

Presents...

The Chicago Neighborhood Initiative: **Revitalizing Our Marketplace**





Canvassed in 7/2009

Methodology

Because a neighborhood encompasses so much more than what its demographics and statistics reveal, a canvassing report is crucial for creating a more complete picture that also includes non-statistical information, such as the physical condition of buildings, true accessibility, public transportation options, ratio of visitors to residents and the graffiti and littering that a canvasser can witness. Through visits and photos of communities taken during peak hours, an outsider can gain a comprehensive understanding of a neighborhood that falls beyond its demographics.

After identifying Chicago community areas defined by the Multiple Listing Service and City of Chicago, C.A.R.'s Economic Development Team visited and walked one commercial corridor in each. We made note of each street-level storefront property address, its use and its condition. We also observed each community area as a whole, pertaining to its cleanliness, walkability, housing stock, traffic patterns and connectedness to other city areas. We visited some local establishments too, to assess their level of business and availability of certain services.

Following is our finding.

Potential is a great word for Jefferson Park, which has many of the attributes associated with strong and prosperous community areas. First, Jefferson Park boasts one of the city of Chicago's largest transportation hubs (Metra and CTA bus and rail pass through its streets). In addition, the neighborhood's main commercial thoroughfare, Milwaukee Avenue, stretches almost downtown. Neighborhood streets are narrow enough for bicyclists and pedestrians to commute relatively safely, and Jefferson Park's infrastructure seems capable of supporting dramatically expanded development.

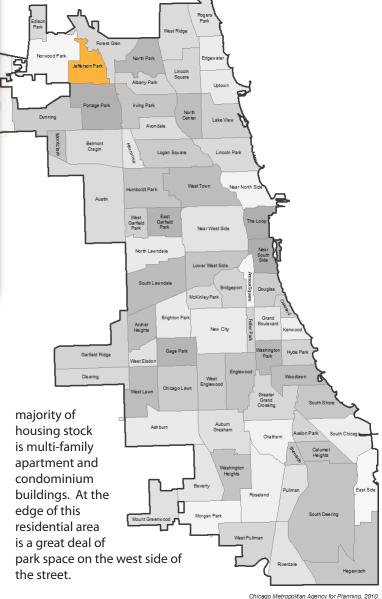
Jefferson Park has even greater potential than most community areas because of its wealth of unused or misused land. For example, the neighborhood has a handful of businesses that occupy one small building but have enormous parking lots on either side. The addition of more retail businesses or restaurants would enhance the area, especially given its volume of foot traffic to-and-from public transit.

The neighborhood is undergoing a substantial effort to improve its road surfaces. Jefferson Park offers a strong, character-filled retail selection and popular restaurants, such as the Gale Street Inn, which has fed Chicagoans for decades. Other enterprises bring dentistry, video rentals, music and theater. The corridor contains schools and a large United States Postal Service facility – a significant employer.



Further south along Milwaukee Avenue, there are many more residential spaces. While there are a few single-family homes, the

City of Chicago Community Areas



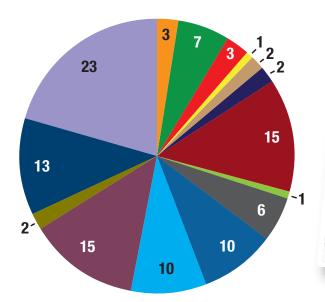
The corridor has multiple suburban-like strip mall complexes: retail spaces mainly occupied by grocery stores, Laundromats, banks and so forth, which provide residents with valuable goods and services.

It is easy to get from Jefferson Park directly downtown by bus, train, light rail and bicycle. Traffic congestion can occur due to road construction. Also, because of the area's traffic lights and narrow lanes, travel along this corridor is sluggish. Parking is mainly provided by private lots, in front of or behind buildings.

