



Chicago 60615 Trade Area Overview

Dynamic urban core with strong renter demographics and exceptional growth potential
— a compelling opportunity for real estate investors and retail site planners.

PRESENTED BY SYBIL MARTIN & PAULETTE EDWARDS · COLDWELL BANKER REALTY – THE ME TEAM

TRADE AREA SNAPSHOT

Why Chicago 60615?

42,087

Total Population

Dense, active urban community

\$95.7K

Avg. Household Income

Strong consumer spending base

66.5%

Renter Rate

Predominantly rental market

\$265K

Median Home Value

+2.3% appreciation YOY

Chicago 60615 combines high population density, an educated renter-majority demographic, and rising home values — delivering a uniquely investable urban trade area on Chicago's South Side.



Community Segments: Who Lives Here?

Metro Renters

18.3% of local households

- Young, educated urban professionals
- Median age: **32.9 years**
- Only **16% homeownership** nationally
- High-rise urban dwellers

Tech Trailblazers LifeMode Group

Metro Renters in 60615 belong to the **Tech Trailblazers** LifeMode segment — a digitally engaged cohort with distinctive lifestyle preferences:

- Heavy digital engagement and mobile-first behaviors
- Frequent domestic and international travel
- Preference for specialty stores and organic products
- Active participation in cultural and arts activities

INCOME & SPENDING POWER

A High-Earning, High-Spending Community

Avg. Household Income

\$95,745 — well above national urban averages, signaling strong retail and residential demand.

Per Capita Income

\$52,143 — reflects individual earning power and supports premium retail, dining, and service categories.

Avg. Disposable Income

\$69,621 — robust after-tax spending capacity driving consistent consumer expenditure throughout the trade area.

- With nearly \$70K in average disposable income per household, 60615 presents a compelling case for retail operators and residential investors seeking demand-rich urban locations.



SPENDING PROFILE

Where the Money Goes

The Tech Trailblazers segment in 60615 directs discretionary spending toward categories that reflect an urban, experience-first lifestyle.

Retailers, food & beverage operators, and service providers targeting this demographic benefit from high per-visit spend and strong brand loyalty.

- Specialty & organic grocery stores
- Dining, craft beverages & nightlife
- Fitness, wellness & personal care
- Digital services, streaming & tech gadgets
- Cultural experiences, events & travel



POPULATION & DENSITY

A Dense, Vibrant Urban Core

42,087

Total Population

Stable residential base within the trade area boundary

18,075

Residents / sq mi

High residential density driving foot traffic and demand

13,553

Daytime Pop. / sq mi

Sustained daytime activity supporting retail viability

The trade area's population remains steady with no significant net change, reflecting a mature, established neighborhood. The combination of high residential density and a robust daytime population creates consistent demand for retail, services, and amenities throughout the day.



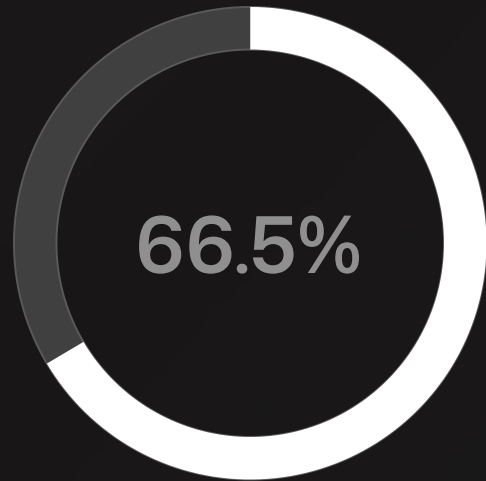


DENSITY ADVANTAGE

18,075 Residents Per Square Mile

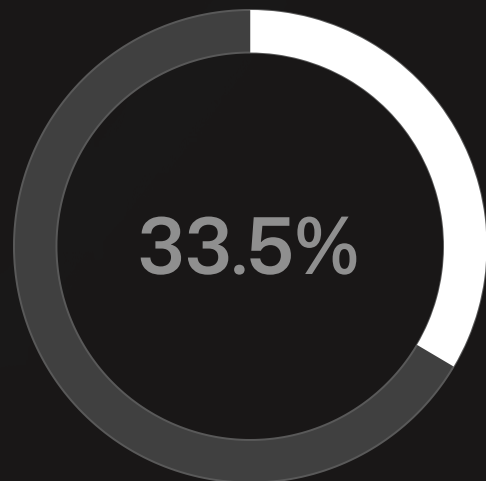
At over **18,000 residents per square mile**, Chicago 60615 ranks among the most densely populated trade areas in the metro. For retail site planners, this translates directly into reduced customer acquisition costs, higher walk-in conversion rates, and stronger same-store sales potential compared to lower-density suburban counterparts.

A Rental-Dominant Market with Investment Upside



Renter-Occupied

Majority of housing units are renter-occupied, creating strong demand for quality rental inventory.



Owner-Occupied

Homeownership rate reflects urban renter preferences and long-term investment opportunity.

Median Home Value

\$265,000

+2.3% appreciation over the past 12 months, indicating steady, sustainable value growth attractive to long-term investors.

Investor Takeaway

High renter concentration + rising home values = a market primed for both buy-and-hold and value-add investment strategies.

INVESTMENT THESIS

Why 60615 Works for Investors



Rental Demand

With a 66.5% renter rate and a Metro Renters segment that nationally skews toward long-term renting, demand for quality rental units remains structurally strong.



Appreciating Values

Median home values are trending upward at 2.3% annually — steady appreciation that supports both exit valuations and refinancing strategies.



High Disposable Income

Residents with \$69,621 in average disposable income demonstrate capacity to absorb rent increases and support premium retail tenants.



Urban Density Premium

18,000+ residents per square mile creates a captive customer base for ground-floor retail and ensures occupancy resilience across market cycles.

Explore Investment Opportunities in 60615

Sybil Martin & Paulette Edwards — **THE ME TEAM** at Coldwell Banker Realty — specialize in connecting investors and site planners with high-potential opportunities in Chicago's most dynamic trade areas.

Trade Area Expertise

Deep knowledge of Chicago 60615 and surrounding South Side neighborhoods.

Data-Driven Guidance

Demographic and market analysis tailored to your investment criteria.

Trusted Partnership

Boutique service backed by the scale and reach of Coldwell Banker Realty.

Ready to invest in Chicago 60615?

Contact Sybil Martin & Paulette Edwards at Coldwell Banker Realty,

THE ME TEAM — to schedule a trade area consultation today.

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