COOL STREETS

Explore the hottest urban retail markets across North America

2016 Edition

CUSHMAN & WAKEFIELD

WHAT IS COOL?

This is a question that clearly has no objective answer — ask 100 people to define what they think is cool and you are likely to get 100 different answers. What people define as cool is clearly a matter of subjective personal taste, and even if you could define it, it would only be for a moment in time because cool is a moving target. For economists or real estate analysts who usually strive to work in the realm of numbers and hard data, answering the question "what is cool?" almost seems frivolous. Except that it is not.

In fact, for retail the stakes couldn't be higher. Ignore cool at your own peril.

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THE COOL STREETS OF NORTH AMERICA

Retail lives and dies by cool. Concepts connect, build loyalty, and grow by being cool. They also disengage, wither, and die by not being cool. If nothing else, the history of fashion is the history of what is cool and what is desirable.

But, as anyone in retail will tell you, fashion can be a fickle mistress. Every generation has had its own definition of cool, but cool constantly evolves. In today's media-saturated age some may argue that the issue of what is cool has never been more important to consumers, nor has it ever been as likely to change with lightning speed as it is now.

If retailers live and die by cool, the same also holds true of retail properties, shopping centers and entire neighborhoods. Whenever we speak about real estate, the issue of location and a number of other factors come into play, but the reality is that cool matters. In an age of frugal consumers, e-commerce encroachment, and vast gaps in performance between trophy malls and Class B and C centers, cool matters now more than ever.

How Do You Define Cool?

"I know it when I see it..."

Supreme Court Justice Potter Stewart describing his threshold test for obscenity in the landmark 1964 case Jacobellis v. Ohio

It's not happening on the High Streets or on the Main Streets, it's happening on what we call the Cool Streets.

The last few months have been a scary time for many retail categories. For mall-based apparel and hard goods chains, it has been downright brutal. These challenges have also been particularly acute for many chains historically active at mid-level price points. For them, retail bankruptcies and store closures are up, and publicly traded entities are under more pressure than ever from Wall Street to "right-size" for the new omni-channel world of e-commerce by shuttering storefronts. Some speculate that the bricks-and-mortar retail world of tomorrow will be about discount and luxury, no middle.

Discount and off-price retail now accounts for the lion's share of growth in North America — primarily in suburban centers. In both the United States and Canada, the expansion of top luxury and upscale concepts continues, albeit at an increasingly conservative pace.

However, a new breed of retailers is connecting with Millennial consumers largely on their own terms and, more often than not, at that seemingly disappearing mid-market price point. This phenomenon is not happening in the malls, whether they are thriving trophy centers or dying Class C properties. Nor is it happening in urban high street markets like Fifth Avenue, the Magnificent Mile, Rodeo Drive, or Union Square, or even in suburban community, neighborhood, and power centers where discount is the name of the game. It is not happening on the High streets or on the Main streets, but on what we call the Cool Streets.

In this report, we explore the rise of dozens of exciting new retail districts across the United States and Canada in urban (and urbane) neighborhoods profoundly impacted by the rise of the Millennial consumer. Make no mistake about it, these are largely "hipster" neighborhoods notable for their embrace of the unconventional, the out-of-the-box, and the cool. In some cases, these are longstanding bohemian enclaves known as focal points for local arts, music or LGBT communities. But most of the neighborhoods featured in this report are up-and-coming trade areas driven by dramatic demographic shifts and the strong Millennial preference for urban living. The renaissance occurring on these Cool Streets has been driven by an explosion of new restaurant and retail concepts that connect with the seemingly elusive Millennial consumer like no other. The story of this growth alone is noteworthy. However, what may be most important is that in an age of increasing retail uncertainty, Cool Streets serve as an incubator of sorts for what will likely be the hottest new retail concepts of tomorrow.

The Cool Streets of North America report details these trends and lists what we believe to be the 100 most important Cool Streets in North America right now. We will

also attempt to do the impossible: to give an objective perspective on the eternally subjective issue of cool.

What is a Cool Street?

The cycle of growth, decay and rebirth in our cities is nothing new. Macro trends such as the rise of the suburbs in the 1960's, new urbanism in the 2010's, or countless waves of immigration over the past couple of hundred years have impacted and sped those timetables along. However, at the neighborhood level, real estate costs have always been the primary force driving this cycle. That has not changed and it never will. But while neighborhood amenities, particularly cultural ones, have always played a role in urban renewal efforts, many neighborhoods have gone through such transformations without the issue of "hipness" ever entering into the discussion.

> Cool Streets are serving as an incubator of sorts for what will likely be the hottest new retail concepts of tomorrow...

Most great cities have had their traditional bohemian enclaves where literature, the arts, and culture (or counter-culture) have flourished. But the rise and fall of those neighborhoods typically was slow, organic and non-commercial. It was more likely to be driven by philosophical or intellectual movements than by any sort of demographic trend. And while these neighborhoods tended to attract unique niche subcultures, their appeal rarely carried over to the mainstream. This is where the current Cool Streets trend differs. Hip neighborhoods are now a mainstream aspiration.

