

## A DESTINATION CORRIDOR

The West Dempster Retail District is intersected by three major North Shore arterials — Gross Point Road, Niles Center Road and Skokie Boulevard (US 41).

### Commuter hub

The Village has a vision of a transformed retail district along West Dempster Street and has made great strides to bring it to reality. Village officials initiated the renovation of the historic train depot into a transit-oriented retail development which has now become a focal point of West Dempster Street.

The CTA Yellow Line (Skokie Swift) takes riders to Chicago city limits in eight minutes, and to Chicago's Loop in 20 minutes.

**Ridership is increasing:** The upward trend at the Skokie Swift terminal is twice that of the CTA average\*:

Skokie Swift (CTA) Rapid Transit use is up 6.5% and monthly boardings have increased as much as 11.2% over last year

CTA and PACE bus lines up 5.6%

\*Data based on April 2010 reports

### Successful retail and restaurant uses

Already part of the re-birth of West Dempster Street are local and national restaurants such as AOK Gourmet, Dunkin' Donuts, Kaufman's Deli, McDonald's, Panda Express, Subway and Taboun Grill; financial institutions such as Bank of America, Chase Bank, Edens Bank and PNC Bank; and national and regional retailers such as Binny's Beverage Depot and The Bedding Experts.

### Experienced municipality

The Village understands that connectivity, visibility, easy access and parking are critical to successful retail and mixed-use operations. To create a destination and increase the magnetism of the West Dempster Retail District, the Village of Skokie welcomes **strategic developments** with strong tenants and a unique mix of established restaurants and retailers, as well as mixed-use projects incorporating hotels, residential or office uses.



For more information visit [www.skokie.org](http://www.skokie.org) and [www.downtownskokie.org](http://www.downtownskokie.org)  
 Village of Skokie Community Development Department  
 5127 Oakton Street, Skokie, Illinois 60077 847-933-8447



### Council-Manager Government

Mayor	George Van Dusen
Clerk	Marlene Williams
Trustees	Michele L. Bromberg
	Michael M. Lorge
	Donald P. Perille
	Randall E. Roberts
	Pramod C. Shah
	Edie Sue Suttker
Manager	Albert J. Rigoni
Counsel	J. Patrick Hanley

## DESTINATION: WEST DEMPSTER



West Dempster Street is being transformed. Get on board this revamped retail district in Skokie, Illinois, one of Chicago's famed North Shore suburbs.

A primary gateway into the Village of Skokie, the **West Dempster Retail District** is directly adjacent to a full interchange from Chicago's Edens Expressway (Interstate 94). It is centrally located one mile south of the renowned Westfield Old Orchard Shopping Center and one mile north of Downtown Skokie.

The West Dempster Retail District also features significant vehicular traffic, a CTA Rapid Transit Station, a strong workplace population and proximate residential customers.

The transformation has already begun. A renovated historic train depot has been redeveloped into retail uses (including Starbucks), CTA ridership is increasing and new retail development includes strong national, regional and local operators.

### Commitment is here

A locally funded **Tax Increment Financing (TIF) District** is being established to support new retail along West Dempster Street in the development-friendly Village of Skokie. The Village controls key parcels within the District with the ability to accelerate the development process — several **"opportunity sites"** are shovel ready right now for new retail and mixed-use projects.

### Traffic is here

There are more than 30,000 Average Daily Trips (ADTs) along West Dempster Street which provides direct access to the Edens Expressway/Interstate 94, a major regional transportation corridor with 175,000 ADTs that connects Skokie to downtown Chicago, O'Hare International Airport and Chicago's North Shore.

### Commuters are here

This transit-oriented development area contains a CTA Yellow Line train station, CTA and PACE bus terminals and a taxi stand which accommodate 800,000 train boardings annually.

### Workers are here

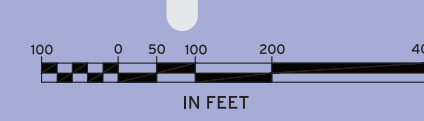
More than 42,700 people work within a five minute drive, 197,400 work within 10 minutes and more than half a million workers are within 15 minutes of the District.

### Daytime visitors are here

Visitors coming from outside of the immediate West Dempster trade area for non-retail purposes such as medical appointments, business meetings, social events, school and government services add thousands of potential consumers each day.

### Residents are here

53,500 people live within five minutes and 251,969 live within 10 minutes of the West Dempster Retail District.



## DEMOGRAPHICS

### Compelling Customer Base

**Residential (non-working) base:** 53,500 within five minutes; 251,959, within 10 minutes  
40% of the residents are non-workers and visit the District from home

**Workplace Population:** 42,762 within five minutes; 197,467 within 10 minutes  
77% of the workplace population are non-residents -- bringing 152,049 potential customers within 10 minutes of the District.

**Daytime Population:** 800,000 annual Yellow Line boardings by daily commuters plus bus boardings  
Plus thousands of residents and non-residents who come to the area daily for non-retail purposes.

