For more information visit www.skokiedowntown.org

**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, Edeer Sue Sudler  
**Manager**  Albert J. Rigoni  
**Counsel**  J. Patrick Hanley

Skokie, Illinois: Downtown Reinvented
SKOKIE’S VISION

STRONG RETAIL MISSION

The Village is turning its Downtown Vision into reality—right now. The Vision is approved. The Action Plan is set. The funding is in place. All systems are ‘go’ for a vibrant pedestrian shopping and dining central business district.

PRIME MARKET

Within just 10 minutes, 276,000 households with average family incomes of $100,000.

Daily workplace population of 136,482.

Major people magnets right in the heart of downtown: A major science and technology campus, a CTA Station, a community college with 4,000 enrollment, and an award-winning library that serves 2,000 visitors daily.
SKOKIE’S TIME IS RIGHT

**Traffic flow improvements are underway**
- Improved traffic flow leading to new pedestrian walkways and close-in parking.
- New circulation patterns to encourage pedestrian flow between the major downtown people magnets.

**Parking improvements are happening concurrently**
- Ample existing parking.
- Enhanced directional signage programs for visibility and directions to Downtown Skokie parking lots.

**The shopping environment is blossoming**
- A comprehensive streetscape beautification program with landscaping, street furniture and lighting to showcase retail.
- Upgraded storefronts through a fully funded business incentive program.

**Know-how and community support**
- Proven track record in public-private development, retail and mixed use projects.
- Recently commissioned market analysis and retail strategy plan from a nationally recognized firm to ensure a realistic approach for further retail development.
- Village officials are 100% committed to the reinvention of Downtown Skokie.
- The residential population fully endorses a revitalized downtown.
STATE OF THE SKOKIE MARKET
The customer base is here, with a compelling blend of residents and daytime population – people who work in and visit downtown.

### RESIDENTIAL

<table>
<thead>
<tr>
<th></th>
<th>3 mile radius</th>
<th>5 mile radius</th>
<th>5 minute drive</th>
<th>10 minute drive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population 2009 est. 2014</strong></td>
<td>153,478</td>
<td>640,497</td>
<td>50,313</td>
<td>275,995</td>
</tr>
<tr>
<td><strong>Households 2009 est. 2014</strong></td>
<td>57,143</td>
<td>235,811</td>
<td>18,753</td>
<td>102,300</td>
</tr>
<tr>
<td><em><em>Average HH</em> size</em>*</td>
<td>2.63</td>
<td>2.64</td>
<td>2.67</td>
<td>2.66</td>
</tr>
<tr>
<td>HH with children &lt;18</td>
<td>31%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>% Family Households</td>
<td>72%</td>
<td>66%</td>
<td>72%</td>
<td>71%</td>
</tr>
<tr>
<td><strong>Average Family HH income</strong></td>
<td>$102,630</td>
<td>$99,659</td>
<td>$92,324</td>
<td>$99,998</td>
</tr>
<tr>
<td><strong>Average HH income</strong></td>
<td>$87,766</td>
<td>$83,017</td>
<td>$80,527</td>
<td>$85,346</td>
</tr>
<tr>
<td><strong>Median age</strong></td>
<td>45.13</td>
<td>39.36</td>
<td>44.21</td>
<td>42.68</td>
</tr>
<tr>
<td><strong>Pop. in labor force</strong></td>
<td>60%</td>
<td>63%</td>
<td>61%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Med. housing value</strong></td>
<td>$347,883</td>
<td>$349,061</td>
<td>$390,824</td>
<td>$349,479</td>
</tr>
</tbody>
</table>

**Occupations**
- Management/Business: 17%
- Professional: 28%
- Sales/Office: 30%

**Education**
- Bachelor’s degree: 23%
- Master’s plus: 17%

**Ethnicity**
- White alone: 70%
- Asian alone: 19%
- Hispanic or Latino: 7%
- African American alone: 5%

* HH = Household
Source: Nielsen Claritas 2009
MARKET INSIGHTS

- 72% of the households within a five minute drive are Family Households with an Average Family Household income of more than $100,000.

- 35% or more are in executive or professional jobs.

- Highly educated, with 40% of the population earning college or post-college degrees.

- A diverse and international population.

