



Project Overview

Now Open! Located in the heart of the Loop, Block 37 represents Chicago's newest landmark located beside such prominent and well-known icons as Macy's department store, Daley Plaza, the Theater District, Sullivan Center, and Millennium Park. What better place amongst Chicago's best, to assemble unparalleled shopping, vibrant nightlife, signature dining, entertainment, and cultural events. Discover the City's extensive Pedway system and the CTA Red and Blue rail lines directly accessed from the Pedway level, the five-story, sun-bathed atrium, the CBS Channel 2 Studios, plus a future Hotel and hundreds of residential accommodations above it all. Block 37 features a world-class collection of attractions and amenities unlike anywhere else in the city, becoming the standard against which all other places will be compared. Not until now has this long-vacant parcel of land been magically transformed to a place of excitement, energy, and value for the city, its visitors and residents.

Project Details

Retail - 278,000 SF

LEED ND Pilot Program Participant

Market Specific Criteria	1-Mile Radius	2-Miles Radius
Est. Population	60,613	167,120
Female	29,592	84,990
Male	31,022	82,130
White	38,429	95,001
Black	9,652	41,056
Hispanic	6,085	18,082
Asian	6,359	14,246
Median Age	37.5 yrs	36.6 yrs
Estimated Households	38,285	96,452
Income	119,716	111,242
Home Owners	17,992	46,665
Renters	20,293	49,787
Business Pop.	542,733	695,898
Blue Collar	9.9%	13.3%
White Collar	90.1%	86.7%

