

YOUR BUSINESS AT HOME IN WICKER PARK BUCKTOWN

MILWAUKEE AVENUE

AVERAGE DAILY TRAFFIC OF
13,000 CARS + 5,000 BIKES

CTA BUS #56 | MILWAUKEE

~8,500 DAILY WEEKDAY RIDERS

HISTORIC DISTRICT

ESTABLISHED IN 2007

DOWNTOWN CHICAGO

14 MINUTES TO LOOP
FROM DIVISION BLUE LINE

CTA DAMEN BLUE LINE STATION

~6,850 DAILY WEEKDAY RIDERS

Wicker Park Bucktown 2016 Market Report

WPB knows business! A survey of over 500 local business owners and consumers revealed that Wicker Park Bucktown (WPB) is a great place to do business! Business longevity and customer loyalty are the norm, consumers are diverse and patronize long-standing businesses, and residents love to shop locally and have high levels of disposable income.



Wicker Park Bucktown, including the Milwaukee Avenue Historic District (shown above), showcases distinct commercial character.

DEMOGRAPHICS

Information based on data collected within a half-mile radius of the intersection of North, Milwaukee, and Damen Avenues.

CATEGORY	HALF-MILE RADIUS	5-MINUTE DRIVE TIME	15-MINUTE DRIVE TIME	CITY OF CHICAGO
POPULATION	18,750	93,740	1,427,500	2,740,670
MEDIAN HOUSEHOLD INCOME	\$89,000	\$62,500	\$53,800	\$46,500
EDUCATION (BACHELORS AND ABOVE)	76%	61%	43%	34%
ANNUAL RETAIL SPENDING	\$288 Million	\$1,210 Million	\$15,300 Million	\$20,630 Million
ANNUAL RESTAURANT/BAR SPENDING	\$28 Million	\$117 Million	\$1,500 Million	\$2,500 Million

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HELLO NEW BUSINESS BETWEEN 2012 AND 2016, 336 NEW BUSINESSES OPENED IN WICKER PARK BUCKTOWN.

- Total of 944 businesses in WPB in 2012
- Total of 1,280 businesses in WPB in 2016

MORE PEOPLE, MORE CUSTOMERS POPULATION DENSITY IN WPB IS MORE THAN TWICE THAT OF THE CITY OF CHICAGO.

- Wicker Park Bucktown: 23,800 persons per square mile (2016)
- City of Chicago: 11,850 persons per square mile (2016)

HIGH EMPLOYEE DENSITY OVER 56,000 EMPLOYEES WORK WITHIN A 5-MINUTE DRIVE TIME OF WICKER PARK BUCKTOWN.

- 6,000+ employees within a 1/2 mile radius
- 56,600+ employees within a 5-minute drive

BUSINESS MIX

Determined via the City of Chicago Business Licenses merged with the current WPB Chamber of Commerce membership list.

Options Matter! Business mix in Wicker Park Bucktown is very diverse and includes some of Chicago's most well-known and innovative businesses. WPB remains positioned for sustained business growth based upon market strength, diversity of business mix, and the neighborhoods' proven ability to attract and grow ground-level businesses. With seven distinct commercial corridors, there's room enough for any number of successful businesses.

"I'm really excited to see businesses moving all the way down Milwaukee Avenue to Division, it's all filling in. The businesses support each other – like a rising tide, it brings up all ships." - Tim G., WPB Business Owner



Getting Around Wicker Park Bucktown

Unrivalled transportation convenience! Whether by foot, bike, train, bus or car... when it comes to getting around WPB, the choice is yours! Pedestrian and bike access are high and mighty, with public transit options plentiful. Three CTA "L" stations, eight major CTA bus lines, the Milwaukee Avenue bike route, Clybourn Metra rail station, Divvy Bike Share, the 90/94 expressway, and the 606, WPB's newest 2.7-mile elevated multi-use recreational trail, all serve the neighborhood.



With the 2015 opening of the 606, pedestrian and bike access has become both a neighborhood amenity and visitor attraction.

LOCATION MATTERS

Turn page to view location map of Wicker Park Bucktown and the service area boundaries for the Chamber / SSA #33.

10%

GREEN COMMUTERS

1 out of every 10 residents bike/walk to work.

