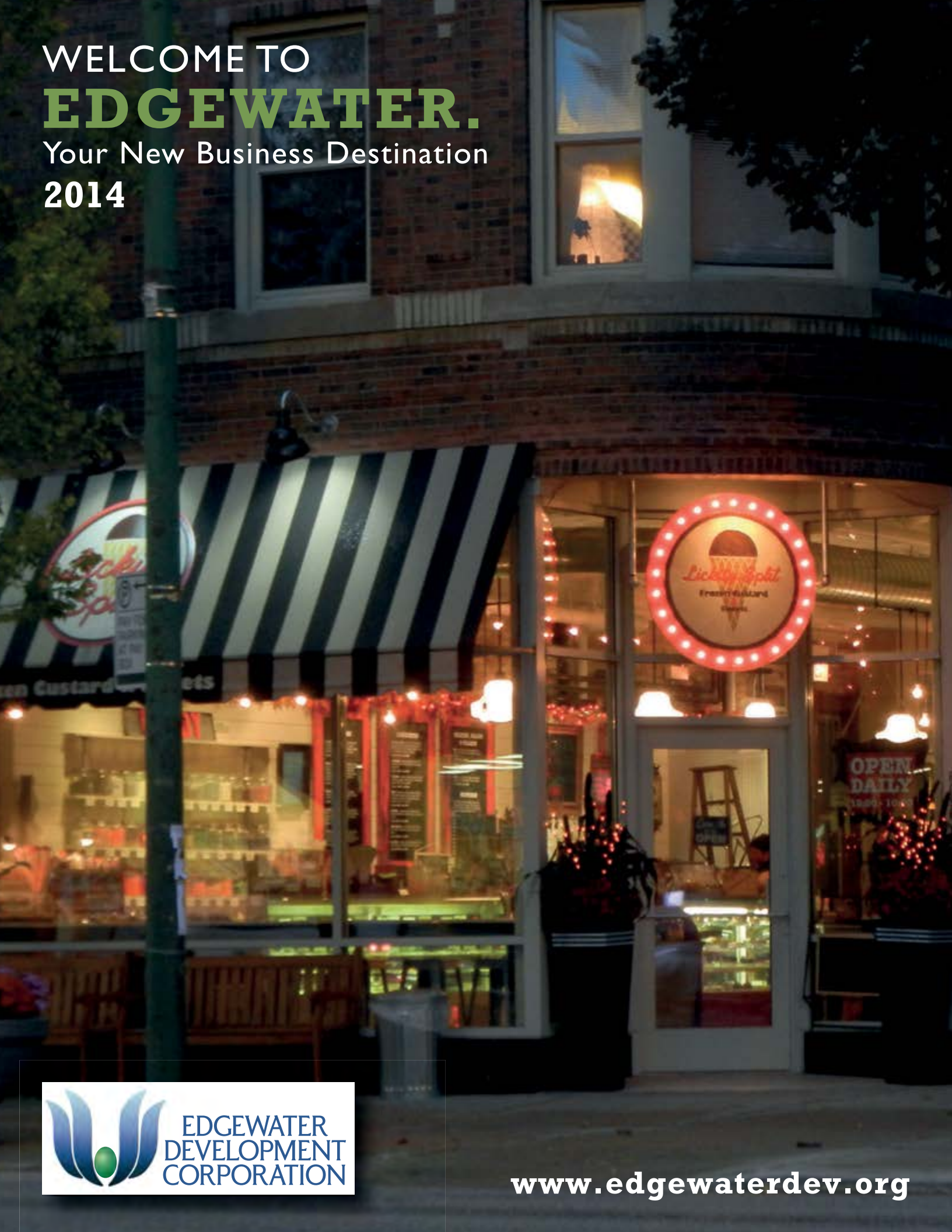


WELCOME TO
EDGEWATER.
Your New Business Destination
2014



EDGEWATER
DEVELOPMENT
CORPORATION

www.edgewaterdev.org

WELCOME.

