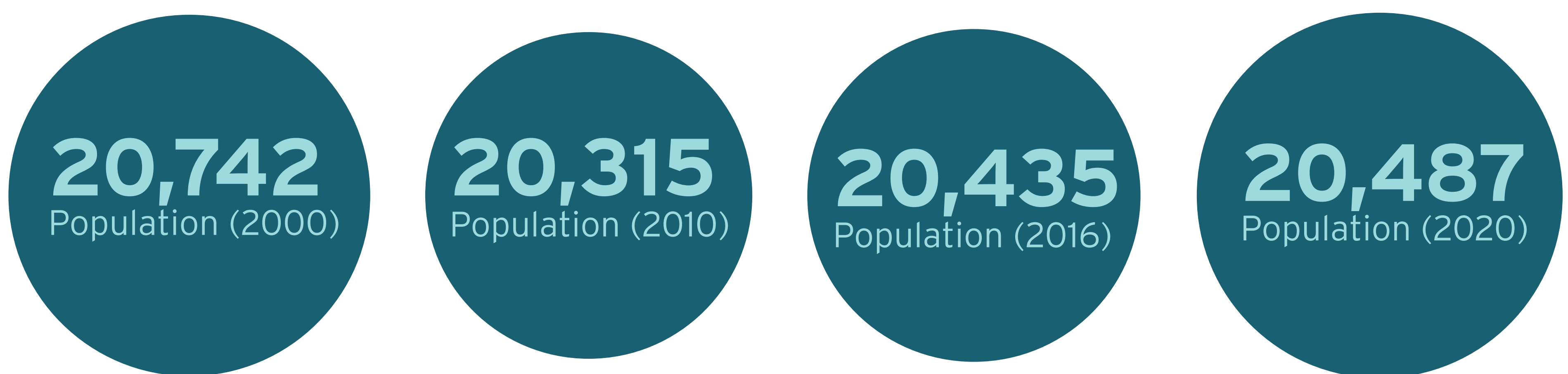


FAST FACTS: DEMOGRAPHICS

Demographic Analysis

Libertyville population is largely stable with limited expected growth over the next five years. The highest growth cohort from 2016 to 2022 is projected to be empty nesters and young seniors (60-79).

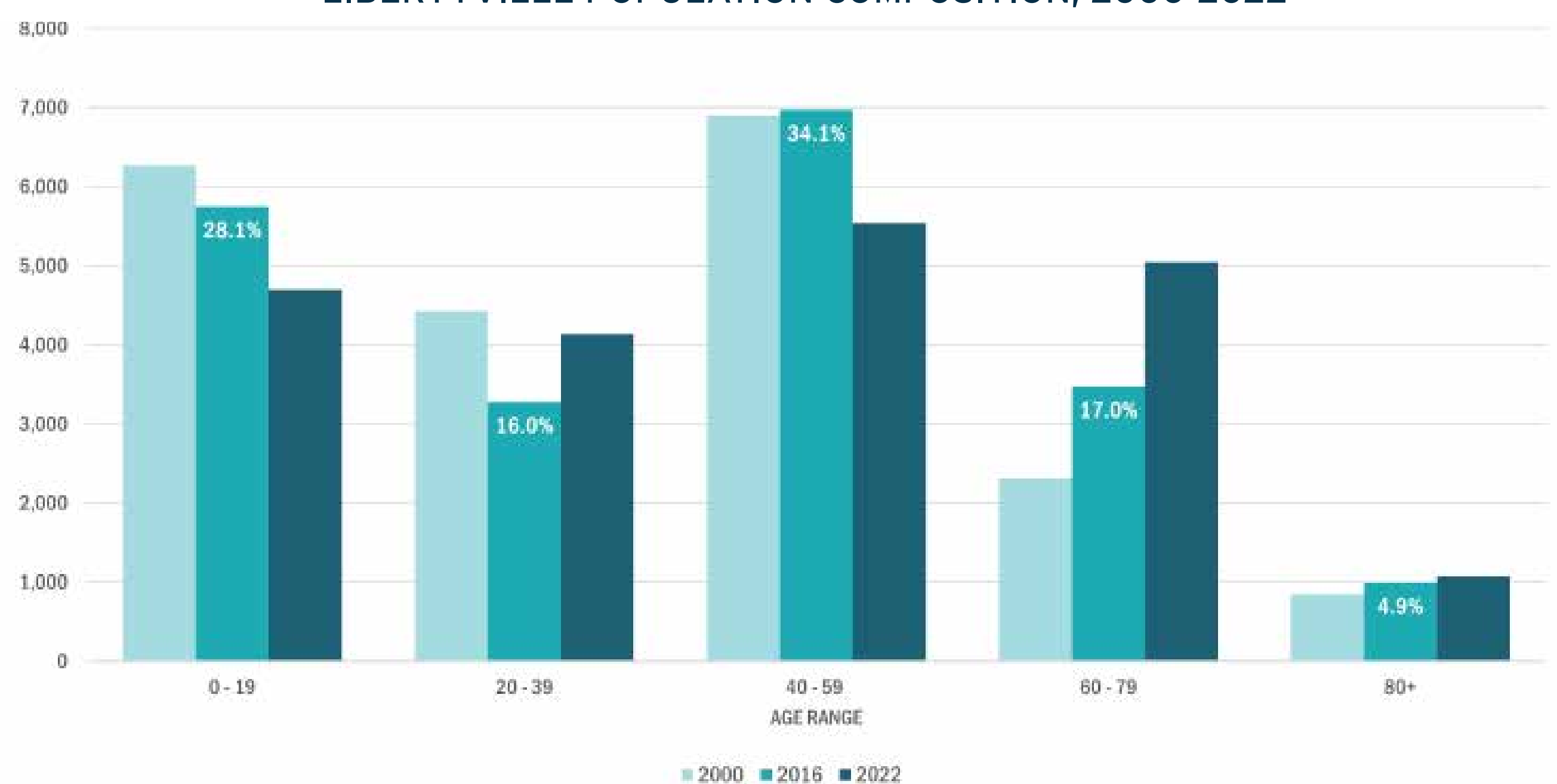
LIBERTYVILLE POPULATION (2000-2020)



LIBERTYVILLE RACE BREAKDOWN

Population by race	
White	90.1%
Black	1.2%
American Indian	0.2%
Asian	5.7%
Pacific Islander	0%
Other	1.0%

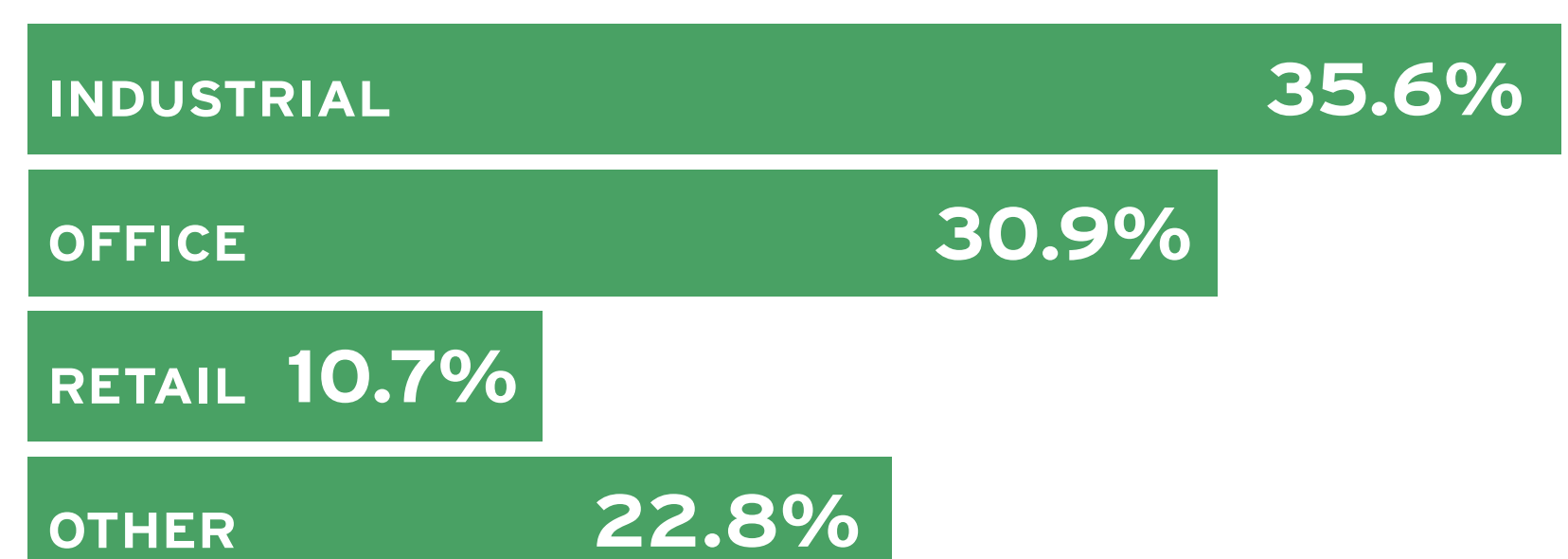
LIBERTYVILLE POPULATION COMPOSITION, 2000-2022



