

**LINCOLN PARK**  
• CHAMBER OF COMMERCE •



**MAKE IT YOURS**

*Doing business in Lincoln Park*









# Introduction

Revered as one of Chicago's leading neighborhoods for shopping, dining, entertainment, and living, Lincoln Park offers something for everyone. Boutiques, specialty shops, and nationally recognized retailers line neighborhood sidewalks, with quick eats, fine dining, world-class attractions, and an expanse of lakefront just steps away. Only fifteen minutes north of downtown, Lincoln Park is home to major cultural institutions such as the **Chicago History Museum**, **Peggy Notebaert Nature Museum**, and the **Lincoln Park Zoo** and **Conservatory**. The neighborhood is also home to world-renowned entertainment venues such as **Steppenwolf Theatre**, **The Second City**, and **Victory Gardens Theater**, among many others.

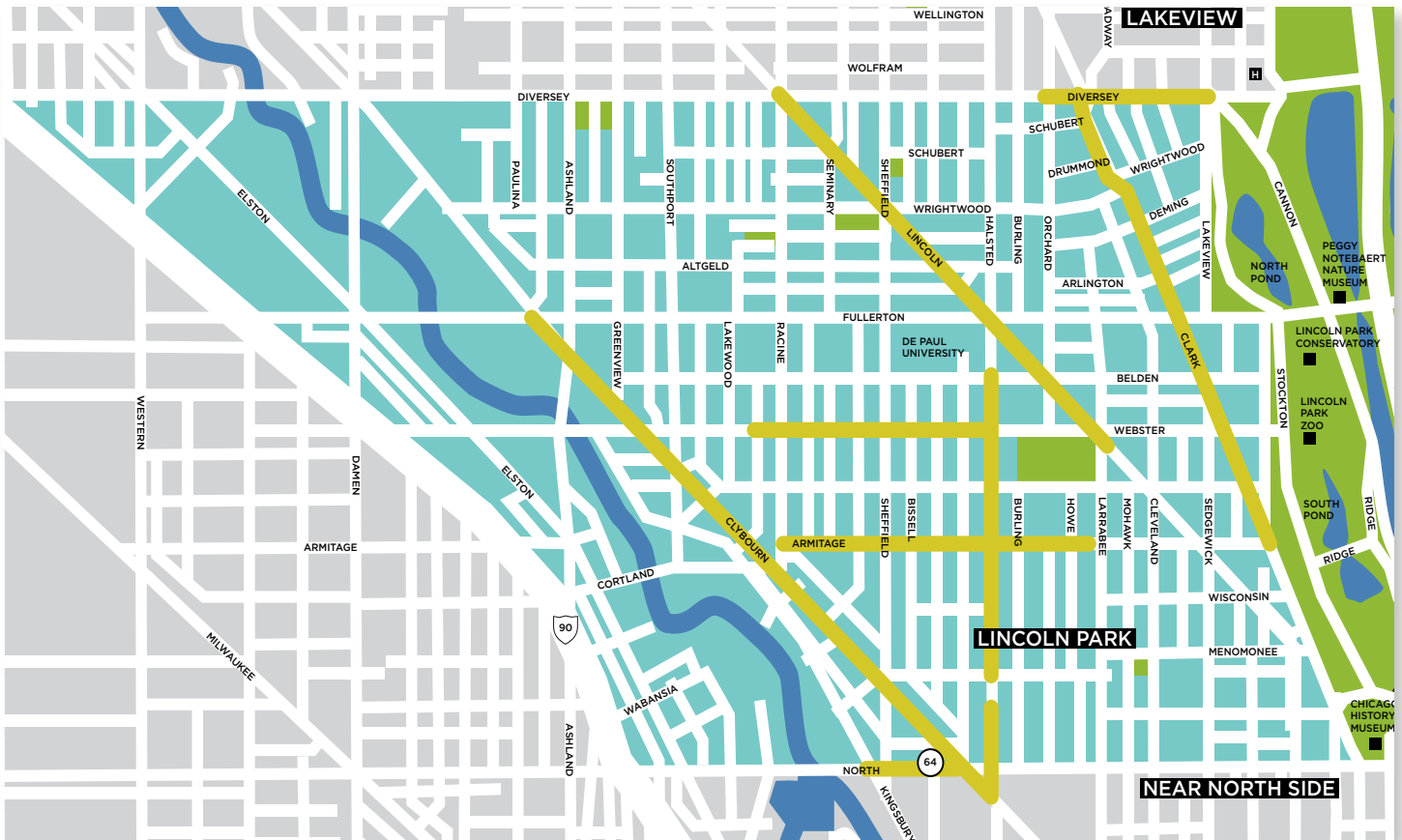
There are more than 1.3 million people living within a 20-minute drive of Lincoln Park. During the daytime, more than 100,000 employees and students have easy access to the businesses in Lincoln Park. Plentiful public transit is

provided by a **Metra** station, four **CTA** train stations, 14 bus lines, and 45 **Divvy** bike-sharing stations.