The Cool Street Cycle: From Edgy to Prime Hipness to Mainstream

The pattern of urban renewal has not changed much over the past 50 years; a neighborhood endures a period of neglect, rising crime and social ills drive home values down, cheap real estate eventually lures new residents, and the neighborhood stabilizes and then rebounds as additional waves of residents and new businesses move in. Historically, this process often took decades. What also might be most different about the current Cool Street trend is the sheer speed with which a neighborhood can reinvent itself. Some of the Cool Street neighborhoods in our report have moved from "troubled" to "prime hipness" in a matter of just a few years. Likewise, the path from "prime hipness" to "gone mainstream" has never been shorter. Just ask the former hipster residents of Williamsburg.

Brooklyn's Williamsburg neighborhood might be the poster child for the current Cool Streets movement. Through the 1990's, it was a mostly working class immigrant community that struggled with varying degrees of neglect and urban decay over the previous four decades. While Manhattan apartment rents consistently grew at an annual rate of 10% or more from 1995 to 2000, rates remained relatively flat in Williamsburg. In fact, housing costs there typically averaged anywhere from one third to one half of those across the East River. On paper the trends were a world apart, not just the reality of one subway stop.

Starting around 1999, Williamsburg began to see an influx of new residents priced out of Manhattan. This initial wave consisted of a mix of creatives, artists, musicians, hipsters and the LGBT community willing to take their chances in a neighborhood that could best be described at that time as "edgy." They brought with them a counterculture philosophy that infused Williamsburg's commercial corridors. New bars, music venues, art galleries and boutiques catering to their tastes sprang up in the area. The Cool Street cycle was set in motion, and Williamsburg's appeal grew — as did its rents. Within just a few years, residential rents in Williamsburg were on par with top Manhattan apartment rates. National chain retailers engaged in bidding wars over prime corner shop space while quirky independents were priced out. Hipsters began fleeing to all other points Brooklyn bemoaning that "Williamsburg was over." For the record, we disagree with that statement. Though it may now be quite pricey, Williamsburg is still a Cool Street. But has it gone mainstream? Absolutely.

Cool Street = Millennial Street

Millennials have overtaken Baby Boomers as the largest single age demographic in both the United States (85 million) and Canada (10 million). While other key demographic shifts will continue to play out in both countries, this single factor will do more to shape the retail landscape over the next few years than any other trend. The rise of the Cool Streets is just one of the ways that this is playing out.

Millennials Are Urban...

At the heart of the Cool Streets trend is the fact that Millennials consistently demonstrate a preference for urban living. According to the Urban Land Institute (ULI), 46% of Millennials would prefer to live in an urban setting, compared to 24% for suburban and 30% for rural environments.

Source: Urban Land Institute: America in 2015: A ULI Survey of Views on Housing, Transportation, and Community, 2015.

This corresponds with U.S. Census Bureau statistics that reflect the increasing urbanization of America; between 2000 and 2010, the U.S. urban population grew by 12.1% compared to an overall growth rate of 9.7% for this same period. The most recent Census estimates indicate that urban growth outpaced suburban growth in 33 of the 51 largest U.S. cities last year.

Millennials are at the center of this trend. In its poll, the ULI found that Millennials consistently ranked a number of typically urban community attributes as preferences —and did so at numbers that far outpaced averages for other age groups or all age groups together. Walkability ranked as important for 54% of Millennials, compared to 50% for all adults. Convenient public transportation ranked high for 39% of Millennials, while only 32% of the overall population saw this as critical. Meanwhile, 44% of Millennials ranked access to shopping and entertainment as one of their top priorities compared to just 36% of Generation X-ers and 43% of Baby Boomers.

But there is evidence that the trend of urbanization is starting to slow. The Census Bureau estimates that this trend peaked in 2011 when 26.7% of U.S. population growth was focused in urban areas. Last year, estimates put this number at 20.0%. Affordability is the likely culprit of this decline. Our tracking of apartment rents for Downtown or Prime CBD markets across 16 top U.S. markets between 2010 and 2015 indicates an average increase of 33.2%.

On the surface the issue of affordability might seem to contradict the strength that we are reporting in these emerging new Cool Street markets. But the issue of affordability has actually been one of the driving forces behind this movement. With few exceptions, the Cool Street districts springing up are not in tonier, long-established neighborhoods areas where rents and housing costs are increasingly prohibitive. Nearly all of the Cool Streets in our survey are transitional neighborhoods where more affordable rents have served as an initial catalyst for growth.

Their success has come from the fact that they engage their consumers on the most basic experiential level—they keep their stores interesting.

