

The Trendy City: Analyzing hotspots in downtown and suburban Chicago

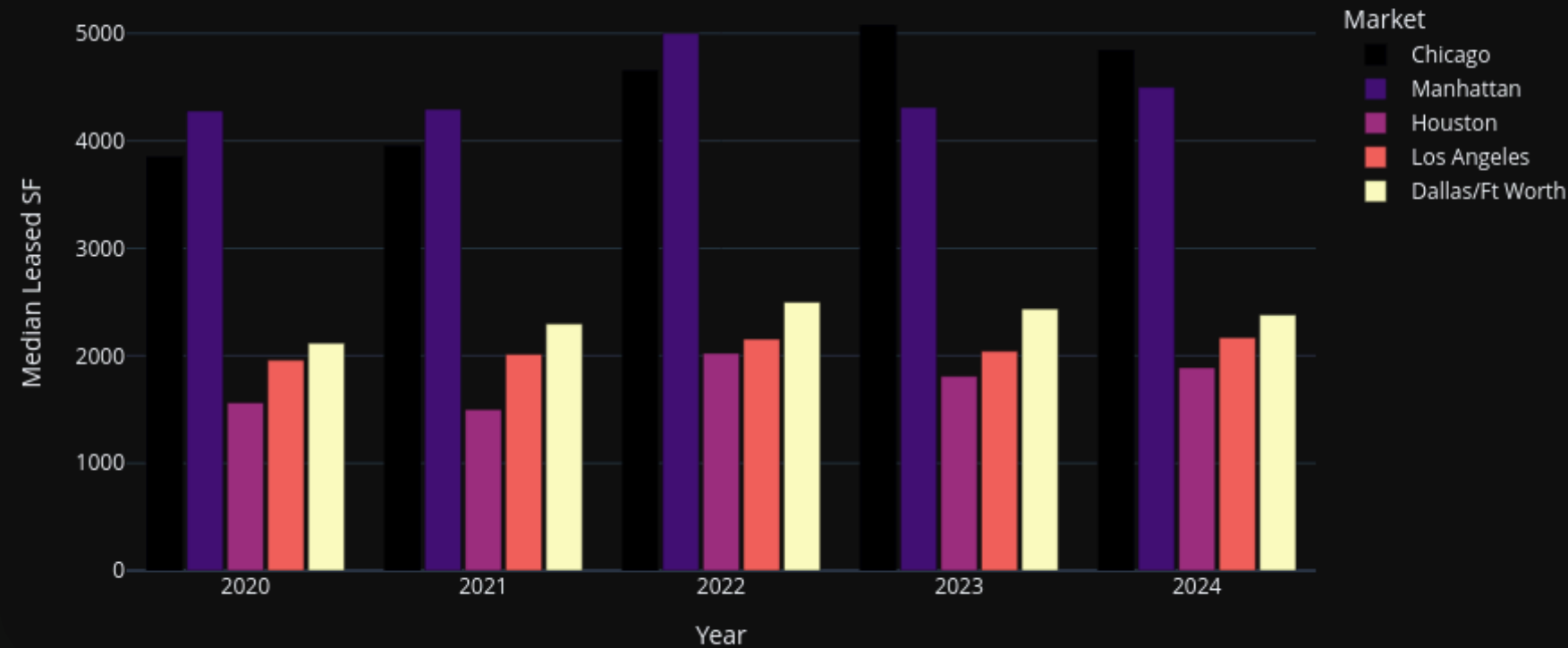
The ggcats: Connor Coyne, Madison Ell, Lisa
Nguyen, Naren Prakash, Caleb Williams