With a variety of residential offerings and quick access to Loop employment, it's no surprise that Lincoln Park is one of the most vibrant neighborhoods in Chicago. Planned developments in and adjacent to Lincoln Park promise about 500,000 square feet of new retail and office space and nearly 1,400 new housing units within the next five years. These new developments ensure that Lincoln Park will be a prime location for steady growth and enhanced business vitality in years to come.

This map illustrates the Lincoln Park Chamber of Commerce's (LPCC) boundaries of Lincoln Park and highlights the major commercial districts in the neighborhood.

This map illustrates the Lincoln Park Chamber of Commerce's (LPCC) boundaries of the neighborhood.





Lincoln Park  
Neighborhood



10-Minute Bike  
Ride



20-Minute Drive

Demographics			
Resident Population	66,711	94,225	1,333,730
Daytime Population	79,478	100,096	1,753,102
Median Age	30.3	30.3	33.0
Percent Millennials	46.00%	49.8%	32.9%
College Educated	81.40%	81.2%	46.0%
Per Capita Average Income	\$72,387	\$70,925	\$36,794
Retail Spending			
Total	\$839,610,931	\$1,231,172,096	\$11,894,003,013
Restaurants	\$136,752,157	\$200,518,909	\$1,722,376,856
Apparel	\$38,262,856	\$55,802,534	\$475,188,538
Furniture & Home Furnishings	\$21,140,662	\$30,922,742	\$290,380,230
Personal Care Products & Services	\$24,045,550	\$35,171,762.31	\$330,280,685.60

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## TRAIN STOPS

### CTA

Diversey (Brown/Purple)  
Fullerton (Red/Brown/Purple)  
North/Clybourn (Red)  
Sedgwick (Brown/Purple)

### Metra

Clybourn (Union Pacific  
North Line and Union Pacific  
Northwest Line)



## CTA BUS LINES

#8 Halsted  
#9 Ashland  
#X9 Ashland Express  
#22 Clark  
#36 Broadway

#37 Sedgwick  
#72 North  
#74 Fullerton  
#73 Armitage  
#76 Diversey

#132 Goose Island Express  
#134 Stockton/LaSalle Express  
#143 Stockton/Michigan Express  
#151 Sheridan  
#156 LaSalle



## BIKING

### Divvy

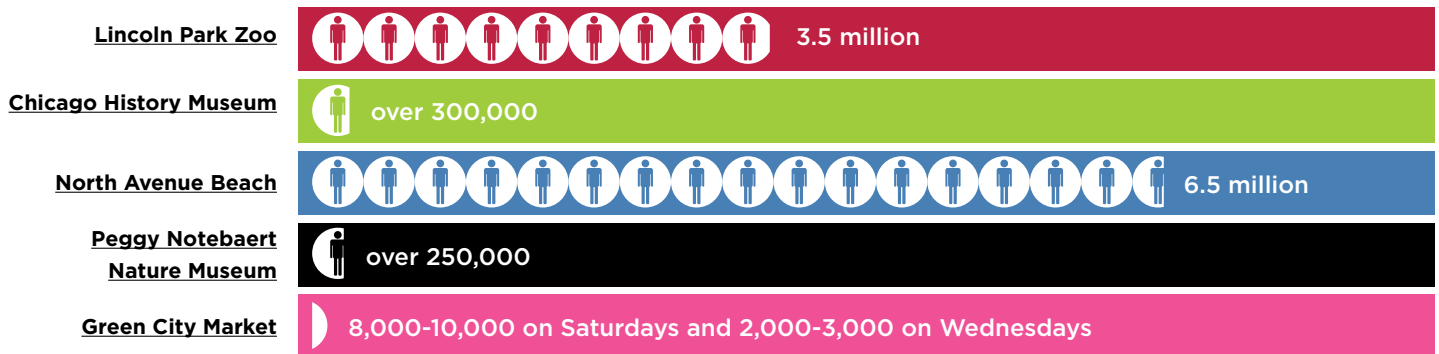
Over 45 Divvy  
stations throughout Lincoln  
Park.

