



CHERRY VALLEY, ILLINOIS

Market Guide

City Contact Information



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City Information

Located between Chicago and Galena, 18 miles south of the Wisconsin state line, Cherry Valley is located on the south east side of Rockford at the junction of Interstate 90, Interstate 39, and U.S. Bypass 20.

Cherry Valley offers the region's best in shopping. CherryVale Mall has over 130 stores including Macy's, JC Penney, Sears, and Bergner's.

The area surrounding CherryVale Mall includes a wide variety of choices including The District at CherryVale lifestyle center with stores including Coldwater Creek, Chico's and Barnes & Noble.

Magic Waters is the Midwest's #1 summer fun spot and Illinois' largest water theme park.

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Belleville, IL	2608 Green Mount Commons Dr
Sun Prairie, WI	1905 Mccoy Road
Sheboygan, WI	3711 S Taylor Dr
Oshkosk, WI	351 S Washburn St
Cortland, OH	2016 Millenium Blvd
Milford, WI	201 Chamber Dr

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Apparel



Restaurant



Grocery



Home & Garden

Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.



For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

Demographics



Average Age
40.3

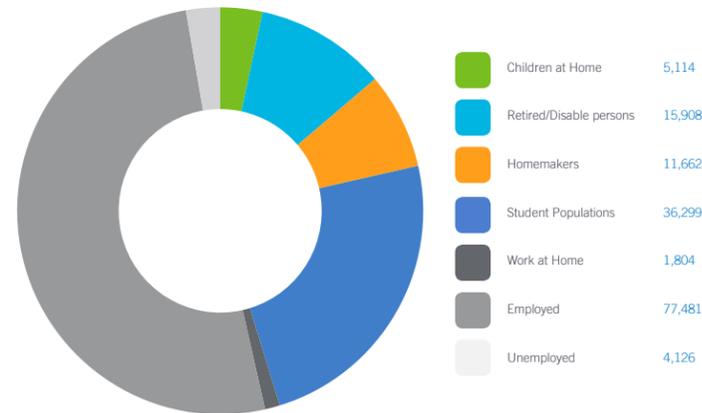


Median Household Income
\$49,981

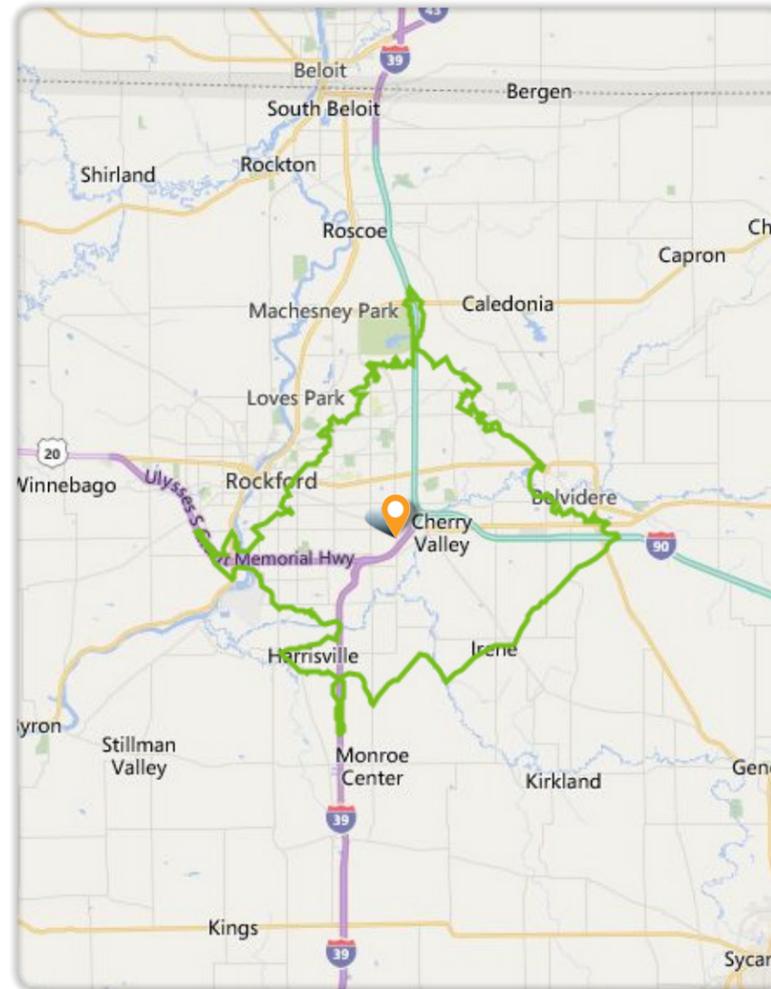


Growth Rate
0.45%

Daytime Population 152,394 (10 Minute Drive Time)



There's a lot of potential here.