The Edgewater Development Corporation welcomes you to our unique urban community situated on the north side of Chicago at Lake Michigan's shore. From bustling urban business districts, to the quiet respite of tree lined residential streets to some of the largest beaches along Lake Michigan, Edgewater offers something for everyone. Residents move to Edgewater because of the access to transit, amenities, a wide range of housing styles to choose from, a variety of options in our business districts for shopping and day-to-day services and access to the edge of Lake Michigan found nowhere else in the City of Chicago.

Edgewater Development Corporation's mission is to improve the quality of life for the neighborhood's residents through the enhancement and preservation of the commercial districts. Every year, nearly \$500 million is spent outside of our neighborhood. Our aim is to bring those dollars back into our community. Our promise is to work with you to find the best location for your business, one that will allow you to grow and prosper in our community. We are confident that there is a place for your business in Edgewater.

Welcome!

MISSION.

The mission of the Edgewater Development Corporation is to improve the quality of life for all community residents by attracting businesses and enhancing Edgewater's commercial districts.

We:

- Conduct an active commercial marketing, business attraction and development program.
- Develop, advocate, promote and cooperate with stakeholders in plans to enhance Edgewater's commercial corridors through improvements to infrastructure, parking and transportation.
- Offer innovative small business programs to help entrepreneurs and their businesses.
- Foster the creative arts as a catalyst for economic growth.



Tina Travlos Nihlean
President
Edgewater Development Corporation



Trinette Britt-Johnson
Executive Director
Edgewater Development Corporation



Portions of the printing costs have been generously funded by Special Service Area #26

Cover Photo

Architect: Studio Nigro Architecture + Design, in collaboration with Studio Talo Architecture Photo: Copyright Studio Talo Architecture

Edgewater is a destination lakefront community with a rich history.

From 1885 ...

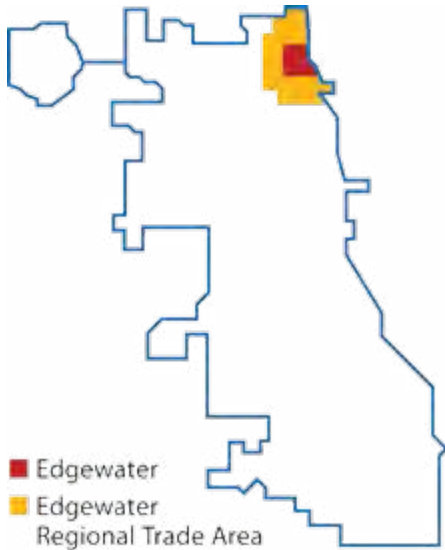
Established by Philadelphia developer, John Lewis Cochran as a model community with sewers, sidewalks, and Thomas Edison lighting. Early residents founded The Saddle & Cycle Club to promote horse riding and bicycling. The Edgewater Beach Hotel, built in 1916, set the tone for an elegant urban lifestyle by the lake.

... to today

Edgewater residents continue to enjoy modern urban living in a well designed community situated on Chicago's north side.



1930's Bryn Mawr Avenue
Photo taken by Ray Jonas, Courtesy Edgewater Historical Society.



You should locate your business in Edgewater because it has a sizable population...

EDGEWATER AT A GLANCE.

Strategic Location.

Edgewater is bounded north and south by Devon and Foster Avenues and runs west from Lake Michigan to Ravenswood Avenue. It offers easy access to Chicago's downtown six miles south, to O'Hare International Airport ten miles west and to affluent suburbs four miles north.

Regional Accessibility.

Lake Shore Drive, Sheridan Road, Ashland Avenue and other regional corridors funnel customers to the neighborhood's destination businesses. Five CTA rail stations and ten CTA bus lines serve the community.

High Traffic Counts.

Approximately 70,000 cars enter the community at Foster Avenue via Lake Shore Drive. Broadway and Clark, the primary commercial streets, carry, respectively, 29,000 and 17,000 vehicles daily. These are levels of traffic characteristic of major shopping centers.

Medium Box Development Opportunity.

Edgewater's lot sizes and proximity to other neighborhoods with insufficient shopping make it best suited to medium box type retailers and top quality specialty stores.

...providing a strong clientele.



Large & Densely Populated Market.