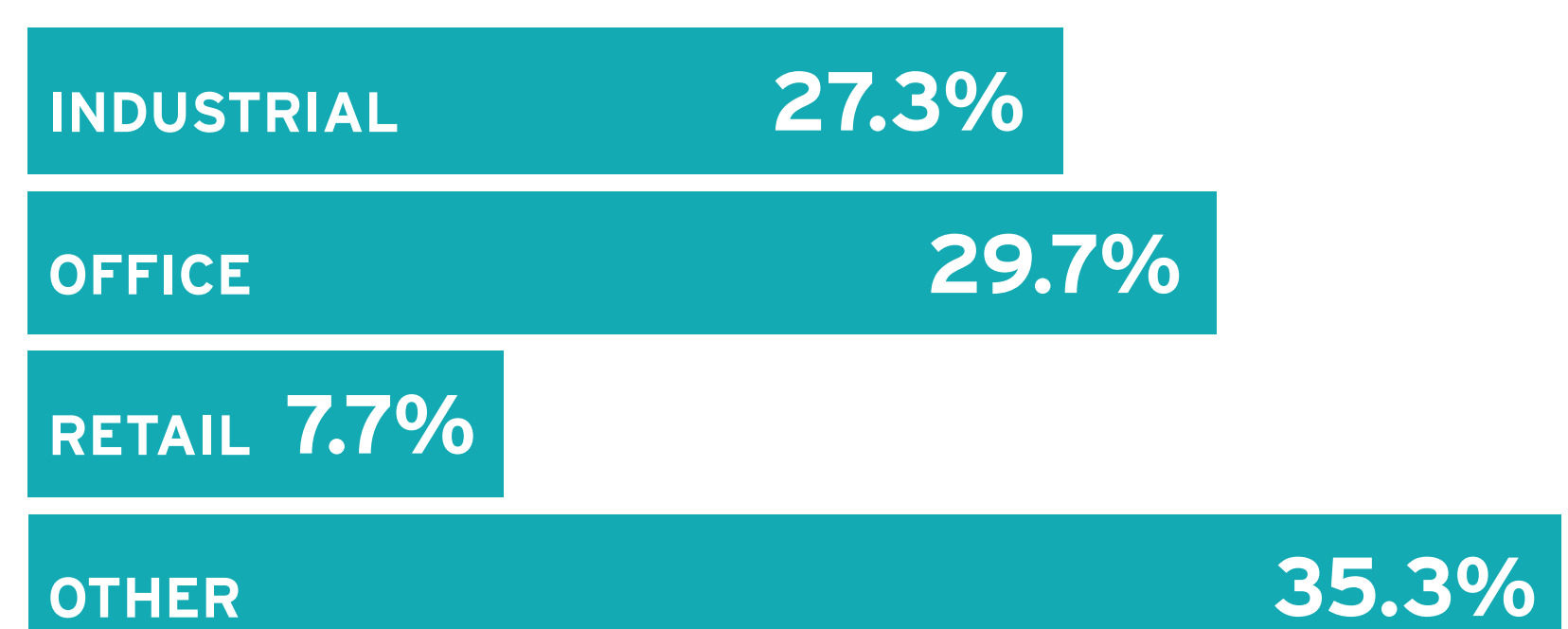
LIBERTYVILLE MEDIAN HOUSEHOLD INCOME

Geography	Median Household Income
Chicago MSA [1]	\$63,327
Lake County	\$79,886
Long Grove	\$184,208
Green Oaks	\$162,396
Mettawa	\$161,250
Indian Creek	\$137,639
Libertyville	\$119,125
Vernon Hills	\$95,217
Gages Lake	\$94,144
Gurnee	\$88,553
Grayslake	\$82,881
Mundelein	\$79,426
Waukegan	\$46,802

LAKE COUNTY EMPLOYMENT MIX 2015



LIBERTYVILLE EMPLOYMENT MIX 2015



FAST FACTS: HOUSING

Single-Family Detached Home Sales

EXISTING HOUSING STOCK

Sale prices for detached homes have remained relatively stable since 2007, with an average inflation-adjusted sale price increasing from \$464,000 to \$490,000, with higher average values achieved in the interim years. In the past 5 years, Libertyville has averaged approximately 280 detached home resales annually.

RECENT HOUSING STOCK

New detached product (less than 10 years old) in Libertyville has resold for just under \$1 million, on average, since 2012. Over that time period, there have been approximately 15-20 resales of the newer, detached product annually. Overall, the value of newer product has increased substantially since 2007, increasing nearly 50%.

