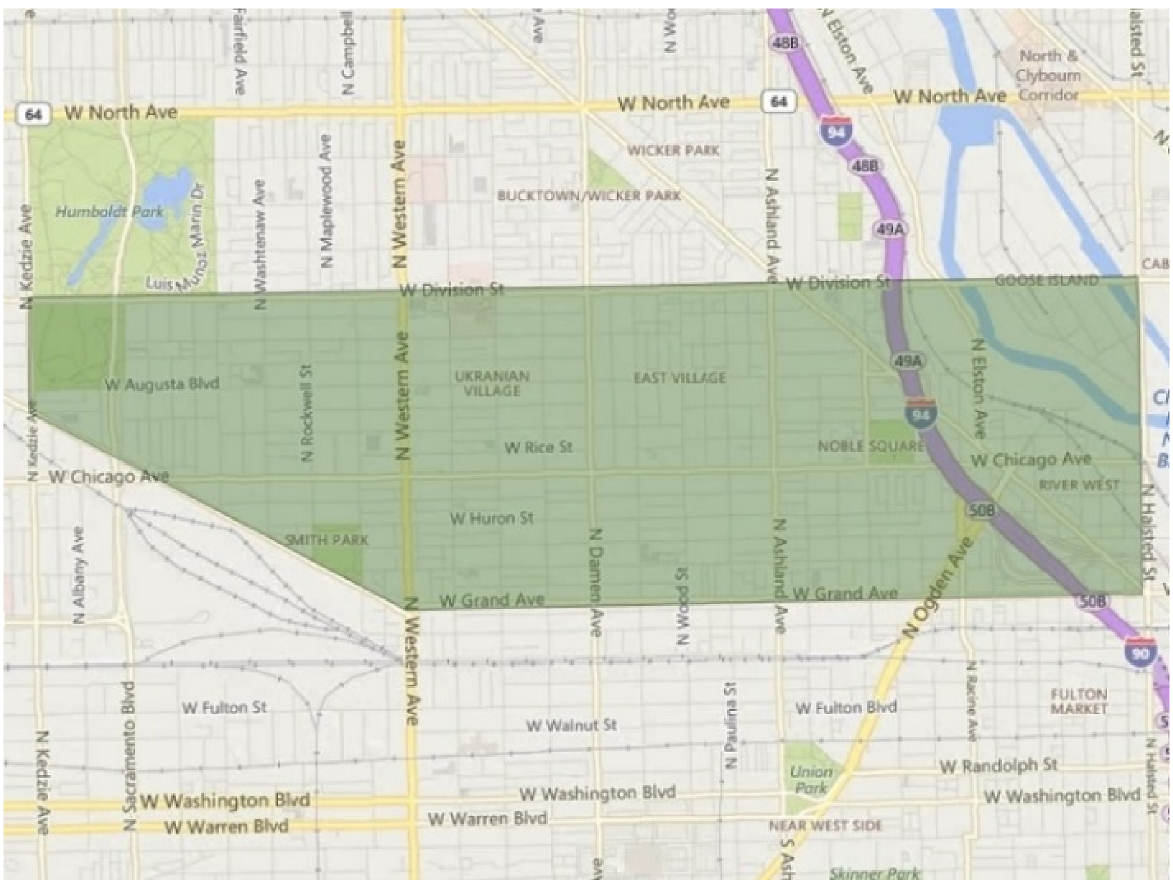


West Town Chamber of Commerce Service Area

Boundaries:

- North: W. Division Street
- West: N. Kedzie Avenue
- South: W. Grand Avenue
- East: N. Halsted Street

Description:
The WTCC service area focuses on a particular portion of the West Town community area and is highlighted by the Chicago Avenue commercial corridor. WTCC's service area includes the following neighborhoods: River West, Goose Island, Noble Square, East Village, Eckhart Park, Ukrainian Village, Smith Park, and Humboldt Park. The 2016 estimated total population for WTCC's service area is 48,135 and includes 22,959 households. Retail market statistics for 2016 include more than $949 million in consumer expenditures and retail sales of approximately $624 million, which creates a retail gap exceeding $325 million.



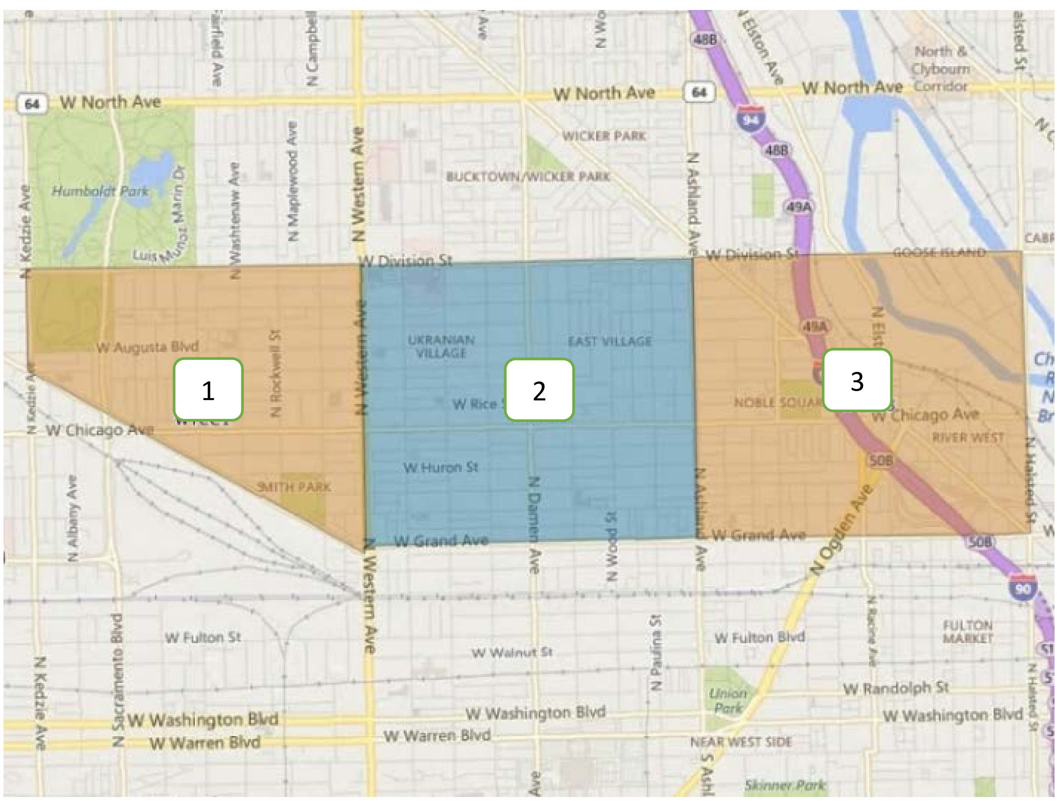
West Town Chamber of Commerce Sub-areas

Boundaries:

	Sub-area 1	Sub-area 2	Sub-area 3
North	W. Division Street	W. Division Street	W. Division Street
West	N. Kedzie Avenue	N. Western Avenue	N. Ashland Avenue
South	W. Grand Avenue	W. Grand Avenue	W. Grand Avenue
East	N. Western Avenue	N. Ashland Avenue	N. Halsted Avenue
Neighborhoods	Humboldt Park Smith Park	Ukrainian Village East Village	Noble Square River West Goose Island Eckhart Park
Population	12,938	21,326	13,829
Households	5,586	10,493	6,860

Description:

WTCC staff separated the Chamber service area into three specific sub-areas, using N. Western Avenue and N. Ashland Avenue as the dividers. The goal was to analyze a variety of distinct neighborhoods, which display different physical characteristics and unique cultural elements.



Demographics:

A demographics report identifies key characteristics and trends for a specific trade area's population. This demographics report analyzed population trends for the Chamber's service area in comparison to the West Town community area and Chicago, in addition to the previously described sub-areas.

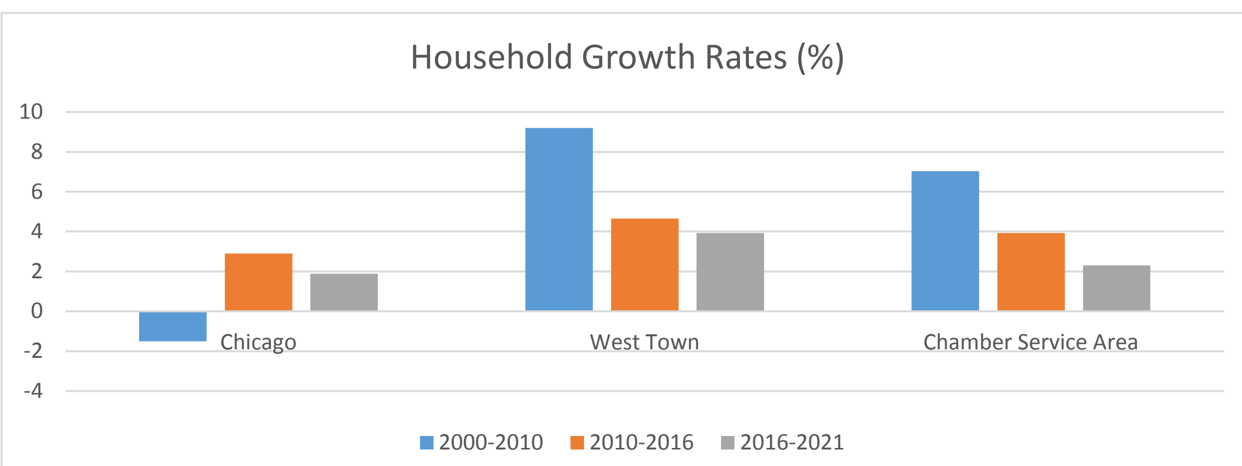
Per the United States Census Bureau, the term population is defined as; all people, male and female, child and adult, living in a given geographic area. A household includes all the persons who occupy a housing unit (such as a house or apartment) as their usual place of residence.

Trade Areas

Population growth rates from 2000-2010 in the West Town community area and Chamber service area were similar to growth rates for the City of Chicago. However, West Town displayed a significantly higher household growth rate from 2000-2010 in comparison to Chicago and is projected to keep growing through 2021.

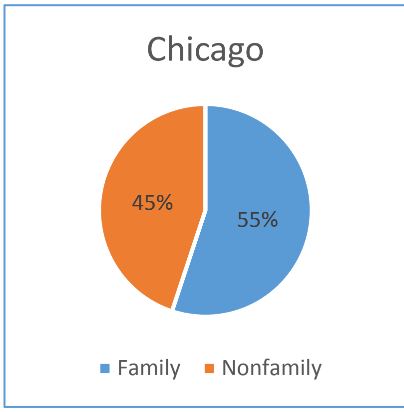
	CHICAGO	WEST TOWN	CHAMBER SERVICE AREA
POPULATION			
2016 Estimate	**2,710,123**	**84,992**	**48,135**
Growth 2000-2010	**(6.86%)**	**(5.25%)**	**(6.74%)**
Growth 2010-2016	**2.90%**	**2.53%**	**1.61%**
Growth 2016-2021	**0.88%**	**1.68%**	**1.07%**
HOUSEHOLDS			
2016 Estimate	**1,070,366**	**40,413**	**22,959**
Growth 2000-2010	**(1.50%)**	**9.20%**	**7.03%**
Growth 2010-2016	**2.90%**	**4.65%**	**3.93%**
Growth 2016-2021	**1.88%**	**2.73%**	**2.30%**

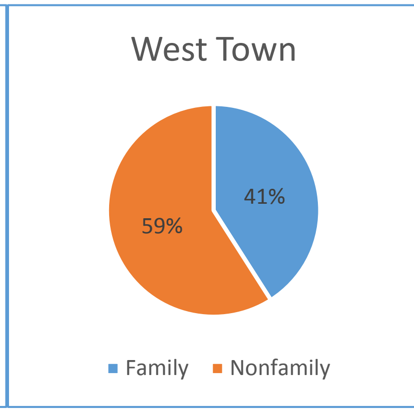
Data Source: The Nielsen Company, LLC © 2016

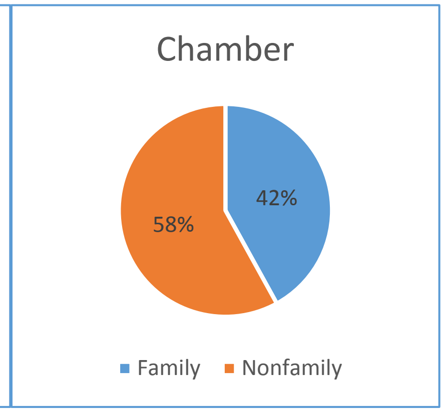


Combined 2010 Census and 2016 estimated household size data shows that West Town's households are smaller and contain a majority of nonfamily households.

HOUSEHOLD SIZE	Chicago	West Town	Chamber Service Area
2016 Estimated Average	2.48	2.08	2.08
2010 Family Households	55.09%	40.97%	41.99%
2010 Nonfamily Households	44.91%	59.03%	58.01%







Housing values and estimated median annual income are significantly higher in West Town, compared to Chicago. This correlates to a majority of the West Town population having at minimum a Bachelor's Degree. West Town has a slightly larger male population, which varies from Chicago.

2016 TENURE	Chicago	West Town	Chamber Service Area
Owner Occupied	44.82%	37.28%	36.65%
Renter Occupied	55.18%	62.72%	63.35%
HOUSING VALUE			
2016 Median Value	$235,920	$408,061	$413,132
INCOME			
2016 Est. Median	$48,580	$72,496	$68,201
GENDER			
Male	48.73%	51.12%	51.09%
Female	51.27%	48.88%	48.91%
AGE			
2016 Median	34.9	33.4	33.9
EDUCATION			
Min. Bachelor's Degree	34.92%	60.83%	58.01%

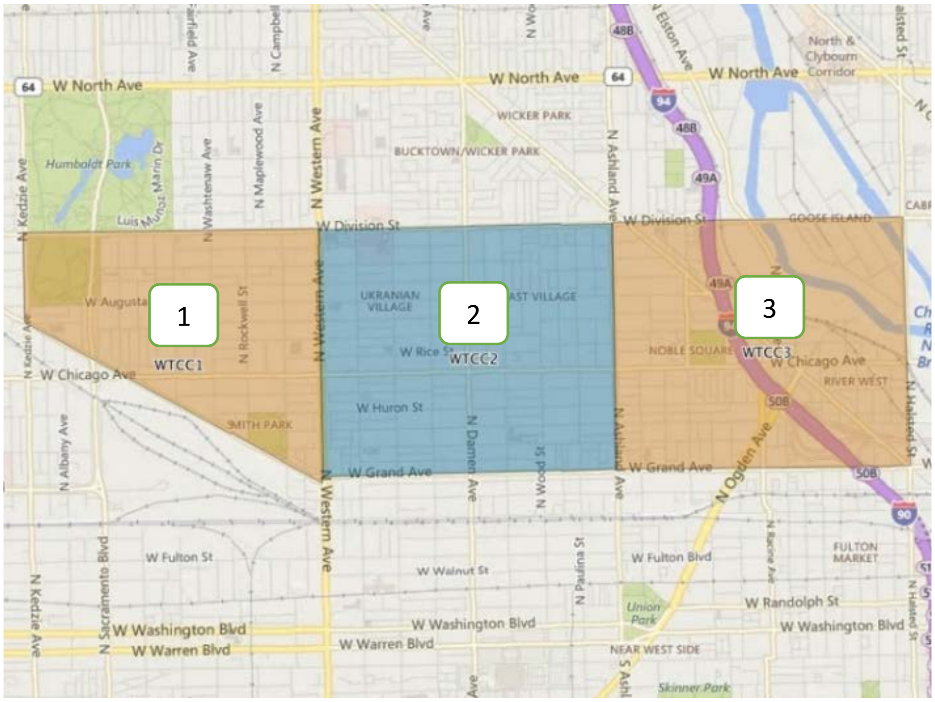
Residents within the WTCC service area are three times more likely to ride a bicycle to work than Chicago residents, use mass transit more than Chicago in general, and are less likely to drive alone.

TRANSPORTATION	Chicago	West Town	Chamber Service Area
Drive Alone	49.42%	41.76%	43.34%
Mass Transit	27.89%	33.48%	31.72%
Bicycle	1.35%	3.98%	4.75%
Walk	6.69%	6.92%	6.68%

West Town contains a large white alone population and a small black alone population, as compared to Chicago. Additionally, West Town contains a significant Puerto Rican population.

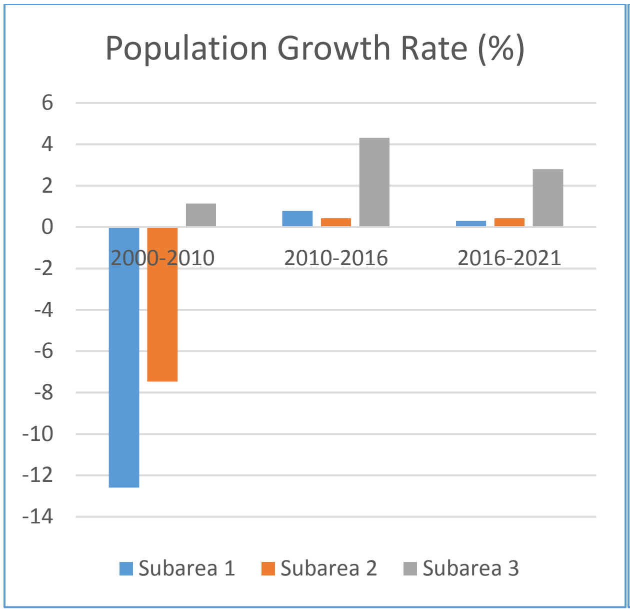
LANGUAGE	Chicago	West Town	Chamber Service Area
Speak Only English	63.92%	68.56%	65.72%
Speak Spanish at Home	24.42%	22.17%	22.78%
Other	11.66%	9.27%	11.5%
RACE (SINGLE-CLASSIFICATION)			
White Alone	46.07%	73.89%	73.53%
Black Alone	30.76%	7.04%	6.69%
American Indian and Alaska Native Alone	0.49%	0.52%	0.50%
Asian Alone	6.20%	4.97%	4.29%
Native Hawaiian and Pacific Islander Alone	0.04%	0.08%	0.07%
Some Other Race Alone	13.51%	10.30%	12.03%
Two or More Races	2.93%	3.19%	2.89%
RACE (HISPANIC OR LATINO)			
Not Hispanic or Latino	70.53%	77.06%	76.68%
Hispanic or Latino	29.47%	22.94%	23.32%
Mexican	74.46%	50.80%	54.02%
Puerto Rican	12.98%	37.28%	33.54%
Cuban	1.06%	1.47%	1.21%
Other Hispanic or Latino	11.49%	10.45%	11.23%

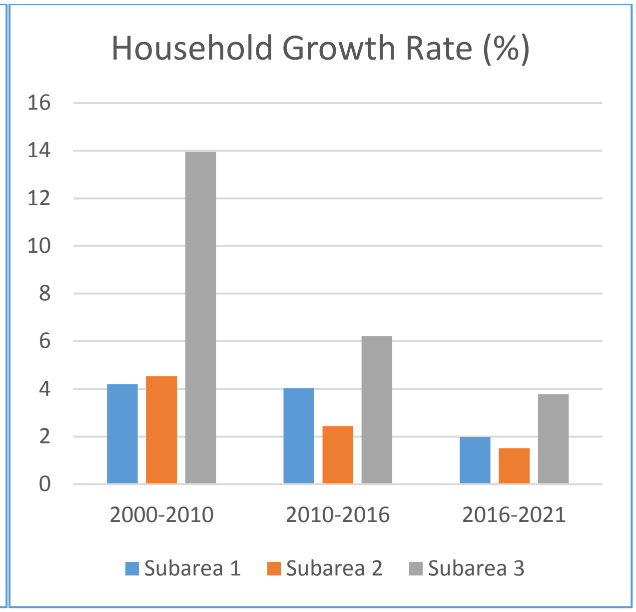
Sub-areas



Sub-areas 1 and 2 displayed a significant decline in population from 2000-2010, while simultaneously increasing the number of households during the same period. From 2000-2016, Sub-area 3 has shown the largest growth rates in both population and households, and is expected to continue this trend during the next five years. Sub-area 1 is the only sub-area with more family households than nonfamily households.

	SUB-AREA 1	SUB-AREA 2	SUB-AREA 3
POPULATION			
2016 Estimate	12,938	21,326	13,829
Growth 2000-2010	(12.59%)	(7.47%)	1.14%
Growth 2010-2016	0.78%	0.43%	4.31%
Growth 2016-2021	0.3%	0.43%	2.80%
HOUSEHOLDS			
2016 Estimate	5,586	10,493	6,860
Growth 2000-2010	4.20%	4.53%	13.94%
Growth 2010-2016	4.02%	2.44%	6.22%
Growth 2016-2021	1.98%	1.51%	3.78%





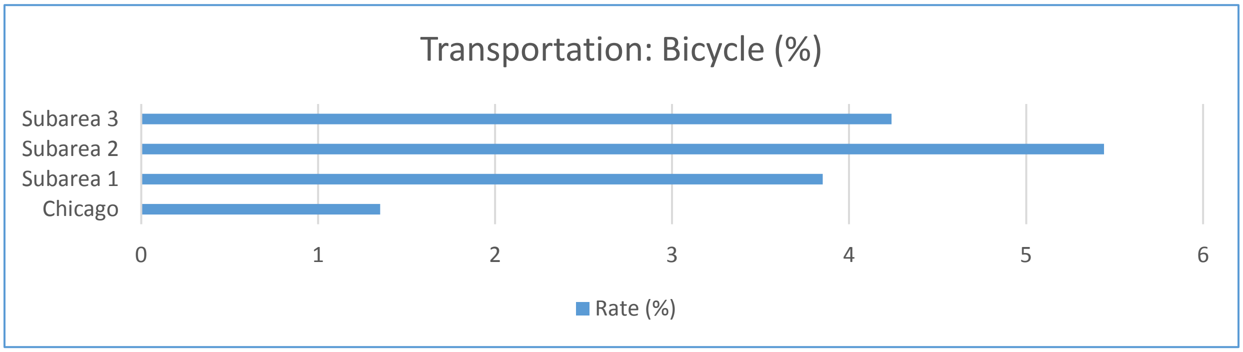
HOUSEHOLD SIZE	Sub-area 1	Sub-area 2	Sub-area 3
2016 Est. Average	2.31	2.03	1.96
2010 Family Households	50.86%	39.75%	48.19%
2010 Nonfamily Households	49.14%	60.25%	61.81%

The populations of Sub-area 2 and 3 have a higher rate of Bachelor's Degree obtainment and a higher median income. Sub-area 1 possesses the highest median household value to median income ratio with a rate of 7.1, compared to a rate of 4.8 for Chicago. This ratio is an affordability indicator, which means that the higher the number, the less affordable the area is. Sub-area 3 has a large male population as compared to Sub-area 1.

2016 TENURE	Sub-area 1	Sub-area 2	Sub-area 3
Owner Occupied	32.11%	38.67%	37.27%
Renter Occupied	67.89%	61.33%	62.73%
HOUSING VALUE			
2016 Median Value	$338,236	$454,701	$405,819
INCOME			
2016 Est. Median	$47,390	$77,355	$72,687
GENDER			
Male	49.95%	50.90%	52.44%
Female	50.05%	49.10%	47.56%
AGE			
2016 Median	34.3	33.6	34.0
EDUCATION			
Min. Bachelor's Degree	39.55%	65.41%	62.27%

Sub-area 2 contains the highest rate of residents commuting to work on a bicycle, at four times the rate of Chicago residents.

TRANSPORTATION	Sub-area 1	Sub-area 2	Sub-area 3
Drove Alone	53.13%	40.48%	40.69%
Public Transportation	24.98%	33.76%	33.41%
Bicycle	3.85%	5.44%	4.24%
Walking	5.9%	5.81%	8.75%



The population in Sub-area 1 is more likely to speak Spanish at home as compared to the rest of the Chamber service area, in addition to possessing a significant Puerto Rican population. Sub-area 2 has a much lower black alone population compared to the other two sub-areas.

LANGUAGE	Sub-area 1	Sub-area 2	Sub-area 3
Speak Only English	53.51%	67.23%	74.69%
Speak Spanish at Home	34.90%	19.80%	16.20%
Other	11.59%	12.97%	9.11%
RACE (SINGLE-CLASSIFICATION)			
White Alone	67.27%	79.94%	69.48%
Black Alone	10.62%	1.97%	10.29%
American Indian and Alaska Native Alone	0.62%	0.35%	0.61%
Asian Alone	2.28%	4.68%	5.58%
Native Hawaiian and Pacific Islander Alone	0.05%	0.04%	0.15%
Some Other Race Alone	15.56%	10.58%	10.98%
Two or More Races	3.61%	2.43%	2.92%
RACE (HISPANIC OR LATINO)			
Not Hispanic or Latino	66.35%	80.65%	80.22%
Hispanic or Latino	33.65%	19.35%	19.78%
Mexican	34.33%	66.21%	66.92%
Puerto Rican	56.98%	19.05%	18.12%
Cuban	1.19%	1.01%	1.57%
Other Hispanic or Latino	7.50%	13.73%	13.39%

Retail Market Report:

A retail market report analyzes the potential retail opportunity of a specific trade area through consumer expenditure data. This report indicates how well the retail needs of the local population are being met, by identifying retail leakage and surplus for different types of retail. A retail leakage means that residents are spending more on a particular good or service than local businesses can support, therefore residents must leave the district to meet their consumer needs. A retail surplus means that the community can support the local resident's needs in addition to being a destination for non-resident consumers.

RETAIL STORES	2016 DEMAND	2016 SUPPLY	LEAKAGE/SURPLUS
Total Retail Sales	$949,128,954	$624,045,194	$325,083,760
LARGE GAP			
Grocery	$78,961,322	$12,013,540	$66,947,782
Building Material, Garden	$88,633,282	$29,555,806	$59,077,476
General Merchandise	$107,101,217	$11,262,284	$95,838,933
NICHE GAP			
Specialty Food	$9,970,216	$2,778,790	$7,191,426
Beer, Wine & Liquor	$34,521,740	$5,369,520	$29,152,220
Furniture & Home Furnishings	$20,901,546	$12,273,139	$8,628,407
Cosmetics & Beauty Supplies	$3,377,266	$1,008,526	$2,368,740
Family Clothing	$13,251,320	$3,245,370	$10,005,950
Jewelry Stores	$17,056,527	$749,974	$16,306,553
Gift, Novelty & Souvenir	$6,556,692	$1,036,295	$5,895,728
LARGE SURPLUS			
Special Food Service	$14,043,150	$78,809,717	$64,766,568
NICHE SURPLUS			
Drinking Places	$5,008,193	$14,026,206	$9,018,012
Full-Service Restaurant	$58,965,571	$67,334,371	$8,368,800
Household Appliance Stores	$2,249,071	$15,017,264	$12,768,194
Women’s Clothing	$6,170,508	$12,231,130	$6,060,622
Clothing Accessories	$1,129,671	$5,128,693	$3,999,022
Used Merchandise	$2,193,305	$6,597,718	$4,404,413
Florists	$936,281	$3,424,070	$2,487,789

Data Source: The Nielsen Company, LLC © 2016

As a total retail market, the Chamber service area possesses a retail leakage of more than $325M. The category experiencing the most significant retail leakage is grocery expenditures with over $66M in unmet consumer demand. The Chamber service area has a retail surplus of more than $64M in the special food service category, including retail surpluses in drinking places and full-service restaurants.

Findings & Recommendations:

Creating a successful strategy and implementation plan based on these findings will rely on strong leadership from a number of stakeholders. That plan can be championed by WTCC acting as a catalyst to promote the findings of this study to area property owners, elected officials, retailers, and potential developers.

Data Conclusions:

- West Town displays growth in educated, high income, and nonfamily households;
- Sub-area 3 is the segment leading household growth in the WTCC service area;
- West Town residents commute to work on a bicycle at a significantly higher rate as compared to Chicago;
- Residents leave the Chamber service area for grocery, specialty food, and beverage purchases; and
- The Chamber service area is a destination for restaurants, drinking places, and women's clothing retail

1: Prioritize Data Collection and Analysis

WTCC should maintain an accurate database of all commercial properties within the service area, including contact information for the property owner, business owner, and business representatives, in addition to business name, date business opened, business type, and number of employees. This data should be updated with business license filings from the City of Chicago Data portal on a monthly basis, and canvassing the district semi-annually. A business owner survey should be conducted annually to identify business owners' needs and member benefit improvements.

2. Update Commercial Vacancy Program

WTCC should improve and expand the "Commercial Spaces Available" section of their website, to include more user-friendly and marketable listings. Staff can explore LoopNet's Listing Widget as a potential tool to display images and additional property details, such as zoning and price per square foot. WTCC staff should identify chronically vacant properties in the district in their database. Chronically vacant properties include those that have not been under contract for multiple years in addition to properties that have been under contract multiple times over the course of several years. Establishing a relationship with the property owner will allow WTCC to identify potential remedies including façade improvement, activation, and technical assistance.

3. Develop Targeted Business Attraction Plan

WTCC should develop formal business attraction materials to distribute in-person and online to commercial real estate agents, property owners, prospective business owners, and other business development agencies. Business attraction materials should include demographic trends, retail market data, comparable neighborhoods, pedestrian and traffic counts and transportation features, in addition to any desirable neighborhood traits. Given the retail market data, industry-specific business attraction materials should be developed for the food services and drinking places sector. Once attraction materials are developed, WTCC can create a prospect list of regional and local businesses to actively recruit. WTCC's goal would be to facilitate conversations between prospective business owners and

West Town property owners. Based on the retail market study, target industries should include specialty food retailers as well as beer and wine retailers, furniture and home furnishings, family clothing, and jewelry stores.