Edgewater's retailers draw their sales from a trade area encompassing more than 230,000 people, enough to support a regional mall. The primary market – Edgewater itself– includes more than 56,500 people and offers a population density more than twice that of Lincoln Park. Edgewater residents spend more than \$500 million annually outside the area, indicating significant unmet retail needs.

A Diversity That Works.

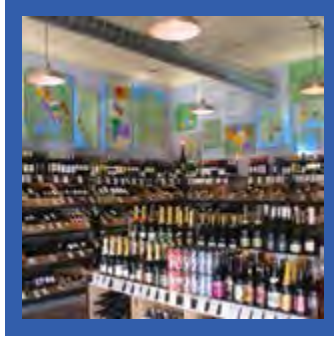
Edgewater is one of the nation's most ethnically and racially diverse neighborhoods, with a trade area population about 56% white, 18% African American, 15% Asian and 11% "other" or multiracial. Businesses appealing to African Americans and Africans, eastern and western Europeans, south and southeast Asians, Mexicans and Middle Easterners flourish side by side, attracting specialty customers from throughout the metropolitan area.

Shopper Base.

Shoppers in Edgewater's trade area are heavily concentrated in the prime consuming years of 25 to 44. Nearly half the households contain only one person, a demographic with high interest in unique businesses and the larger retail stores that complement them. In addition, the neighborhood is home to 7000 students at the Lakeshore campus of Loyola University of Chicago.



Edgewater Business Districts...



Broadway's business district runs the length of Edgewater, from Foster to Devon close to the densely populated lakefront. The east side of the street is ideal for large format retailing as well as multi-family and transit-oriented development. The west side of Broadway accommodates smaller businesses as a transition to the adjoining residential neighborhoods. Special Service Area #26 is established to improve the district in myriad ways and is administered by the Edgewater Chamber of Commerce.

Daily Traffic Data: 29,300 vehicles; 15,000 bus riders; 21,000 CTA rapid transit riders

The **Bryn Mawr** National Historic District contains architecturally distinguished mixed-use buildings. Tax Increment Financing is available to facilitate their restoration.

Daily Traffic Data: 15,600 vehicles; 4,500 public transit bus riders; 4,600 daily riders
CTA Bryn Mawr Station

The **Thorndale** district, adjacent to the newly-renovated Chicago Park District Broadway Armory, is intended for retail complementary to its recreational and educational uses. A newly constructed Chicago Public Library recently opened with state of the art facilities.

Daily Traffic Data: 25,800 vehicles, 2,800 daily riders - CTA Thorndale Station

The **Granville** district serves the Loyola University community to the north and the lakefront high rises to the east. The recently developed Clarovista condominium and mixed-use development offers opportunities for commercial leasing.

Daily Traffic Data: Loyola University's student housing delivers high traffic to the CTA Granville Station, with 3,600 daily passengers.



Which one is right for you?



5201 N. Sheridan Road - 2014

COMING SOON!



6009 N. Broadway Avenue - 2015

The **Devon** TIF district forms Edgewater's northern border and is a traditional commercial street of 1-3 story vintage buildings which form both the northern gateway to Edgewater and the entrance to the Loyola University Campus.

Daily Traffic Data: 40,800 vehicles; 22,000 public transit bus riders; 5,900 daily riders - CTA Loyola Station

The **North Clark** TIF district is a high traffic arterial street with historic commercial properties awaiting redevelopment. This area is home to both the Raven Theatre and the Joel Hall Dancers. The district offers opportunities for both renovation and new construction.

Daily Traffic Data: 52,700 vehicles along Ridge Ave.; 14,000 vehicles along North Clark St.; 21,000 public transit bus riders

Andersonville is a thriving shopping, dining and art gallery district, along Clark Street in the southwestern area of Edgewater. Its many unique shops and restaurants occupy historic storefronts and draw visitors from throughout the Chicago region. The Andersonville Chamber of Commerce administers a Special Service Area to provide services to local businesses, including maintaining the district's streetscape.

Daily Traffic Data: 17,000 vehicles; 21,000 public transit bus riders

BY THE NUMBERS...