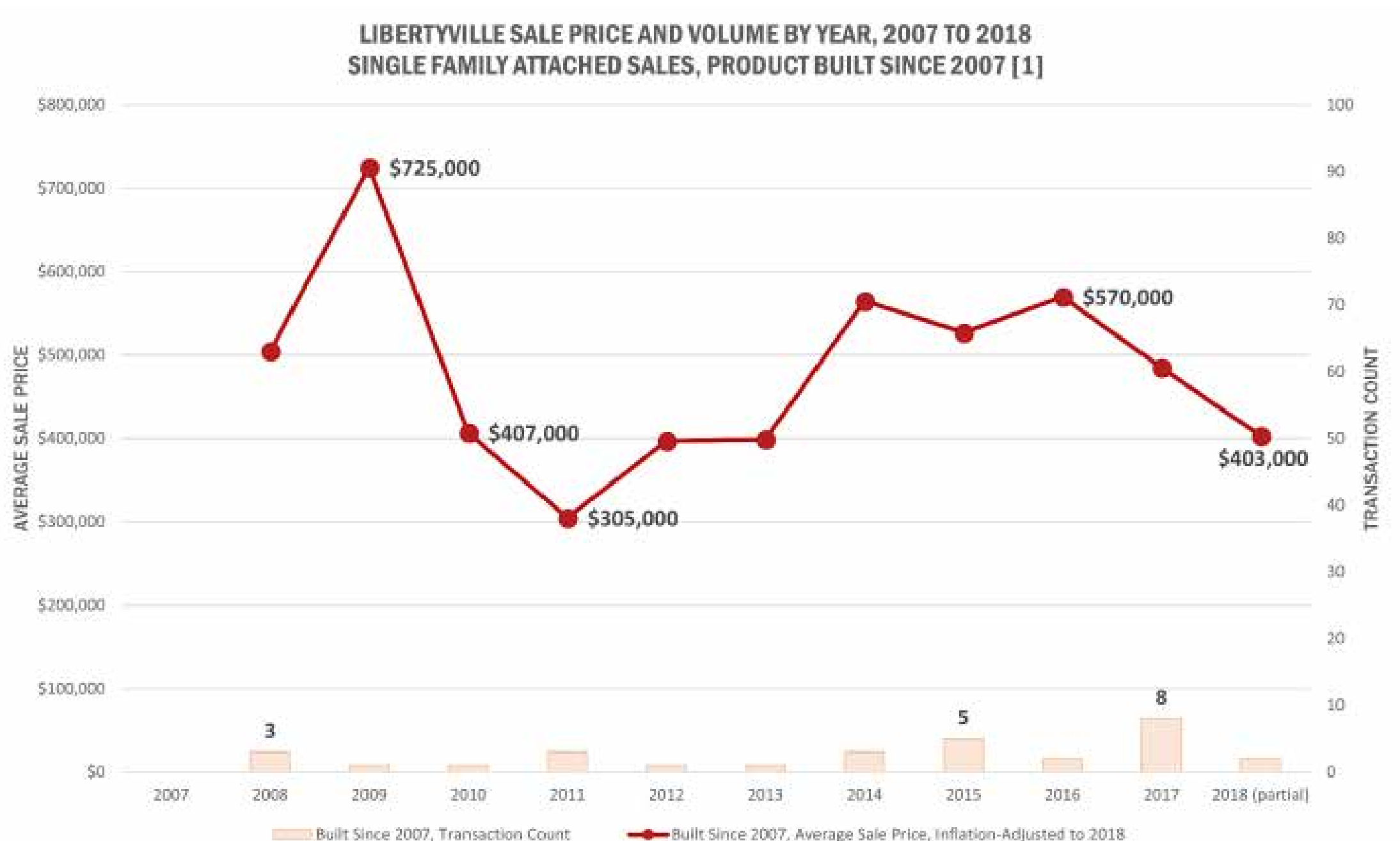
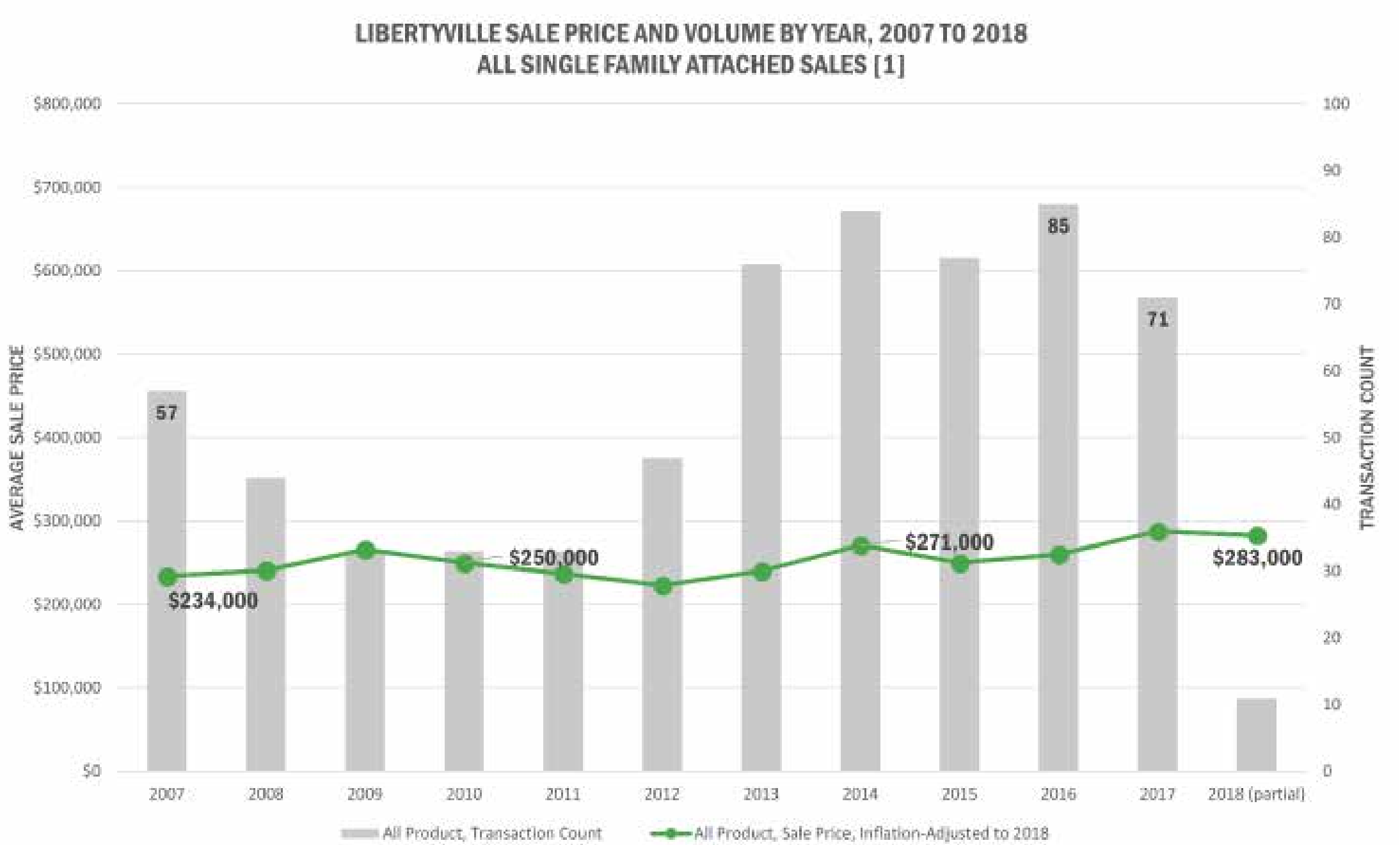
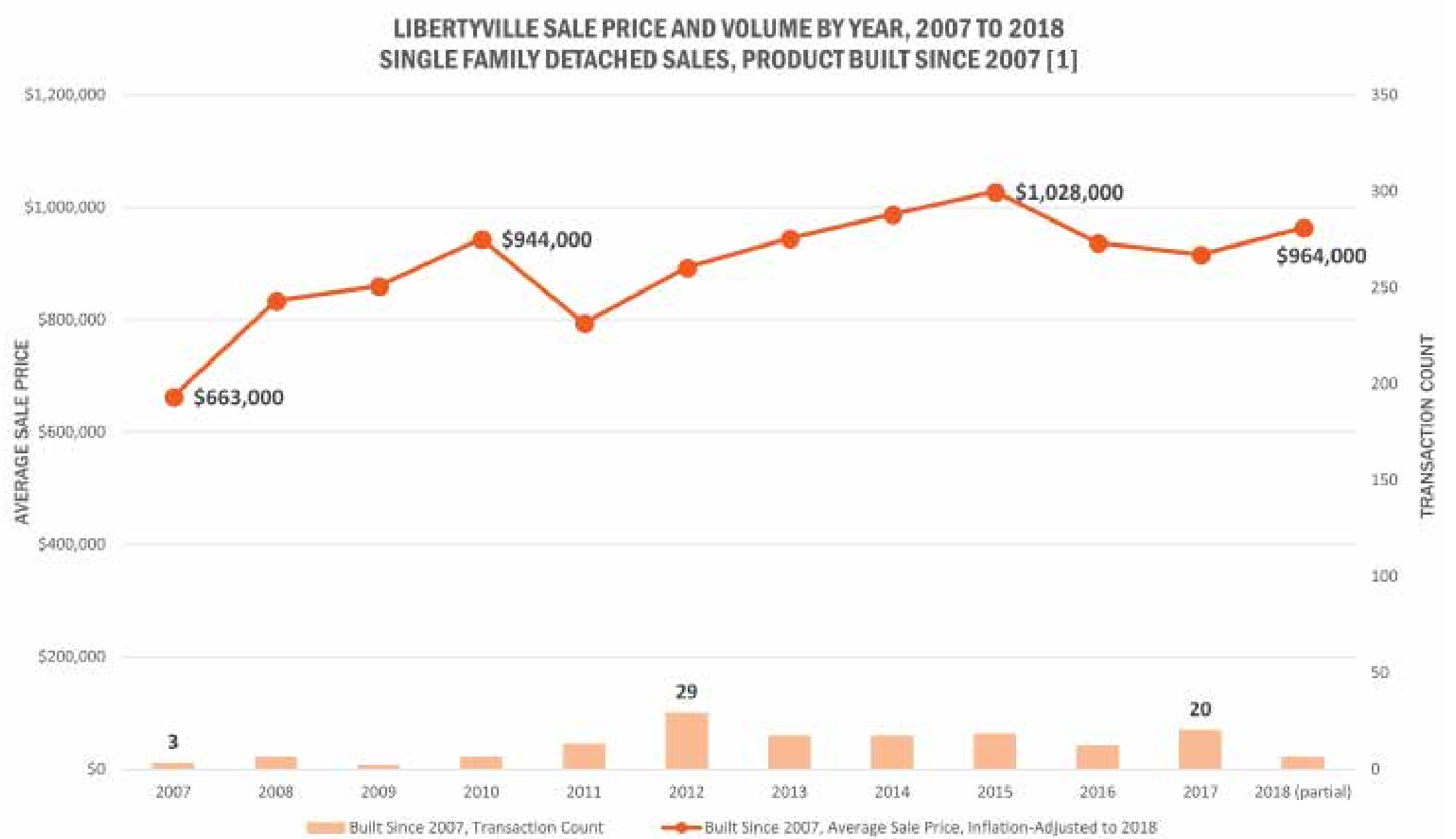
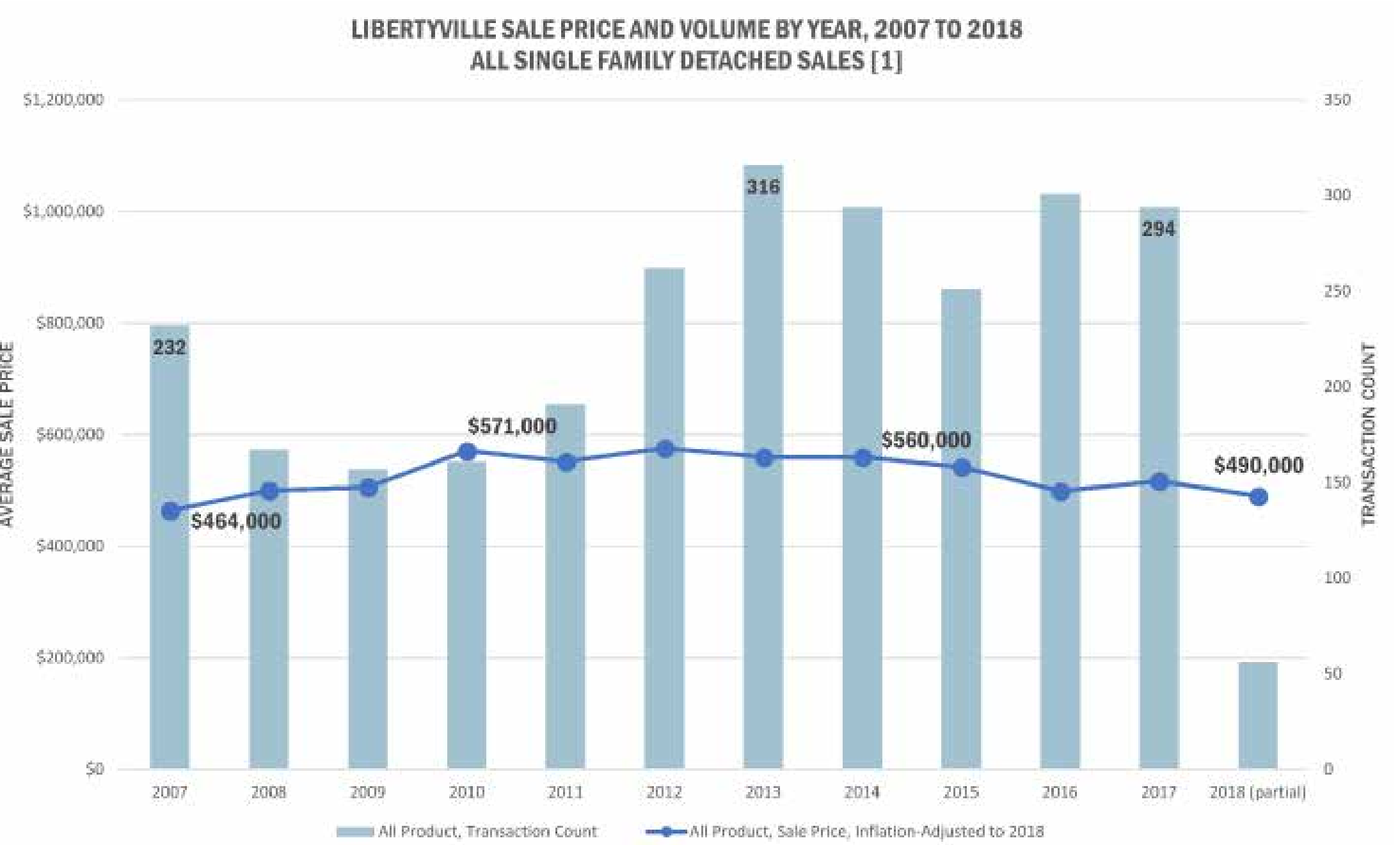
Single-Family Attached Home Sales

EXISTING HOUSING STOCK

Attached units in Libertyville have been reselling for an average of approximately \$270,000 since 2012, when more resales started to hit the market on an annual basis. Since 2012, there have been approximately 80 resales of attached single-family housing units annually.