Cool Street Experiential

In May 2016, Whole Foods opened the first of its Whole Foods 365 stores in Los Angeles' Silver Lake neighborhood. The Whole Foods 365 concept appears

tailor-made for Cool Streets; the stores use a smaller urban footprint — typically in the 20,000 to 30,000 square foot (sf) range — and require less parking than normal Whole Foods locations. Much of its inventory consists of internal brands, so Whole Foods 365's price points are cheaper than what you would find at namesake Whole Foods stores. This is important because it connects with one of the touchstones of the Millennial consumer: frugality. Yet perhaps most interesting of all is the fact that Whole Foods 365 stores will feature ever-changing pop-up retail space in their stores and will consider anything from vinyl record retailers to tattoo parlors as temporary tenants.

Since debuting in 2011, Shinola has grown at a rate of five or six new stores annually and will close in on 30 locations by the end of this year. This Detroit-based chain has been one of the most active Cool Streets players from Miami to Portland and beyond (the company recently opened a London store and are planning Canadian boutiques as well). Boutiques typically range from 2,000 to 5,000 sf of space. But what exactly is the concept? Shinola sells watches. It also sells bicycles, leather goods, journals, and some apparel. But Shinola is definitely not just a watch or a bicycle or a leather goods store. Shinola is a lifestyle store for Millennials.

As a group, Millennials seem to value experience over material goods. In June 2016, MetLife released a report that analyzed expenditure data from the U.S. Bureau of Labor Statistics that found that Millennials spend 15% more of their disposable income on experiences than generations past. Because of this, hard goods retailers must find ways to create meaningful shopping experiences if they want to truly engage with the Millennial consumer.

At its most basic level, experiential retail is about simply being interesting. This as where many of the smaller chains and independents active on the Cool Streets have an advantage over their larger, less nimble competitors. Smaller regional chains such as Lizard Thicket or independents like House of Woo find it easier to experiment with their fall line and take chances than the Abercrombies or Gaps or Ann Taylors.

Larger chains, particularly the publicly-traded ones, are not only challenged by size and scope, but also the necessity of answering to an increasingly jittery Wall Street. Too often, the result of these limitations is retailers with shelves full of homogenous goods in increasingly empty homogenous stores situated in dying homogenous malls.
The irony in all of this is that by being too conservative while navigating this new challenging landscape of omnichannel retail, brick-and-mortar retailers may actually inadvertently drive their customers online by simply being boring.

Cool Street Cantinas

The Millennial embrace of experiences over material goods is clearly visible in the sheer volume of restaurant activity driving the Cool Street phenomenon. In roughly half of the markets that we surveyed and included in our Top 100 Cool Streets, restaurant businesses outnumbered actual retail businesses (not including service retailers) by a ratio of 2:1. Some of the neighborhoods in our survey have yet to develop a significant retailer presence and are essentially foodie clusters. Craft brewing such as Over-the-Rhine in Cincinnati or North Park in San Diego has been the driving force behind the renaissance of a number of the Cool Streets on our survey. We see fine dining as central to the rejuvenation of New Orleans' Warehouse District, while taqueria and authentic Mexican food appears a driving force in virtually every Cool Street market.

Cool Street neighborhoods are pretty democratic when it comes to food; from food trucks gone bricks-and-mortar to fast casual chains and the highest-end chef-driven concepts, growth has come from all directions. While this reflects the greater trend of growth taking place throughout the entire retail world, it is yet another trend largely driven by the Millennial consumer.

According to the latest data released by the U.S. Commerce Department (May 2016), sales at food and drinking places accounted for 12% of all retail sales. This is the highest level recorded in the 30 years this metric has been tracked. From 1992 to 2010, this metric averaged just 9.7%.

Cheap gas prices are playing a role in this, but it is important to note that even in past boom periods this number only infrequently climbed above the 11.0% threshold.

Americans are spending more of their retail dollars eating out than ever before and evidence suggests Millennials are at the forefront of that trend.

Source: U.S. Bureau of the Census

These statistics include all U.S. consumers, and could simply be a trend impacting all Americans. We do think that is the case, however, as Millennials are likely at the forefront of this trend. To prove this theory, below we sliced the numbers up along generational fault lines. Sure enough, we saw some clear distinctions. With most Millennials just entering their prime earning years, these trends will probably continue in the near future.

Cool Street Incubators

The retailers active on Cool Streets are a mix of the new and the old (often with a twist). Clicks-to-bricks players such as Warby Parker, Bonobos, Marine Layer and others have been active, as have the occasional upscale mall or lifestyle center retailer. Meanwhile, brands like Kit and Ace and Shinola have flourished by putting Cool Street locations at the forefront of their real estate strategies.

Independent retailers remain the heart and soul of the Cool Street phenomenon. Small chains, start-ups and little guys are those most thriving in those locations. Rents play a big role in this. Across the 100 markets included in this year's report, average rents in Cool Street neighborhoods stood at roughly 55% the average asking rate of the nearest Class A mall or High Street shopping district. One of the challenges of these neighborhoods is that most of them are in transition; where they stand in the Cool Street cycle dictates everything. Their rising popularity may bring a new wave of tenants, but it could be at the cost of their role as incubators.