DIVVY

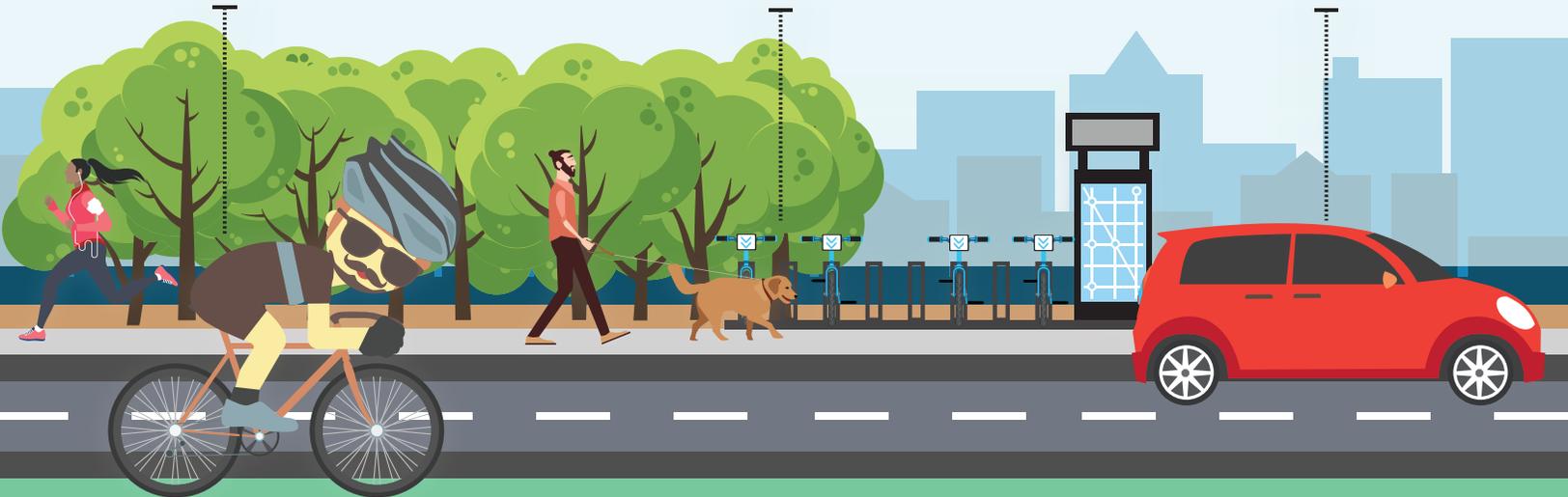
BIKE SHARE LOCATIONS

WPB is home to 16 Divvy Stations.

10,000+

AVERAGE DAILY TRAFFIC

WPB arterials all exceed 10,000 cars per day.



TRANSIT TRENDS

The intersection of North-Milwaukee-Damen in Wicker Park Bucktown is a community-crossroads for all modes of transit.