- Residents within a three mile radius have virtually identical demographics and lifestyle profiles as downtown residents—making a consistently strong market for retailers and restaurants.

### DOWNTOWN RESIDENTS

**One mile radius**

- Population 2009: 25,157
  
  est. 2014: 26,012

- Households 2009: 9,712
  
  est. 2014: 9,946

- Avg. HH size: 2.58

- with children <18: 30%

- Median age: 44.23

- % Family Households: 69%

- Pop. in labor force: 60%

- Avg. Family HH income: $82,260

- Med. housing value: $319,068

### Downtown’s population is younger than that of the three mile radius.

- Downtown has the same percentage (8%) of young adults 18-24 and about the same percentage of children under 18 (30%) as residents of the three mile radius.

- Household growth is greater downtown.

- 11% of the 25-34 year olds are young professionals.

- 12% commute to work.

- Almost half are employed in Management/Business or Professional Occupations.

- 31% are employed in Sales/Office jobs.

**In an independent survey, Village residents said**: *on average; Conducted by 4Insights, Inc.*

- They went out to lunch 1.5 times a week, spending $7.92.

- They spent $24.26 per adult for fine dining (without alcohol or tip).

**If only 10% of the Village population ate lunch downtown 1.5 times a week, retail spending would be $78,200 a week, and more than $4 million annually.**

**If only 10% ate dinner downtown twice a month, retail spending would be nearly $320,000 a month, or $3.8 million annually.**

*Source: Nielsen Claritas 2008 - 2009*
**DOWNTOWN SKOKIE ANCHORS**

**OAKTON COMMUNITY COLLEGE**

Just four blocks away, Oakton Community College provides a solid base of daytime and evening customers for Downtown Skokie retail.

Currently with 4,000 students and more than 300 faculty and staff, enrollment is expected to continue its dramatic growth.

**STUDENT SURVEYS**

In an independent research study of Oakton Community College students, 83% of the students reported dining off campus an average of almost nine times a month.

- Average amount spent for lunch: $7.01
- Average amount spent for dinner: $11.16
- More than 39% spend more than $12.00

If Downtown Skokie captured just 50% of the OCC students’ 8.8 average monthly dining before or after classes:

- Lunch spending would total $1.48 million annually
- Dinner spending would total $2.35 million annually

Top choices for dining:
- 47% Quick Serve and Fast Food equally
- 31% restaurants with table service
- 15% coffee shops and bakeries

**STUDENT PROFILE**

- 66% part-time
- 34% full-time
- Daytime: 38%  Evening: 19%  Daytime and Evening: 17%
- Under Age 23: 52%
- Age 23-24: 10%
- Age 25-39: 24%
- Age 40-54: 10%
- Age 55-plus: 4%

* Survey conducted by 4Insights, Inc.
** Calculations based on 50% of 8.8 average dining frequency per month.

Lunch: 4.4 average monthly dining frequency X 4,000 OCC students X 12 months X $7.01 average check = $1,480,512 annually
Dinner: 4.4 average monthly dining frequency X 4,000 OCC students X 12 months X $11.16 average check = $2,356,992 annually
WORKPLACE POPULATION

Nearly 16,000 people work within one mile of Downtown Skokie. More than 55,000 work within two miles.

In the restaurant category alone, if Downtown Skokie captured just two visits per month of the 55,349 workers within the two mile radius, at an average of just $7 per meal, retail sales would be an estimated $9.3 million.

Workplace Population by Leading Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>1 mile</th>
<th>2 miles</th>
<th>3 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>15,682</td>
<td>55,349</td>
<td>136,482</td>
</tr>
<tr>
<td>Retail</td>
<td>2,952</td>
<td>10,875</td>
<td>27,653</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>2,813</td>
<td>7,246</td>
<td>18,818</td>
</tr>
<tr>
<td>Educational Services</td>
<td>2,050</td>
<td>4,337</td>
<td>6,809</td>
</tr>
<tr>
<td>Business Services</td>
<td>1,560</td>
<td>7,733</td>
<td>29,144</td>
</tr>
<tr>
<td>Finance</td>
<td>1,516</td>
<td>3,131</td>
<td>7,999</td>
</tr>
<tr>
<td>Other</td>
<td>4,791</td>
<td>22,027</td>
<td>46,059</td>
</tr>
</tbody>
</table>