4. Pursue Business Retention Programs

Given West Town's growth, WTCC should develop a business a business retention strategy to encourage existing businesses to stay within the district, in the event that commercial lease rates and expenses rise. A quality business retention strategy includes ongoing survey of business owner, technical assistance, and targeted business resources. Given proximity, WTCC might explore a partnership with the Small Business Development Center at the ICNC, in order to discuss technical assistance programming specifically branded for WTCC and the commercial district. Programming can include an educational guide, one-on-one technical assistance, workshops, and/or panel discussion with industry experts. Specific topics to develop resources for include retail, merchandising, and E-commerce. One of the most effective retention strategies is to develop a mentoring program where local, successful entrepreneurs teach prospective and startup entrepreneurs about the local market, trends, and lessons learned.

5. Foster Transit-Orientated Development and Active Transportation Relationships

WTCC should focus on building relationships with key stakeholders and developing support materials for transit-oriented development and active transportation in order to make Chicago Avenue a Complete Street. Relationships should be developed with local aldermanic offices, the City of Chicago’s Department of Transportation, and the Active Transportation Alliance. Resources to track and analyze pedestrian and bicycle counts include Motionloft and Springboard, which can provide real-time activity reports to be transmitted to stakeholders. Additionally, WTCC can develop and promote a white paper focused on the benefits of transit-oriented development, particularly supporting community engagement efforts for developers that include active transportation in their projects.

Appendix:

A. Demographics Report (Chicago, West Town Community Area, and Chamber Service Area)
B. Demographics Report (Chamber Service Area: Sub-area 1, Sub-area 2, Sub-area 3)
C. Chamber Service Area Retail Market Report
D. Motionloft Pedestrian and Bicycle Count Report
E. Lakeview Chamber of Commerce Transit-Oriented Development White Paper

Appendix A

Pop-Facts Demographics

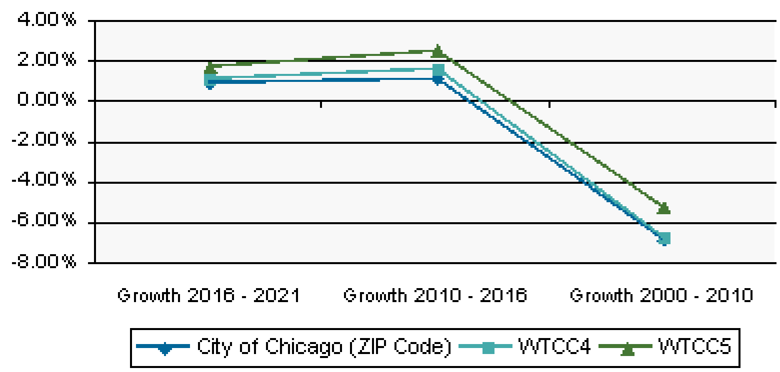
Title Page

Data Version: 2016 Aug (Quick Market Insights)
Report Generation Method: Single
Analysis Area: City of Chicago; WTCC5; WTCC4
Reporting Detail: As Selected
Include Map: Yes
Include Labels: Yes
Map Reporting Detail: As Selected
Base Map Style: Bing Road
Subtotal Method: Equal Ranges
Sort Variable: 2016 Population
Sort Measure: Base % Comp
Sort Direction: Descending
Color Scheme: Nielsen Standard Color Theme
Number of Ranges: 5
Include Charts: Yes
Analysis Area Detail: Yes

Report Sections:
- Pop-Facts Summary
- Pop-Facts Demographic Snapshot
- Pop-Facts Census Demographic Overview
- Pop-Facts Population Quick Facts
- Pop-Facts Household Quick Facts
- Pop-Facts Demographic Quick Facts

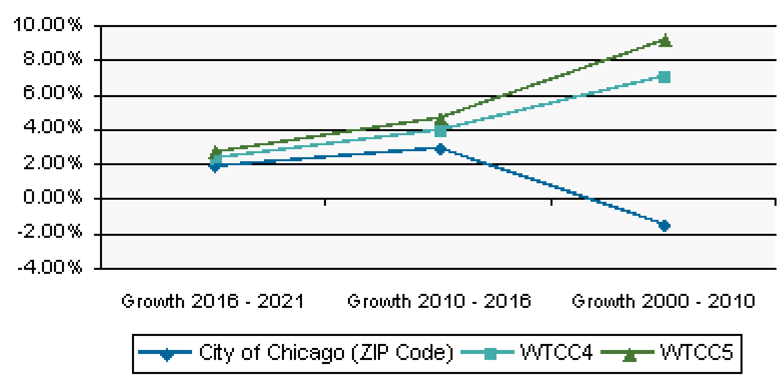
Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Pop-Facts Summary						
Population						
2021 Projection	2,734,088		48,652		86,417	
2016 Estimate	2,710,123		48,135		84,992	
2010 Census	2,680,220		47,372		82,893	
2000 Census	2,877,679		50,794		87,486	



Growth 2016 - 2021		0.88%		1.07%		1.68%
Growth 2010 - 2016		1.12%		1.61%		2.53%
Growth 2000 - 2010		(6.86%)		(6.74%)		(5.25%)

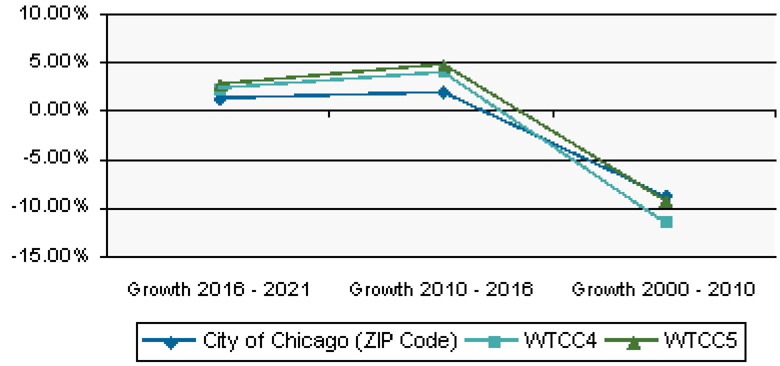
Households						
2021 Projection	1,090,524		23,488		41,517	
2016 Estimate	1,070,366		22,959		40,413	
2010 Census	1,040,240		22,091		38,618	
2000 Census	1,056,089		20,640		35,364	



Growth 2016 - 2021		1.88%		2.30%		2.73%
Growth 2010 - 2016		2.90%		3.93%		4.65%
Growth 2000 - 2010		(1.50%)		7.03%		9.20%

Pop-Facts Demographics

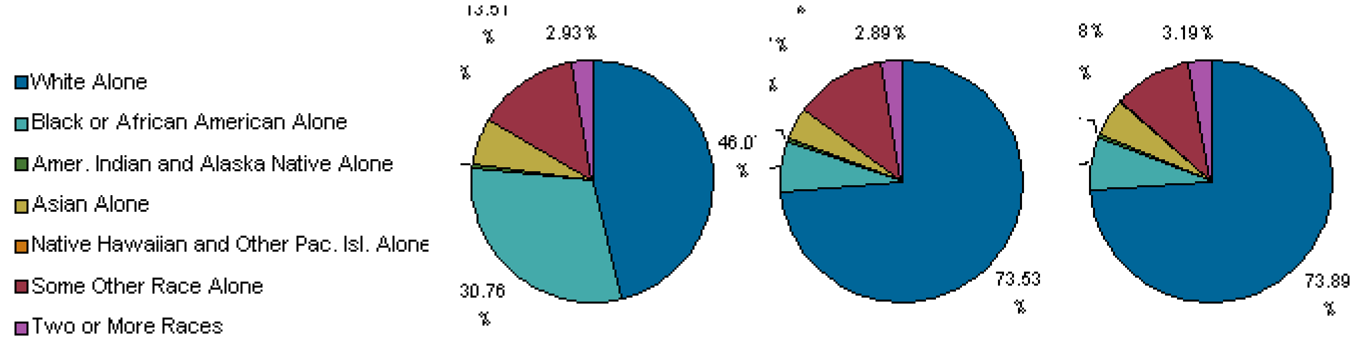
Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Family Households						
2021 Projection	591,669		9,869		17,021	
2016 Estimate	584,290		9,649		16,569	
2010 Census	573,099		9,277		15,824	
2000 Census	628,112		10,475		17,434	



Growth 2016 - 2021		1.26%		2.28%		2.73%
Growth 2010 - 2016		1.95%		4.02%		4.71%
Growth 2000 - 2010		(8.76%)		(11.44%)		(9.23%)

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Pop-Facts Demographic Snapshot						
2016 Est. Population by Single-Classification Race	**2,710,123**		**48,135**		**84,992**	



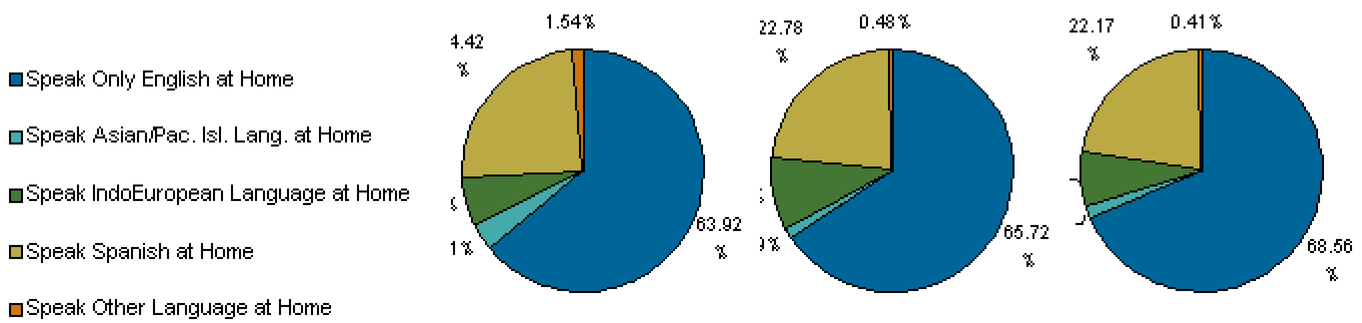
Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
White Alone	1,248,454	46.07%	35,394	73.53%	62,803	73.89%
Black or African American Alone	833,544	30.76%	3,218	6.69%	5,986	7.04%
Amer. Indian and Alaska Native Alone	13,374	0.49%	239	0.50%	445	0.52%
Asian Alone	168,103	6.20%	2,067	4.29%	4,228	4.97%
Native Hawaiian and Other Pac. Isl. Alone	965	0.04%	35	0.07%	64	0.08%
Some Other Race Alone	366,264	13.51%	5,792	12.03%	8,753	10.30%
Two or More Races	79,419	2.93%	1,390	2.89%	2,714	3.19%
2016 Est. Population by Hispanic or Latino Origin	**2,710,123**		**48,135**		**84,992**	
Not Hispanic or Latino	1,911,378	70.53%	36,912	76.68%	65,496	77.06%
Hispanic or Latino	798,745	29.47%	11,223	23.32%	19,496	22.94%
Mexican	594,768	74.46%	6,063	54.02%	9,903	50.80%
Puerto Rican	103,700	12.98%	3,764	33.54%	7,268	37.28%
Cuban	8,472	1.06%	136	1.21%	288	1.47%
All Other Hispanic or Latino	91,805	11.49%	1,260	11.23%	2,037	10.45%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	**798,745**		**11,223**		**19,496**	
White Alone	369,813	46.30%	4,343	38.69%	8,686	44.55%
Black or African American Alone	16,070	2.01%	313	2.78%	650	3.33%
American Indian and Alaska Native Alone	9,589	1.20%	182	1.62%	344	1.77%
Asian Alone	2,351	0.29%	52	0.46%	79	0.41%
Native Hawaiian and Other Pacific Islander Alone	476	0.06%	19	0.17%	38	0.19%
Some Other Race Alone	362,141	45.34%	5,704	50.82%	8,602	44.12%
Two or More Races	38,305	4.80%	611	5.45%	1,096	5.62%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
2016 Est. Pop by Race, Asian Alone, by Category	**168,103**		**2,067**		**4,228**	
Chinese, except Taiwanese	51,365	30.56%	283	13.71%	792	18.74%
Filipino	31,042	18.47%	626	30.27%	1,002	23.70%
Japanese	5,424	3.23%	22	1.08%	40	0.96%
Asian Indian	34,736	20.66%	657	31.77%	1,280	30.28%
Korean	12,892	7.67%	244	11.81%	614	14.51%
Vietnamese	9,268	5.51%	83	4.00%	160	3.78%
Cambodian	1,032	0.61%	0	0.02%	1	0.02%
Hmong	25	0.01%	0	0.00%	0	0.00%
Laotian	244	0.15%	8	0.38%	9	0.21%
Thai	3,117	1.85%	0	0.02%	5	0.12%
All Other Asian Races Including 2+ Category	18,958	11.28%	144	6.94%	324	7.67%
2016 Est. Population by Ancestry	**2,710,123**		**48,135**		**84,992**	
Arab	19,314	0.71%	160	0.33%	317	0.37%
Czech	5,588	0.21%	155	0.32%	287	0.34%
Danish	2,956	0.11%	96	0.20%	147	0.17%
Dutch	9,207	0.34%	377	0.78%	746	0.88%
English	34,432	1.27%	993	2.06%	1,893	2.23%
French (except Basque)	11,485	0.42%	326	0.68%	655	0.77%
French Canadian	2,500	0.09%	128	0.27%	238	0.28%
German	117,822	4.35%	3,900	8.10%	7,670	9.02%
Greek	16,026	0.59%	213	0.44%	458	0.54%
Hungarian	5,706	0.21%	138	0.29%	173	0.20%
Irish	133,259	4.92%	4,101	8.52%	6,804	8.01%
Italian	76,843	2.84%	2,788	5.79%	4,714	5.55%
Lithuanian	6,457	0.24%	102	0.21%	182	0.21%
United States or American	39,579	1.46%	671	1.39%	1,349	1.59%
Norwegian	7,915	0.29%	185	0.38%	376	0.44%
Polish	124,793	4.60%	3,049	6.34%	5,131	6.04%
Portuguese	788	0.03%	13	0.03%	35	0.04%
Russian	19,528	0.72%	434	0.90%	946	1.11%
Scottish	9,305	0.34%	434	0.90%	825	0.97%
Scotch-Irish	3,685	0.14%	97	0.20%	234	0.28%
Slovak	2,384	0.09%	100	0.21%	117	0.14%
Subsaharan African	36,767	1.36%	470	0.98%	564	0.66%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Swedish	13,455	0.50%	346	0.72%	691	0.81%
Swiss	1,786	0.07%	44	0.09%	93	0.11%
Ukrainian	10,164	0.38%	2,418	5.02%	2,783	3.27%
Welsh	3,111	0.11%	100	0.21%	268	0.32%
West Indian (except Hisp. groups)	11,927	0.44%	89	0.18%	184	0.22%
Other ancestries	1,765,769	65.15%	21,079	43.79%	38,373	45.15%
Ancestry Unclassified	217,572	8.03%	5,131	10.66%	8,738	10.28%
2016 Est. Pop Age 5+ by Language Spoken At Home	**2,532,709**		**45,429**		**80,145**	



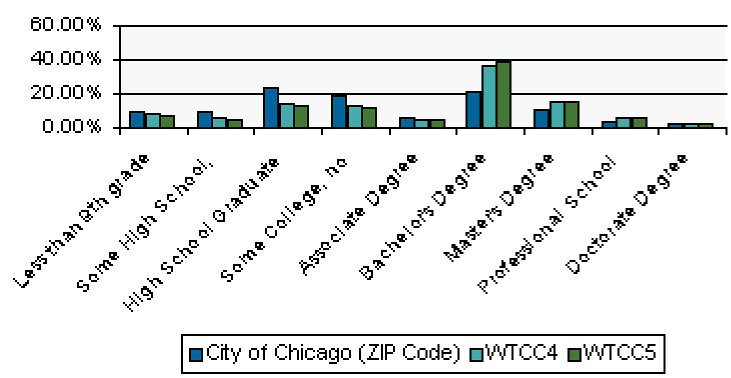
Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
Speak Only English at Home	1,618,958	63.92%	29,858	65.72%	54,950	68.56%
Speak Asian/Pac. Isl. Lang. at Home	96,374	3.81%	584	1.29%	1,349	1.68%
Speak IndoEuropean Language at Home	160,102	6.32%	4,419	9.73%	5,751	7.18%
Speak Spanish at Home	618,385	24.42%	10,350	22.78%	17,769	22.17%
Speak Other Language at Home	38,890	1.54%	218	0.48%	325	0.41%
2016 Est. Population by Sex	**2,710,123**		**48,135**		**84,992**	
Male	1,320,736	48.73%	24,591	51.09%	43,444	51.12%
Female	1,389,387	51.27%	23,544	48.91%	41,548	48.88%
2016 Est. Population by Age	**2,710,123**		**48,135**		**84,992**	
Age 0 - 4	177,414	6.55%	2,706	5.62%	4,847	5.70%
Age 5 - 9	175,872	6.49%	2,863	5.95%	5,125	6.03%
Age 10 - 14	160,936	5.94%	1,827	3.80%	3,214	3.78%
Age 15 - 17	98,266	3.63%	977	2.03%	1,706	2.01%
Age 18 - 20	105,702	3.90%	920	1.91%	1,651	1.94%
Age 21 - 24	142,123	5.24%	1,295	2.69%	2,407	2.83%
Age 25 - 34	502,212	18.53%	15,215	31.61%	28,096	33.06%
Age 35 - 44	407,144	15.02%	9,378	19.48%	16,277	19.15%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Age 45 - 54	335,628	12.38%	5,607	11.65%	9,597	11.29%
Age 55 - 64	289,604	10.69%	3,770	7.83%	6,161	7.25%
Age 65 - 74	184,853	6.82%	2,177	4.52%	3,550	4.18%
Age 75 - 84	91,405	3.37%	980	2.04%	1,686	1.98%
Age 85 and over	38,964	1.44%	421	0.87%	673	0.79%
Age 16 and over	2,163,683	79.84%	40,421	83.97%	71,248	83.83%
Age 18 and over	2,097,635	77.40%	39,762	82.61%	70,099	82.48%
Age 21 and over	1,991,933	73.50%	38,842	80.69%	68,448	80.54%
Age 65 and over	315,222	11.63%	3,578	7.43%	5,910	6.95%
2016 Est. Median Age	**34.9**		**33.9**		**33.4**	
2016 Est. Average Age	**36.8**		**35.7**		**35.1**	
2016 Est. Male Population by Age	**1,320,736**		**24,591**		**43,444**	
Age 0 - 4	90,437	6.85%	1,392	5.66%	2,481	5.71%
Age 5 - 9	89,201	6.75%	1,479	6.02%	2,600	5.98%
Age 10 - 14	81,310	6.16%	965	3.93%	1,675	3.86%
Age 15 - 17	49,347	3.74%	492	2.00%	848	1.95%
Age 18 - 20	52,485	3.97%	457	1.86%	806	1.86%
Age 21 - 24	70,226	5.32%	604	2.46%	1,112	2.56%
Age 25 - 34	247,368	18.73%	7,543	30.67%	14,060	32.36%
Age 35 - 44	203,287	15.39%	4,987	20.28%	8,644	19.90%
Age 45 - 54	168,089	12.73%	3,035	12.34%	5,221	12.02%
Age 55 - 64	137,658	10.42%	2,019	8.21%	3,293	7.58%
Age 65 - 74	82,446	6.24%	1,068	4.34%	1,756	4.04%
Age 75 - 84	36,536	2.77%	412	1.68%	716	1.65%
Age 85 and over	12,346	0.93%	137	0.56%	231	0.53%
2016 Est. Median Age, Male	**34.2**		**34.2**		**33.7**	
2016 Est. Average Age, Male	**35.8**		**35.5**		**35.1**	
2016 Est. Female Population by Age	**1,389,387**		**23,544**		**41,548**	
Age 0 - 4	86,977	6.26%	1,314	5.58%	2,366	5.70%
Age 5 - 9	86,671	6.24%	1,384	5.88%	2,525	6.08%
Age 10 - 14	79,626	5.73%	862	3.66%	1,538	3.70%
Age 15 - 17	48,919	3.52%	485	2.06%	858	2.07%
Age 18 - 20	53,217	3.83%	463	1.97%	845	2.03%
Age 21 - 24	71,897	5.17%	691	2.93%	1,295	3.12%
Age 25 - 34	254,844	18.34%	7,672	32.59%	14,036	33.78%
Age 35 - 44	203,857	14.67%	4,390	18.65%	7,633	18.37%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Age 45 - 54	167,539	12.06%	2,572	10.92%	4,376	10.53%
Age 55 - 64	151,946	10.94%	1,751	7.44%	2,868	6.90%
Age 65 - 74	102,407	7.37%	1,109	4.71%	1,794	4.32%
Age 75 - 84	54,869	3.95%	568	2.41%	970	2.33%
Age 85 and over	26,618	1.92%	284	1.20%	442	1.06%
2016 Est. Median Age, Female	**35.6**		**33.6**		**33.1**	
2016 Est. Average Age, Female	**37.8**		**35.8**		**35.1**	
2016 Est. Pop Age 15+ by Marital Status	**2,195,901**		**40,739**		**71,806**	
Total, Never Married	1,080,142	49.19%	22,606	55.49%	40,707	56.69%
Males, Never Married	552,130	25.14%	12,101	29.70%	21,776	30.33%
Females, Never Married	528,012	24.05%	10,505	25.79%	18,931	26.36%
Married, Spouse present	684,290	31.16%	12,239	30.04%	21,353	29.74%
Married, Spouse absent	126,780	5.77%	1,462	3.59%	2,384	3.32%
Widowed	115,779	5.27%	1,415	3.47%	2,212	3.08%
Males Widowed	22,560	1.03%	242	0.59%	363	0.51%
Females Widowed	93,219	4.25%	1,173	2.88%	1,849	2.58%
Divorced	188,910	8.60%	3,018	7.41%	5,149	7.17%
Males Divorced	77,209	3.52%	1,380	3.39%	2,409	3.35%
Females Divorced	111,701	5.09%	1,638	4.02%	2,740	3.82%
2016 Est. Pop Age 25+ by Edu. Attainment	**1,849,810**		**37,547**		**66,041**	



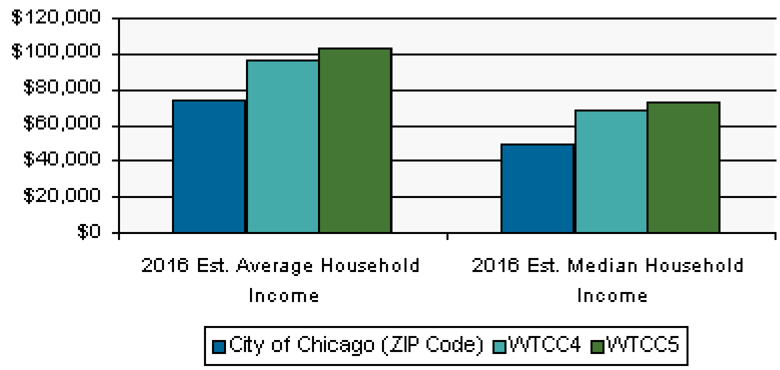
Description	City of Chicago (ZIP Code) Total	City of Chicago (ZIP Code) %	WTCC4 Total	WTCC4 %	WTCC5 Total	WTCC5 %
Less than 9th grade	171,361	9.26%	2,845	7.58%	4,652	7.04%
Some High School, no diploma	164,843	8.91%	1,820	4.85%	2,918	4.42%
High School Graduate (or GED)	431,627	23.33%	4,903	13.06%	7,996	12.11%
Some College, no degree	332,691	17.99%	4,612	12.28%	7,473	11.31%
Associate Degree	103,424	5.59%	1,586	4.22%	2,825	4.28%
Bachelor's Degree	383,003	20.70%	13,633	36.31%	25,448	38.53%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Master's Degree	180,886	9.78%	5,382	14.33%	9,710	14.70%
Professional School Degree	54,499	2.95%	1,952	5.20%	3,787	5.73%
Doctorate Degree	27,476	1.49%	813	2.17%	1,233	1.87%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	**460,273**		**6,871**		**12,102**	
No High School Diploma	183,314	39.83%	2,405	35.00%	4,358	36.01%
High School Graduate	129,450	28.12%	1,477	21.49%	2,691	22.24%
Some College or Associate's Degree	88,491	19.23%	1,329	19.34%	2,282	18.85%
Bachelor's Degree or Higher	59,018	12.82%	1,660	24.16%	2,771	22.89%
2016 Est. Households by Household Type	**1,070,366**		**22,959**		**40,413**	
Family Households	584,290	54.59%	9,649	42.03%	16,569	41.00%
Nonfamily Households	486,076	45.41%	13,310	57.97%	23,844	59.00%
2016 Est. Group Quarters Population	**60,729**		**399**		**1,021**	
2016 HHs by Ethnicity, Hispanic/Latino	**218,329**		**3,742**		**6,636**	
2016 Est. Households by HH Income	**1,070,366**		**22,959**		**40,413**	
Income < $15,000	186,653	17.44%	2,526	11.00%	4,365	10.80%
Income $15,000 - $24,999	119,400	11.16%	1,984	8.64%	3,385	8.37%
Income $25,000 - $34,999	106,386	9.94%	1,704	7.42%	2,724	6.74%
Income $35,000 - $49,999	135,575	12.67%	2,569	11.19%	4,127	10.21%
Income $50,000 - $74,999	168,564	15.75%	3,704	16.13%	6,230	15.42%
Income $75,000 - $99,999	112,512	10.51%	2,822	12.29%	4,864	12.04%
Income $100,000 - $124,999	77,710	7.26%	2,105	9.17%	3,896	9.64%
Income $125,000 - $149,999	46,942	4.39%	1,530	6.66%	2,729	6.75%
Income $150,000 - $199,999	50,827	4.75%	1,758	7.66%	3,366	8.33%
Income $200,000 - $249,999	22,504	2.10%	772	3.36%	1,582	3.91%
Income $250,000 - $499,999	29,673	2.77%	1,066	4.64%	2,228	5.51%
Income $500,000+	13,620	1.27%	420	1.83%	917	2.27%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%



Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
2016 Est. Average Household Income	**$73,781**		**$95,469**		**$102,359**	
2016 Est. Median Household Income	**$48,580**		**$68,201**		**$72,496**	
2016 Median HH Inc. by Single-Class. Race or Eth.						
White Alone	$64,236		$73,444		$79,774	
Black or African American Alone	$30,485		$27,985		$28,393	
American Indian and Alaska Native Alone	$45,707		$19,235		$27,095	
Asian Alone	$57,767		$83,196		$89,408	
Native Hawaiian and Other Pacific Islander Alone	$74,621		$72,824		$81,250	
Some Other Race Alone	$41,750		$44,835		$41,647	
Two or More Races	$50,669		$59,418		$64,153	
Hispanic or Latino	$43,006		$40,718		$36,970	
Not Hispanic or Latino	$50,917		$73,716		$81,258	
2016 Est. Family HH Type by Presence of Own Child.	**584,290**		**9,649**		**16,569**	
Married-Couple Family, own children	152,957	26.18%	2,671	27.69%	4,533	27.36%
Married-Couple Family, no own children	187,883	32.16%	3,860	40.00%	6,661	40.20%
Male Householder, own children	21,924	3.75%	339	3.52%	544	3.28%
Male Householder, no own children	36,162	6.19%	670	6.94%	1,066	6.44%
Female Householder, own children	90,826	15.54%	974	10.10%	1,854	11.19%
Female Householder, no own children	94,538	16.18%	1,135	11.76%	1,911	11.53%
2016 Est. Households by Household Size	**1,070,366**		**22,959**		**40,413**	
1-person	384,496	35.92%	8,847	38.53%	15,437	38.20%
2-person	292,513	27.33%	8,160	35.54%	14,479	35.83%
3-person	152,393	14.24%	3,150	13.72%	5,676	14.04%