### Major Bike Routes

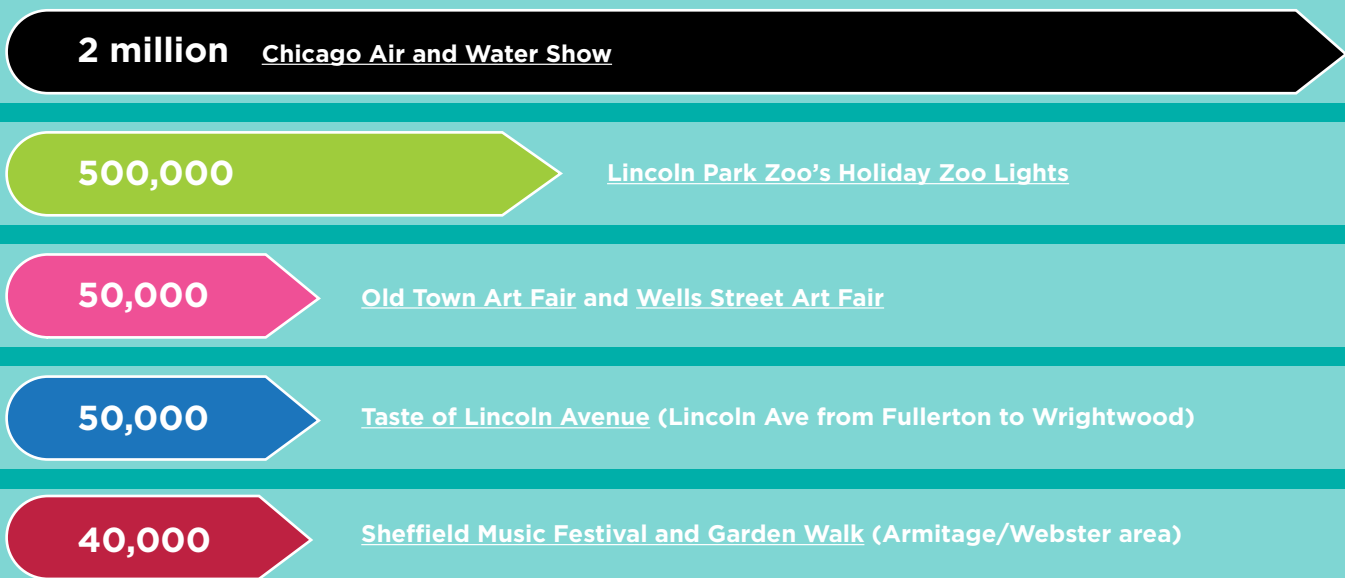
Chicago Lakefront Trail  
Clark Street  
Lincoln Avenue  
Halsted Street

Armitage Avenue  
Clybourn Avenue

## Annual Attendance at Major Local Attractions and Events



## Major Neighborhood Events and Attendance Estimates



## Theatre and Entertainment Attendance

### Steppenwolf Theater

700 performances and an annual audience of 200,000

### The Second City

2,000 performances and an annual attendance of 500,000

### Victory Gardens Theater

150 performances and an annual attendance of 20,000

Other theatres and entertainment venues include: the Apollo Theater, Lincoln Hall, **Kingston Mines**, B.L.U.E.S., Greenhouse Theatre Center, **DePaul Theatre**, **DePaul University School of Music**, **Park West**, Royal George Theater, **iO Comedy Theater**, and **DePaul University Sports**, among others.

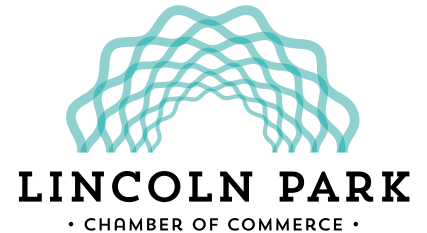
Lincoln Park has many distinctive commercial districts within the larger neighborhood. This brochure, provided as a service by the Lincoln Park Chamber of Commerce, details information about four of the neighborhood's major business districts and the associated neighborhood and destination markets. The four retail areas are arranged by geographic location:

- Clark Street
- Armitage-Halsted-Webster
- Lincoln Avenue
- Clybourn Avenue

To discover more ways to market your business, connect with other businesses, and engage with the community, contact the Lincoln Park Chamber of Commerce at (773) 880-5200 or visit [lincolnparkchamber.com](http://lincolnparkchamber.com).

# About the Lincoln Park Chamber of Commerce

The Lincoln Park Chamber of Commerce supports and celebrates the Lincoln Park community as a thriving destination to live, work and play. We assist businesses with gaining exposure, finding new customers, creating new partnerships, and staying knowledgeable about issues and challenges affecting their business. We're also a useful tool and guide for the entire neighborhood, offering resources, referrals and community events. The LPCC is invested in the future of Lincoln Park and a champion for its growth and success. For more information on upcoming events, neighborhood news or how to get involved in the Lincoln Park community, visit the LPCC at [lincolnparkchamber.com](http://lincolnparkchamber.com).



LPCC members have access to marketing and business support services that help their enterprise thrive in our neighborhood. Examples of marketing, networking and business support services available to LPCC members include:

## Marketing and promotion

- Regular eNewsletters for businesses and consumers
- Business Listing in the annual Discover Lincoln Park Guide (annual distribution of over 20,000)
- Listing on [lincolnparkchamber.com](http://lincolnparkchamber.com)
- Social media promotion
- Street pole banner advertising opportunities
- Yearly and event sponsorship opportunities
- Website, eNewsletter, and other advertising opportunities
- Member "Hot Deals" promotion
- Annual Lincoln Park business awards
- Community events

## Business support services

- Neighborhood demographic and retail market data
- Business location assistance and available property database
- Monthly networking events
- Educational seminars
- Business advocacy and government relations (permitting, licensing, etc.)
- Community relations assistance
- Introductions and referrals

