



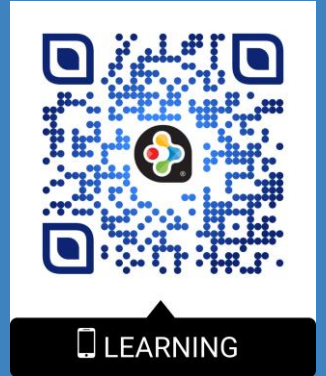
# Deena Zimmerman

Vice President

SVN National Retail Council Co-Chair

SVN | Chicago Commercial

[dzimmerman@svn.com](mailto:dzimmerman@svn.com)





# Southport Case Study



 **3530 N Southport Ave,** Chicago, IL 60657

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# Property Summary

● Active / For Lease • Active: 6/16/2020

LEASE PRICE ANNUAL

**\$75 annual**

Active Date Listing ID  
6/16/2020 SYYL4X-72DB5BC3858E

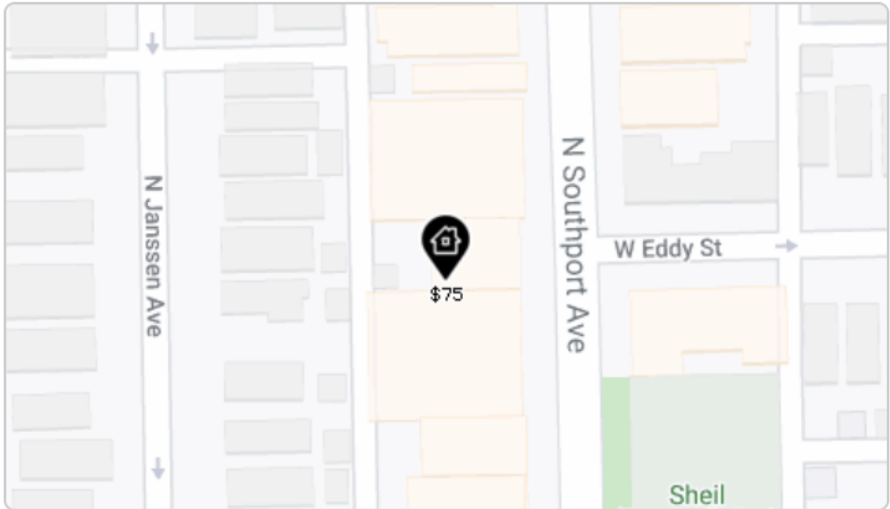
## LEASE DETAILS

Suite Size	Suite	Date Available	Lease Type
2,300 sqft	3530 Southport	5/31/2020	gross

## BUILDING SUMMARY

Available Space	Space Type	APN
2,300 sqft	retail street retail	14-20-303-032-1001
Lease Price	County	Legal
\$75 (Annual)	Cook County	DIST:73 CITY/MUNI/TWP:LAKE VIEW

## MAP



## LISTING AGENT

 Agent Chris Irwin

 Office Name  
Colliers International

[brevitas.com/p/svYll4x/3530-southport-lakeview-chicago-](#)



