

Greater Downtown Chicago Market Area

The Greater Downtown Chicago market area consists of the following community areas:

Near North Side

Loop

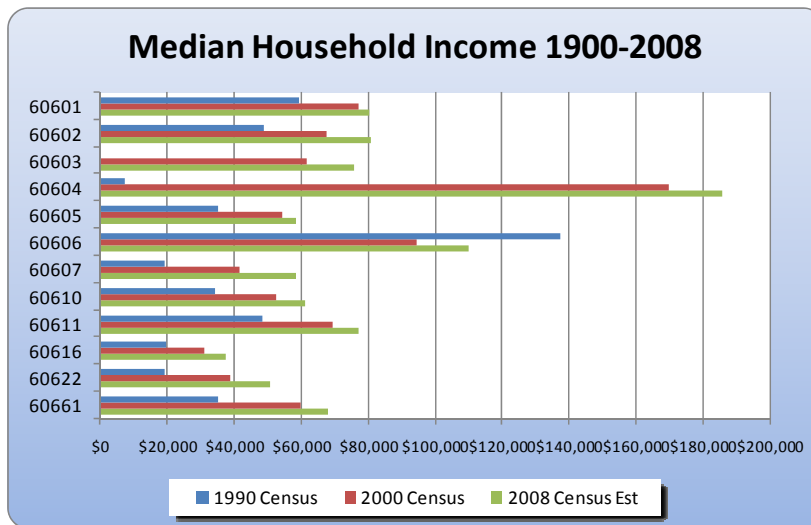
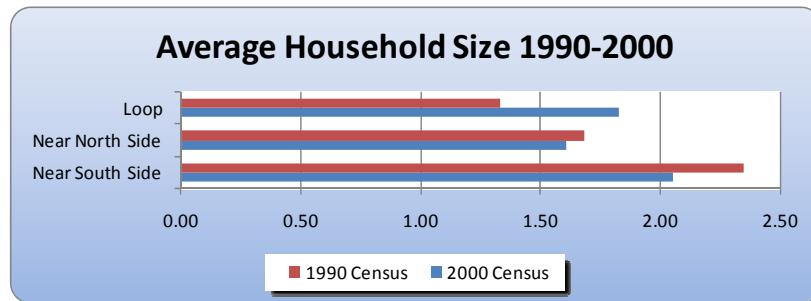
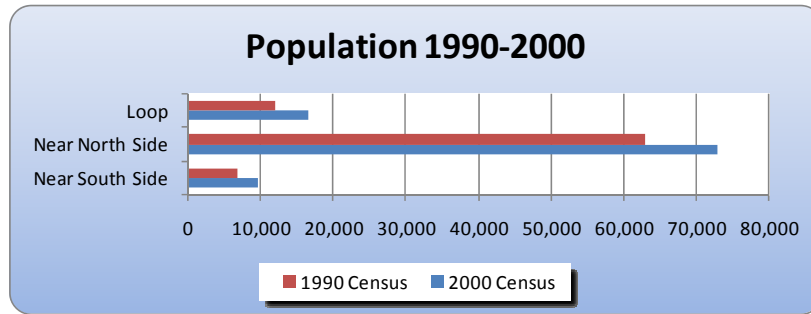
Near South Side

In broad terms, the boundaries consist of North Avenue (1600N) on the north, Cermak Road (2200S) on the South, Lake Michigan on the east and Interstate 90/94 to the west. The market is dominated by high density residential and commercial development.



Market Area Map

Demographics



McCormick Place

McCormick Place convention center is located on the lakefront at Cermak Road. Currently McCormick Place has 2.2 million square feet of exhibit space. The \$800 million expansion is scheduled for completion in 2008. The expansion included 600,000 square feet of exhibit space, 140,000 square feet of meeting rooms and a 60,000 square foot ballroom. The addition is west of King Drive, between Indiana Avenue, 24th Street and Cermak Road. McCormick Place is served by a Hyatt Regency hotel and is home to most of the major trade conventions including the auto and boat shows, as well as to national conventions such as the National Restaurant Show and National Hardware Show.

Cultural Attractions / Educational Institutions

The Field Museum of Natural History, the Shedd Aquarium and the Adler Planetarium are located at Lake Michigan, east of Lake Shore Drive at Roosevelt Road, and are connected by parkland. This area is known as the Museum Campus and is served by trolley buses, CTA buses, a water taxi to and from Navy Pier, as well as by the Metra train stop at Roosevelt and Michigan. These three world-class institutions draw millions of visitors to Chicago's lakefront each year.

The recently renovated Soldier Field, home of the Chicago Bears, is directly south of the Field Museum. The Art Institute of Chicago and Symphony Center are located on Michigan Avenue just north of the South Loop. The Grant Park Symphony performs free concerts in the park throughout the summer.

The Harold Washington public library, the largest public library in the country, is located at State and Van Buren. The main branch is a 750,000 square foot structure that houses 9 million books, serials and documents on 70 miles of shelves.

The South Loop is home to Columbia College, Roosevelt University, and Robert Morris College. DePaul University, and the School of the Art Institute are located downtown. The expanding presence of these institutions of higher learning is contributing to both commercial and residential expansion in the area from State Street east to Michigan Avenue.

The Greater Downtown market is served by the Arie Crown and the Auditorium theaters in the South Loop while the downtown market has the Cadillac Palace, Chicago, Goodman, Oriental and Loop theatres.

Recreational Opportunities

Grant Park extends along the Lakefront virtually the entire length of the South Loop area. Swimming and boating are popular attractions in Chicago. Grant Park has sports fields, picnic areas, Buckingham Fountain and a rose garden. Soldier Field is located in the South Loop area. Millennium Park, at the southeast quadrant of Michigan Avenue and Randolph, opened in 2005, providing a substantial anchor for the north end of Grant Park. Navy Pier, at

Lake Michigan and Grand Avenue, generates more visitors per year than any other attraction in Illinois.

Transportation

Public transportation in the area is good. The LaSalle Street, Union and Northwestern train stations provide ready access to the west and north suburbs which the Metra Electric line in the East Loop provides access to the southern suburbs. The CTA elevated train runs through the Loop and there are also many bus routes in the area. Lake Shore Drive provides a barrier between the open lakefront parks, beaches and harbors and the residential and commercial developments in the area. O'Hare International Airport and Midway are both accessible via train from downtown Chicago.

Conclusions

The location, accessibility to excellent transportation, employment base and a growing housing stock continues to attract residents and businesses to the Greater Downtown Chicago market.

The near and long term trend for the area appears to be stable.

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