RECENT HOUSING STOCK

There has been a wide variation of average resale prices for newer, attached single-family homes since 2007, which is likely due in part to the low number of average sales (less than 10 annually) in this category. Following the recovery from the low point in 2011, prices have continued to be volatile, reaching \$570,000 in 2016 before declining to the average current pricing for the product of roughly \$400,000.



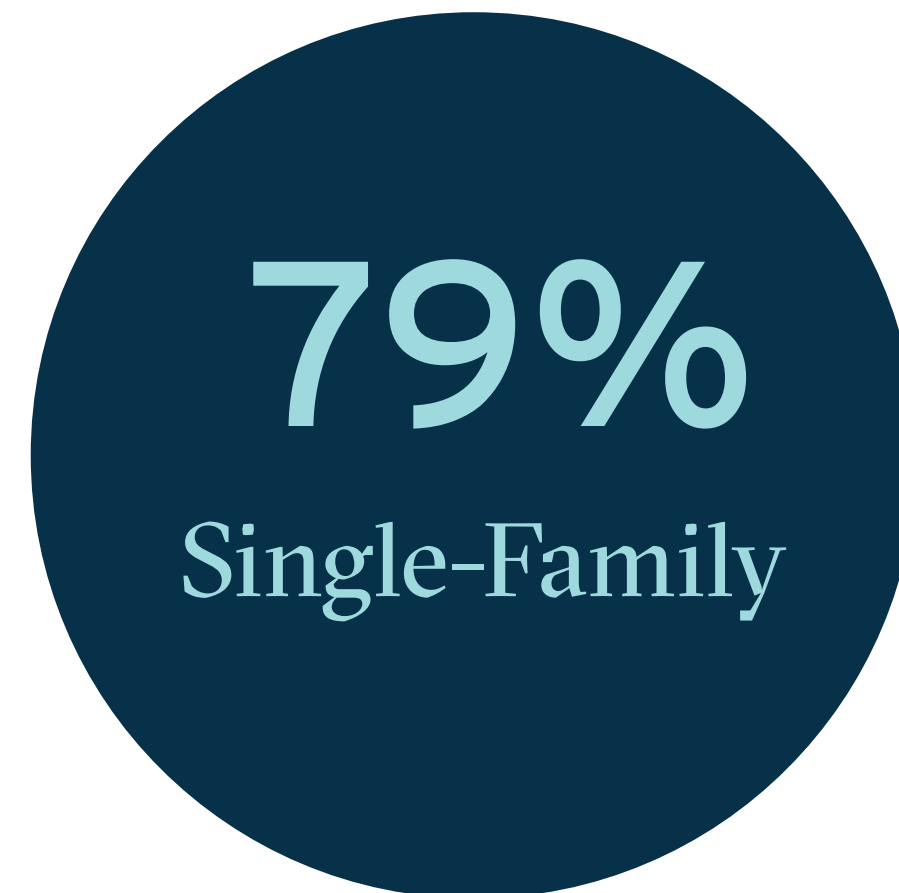
[1] Home values adjusted to 2018 dollars using Case Schiller Chicago Home Price Index
Source: MLS; SB Friedman

FAST FACTS: RESIDENTIAL

Building Type and Tenure

Nearly 80% of the housing stock in Libertyville is single-family, a majority of which is detached. The residential building typology is generally reflective of Lake County, which tends to have a lower percentage of multi-family than the region and state. A high percentage of housing units (85%) in Libertyville are owner-occupied, a higher share than in Lake County and Illinois.

RESIDENTIAL BUILDING TYPE, 2016



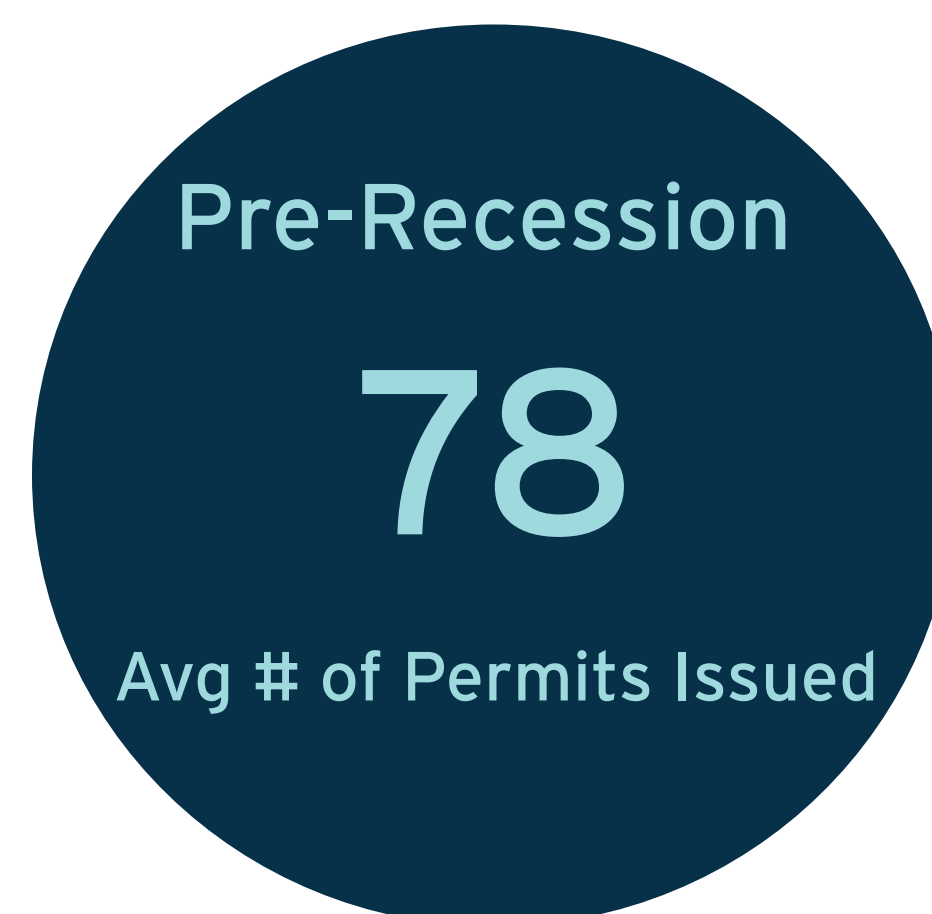
TENURE, 2016



Building Permits

Following a boom of multi-family housing construction in 2003, Libertyville has seen very few multifamily housing developments. Since the recession in 2008, an average of 27 new construction home permits have been issued annually, down from 78 per year from 2000-2007. The low level of recent permits reflects that Libertyville is primarily a built-out community with few tracts of undeveloped residential land remaining. Some of the permit activity in recent years likely relates to tear downs of existing homes and rebuilding on the same lots.

RESIDENTIAL BUILDING PERMITS, 2000-2016



Lake County Population

Between 2000 and 2016, Lake County experienced substantial growth in the 55 to 74 age cohort. Between 2016 and 2032, the most significant growth is anticipated to occur in the Seniors with Special Needs group (ages 75+). These aging Baby Boomers will need additional housing options appropriate for seniors. The young professionals group is also projected to experience substantial growth, and will likely increase demand for housing units appropriate for first-time homebuyers.



KEY TAKEAWAYS

» Low number of new permits suggests Libertyville is primarily built out.

» There may be a greater need for housing product that accommodates the changing population, including a greater diversity of housing at various price points to accommodate aging seniors and young professionals.



FAST FACTS: RETAIL TRENDS

L
STATION 2

Retail Trends

E-COMMERCE IS GROWING



Source: U.S. BLS; Estimated Quarterly U.S. Retail Sales (Not Adjusted); Total and E-Commerce. Estimates are based on data from the Monthly Retail Trade Survey and administrative records for fourth quarter of each year

GROWTH DRIVERS



- » Growth of Amazon
- » Technology
- » Quicker-than-ever delivery
- » Emerging e-commerce business models

Future Patterns of Retail

EXPERIENCE-FOCUSED



- » High-end and lifestyle retail centers
- » Dining and entertainment
- » Experimental retail (i.e., freezer rooms to try on coats)

CONVENIENCE-FOCUSED



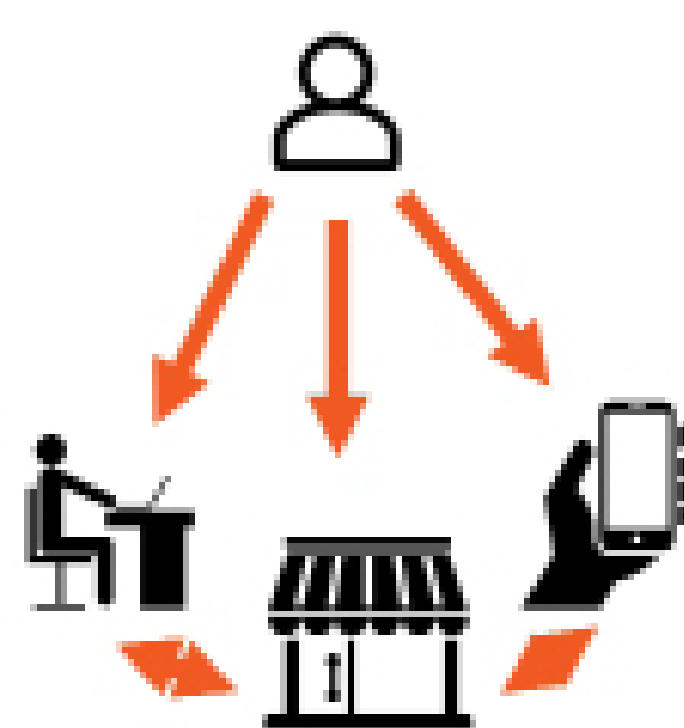
- » Groceries, fast-casual restaurants
- » Convenient access to a wide range of goods and services
- » Visibility and accessibility are key

VALUE-FOCUSED



- » Fast fashion, off-price retail
- » Caters to those looking for discounts and value options

EMBRACING OMNI-CHANNEL CONCEPTS



- » Increase expected in web and in-store shopping platforms
- » Stores functioning as showrooms and service centers
- » Consumers desire to shop across channels (in-store, web, personal device, etc.)