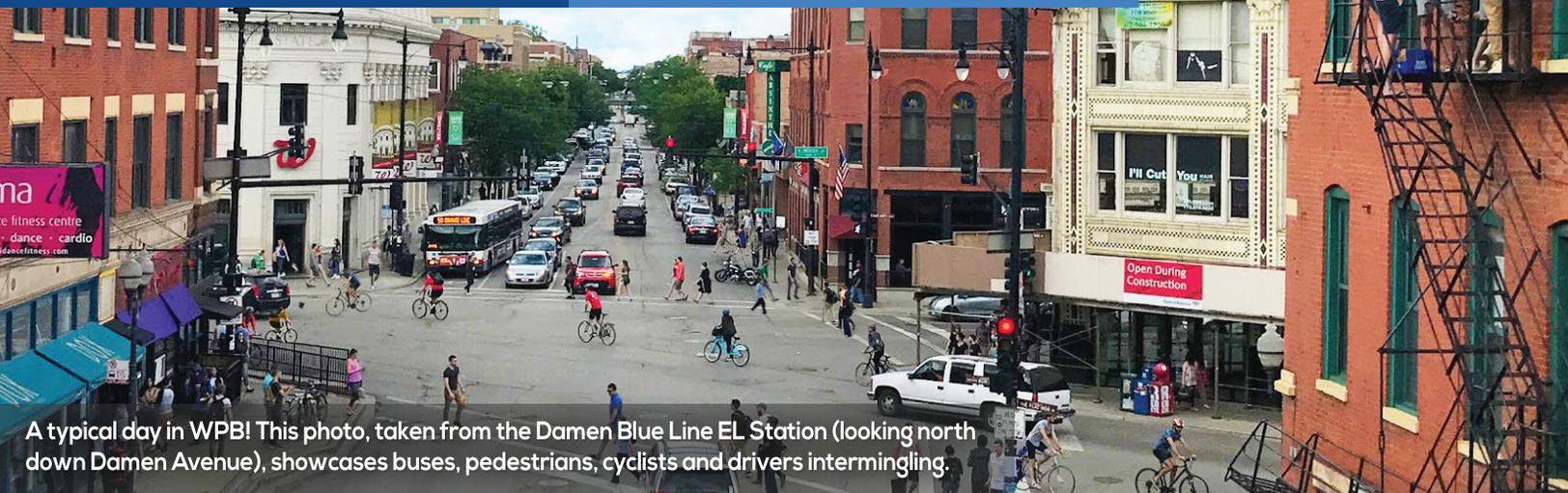
BLUE LINE RIDERSHIP

DAMEN BLUE LINE CTA RIDERSHIP INCREASED BY 16.2% BETWEEN 2015 AND 2016.



METRA RIDERSHIP

UNION PACIFIC NORTH METRA RIDERSHIP HAS CONSISTENTLY INCREASED YEAR AFTER YEAR.



A typical day in WPB! This photo, taken from the Damen Blue Line EL Station (looking north down Damen Avenue), showcases buses, pedestrians, cyclists and drivers intermingling.