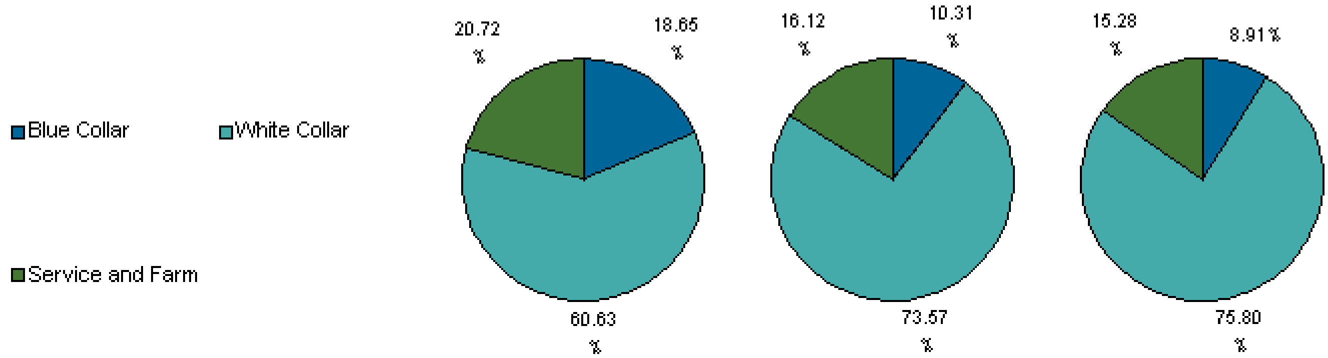
Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
4-person	112,061	10.47%	1,673	7.29%	2,881	7.13%
5-person	64,547	6.03%	683	2.97%	1,150	2.84%
6-person	33,553	3.13%	278	1.21%	507	1.25%
7-or-more-person	30,803	2.88%	169	0.74%	284	0.70%
2016 Est. Average Household Size	**2.48**		**2.08**		**2.08**	
2016 Est. Households by Presence of People Under 18	**1,070,366**		**22,959**		**40,413**	
Households with 1 or More People under Age 18:	**315,400**	**29.47%**	**4,474**	**19.49%**	**7,742**	**19.16%**
Married-Couple Family	168,170	53.32%	2,836	63.38%	4,794	61.92%
Other Family, Male Householder	28,557	9.05%	424	9.48%	668	8.62%
Other Family, Female Householder	116,566	36.96%	1,185	26.49%	2,232	28.83%
Nonfamily, Male Householder	1,359	0.43%	14	0.30%	27	0.35%
Nonfamily, Female Householder	748	0.24%	16	0.35%	21	0.27%
Households with No People under Age 18:	**754,966**	**70.53%**	**18,485**	**80.51%**	**32,672**	**80.84%**
Married-Couple Family	172,648	22.87%	3,694	19.98%	6,396	19.58%
Other Family, Male Householder	29,580	3.92%	586	3.17%	947	2.90%
Other Family, Female Householder	68,811	9.11%	925	5.00%	1,533	4.69%
Nonfamily, Male Householder	233,891	30.98%	7,125	38.55%	12,997	39.78%
Nonfamily, Female Householder	250,036	33.12%	6,154	33.29%	10,799	33.05%
2016 Est. Households by Number of Vehicles	**1,070,366**		**22,959**		**40,413**	
No Vehicles	281,260	26.28%	5,185	22.58%	8,947	22.14%
1 Vehicle	482,498	45.08%	11,698	50.95%	20,851	51.59%
2 Vehicles	238,087	22.24%	5,120	22.30%	9,024	22.33%
3 Vehicles	51,616	4.82%	784	3.42%	1,321	3.27%
4 Vehicles	12,780	1.19%	137	0.60%	213	0.53%
5 or more Vehicles	4,125	0.39%	35	0.15%	58	0.14%
2016 Est. Average Number of Vehicles	**1.1**		**1.1**		**1.1**	
2016 Est. Families by Poverty Status	**584,290**		**9,649**		**16,569**	
2016 Families at or Above Poverty	470,618	80.55%	8,562	88.73%	14,455	87.24%
2016 Families at or Above Poverty with Children	216,171	37.00%	3,686	38.20%	6,166	37.22%
2016 Families Below Poverty	113,672	19.45%	1,087	11.27%	2,114	12.76%
2016 Families Below Poverty with Children	87,776	15.02%	824	8.54%	1,609	9.71%
2016 Est. Pop Age 16+ by Employment Status	**2,163,683**		**40,421**		**71,248**	

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
In Armed Forces	412	0.02%	25	0.06%	28	0.04%
Civilian - Employed	1,241,411	57.37%	29,536	73.07%	52,869	74.20%
Civilian - Unemployed	184,065	8.51%	2,242	5.55%	3,808	5.34%
Not in Labor Force	737,795	34.10%	8,618	21.32%	14,543	20.41%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	**1,238,161**		**29,416**		**52,660**	
For-Profit Private Workers	869,791	70.25%	20,798	70.70%	37,795	71.77%
Non-Profit Private Workers	126,926	10.25%	3,134	10.65%	5,364	10.19%
Local Government Workers	94,197	7.61%	1,658	5.64%	2,931	5.57%
State Government Workers	31,793	2.57%	745	2.53%	1,188	2.26%
Federal Government Workers	21,687	1.75%	285	0.97%	587	1.12%
Self-Employed Workers	92,445	7.47%	2,787	9.47%	4,773	9.06%
Unpaid Family Workers	1,322	0.11%	10	0.03%	21	0.04%
2016 Est. Civ. Employed Pop 16+ by Occupation	**1,238,161**		**29,416**		**52,660**	
Architect/Engineer	14,214	1.15%	546	1.85%	881	1.67%
Arts/Entertainment/Sports	33,181	2.68%	1,958	6.66%	3,222	6.12%
Building Grounds Maintenance	53,176	4.29%	682	2.32%	1,049	1.99%
Business/Financial Operations	80,836	6.53%	2,546	8.66%	5,135	9.75%
Community/Social Services	21,820	1.76%	567	1.93%	979	1.86%
Computer/Mathematical	34,869	2.82%	1,149	3.91%	2,116	4.02%
Construction/Extraction	43,160	3.49%	786	2.67%	1,274	2.42%
Education/Training/Library	75,681	6.11%	2,215	7.53%	3,758	7.14%
Farming/Fishing/Forestry	935	0.08%	0	0.00%	3	0.01%
Food Prep/Serving	81,210	6.56%	2,223	7.56%	3,784	7.19%
Health Practitioner/Technician	58,589	4.73%	1,460	4.96%	2,730	5.18%
Healthcare Support	28,720	2.32%	382	1.30%	562	1.07%
Maintenance Repair	23,484	1.90%	360	1.22%	513	0.97%
Legal	24,440	1.97%	1,082	3.68%	2,047	3.89%
Life/Physical/Social Science	9,074	0.73%	248	0.84%	404	0.77%
Management	114,774	9.27%	3,503	11.91%	6,984	13.26%
Office/Admin. Support	157,235	12.70%	2,757	9.37%	5,027	9.55%
Production	75,747	6.12%	904	3.07%	1,310	2.49%
Protective Services	37,137	3.00%	451	1.53%	805	1.53%
Sales/Related	125,965	10.17%	3,609	12.27%	6,633	12.60%
Personal Care/Service	55,354	4.47%	1,003	3.41%	1,846	3.51%
Transportation/Moving	88,560	7.15%	985	3.35%	1,597	3.03%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
2016 Est. Pop 16+ by Occupation Classification	**1,238,161**		**29,416**		**52,660**	



Description	Total	%	Total	%	Total	%
Blue Collar	230,951	18.65%	3,034	10.31%	4,694	8.91%
White Collar	750,678	60.63%	21,642	73.57%	39,918	75.80%
Service and Farm	256,532	20.72%	4,740	16.12%	8,048	15.28%
2016 Est. Workers Age 16+ by Transp. to Work	**1,210,997**		**28,839**		**51,694**	
Drove Alone	598,430	49.42%	12,499	43.34%	21,586	41.76%
Car Pooled	107,033	8.84%	1,651	5.72%	2,998	5.80%
Public Transportation	337,786	27.89%	9,149	31.72%	17,306	33.48%
Walked	81,059	6.69%	1,926	6.68%	3,576	6.92%
Bicycle	16,377	1.35%	1,368	4.75%	2,059	3.98%
Other Means	17,626	1.46%	420	1.46%	796	1.54%
Worked at Home	52,686	4.35%	1,827	6.34%	3,374	6.53%
2016 Est. Workers Age 16+ by Travel Time to Work						
Less than 15 Minutes	153,701		4,372		7,500	
15 - 29 Minutes	336,019		10,033		17,777	
30 - 44 Minutes	338,198		7,144		13,037	
45 - 59 Minutes	159,757		2,673		4,969	
60 or more Minutes	171,128		2,912		5,125	
2016 Est. Avg Travel Time to Work in Minutes	**37.00**		**32.00**		**33.00**	
2016 Est. Occupied Housing Units by Tenure	**1,070,366**		**22,959**		**40,413**	
Owner Occupied	479,759	44.82%	8,416	36.65%	15,064	37.28%
Renter Occupied	590,607	55.18%	14,544	63.35%	25,349	62.72%

Pop-Facts Demographics

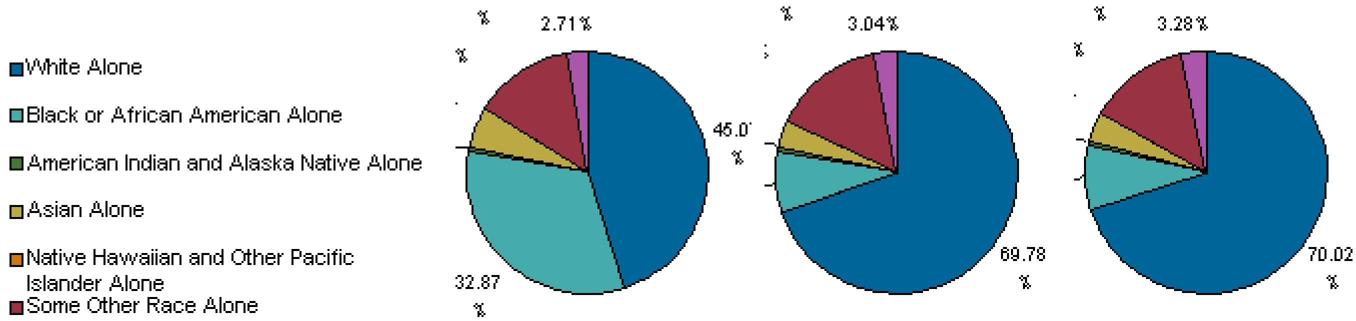
Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
2016 Owner Occ. HUs: Avg. Length of Residence	**18.2**		**14.5**		**13.5**	
2016 Renter Occ. HUs: Avg. Length of Residence	**8.3**		**7.7**		**7.6**	
2016 Est. Owner-Occupied Housing Units by Value	**479,759**		**8,416**		**15,064**	
Value Less than $20,000	9,399	1.96%	82	0.97%	130	0.86%
Value $20,000 - $39,999	6,729	1.40%	40	0.47%	50	0.33%
Value $40,000 - $59,999	9,652	2.01%	10	0.12%	48	0.32%
Value $60,000 - $79,999	14,956	3.12%	59	0.71%	167	1.11%
Value $80,000 - $99,999	22,940	4.78%	96	1.14%	152	1.01%
Value $100,000 - $149,999	64,172	13.38%	179	2.13%	280	1.86%
Value $150,000 - $199,999	72,496	15.11%	345	4.10%	521	3.46%
Value $200,000 - $299,999	110,065	22.94%	1,070	12.71%	2,097	13.92%
Value $300,000 - $399,999	67,244	14.02%	2,076	24.67%	3,837	25.47%
Value $400,000 - $499,999	37,585	7.83%	1,909	22.69%	3,109	20.64%
Value $500,000 - $749,999	34,308	7.15%	1,714	20.36%	2,776	18.43%
Value $750,000 - $999,999	14,506	3.02%	575	6.84%	1,166	7.74%
Value $1,000,000 or more	15,707	3.27%	260	3.09%	732	4.86%
2016 Est. Median All Owner-Occupied Housing Value	**$235,920**		**$413,132**		**$408,061**	
2016 Est. Housing Units by Units in Structure	**1,228,108**		**25,210**		**44,278**	
1 Unit Attached	42,028	3.42%	908	3.60%	1,851	4.18%
1 Unit Detached	305,953	24.91%	2,553	10.13%	4,663	10.53%
2 Units	179,417	14.61%	3,980	15.79%	6,203	14.01%
3 or 4 Units	199,375	16.23%	8,848	35.10%	15,085	34.07%
5 to 19 Units	188,536	15.35%	6,693	26.55%	11,121	25.12%
20 to 49 Units	77,506	6.31%	631	2.50%	1,794	4.05%
50 or More Units	232,490	18.93%	1,582	6.28%	3,504	7.91%
Mobile Home or Trailer	2,372	0.19%	14	0.06%	44	0.10%
Boat, RV, Van, etc.	431	0.04%	0	0.00%	12	0.03%
2016 Est. Housing Units by Year Structure Built	**1,228,108**		**25,210**		**44,278**	
Housing Units Built 2010 or later	50,740	4.13%	1,103	4.37%	2,317	5.23%
Housing Units Built 2000 to 2009	103,370	8.42%	4,458	17.69%	8,134	18.37%
Housing Units Built 1990 to 1999	52,071	4.24%	1,730	6.86%	3,863	8.73%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Housing Units Built 1980 to 1989	46,782	3.81%	655	2.60%	1,224	2.76%
Housing Units Built 1970 to 1979	80,538	6.56%	934	3.71%	1,612	3.64%
Housing Units Built 1960 to 1969	115,240	9.38%	1,024	4.06%	1,933	4.37%
Housing Units Built 1950 to 1959	147,441	12.01%	1,194	4.74%	1,747	3.95%
Housing Units Built 1940 to 1949	100,043	8.15%	1,070	4.24%	1,777	4.01%
Housing Unit Built 1939 or Earlier	531,883	43.31%	13,041	51.73%	21,671	48.94%
2016 Est. Median Year Structure Built	**1948**		**1939**		**1943**	

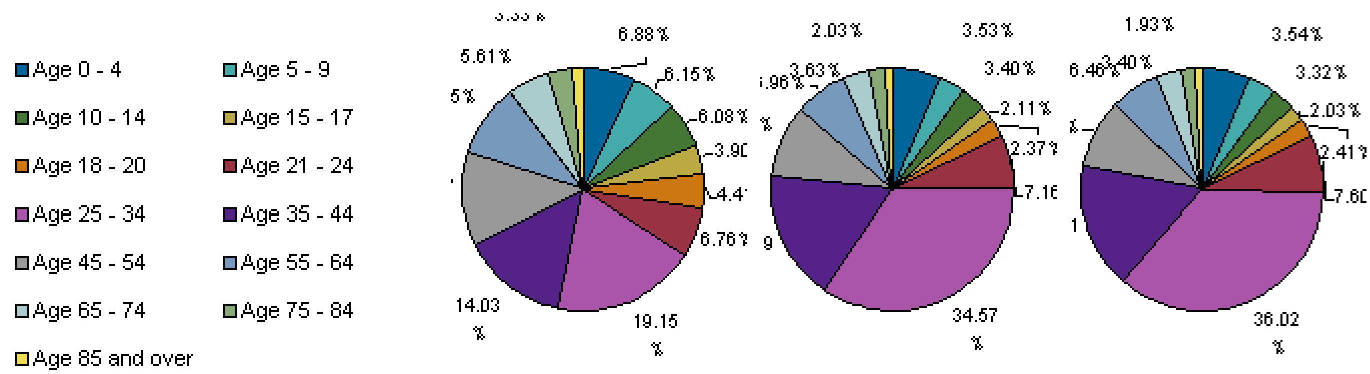
Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Pop-Facts Census Demographic Overview						
2010 Pop by Single Race Classification	**2,680,220**		**47,372**		**82,893**	



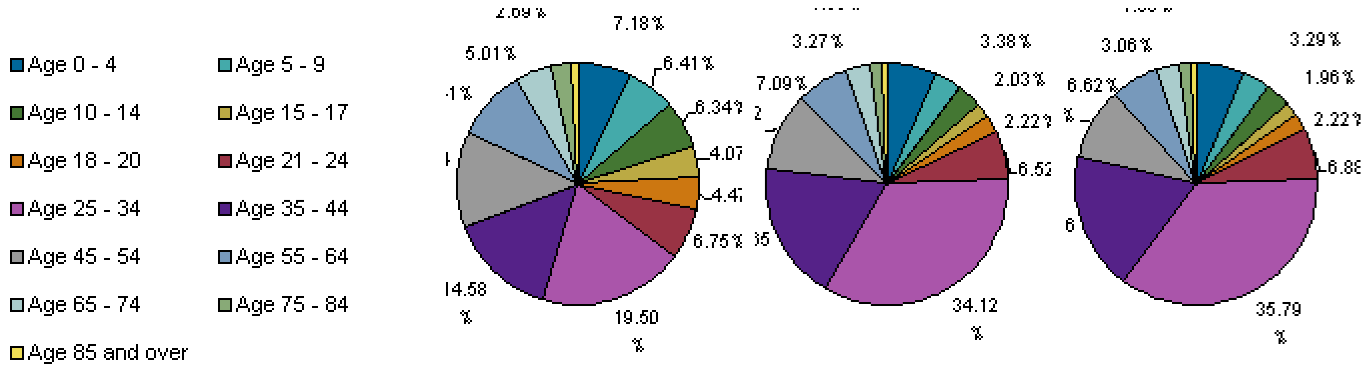
Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
White Alone	1,207,853	45.07%	33,057	69.78%	58,041	70.02%
Black or African American Alone	880,876	32.87%	3,844	8.12%	7,136	8.61%
American Indian and Alaska Native Alone	13,276	0.50%	257	0.54%	479	0.58%
Asian Alone	146,652	5.47%	1,651	3.48%	3,293	3.97%
Native Hawaiian and Other Pacific Islander Alone	1,007	0.04%	36	0.08%	63	0.08%
Some Other Race Alone	357,979	13.36%	7,085	14.96%	11,160	13.46%
Two or More Races	72,577	2.71%	1,441	3.04%	2,720	3.28%
2010 Population by Ethnicity	**2,680,220**		**47,372**		**82,893**	
Hispanic or Latino	773,061	71.16%	13,927	70.60%	23,940	71.12%
Not Hispanic or Latino	1,907,159	28.84%	33,446	29.40%	58,953	28.88%
2010 Hispanic or Latino Pop by Single-Class. Race	**773,061**		**13,927**		**23,940**	
White Alone	355,365	45.97%	5,656	40.62%	10,530	43.99%
Black or African American Alone	15,180	1.96%	335	2.40%	696	2.91%
American Indian and Alaska Native Alone	9,188	1.19%	188	1.35%	356	1.49%
Asian Alone	2,237	0.29%	52	0.37%	82	0.34%
Native Hawaiian and Other Pacific Islander Alone	453	0.06%	17	0.12%	35	0.15%
Some Other Race Alone	353,771	45.76%	6,989	50.18%	11,000	45.95%
Two or More Races	36,867	4.77%	690	4.95%	1,240	5.18%
2010 Population by Sex	**2,680,220**		**47,372**		**82,893**	
Male	1,301,120	48.55%	24,185	51.05%	42,391	51.14%
Female	1,379,100	51.45%	23,187	48.95%	40,502	48.86%
Male/Female Ratio	0.94		1.04		1.05	
2010 Population by Age	**2,680,220**		**47,372**		**82,893**	

Pop-Facts Demographics

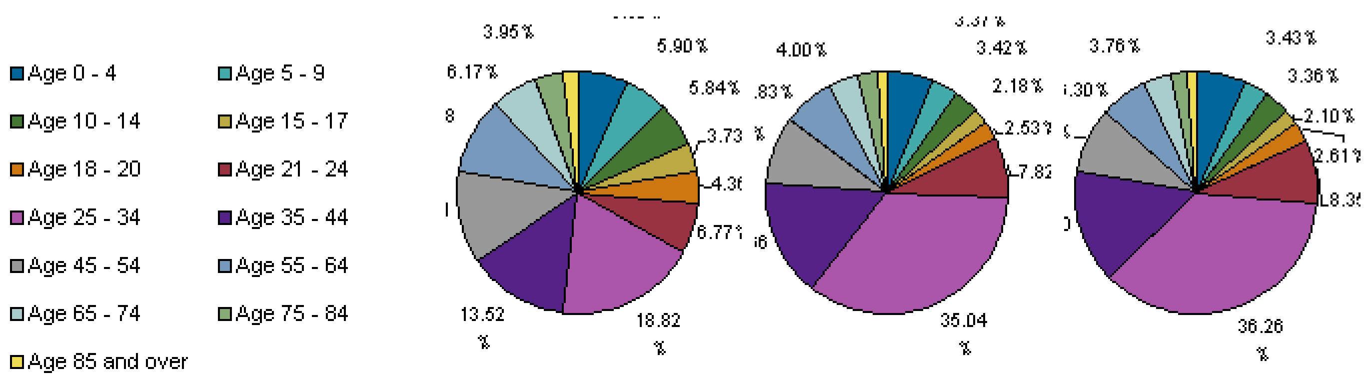


Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Age 0 - 4	184,476	6.88%	3,014	6.36%	5,367	6.47%
Age 5 - 9	164,751	6.15%	1,672	3.53%	2,932	3.54%
Age 10 - 14	163,062	6.08%	1,610	3.40%	2,755	3.32%
Age 15 - 17	104,406	3.90%	998	2.11%	1,682	2.03%
Age 18 - 20	118,212	4.41%	1,124	2.37%	1,998	2.41%
Age 21 - 24	181,163	6.76%	3,391	7.16%	6,299	7.60%
Age 25 - 34	513,260	19.15%	16,376	34.57%	29,856	36.02%
Age 35 - 44	376,048	14.03%	8,143	17.19%	13,936	16.81%
Age 45 - 54	336,859	12.57%	4,599	9.71%	7,597	9.16%
Age 55 - 64	261,409	9.75%	3,297	6.96%	5,358	6.46%
Age 65 - 74	150,366	5.61%	1,718	3.63%	2,821	3.40%
Age 75 - 84	89,372	3.33%	960	2.03%	1,597	1.93%
Age 85 and over	36,836	1.37%	470	0.99%	694	0.84%
Age 16 and over	2,133,917	79.62%	40,753	86.03%	71,293	86.01%
Age 18 and over	2,063,525	76.99%	40,077	84.60%	70,156	84.63%
Age 21 and over	1,945,313	72.58%	38,953	82.23%	68,158	82.22%
Age 65 and over	276,574	10.32%	3,148	6.65%	5,112	6.17%
2010 Median Age	**33.3**		**32.3**		**31.8**	
2010 Male Population by Age	**1,301,120**		**24,185**		**42,391**	

Pop-Facts Demographics



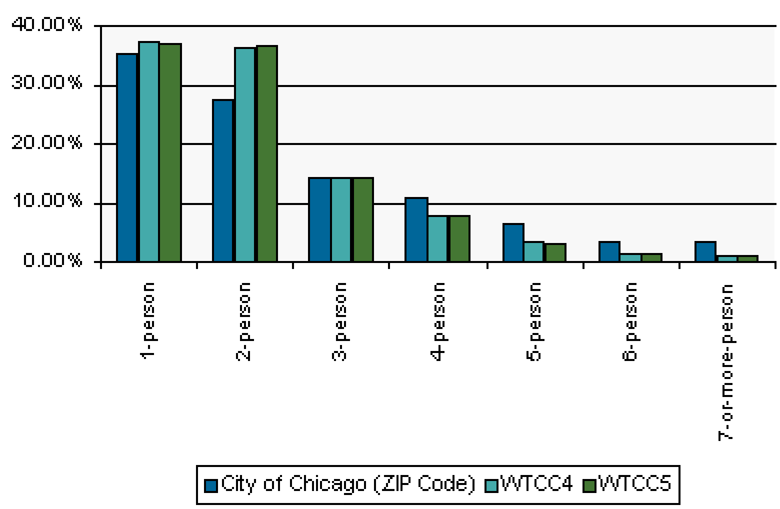
Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Age 0 - 4	93,388	7.18%	1,572	6.50%	2,728	6.44%
Age 5 - 9	83,419	6.41%	891	3.69%	1,544	3.64%
Age 10 - 14	82,555	6.34%	816	3.38%	1,396	3.29%
Age 15 - 17	52,912	4.07%	492	2.03%	831	1.96%
Age 18 - 20	58,124	4.47%	538	2.22%	941	2.22%
Age 21 - 24	87,840	6.75%	1,576	6.52%	2,919	6.88%
Age 25 - 34	253,757	19.50%	8,251	34.12%	15,170	35.79%
Age 35 - 44	189,662	14.58%	4,510	18.65%	7,740	18.26%
Age 45 - 54	165,703	12.74%	2,496	10.32%	4,110	9.70%
Age 55 - 64	122,455	9.41%	1,714	7.09%	2,805	6.62%
Age 65 - 74	65,238	5.01%	791	3.27%	1,299	3.06%
Age 75 - 84	34,953	2.69%	375	1.55%	662	1.56%
Age 85 and over	11,114	0.85%	161	0.66%	245	0.58%
2010 Median Age, Male	**32.6**		**32.5**		**32.1**	
2010 Female Population by Age	**1,379,100**		**23,187**		**40,502**	



Age 0 - 4	91,088	6.60%	1,443	6.22%	2,639	6.52%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Age 5 - 9	81,332	5.90%	781	3.37%	1,388	3.43%
Age 10 - 14	80,507	5.84%	794	3.42%	1,360	3.36%
Age 15 - 17	51,494	3.73%	506	2.18%	851	2.10%
Age 18 - 20	60,088	4.36%	586	2.53%	1,057	2.61%
Age 21 - 24	93,323	6.77%	1,814	7.82%	3,381	8.35%
Age 25 - 34	259,503	18.82%	8,125	35.04%	14,686	36.26%
Age 35 - 44	186,386	13.52%	3,632	15.66%	6,196	15.30%
Age 45 - 54	171,156	12.41%	2,103	9.07%	3,487	8.61%
Age 55 - 64	138,954	10.08%	1,583	6.83%	2,553	6.30%
Age 65 - 74	85,128	6.17%	927	4.00%	1,522	3.76%
Age 75 - 84	54,419	3.95%	585	2.52%	935	2.31%
Age 85 and over	25,722	1.87%	309	1.33%	448	1.11%
2010 Median Age, Female	**33.9**		**32.0**		**31.5**	
2010 Households by Household Type	**1,040,240**		**22,091**		**38,618**	
Family Households	573,099	55.09%	9,277	41.99%	15,824	40.97%
Nonfamily Households	467,141	44.91%	12,814	58.01%	22,794	59.03%
2010 Group Quarters Population	**60,518**		**391**		**1,016**	
2010 Hispanic or Latino Households	**207,685**		**4,682**		**8,195**	
2010 Households by Household Size	**1,040,240**		**22,091**		**38,618**	



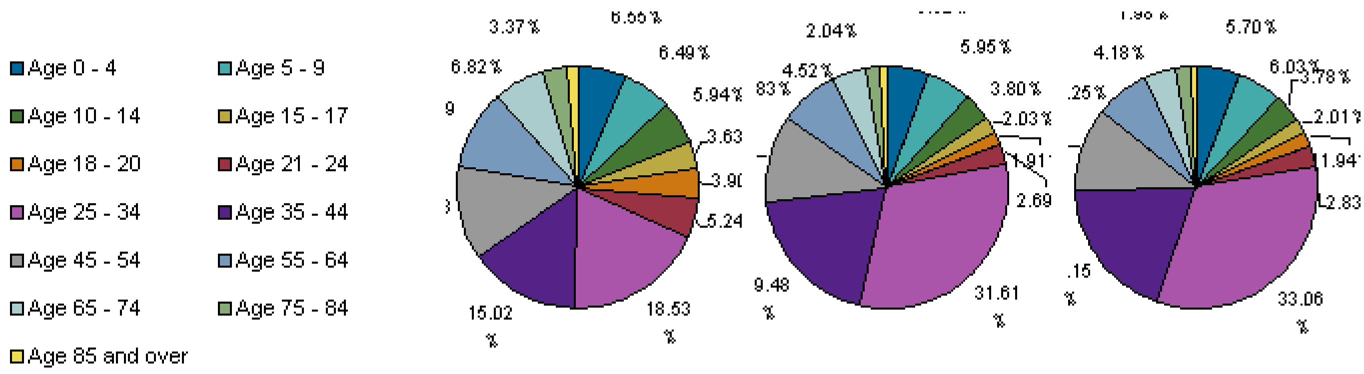
1-person	364,251	35.02%	8,171	36.99%	14,235	36.86%
2-person	285,453	27.44%	7,958	36.02%	14,017	36.30%
3-person	147,704	14.20%	3,071	13.90%	5,460	14.14%
4-person	111,913	10.76%	1,694	7.67%	2,884	7.47%
5-person	65,085	6.26%	711	3.22%	1,164	3.01%
6-person	32,368	3.11%	274	1.24%	498	1.29%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
7-or-more-person	33,466	3.22%	213	0.96%	359	0.93%
2010 Households by Type by Presence of Children	**1,040,240**		**22,091**		**38,618**	
2010 Fam HHs, Own Kids, Married Couple Fam	149,762	14.40%	2,572	11.64%	4,333	11.22%
2010 Fam HHs, Own Kids, Other Fam HH, Male HHldr	21,610	2.08%	327	1.48%	522	1.35%
2010 Fam HHs, Own Kids, Other Fam HH, Female HHldr	89,721	8.63%	940	4.26%	1,779	4.61%
2010 Fam HHs, No Own Kids, Married Couple Fam	182,786	17.57%	3,701	16.75%	6,341	16.42%
2010 Fam HHs, No Own Kids, Other Fam HH, Male HHldr	35,638	3.43%	643	2.91%	1,022	2.65%
2010 Fam HHs, No Own Kids, Other Fam HH, Female HHldr	93,582	9.00%	1,094	4.95%	1,827	4.73%
2010 NonFam HHs	467,141	44.91%	12,814	58.01%	22,794	59.03%
2010 Households by Presence of People Under Age 18	**1,040,240**		**22,091**		**38,618**	
HHs with 1 or More People Under Age 18:	310,460	29.85%	4,305	19.49%	7,402	19.17%
Married-Couple Family	164,891	53.11%	2,727	63.35%	4,581	61.89%
Other Family, Male Householder	28,165	9.07%	409	9.49%	639	8.64%
Other Family, Female Householder	115,345	37.15%	1,141	26.50%	2,136	28.86%
Nonfamily, Male Householder	1,329	0.43%	14	0.31%	27	0.36%
Nonfamily, Female Householder	730	0.24%	15	0.34%	19	0.26%
Households with No People Under Age 18:	729,780	70.15%	17,786	80.51%	31,216	80.83%
Married-Couple Family	167,662	22.97%	3,546	19.94%	6,093	19.52%
Other Family, Male Householder	29,074	3.98%	561	3.15%	905	2.90%
Other Family, Female Householder	67,956	9.31%	893	5.02%	1,470	4.71%
Nonfamily, Male Householder	224,436	30.75%	6,841	38.46%	12,400	39.72%
Nonfamily, Female Householder	240,652	30.75%	5,945	38.46%	10,349	39.72%
2010 Occupied Housing Units by Tenure	**1,040,240**		**22,091**		**38,618**	
Owner Occupied	467,238	44.92%	8,034	36.37%	14,284	36.99%
Renter Occupied	573,002	55.08%	14,057	63.63%	24,334	63.01%