FAST FACTS: RETAIL

Competitive Clusters

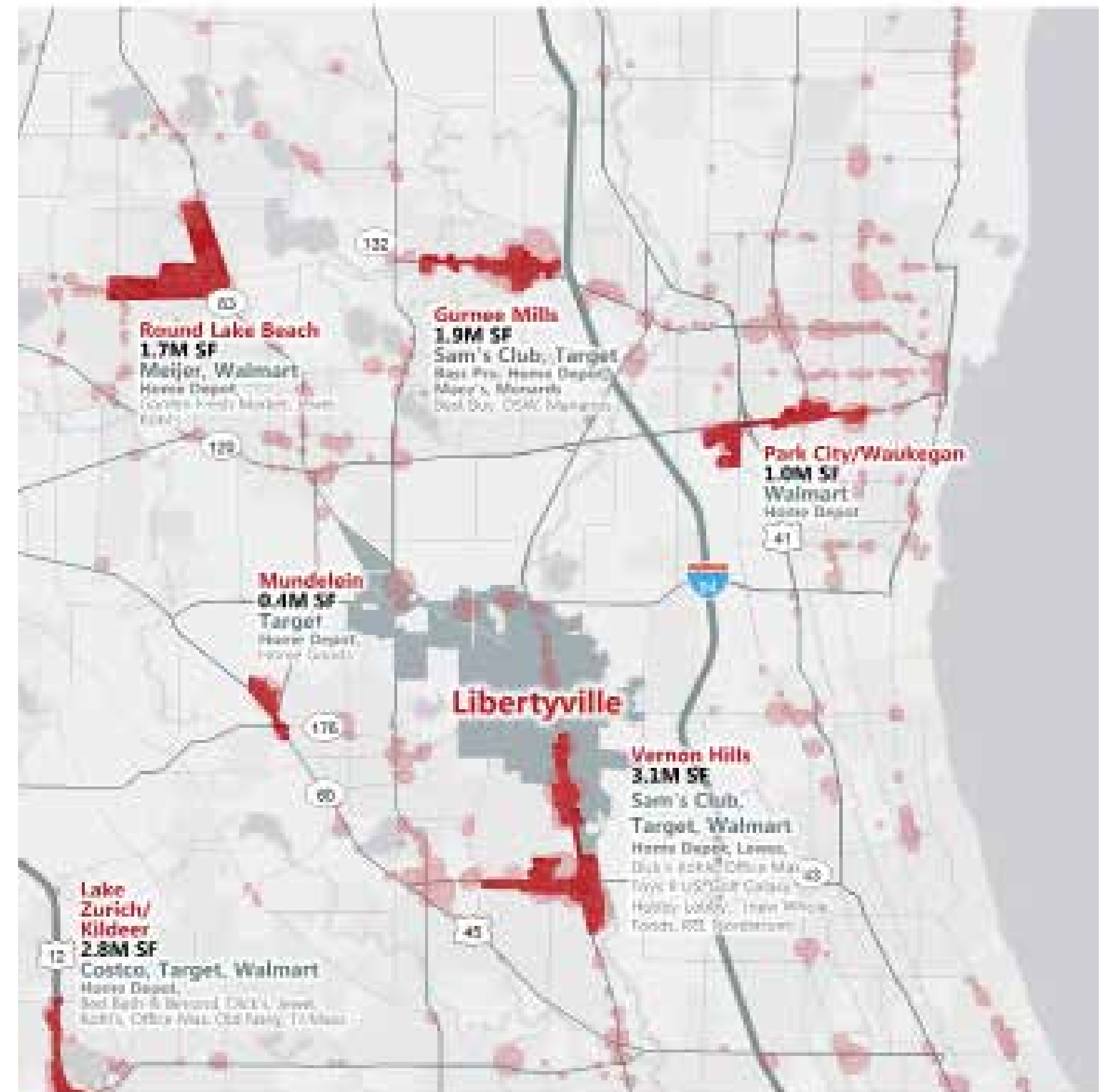
The largest retail clusters near Libertyville are Vernon Hills to the south and Gurnee Mills to the north. Because of its proximity to Vernon Hills, Libertyville does not have major big box retail since this typology is typically reliant on the retail gravity of other big box stores. The retail supply in Libertyville is mainly its downtown shops, convenience retail strip centers and the auto dealers along the "Mile of Cars".

RBA (square feet)

- Up to 15,000
- 15-50,000
- 50-100,000
- 100-150,000
- 150,000 +

Competitive Clusters

Name
Total RBA
Selected Tenants

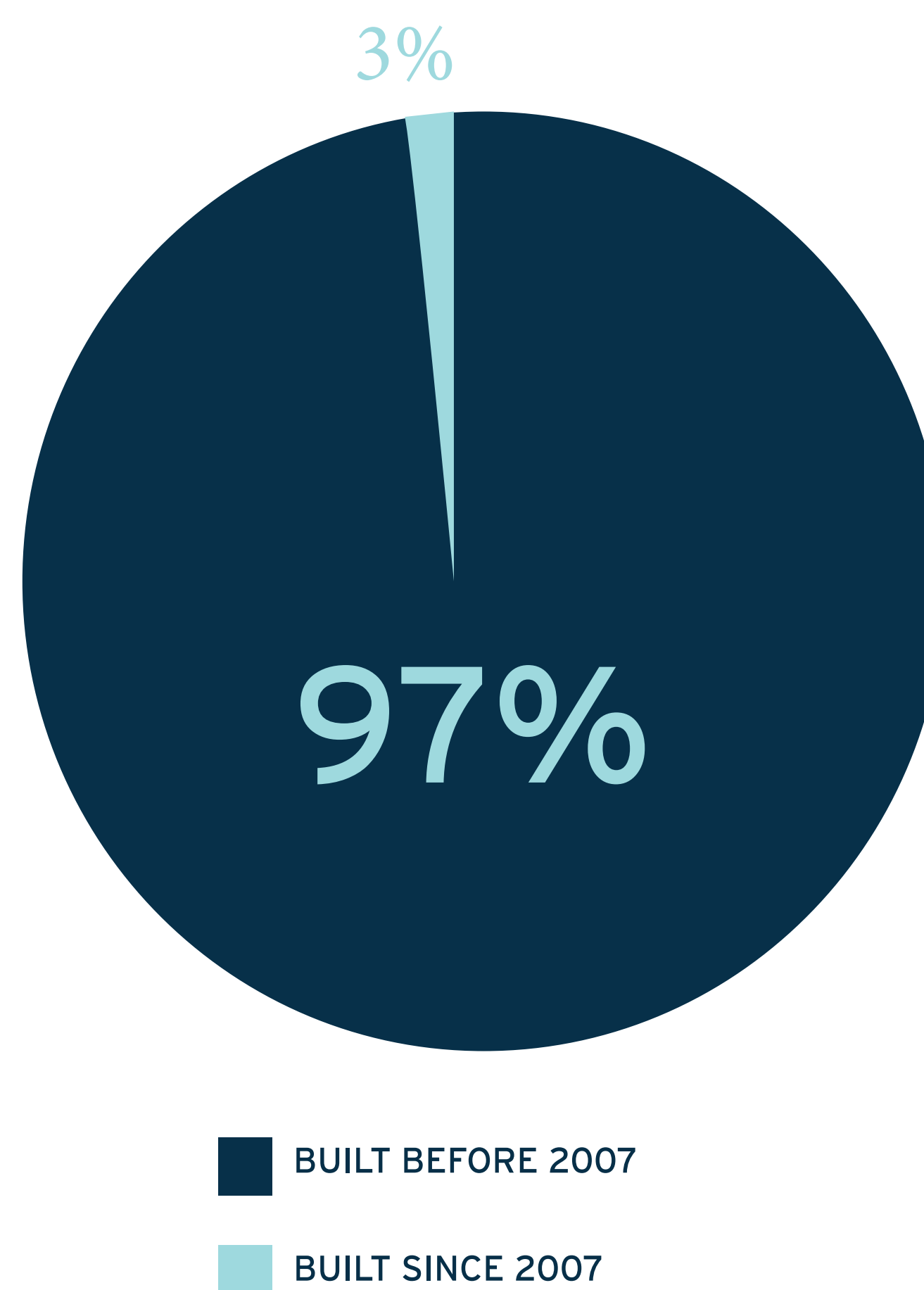


Source: CoStar, Esri, SB Friedman

Libertyville Market



RETAIL INVENTORY, 2017



KEY TAKEAWAYS

» Libertyville's downtown is capitalizing on the demand for experienced-focused retail, including restaurants, farmer's markets and events