Looking ahead, many more mainstream retailers will likely look for Cool Street shop space in the months and years to come. This holds particularly true for beleaguered mall apparel concepts. Many of these chains are under immense pressure from Wall Street to close underperforming locations as they "right-size" for e-commerce; the mandate is to reduce portfolios to only the Class A or trophy locations with the highest sales. However, Class A landlords know this and many are aggressively raising rents. This situation may force many traditional mall tenants to rethink their real estate strategies and begin looking for creative alternatives. Cool Streets will be one of them.

...where they stand in the Cool Street cycle dictates everything. Their rising popularity may bring a new wave of tenants, but it could be at the cost of their role as incubators.

Retail Sales at Food Service and Drinking Places As a Percent of Total Retail Sales	
1995 – 2005 (Generation X)	9.5%
2006 – Current (Millennials)	10.8%
2010 – Current (Millennials, Post-recession)	11.1%

BROOKLYN

Sunset Park:
Where Boxes and Independents Co-exist

As Williamsburg has become more fashionable and pricey (and mainstream), its bohemian residents have been driven to other neighborhoods in search of more affordable rents. The same thing has happened with many of the independent retailers that initially set in motion Williamsburg's retail renaissance. In fact, the question should not be which Brooklyn neighborhood is going to emerge as the next Cool Street, but which neighborhoods? Certainly, cases can be made for Bedford-Stuyvesant, Bushwick, Crown Heights, Fort Greene and a few others. But this report is not just about identifying the next hipster residential enclaves, it is also about finding the emerging Cool Streets with the most retail growth potential.

Sunset Park is situated on Brooklyn's western waterfront and is bordered by Park Slope and Greenwood Heights to the north, Borough Park to the east and Bay Ridge to the south. Largely an industrial neighborhood since the early 1900s, Sunset Park had been in decline for much of the latter half of the past century. That began to change a couple of years ago with the opening of Bush Terminal Park and a number of rehabilitation projects along the waterfront — the most substantial of which has been the redevelopment of Industry City.

$81,529
Average Household Income

26.9%
Millennial Population

The Industry City complex consists of roughly 6.0 million square feet (sf) of formerly vacant industrial space redeveloped as creative mixed-use office, retail, and industrial. The retail component alone totals 500,000 sf and is already home to Bed Bath & Beyond, BuyBuy Baby, Cost Plus, and Saks Off Fifth (expected to open later this year). These retailers do not usually appear on a roster of Cool Street tenants, but Industry City offers an urban rarity: existing, large footprint availability in a desirable marketplace. Industry City has reportedly leased all but 1.8 million sf of its 6.0 million sf of space to more than 400 companies, with tenants like West Elm, the Brooklyn Nets and Time joining e-commerce and tech players like Shyp and BaubleBar.

Residential realtors already report skyrocketing demand for row houses on the perimeter of Industry City, while numerous loft projects backfilled long-vacant industrial space. Because of the big box retail deals, one might question whether independent retailers will be active here at all.. Even as more mainstream retail box concepts continue to ink deals at Industry City, a number of independents, start-ups, and mom-and-pops have been actively looking on Sunset Park's prime corridors. With retail asking rents generally ranging from $75 to $175 per sf, expect even more interest from a steady stream of retailers of all stripes in this area in the future.

Even as box concepts continue to ink deals at Industry City, a number of independents have been actively looking on Sunset Park's prime corridors.

EDGY COOL
BUT IN ITS INFANCY

CHICAGO

Logan Square:
Midwest Headquarters of Hip

When discussing North America's top Cool Street neighborhoods, Chicago's Logan Square deserves to be near the top of the list. Logan Square is characterized by tree-lined streets, stately greystones and large bungalow-style housing. The neighborhood surrounds namesake Logan Square Park on Chicago's near northwest side at the three-way intersection of Kedzie and Logan Boulevards and Milwaukee Avenue. Logan Square's early residents were of English or Scandinavian origin. Subsequent waves of growth were driven by Polish, Jewish and eventually Mexican and Puerto Rican immigrants, making this one of the most ethnically diverse of the Cool Street neighborhoods featured in this report.

Logan Square's fortunes have long been tied to its more well-known neighbor, Wicker Park. That neighborhood had been the center of Chicago's independent art and music scene going back to the early 1990s. But as Wicker Park became more popular, its rents started pricing out its arts community. Beginning approximately 20 years ago many of these creative types began moving to the edgier (and cheaper) environs of Logan Square. That influx of artists has helped to drive projects like the recently restored Hairpin Lofts. This LEED-certified, six-story flatiron, landmark building at the intersection of Milwaukee and Diversey offers live/work residences for creatives.