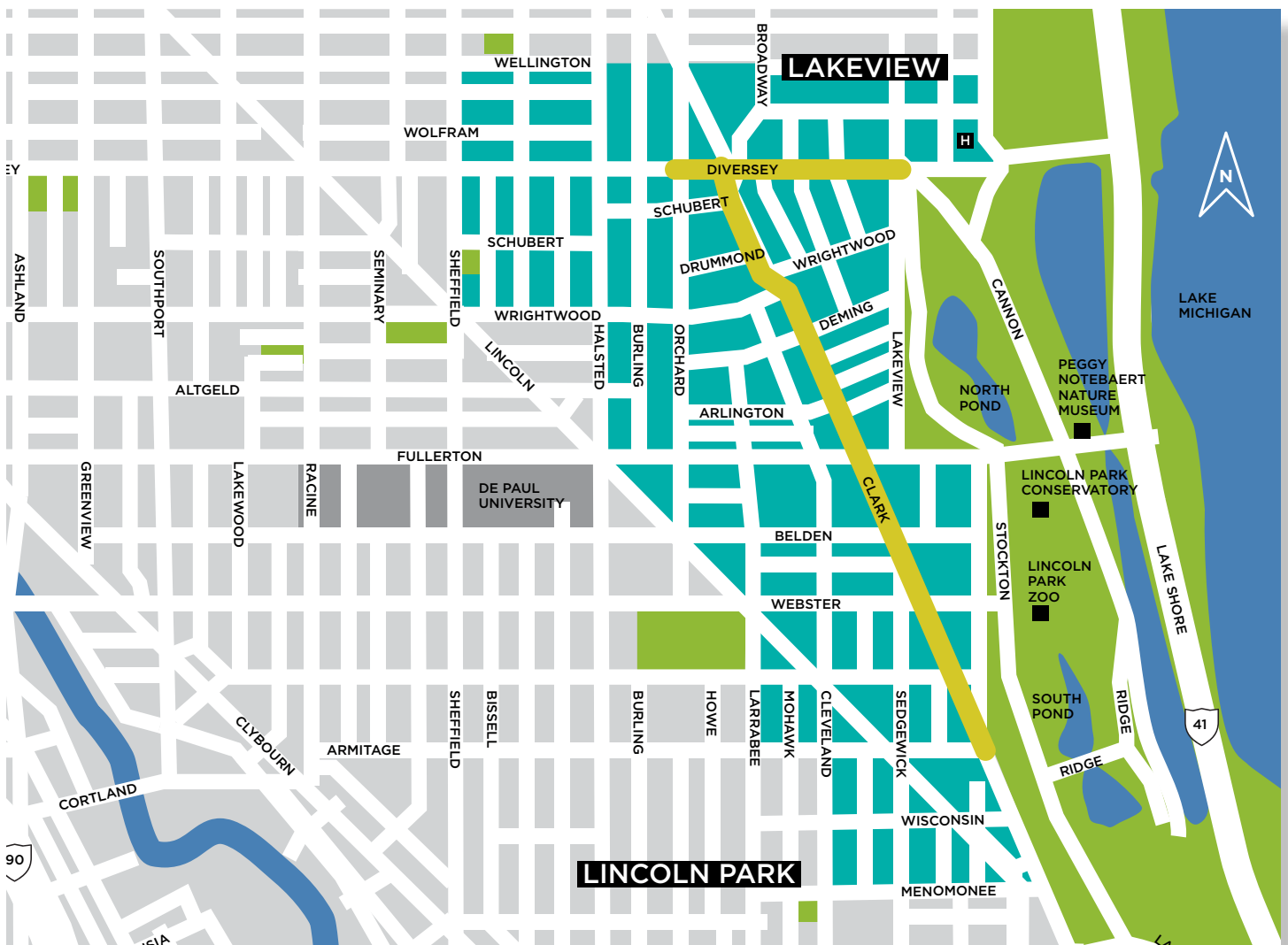


Visit [lincolnparkchamber.com](http://lincolnparkchamber.com) or call (773) 880-5200 to learn more about our organization and to find out about membership.

# Clark Street

Eclectic and energetic Clark Street is the “main street” of east Lincoln Park, and has a little bit of everything. With more than 80 places to eat and drink, more than 100 places to shop, and about 120 service businesses, this pedestrian paradise has it all. Clark Street is only steps from the park, beaches, **Lincoln Park Zoo**, **Chicago History Museum**, **Green City Market**, and the **Peggy Notebaert Nature Museum**, just to name a few local attractions. While Clark Street is a daily routine for locals, it’s a regular place to stop to eat and shop for the millions who visit the area’s destinations. The northern section of Clark Street (north of Fullerton) tends to attract more young professionals, while the southern section of Clark Street (south of Fullerton, near the Francis Parker School and Lincoln Park Zoo) tends to attract more families.

Because of Clark Street’s proximity to Lake Michigan, it is bordered by several high-rise residential buildings and, as a result, has ready access to a large pool of shoppers. Since Clark Street stretches not only the length of Lincoln Park, but also flows into downtown Chicago, it accommodates a variety of affordable and convenient modes of transportation. From pedestrians and cyclists to cars and buses, Clark Street is always bustling.