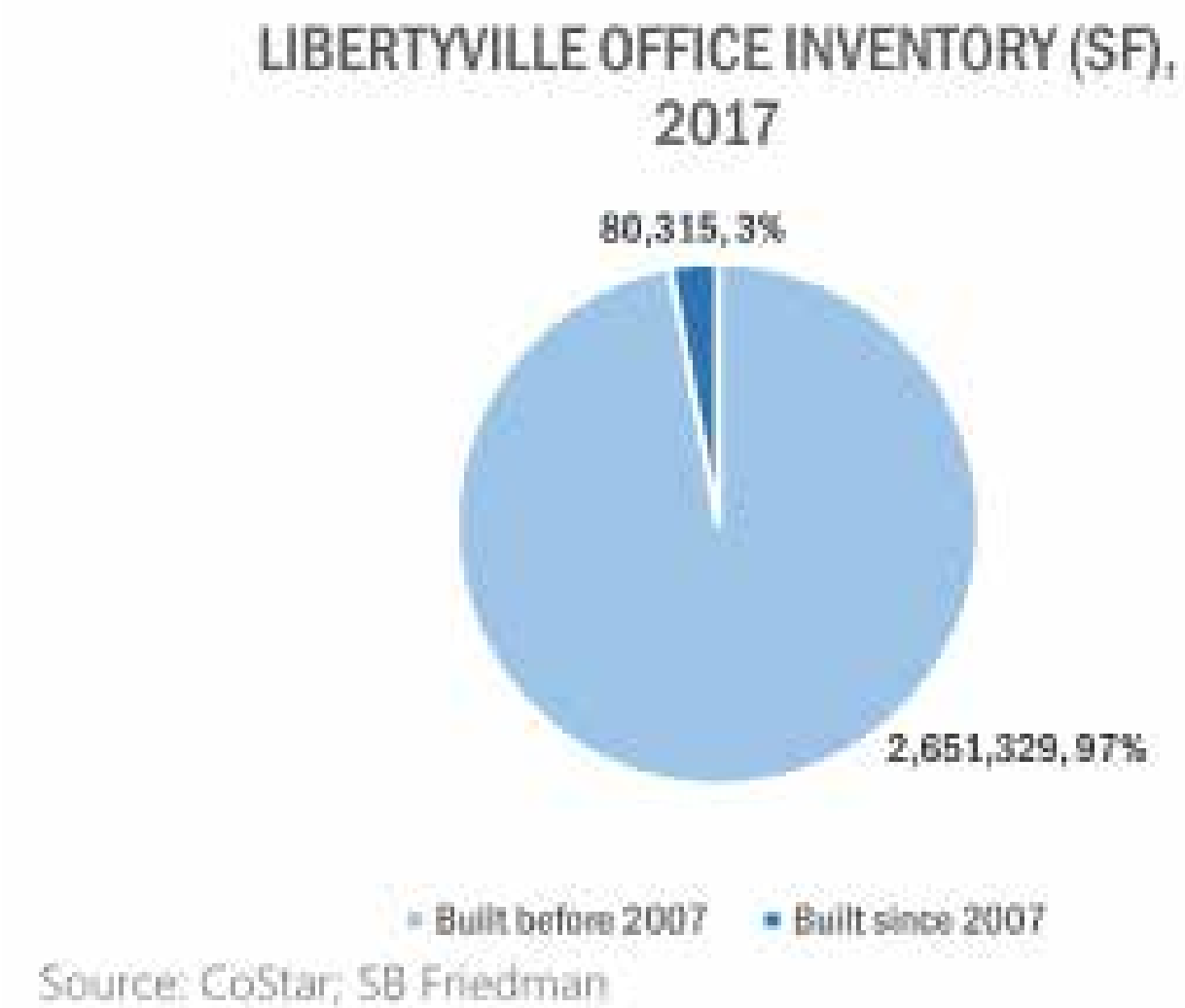
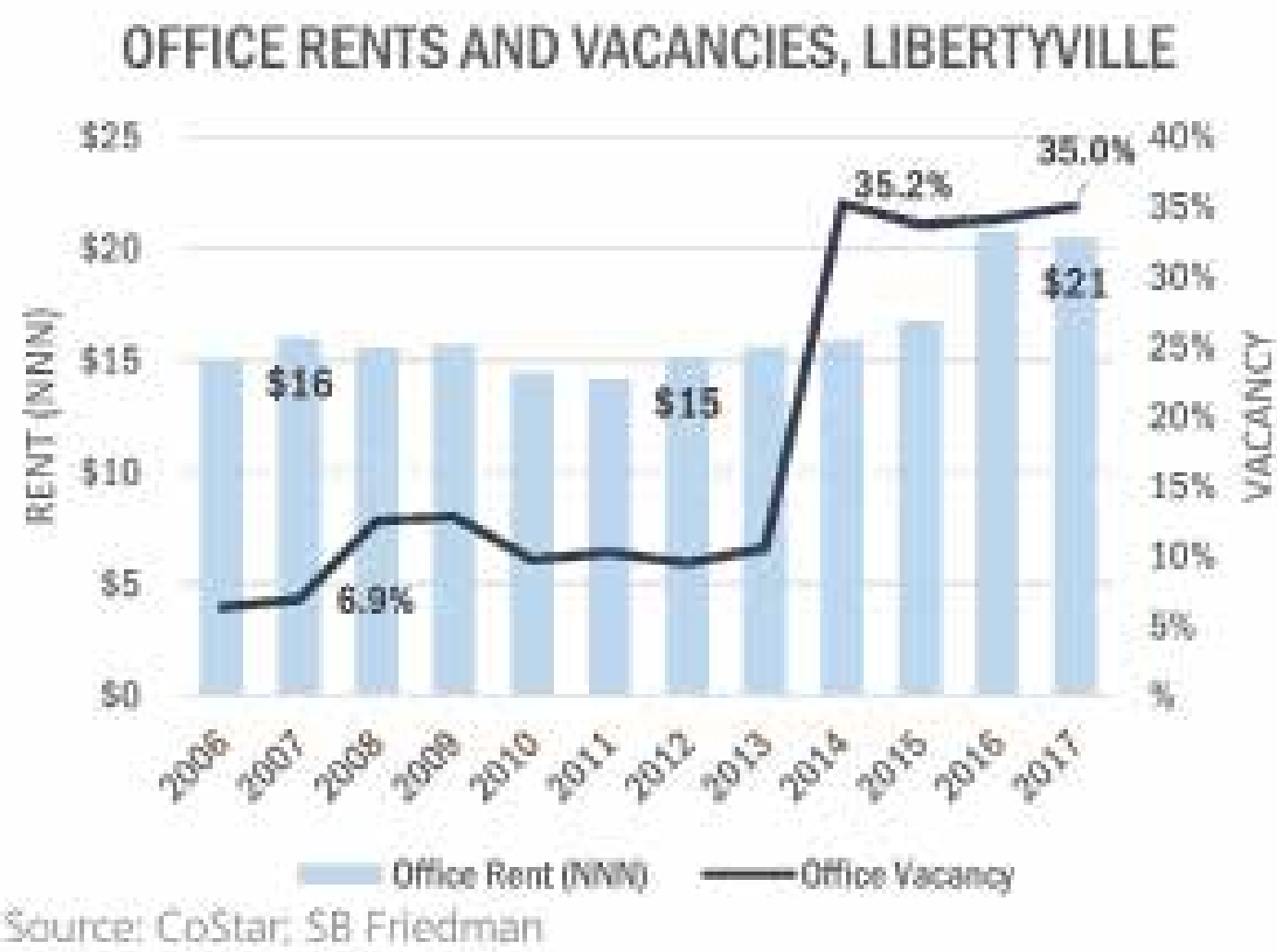
» Given the competitive supply and site availability in the Village, big box retail is likely to locate elsewhere in the near term

» There may be some infill/redevelopment potential for convenience retail along Route 137

» Libertyville's "Mile of Cars" will be sensitive to changes in auto purchasing and ownership and will likely require strategic planning for future changes to the auto sales landscape