$84,529
Average Household Income

34.3%
Millennial Population

While Logan Square's emergence as a Cool Street began with the arts community nearly two decades ago, the momentum behind this neighborhood's growth has kicked in fairly recently. The arrival of the Logan Square Farmer's Market in 2007 was a major touchstone, but the real growth has been since 2010 and it has largely been driven by new restaurants and bars. Multiple eateries have popped up ranging from fast casual to upscale, and from some of Chicago's most notable new white tablecloth eateries to former food truck concepts gone bricks and mortar. Logan Square's dining scene now is a mix of creative concepts, dive bars, craft breweries and cocktail lounges. Meanwhile, the city has made some additional investments to improve transit, bike infrastructure, and spur economic development. A number of large residential developments are in the pipeline and this will surely drive further growth in the immediate future. Not surprisingly, many in the arts community are already concerned that Logan Square may be on the verge of mainstreaming... but that is the cost of popularity.

Logan Square's dining scene now is a mix of creative concepts, dive bars, craft breweries and cocktail lounges.

CINCINNATI

Over-the-Rhine:
A Craft Brewed Neighborhood

Over-The-Rhine (OTR) is a historic neighborhood located just north of Downtown Cincinnati. It is one of the largest urban historic districts in the United States and is known for its abundance of architecturally significant buildings and homes. The area has a rich cultural scene due to its proximity to the Art Academy of Cincinnati, the Cincinnati Symphony/Pops, the Cincinnati Opera, the School for Creative and Performing Arts, Memorial Hall, and other artistic points of interest. Historic Findlay Market (Ohio's oldest continuously operated public market) was founded in 1852 and is of OTR's most cherished institutions. Surrounding Findlay Market is the Brewery District, which celebrates OTR's brewing heritage (the neighborhood was originally settled by German immigrants in the mid-1850s). By the early 2000s the neighborhood had bottomed out with the highest crime rate in the city and a landscape littered with more than 500 vacant buildings and 700 vacant lots. It was so bad that director Steven Soderbergh chose the OTR as the location for the gritty drug scenes in his 2000 film Traffic.

$49,466
Average
Household Income

36.9%
Millennial Population

The revitalization of OTR began in 2003 through the formation of the Cincinnati Center City Development Corporation (3CDC), which combined public and private resources to spur economic development of distressed properties. To date, 3CDC has invested more than $330 million into renovation, construction, and development. That investment has resulted in the opening of over 130 new businesses (almost 40 in 2015 alone), revitalizing the craft brewing industry in Cincinnati through the likes of Taft's Ale House, and the Christian Moerlein and Rheinegeist breweries. OTR has also become a top destination for foodies. The Food Network has highlighted local eateries Senate (gourmet hot dogs), Bakersfield (tacos, whiskey and tequila) and Taste of Belgium (Belgian waffles) on Diners, Drive-Ins and Dives.

We are currently tracking retail rents that range from $16 to $40 per sf, but expect these to keep climbing. OTR is a market that is still in its ascendency. Developers remain active in the area with over 1,000 new residential units either under construction or in the planning stages. Meanwhile, we continue to see millennials embracing the live/work/play experience of urban Cool Street neighborhoods.

That investment has resulted in the opening of over 130 new businesses (almost 40 in 2015 alone), revitalizing the craft brewing industry in Cincinnati...

RiNo (River North) Arts District:
Ground Zero for Mile High Millennials

The River North Arts District, or RiNo as locals refer to it, is situated immediately north of Downtown Denver at the junction of Interstates 70 and 25. Coors Field and the LoDo (Lower Downtown) neighborhood mark RiNo's southwestern boundary, while Interstate 25 acts as its western border. Interstate 70 serves as the neighborhood's northern edge, while the Curtis Park and Five Points neighborhoods lie immediately to the east. The RiNo neighborhood is traversed by the South Platte River, with the lion's share of the District's retail situated on the east side of the river. Brighton Boulevard, Larimer and Downing Streets are the primary retail arteries, though a number of other commercial corridors have seen increased activity as this region has undergone its transformation.

Denver's arts community was already established in RiNo prior to 2010, converting many of the district's vacant warehouses to loft and gallery space. But residential growth throughout Denver's urban core began to explode around 2010. This first wave played out primarily in the adjacent Downtown and LoHi (Lower Highlands) neighborhoods, but as these areas redeveloped with higher-end multifamily housing, residential growth increasingly moved northeast to the RiNo District. According to the Brookings Institute, Denver has become the number one destination for millennials, with its Downtown neighborhoods expected to grow by 18% over the next five years.

$69,790
Average Household Income

39.6%
Millennial Population

A number of notable projects in RiNo have helped to speed the area's retail evolution over the past few years, including The Source, a 26,000 SF artisanal food hall, which opened in a former steel foundry building on Brighton Boulevard in late 2013. Other food additions have included everything from high-end local favorite The Populist to authentic Mexican restaurant Los Chingones. RiNo has also increasingly become a focal point of Denver's music and nightlife scene through a mix of live venues. Yet even with this recent prosperity, RiNo stands as one of the few areas remaining in Denver's urban core with available land and vacant buildings. Because of this, development is skyrocketing, with ongoing projects ranging from office (Zeppelin Station) to housing (Taxi), hospitality (The Source Hotel), and mixed-use (DriveTrain—a multifamily, retail/restaurant and boutique hotel).