**Motorists (ADT):** 30,100 on West Dempster Street  
26,800 at Skokie Boulevard, major feeder to Dempster Street  
14,300 at Gross Point Road (west end of the TIF District)  
175,000 along Interstate 94 (Edens Expressway)

### Residential Population

- Over one million residents within 15 minutes
- Within 10 minutes:
  - 73% are Family Households\* with average incomes of more than \$119,600
  - Highly educated — 44% have a Bachelor's degree or higher
  - Nearly half of the residents hold management or professional occupations

WEST DEMPSTER RETAIL DISTRICT			
	5 minute drive time	10 minute drive time	15 minute drive time
<b>Population 2009</b>	53,500	251,959	1,011,361
• Population 2014 (est.)	54,868 +2.5%	252,711 <1%	1,010,097 <1%
<b>Households 2009</b>	19,892	93,391	368,022
• Households 2014 (est.)	20,258 +1.8%	93,349 <1%	366,022 <1%
• Average Household Size	2.65	2.66	2.69
• % Family Households*	72%	73%	67%
<b>Median Age</b>	43.2	41.01	38.62
<b>Education</b>			
• Bachelor's Degree Plus	40%	44%	36%
<b>Average Household Income</b>	\$80,986	\$101,943	\$86,836
• Under \$50K	37%	33%	42%
• \$50-\$99.9K	37%	32%	32%
• \$100-\$149.9K	17%	18%	14%
• \$150k+	10%	17%	12%
<b>Average Family Household Income</b>	\$93,517	\$119,616	\$102,987
<b>Median Housing Value</b>	\$329,584	\$374,449	\$353,589
• Value \$200-\$399,000	63%	49%	49%
• Owner Occupied	73%	79%	60%
<b>Occupations</b>			
• Management and Professional	44%	48%	39%
• Sales and Office	30%	28%	27%

\*Demographic Data Source: Nielsen Claritas 2008 \* Family Households means two or more relatives or spouses living together, with or without children

### Workplace Population

Workers are an especially valuable customer base for retail -- they come to the trade area every weekday. Important new research indicates that consumers are increasingly integrating shopping and eating into their workday with several short "mission" stops for errands, food service and impulse shopping.\*

**57,839 workers within 2 miles**  
**197,467 workers within 10 minutes**  
**539,198 workers within 15 minutes**

The job classifications of the workplace population are favorable for retail within a five minute drive: 39% are Executive and Professional, 31% are Administrative support -- the two job classifications most likely to patronize retail.

WEST DEMPSTER RETAIL DISTRICT						
	Radii			Drive time		
	1 Mile	2 Miles	3 Miles	5 minutes	10 minutes	15 minutes
<b>Total Workplace Population</b>	9,389	57,839	110,238	42,762	197,467	539,198
<b>Executive &amp; Professional</b>	35%	37%	36%	39%	35%	35%
• Management						
• Sales & Marketing						
• Educators						
<b>Administration &amp; Support</b>	28%	30%	26%	31%	32%	30%
• Management Support						
• Admin-Clerical						
• Technical						
<b>Trade &amp; Labor</b>	22%	21%	25%	17%	20%	21%
<b>Service Personnel</b>	15%	12%	13%	13%	13%	14%
• Food & Beverage						
• Personal Services						
• Health Care						

\*Retail Forward 2009

### Daytime Visitors

Each day, thousands of people come to the West Dempster Retail District for purposes other than retail: the CTA and PACE commuters at the Skokie Swift Station, visitors to medical offices, meetings for business or pleasure, school and social events.

## NEXT STOP: WEST DEMPSTER IN SKOKIE, ILLINOIS

This outstanding trade area offers opportunities for successful retail and mixed-use development in Chicago's North Shore suburban market. **The West Dempster Retail District** is proximate to a highly educated and internationally diverse residential base, strong daytime traffic through visitors and workers, commuters from the transit-oriented development and thousands who travel along the major thoroughfare accessing the Edens Expressway. With several parcels ready to develop in the Village's newest TIF district, Skokie is offering **meaningful incentives** to spur additional development in this important locale. The Village is prepared to enter into public-private partnerships in order to achieve the highest and best use for these "opportunity sites".

To ensure a realistic approach to redevelopment in the District, Skokie officials commissioned a market analysis and retail strategy plan from a nationally recognized consulting firm. The study included a **full competitive analysis and retail plan** to identify the potential for specific categories of retailers from fast-casual to fine restaurants, service-oriented retail, personal service,

food specialty, convenience stores, and other retailers. Please view the complete report online at [www.skokie.org/edmain.cfm](http://www.skokie.org/edmain.cfm) and look for the West Dempster Retail District tab.

Please visit the Village of Skokie web site often as it will be the source of news and information on the ongoing development of West Dempster Street. It will include more detailed and updated demographics, information on new and expanding businesses in the Village and around the West Dempster Retail District, and special events and updates on Village activities.

The Village of Skokie is progressive and recognized nationally for its outstanding municipal services, infrastructure, and the quality of life it fosters. A major facilitator of retail and mixed-use development, the Village encourages quality and synergy in its business areas, and is looking for partners to transform the West Dempster Retail District.