Pop-Facts Demographics

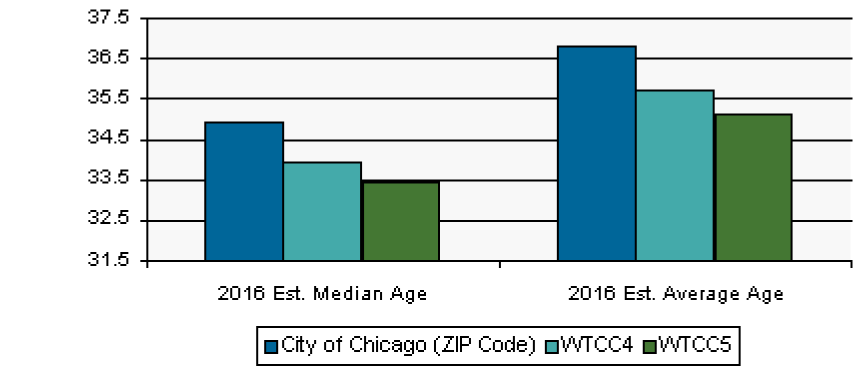
Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Pop-Facts Population Quick Facts						
2016 Est. Population by Age	**2,710,123**		**48,135**		**84,992**	



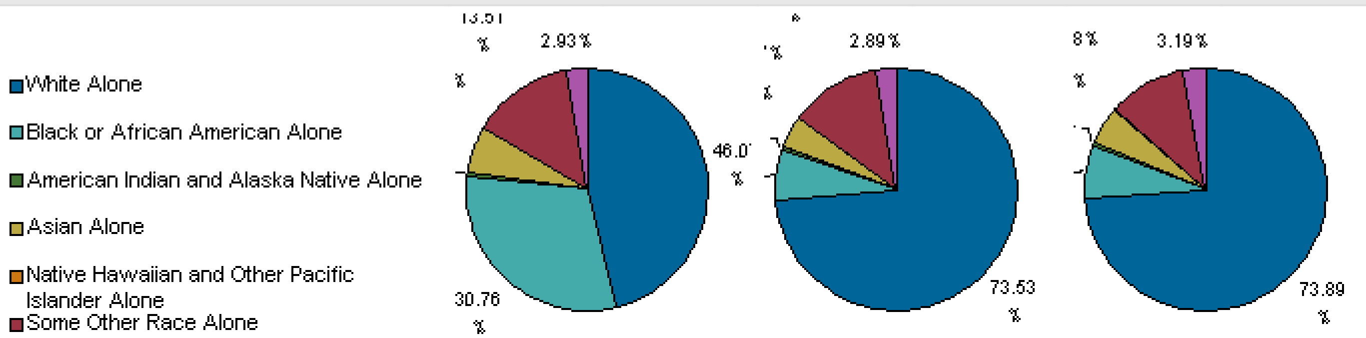
Age 0 - 4	177,414	6.55%	2,706	5.62%	4,847	5.70%
Age 5 - 9	175,872	6.49%	2,863	5.95%	5,125	6.03%
Age 10 - 14	160,936	5.94%	1,827	3.80%	3,214	3.78%
Age 15 - 17	98,266	3.63%	977	2.03%	1,706	2.01%
Age 18 - 20	105,702	3.90%	920	1.91%	1,651	1.94%
Age 21 - 24	142,123	5.24%	1,295	2.69%	2,407	2.83%
Age 25 - 34	502,212	18.53%	15,215	31.61%	28,096	33.06%
Age 35 - 44	407,144	15.02%	9,378	19.48%	16,277	19.15%
Age 45 - 54	335,628	12.38%	5,607	11.65%	9,597	11.29%
Age 55 - 64	289,604	10.69%	3,770	7.83%	6,161	7.25%
Age 65 - 74	184,853	6.82%	2,177	4.52%	3,550	4.18%
Age 75 - 84	91,405	3.37%	980	2.04%	1,686	1.98%
Age 85 and over	38,964	1.44%	421	0.87%	673	0.79%
Age 16 and over	2,163,683	79.84%	40,421	83.97%	71,248	83.83%
Age 18 and over	2,097,635	77.40%	39,762	82.61%	70,099	82.48%
Age 21 and over	1,991,933	73.50%	38,842	80.69%	68,448	80.54%
Age 65 and over	315,222	11.63%	3,578	7.43%	5,910	6.95%

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%



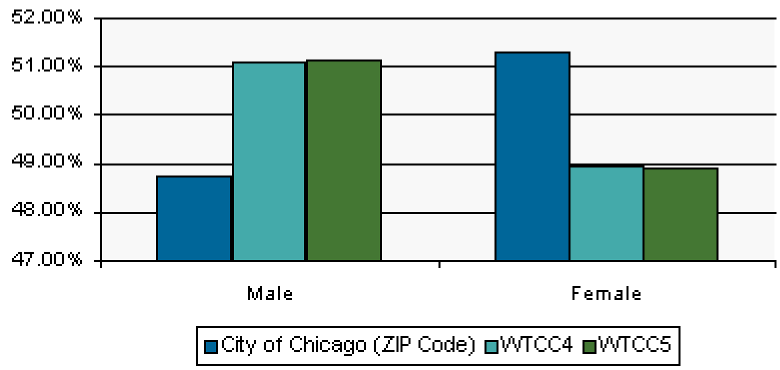
Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
2016 Est. Median Age	**34.9**		**33.9**		**33.4**	
2016 Est. Average Age	**36.8**		**35.7**		**35.1**	
2016 Est. Population by Single-Classification Race	**2,710,123**		**48,135**		**84,992**	



Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
White Alone	1,248,454	46.07%	35,394	73.53%	62,803	73.89%
Black or African American Alone	833,544	30.76%	3,218	6.69%	5,986	7.04%
American Indian and Alaska Native Alone	13,374	0.49%	239	0.50%	445	0.52%
Asian Alone	168,103	6.20%	2,067	4.29%	4,228	4.97%
Native Hawaiian and Other Pacific Islander Alone	965	0.04%	35	0.07%	64	0.08%
Some Other Race Alone	366,264	13.51%	5,792	12.03%	8,753	10.30%
Two or More Races	79,419	2.93%	1,390	2.89%	2,714	3.19%
2016 Est. Population by Ethnicity (Hispanic or Latino)	**2,710,123**		**48,135**		**84,992**	
Hispanic or Latino	798,745	29.47%	11,223	23.32%	19,496	22.94%
Not Hispanic or Latino	1,911,378	70.53%	36,912	76.68%	65,496	77.06%
2016 Est. Population by Sex	**2,710,123**		**48,135**		**84,992**	

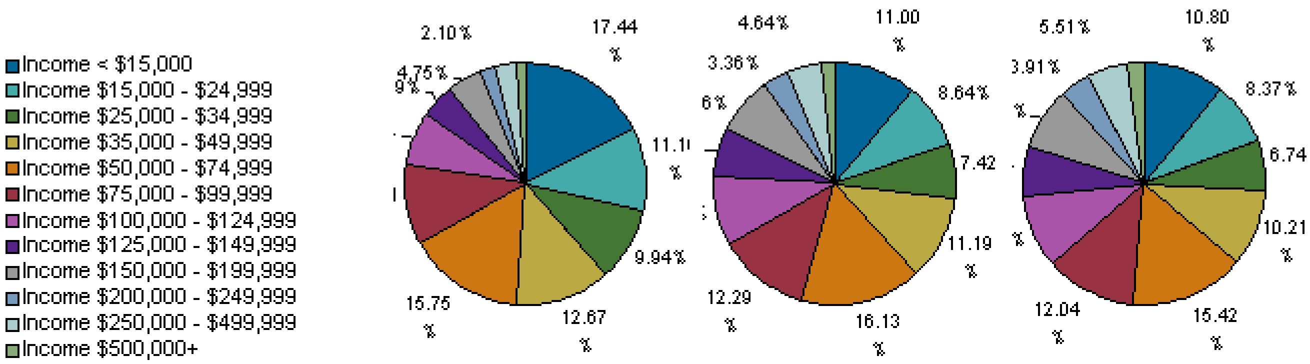
Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Male	1,320,736	48.73%	24,591	51.09%	43,444	51.12%
Female	1,389,387	51.27%	23,544	48.91%	41,548	48.88%

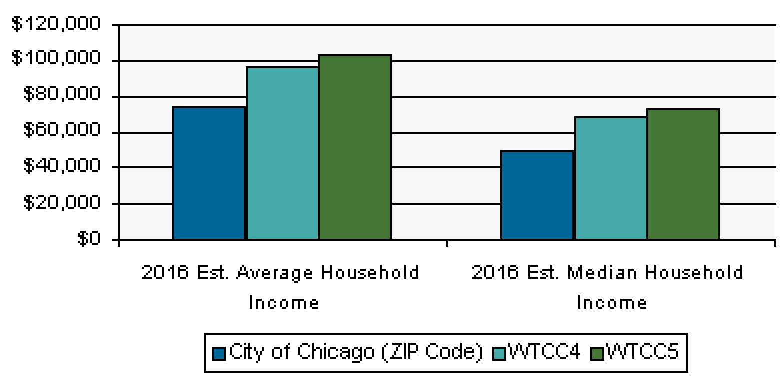


Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Pop-Facts Household Quick Facts						
2016 Est. Households by Household Income	**1,070,366**		**22,959**		**40,413**	



Income < $15,000	186,653	17.44%	2,526	11.00%	4,365	10.80%
Income $15,000 - $24,999	119,400	11.16%	1,984	8.64%	3,385	8.37%
Income $25,000 - $34,999	106,386	9.94%	1,704	7.42%	2,724	6.74%
Income $35,000 - $49,999	135,575	12.67%	2,569	11.19%	4,127	10.21%
Income $50,000 - $74,999	168,564	15.75%	3,704	16.13%	6,230	15.42%
Income $75,000 - $99,999	112,512	10.51%	2,822	12.29%	4,864	12.04%
Income $100,000 - $124,999	77,710	7.26%	2,105	9.17%	3,896	9.64%
Income $125,000 - $149,999	46,942	4.39%	1,530	6.66%	2,729	6.75%
Income $150,000 - $199,999	50,827	4.75%	1,758	7.66%	3,366	8.33%
Income $200,000 - $249,999	22,504	2.10%	772	3.36%	1,582	3.91%
Income $250,000 - $499,999	29,673	2.77%	1,066	4.64%	2,228	5.51%
Income $500,000+	13,620	1.27%	420	1.83%	917	2.27%



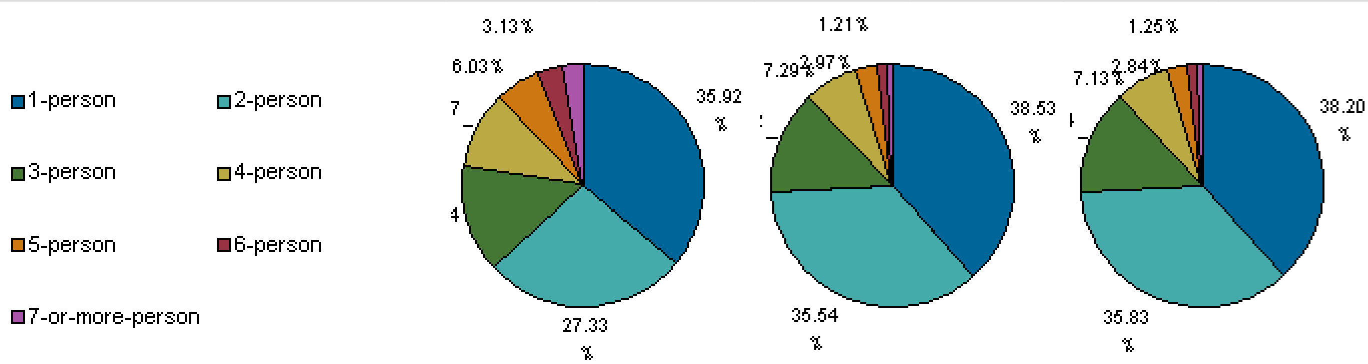
2016 Est. Average Household Income	$73,781		$95,469		$102,359	
2016 Est. Median Household Income	$48,580		$68,201		$72,496	

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
2016 Median HH Inc. by Single-Classification Race						
White Alone	$64,236		$73,444		$79,774	
Black or African American Alone	$30,485		$27,985		$28,393	
American Indian and Alaska Native Alone	$45,707		$19,235		$27,095	
Asian Alone	$57,767		$83,196		$89,408	
Native Hawaiian and Other Pacific Islander Alone	$74,621		$72,824		$81,250	
Some Other Race Alone	$41,750		$44,835		$41,647	
Two or More Races	$50,669		$59,418		$64,153	
Hispanic or Latino	$43,006		$40,718		$36,970	
Not Hispanic or Latino	$50,917		$73,716		$81,258	

Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
2016 Est. Households by Household Type	**1,070,366**		**22,959**		**40,413**	
Family Households	584,290	54.59%	9,649	42.03%	16,569	41.00%
Nonfamily Households	486,076	45.41%	13,310	57.97%	23,844	59.00%
2016 Est. Group Quarters Population	**60,729**		**399**		**1,021**	

Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
2016 Est. Households by Household Size	**1,070,366**		**22,959**		**40,413**	



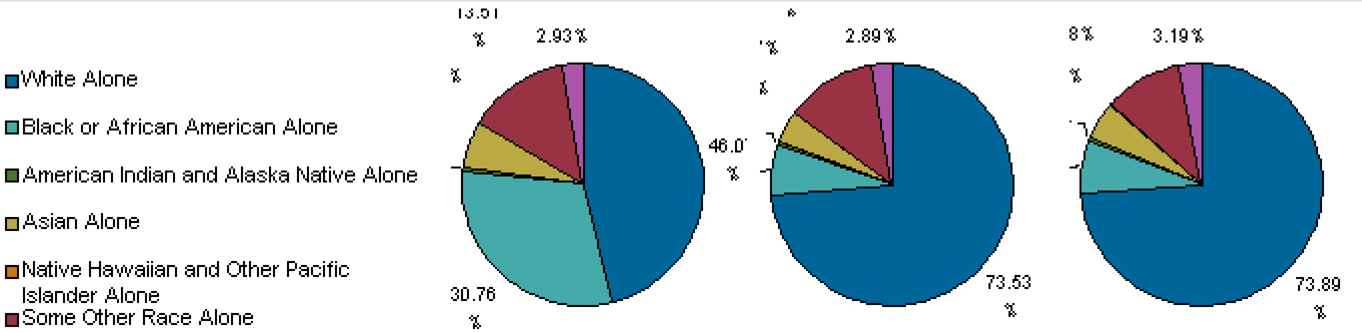
Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
1-person	384,496	35.92%	8,847	38.53%	15,437	38.20%
2-person	292,513	27.33%	8,160	35.54%	14,479	35.83%
3-person	152,393	14.24%	3,150	13.72%	5,676	14.04%
4-person	112,061	10.47%	1,673	7.29%	2,881	7.13%
5-person	64,547	6.03%	683	2.97%	1,150	2.84%
6-person	33,553	3.13%	278	1.21%	507	1.25%
7-or-more-person	30,803	2.88%	169	0.74%	284	0.70%
2016 Est. Average Household Size	2.48		2.08		2.08	

Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
2016 Est. HHs by Type by Presence of Own Children	**584,290**		**9,649**		**16,569**	
Married-Couple Family, own children	152,957	26.18%	2,671	27.69%	4,533	27.36%
Married-Couple Family, no own children	187,883	32.16%	3,860	40.00%	6,661	40.20%
Male Householder, own children	21,924	3.75%	339	3.52%	544	3.28%
Male Householder, no own children	36,162	6.19%	670	6.94%	1,066	6.44%
Female Householder, own children	90,826	15.54%	974	10.10%	1,854	11.19%
Female Householder, no own children	94,538	16.18%	1,135	11.76%	1,911	11.53%

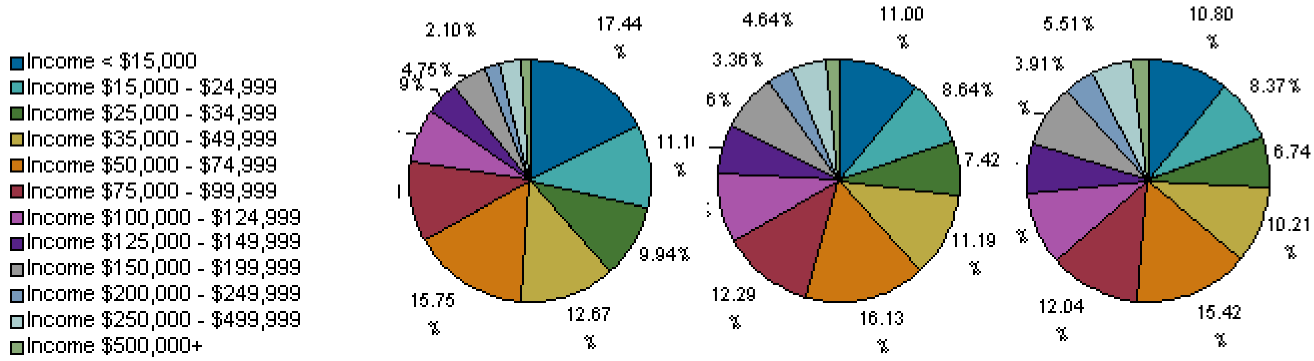
Pop-Facts Demographics

Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Pop-Facts Demographic Quick Facts						
2016 Est. Population by Single-Classification Race	**2,710,123**		**48,135**		**84,992**	

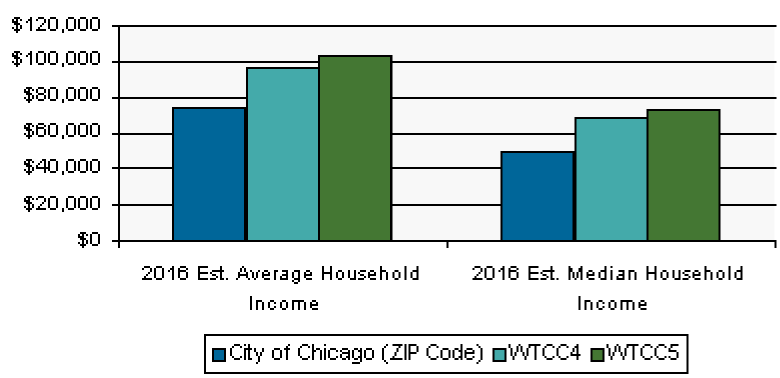


Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
White Alone	1,248,454	46.07%	35,394	73.53%	62,803	73.89%
Black or African American Alone	833,544	30.76%	3,218	6.69%	5,986	7.04%
American Indian and Alaska Native Alone	13,374	0.49%	239	0.50%	445	0.52%
Asian Alone	168,103	6.20%	2,067	4.29%	4,228	4.97%
Native Hawaiian and Other Pacific Islander Alone	965	0.04%	35	0.07%	64	0.08%
Some Other Race Alone	366,264	13.51%	5,792	12.03%	8,753	10.30%
Two or More Races	79,419	2.93%	1,390	2.89%	2,714	3.19%
2016 Est. Population by Ethnicity (Hispanic or Latino)	**2,710,123**		**48,135**		**84,992**	
Hispanic or Latino	798,745	29.47%	11,223	23.32%	19,496	22.94%
Not Hispanic or Latino	1,911,378	70.53%	36,912	76.68%	65,496	77.06%
2016 Occupied Housing Units by Tenure	**1,070,366**		**22,959**		**40,413**	
Owner-Occupied	479,759	44.82%	8,416	36.65%	15,064	37.28%
Renter-Occupied	590,607	55.18%	14,544	63.35%	25,349	62.72%
2016 Average Household Size	**2.48**		**2.08**		**2.08**	
2016 Est. Households by Household Income	**1,070,366**		**22,959**		**40,413**	

Pop-Facts Demographics



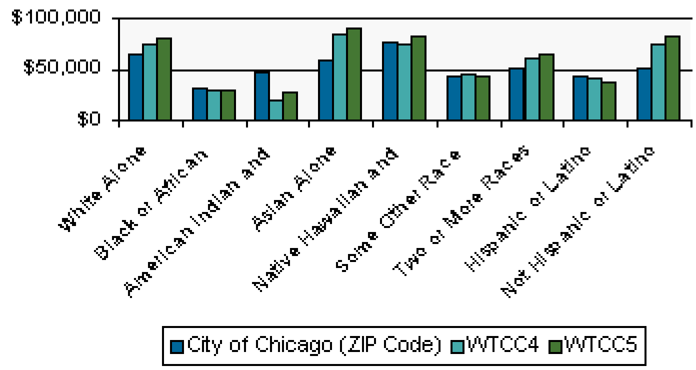
Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
Income < $15,000	186,653	17.44%	2,526	11.00%	4,365	10.80%
Income $15,000 - $24,999	119,400	11.16%	1,984	8.64%	3,385	8.37%
Income $25,000 - $34,999	106,386	9.94%	1,704	7.42%	2,724	6.74%
Income $35,000 - $49,999	135,575	12.67%	2,569	11.19%	4,127	10.21%
Income $50,000 - $74,999	168,564	15.75%	3,704	16.13%	6,230	15.42%
Income $75,000 - $99,999	112,512	10.51%	2,822	12.29%	4,864	12.04%
Income $100,000 - $124,999	77,710	7.26%	2,105	9.17%	3,896	9.64%
Income $125,000 - $149,999	46,942	4.39%	1,530	6.66%	2,729	6.75%
Income $150,000 - $199,999	50,827	4.75%	1,758	7.66%	3,366	8.33%
Income $200,000 - $249,999	22,504	2.10%	772	3.36%	1,582	3.91%
Income $250,000 - $499,999	29,673	2.77%	1,066	4.64%	2,228	5.51%
Income $500,000+	13,620	1.27%	420	1.83%	917	2.27%



Description	City of Chicago (ZIP Code) Total	%	WTCC4 Total	%	WTCC5 Total	%
2016 Est. Average Household Income	$73,781		$95,469		$102,359	
2016 Est. Median Household Income	$48,580		$68,201		$72,496	

2016 Median HH Inc. by Single-Classification Race

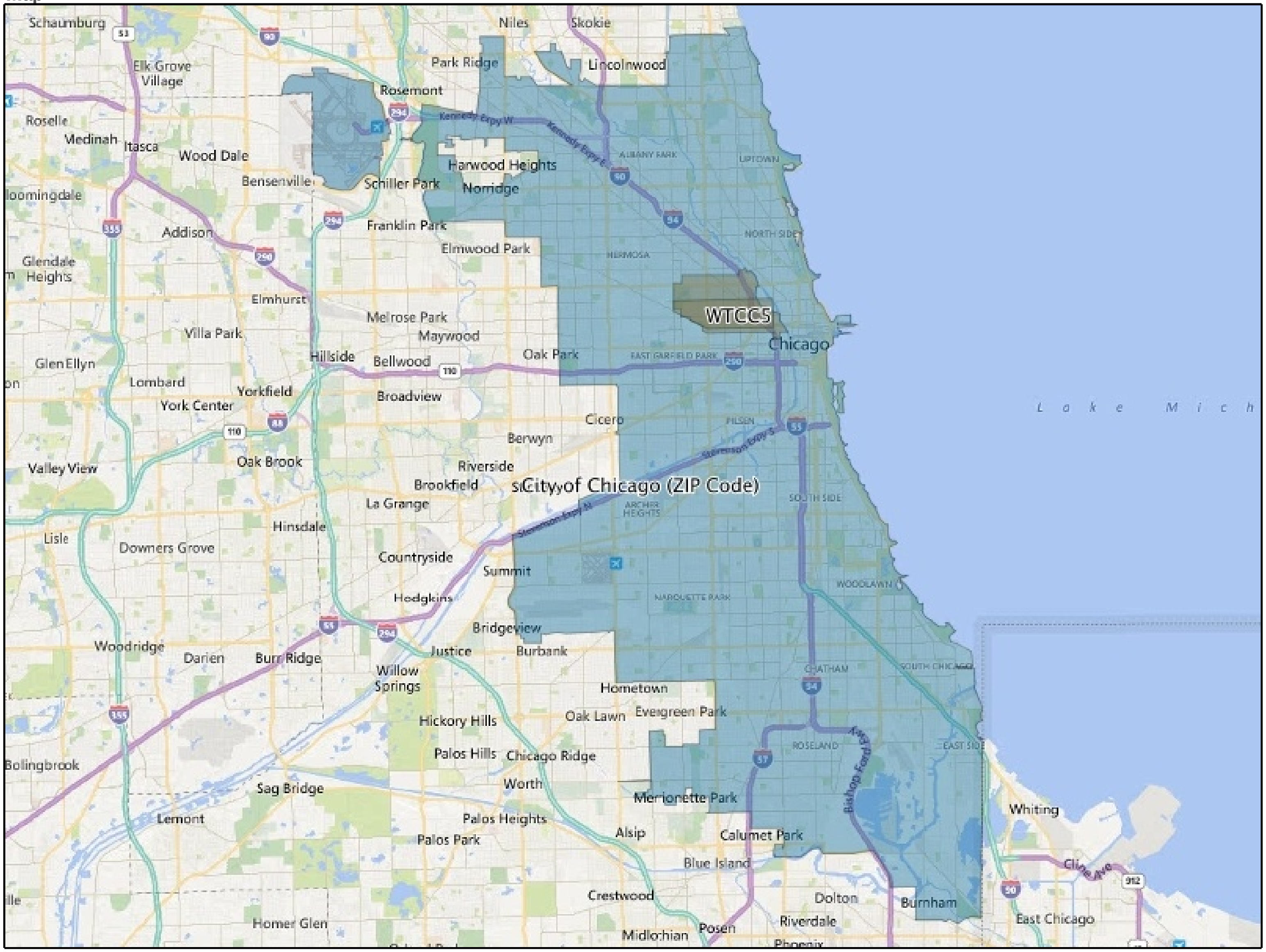
Pop-Facts Demographics



Description	City of Chicago (ZIP Code)		WTCC4		WTCC5	
	Total	%	Total	%	Total	%
White Alone	$64,236		$73,444		$79,774	
Black or African American Alone	$30,485		$27,985		$28,393	
American Indian and Alaska Native Alone	$45,707		$19,235		$27,095	
Asian Alone	$57,767		$83,196		$89,408	
Native Hawaiian and Other Pacific Islander Alone	$74,621		$72,824		$81,250	
Some Other Race Alone	$41,750		$44,835		$41,647	
Two or More Races	$50,669		$59,418		$64,153	
Hispanic or Latino	$43,006		$40,718		$36,970	
Not Hispanic or Latino	$50,917		$73,716		$81,258	

Pop-Facts Demographics

Map



2016 Population (2016 Population) : Base % Comp: Descending by Equal Ranges

List of Report Areas by City of Chicago, WTCC4, WTCC5

- Base % Comp (76.59%~95.32%)
- Base % Comp (57.87%~76.59%)
- Base % Comp (39.14%~57.87%)
- Base % Comp (20.42%~39.14%)
- Base % Comp (1.69%~20.42%)

Pop-Facts Demographics

Appendix - Analysis Area details.