RiNo has also increasingly become a focal point of Denver's music and nightlife scene through a mix of live venues.

LOS ANGELES

Silver Lake:
Where Hollywood and Hip Collide

The Silver Lake neighborhood is located northwest of downtown Los Angeles around the city reservoir for which it is named. Silver Lake is bordered by Los Feliz to the northwest, Atwater Village and Elysian Valley to the northeast, Echo Park on the southeast, and East Hollywood to the west. Tom Mix and Walt Disney both built movie studios here in the 1920s and 1930s. Encouraged by city planners, residential development took center stage by the mid-1930s. Thanks to many now world-renowned architects (Lautner, Neutra, Wright, etc.) active in Silver Lake in the 1930s, the neighborhood is esteemed for its inventory of architecturally significant homes (largely in the Spanish Mediterranean style). By the late 1970s, Silver Lake became the center of Los Angeles' gay leather subculture. Over the past two decades, the young Hollywood set has increasingly embraced Silver Lake, with such notable actors as Rachel McAdams and Ryan Gosling taking up residences here at various times.

$80,375
Average Household Income

26.6%
Millennial Population

While the retail districts in most of the Cool Street report are literally focused on one actual cool street corridor, Silver Lake actually has a number of major thoroughfares of note. Significant retail corridors exist on Glendale, Santa Monica and Silver Lake Boulevards, Hyperion Avenue and a few other streets. Whole Foods chose a location on Glendale Boulevard for the rollout of its very first Whole Foods 365 store in May 2016. However, Sunset Boulevard is arguably the dominant retail corridor when it comes to boutique and restaurant hot spots. Chic French boutique A.P.C. recently opened there, and the street is also home to some of the most acclaimed eateries in the area (Night + Market Song, Cliff's Edge, El Cochinito, among others).

Silver Lake is a mature trade area with little undeveloped land remaining. We estimate current overall retail vacancy in the area at just under 5.0%. Our survey found a wide range of current asking rents ($30 to $80 per sf); however, what little modern space does exist has typically leased quickly at the highest end of that range, if not beyond. That being said, the older retail product that lines Silver Lake's many retail corridors is prime for redevelopment activity.

Whole Foods chose a location on Glendale Boulevard for the rollout of its very first Whole Foods 365 store in May 2016.

Wynwood:
South Florida's Arts Mecca

The Wynwood Arts & Fashion District is a rapidly emerging neighborhood located in the heart of Miami's east side renaissance. Wynwood is located north of Downtown Miami and is bordered by Interstate 95 to the west, North Miami Avenue to the east, NW 29th Street to the north and NW 20th Street to the south. Once one of Miami's thriving warehouse districts, thanks to the former Florida East Coast Railroad, these structures started becoming vacant in the 1970s as freight transport increasingly shifted away from rail. During the drug wars of the early 1980s Wynwood sank into a tailspin of urban decay and neglect that lasted into the 2000s. During the building boom of the early 2000s, Wynwood emerged as a "Cool Street" among millennials and creatives, attracting art galleries and event planners who were seeking relief from escalating market rents and found value in re-purposing large warehouse buildings. Its industrial history has provided great open spaces and dramatic exterior canvasses for creativity, and by 2005, the efforts of a number of groups resulted in street art and murals replacing graffiti stains. Miami's explosive population growth since 2010 has further catapulted the area. As many of the market's warehouses go through the adaptive reuse process, their physical qualities have attracted a variety of retailers from home accessories to contemporary apparel.

$44,350
Average
Household Income

26.9%
Millennial Population

Today, Wynwood is both an incubator for creative office users and magnet for hip, emerging brands that appreciate its edgy quality; as well as a focal point for established brands that see Wynwood as the only place they fit in the greater Miami market. Fueled by small, functional spaces, manageable rents and the audience it attracts, Wynwood has quickly become Miami's answer to neighborhoods like SoHo of the 1980s and the Meatpacking District. The main retail artery serving Wynwood is Northwest 2nd Avenue, but side streets, like NW 25th and NW 26th Streets have emerged as strong options to the higher-rent demands of the avenue.

Asking retail rents range from $45 to $80 PSF NNN. With a steady stream of new investment from established national and regional developers, this Cool Street has begun to expand in all directions. Its next wave of development is underway via large-scale mixed-use developments, which will increase the daytime population and further bolster pedestrian traffic.

...lower rents in Wynwood could prove attractive to many cutting edge chains... Wynwood is unlikely to 'go mainstream' this cycle.