	EDGEWATER COMMUNITY		TRADE AREA		1 MILE RADIUS		3 MILE RADIUS		5 MILE RADIUS	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Population										
	56,521		231,353		72,121		388,785		766,119	
Sex										
Males	29,034	51.37%	117,729	50.89%	37,231	51.62%	196,043	50.42%	384,499	50.19%
Females	27,487	48.63%	113,624	49.11%	34,890	48.38%	192,742	49.58%	381,620	49.81%
Density										
Population Density (per square mile)	32,766		30,847		30,448		22,965		17,500	
Land Area Sq. Miles	1.725		7.5		2		17		44	
Age										
Under 5 years	2,600	4.60%	14,124	6.10%	3,363	4.66%	24,417	6.28%	48,542	6.34%
5 to 9 Years	1,772	3.14%	10,511	4.54%	2,253	3.12%	17,959	4.62%	36,866	4.81%
10 to 14 Years	1,556	2.75%	8,942	3.87%	1,902	2.64%	14,861	3.82%	31,665	4.13%
15 to 17 Years	930	1.65%	5,611	2.43%	1,183	1.64%	8,961	2.30%	18,971	2.48%
18 to 19 Years	2,018	3.57%	6,004	2.60%	2,211	3.07%	8,678	2.23%	18,858	2.46%
20 to 24 Years	4,908	8.68%	19,230	8.31%	5,916	8.20%	34,701	8.93%	71,456	9.33%
25 to 34 Years	12,560	22.22%	51,554	22.28%	16,332	22.65%	96,036	24.70%	187,094	24.42%
35 to 44 Years	9,411	16.65%	38,394	16.60%	12,221	16.95%	63,399	16.31%	117,904	15.39%
45 to 54 Years	7,973	14.11%	31,081	13.43%	10,162	14.09%	48,481	12.47%	91,490	11.94%
55 to 59 Years	3,304	5.85%	12,903	5.58%	4,269	5.92%	19,991	5.14%	38,710	5.05%
60 to 64 Years	2,801	4.96%	10,253	4.43%	3,508	4.86%	16,048	4.13%	32,227	4.21%
65 to 74 Years	3,534	6.25%	12,377	5.35%	4,470	6.20%	16,329	4.20%	39,032	5.09%
75 to 84 Years	2,164	3.83%	7,074	3.06%	2,851	3.95%	10,972	2.82%	22,586	2.95%
85 years and Over	990	1.75%	3,295	1.42%	1,480	2.05%	4,952	1.27%	10,718	1.40%
Median Age	36.80		34.70		38.80		35.20		35.10	
Age 0 to 17	6,858	12.13%	39,188	16.94%	8,701	12.06%	66,198	17.03%	136,044	17.76%
Age 18 years and over	49,663	87.87%	192,165	83.06%	63,420	87.94%	322,587	82.97%	630,075	82.24%
Age 18 to 24	6,926	12.25%	25,234	10.91%	8,127	11.27%	43,379	11.16%	90,314	11.79%
Age 25 to 44	21,971	38.87%	47,534	20.55%	28,553	39.59%	159,435	41.01%	304,998	39.81%
Age 45 to 64	14,078	24.91%	28,663	12.39%	17,939	24.87%	84,520	21.74%	162,427	21.20%
62 years and over	8,302	14.69%	28,517	12.33%	10,792	14.96%	44,293	11.39%	90,636	11.83%
65 years and over	6,688	11.83%	22,746	9.83%	8,801	12.20%	35,253	9.07%	72,336	9.44%
Race										
White	35,575	62.94%	130,997	56.62%	43,989	60.99%	243,965	62.75%	507,093	66.19%
African American or Black	8,337	14.75%	37,932	16.40%	11,024	15.29%	50,467	12.98%	71,624	9.35%
American Indian & Alaska Native	334	0.59%	1,313	0.57%	411	0.57%	1,932	0.50%	3,576	0.47%
Asian	6,659	11.78%	31,549	13.64%	9,775	13.55%	46,577	11.98%	80,832	10.55%
Native Hawaiian & Other Pacific Islander	19	0.03%	109	0.05%	18	0.02%	184	0.05%	371	0.05%
Some Other Race	3,637	6.43%	20,696	8.95%	4,467	6.19%	31,649	8.14%	74,508	9.73%
Two or More Races	1,960	3.47%	8,757	3.79%	2,437	3.38%	14,011	3.60%	28,115	3.67%
Hispanic or Latino										
	9,318	16.49%	45,911	19.84%	10,895	15.11%	73,109	18.80%	174,469	22.77%

...a diverse community near and far.