Residential

Commercial

LOCATION

3530 N Southport Ave, Chicago, IL 60657



TYPE/STATUS

Leases

PROPERTY TYPE

Retail

PRICE

Any

BUILDING

Any

LOT

Any

FILTERS

SAVE



### Lululemon Athletica

N Southport Ave  
Chicago, IL 60657

Number of employees: 18

Sales volume: \$2,681,000

Industry: Other Clothing Stores

Square Footage: 5,000 – 9,999

Data Source: U.S. Census and InfoUSA via Esri

Update Frequency: Annually

Search in This Area

### Anthropologie

N Southport Ave  
Chicago, IL 60657

Number of employees: 30

Sales volume: \$4,821,000

Industry: Women's Clothing Stores

Square Footage: 20,000 – 39,999

Data Source: U.S. Census and InfoUSA via Esri

Update Frequency: Annually

Search in This Area

### Starbucks

N Southport Ave  
Chicago, IL 60657

Number of employees: 18

Sales volume: \$1,072,000

Industry: Snack and Nonalcoholic Beverage Bars

Square Footage: 1,500 – 2,499

Data Source: U.S. Census and InfoUSA via Esri

Update Frequency: Annually

Search in This Area

### Jewel-Osco Pharmacy

N Southport Ave  
Chicago, IL 60613

Number of employees: 7

Sales volume: \$1,714,000

Industry: Pharmacies and Drug Stores

Square Footage: 1 – 1,499

Data Source: U.S. Census and InfoUSA via Esri

Update Frequency: Annually

Search in This Area

### Real Good Juice Co

N Southport Ave  
Chicago, IL 60657

Number of employees: 10

Sales volume: \$1,645,000

Industry: Fruit and Vegetable Markets

Square Footage: 2,500 – 4,999

Data Source: U.S. Census and InfoUSA via Esri

Update Frequency: Annually

Search in This Area

### Foxtrot

N Southport Ave  
Chicago, IL 60657

Number of employees: 20

Sales volume: \$5,111,000

Industry: Supermarkets and Other Grocery  
(except Convenience) Stores

Square Footage: 10,000 – 19,999

Data Source: U.S. Census and InfoUSA via Esri

Update Frequency: Annually

Search in This Area

Map Search > Search Results | 1 Property

Save a Saved Area

Show Geographies

Redo Search in This Area

### Median Disposable Income

More



Criteria Used for Analysis

Income: Median Household Income \$92,386	Age: Median Age 32.7	Population Stats: Total Population 67,543	Segmental 1st Domi Metro
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Consumer Segmentation

Life Mode What are the people like that live in this area?	Uptown Individuals Younger, urban singles on the move	Urbanization Where do people like this usually live?	Principal Urban Centers Young, mobile, diverse in metro of 2.5
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Top Tapestry Segments

	Metro Renters	Laptops and Lattes	Enterprisin Profession
% of Households	27,310 (70.8%)	10,562 (27.4%)	362 (0.9%)
Lifestyle Group	Uptown Individuals	Uptown Individuals	Upscale Ave
Urbanization Group	Principal Urban Centers	Principal Urban Centers	Suburban Pe
Residence Type	Multi-Unit Rentals	High-Density Apartments	Multi-Units, & Family
Household Type	Singles	Singles	Married Cou
Average Household Size	1.66	1.85	2.46
Median Age	31.8	36.9	34.8
Diversity Index	59.3	47.1	71.2
Median Household Income	\$52,000	\$93,000	\$77,000
Median Net Worth	\$14,000	\$70,000	\$78,000
Median Home Value	—	—	\$295,000
Homeownership	20.8 %	37.9 %	52.3 %
Average Monthly Rent	\$1,310	\$1,830	—
Employment	Professional or Management	Professional or Management	Professional Managemen
Education	College Degree	College Degree	College Deg
Preferred Activities	Prefer environmentally safe products. Practice yoga, Pilates, ski.	Support the environment. Stay connected via laptop, iPad, mobile phone.	Gamble; visi museums. B clothes onlin
Financial	Spend wages on rent	Save for retirement	Own 401(k) ti work
Media	Active on Facebook, Twitter, YouTube, LinkedIn	Listen to classic rock, jazz, blues	Watch movie demand; use
Vehicle	Take public transportation, taxis, walk, bike	Take public transportation; walk, bike	Own or lease imported sec

About this segment

# Laptops and Lattes

This is the <b>#2</b> dominant segment for this area	In this area <b>27.4%</b> of households fall into this segment	In the United States <b>1.1%</b> of households fall into this segment
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About this segment

## Metro Renters

This is the <b>#1</b> dominant segment for this area	In this area <b>70.8%</b> of households fall into this segment	In the United States <b>1.7%</b> of households fall into this segment
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An overview of who makes up this segment across the United States

Who We Are

Residents in the highly mobile and educated Metro Renters market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Residents' income is close to the U.S. average, but they spend a large portion of their wages on rent, clothes and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Our Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.66.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses
- Renters occupy close to 80% of all households
- Public transportation, taxis, walking and biking are popular ways to navigate the city.

Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products
- Socializing and social status very important.

Market Profile

- Enjoy wine at bars and restaurants
- Shop at Trader Joe's and Whole Foods for groceries, partial to organic foods
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies
- Favorite websites: Facebook, Twitter, YouTube and LinkedIn.
- Use a tablet for reading newspapers and magazines
- Participate in leisure activities including yoga, Pilates and downhill skiing.
- Shop for clothes at Banana Republic, The Gap and Nordstrom.

Market Profile

- Support environmental groups, recycle faithfully and contribute to arts/cultural organizations
- Invest in mutual funds (bonds) and maintain retirement savings plans
- Use their laptops, iPads and mobile phones extensively to stay connected.
- Spend money on nice clothes, dining out, travel, treatments at day spas, and lattes at Starbucks
- Physical fitness a priority, exercising at a club or other facility on a regular basis
- Enjoy sports such as jogging/running, biking, tennis, soccer, skiing, yoga and Pilates, as well as participating in fantasy sports leagues
- Participate in leisure activities including painting, reading books or the newspaper on their iPad, watching movies rented from Netflix, hiking, backpacking, canoeing/kayaking, as well as going to bars/clubs, the beach, movies, art galleries, museums, the theater, opera and rock concerts
- Listen to classic rock, pop/top 40, classical, jazz, reggae, blues, folk and alternative music.
- Favor organic food, purchasing groceries at higher-end markets





Thank you! Please feel free to connect:

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**Dive into RPR: [www.narrpr.com](http://www.narrpr.com)**