MINNEAPOLIS

North Loop / Warehouse Historic District:
Loft Revival

The Warehouse Historic District, or the North Loop, is situated immediately northwest of Downtown Minneapolis. The neighborhood is bounded by Hennepin Avenue to the southeast, North 4th Street to the southwest, Plymouth Avenue to the northwest and the Mississippi River to the northeast. Historically, the North Loop was the center of Minneapolis' river trade and home to a large railyard and inland port. Most of the warehouses here were built in the early 20th century for the storage and wholesaling of goods related to milling and manufacturing. Today, more than 60 of these structures still exist — most six to eight stories high and enjoying a new life as high-end residential lofts. Washington Avenue is the prime retail corridor; however, nearly all of the North Loop's major commercial streets have seen increasing retail activity.

Starting in the 1960s, significant portions of the Warehouse District were abandoned and left to decay. It was not until the mid-1990s that the North Loop experienced its revival as artists and creative types started moving in, converting long-vacant industrial spaces to lofts and art galleries. Throughout the early 2000s, this neighborhood saw a slow, but steady, stream of redevelopment projects as Downtown workers increasingly discovered the area. The construction of Target Field on the Warehouse District's southwestern edge in 2010 helped to spur another wave of in-migration, this time dominated by young, millennial workers and supported by a booming Downtown office market. About 1,500 new multifamily units have come online since that period alone. Another 530 units are either already under construction or in the final planning stages. With Minneapolis' local economy far outpacing most other Midwestern economies, we do not see this ending anytime soon.

While some of the thrift shops and galleries that initially spearheaded this neighborhood's revival have since been priced out, the North Loop remains a focal point of the Minneapolis arts scene. But it now also has emerged as one of the city's most vibrant restaurant and bar hot spots as well. Demand for shop space has also skyrocketed. Recent arrivals to join longtime local boutiques and design studios include national upstart chains like Filson, Kit and Ace, and Shinola. While rents are climbing, we are still tracking a basic range between about $18 and $42 per sf, leaving plenty of room for growth.

$61,767
Average Household Income

39.4%
Millennial Population

While some galleries have since been priced out, the North Loop remains a focal point of the Minneapolis arts scene.

PHOENIX

Roosevelt Row:
Streetcar Suburb Once More

As Phoenix, a once sleepy railroad stop, began to grow with new residents in the early 1900s, East Roosevelt became one of the first neighborhoods to emerge. By the 1920s, it was a streetcar suburb with developers building Craftsman and California bungalows as well as architecturally significant Period Revival houses. The area started to decline beginning in 1960, however, due to the construction of the local freeway system. Historic homes were razed. Others were chopped up and turned into halfway homes. By the late 1980s, East Roosevelt was a blighted area known primarily as a drug neighborhood. The seeds of what is now known as Roosevelt Row (or increasingly known as "RoRo" by locals) were sown in the early 1990s when the area's cheap rents began to lure an adventurous arts crowd. But while Roosevelt Row became known as Phoenix's arts neighborhood , the full renaissance of the neighborhood really did not begin until relatively recently. In 2006, Arizona State University opened a satellite campus. This was followed in 2008 by a new Metro Light Rail line that connects Roosevelt Row to Downtown Phoenix much the way streetcars once had decades ago. In the years since, the area has seen an influx of millennials drawn to its arts vibe, historic architecture, and surprising level of walkability in a city otherwise known for sprawl.

$47,541
Average Household Income

26.0%
Millennial Population

Roosevelt Row is situated immediately northeast of Downtown Phoenix and southeast of the junction of Interstate 10 and Highway 51. The prime east-west retail corridor is East Roosevelt Street, between North 7th Avenue and North 16th Street. North Central Avenue is the dominant north-south commercial strip. Retail rents typically range from $18 to $28 per sf, though we have occasionally seen deals beyond that range in either direction. Rents have climbed steadily despite the fact that overall retail vacancy in the neighborhood is close to 9%. But nearly all of that is older space (the average age of retail inventory here is more than 55 years) that borders on being functionally obsolete. Demand is on the rise, yet there is virtually no new inventory in this market and little available in terms of quality, refurbished shop space. In other words, conditions are ripe for major redevelopment plays.

UP & COMING
THE NEXT BIG THING

RICHMOND VA

Carytown:
The Mile of Style

Carytown is located northeast of Downtown Richmond. Highway 161 effectively marks its eastern boundary, while Interstate 195 serves as both its southern and western borders. Carytown and its immediately adjacent neighbors (the Museum District and the Fan District) are historic neighborhoods — most of the commercial buildings here were built in the 1930s while many of the residential structures go back even further. The dividing line between Carytown and the Museum District consists primarily of Ellwood Avenue. Meanwhile, the Fan District (home of Virginia Commonwealth University) lies to the east of Carytown across Highway 161. Due in large part to the allure of historic architecture and central locations, all three of these districts have seen a steady influx of new urban dwellers (primarily millennials) over the past few years. Each has also benefited from the relative strengths of their neighbors. While the Museum District remains primarily a residential neighborhood, the Fan District has seen an explosion of nightlife and dining activity. Carytown has seen the greatest balance and mix between retail and restaurant activity over the past few years.