Workplace Population by Job Classification

<table>
<thead>
<tr>
<th>Job Classification</th>
<th>1 mile</th>
<th>2 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>15,682</td>
<td>55,349</td>
</tr>
<tr>
<td>Executive and Professional (36%)*</td>
<td>5,701</td>
<td>19,207</td>
</tr>
<tr>
<td>Management</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Sales and Marketing</td>
<td>36%</td>
<td>40%</td>
</tr>
<tr>
<td>Educators</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Administration and Support (29%)</td>
<td>4,678</td>
<td>14,944</td>
</tr>
<tr>
<td>Trade and Labor (26%)</td>
<td>4,181</td>
<td>16,027</td>
</tr>
<tr>
<td>Service Personnel (8%)</td>
<td>1,122</td>
<td>5,121</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>38%</td>
<td>52%</td>
</tr>
<tr>
<td>Personal Services</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>Health Care</td>
<td>13%</td>
<td>1%</td>
</tr>
</tbody>
</table>

* Percents are rounded to the nearest 100.

Source: Nielsen Claritas 2008
DOWNTOWN SKOKIE MARKET DRAWS

DAYTIME POPULATION

In addition to the major people magnets displayed on the following map, people also come to visit:

- 89 retail, personal service and restaurant businesses
- 18 banks and financial services
- 25 business services
- 22 health and medical services
- A public grammar school, a public junior high school, two private schools and a professional school
- Four houses of worship
- A water park and a tennis center
- A historic theater/performing arts venue
- Numerous special events

People who live outside the three mile radius, but travel to Downtown Skokie daily, add thousands of consumers to the customer base.
**ILLINOIS SCIENCE + TECHNOLOGY PARK**

The new, state-of-the-art research park in Downtown Skokie, developed by Forest City Enterprises, brings high-tech professionals into the customer mix with a potential for over 3,000 new workers. Now with more than 15 individual companies on an expansive 24-acre campus, the master plan for the TIF-supported site calls for over two million square feet of office and laboratory space.

- **Post Office**
- **Skokie Public Library**
  - 2,000 visitors/day
- **Village Hall**
- **New CTA Station**
  - Opening 2011
  - with a projected daily ridership of 1,500
- **Oakton Community College**
  - 4,000 enrollment and growing,
    - 300-plus faculty and staff

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**MAP OF DOWNTOWN SKOKIE**

- **CTA Station**
- **Lakeview**
- **Lincoln Avenue**
- **Lincoln Square**
- **Lincolnwood**

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**DOWNTOWN SKOKIE**

- **Skokie Boulevard**
- **Searle Parkway**
- **Niles Avenue**
- **Oakton Street**
- **Lincoln Avenue**
- **Niles Center Road**
- **Main Street**
- **Dempster Street**

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**LOCAL ATTRACTIONS**

- **Post Office**
- **Skokie Public Library**
- **Village Hall**
- **Oakton Community College**

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**TRANSPORTATION**

- **New CTA Station**
  - Opening 2011
  - with a projected daily ridership of 1,500

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**COMMUNITY RESOURCES**

- **Skokie Public Library**
  - 2,000 visitors/day
- **Village Hall**
- **Oakton Community College**
  - 4,000 enrollment and growing,
    - 300-plus faculty and staff
**SKOKIE NOW**

Skokie is a diverse, progressive community known as one of the best places to live and work in the country. With a world-class library, award-winning public schools, a thriving community college, a high-tech professional campus, accessible public transportation, proximity to the area’s primary highways, great parks, and Downtown Chicago, Skokie has it all.

Significant residential, working and downtown visitor populations combine to create a solid base of consumers for Downtown Skokie.

A retail strategy has been developed that is targeted to the immediate and future development of the downtown, with specific clusters of space and types of uses identified based on professionally researched customer bases and the competitive environment.

Skokie is known in the retail community as a Village that gets things done. Skokie partnered with the developers of Westfield Old Orchard to create one of the most successful shopping centers in the country. In addition, new retail at the Village Crossing Shopping Center has added to Skokie’s vibrancy.

Downtown is the next great opportunity.

Armed with the funding, will and know-how, the Village of Skokie is acting today to reinvent downtown into a vibrant hub of retail activity.