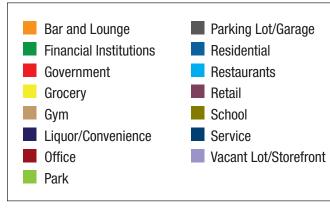
Approximately seven miles from downtown, Jefferson Park is positioned to attract many more businesses and maximize the community's commercial potential.

Residential profile: Jefferson Park is a bungalow-rich community. In addition to these single-family homes, there is a stock of multiunit buildings around the commercial corridor.

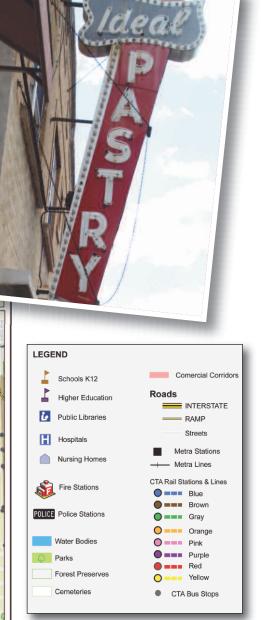
Milwaukee Ave. Snapshot



113 Businesses in Surveyed Area of Jefferson Park



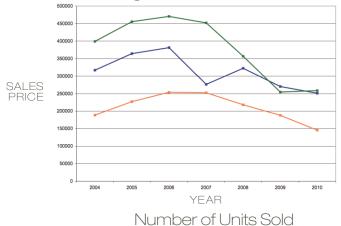


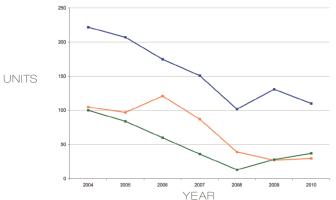


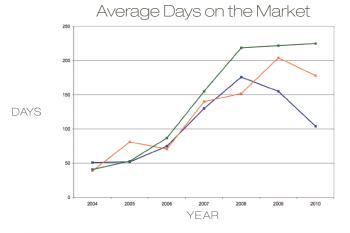
& Bank Parking

Jefferson Park by the Numbers Housing Statistics

Average Residential Sale Price

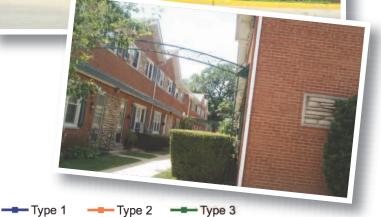












MLS Information (2004-2010) Property Type Classifications: Type 1 - Single Family Detached; Type 2 - Multi Unit Attached; Type 3 - 2, 3, 4 Flats *STATISTIC SOURCE: Midwest Real Estate Data LLC (MRED)*

Street/Corridor Jefferson Park	CTA "L" Train/Metra Blue Line	Ridership 2009* 906,914	Ridership 2008 1,930,730	Ridership 2007 1,853,624					
Central Ave North	CTA 85A	260,244	295,573	284,259					
Central Ave	CTA 85	3,998,964	4,261,697	4,010,770					
N. Milwaukee Ave. N. Milwaukee Ave. Lawrence Ave Montrose	CTA 56 CTA 56A CTA 81 CTA 78	2,093,519 104,003 4,715,434 2,742,152	4,460,722 210,453 5,026,926 2,924,111	4,339,211 208,596 4,666,722 2,706,866					
					Street/Corridor	Bus Routes	Ridership 2009*	Ridership 2008	Ridership 2007

*2009 Chicago Transit Authority ridership numbers are through second quarter only. Chicago Transit Authority (CTA) ridership numbers were sourced through the CTA website www.transitchicago.com.

Reports created by Caitlin Malloy, Chicago Association of REALTORS[®], Department of Government Affairs. Designed by Jim August, Senior Graphic Designer, Chicago Association of REALTORS[®]. In collaboration with DePaul University, Chaddick Institute; with great support from Steven Field, Andrew Piazzano and Eric Roach, Technical support from The Full Circle Project at Chicago Metropolitan Agency for Planning.