City of Chicago: 60601 Chicago, IL60602 Chicago, IL60603 Chicago, IL60604 Chicago, IL60605 Chicago, IL60606 Chicago, IL60607 Chicago, IL60608 Chicago, IL60609 Chicago, IL60610 Chicago, IL60611 Chicago, IL60612 Chicago, IL60613 Chicago, IL60614 Chicago, IL60615 Chicago, IL60616 Chicago, IL60617 Chicago, IL60618 Chicago, IL60619 Chicago, IL60620 Chicago, IL60621 Chicago, IL60622 Chicago, IL60623 Chicago, IL60624 Chicago, IL60625 Chicago, IL60626 Chicago, IL60628 Chicago, IL60629 Chicago, IL60630 Chicago, IL60631 Chicago, IL60632 Chicago, IL60633 Chicago, IL60634 Chicago, IL60636 Chicago, IL60637 Chicago, IL60638 Chicago, IL60639 Chicago, IL60640 Chicago, IL60641 Chicago, IL60642 Chicago, IL60643 Chicago, IL60644 Chicago, IL60645 Chicago, IL60646 Chicago, IL60647 Chicago, IL60649 Chicago, IL60651 Chicago, IL60652 Chicago, IL60653 Chicago, IL60654 Chicago, IL60655 Chicago, IL60656 Chicago, IL60657 Chicago, IL60659 Chicago, IL60660 Chicago, IL60661 Chicago, IL60666 Chicago, IL

Appendix B

Pop-Facts Demographics

Title Page

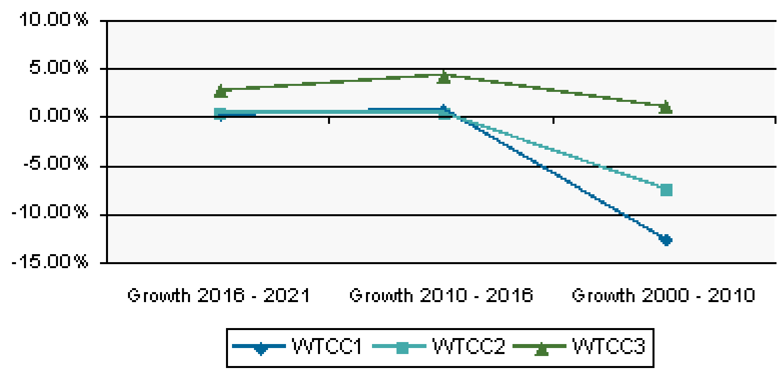
Data Version: 2016 Aug (Quick Market Insights)
Report Generation Method: Single
Analysis Area: WTCC1; WTCC2; WTCC3
Reporting Detail: As Selected
Include Map: Yes
Include Labels: Yes
Map Reporting Detail: As Selected
Base Map Style: Bing Road
Subtotal Method: Equal Ranges
Sort Variable: 2016 Population
Sort Measure: Base % Comp
Sort Direction: Descending
Color Scheme: Nielsen Standard Color Theme
Number of Ranges: 5
Include Charts: Yes
Analysis Area Detail: Yes

Report Sections:

Pop-Facts Summary
Pop-Facts Demographic Snapshot
Pop-Facts Census Demographic Overview
Pop-Facts Population Quick Facts
Pop-Facts Household Quick Facts
Pop-Facts Demographic Quick Facts

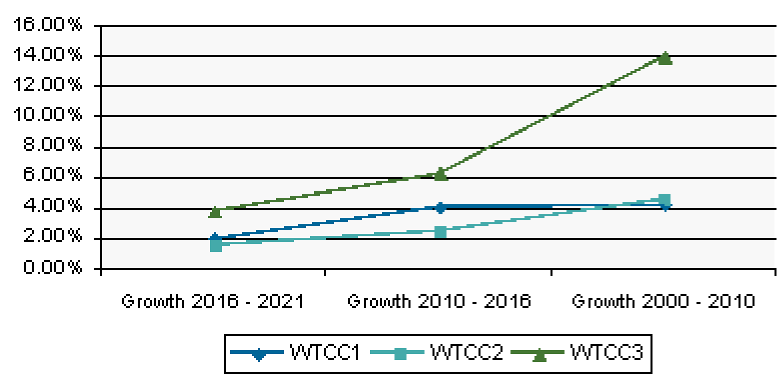
Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Pop-Facts Summary						
Population						
2021 Projection	12,977		21,418		14,216	
2016 Estimate	12,938		21,326		13,829	
2010 Census	12,837		21,235		13,257	
2000 Census	14,687		22,949		13,108	



Growth 2016 - 2021		0.30%		0.43%		2.80%
Growth 2010 - 2016		0.78%		0.43%		4.31%
Growth 2000 - 2010		(12.59%)		(7.47%)		1.14%

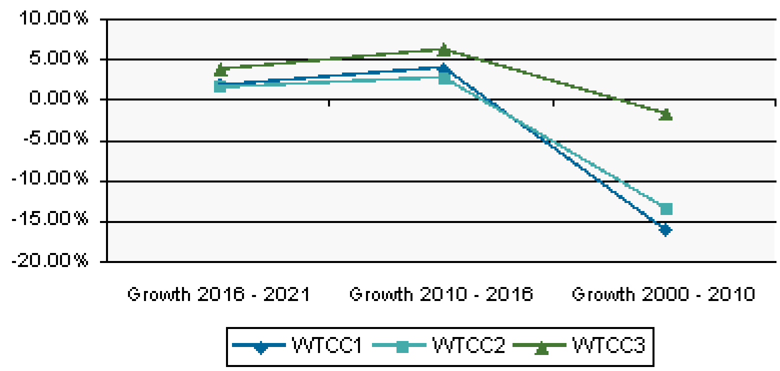
Households						
2021 Projection	5,696		10,652		7,120	
2016 Estimate	5,586		10,493		6,860	
2010 Census	5,370		10,243		6,459	
2000 Census	5,154		9,799		5,668	



Growth 2016 - 2021		1.98%		1.51%		3.78%
Growth 2010 - 2016		4.02%		2.44%		6.22%
Growth 2000 - 2010		4.20%		4.53%		13.94%

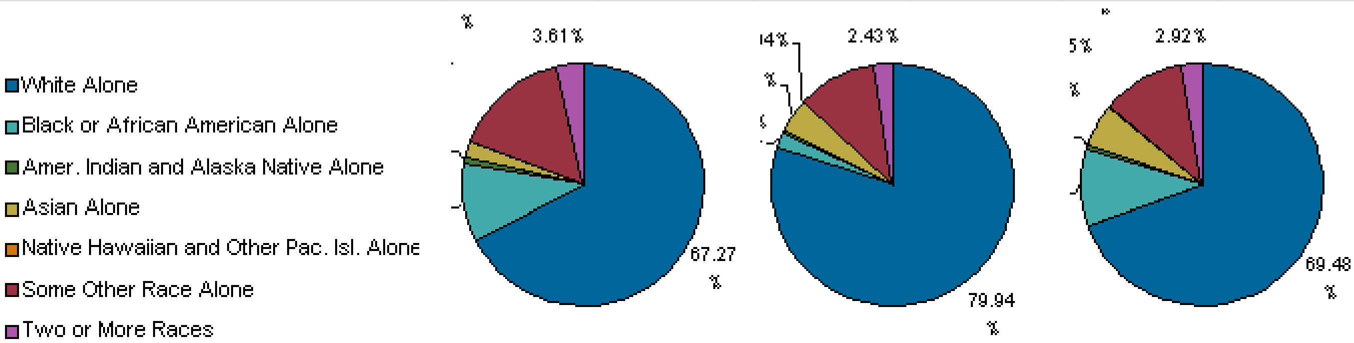
Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Family Households						
2021 Projection	2,890		4,253		2,719	
2016 Estimate	2,837		4,186		2,619	
2010 Census	2,731		4,071		2,466	
2000 Census	3,252		4,702		2,510	
Growth 2016 - 2021		1.87%		1.60%		3.80%
Growth 2010 - 2016		3.88%		2.80%		6.18%
Growth 2000 - 2010		(16.02%)		(13.42%)		(1.75%)



Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Pop-Facts Demographic Snapshot						
2016 Est. Population by Single-Classification Race	**12,938**		**21,326**		**13,829**	



Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
White Alone	8,703	67.27%	17,048	79.94%	9,608	69.48%
Black or African American Alone	1,374	10.62%	421	1.97%	1,422	10.29%
Amer. Indian and Alaska Native Alone	80	0.62%	74	0.35%	84	0.61%
Asian Alone	295	2.28%	999	4.68%	771	5.58%
Native Hawaiian and Other Pac. Isl. Alone	6	0.05%	9	0.04%	20	0.15%
Some Other Race Alone	2,013	15.56%	2,256	10.58%	1,519	10.98%
Two or More Races	467	3.61%	519	2.43%	403	2.92%

Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
2016 Est. Population by Hispanic or Latino Origin	**12,938**		**21,326**		**13,829**	
Not Hispanic or Latino	8,584	66.35%	17,200	80.65%	11,094	80.22%
Hispanic or Latino	4,354	33.65%	4,126	19.35%	2,735	19.78%
Mexican	1,495	34.33%	2,732	66.21%	1,830	66.92%
Puerto Rican	2,481	56.98%	786	19.05%	496	18.12%
Cuban	52	1.19%	41	1.01%	43	1.57%
All Other Hispanic or Latino	327	7.50%	567	13.73%	366	13.39%

Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
2016 Est. Hisp. or Latino Pop by Single-Class. Race	**4,354**		**4,126**		**2,735**	
White Alone	1,761	40.45%	1,606	38.93%	971	35.51%
Black or African American Alone	209	4.80%	61	1.48%	43	1.55%
American Indian and Alaska Native Alone	74	1.71%	54	1.30%	54	1.98%
Asian Alone	22	0.50%	21	0.50%	9	0.34%
Native Hawaiian and Other Pacific Islander Alone	2	0.04%	1	0.02%	16	0.60%
Some Other Race Alone	1,996	45.84%	2,208	53.53%	1,496	54.67%
Two or More Races	290	6.65%	175	4.24%	146	5.35%

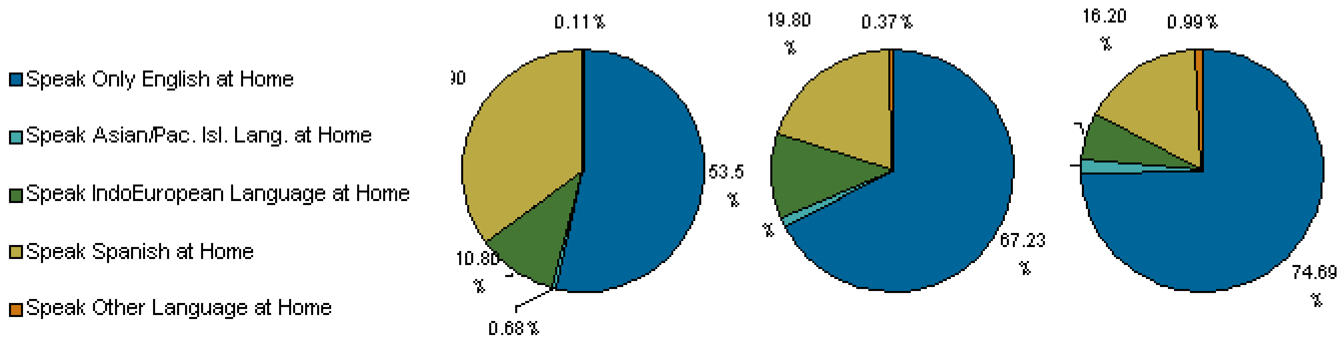
Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
2016 Est. Pop by Race, Asian Alone, by Category	**295**		**999**		**771**	
Chinese, except Taiwanese	55	18.65%	205	20.51%	23	2.98%
Filipino	104	35.08%	300	30.07%	221	28.70%
Japanese	8	2.84%	10	1.05%	3	0.45%
Asian Indian	43	14.69%	231	23.12%	382	49.54%
Korean	48	16.37%	122	12.21%	73	9.51%
Vietnamese	25	8.35%	58	5.81%	0	0.00%
Cambodian	0	0.13%	0	0.00%	0	0.00%
Hmong	0	0.00%	0	0.00%	0	0.00%
Laotian	0	0.00%	0	0.00%	8	1.03%
Thai	0	0.13%	0	0.00%	0	0.00%
All Other Asian Races Including 2+ Category	11	3.77%	72	7.23%	60	7.79%
2016 Est. Population by Ancestry	**12,938**		**21,326**		**13,829**	
Arab	13	0.10%	47	0.22%	100	0.73%
Czech	16	0.13%	74	0.35%	65	0.47%
Danish	16	0.12%	59	0.28%	21	0.15%
Dutch	68	0.53%	197	0.92%	112	0.81%
English	122	0.95%	503	2.36%	368	2.66%
French (except Basque)	34	0.26%	131	0.61%	161	1.16%
French Canadian	24	0.19%	78	0.37%	26	0.19%
German	593	4.58%	2,022	9.48%	1,281	9.27%
Greek	64	0.50%	103	0.48%	45	0.33%
Hungarian	30	0.23%	69	0.32%	39	0.28%
Irish	467	3.61%	2,542	11.92%	1,090	7.88%
Italian	541	4.18%	1,360	6.38%	879	6.36%
Lithuanian	34	0.26%	29	0.14%	39	0.28%
United States or American	89	0.69%	305	1.43%	277	2.00%
Norwegian	48	0.37%	82	0.38%	55	0.40%
Polish	650	5.02%	1,388	6.51%	1,008	7.29%
Portuguese	0	0.00%	13	0.06%	0	0.00%
Russian	71	0.55%	295	1.38%	67	0.49%
Scottish	26	0.20%	353	1.66%	54	0.39%
Scotch-Irish	0	0.00%	55	0.26%	42	0.31%
Slovak	21	0.16%	39	0.18%	40	0.29%
Subsaharan African	68	0.53%	124	0.58%	277	2.01%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Swedish	50	0.38%	237	1.11%	59	0.42%
Swiss	0	0.00%	18	0.08%	26	0.19%
Ukrainian	952	7.35%	1,382	6.48%	82	0.59%
Welsh	0	0.00%	54	0.25%	46	0.33%
West Indian (except Hisp. groups)	29	0.22%	6	0.03%	54	0.39%
Other ancestries	7,454	57.61%	7,594	35.61%	6,016	43.50%
Ancestry Unclassified	1,459	11.28%	2,170	10.18%	1,499	10.84%

Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
2016 Est. Pop Age 5+ by Language Spoken At Home	**12,117**		**20,167**		**13,104**	



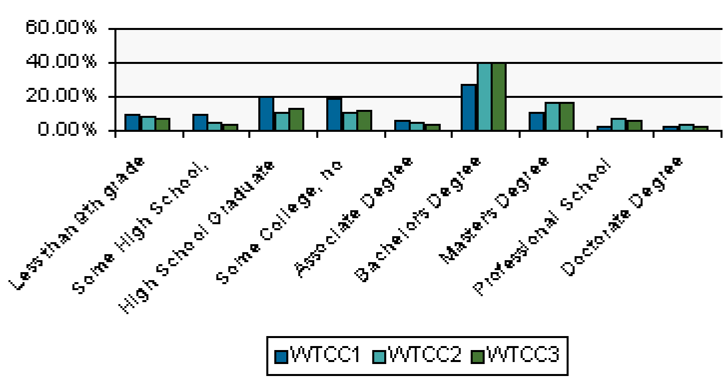
Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
Speak Only English at Home	6,484	53.51%	13,559	67.23%	9,787	74.69%
Speak Asian/Pac. Isl. Lang. at Home	82	0.68%	280	1.39%	221	1.69%
Speak IndoEuropean Language at Home	1,309	10.80%	2,261	11.21%	844	6.44%
Speak Spanish at Home	4,229	34.90%	3,993	19.80%	2,122	16.20%
Speak Other Language at Home	13	0.11%	75	0.37%	130	0.99%
2016 Est. Population by Sex	**12,938**		**21,326**		**13,829**	
Male	6,463	49.95%	10,855	50.90%	7,251	52.44%
Female	6,475	50.05%	10,471	49.10%	6,578	47.56%
2016 Est. Population by Age	**12,938**		**21,326**		**13,829**	
Age 0 - 4	821	6.34%	1,159	5.43%	725	5.24%
Age 5 - 9	827	6.39%	1,262	5.92%	773	5.59%
Age 10 - 14	645	4.99%	728	3.41%	452	3.27%
Age 15 - 17	397	3.07%	318	1.49%	262	1.89%
Age 18 - 20	362	2.80%	313	1.47%	244	1.77%
Age 21 - 24	495	3.83%	460	2.16%	338	2.44%
Age 25 - 34	3,131	24.20%	7,475	35.05%	4,596	33.23%
Age 35 - 44	2,376	18.36%	4,248	19.92%	2,747	19.86%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Age 45 - 54	1,615	12.48%	2,460	11.54%	1,527	11.04%
Age 55 - 64	1,165	9.01%	1,539	7.22%	1,062	7.68%
Age 65 - 74	694	5.36%	798	3.74%	682	4.93%
Age 75 - 84	300	2.32%	361	1.69%	319	2.30%
Age 85 and over	111	0.86%	207	0.97%	103	0.75%
Age 16 and over	10,516	81.28%	18,073	84.74%	11,796	85.30%
Age 18 and over	10,248	79.21%	17,860	83.75%	11,618	84.01%
Age 21 and over	9,887	76.42%	17,547	82.28%	11,374	82.24%
Age 65 and over	1,105	8.54%	1,366	6.40%	1,104	7.98%
2016 Est. Median Age	**34.3**		**33.6**		**34.0**	
2016 Est. Average Age	**35.7**		**35.4**		**36.1**	
2016 Est. Male Population by Age	**6,463**		**10,855**		**7,251**	
Age 0 - 4	426	6.59%	596	5.49%	369	5.09%
Age 5 - 9	431	6.68%	653	6.01%	394	5.44%
Age 10 - 14	348	5.38%	391	3.60%	226	3.12%
Age 15 - 17	207	3.21%	154	1.42%	130	1.80%
Age 18 - 20	184	2.84%	152	1.40%	120	1.66%
Age 21 - 24	235	3.64%	213	1.96%	156	2.14%
Age 25 - 34	1,500	23.20%	3,674	33.84%	2,362	32.58%
Age 35 - 44	1,225	18.95%	2,276	20.97%	1,483	20.45%
Age 45 - 54	846	13.09%	1,323	12.19%	863	11.91%
Age 55 - 64	589	9.12%	824	7.59%	604	8.33%
Age 65 - 74	321	4.97%	388	3.58%	357	4.92%
Age 75 - 84	118	1.82%	147	1.36%	147	2.03%
Age 85 and over	33	0.51%	65	0.60%	39	0.54%
2016 Est. Median Age, Male	**34.3**		**33.9**		**34.4**	
2016 Est. Average Age, Male	**35.1**		**35.2**		**36.4**	
2016 Est. Female Population by Age	**6,475**		**10,471**		**6,578**	
Age 0 - 4	395	6.10%	563	5.38%	355	5.40%
Age 5 - 9	395	6.11%	609	5.82%	379	5.75%
Age 10 - 14	298	4.60%	337	3.22%	226	3.43%
Age 15 - 17	189	2.92%	164	1.56%	131	2.00%
Age 18 - 20	178	2.75%	161	1.54%	124	1.89%
Age 21 - 24	260	4.02%	247	2.36%	183	2.78%
Age 25 - 34	1,631	25.19%	3,801	36.30%	2,234	33.96%
Age 35 - 44	1,151	17.78%	1,972	18.83%	1,264	19.22%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Age 45 - 54	769	11.88%	1,137	10.86%	663	10.09%
Age 55 - 64	576	8.89%	716	6.83%	458	6.96%
Age 65 - 74	372	5.75%	410	3.92%	326	4.95%
Age 75 - 84	182	2.82%	213	2.04%	172	2.61%
Age 85 and over	78	1.20%	141	1.35%	64	0.98%
2016 Est. Median Age, Female	**34.3**		**33.3**		**33.5**	
2016 Est. Average Age, Female	**36.4**		**35.5**		**35.8**	
2016 Est. Pop Age 15+ by Marital Status	**10,645**		**18,178**		**11,879**	
Total, Never Married	5,875	55.19%	9,795	53.88%	6,915	58.21%
Males, Never Married	3,230	30.34%	5,049	27.78%	3,811	32.08%
Females, Never Married	2,645	24.85%	4,746	26.11%	3,104	26.13%
Married, Spouse present	2,802	26.33%	6,078	33.44%	3,347	28.17%
Married, Spouse absent	550	5.17%	578	3.18%	332	2.79%
Widowed	442	4.15%	596	3.28%	376	3.16%
Males Widowed	103	0.97%	65	0.36%	74	0.62%
Females Widowed	339	3.18%	531	2.92%	302	2.54%
Divorced	975	9.16%	1,131	6.22%	910	7.66%
Males Divorced	346	3.25%	602	3.31%	432	3.63%
Females Divorced	629	5.91%	529	2.91%	478	4.03%
2016 Est. Pop Age 25+ by Edu. Attainment	**9,391**		**17,087**		**11,036**	



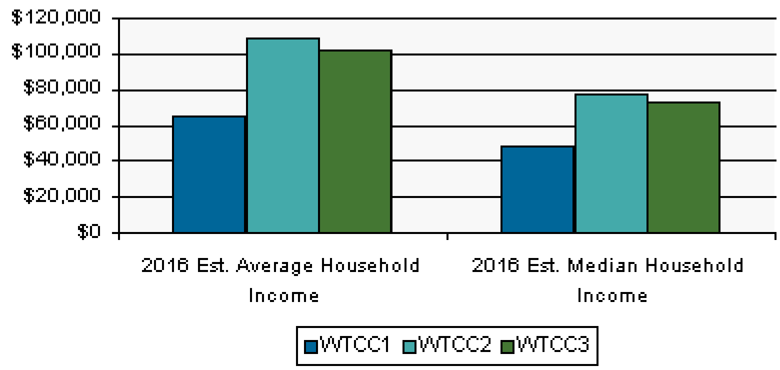
Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
Less than 9th grade	806	8.59%	1,261	7.38%	776	7.03%
Some High School, no diploma	829	8.83%	607	3.55%	383	3.47%
High School Graduate (or GED)	1,782	18.98%	1,746	10.22%	1,370	12.41%
Some College, no degree	1,736	18.49%	1,622	9.49%	1,250	11.33%
Associate Degree	524	5.58%	675	3.95%	385	3.49%
Bachelor's Degree	2,482	26.43%	6,797	39.78%	4,341	39.34%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Master's Degree	927	9.87%	2,678	15.67%	1,773	16.07%
Professional School Degree	180	1.92%	1,153	6.75%	618	5.60%
Doctorate Degree	125	1.33%	549	3.21%	139	1.26%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	**2,661**		**2,509**		**1,697**	
No High School Diploma	918	34.52%	832	33.18%	653	38.51%
High School Graduate	754	28.35%	445	17.73%	276	16.28%
Some College or Associate's Degree	584	21.95%	424	16.89%	320	18.88%
Bachelor's Degree or Higher	404	15.18%	808	32.20%	447	26.33%
2016 Est. Households by Household Type	**5,586**		**10,493**		**6,860**	
Family Households	2,837	50.79%	4,186	39.89%	2,619	38.17%
Nonfamily Households	2,749	49.21%	6,308	60.11%	4,241	61.83%
2016 Est. Group Quarters Population	**9**		**27**		**363**	
2016 HHs by Ethnicity, Hispanic/Latino	**1,480**		**1,311**		**948**	
2016 Est. Households by HH Income	**5,586**		**10,493**		**6,860**	
Income < $15,000	882	15.79%	780	7.44%	861	12.56%
Income $15,000 - $24,999	639	11.44%	800	7.63%	542	7.91%
Income $25,000 - $34,999	632	11.31%	618	5.89%	453	6.60%
Income $35,000 - $49,999	775	13.88%	1,151	10.97%	640	9.34%
Income $50,000 - $74,999	915	16.38%	1,757	16.74%	1,028	14.99%
Income $75,000 - $99,999	598	10.70%	1,483	14.13%	739	10.78%
Income $100,000 - $124,999	383	6.86%	1,011	9.63%	709	10.34%
Income $125,000 - $149,999	264	4.73%	757	7.21%	508	7.40%
Income $150,000 - $199,999	328	5.87%	838	7.98%	591	8.61%
Income $200,000 - $249,999	111	1.98%	389	3.71%	272	3.96%
Income $250,000 - $499,999	51	0.91%	638	6.08%	376	5.48%
Income $500,000+	8	0.14%	271	2.58%	140	2.05%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%



Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
2016 Est. Average Household Income	**$65,007**		**$107,862**		**$101,347**	
2016 Est. Median Household Income	**$47,390**		**$77,355**		**$72,687**	
2016 Median HH Inc. by Single-Class. Race or Eth.						
White Alone	$49,281		$79,869		$86,786	
Black or African American Alone	$20,925		$76,985		$27,367	
American Indian and Alaska Native Alone	$14,999		$14,999		$33,691	
Asian Alone	$64,132		$74,715		$120,500	
Native Hawaiian and Other Pacific Islander Alone	$137,500		$56,250		$69,241	
Some Other Race Alone	$39,989		$63,118		$23,476	
Two or More Races	$63,639		$66,283		$44,362	
Hispanic or Latino	$31,755		$60,599		$34,668	
Not Hispanic or Latino	$55,632		$81,023		$78,329	
2016 Est. Family HH Type by Presence of Own Child.	**2,837**		**4,186**		**2,619**	
Married-Couple Family, own children	715	25.20%	1,275	30.46%	680	25.95%
Married-Couple Family, no own children	896	31.59%	1,809	43.21%	1,151	43.96%
Male Householder, own children	116	4.08%	136	3.26%	87	3.32%
Male Householder, no own children	227	7.99%	275	6.56%	168	6.42%
Female Householder, own children	457	16.12%	271	6.47%	245	9.37%
Female Householder, no own children	426	15.03%	420	10.04%	288	10.99%
2016 Est. Households by Household Size	**5,586**		**10,493**		**6,860**	
1-person	1,880	33.66%	4,094	39.01%	2,865	41.77%
2-person	1,803	32.28%	3,883	37.01%	2,466	35.95%
3-person	895	16.01%	1,388	13.23%	865	12.60%

Pop-Facts Demographics

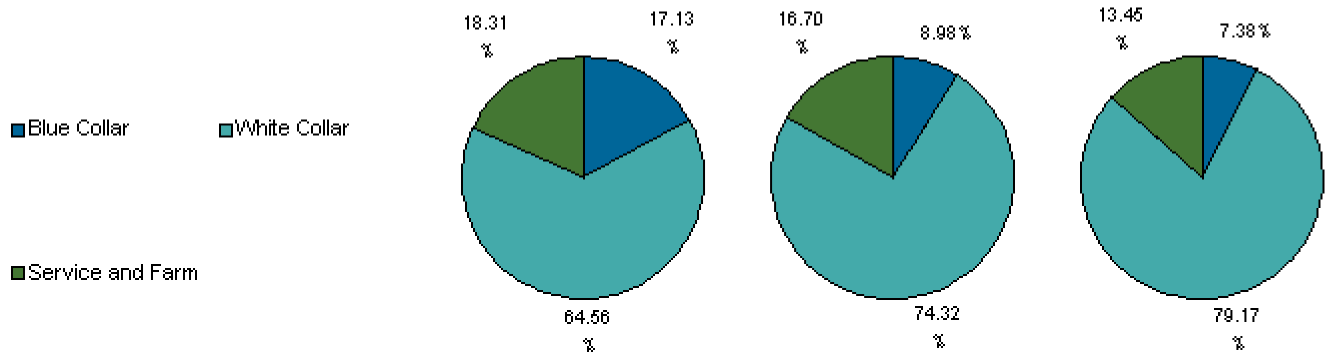
Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
4-person	576	10.30%	685	6.53%	411	5.99%
5-person	259	4.63%	260	2.48%	163	2.38%
6-person	106	1.90%	111	1.06%	61	0.89%
7-or-more-person	68	1.21%	72	0.69%	29	0.43%
2016 Est. Average Household Size	**2.31**		**2.03**		**1.96**	
2016 Est. Households by Presence of People Under 18	**5,586**		**10,493**		**6,860**	
Households with 1 or More People under Age 18:	**1,507**	**26.99%**	**1,839**	**17.53%**	**1,124**	**16.39%**
Married-Couple Family	790	52.43%	1,325	72.04%	718	63.89%
Other Family, Male Householder	145	9.63%	172	9.35%	107	9.49%
Other Family, Female Householder	564	37.43%	329	17.88%	291	25.92%
Nonfamily, Male Householder	4	0.29%	6	0.32%	3	0.28%
Nonfamily, Female Householder	3	0.23%	8	0.42%	5	0.41%
Households with No People under Age 18:	**4,078**	**73.01%**	**8,654**	**82.47%**	**5,736**	**83.61%**
Married-Couple Family	821	20.13%	1,757	20.30%	1,113	19.40%
Other Family, Male Householder	197	4.84%	242	2.79%	147	2.56%
Other Family, Female Householder	320	7.85%	363	4.20%	241	4.20%
Nonfamily, Male Householder	1,426	34.96%	3,304	38.18%	2,389	41.65%
Nonfamily, Female Householder	1,314	32.23%	2,988	34.53%	1,846	32.19%
2016 Est. Households by Number of Vehicles	**5,586**		**10,493**		**6,860**	
No Vehicles	1,383	24.76%	2,242	21.37%	1,555	22.66%
1 Vehicle	2,834	50.74%	5,246	50.00%	3,608	52.59%
2 Vehicles	1,094	19.59%	2,553	24.33%	1,468	21.40%
3 Vehicles	182	3.26%	397	3.78%	205	2.98%
4 Vehicles	69	1.24%	43	0.41%	24	0.36%
5 or more Vehicles	23	0.41%	11	0.10%	1	0.01%
2016 Est. Average Number of Vehicles	**1.1**		**1.1**		**1.1**	
2016 Est. Families by Poverty Status	**2,837**		**4,186**		**2,619**	
2016 Families at or Above Poverty	2,281	80.39%	3,893	93.02%	2,382	90.94%
2016 Families at or Above Poverty with Children	1,081	38.10%	1,653	39.50%	949	36.25%
2016 Families Below Poverty	556	19.61%	292	6.98%	237	9.06%
2016 Families Below Poverty with Children	422	14.88%	246	5.87%	155	5.93%
2016 Est. Pop Age 16+ by Employment Status	**10,516**		**18,073**		**11,796**	

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
In Armed Forces	0	0.00%	11	0.06%	14	0.12%
Civilian - Employed	6,492	61.73%	14,473	80.08%	8,544	72.43%
Civilian - Unemployed	939	8.93%	554	3.06%	747	6.33%
Not in Labor Force	3,085	29.33%	3,035	16.79%	2,491	21.12%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	**6,472**		**14,444**		**8,473**	
For-Profit Private Workers	4,789	73.98%	10,122	70.08%	5,868	69.25%
Non-Profit Private Workers	533	8.24%	1,580	10.94%	1,018	12.01%
Local Government Workers	369	5.70%	810	5.61%	477	5.63%
State Government Workers	173	2.67%	435	3.01%	136	1.60%
Federal Government Workers	78	1.21%	95	0.65%	111	1.32%
Self-Employed Workers	531	8.20%	1,391	9.63%	863	10.19%
Unpaid Family Workers	0	0.00%	10	0.07%	0	0.00%
2016 Est. Civ. Employed Pop 16+ by Occupation	**6,472**		**14,444**		**8,473**	
Architect/Engineer	79	1.22%	297	2.05%	169	2.00%
Arts/Entertainment/Sports	355	5.48%	1,124	7.78%	477	5.64%
Building Grounds Maintenance	195	3.01%	325	2.25%	162	1.91%
Business/Financial Operations	320	4.94%	1,216	8.42%	1,007	11.89%
Community/Social Services	93	1.43%	348	2.41%	126	1.49%
Computer/Mathematical	208	3.21%	510	3.53%	430	5.08%
Construction/Extraction	272	4.20%	350	2.42%	163	1.92%
Education/Training/Library	546	8.44%	1,216	8.42%	450	5.31%
Farming/Fishing/Forestry	0	0.00%	0	0.00%	0	0.00%
Food Prep/Serving	502	7.76%	1,315	9.10%	404	4.77%
Health Practitioner/Technician	325	5.01%	716	4.96%	418	4.93%
Healthcare Support	159	2.46%	168	1.17%	54	0.64%
Maintenance Repair	144	2.22%	110	0.76%	105	1.24%
Legal	47	0.73%	686	4.75%	349	4.12%
Life/Physical/Social Science	47	0.73%	157	1.09%	43	0.51%
Management	582	8.99%	1,642	11.37%	1,276	15.06%
Office/Admin. Support	973	15.04%	1,139	7.88%	641	7.57%
Production	334	5.17%	407	2.82%	162	1.91%
Protective Services	69	1.06%	187	1.29%	195	2.30%
Sales/Related	604	9.33%	1,683	11.65%	1,319	15.57%
Personal Care/Service	260	4.02%	417	2.89%	325	3.83%
Transportation/Moving	359	5.54%	430	2.98%	195	2.31%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
2016 Est. Pop 16+ by Occupation Classification	**6,472**		**14,444**		**8,473**	



Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
Blue Collar	1,109	17.13%	1,297	8.98%	625	7.38%
White Collar	4,178	64.56%	10,734	74.32%	6,708	79.17%
Service and Farm	1,185	18.31%	2,413	16.70%	1,140	13.45%
2016 Est. Workers Age 16+ by Transp. to Work	**6,379**		**14,110**		**8,324**	
Drove Alone	3,389	53.13%	5,712	40.48%	3,387	40.69%
Car Pooled	509	7.98%	841	5.96%	299	3.60%
Public Transportation	1,594	24.98%	4,764	33.76%	2,781	33.41%
Walked	376	5.90%	820	5.81%	728	8.75%
Bicycle	246	3.85%	768	5.44%	353	4.24%
Other Means	40	0.62%	195	1.38%	184	2.21%
Worked at Home	225	3.52%	1,010	7.16%	591	7.10%
2016 Est. Workers Age 16+ by Travel Time to Work						
Less than 15 Minutes	960		1,864		1,544	
15 - 29 Minutes	2,120		4,751		3,152	
30 - 44 Minutes	1,611		3,778		1,750	
45 - 59 Minutes	673		1,406		592	
60 or more Minutes	805		1,325		780	
2016 Est. Avg Travel Time to Work in Minutes	**34.00**		**33.00**		**30.00**	
2016 Est. Occupied Housing Units by Tenure	**5,586**		**10,493**		**6,860**	
Owner Occupied	1,794	32.11%	4,058	38.67%	2,557	37.27%
Renter Occupied	3,792	67.89%	6,435	61.33%	4,303	62.73%

Pop-Facts Demographics

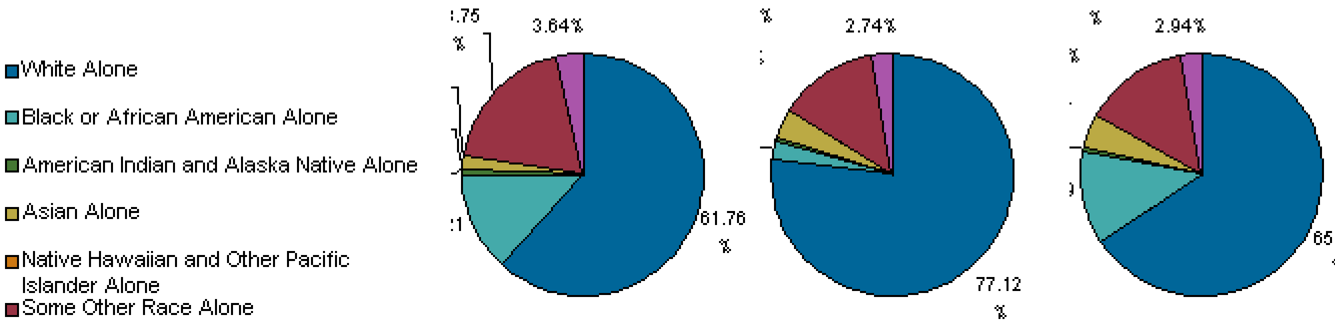
Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
2016 Owner Occ. HUs: Avg. Length of Residence	**17.3**		**14.6**		**12.3**	
2016 Renter Occ. HUs: Avg. Length of Residence	**8.0**		**7.6**		**7.8**	
2016 Est. Owner-Occupied Housing Units by Value	**1,794**		**4,058**		**2,557**	
Value Less than $20,000	14	0.78%	30	0.74%	38	1.47%
Value $20,000 - $39,999	22	1.25%	2	0.05%	15	0.61%
Value $40,000 - $59,999	4	0.23%	1	0.02%	5	0.21%
Value $60,000 - $79,999	26	1.45%	32	0.78%	2	0.06%
Value $80,000 - $99,999	61	3.42%	19	0.46%	16	0.62%
Value $100,000 - $149,999	41	2.31%	125	3.07%	12	0.48%
Value $150,000 - $199,999	163	9.06%	137	3.38%	44	1.74%
Value $200,000 - $299,999	369	20.57%	340	8.37%	360	14.08%
Value $300,000 - $399,999	513	28.60%	813	20.03%	749	29.29%
Value $400,000 - $499,999	303	16.91%	971	23.93%	634	24.79%
Value $500,000 - $749,999	204	11.36%	1,005	24.78%	503	19.68%
Value $750,000 - $999,999	38	2.14%	436	10.75%	100	3.93%
Value $1,000,000 or more	34	1.92%	147	3.63%	78	3.05%
2016 Est. Median All Owner-Occupied Housing Value	**$338,236**		**$454,701**		**$405,819**	
2016 Est. Housing Units by Units in Structure	**6,215**		**11,506**		**7,466**	
1 Unit Attached	154	2.48%	228	1.98%	525	7.04%
1 Unit Detached	768	12.35%	1,528	13.28%	253	3.39%
2 Units	1,084	17.45%	2,062	17.92%	829	11.11%
3 or 4 Units	2,274	36.59%	4,616	40.12%	1,953	26.15%
5 to 19 Units	1,710	27.51%	2,957	25.69%	2,019	27.04%
20 to 49 Units	74	1.20%	115	1.00%	441	5.90%
50 or More Units	151	2.42%	0	0.00%	1,432	19.18%
Mobile Home or Trailer	0	0.00%	0	0.00%	14	0.19%
Boat, RV, Van, etc.	0	0.00%	0	0.00%	0	0.00%
2016 Est. Housing Units by Year Structure Built	**6,215**		**11,506**		**7,466**	
Housing Units Built 2010 or later	232	3.73%	407	3.54%	463	6.21%
Housing Units Built 2000 to 2009	784	12.61%	1,850	16.08%	1,822	24.40%
Housing Units Built 1990 to 1999	227	3.65%	676	5.87%	826	11.06%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Housing Units Built 1980 to 1989	145	2.34%	247	2.15%	262	3.51%
Housing Units Built 1970 to 1979	278	4.48%	317	2.76%	339	4.54%
Housing Units Built 1960 to 1969	160	2.58%	412	3.58%	450	6.03%
Housing Units Built 1950 to 1959	274	4.41%	557	4.84%	362	4.85%
Housing Units Built 1940 to 1949	382	6.14%	552	4.80%	135	1.81%
Housing Unit Built 1939 or Earlier	3,733	60.07%	6,487	56.38%	2,807	37.60%
2016 Est. Median Year Structure Built	**1939**		**1939**		**1970**	

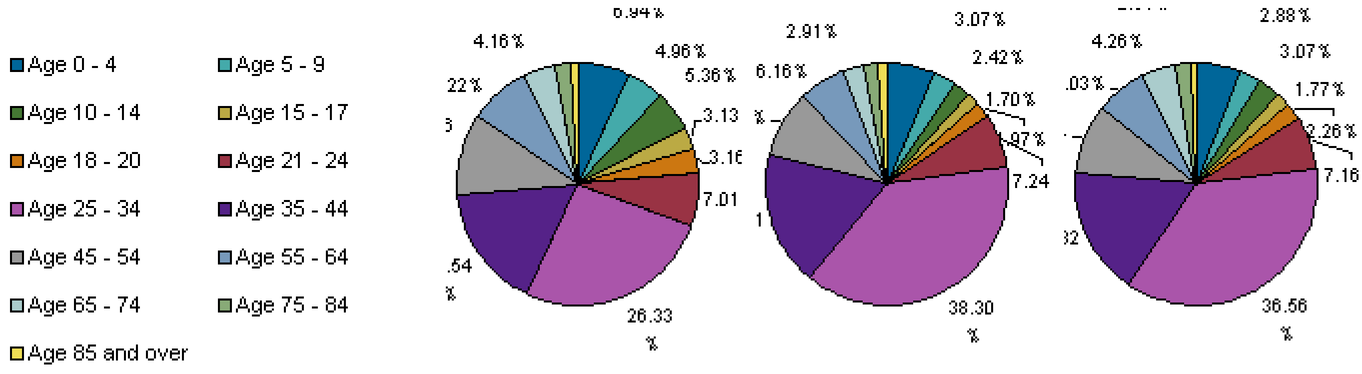
Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Pop-Facts Census Demographic Overview						
2010 Pop by Single Race Classification	**12,837**		**21,235**		**13,257**	



Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
White Alone	7,929	61.76%	16,377	77.12%	8,718	65.76%
Black or African American Alone	1,696	13.21%	517	2.43%	1,630	12.29%
American Indian and Alaska Native Alone	83	0.65%	89	0.42%	85	0.64%
Asian Alone	247	1.92%	827	3.89%	576	4.34%
Native Hawaiian and Other Pacific Islander Alone	7	0.05%	10	0.05%	19	0.15%
Some Other Race Alone	2,407	18.75%	2,833	13.34%	1,840	13.88%
Two or More Races	468	3.64%	582	2.74%	390	2.94%
2010 Population by Ethnicity	**12,837**		**21,235**		**13,257**	
Hispanic or Latino	5,174	59.69%	5,364	74.74%	3,377	74.52%
Not Hispanic or Latino	7,663	40.31%	15,871	25.26%	9,880	25.48%
2010 Hispanic or Latino Pop by Single-Class. Race	**5,174**		**5,364**		**3,377**	
White Alone	2,164	41.82%	2,208	41.16%	1,279	37.88%
Black or African American Alone	217	4.19%	70	1.31%	48	1.43%
American Indian and Alaska Native Alone	75	1.44%	61	1.14%	51	1.52%
Asian Alone	20	0.39%	22	0.40%	10	0.30%
Native Hawaiian and Other Pacific Islander Alone	2	0.04%	0	0.00%	15	0.44%
Some Other Race Alone	2,390	46.20%	2,783	51.89%	1,810	53.59%
Two or More Races	307	5.93%	219	4.09%	163	4.83%
2010 Population by Sex	**12,837**		**21,235**		**13,257**	
Male	6,398	49.84%	10,802	50.87%	6,963	52.52%
Female	6,440	50.16%	10,433	49.13%	6,294	47.48%
Male/Female Ratio	0.99		1.04		1.11	
2010 Population by Age	**12,837**		**21,235**		**13,257**	

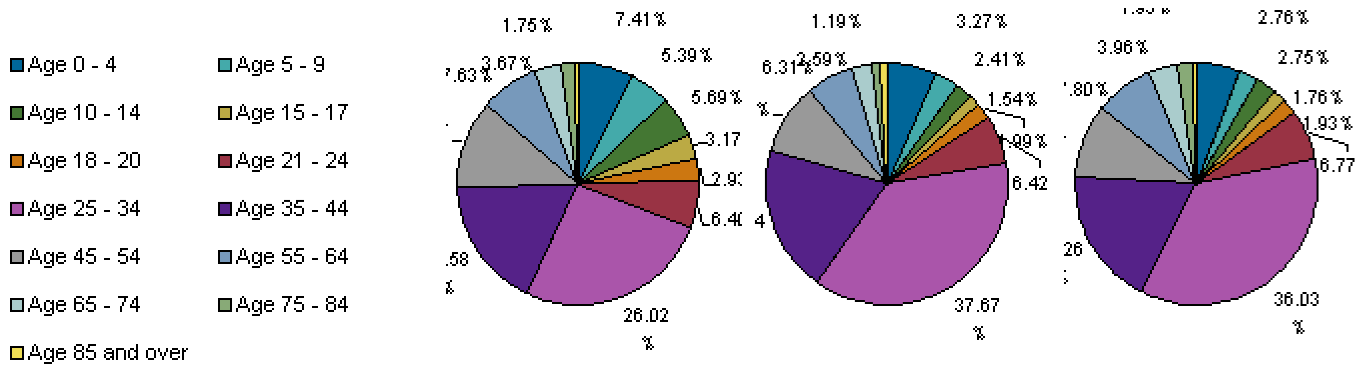
Pop-Facts Demographics



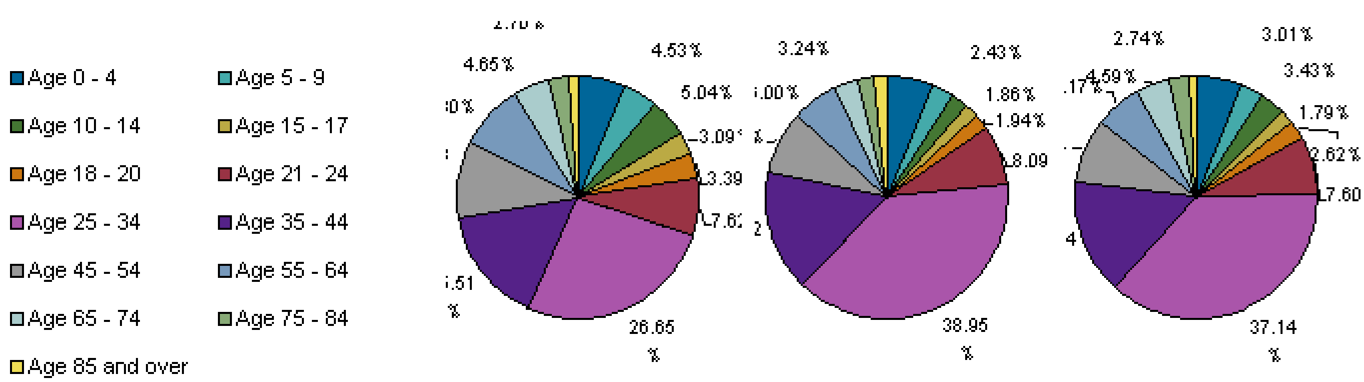
Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Age 0 - 4	891	6.94%	1,345	6.33%	777	5.86%
Age 5 - 9	637	4.96%	652	3.07%	381	2.88%
Age 10 - 14	688	5.36%	514	2.42%	407	3.07%
Age 15 - 17	402	3.13%	360	1.70%	235	1.77%
Age 18 - 20	405	3.16%	418	1.97%	300	2.26%
Age 21 - 24	900	7.01%	1,537	7.24%	950	7.16%
Age 25 - 34	3,381	26.33%	8,134	38.30%	4,846	36.56%
Age 35 - 44	2,123	16.54%	3,783	17.81%	2,230	16.82%
Age 45 - 54	1,419	11.06%	1,933	9.10%	1,243	9.37%
Age 55 - 64	1,055	8.22%	1,308	6.16%	932	7.03%
Age 65 - 74	534	4.16%	618	2.91%	565	4.26%
Age 75 - 84	286	2.22%	367	1.73%	307	2.31%
Age 85 and over	117	0.91%	269	1.26%	84	0.64%
Age 16 and over	10,489	81.70%	18,616	87.66%	11,612	87.59%
Age 18 and over	10,220	79.61%	18,364	86.48%	11,456	86.42%
Age 21 and over	9,815	76.45%	17,946	84.51%	11,157	84.16%
Age 65 and over	937	7.30%	1,253	5.90%	956	7.21%
2010 Median Age	**32.4**		**32.1**		**32.4**	
2010 Male Population by Age	**6,398**		**10,802**		**6,963**	

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%



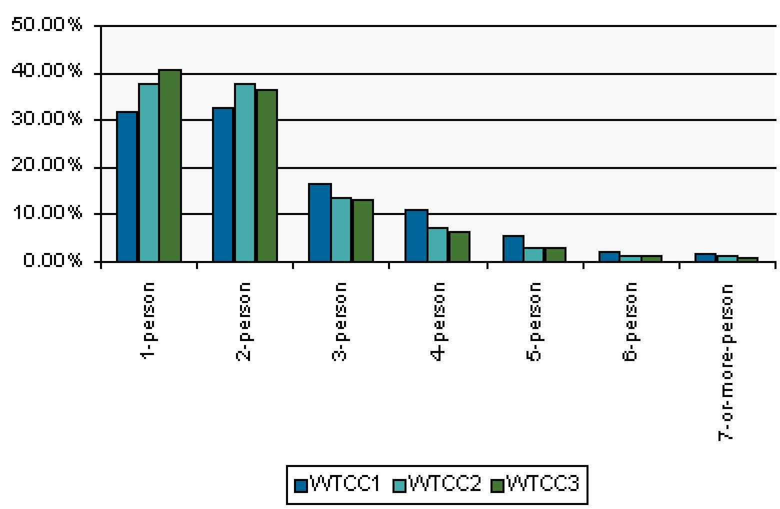
Age 0 - 4	474	7.41%	702	6.50%	395	5.67%
Age 5 - 9	345	5.39%	353	3.27%	192	2.76%
Age 10 - 14	364	5.69%	260	2.41%	191	2.75%
Age 15 - 17	203	3.17%	166	1.54%	123	1.76%
Age 18 - 20	187	2.93%	215	1.99%	135	1.93%
Age 21 - 24	410	6.40%	693	6.42%	471	6.77%
Age 25 - 34	1,664	26.02%	4,070	37.67%	2,509	36.03%
Age 35 - 44	1,125	17.58%	2,111	19.54%	1,271	18.26%
Age 45 - 54	757	11.84%	1,047	9.70%	689	9.90%
Age 55 - 64	488	7.63%	681	6.31%	543	7.80%
Age 65 - 74	235	3.67%	280	2.59%	276	3.96%
Age 75 - 84	112	1.75%	129	1.19%	134	1.93%
Age 85 and over	34	0.53%	93	0.86%	33	0.48%
2010 Median Age, Male	**32.3**		**32.4**		**32.9**	
2010 Female Population by Age	**6,440**		**10,433**		**6,294**	



Age 0 - 4	417	6.47%	643	6.16%	382	6.08%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Age 5 - 9	292	4.53%	299	2.87%	189	3.01%
Age 10 - 14	324	5.04%	253	2.43%	216	3.43%
Age 15 - 17	199	3.09%	194	1.86%	113	1.79%
Age 18 - 20	218	3.39%	202	1.94%	165	2.62%
Age 21 - 24	490	7.62%	844	8.09%	478	7.60%
Age 25 - 34	1,716	26.65%	4,064	38.95%	2,337	37.14%
Age 35 - 44	999	15.51%	1,672	16.02%	959	15.24%
Age 45 - 54	662	10.28%	885	8.49%	553	8.79%
Age 55 - 64	567	8.80%	626	6.00%	388	6.17%
Age 65 - 74	299	4.65%	338	3.24%	289	4.59%
Age 75 - 84	174	2.70%	238	2.28%	172	2.74%
Age 85 and over	83	1.29%	175	1.68%	51	0.81%
2010 Median Age, Female	**32.5**		**31.8**		**31.9**	
2010 Households by Household Type	**5,370**		**10,243**		**6,459**	
Family Households	2,731	50.86%	4,071	39.75%	2,466	38.19%
Nonfamily Households	2,639	49.14%	6,171	60.25%	3,992	61.81%
2010 Group Quarters Population	**9**		**27**		**355**	
2010 Hispanic or Latino Households	**1,779**		**1,716**		**1,184**	
2010 Households by Household Size	**5,370**		**10,243**		**6,459**	



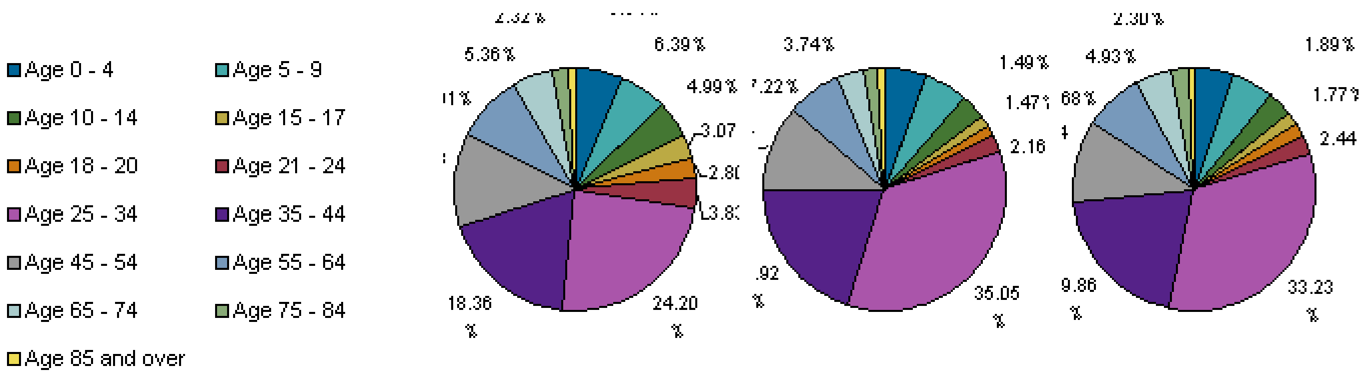
1-person	1,704	31.73%	3,841	37.50%	2,619	40.55%
2-person	1,751	32.60%	3,853	37.62%	2,347	36.33%
3-person	866	16.14%	1,376	13.44%	825	12.77%
4-person	586	10.91%	705	6.88%	403	6.23%
5-person	274	5.10%	270	2.64%	166	2.57%
6-person	104	1.93%	108	1.05%	62	0.96%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
7-or-more-person	86	1.59%	90	0.88%	37	0.58%
2010 Households by Type by Presence of Children	**5,370**		**10,243**		**6,459**	
2010 Fam HHs, Own Kids, Married Couple Fam	689	12.84%	1,238	12.09%	642	9.95%
2010 Fam HHs, Own Kids, Other Fam HH, Male HHldr	112	2.08%	134	1.30%	81	1.25%
2010 Fam HHs, Own Kids, Other Fam HH, Female HHldr	441	8.22%	265	2.58%	233	3.61%
2010 Fam HHs, No Own Kids, Married Couple Fam	862	16.04%	1,761	17.19%	1,076	16.65%
2010 Fam HHs, No Own Kids, Other Fam HH, Male HHldr	217	4.04%	264	2.58%	161	2.49%
2010 Fam HHs, No Own Kids, Other Fam HH, Female HHldr	410	7.63%	411	4.01%	273	4.23%
2010 NonFam HHs	2,639	49.14%	6,171	60.25%	3,992	61.81%
2010 Households by Presence of People Under Age 18	**5,370**		**10,243**		**6,459**	
HHs with 1 or More People Under Age 18:	1,452	27.03%	1,787	17.44%	1,064	16.47%
Married-Couple Family	760	52.33%	1,288	72.11%	677	63.67%
Other Family, Male Householder	140	9.65%	165	9.25%	103	9.69%
Other Family, Female Householder	544	37.48%	319	17.88%	276	25.99%
Nonfamily, Male Householder	4	0.30%	6	0.33%	3	0.30%
Nonfamily, Female Householder	3	0.23%	8	0.43%	4	0.35%
Households with No People Under Age 18:	3,918	72.97%	8,456	82.56%	5,395	83.53%
Married-Couple Family	791	20.19%	1,711	20.23%	1,041	19.29%
Other Family, Male Householder	189	4.82%	232	2.75%	139	2.58%
Other Family, Female Householder	307	7.83%	356	4.21%	230	4.26%
Nonfamily, Male Householder	1,369	34.95%	3,225	38.14%	2,240	41.52%
Nonfamily, Female Householder	1,262	34.95%	2,932	38.14%	1,745	41.52%
2010 Occupied Housing Units by Tenure	**5,370**		**10,243**		**6,459**	
Owner Occupied	1,725	32.12%	3,947	38.53%	2,356	36.48%
Renter Occupied	3,645	67.88%	6,296	61.47%	4,103	63.52%

Pop-Facts Demographics

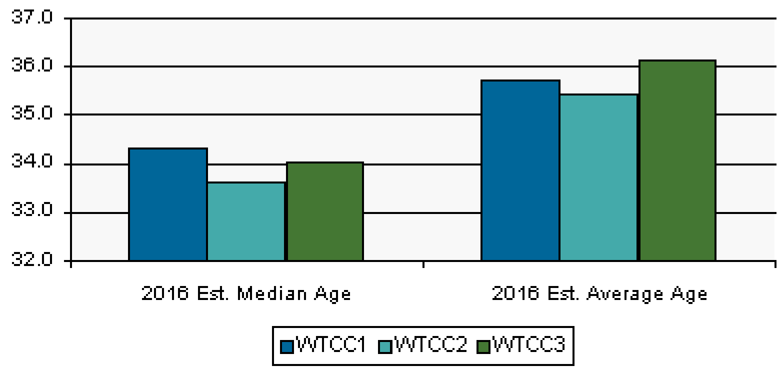
Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Pop-Facts Population Quick Facts						
2016 Est. Population by Age	**12,938**		**21,326**		**13,829**	



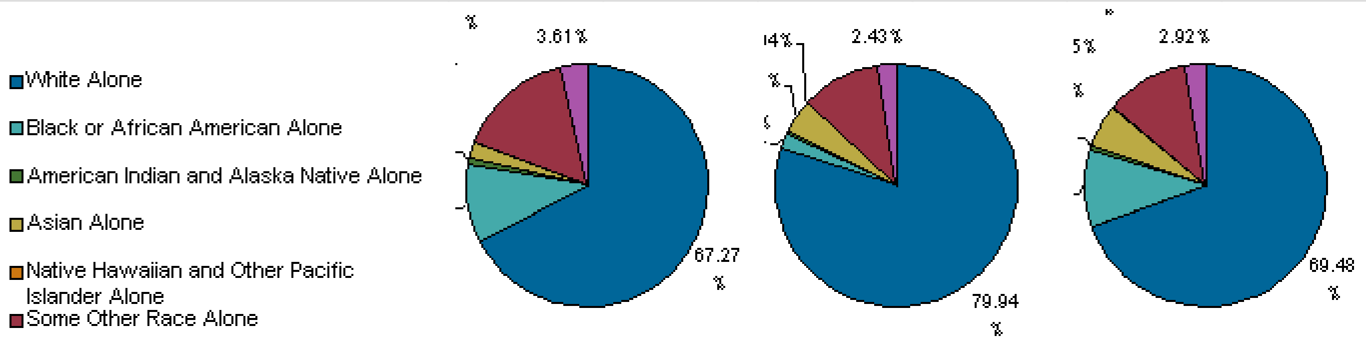
Age 0 - 4	821	6.34%	1,159	5.43%	725	5.24%
Age 5 - 9	827	6.39%	1,262	5.92%	773	5.59%
Age 10 - 14	645	4.99%	728	3.41%	452	3.27%
Age 15 - 17	397	3.07%	318	1.49%	262	1.89%
Age 18 - 20	362	2.80%	313	1.47%	244	1.77%
Age 21 - 24	495	3.83%	460	2.16%	338	2.44%
Age 25 - 34	3,131	24.20%	7,475	35.05%	4,596	33.23%
Age 35 - 44	2,376	18.36%	4,248	19.92%	2,747	19.86%
Age 45 - 54	1,615	12.48%	2,460	11.54%	1,527	11.04%
Age 55 - 64	1,165	9.01%	1,539	7.22%	1,062	7.68%
Age 65 - 74	694	5.36%	798	3.74%	682	4.93%
Age 75 - 84	300	2.32%	361	1.69%	319	2.30%
Age 85 and over	111	0.86%	207	0.97%	103	0.75%
Age 16 and over	10,516	81.28%	18,073	84.74%	11,796	85.30%
Age 18 and over	10,248	79.21%	17,860	83.75%	11,618	84.01%
Age 21 and over	9,887	76.42%	17,547	82.28%	11,374	82.24%
Age 65 and over	1,105	8.54%	1,366	6.40%	1,104	7.98%

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%



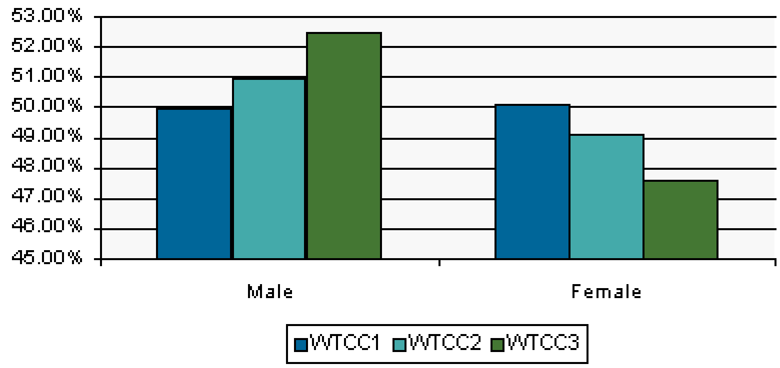
Description	WTCC1 Total	%	WTCC2 Total	%	WTCC3 Total	%
2016 Est. Median Age	**34.3**		**33.6**		**34.0**	
2016 Est. Average Age	**35.7**		**35.4**		**36.1**	
2016 Est. Population by Single-Classification Race	**12,938**		**21,326**		**13,829**	