DEMOGRAPHIC PROFILE

2015 Estimated Population
Daytime Population
Median HH Income
Number of Households

3 Mile Radius

36,879
57,804
\$52,567
15,240

5 Mile Radius

101,618
131,376
\$49,641
41,243

10 Mile Radius

275,391
314,266
\$45,495
106,587

DEMOGRAPHIC PROFILE

2015 Estimated Population
Daytime Population
Median HH Income
Number of Households

5 Minute Drive Time

24,920
34,607
\$55,621
10,500

10 Minute Drive Time

107,277
152,394
\$49,981
43,133

15 Minute Drive Time

209,658
250,201
\$48,634
82,101

*Source: STI PopStats

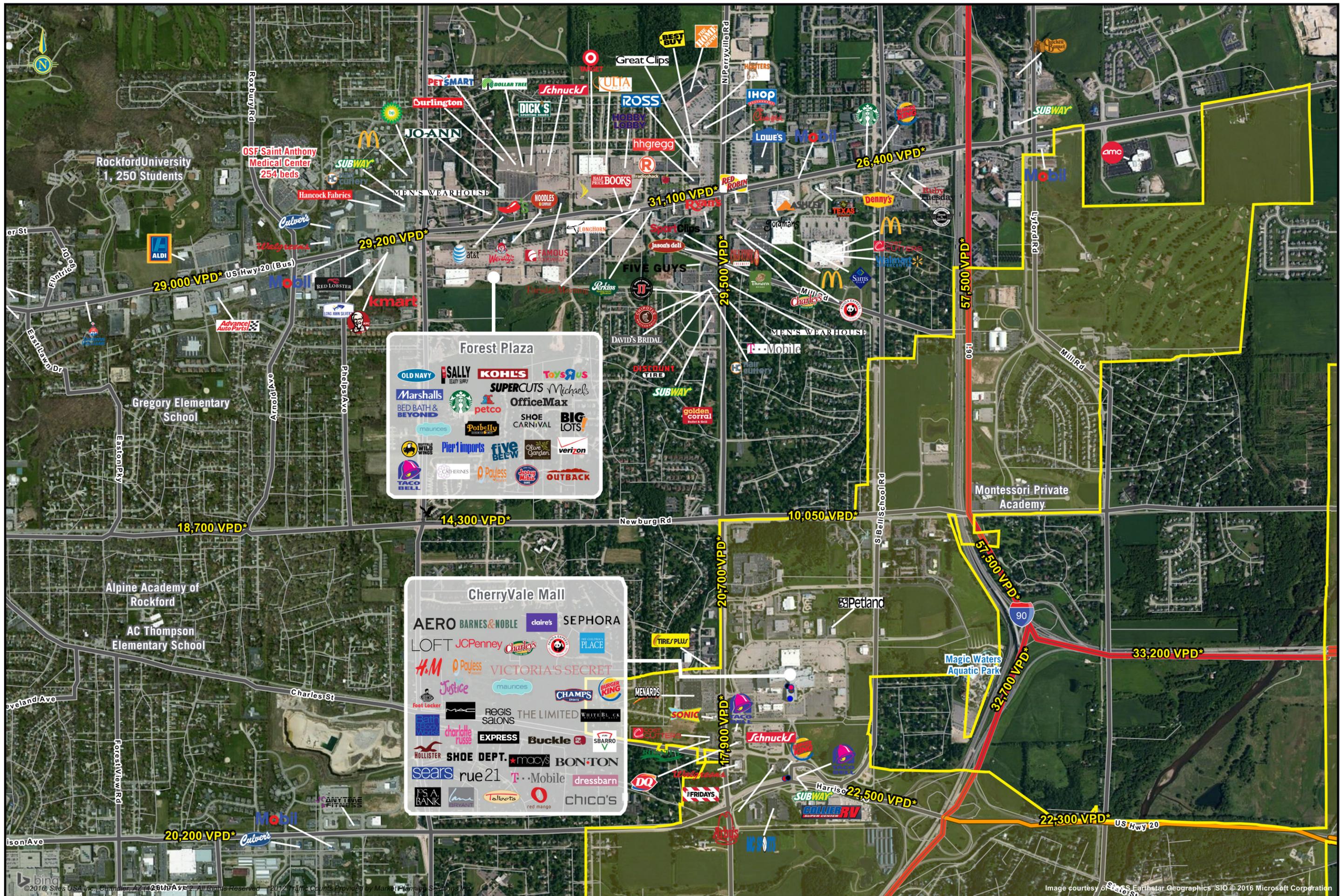


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