	EDGEWATER COMMUNITY		TRADE AREA		1 MILE RADIUS		3 MILE RADIUS		5 MILE RADIUS	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Households										
Total Persons in Households	53,688	94.99%	221,132	95.58%	68,426	94.88%	376,364	96.81%	743,152	97.00%
Householder	29,516	52.22%	106,391	45.99%	38,025	52.72%	179,448	46.16%	340,449	44.44%
Spouse	6,965	12.32%	30,006	12.97%	8,639	11.98%	52,375	13.47%	109,032	14.23%
Child	8,560	15.14%	47,913	20.71%	10,779	14.95%	80,199	20.63%	166,140	21.69%
Own Child Under 18 years	6,144	10.87%	34,547	14.93%	7,800	10.82%	59,125	15.21%	120,953	15.79%
Other Relatives	2,714	4.80%	14,916	6.45%	3,377	4.68%	23,522	6.05%	48,591	6.34%
Non Relatives	5,933	10.50%	21,906	9.47%	7,606	10.55%	40,820	10.50%	78,940	10.30%
Non-Relatives under 18	58	0.10%	421	0.18%	82	0.11%	678	0.17%	1,385	0.18%
Non-Relatives Over 65	184	0.33%	618	0.27%	230	0.32%	930	0.24%	1,808	0.24%
Unmarried Partner	2,884	5.10%	9,828	4.25%	NA	-	NA	-	NA	-
Total Number of Households	29,516		106,391		38,025		179,448		340,449	
Families	9,897	33.53%	43,940	41.30%	12,333	32.43%	74,090	41.29%	150,534	44.22%
With Own Childer Under 18 years	3,776	6.68%	19,593	18.42%	4,746	12.48%	33,207	18.51%	67,702	19.89%
Married Couple Family	6,965	12.32%	30,006	28.20%	8,639	22.72%	52,375	29.19%	109,032	32.03%
With own Children Under 18 Years	2,610	4.62%	13,359	12.56%	3,255	8.56%	23,649	13.18%	49,388	14.51%
Female householder, no husband present	1,986	3.51%	9,691	9.11%	2,496	6.56%	15,108	8.42%	28,668	8.42%
With own Children Under 18 Years	888	1.57%	4,834	4.54%	1,129	2.97%	7,374	4.11%	13,850	48.31%
Non Family Households	19,619	34.71%	62,451	58.70%	25,692	67.57%	105,358	58.71%	189,915	55.78%
Householder Living Alone	15,217	26.92%	47,888	45.01%	20,038	52.70%	77,930	43.43%	139,153	40.87%
Householder 65 years and older	5,373	9.51%	17,026	16.00%	6,274	16.50%	23,238	12.95%	47,111	13.84%
Households with Individuals under 18 years	4,115	7.28%	21,555	20.26%	5,188	13.64%	36,216	20.18%	74,042	21.75%
Housing										
Total Units	32,889		118,352		42,349		198,345		375,440	
Occupied Housing Units	29,516	89.74%	106,391	89.89%	38,025	89.79%	179,448	90.47%	340,449	90.68%
Owner-Occupied	10,853	33.00%	37,522	35.27%	13,281	31.36%	66,964	33.76%	141,359	37.65%
Renter-Occupied	18,663	56.75%	68,869	64.73%	24,744	58.43%	112,484	56.71%	199,090	53.03%
Vacant	3,373	10.26%	11,961	10.11%	4,324	10.21%	18,897	9.53%	34,991	9.32%
Vacant for Rent	1,824	54.08%	6,883	57.55%	2,403	55.57%	10,427	55.18%	17,937	51.26%
Vacant for Sale	378	11.21%	1,575	13.17%	492	11.38%	2,539	13.44%	4,858	13.88%
Vacant - Seasonal	255	7.56%	636	5.32%	307	7.10%	1,132	5.99%	2,458	7.02%
Owner Vacancy Rate	2.90%		3.10%		3.57%		3.65%		3.20%	
Rental Vacancy Rate	8.90%		8.70%		8.85%		8.48%		8.26%	
Population in Owner-occupied Units	20,459	36.20%	80,477	34.79%	24,806	34.39%	148,111	74.67%	334,002	43.60%
Population in Renter-occupied Units	33,229	58.79%	140,655	60.80%	43,620	60.48%	228,253	115.08%	409,150	53.41%
Median Household Size	1.66		2.08		1.79		2.09		2.18	
Avg. Size of Ownder-occupied Units	1.73		2.14		1.87		2.21		2.36	
Avg. Size of Renter-occupied Units	1.77		1.89		1.76		2.03		2.06	