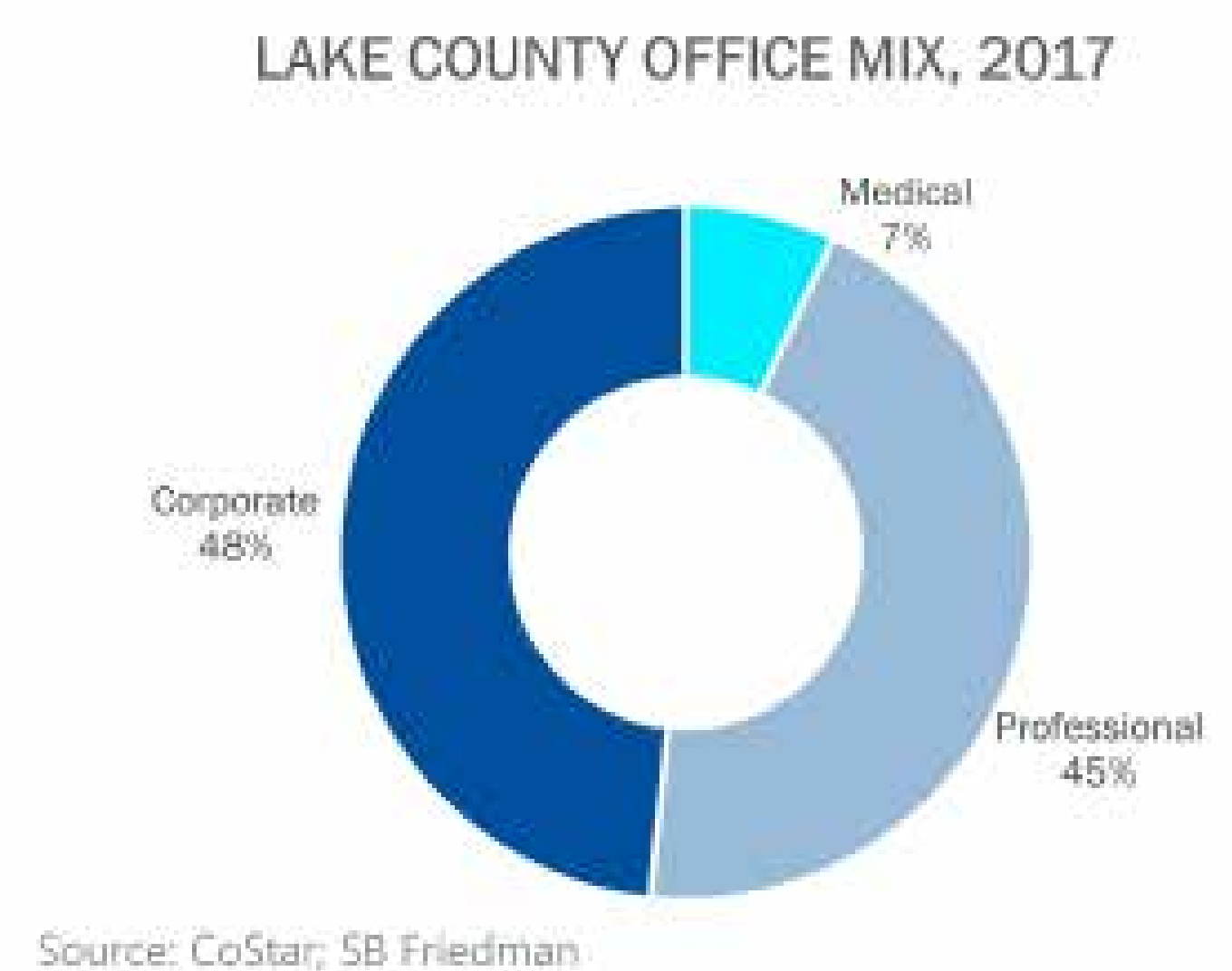
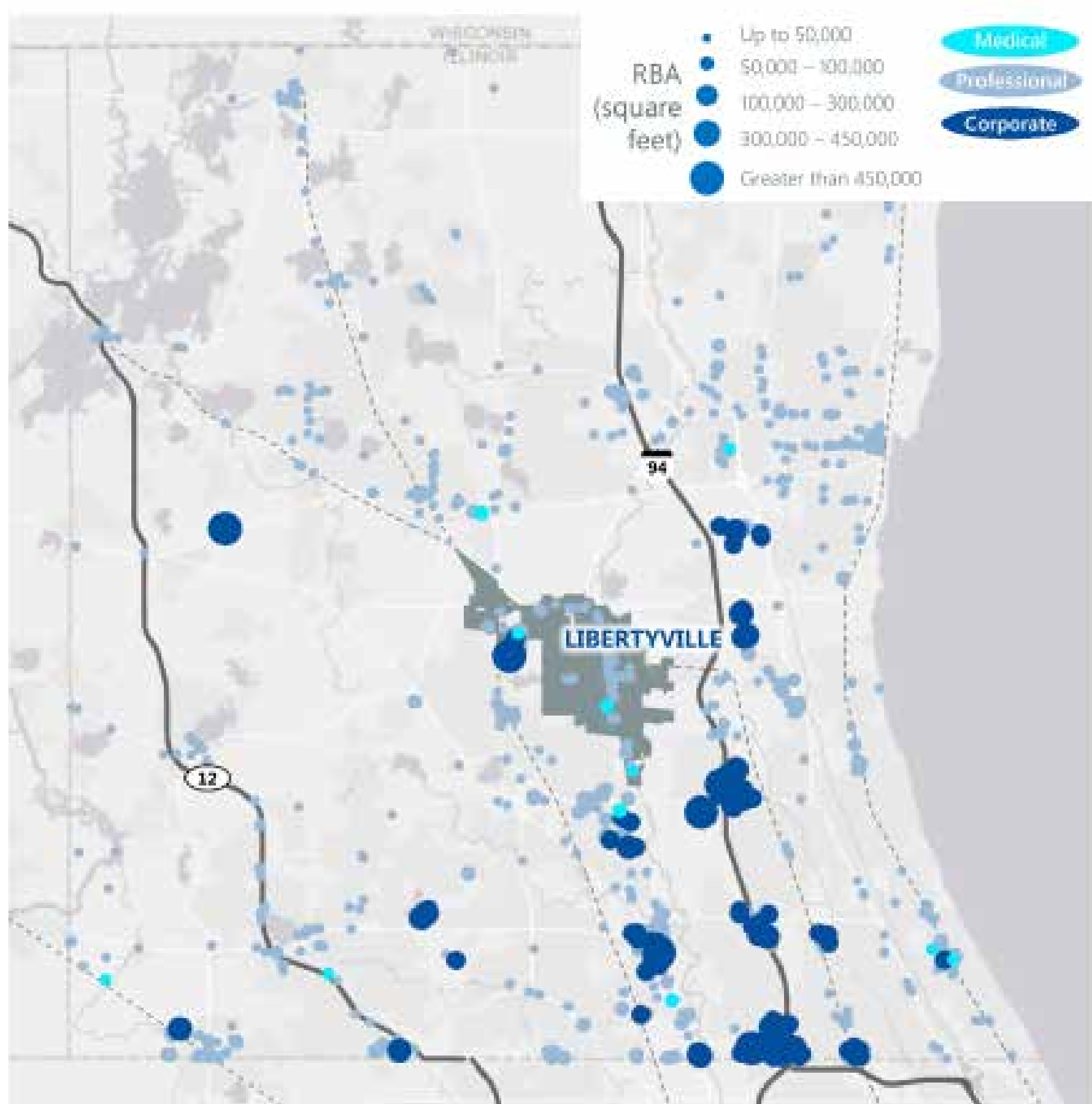
OFFICE MARKET ANALYSIS

Libertyville Market



Lake County Class A Competitive Supply Map

Libertyville has several larger medical office buildings, but corporate office is generally located outside of Libertyville along the I-94 corridor. Within Lake County, Libertyville's office space accounts for only 5% of overall square footage.



OFFICE INVENTORY, 2017

	Medical	Professional	Corporate	TOTAL
Libertyville	375,000	694,000	1,069,000	2,138,000
Lake County	3,179,000	20,320,000	22,003,000	45,502,000
Libertyville Capture	12%	3%	5%	5%

Source: CoStar, SB Friedman

Key Takeaways

Libertyville is located **outside** of the typical **development pattern** for Class A corporate office.

The biggest **potential** in the Village for new office tenants is in the **existing Innovation Park**.

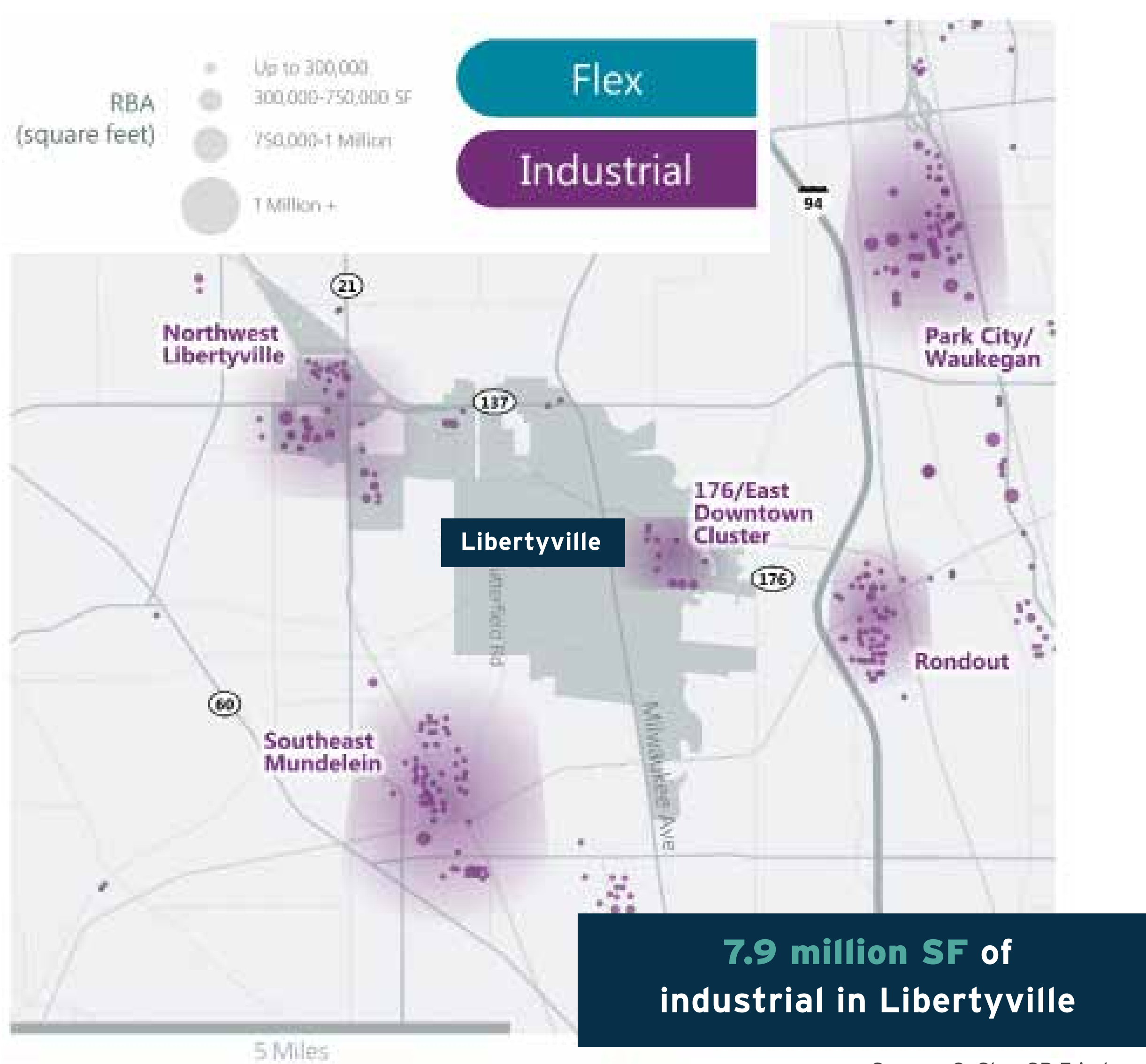
Existing office should be **supported** to maintain supply and decrease vacancies.