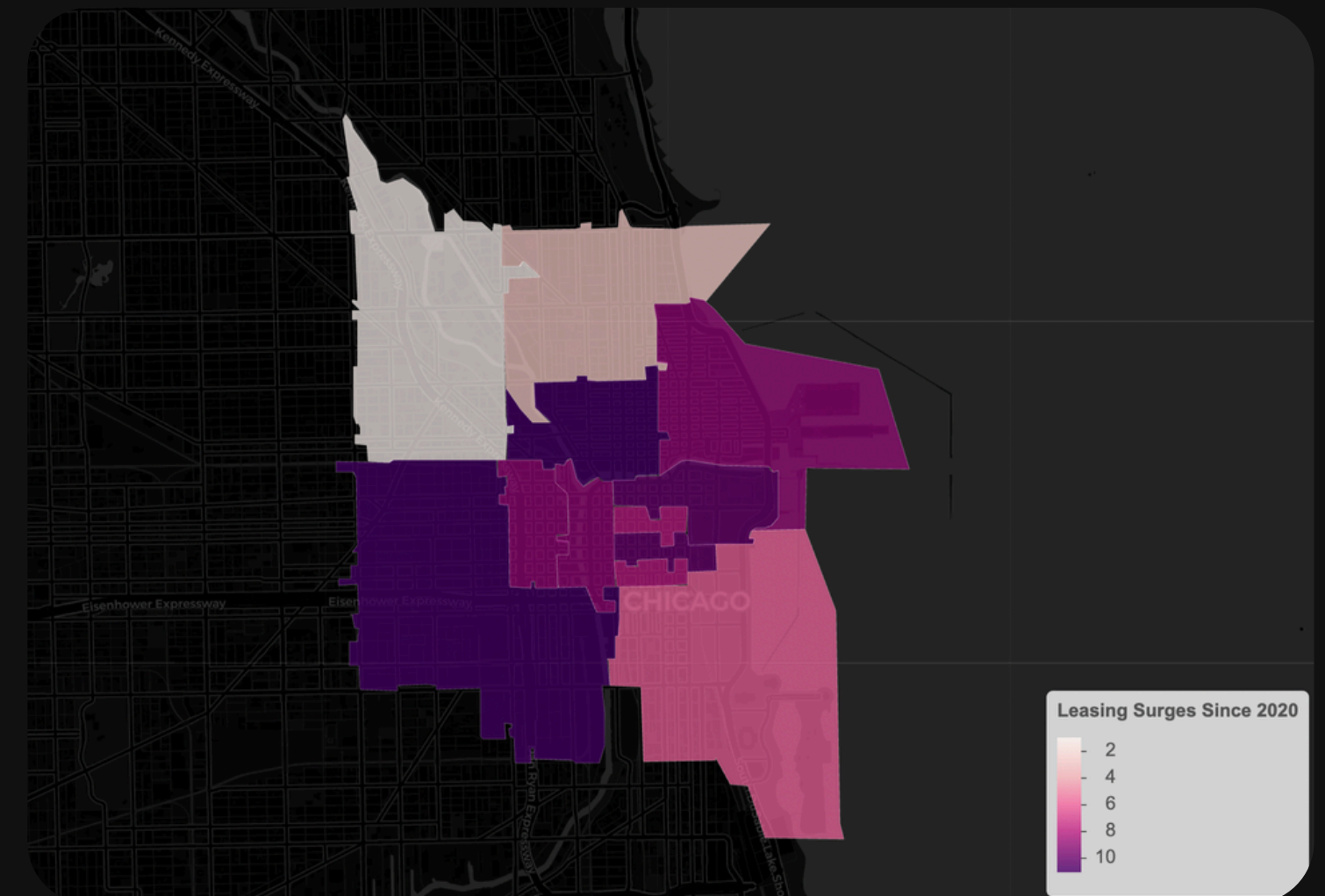
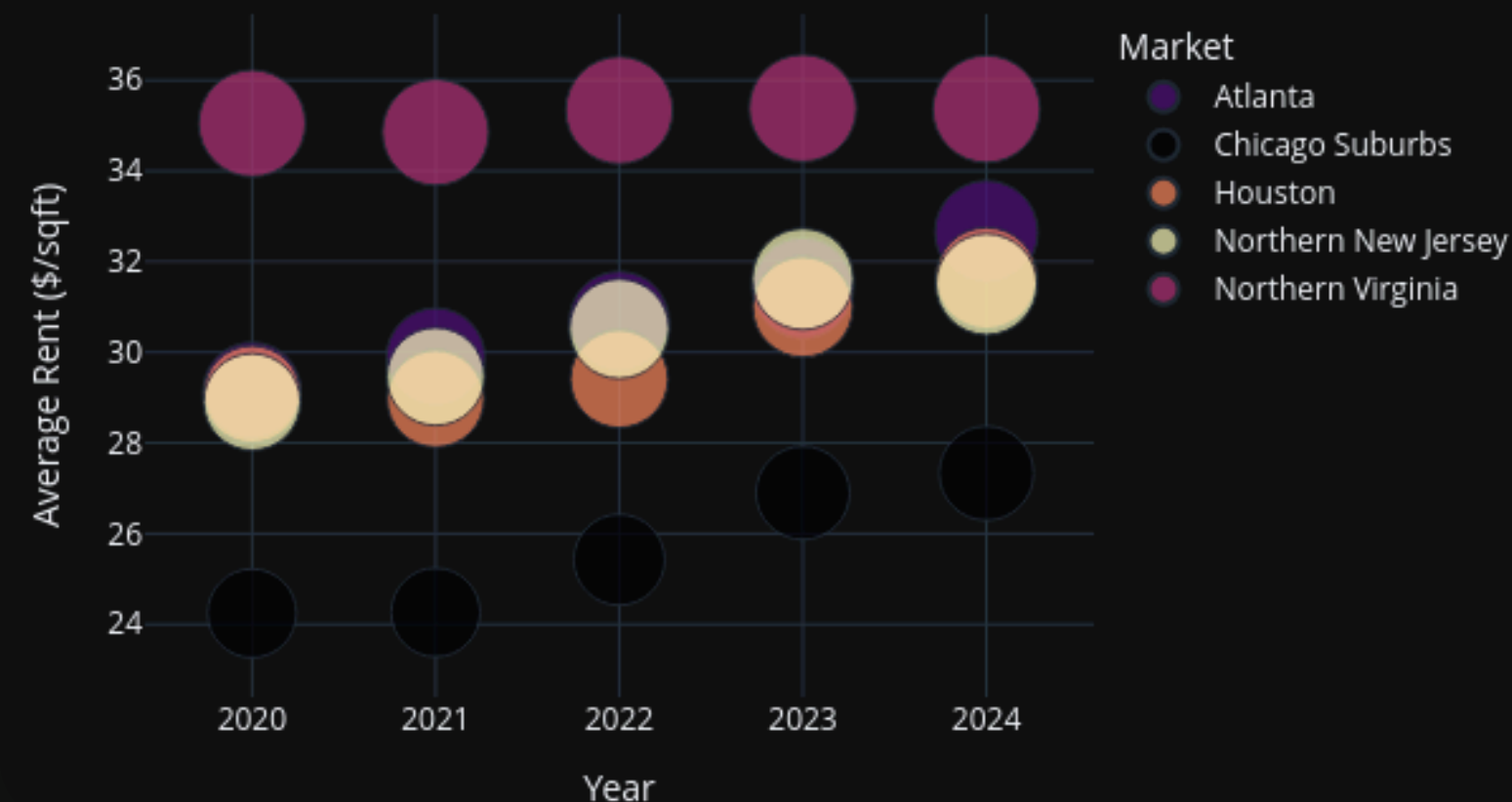
Chicago: 2 markets in 1

- Burgeoning metropolitan market
 - High level of post-COVID recovery