Description	WTCC1 Total	%	WTCC2 Total	%	WTCC3 Total	%
White Alone	8,703	67.27%	17,048	79.94%	9,608	69.48%
Black or African American Alone	1,374	10.62%	421	1.97%	1,422	10.29%
American Indian and Alaska Native Alone	80	0.62%	74	0.35%	84	0.61%
Asian Alone	295	2.28%	999	4.68%	771	5.58%
Native Hawaiian and Other Pacific Islander Alone	6	0.05%	9	0.04%	20	0.15%
Some Other Race Alone	2,013	15.56%	2,256	10.58%	1,519	10.98%
Two or More Races	467	3.61%	519	2.43%	403	2.92%
2016 Est. Population by Ethnicity (Hispanic or Latino)	**12,938**		**21,326**		**13,829**	
Hispanic or Latino	4,354	33.65%	4,126	19.35%	2,735	19.78%
Not Hispanic or Latino	8,584	66.35%	17,200	80.65%	11,094	80.22%
2016 Est. Population by Sex	**12,938**		**21,326**		**13,829**	

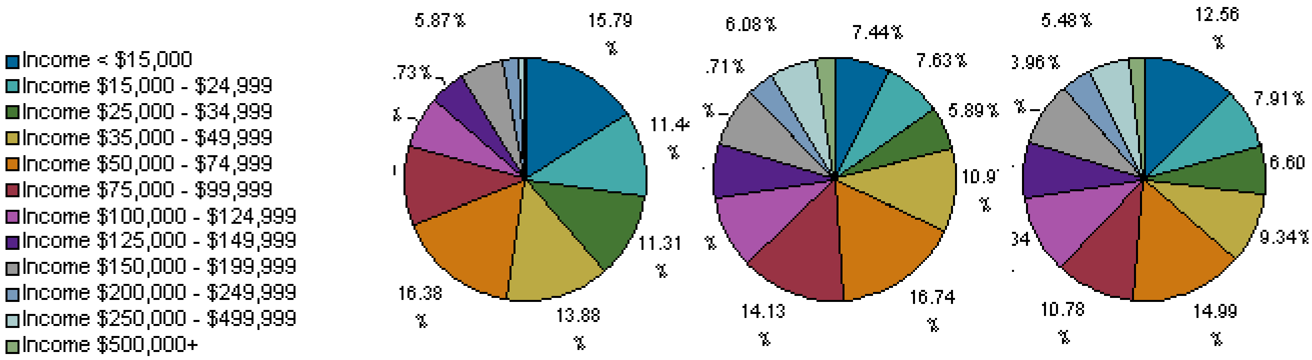
Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Male	6,463	49.95%	10,855	50.90%	7,251	52.44%
Female	6,475	50.05%	10,471	49.10%	6,578	47.56%

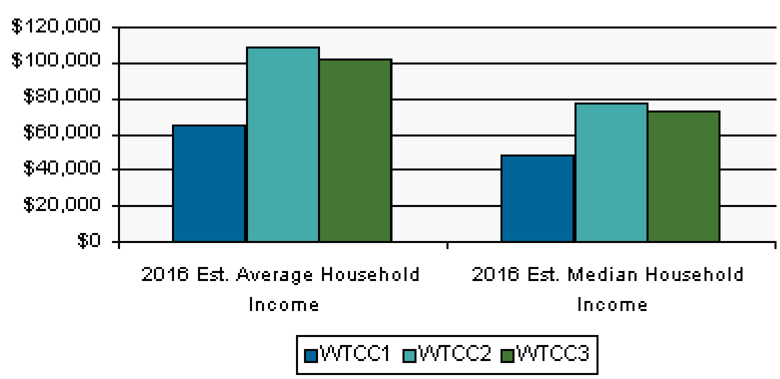


Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Pop-Facts Household Quick Facts						
2016 Est. Households by Household Income	**5,586**		**10,493**		**6,860**	



Income < $15,000	882	15.79%	780	7.44%	861	12.56%
Income $15,000 - $24,999	639	11.44%	800	7.63%	542	7.91%
Income $25,000 - $34,999	632	11.31%	618	5.89%	453	6.60%
Income $35,000 - $49,999	775	13.88%	1,151	10.97%	640	9.34%
Income $50,000 - $74,999	915	16.38%	1,757	16.74%	1,028	14.99%
Income $75,000 - $99,999	598	10.70%	1,483	14.13%	739	10.78%
Income $100,000 - $124,999	383	6.86%	1,011	9.63%	709	10.34%
Income $125,000 - $149,999	264	4.73%	757	7.21%	508	7.40%
Income $150,000 - $199,999	328	5.87%	838	7.98%	591	8.61%
Income $200,000 - $249,999	111	1.98%	389	3.71%	272	3.96%
Income $250,000 - $499,999	51	0.91%	638	6.08%	376	5.48%
Income $500,000+	8	0.14%	271	2.58%	140	2.05%



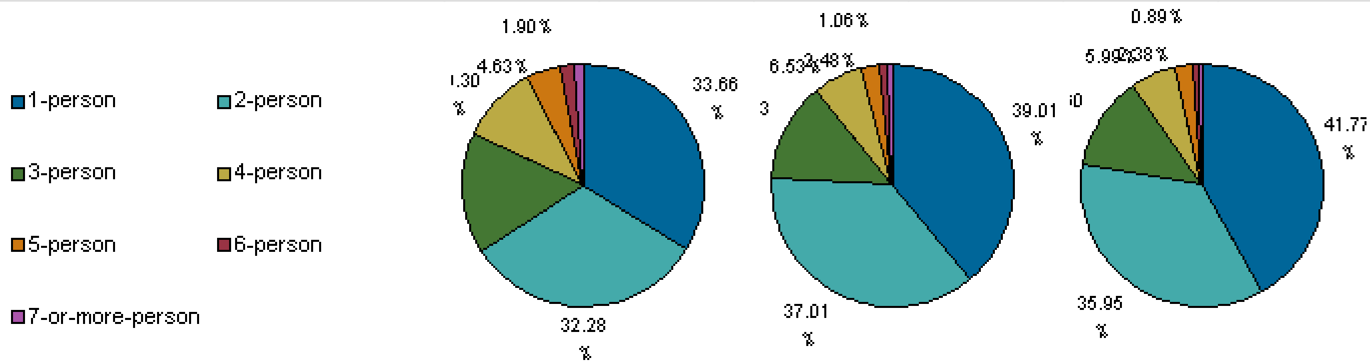
2016 Est. Average Household Income	$65,007		$107,862		$101,347	
2016 Est. Median Household Income	$47,390		$77,355		$72,687	

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
2016 Median HH Inc. by Single-Classification Race						
White Alone	$49,281		$79,869		$86,786	
Black or African American Alone	$20,925		$76,985		$27,367	
American Indian and Alaska Native Alone	$14,999		$14,999		$33,691	
Asian Alone	$64,132		$74,715		$120,500	
Native Hawaiian and Other Pacific Islander Alone	$137,500		$56,250		$69,241	
Some Other Race Alone	$39,989		$63,118		$23,476	
Two or More Races	$63,639		$66,283		$44,362	
Hispanic or Latino	$31,755		$60,599		$34,668	
Not Hispanic or Latino	$55,632		$81,023		$78,329	

2016 Est. Households by Household Type	**5,586**		**10,493**		**6,860**	
Family Households	2,837	50.79%	4,186	39.89%	2,619	38.17%
Nonfamily Households	2,749	49.21%	6,308	60.11%	4,241	61.83%
2016 Est. Group Quarters Population	**9**		**27**		**363**	

2016 Est. Households by Household Size	**5,586**		**10,493**		**6,860**	



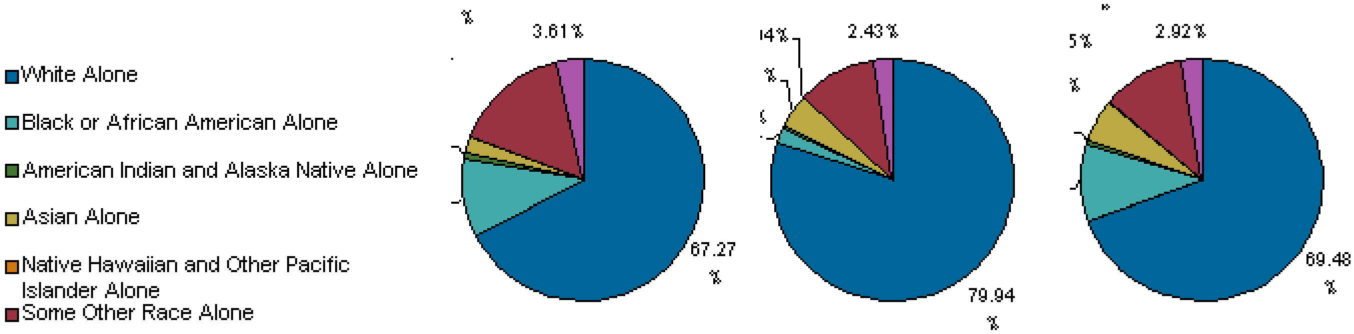
1-person	1,880	33.66%	4,094	39.01%	2,865	41.77%
2-person	1,803	32.28%	3,883	37.01%	2,466	35.95%
3-person	895	16.01%	1,388	13.23%	865	12.60%
4-person	576	10.30%	685	6.53%	411	5.99%
5-person	259	4.63%	260	2.48%	163	2.38%
6-person	106	1.90%	111	1.06%	61	0.89%
7-or-more-person	68	1.21%	72	0.69%	29	0.43%
2016 Est. Average Household Size	2.31		2.03		1.96	

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
2016 Est. HHs by Type by Presence of Own Children	**2,837**		**4,186**		**2,619**	
Married-Couple Family, own children	715	25.20%	1,275	30.46%	680	25.95%
Married-Couple Family, no own children	896	31.59%	1,809	43.21%	1,151	43.96%
Male Householder, own children	116	4.08%	136	3.26%	87	3.32%
Male Householder, no own children	227	7.99%	275	6.56%	168	6.42%
Female Householder, own children	457	16.12%	271	6.47%	245	9.37%
Female Householder, no own children	426	15.03%	420	10.04%	288	10.99%

Pop-Facts Demographics

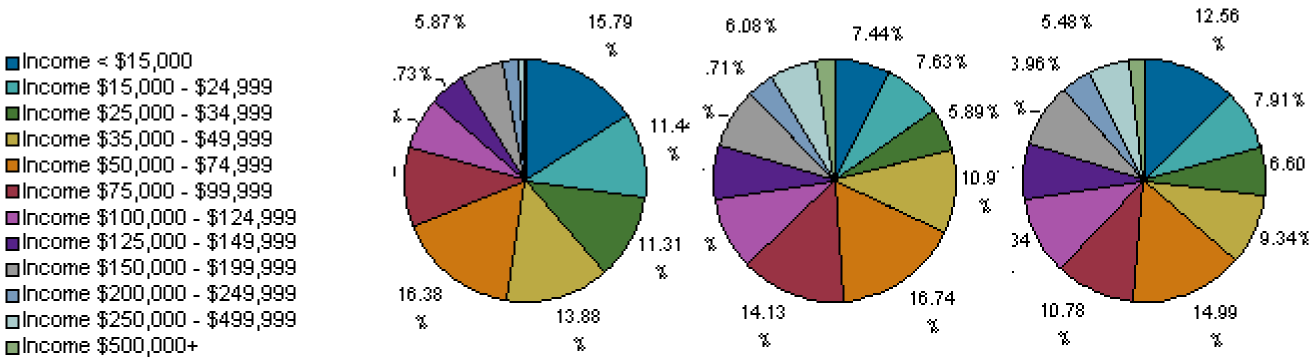
Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
Pop-Facts Demographic Quick Facts						
2016 Est. Population by Single-Classification Race	**12,938**		**21,326**		**13,829**	



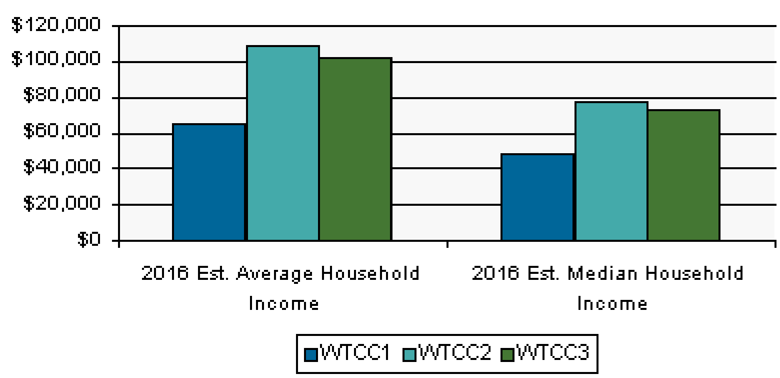
Description	WTCC1 Total	WTCC1 %	WTCC2 Total	WTCC2 %	WTCC3 Total	WTCC3 %
White Alone	8,703	67.27%	17,048	79.94%	9,608	69.48%
Black or African American Alone	1,374	10.62%	421	1.97%	1,422	10.29%
American Indian and Alaska Native Alone	80	0.62%	74	0.35%	84	0.61%
Asian Alone	295	2.28%	999	4.68%	771	5.58%
Native Hawaiian and Other Pacific Islander Alone	6	0.05%	9	0.04%	20	0.15%
Some Other Race Alone	2,013	15.56%	2,256	10.58%	1,519	10.98%
Two or More Races	467	3.61%	519	2.43%	403	2.92%
2016 Est. Population by Ethnicity (Hispanic or Latino)	**12,938**		**21,326**		**13,829**	
Hispanic or Latino	4,354	33.65%	4,126	19.35%	2,735	19.78%
Not Hispanic or Latino	8,584	66.35%	17,200	80.65%	11,094	80.22%
2016 Occupied Housing Units by Tenure	**5,586**		**10,493**		**6,860**	
Owner-Occupied	1,794	32.11%	4,058	38.67%	2,557	37.27%
Renter-Occupied	3,792	67.89%	6,435	61.33%	4,303	62.73%
2016 Average Household Size	**2.31**		**2.03**		**1.96**	
2016 Est. Households by Household Income	**5,586**		**10,493**		**6,860**	

Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%



Income < $15,000	882	15.79%	780	7.44%	861	12.56%
Income $15,000 - $24,999	639	11.44%	800	7.63%	542	7.91%
Income $25,000 - $34,999	632	11.31%	618	5.89%	453	6.60%
Income $35,000 - $49,999	775	13.88%	1,151	10.97%	640	9.34%
Income $50,000 - $74,999	915	16.38%	1,757	16.74%	1,028	14.99%
Income $75,000 - $99,999	598	10.70%	1,483	14.13%	739	10.78%
Income $100,000 - $124,999	383	6.86%	1,011	9.63%	709	10.34%
Income $125,000 - $149,999	264	4.73%	757	7.21%	508	7.40%
Income $150,000 - $199,999	328	5.87%	838	7.98%	591	8.61%
Income $200,000 - $249,999	111	1.98%	389	3.71%	272	3.96%
Income $250,000 - $499,999	51	0.91%	638	6.08%	376	5.48%
Income $500,000+	8	0.14%	271	2.58%	140	2.05%

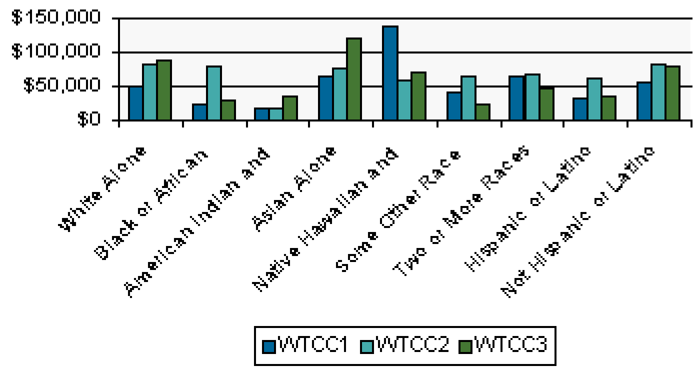


2016 Est. Average Household Income	$65,007		$107,862		$101,347	
2016 Est. Median Household Income	$47,390		$77,355		$72,687	

2016 Median HH Inc. by Single-Classification Race

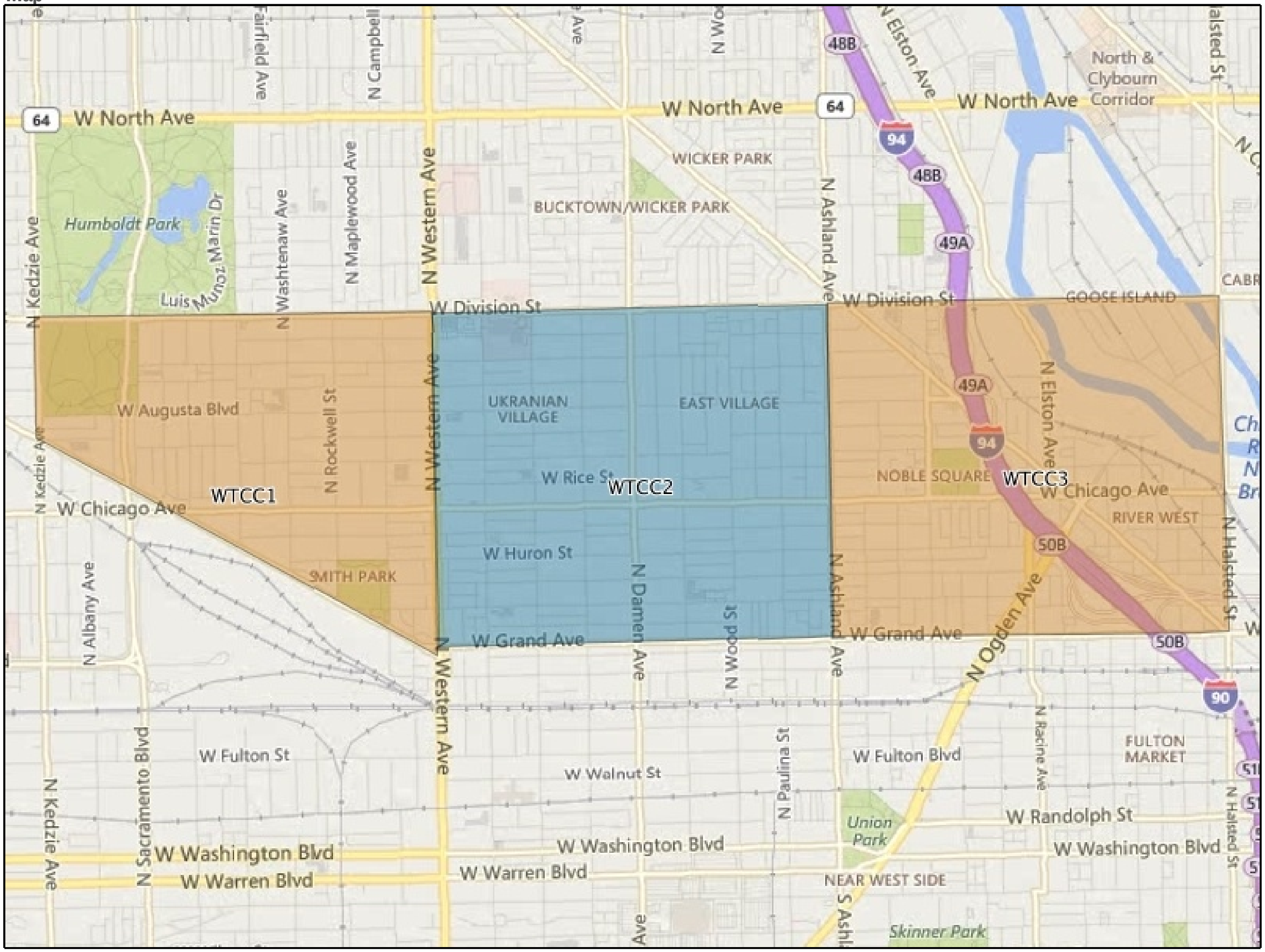
Pop-Facts Demographics

Description	WTCC1		WTCC2		WTCC3	
	Total	%	Total	%	Total	%
White Alone	$49,281		$79,869		$86,786	
Black or African American Alone	$20,925		$76,985		$27,367	
American Indian and Alaska Native Alone	$14,999		$14,999		$33,691	
Asian Alone	$64,132		$74,715		$120,500	
Native Hawaiian and Other Pacific Islander Alone	$137,500		$56,250		$69,241	
Some Other Race Alone	$39,989		$63,118		$23,476	
Two or More Races	$63,639		$66,283		$44,362	
Hispanic or Latino	$31,755		$60,599		$34,668	
Not Hispanic or Latino	$55,632		$81,023		$78,329	



Pop-Facts Demographics

Map



2016 Population (2016 Population) : Base % Comp: Descending by Equal Ranges

List of Report Areas by Hand Drawn Analysis Area Without Location, Hand Drawn Analysis Area Without Location, WTCC3

- Base % Comp (40.86%~44.34%)
- Base % Comp (37.37%~40.86%)
- Base % Comp (33.88%~37.37%)
- Base % Comp (30.39%~33.88%)
- Base % Comp (26.90%~30.39%)

Appendix C

Retail Market Power

Title Page

Data Version: 2016 Aug (Quick Market Insights)
Report Generation Method: Single
Analysis Area: WTCC4
Reporting Detail: As Selected
Analysis Area Detail: Yes
Report Sections: Retail Stores Opportunity
Include Map: Yes
Base Map Style: Bing Road
Include Labels: No
Map Reporting Detail: As Selected
Subtotal Method: Equal Ranges
Sort Variable: 2016 Population
Sort Measure: Index
Sort Direction: Descending
Color Scheme: Nielsen Standard Color Theme
Number of Ranges: 5
Completion Notification Email: Do not send email

Report Sections:

Retail Stores Opportunity

Nielsen's Retail Market Power data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey, or CEX), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.
The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line/retail store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that merchandise line/retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Retail Market Power

Retail Stores	WTCC4		
	2016 Demand (Consumer Expenditures)	2016 Supply (Retail Sales)	Opportunity Gap/Surplus
Retail Stores Opportunity			
Total Retail Sales & Eating, Drinking Places	$949,128,954	$624,045,194	$325,083,760
Motor Vehicle & Parts Dealers-441	$170,970,106	$132,158,280	$38,811,826
Automotive Dealers-4411	$143,534,290	$126,590,709	$16,943,581
Other Motor Vehicle Dealers-4412	$13,062,661	$2,814,170	$10,248,491
Automotive Parts/Accessories, Tire Stores-4413	$14,373,154	$2,753,400	$11,619,754
Furniture & Home Furnishings Stores-442	$20,901,546	$12,273,139	$8,628,407
Furniture Stores-4421	$11,757,406	$5,205,367	$6,552,039
Home Furnishing Stores-4422	$9,144,140	$7,067,772	$2,076,368
Electronics & Appliances Stores-443	$19,682,373	$26,001,817	($6,319,444)
Electronics & Appliances Stores-44314	$19,682,373	$26,001,817	($6,319,444)
Household Appliances Stores-443141	$2,249,071	$15,017,264	($12,768,194)
Electronics Stores-443142	$17,433,302	$10,984,553	$6,448,749
Building Material, Garden Equipment Stores - 444	$88,633,282	$29,555,806	$59,077,476
Building Material & Supply Dealers-4441	$75,004,389	$28,382,191	$46,622,198
Home Centers-44411	$31,851,343	$17,047,124	$14,804,220
Paint & Wallpaper Stores-44412	$1,167,882	$448,983	$718,900
Hardware Stores-44413	$8,158,002	$3,533,129	$4,624,873
Other Building Materials Dealers-44419	$33,827,161	$7,352,956	$26,474,205
Building Materials, Lumberyards-444191	$13,734,848	$2,747,543	$10,987,306
Lawn/Garden Equipment/Supplies Stores-4442	$13,628,893	$1,173,615	$12,455,278
Outdoor Power Equipment Stores-44421	$3,903,428	$0	$3,903,428
Nursery & Garden Centers-44422	$9,725,465	$1,173,615	$8,551,850
Food & Beverage Stores-445	$123,453,278	$20,161,850	$103,291,428
Grocery Stores-4451	$78,961,322	$12,013,540	$66,947,782
Supermarkets, Grocery (Except Convenience) Stores-44511	$73,867,120	$8,899,009	$64,968,111
Convenience Stores-44512	$5,094,202	$3,114,531	$1,979,671
Specialty Food Stores-4452	$9,970,216	$2,778,790	$7,191,426
Beer, Wine & Liquor Stores-4453	$34,521,740	$5,369,520	$29,152,220
Health & Personal Care Stores-446	$49,336,087	$38,446,516	$10,889,571
Pharmacies & Drug Stores-44611	$38,797,897	$35,563,205	$3,234,693
Cosmetics, Beauty Supplies, Perfume Stores-44612	$3,377,266	$1,008,526	$2,368,740

Retail Market Power

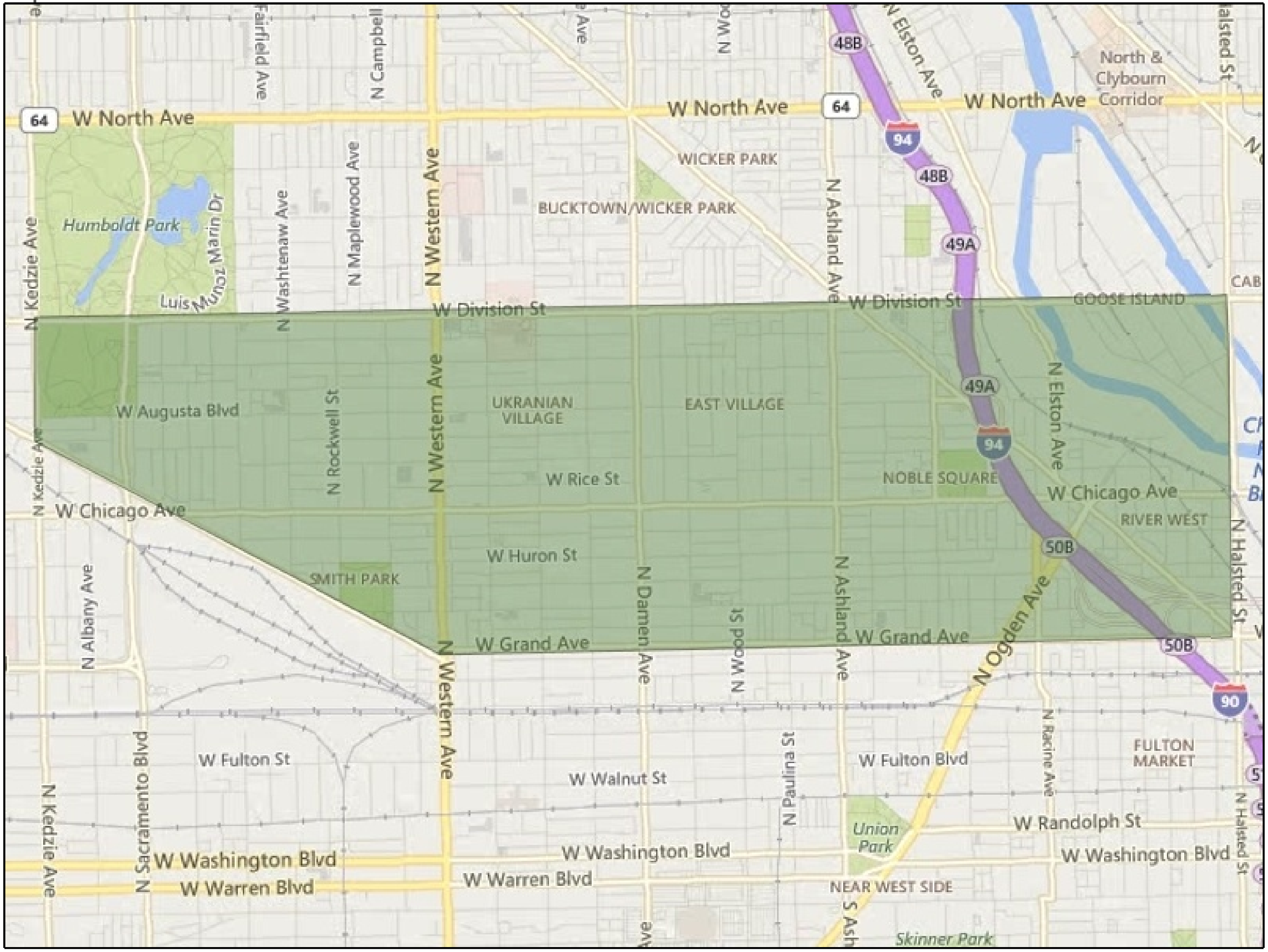
Retail Stores	WTCC4		
	2016 Demand (Consumer Expenditures)	2016 Supply (Retail Sales)	Opportunity Gap/Surplus
Optical Goods Stores-44613	$2,851,330	$860,315	$1,991,015
Other Health & Personal Care Stores-44619	$4,309,593	$1,014,470	$3,295,123
Gasoline Stations-447	$66,624,093	$12,956,423	$53,667,670
Gasoline Stations with Convenience Stores-44711	$48,740,583	$11,268,945	$37,471,638
Other Gasoline Stations-44719	$17,883,510	$1,687,478	$16,196,032
Clothing & Clothing Accessories Stores-448	$48,426,971	$29,609,469	$18,817,502
Clothing Stores-4481	$25,623,321	$25,697,496	($74,175)
Men's Clothing Stores-44811	$1,554,390	$1,027,119	$527,271
Women's Clothing Stores-44812	$6,170,508	$12,231,130	($6,060,622)
Children's, Infants' Clothing Stores-44813	$1,367,281	$1,926,604	($559,323)
Family Clothing Stores-44814	$13,251,320	$3,245,370	$10,005,950
Clothing Accessories Stores-44815	$1,129,671	$5,128,693	($3,999,022)
Other Clothing Stores-44819	$2,150,151	$2,138,580	$11,571
Shoe Stores-4482	$3,925,059	$3,161,999	$763,061
Jewelry, Luggage, Leather Goods Stores-4483	$18,878,591	$749,974	$18,128,617
Jewelry Stores-44831	$17,056,527	$749,974	$16,306,553
Luggage & Leather Goods Stores-44832	$1,822,064	$0	$1,822,064
Sporting Goods, Hobby, Book, Music Stores-451	$19,874,742	$7,194,797	$12,679,945
Sporting Goods, Hobby, Musical Instrument Stores-4511	$16,871,023	$4,546,728	$12,324,295
Sporting Goods Stores-45111	$8,412,916	$2,401,435	$6,011,481
Hobby, Toy & Game Stores-45112	$4,874,414	$379,656	$4,494,758
Sewing, Needlework & Piece Goods Stores-45113	$1,542,965	$135,804	$1,407,161
Musical Instrument & Supplies Stores-45114	$2,040,727	$1,629,833	$410,895
Book, Periodical & Music Stores-4512	$3,003,719	$2,648,069	$355,650
Book Stores & News Dealers-45121	$2,574,274	$1,019,383	$1,554,891
Book Stores-451211	$2,336,091	$1,019,383	$1,316,708
News Dealers & Newsstands-451212	$238,183	$0	$238,183
Prerecorded Tape, CD, Record Stores-45122	$429,445	$1,628,686	($1,199,241)
General Merchandise Stores-452	$107,101,217	$11,262,284	$95,838,933
Department Stores, Excluding Leased Departments-4521	$46,095,953	$2,102,296	$43,993,657