There is likely **market potential** for additional medical office around **Condell Medical Center**.

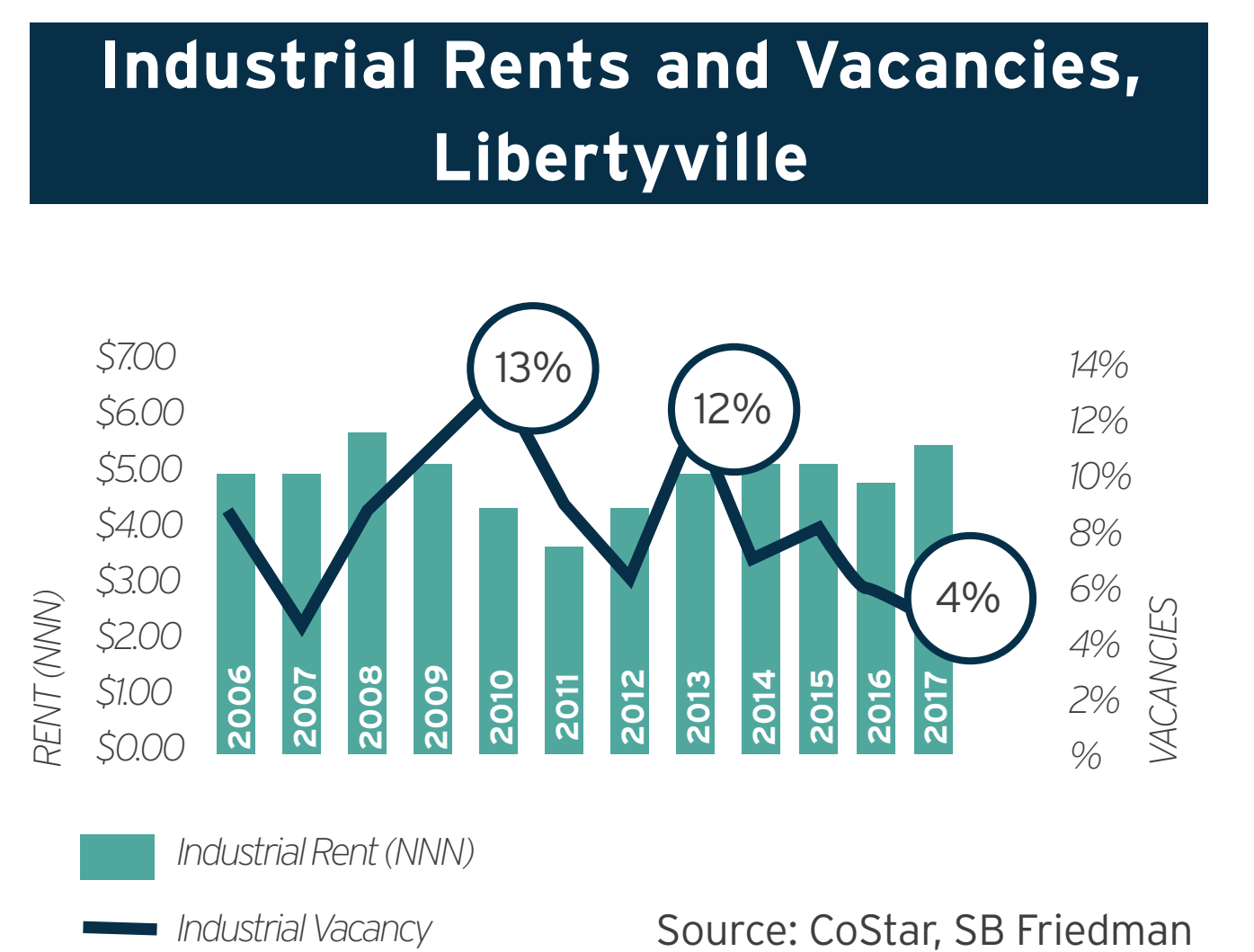
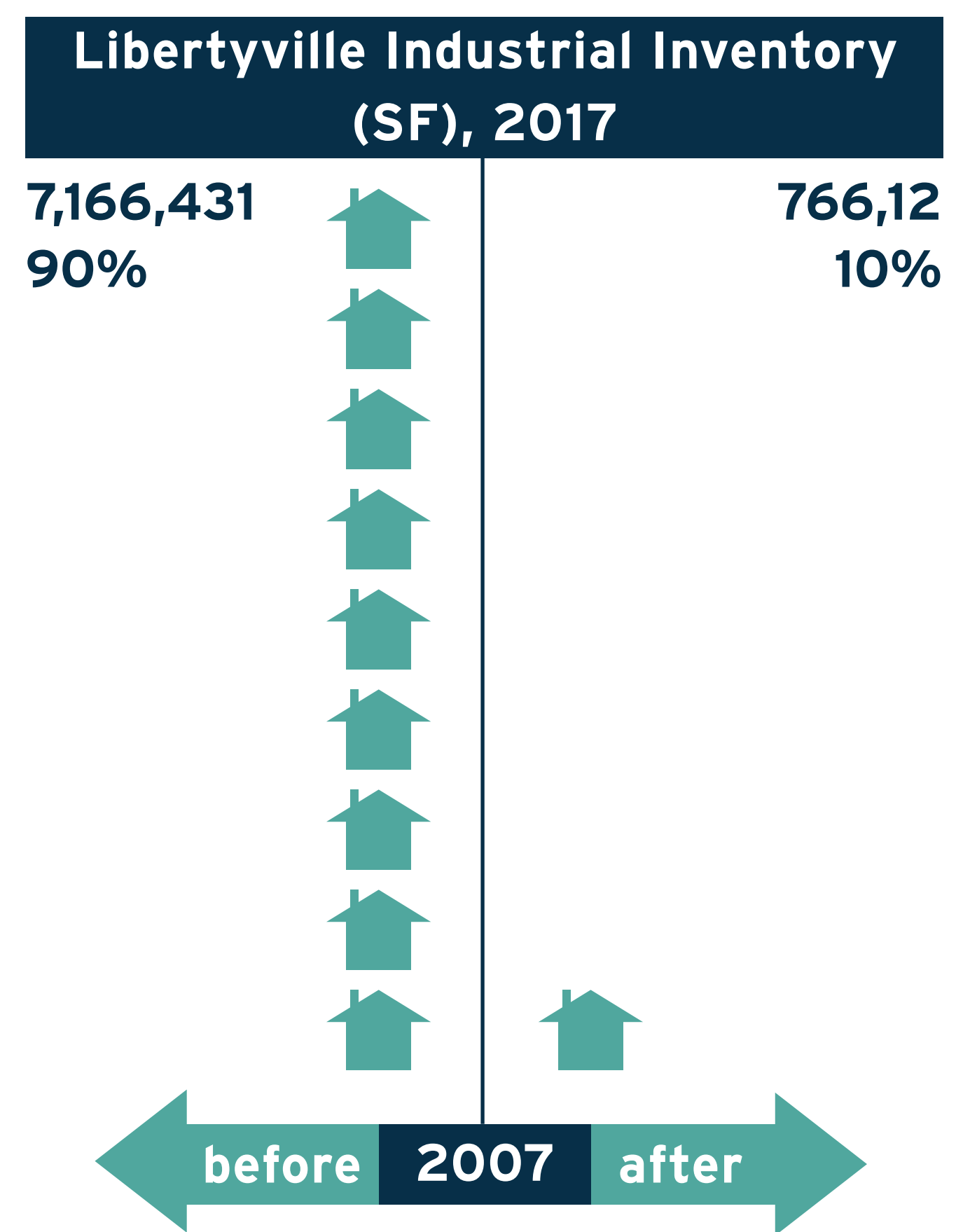
INDUSTRIAL MARKET ANALYSIS

Libertyville Market

Libertyville industrial rents have been mostly stable over the past 10 years and currently average approximately \$5.60 per square foot. Vacancies have decreased since high points in 2010 and 2013 and are currently at a low of 3.9%. Approximately 10% of total industrial inventory in Libertyville has been built since 2007. Libertyville's main industrial clusters are along 176 east of downtown, and in the northwest corner of the Village.



Source: CoStar, SB Friedman



Source: CoStar, SB Friedman

Key Takeaways

Libertyville has **strong industrial clusters** east of downtown and in the northwest part of the Village.

Lake County has had a **strong industrial presence** in the region historically, though other areas in the region (I-55 corridor, I-94 in Wisconsin) have been growing recently.

There are **industrial sites** available for **future growth** in the northwest, which is poised for growth should the expansion of I-53 be realized.