 - Surges in leasing activity
- Cost-effective suburban real estate
 - Low rental pricing
 - High quality buildings

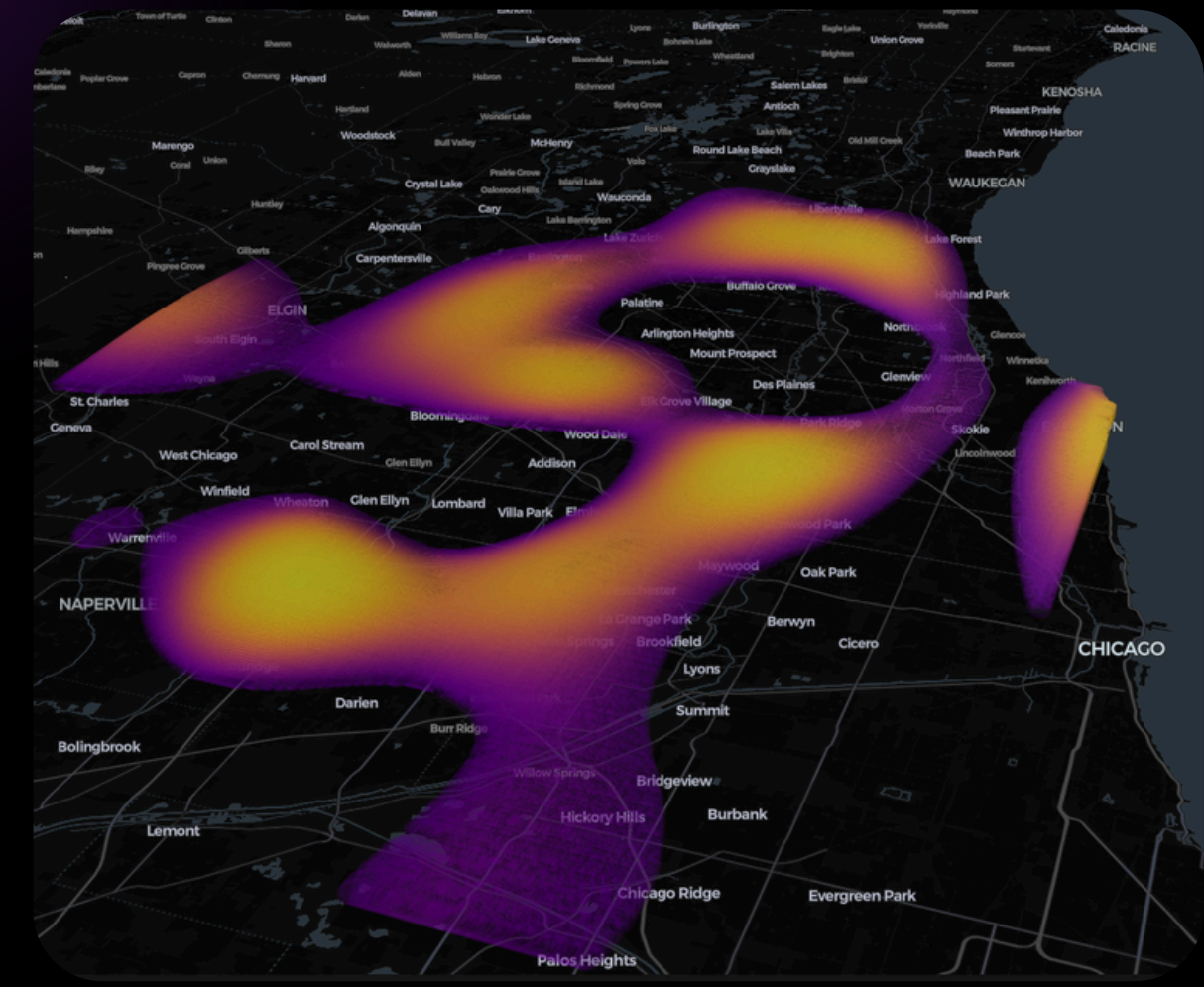
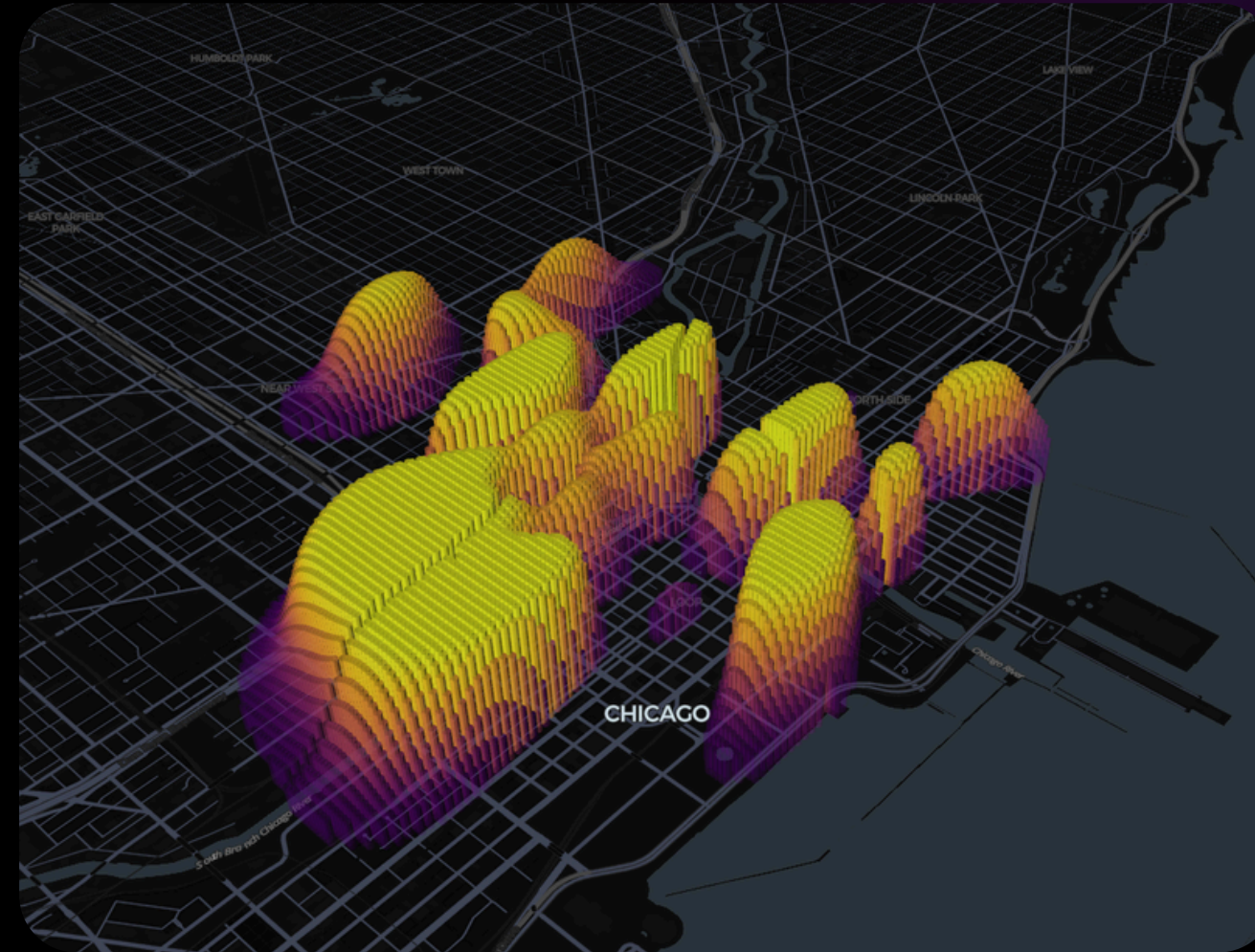