# Clark Street Demographics

NEIGHBORHOOD		RESIDENT RETAIL SPENDING	
Resident Population	38,322	Total	\$551,979,076
Daytime Population	35,068	Restaurants	\$88,860,459
Median Age	30.8	Apparel	\$24,630,372
Percent Millennials	53.70%	Furniture & Home Furnishings	\$13,517,172
College Educated	82.30%	Personal Care Products & Services	\$15,086,311
Per Capita Average Income	\$68,972		

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## Clark Street Transit



### CTA TRAIN STOPS

**Fullerton**  
Red/Brown/Purple

**Diversey**  
Brown/Purple



### CTA BUS LINES

**On Clark St and/or Diversey Pkwy**  
#22 Clark  
#36 Broadway  
#72 Armitage  
#76 Diversey

**Nearby buses (within 2 blocks of Clark Street)**  
#134 Stockton/LaSalle Express  
#143 Stockton/Michigan Express  
#151 Sheridan  
#156 LaSalle



### BIKING

**Major bike routes**  
Chicago Lakefront Trail  
Clark Street  
Armitage Avenue

**Divvy stations**  
W. Diversey & N. Hampden  
N. Clark & W. Wrightwood  
N. Lakeview & W. Fullerton  
N. Sedgwick & W. Webster  
N. Clark & W. Armitage



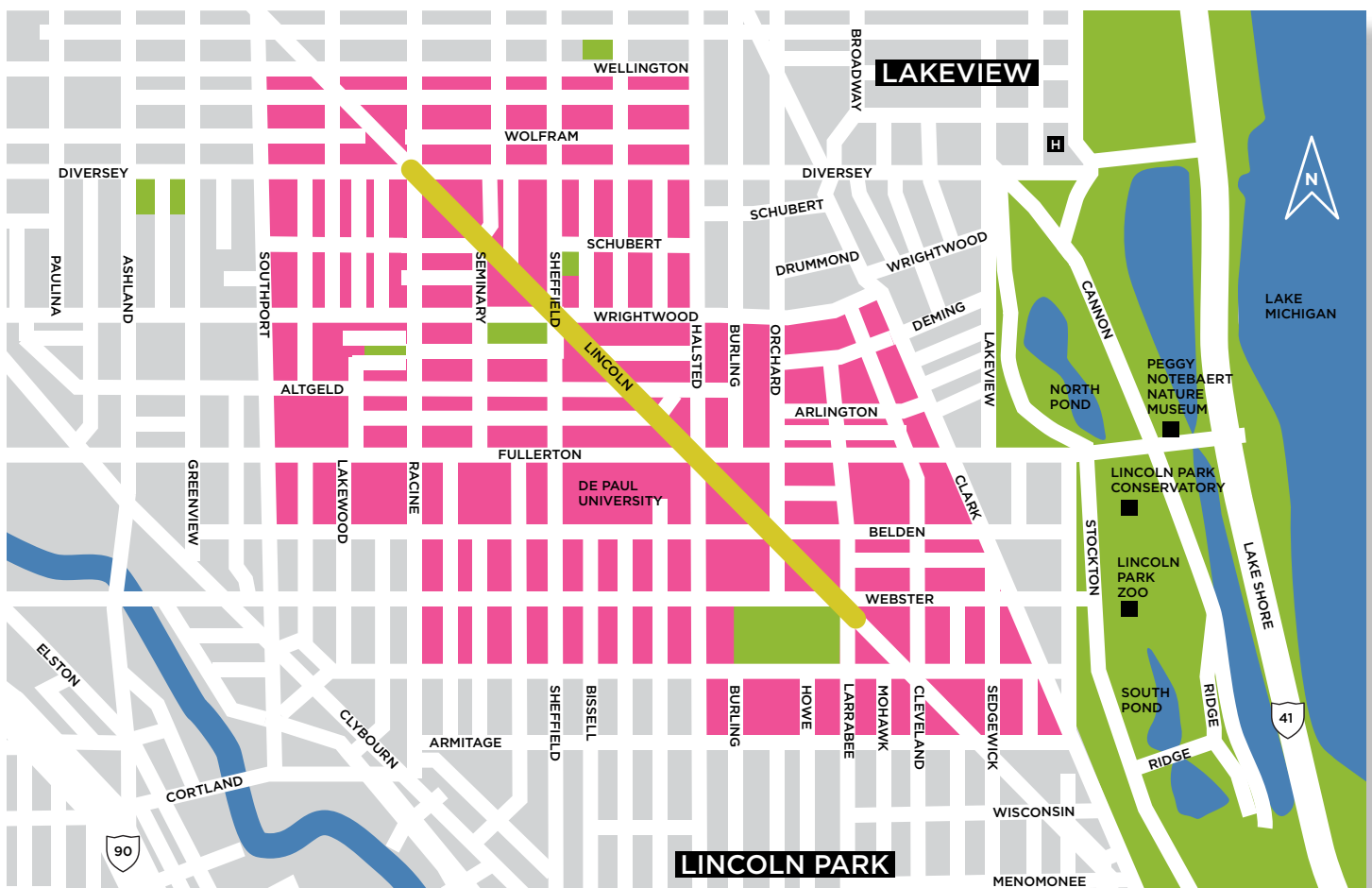
# Lincoln Avenue

With its wide sidewalks, attractive facades, and old-fashioned lamp posts, Lincoln Avenue is a frequent stop for residents and visitors seeking a bustling destination with outstanding amenities. Shoppers include not only local residents, but also thousands of students from **DePaul University** (just west of the intersection of Lincoln and Halsted), the largest Catholic university in the nation and the largest private institution in Chicago.