About Us

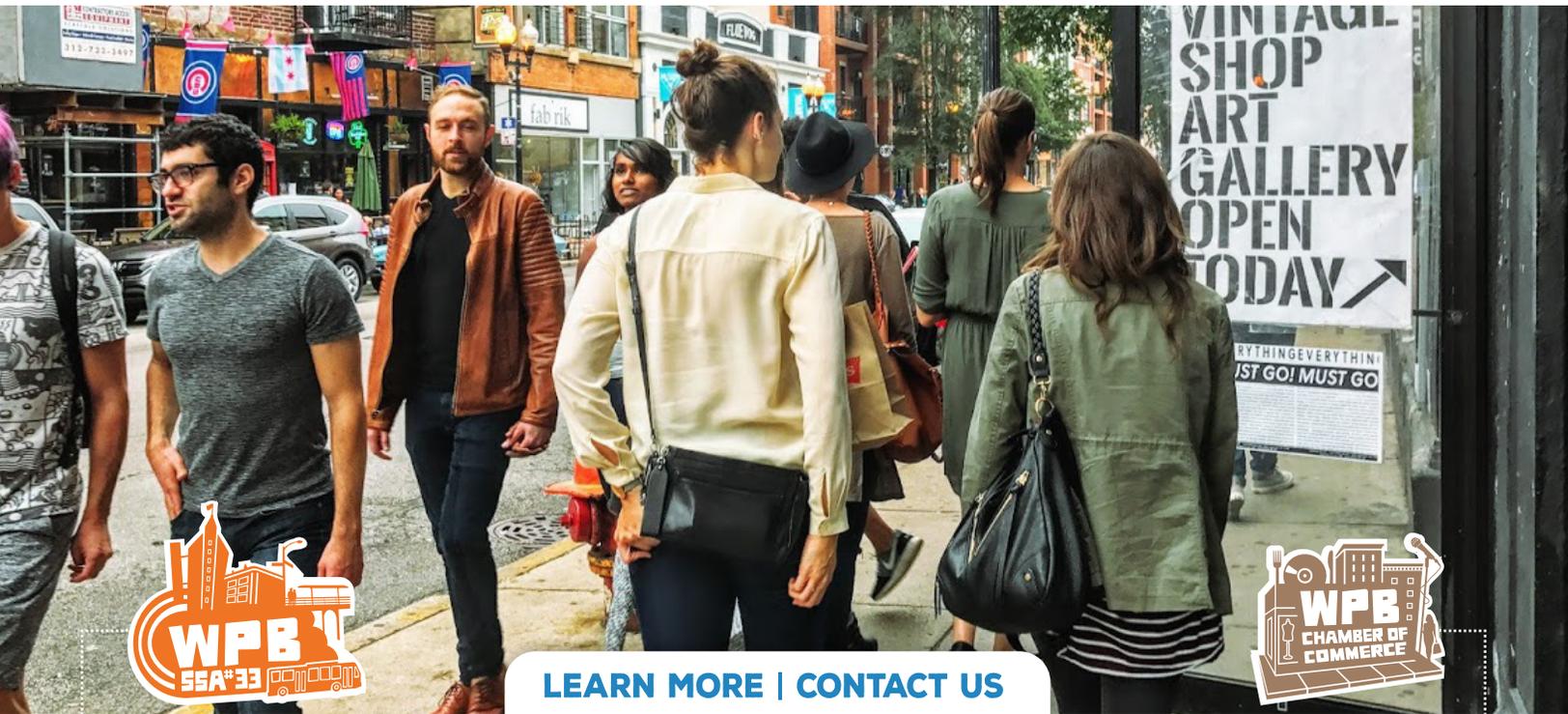
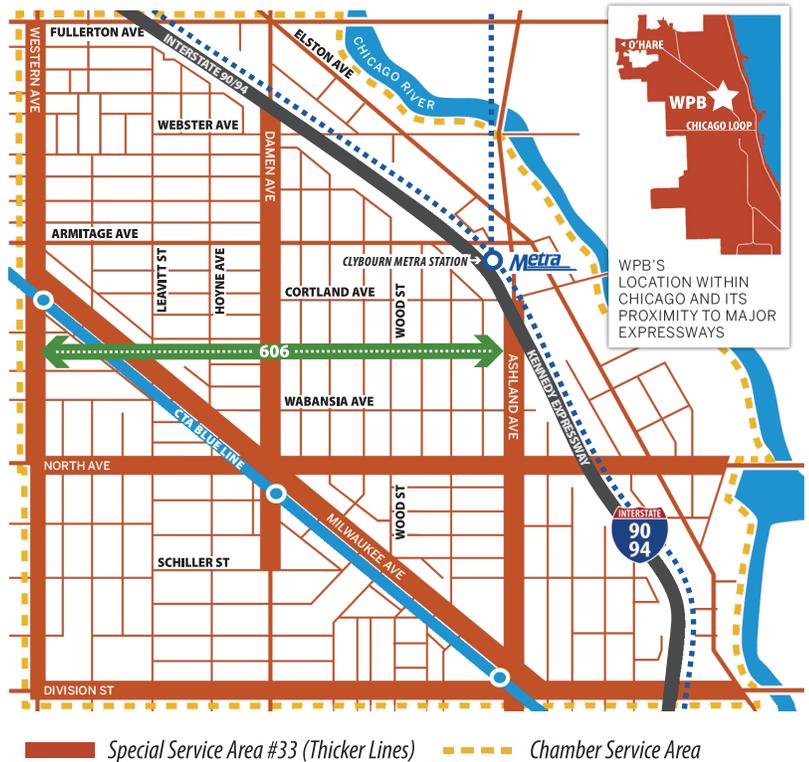
The Wicker Park Bucktown Chamber of Commerce works to build a healthy local marketplace and improve the quality of life for residents and businesses. The Chamber coordinates local events throughout the year and administers the WPB Special Service Area #33. Special Service Areas (SSAs) fund expanded services and programs. In Wicker Park Bucktown that includes supplemental sidewalk cleaning, trash removal, snow removal, landscaping and tree care, green initiatives, neighborhood promotion, and more!

Business Support: The Chamber offers a variety of programs and initiatives to help businesses succeed and thrive, including:

- Annual series of special events that drive traffic
- Direct assistance with tailored local market information
- Networking and business development opportunities
- Comprehensive digital marketing platforms
- Promotional impact through ongoing public relations
- Referral assistance for business plans and resources

Photo: Bustling shoppers and pedestrians walking along Milwaukee Avenue.

Location Map



[LEARN MORE](#) | [CONTACT US](#)

The full market study is available on our website. Please contact us for more information and supplemental market data.

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