Source: US Census Bureau

BY THE NUMBERS...

EDUCATIONAL ATTAINMENT

	Edgewater	Trade Area	Chicago	Nation
Less than 9th grade	4.45%	8.25%	10.11%	6.23%
9th to 12th grade, no diploma	4.51%	6.62%	10.51%	8.74%
High school graduate (includes equivalency)	14.97%	17.84%	23.90%	28.99%
Some college, no degree	16.50%	16.09%	17.74%	20.62%
Associate's degree	5.47%	5.13%	5.50%	7.52%
Bachelor's degree	31.21%	27.73%	19.32%	17.60%
Graduate or professional degree	22.88%	18.34%	12.93%	10.30%
<i>High school graduate or higher</i>	<i>91.28%</i>	<i>86.26%</i>	<i>79.40%</i>	<i>85.00%</i>
<i>Bachelor's degree or higher</i>	<i>52.25%</i>	<i>47.21%</i>	<i>32.20%</i>	<i>27.90%</i>

INCOME

	Edgewater	Trade Area	Chicago	Nation
Per Capita Income	\$32,780	\$30,067	\$27,148	\$27,334
Median Household Income	\$43,433	\$44,816	\$46,877	\$51,914
<i>Median Family Household Income</i>	<i>\$59,294</i>	<i>\$58,580</i>	<i>\$53,338</i>	<i>\$62,982</i>
<i>Median Nonfamily Household Income</i>	<i>\$36,720</i>	<i>\$36,601</i>	<i>\$37,039</i>	<i>\$31,305</i>

COMMUTE TO WORK

	Edgewater	Trade Area	Chicago	Nation
Drove Alone	38.26%	43.42%	50.90%	76.00%
Carpooled	6.09%	7.13%	10.00%	10.40%
Public Transportation	39.92%	35.71%	26.60%	4.90%
Walked	6.43%	5.71%	5.80%	2.80%
Other Means	3.91%	3.47%	2.60%	1.70%
Worked at Home	5.39%	4.57%	4.00%	4.10%
Mean travel time to work (minutes)	35	35	33.6	25.2

Source: US Census Bureau

...education, income and transportation.

A higher income, highly educated community.

Edgewater is a community of the highly-educated and well-paid, with a per-capita income nearly 20% higher than the national average. More than half of all workers over the age of 25 in Edgewater have obtained a Bachelor's Degree or higher, nearly double the national average.



Photo by: Mark Beane

A balanced transportation system.

Nearly 40% of Edgewater residents rode public transportation to work, showcasing the neighborhood's proximity to alternative transportation options. Renovation of the CTA Red Line corridor is now underway, assuring continued convenient connection to downtown Chicago.



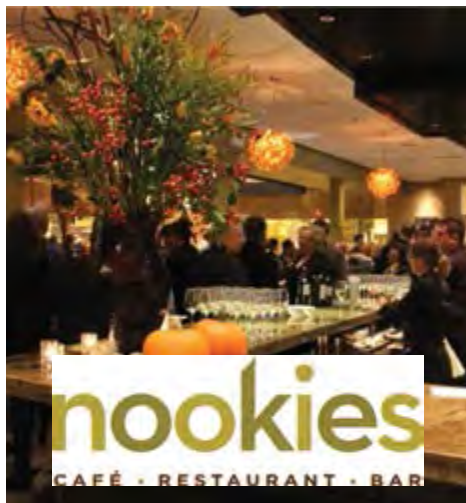
77% of Edgewater households spend less than half their income on housing and transportation combined. This favorable measure of housing affordability highlights the continued desirability of living in Edgewater. The neighborhood also ranks as a "Walker's Paradise," according to walkscore.com: residents can easily accomplish daily errands without a car.