Lincoln Avenue is the epicenter of entertainment and nightlife in Lincoln Park. With world-class music and live theater venues plus lively pubs and delicious eats, people from around the corner, across Chicago, and all over the Midwest visit Lincoln Avenue in Lincoln Park to be entertained.

The northern section of Lincoln Avenue (Wrightwood to Diversey) has a cluster of health and wellness businesses, fitness studios, and medical offices.

This corridor is set to transform in the next five years, as Lincoln Avenue will be home to several new, high-end, mixed-use developments, including at the site of the former Children’s Memorial Hospital, Webster Square, and Lincoln Centre. These projects will add about 1,000 new units of housing, and over 100,000 square feet of new retail and office space within the next five years.



## Lincoln Avenue Demographics

NEIGHBORHOOD		RESIDENT RETAIL SPENDING	
Resident Population	32,919	Total	\$388,915,829
Daytime Population	45,179	Restaurants	\$63,908,028
Median Age	28.6	Apparel	\$18,126,004
Percent Millennials	51.80%	Furniture & Home Furnishings	\$9,831,951
College Educated	83.60%	Personal Care Products & Services	\$10,609,414
Per Capita Average Income	\$67,680		

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## Lincoln Avenue Entertainment Venues

### On Lincoln Avenue

#### Victory Gardens Biograph Theater

Apollo Theater  
Greenhouse Theater Center  
Lincoln Hall

### Within a few blocks of Lincoln Avenue

#### Kingston Mines

B.L.U.E.S.