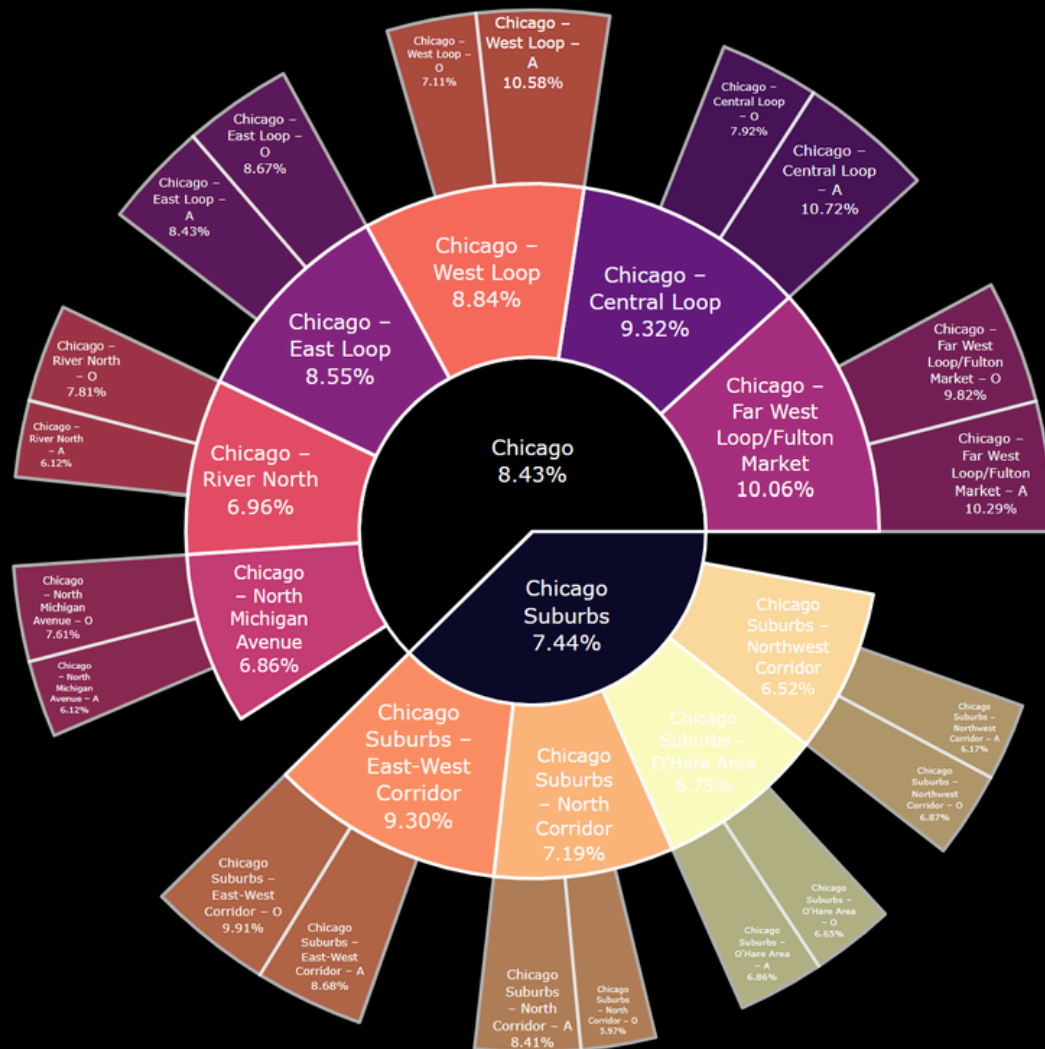
Median Leased Square Footage by Metropolitan Area & Year (2020–2024)



Yearly Rent Trends for Key Suburban Markets (2020–2024)



Avg Quarterly Tenant Churn Rate by Submarket



Regional targets:

- Stable tenant bases in North Michigan Ave/Northwest Corridor neighborhoods
- Less likely to incur additional moving expenses AND close proximity to CBD
- North Michigan Ave metro (high recent growth, cluster of grade A buildings, stable tenancy)
- Northwest Corridor suburb (affordable rent, cluster of grade A buildings, stable tenancy)