Retail Market Power

Retail Stores	WTCC4		
	2016 Demand (Consumer Expenditures)	2016 Supply (Retail Sales)	Opportunity Gap/Surplus
Other General Merchandise Stores-4529	$61,005,264	$9,159,989	$51,845,276
Miscellaneous Store Retailers-453	$24,809,404	$18,149,966	$6,659,438
Florists-4531	$936,281	$3,424,070	($2,487,789)
Office Supplies, Stationery, Gift Stores-4532	$13,079,274	$1,697,260	$11,382,015
Office Supplies & Stationery Stores-45321	$6,522,582	$1,036,295	$5,486,287
Gift, Novelty & Souvenir Stores-45322	$6,556,692	$660,964	$5,895,728
Used Merchandise Stores-4533	$2,193,305	$6,597,718	($4,404,413)
Other Miscellaneous Store Retailers-4539	$8,600,543	$6,430,918	$2,169,625
Non-Store Retailers-454	$80,364,709	$79,458,915	$905,793
Foodservice & Drinking Places-722	$128,951,146	$206,815,930	($77,864,784)
Full-Service Restaurants-7221	$58,965,571	$67,334,371	($8,368,800)
Limited-Service Eating Places-7222	$50,934,232	$46,645,636	$4,288,596
Special Foodservices-7223	$14,043,150	$78,809,717	($64,766,568)
Drinking Places -Alcoholic Beverages-7224	$5,008,193	$14,026,206	($9,018,012)
GAFO *	$229,066,123	$88,038,766	$141,027,357
General Merchandise Stores-452	$107,101,217	$11,262,284	$95,838,933
Clothing & Clothing Accessories Stores-448	$48,426,971	$29,609,469	$18,817,502
Furniture & Home Furnishings Stores-442	$20,901,546	$12,273,139	$8,628,407
Electronics & Appliances Stores-443	$19,682,373	$26,001,817	($6,319,444)
Sporting Goods, Hobby, Book, Music Stores-451	$19,874,742	$7,194,797	$12,679,945
Office Supplies, Stationery, Gift Stores-4532	$13,079,274	$1,697,260	$11,382,015

Retail Market Power

Map



2016 Population (2016 Population) : Index: Descending by Equal Ranges

List of Report Areas by WTCC4

- Index (100~100)
- Index (100~100)
- Index (100~100)
- Index (100~100)
- Index (100~100)

Appendix D

Motionloft

Your Company Name Here

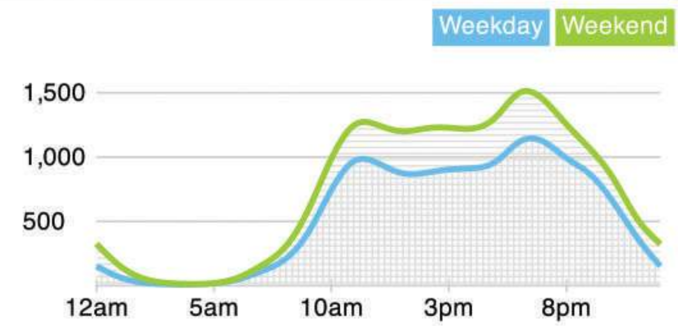
San Francisco, CA

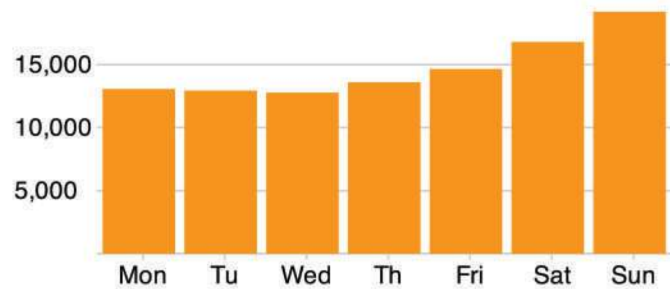
Summary Report

25,299 Busiest Day (Sun., Apr 28)	**14,715** Average Day	**454,172** Total Visitors at 6pm-7pm Peak
125,684 Busiest Week (3/31 - 4/7/2013)	**103,007** Average Week	**5,252,758** Total Pedestrians Counted

Average Daily Activity

Hours	%	Total
5am - 11am	6%	825
11am - 5pm	40%	5,912
5pm - 11pm	44%	6,539
11pm - 5am	10%	1,440





Monthly Total

January	328,358
February	425,663
March	496,394
April	452,718
May	446,295
June	417,760
July	426,103
August	465,065
September	386,772
October	456,177
November	446,215
December	504,650

Motionloft Pedestrian and Vehicle Sensors

- Use Motionloft Site Selection report for tenant placement
- Automate the "hand counting" process with real-time pedestrian and vehicle counts
- Track and analyze pedestrian flows throughout your properties
- Measure success of marketing, events and promotions
- Assess how much of the street traffic your store is truly capturing
- Use Motionloft Business Hours tool to analyze the right hours for business to be open

Motionloft

DETAILS Based on a four week average — Jan 1st - 31st

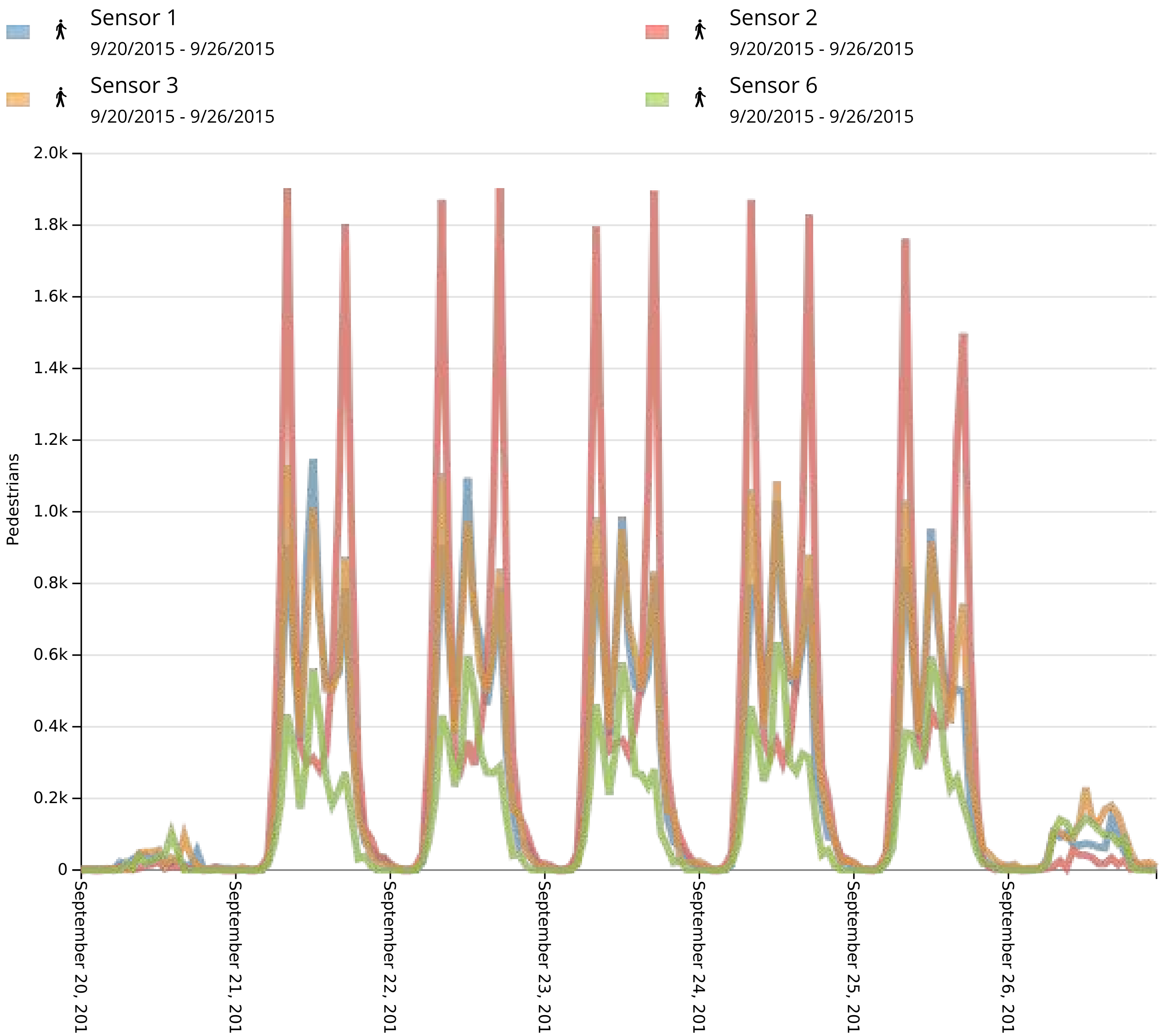
83,804 Visitors per week	481 Visitors per hour	5pm - 6pm Busiest hour
10,814 Visitors per day	Monday Busiest day	335,219 Total visitors

HOURLY VISITORS	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Midnight – 1am	32	36	48	48	45	84	65
1am – 2am	9	15	55	26	26	64	34
2am – 3am	11	9	17	13	15	89	24
3am – 4am	4	3	8	17	13	28	14
4am – 5am	7	7	11	25	17	7	10
5am – 6am	11	16	36	37	45	14	17
6am – 7am	167	211	187	178	178	133	105
7am – 8am	465	573	531	495	491	342	271
8am – 9am	711	797	646	747	624	489	507
9am – 10am	904	801	615	870	705	740	719
10am – 11am	975	878	876	794	754	789	844
11am – Noon	688	841	807	869	908	933	904
Noon – 1pm	716	937	740	887	904	976	996
1pm – 2pm	831	882	745	825	656	792	789
2pm – 3pm	932	736	695	654	679	727	798
3pm – 4pm	1,147	1,130	842	809	926	555	772
4pm – 5pm	1,274	1,114	1,052	879	822	714	851
5pm – 6pm	1,287	1,195	1,093	903	900	873	1,009
6pm – 7pm	1,261	1,245	783	729	658	643	826
7pm – 8pm	1,047	1,118	963	827	770	588	881
8pm – 9pm	409	373	336	345	347	244	328
9pm – 10pm	187	128	186	184	215	172	164
10pm – 11pm	117	126	128	152	160	152	120
11pm – Midnight	67	66	70	112	155	133	78

A	B	C	D	E	F	G
Date	Time	Pedestrians	% Walking East	Weather Summary	Temperature	Precipitation
10/6/14 0:00	1:00:00 AM	16	32%	clear-night	60	0
10/6/14 0:00	2:00:00 AM	13	25%	clear-night	59	0
10/6/14 0:00	3:00:00 AM	25	39%	clear-night	58	0
10/6/14 0:00	4:00:00 AM	23	18%	clear-night	57	0
10/6/14 0:00	5:00:00 AM	113	63%	clear-night	57	0
10/6/14 0:00	6:00:00 AM	310	75%	clear-night	57	0
10/6/14 0:00	7:00:00 AM	798	81%	clear-night	57	0
10/6/14 0:00	8:00:00 AM	1,355	76%	clear-day	58	0
10/6/14 0:00	9:00:00 AM	1,275	80%	clear-day	60	0
10/6/14 0:00	10:00:00 AM	791	78%	clear-day	63	0
10/6/14 0:00	11:00:00 AM	1,174	63%	clear-day	66	0
10/6/14 0:00	12:00:00 PM	2,303	52%	clear-day	69	0
10/6/14 0:00	1:00:00 PM	1,966	53%	clear-day	73	0
10/6/14 0:00	2:00:00 PM	1,447	54%	clear-day	75	0
10/6/14 0:00	3:00:00 PM	1,124	51%	partly-cloudy-day	77	0
10/6/14 0:00	4:00:00 PM	1,091	43%	partly-cloudy-day	77	0
10/6/14 0:00	5:00:00 PM	1,620	35%	partly-cloudy-day	74	0
10/6/14 0:00	6:00:00 PM	1,164	33%	partly-cloudy-day	72	0
10/6/14 0:00	7:00:00 PM	496	30%	partly-cloudy-night	62	0
10/6/14 0:00	8:00:00 PM	307	31%	partly-cloudy-night	61	0
10/6/14 0:00	9:00:00 PM	200	31%	partly-cloudy-night	61	0
10/6/14 0:00	10:00:00 PM	107	27%	partly-cloudy-night	61	0
10/6/14 0:00	11:00:00 PM	65	30%	partly-cloudy-night	62	0
0/6/14 0:00 Total		17,783				
10/7/14 0:00	12:00:00 AM	50	35%	partly-cloudy-night	62	0
10/7/14 0:00	1:00:00 AM	25	43%	partly-cloudy-night	62	0
10/7/14 0:00	2:00:00 AM	31	42%	partly-cloudy-night	62	0
10/7/14 0:00	3:00:00 AM	26	36%	partly-cloudy-night	63	0.0016
10/7/14 0:00	4:00:00 AM	40	64%	cloudy	62	0.0046
10/7/14 0:00	5:00:00 AM	123	81%	rain	63	0.0118
10/7/14 0:00	6:00:00 AM	346	80%	rain	63	0.0211
10/7/14 0:00	7:00:00 AM	960	75%	rain	63	0.032
10/7/14 0:00	8:00:00 AM	1,611	76%	rain	64	0.0354
10/7/14 0:00	9:00:00 AM	1,259	77%	rain	64	0.0556
10/7/14 0:00	10:00:00 AM	910	64%	rain	64	0.1061
10/7/14 0:00	11:00:00 AM	1,251	50%	rain	65	0.061
10/7/14 0:00	12:00:00 PM	2,084	54%	rain	67	0.0616
10/7/14 0:00	1:00:00 PM	1,885	54%	rain	67	0.0324
10/7/14 0:00	2:00:00 PM	1,215	48%	rain	66	0.0313
10/7/14 0:00	3:00:00 PM	1,368	42%	rain	68	0.0139
10/7/14 0:00	4:00:00 PM	1,249	32%	rain	67	0.0056
10/7/14 0:00	5:00:00 PM	1,715	36%	clear-day	68	0
10/7/14 0:00	6:00:00 PM	1,098	35%	clear-day	66	0
10/7/14 0:00	7:00:00 PM	602	29%	clear-night	63	0
10/7/14 0:00	8:00:00 PM	327	28%	clear-night	62	0
10/7/14 0:00	9:00:00 PM	277	23%	clear-night	60	0

Trend Report

Motionloft



Total Pedestrians

41,501
52,870 (+27%)
44,113 (+6%)
22,040 (-47%)

Pedestrians per Day

5,929
7,553 (+27%)
6,302 (+6%)
3,149 (-47%)

Busiest Hour

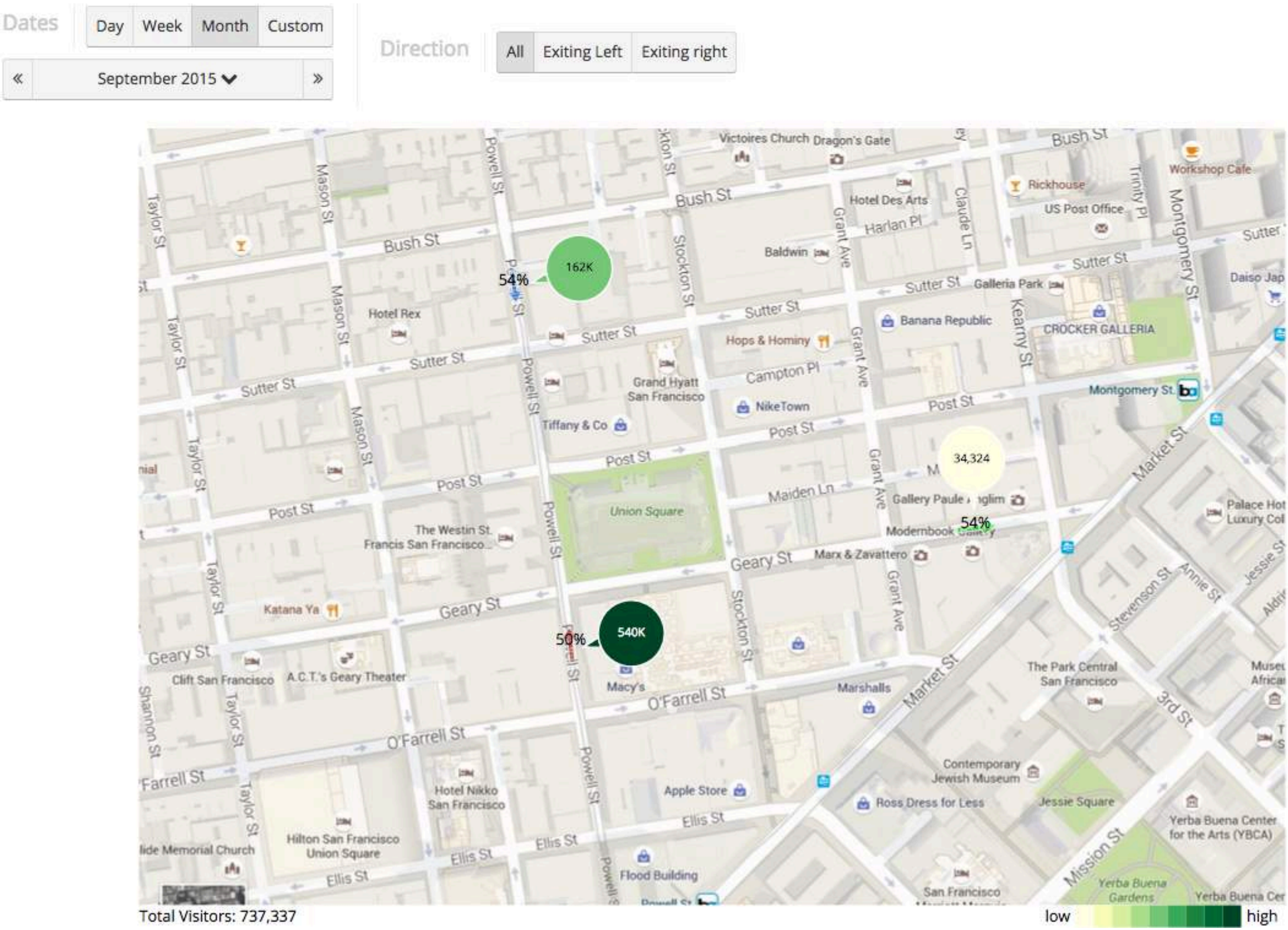
Mon:	12 PM	Sat:	4 PM	Mon:	8 AM	Sat:	10 AM
Tue:	12 PM	Sun:	6 PM	Tue:	5 PM	Sun:	12 PM
Wed:	12 PM			Wed:	5 PM		
Thu:	12 PM			Thu:	8 AM		
Fri:	12 PM			Fri:	8 AM		
Mon:	8 AM	Sat:	12 PM	Mon:	12 PM	Sat:	12 PM
Tue:	8 AM	Sun:	4 PM	Tue:	12 PM	Sun:	2 PM
Wed:	8 AM			Wed:	12 PM		
Thu:	12 PM			Thu:	12 PM		
Fri:	8 AM			Fri:	12 PM		

Pedestrians per Hour

Mon:	352	Sat:	47	Mon:	437	Sat:	15
Tue:	353	Sun:	17	Tue:	449	Sun:	6
Wed:	329			Wed:	445		
Thu:	337			Thu:	438		
Fri:	295			Fri:	413		
Mon:	349	Sat:	75	Mon:	154	Sat:	57
Tue:	360	Sun:	18	Tue:	174	Sun:	15
Wed:	343			Wed:	168		
Thu:	369			Thu:	183		
Fri:	324			Fri:	169		

Busiest Day of the Week

Tuesday	Tuesday
Thursday	Thursday


Dates
Day
Week
Month
Custom
«
September 2015
»
Direction
All
Exiting Left
Exiting right
162K
54%
34,324
54%
540K
50%
Union Square
Macy's
Total Visitors: 737,337
low
high

Appendix E

Lakeview Transit-Oriented Development

Housing & Transportation Trends / April 2015

Lakeview is historically a dense community that developed around its CTA stations, and demographic trends since 2000 continue to reinforce the central role of transit in the neighborhood. CTA stations serve as hubs for the community, providing significant foot traffic from visitors and local commuters to fuel the neighborhood's business corridors. Lakeview has the highest rate of transit commuting of any neighborhood in the city. Transit is critical to the neighborhood's economic success and quality of life.

Lakeview businesses also depend on the neighborhood's density of households to support its thriving retail, hospitality, and service economy. While there is significant demand to live and do business near transit, development has not capitalized on the opportunity with increased density near train stations. Of Lakeview's eight CTA stations, five now have fewer housing units within a half mile, or 10-minute walk, than they had in 2000. Over-restrictive zoning policies and parking requirements have stifled development in the past, however, several development projects currently in the works are leveraging Chicago's new transit-oriented development (TOD) policy that could enable the neighborhood to add households that will help support local businesses.

The following data compiled by the Center for Neighborhood Technology (CNT) for the Lakeview Chamber of Commerce and SSA 27 demonstrates a need for additional TOD that would increase density and trade off private parking spaces in new development for additional residential and commercial space.

LAKEVIEW CHAMBER OF COMMERCE

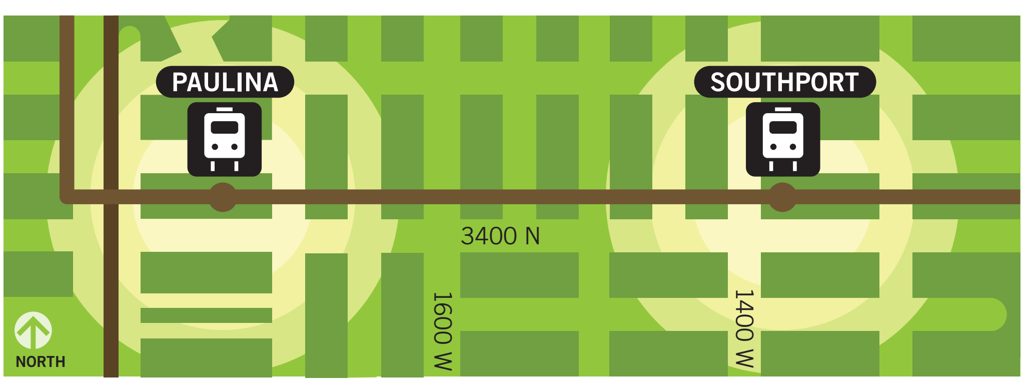
LAKE VIEW SSA — SPECIAL SERVICE AREA #27

Lee Crandell
lcrandell@lakeviewchamber.com
(773) 472-7171
www.lakeviewchamber.com

CNT

Kyle Smith
ksmith@cnt.org
(773) 278-4800
www.cnt.org

Source: Decennial Census and American Community Survey, U.S. Census Bureau



In the Lakeview Chamber's service area, total housing units decreased within a half mile of both the Southport and Paulina CTA stations from 2000-2011.

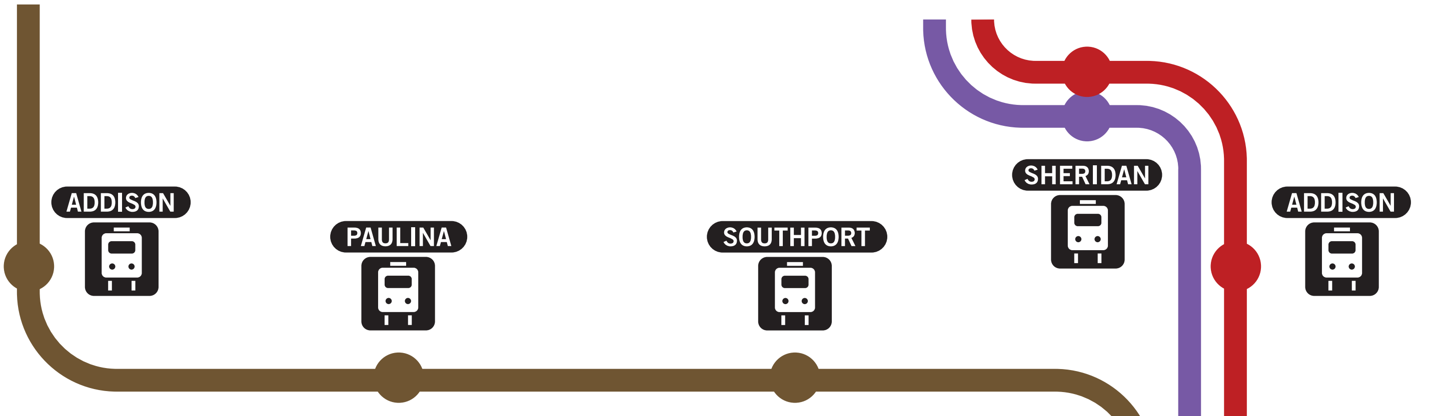
Paulina Housing Units

-4%

Southport Housing Units

-2%

Within a Half Mile Transit Shed of Lakeview's CTA Stations



Car Ownership
-6%

Driving to Work
-7%

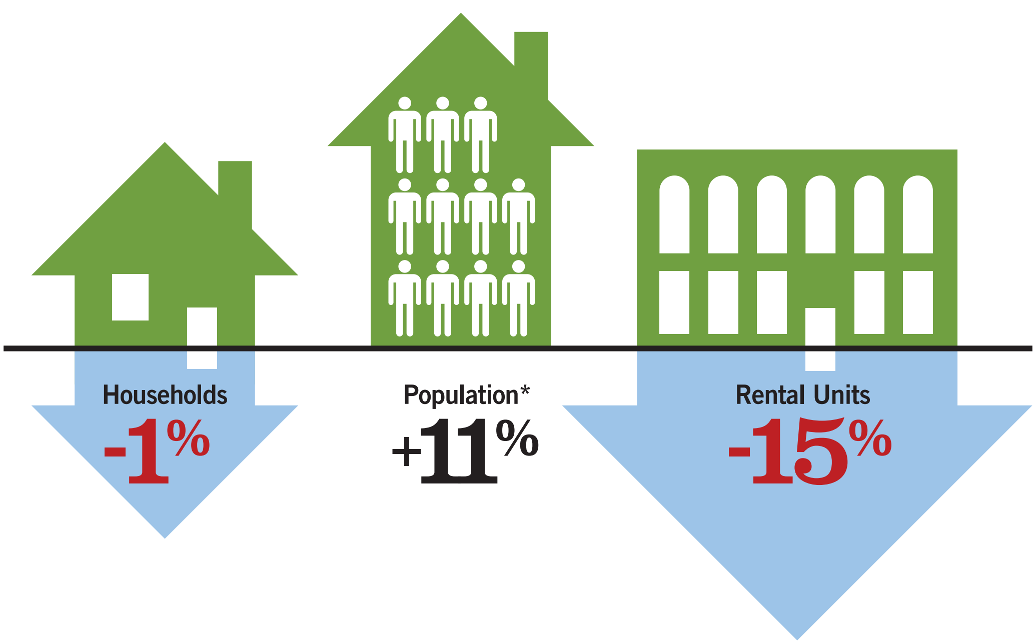
Since 2000, car ownership within Lakeview's overall transit shed has dropped 6% while driving mode share has fallen 7%. Today, 31% of households don't have a car.

Among renters, the shift has been even more dramatic – car ownership declined 16% in rental households. Today, 43% of rental households don't have a car.

Transit Commuting
+7%

Today, 46% of commuters within Lakeview's overall transit shed take transit to work, a 7% increase in transit mode share since 2000.

The next generation is even more likely to use transit – 57% of commuters under 24 years old take transit to work today.



Rentals and Households Declining

From 2000-2011 within Lakeview's overall transit shed, population has increased, but the number of households has decreased. Fewer rental units are available today compared to 2000.

*Household size is increasing attributable to more children and indicating the neighborhood is retaining more families, but the decline in households may negatively impact consumer spending.