#### DePaul University School of Music

#### DePaul Theatre

#### Park West

## Lincoln Avenue Transit



### CTA TRAIN STOPS

#### **Diversey**

Brown/Purple

#### **Fullerton**

Red/Brown/Purple



### CTA BUS LINES

#8 Halsted

#37 Sedgwick

#74 Fullerton

#76 Diversey



### BIKING

#### **Bike lanes**

Lincoln Avenue  
Halsted Street

#### **Divvy stations**

N. Lincoln & W. Diversey  
N. Sheffield & W. Wrightwood  
N. Lincoln & W. Fullerton  
N. Lincoln & W. Webster

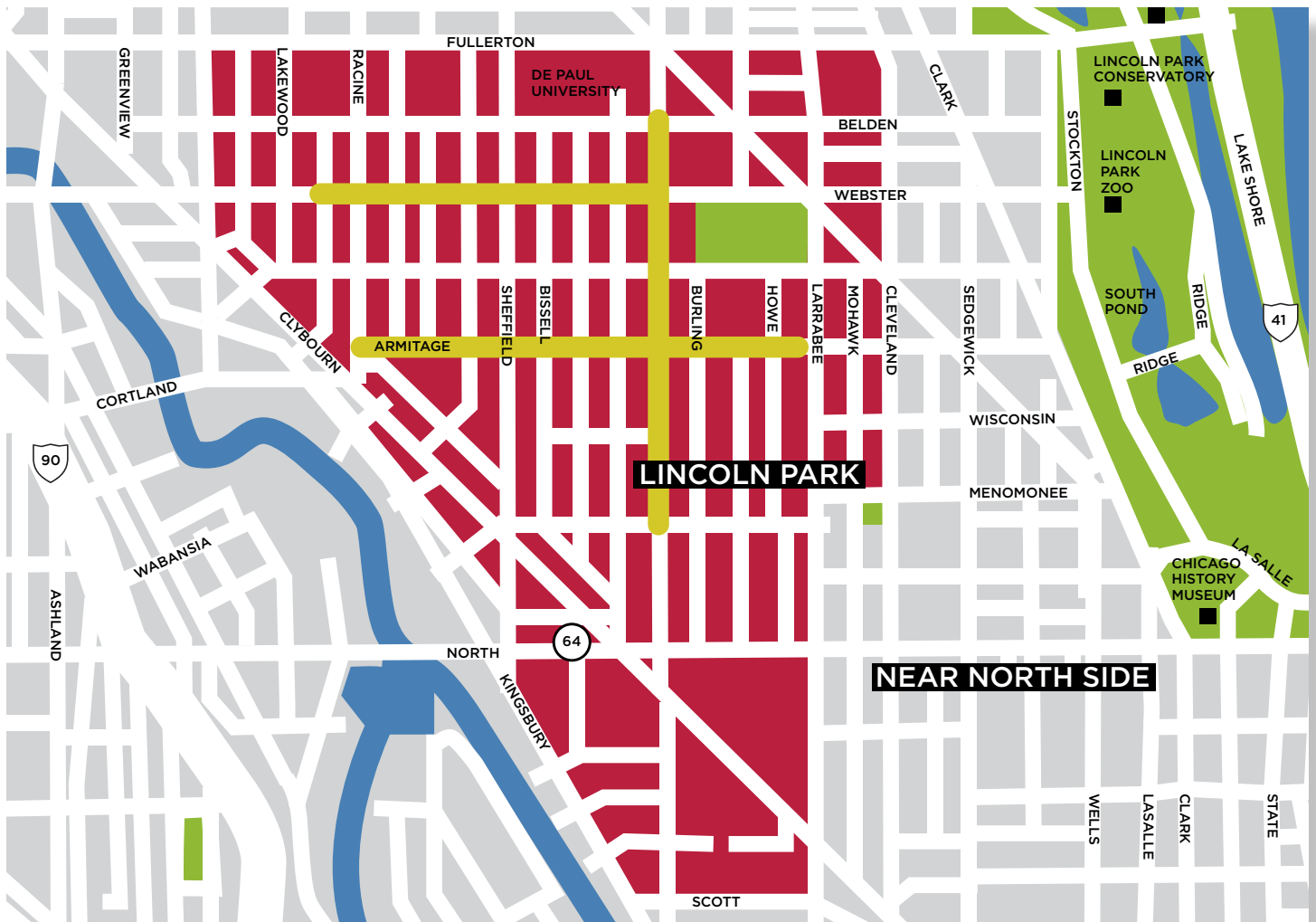




# Armitage-Halsted-Webster

The intersection of Armitage Avenue and Halsted Street is Lincoln Park at its vintage best. With turn-of-the-century Victorian homes and storefronts, this commercial area is so richly historic that the city selected it for landmark designation in order to preserve its traditional ambiance. More than a century old, this area is noted for its charming architecture and renowned retail mix. Nestled along Armitage Avenue, Halsted Street, and Webster Avenue are restaurants known for modern cuisine and stores of upscale fashion. Home to the famed **Lori's Designer Shoes** and Alinea Restaurant, this district vies for the top high-end retail shopping and dining destination in Chicago, if not the Midwest. The nightlife scene exudes a friendly and relaxed atmosphere featuring a host of neighborhood establishments.

Local residents in this upscale neighborhood provide consistent and loyal shoppers for area businesses. Visitors from across the Chicago travel this area to shop and dine. With **DePaul University** just around the corner, a steady stream of new and returning students brings yet another group of shoppers to the neighborhood. At any time of day, these avenues are bustling with pedestrians ready to unwind in a neighborhood filled with charm and character.



## Armitage-Halsted-Webster Demographics

NEIGHBORHOOD		NEIGHBORHOOD RETAIL SPENDING	
Resident Population	21,813	Total	\$235,454,490
Daytime Population	42,640	Restaurants	\$38,194,466
Median Age	27.8	Apparel	\$10,939,001
Percent Millennials	42.50%	Furniture & Home Furnishings	\$6,025,996
College Educated	83.20%	Personal Care Products & Services	\$6,837,929
Per Capita Average Income	\$72,459		

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## Armitage-Halsted-Webster Transit



### CTA TRAIN STOPS

#### Fullerton

Red/Brown/Purple

#### Armitage

Brown/Purple



### CTA BUS LINES

#8 Halsted  
#73 Armitage

#74 Fullerton



### BIKING

#### Bike lanes

Halsted Street  
Armitage Avenue

#### Divvy stations

N. Sheffield & W. Webster  
N. Halsted & W. Dickens  
N. Clifton & W. Armitage  
N. Bissell & W. Armitage  
N. Larrabee & W. Armitage  
N. Halsted & W. Willow