Edgewater Development Corporation

PROVIDES...

innovative business solutions.



Business and Developer Services

Edgewater Development Corporation provides guidance to developers and works with brokers and potential businesses looking to locate in the community.

Recent examples of Edgewater Development's successes are **Nookies Edgewater** restaurant and **Edgewater Fitness** on Bryn Mawr, **Lickety Split Frozen Custard & Sweets Shop** on Broadway, **m.henrietta** on Granville, and **Independent Spirits, Inc.** at Thorndale.



Small Business Program

Edgewater Development's three-phase Small Business Program brings education and training to the neighborhood's small business entrepreneurs. With the assistance of world-class instructors, the Small Business Program brings sustainable and aesthetically pleasing occupancy to the commercial districts, and support small business development and growth. Edgewater Development provides marketing assistance, workshops and networking for participating small businesses.



Pop-Up Stores

A component of the Small Business Program created **Granville Market Days**, with invaluable support from **mhenry design**, and **Broadway LLC**. A series of pop-up stores flourished on weekends in the Granville commercial district.

HELPING...

businesses grow & succeed.



Small Business Lenders Forum

Ten lending institutions participate annually in the **Small Business Lenders Forum** sponsored by Edgewater Development. Attendees learn how to prepare to meet successfully with lenders and to evaluate and understand financing, loan products, and services.



Small Business Resource Expo

In partnership with Truman City College and BMO Harris Bank, Edgewater Development hosts a Small Business Resource Expo each year, providing business resources and solutions to small businesses and entrepreneurs. The event provides resources from a variety of business exhibitors, and workshops with topics ranging from financing to social media.



Spotlight on Edgewater

Half a dozen well-known Off-Loop theaters make their homes in Edgewater; including Red Twist, whose award-winning productions come from an impossibly small storefront, and Raven, reviving American classics. Edgewater Development fosters the creative arts as a catalyst for economic growth.

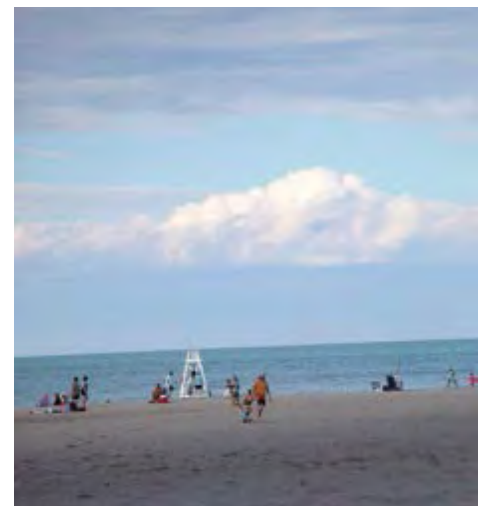


Networking Among Stakeholders

Edgewater Development hosts Small Business Roundtables and Dealmaker Sessions. These initiatives bring together property owners, brokers, businesses and developers. We work together to address issues, promote development, and fill vacant store fronts. We maintain a range of information on our website including; available properties, demographics, and videos highlighting successful Edgewater businesses.

INVEST...

in Edgewater's future.



A Place to Enjoy

The Edgewater area accommodates all living styles; from young singles and couples to students, families and retirees. The housing mix includes lakefront high-rises, single-family homes, elegant 1920's style multi-unit buildings and newly-built student housing. The neighborhood appeals to people who enjoy a tranquil residential life while living close to businesses, schools, work and play.

Strong Businesses

Each distinctive business district features well-established local businesses, patronized by a loyal local and regional customer base. Retail shopping, restaurants, theatres and entertainment provide a variety of ethnic flavors and cultural experiences.

Edgewater's new businesses benefit and thrive due to support from organizations and elected officials.

Chicago's Lakefront

Residents and visitors alike enjoy Edgewater's wide open lakefront beaches and park for swimming, walking, biking, jogging, skateboarding, volleyball, and even fishing.



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now





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