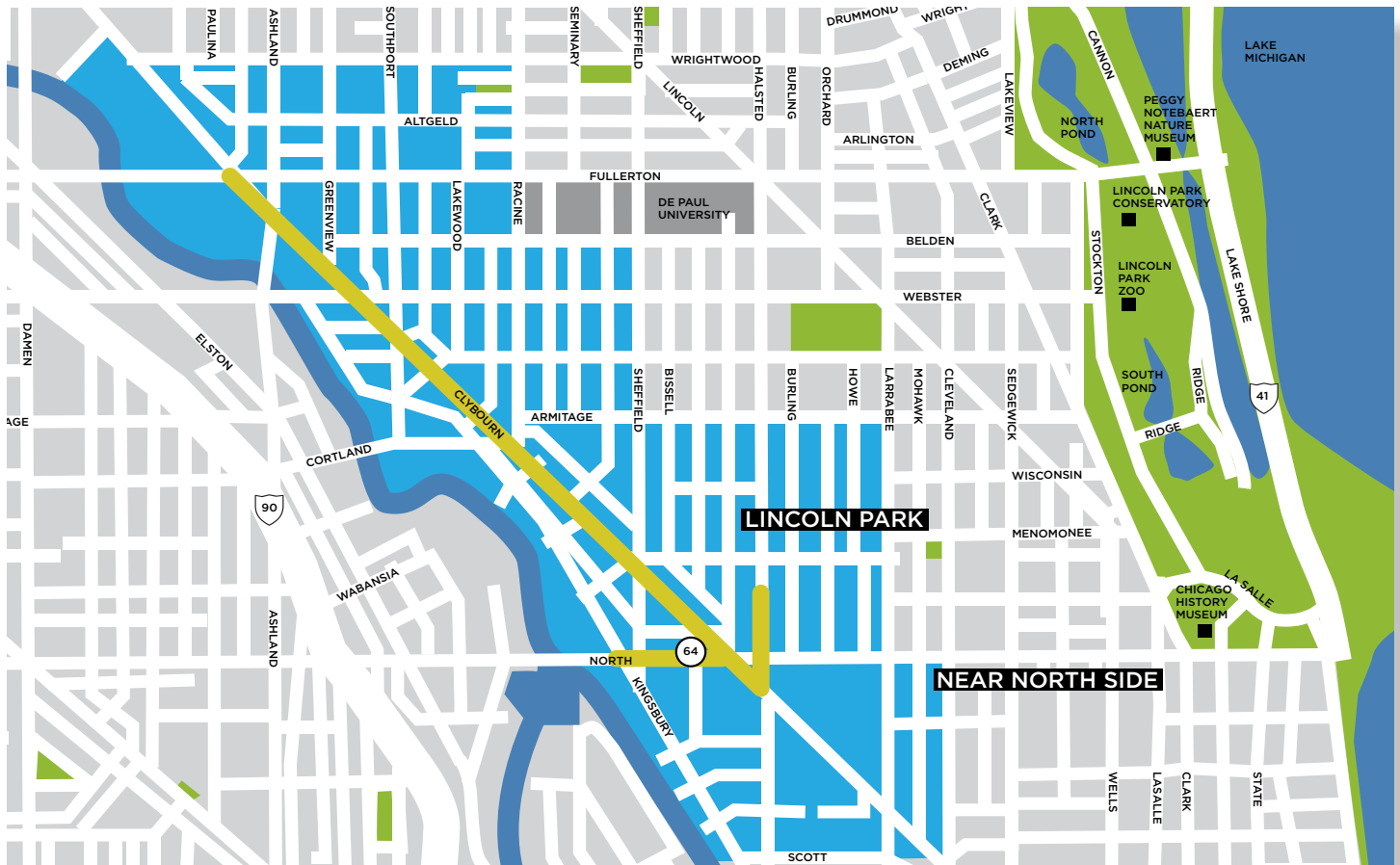


# Clybourn Avenue

The intersection at North Avenue and Clybourn Avenue is the prime destination for shoppers looking for a wide variety of well-known local and national retail establishments. As a buffer between residential Lincoln Park and the industrial district along the North Branch of the Chicago River, the Clybourn corridor is a distinctive neighborhood shopping area. Ample parking, easy access via interstate 90/94, the North/Clybourn Red Line station, the Clybourn Metra station, and protected bike lanes along Clybourn make the area an easy-to-access shopper's paradise.

Clybourn is home to the original **Goose Island Brewery**, along with other Chicago-grown businesses like **Jayson Home Artists Frame Service**, **Walter E. Smithe Furniture**, and Crate & Barrel. In addition, national brands like Apple, Arhaus, West Elm, Pottery Barn, and others provide all customers need to put the finishing touches on a home or apartment. Beyond home goods, the area boasts other local and national retail apparel brands, restaurants and one of the largest **Whole Foods Market** locations in the country.

In addition to shopping and dining, the district is home to new and long-time industrial and office businesses such as General Iron and C.H. Robinson, and boasts a strong daytime workforce in the loft-style offices that line Clybourn and the industrial, warehouse, and office tenants along the river and nearby Elston Avenue.





## Clybourn Demographics

NEIGHBORHOOD		RESIDENT RETAIL SPENDING	
Resident Population	18,877	Total	\$212,804,200
Daytime Population	23,697	Restaurants	\$34,730,997
Median Age	30.4	Apparel	\$9,816,120
Percent Millennials	40.70%	Furniture & Home Furnishings	\$5,411,016
College Educated	76.40%	Personal Care Products & Services	\$6,403,597
Per Capita Average Income	\$75,038		

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## Clybourn Transit



### TRAIN STOPS

#### CTA

Armitage - Brown/Purple  
North/Clybourn - Red

#### Metra

Clybourn Station (Union  
Pacific North Line and  
Union Pacific Northwest  
Line)



### CTA BUS LINES

#8 Halsted  
#9 Ashland  
#X9 Ashland Express  
#72 North

#73 Armitage  
#74 Fullerton  
#132 Goose Island Express



### BIKING

#### Bike lanes

Clybourn Avenue  
Halsted Street  
Armitage Avenue

#### Divvy stations

N. Damen & N. Clybourn  
N. Greenview & W. Fullerton  
N. Southport & N. Clybourn  
N. Clifton & W. Armitage  
N. Sheffield & W. Willow  
N. Halsted & W. Willow  
N. Sheffield & N. Kingsbury  
N. Dayton St & W. North  
N. Halsted & W. Blackhawk





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