$81,444
Average
Household Income

43.1%
Millennial Population

This is one of the smaller trade areas featured in our report; West Cary Street is the primary retail corridor and its most active segment is only about a mile in length. Still, that one mile is home to about 950,000 sf of retail inventory and more than 300 boutiques, shops, restaurants and bars. Local retail consists of a mix of independents and upscale boutiques as well as some main street shopping. The Byrd Theatre, a restored cinema that has operated continuously since 1928, is located in Carytown, providing insight into the makeup of the neighborhood. The average age of retail inventory in the area is roughly 80 years old. Despite this, Carytown has little in the way of existing vacancy; we estimate it at approximately 4%. Asking rents range from $12 to $40 per sf, with modern or refurbished properties at the top of that scale. With no new major redevelopment projects currently under way, we expect those rates to rise — particularly for refinished or repurposed quality retail space.

With no new major redevelopment projects currently under way, we expect lease rates to rise — particularly for refinished or repurposed quality retail space.

SAN DIEGO

East Village:
San Diego's Next Reinvention

Downtown San Diego has been in a constant state of reinvention for the past 30 years. The original catalyst was the delivery of Horton Plaza in 1985, which was followed by a new waterfront Convention Center in 1989 and the restoration of the Gaslamp Quarter in the 1990s. With each new project came successive waves of residential high-rise development that added thousands of housing units and transformed the city's skyline. With the 2004 completion of Petco Park, the path of redevelopment continued to move eastward into what was once the industrial underbelly of San Diego, and that trend continues today in the East Village.

The East Village is situated between the Gaslamp District to the west and Interstate 5 to the east, and extends northward from Harbor Drive to Balboa Park. This former industrial area fell into neglect in the 1970s and continued its downward spiral until discovered by the local arts community in the 1990s. But its renaissance did not pick up much steam until the arrival of Petco Park. Now, most of the East Village's warehouses have been converted into lofts, galleries, restaurants, and shops. The area has few trendy retailers or vintage shops; instead, the retail revolution (so far) has been driven by creative dining concepts and a collection of craft beer and cocktail venues that regularly attract locals, tourists, and the post-game crowd from the ballpark.

$74,414
Average Household Income

32.7%
Millennial Population

The Village is poised for rapid growth ahead with thousands of housing units either already under construction or in various stages of proposal. Local partnership The IDEA (Innovation, Design, Education and Arts) District plans to add at least 13,000 design and tech jobs in the East Village over the next 12 years as it pursues a vision of a sustainable live/work/play neighborhood. The organization intends on doing this through a mix of new projects ranging from creative office to retail/restaurant space and startup housing — some of which are already under construction (Maker's Quarter, IDEA1). Projects in the pipeline essentially guarantee the emergence of the East Village as one of the West Coast's major new Cool Streets over the next couple of years. Should plans to build a new football stadium for the San Diego Chargers here actually come to fruition (a proposal will be on the ballot in November), the East Village's total retail transformation could happen virtually overnight.

Should plans to build a new football stadium for the San Diego Chargers here actually come to fruition, the East Village's transformation could happen virtually overnight.

SAN FRANCISCO

Jackson Square:
Union Square's New Cool Street Competitor

San Francisco's most famous redevelopment is the Mission District, where an influx of tech-industry millennials has transformed the neighborhood into the city's hottest restaurant and bar scene. It certainly is a Cool Street, and probably more of an actual hipster haven than historic Jackson Square (most of the buildings here pre-date the 1906 earthquake). So why are we not focusing on the Mission District? Because it has nowhere near the retail upside of Jackson Square.

San Francisco's restrictive "formula retail" code effectively locks out chains with more than 11 locations internationally unless they obtain a conditional use permit. Even when successful, this is a cumbersome process that takes retailers months to navigate and usually costs tens of thousands of dollars. Supporters believe that by keeping larger chains out they are maintaining the character of San Francisco's many neighborhood retail districts and also protecting mom-and-pop retailers. But by setting the definition of "formula retail" at just 11 units, the law basically makes it cost prohibitive for many smaller new retail concepts to expand in the City by the Bay.

$107,916
Average
Household Income

34.6%
Millennial Population

This is despite the fact that most of these chains have a track record of boosting local foot traffic — a factor that would help, not hurt, the mom-and-pop businesses this law was meant to protect. There are, however, a few exceptions to San Francisco's formula retail code both in terms of categories (groceries and most financial services retail are exempt, for example) and geography. Jackson Square is one of the few San Francisco districts where significant portions of the neighborhood are exempt from this code.

Jackson Square is only approximately 10 square blocks and is almost entirely a commercial district. Lodged between San Francisco's booming Financial District and the tourism-rich enclaves of Chinatown and North Beach, Jackson Square's official boundaries are Columbus Avenue to the west, Battery Street on the east, Washington Street to the south and Broadway on the north. While San Francisco's mid-Market area is also undergoing a retail revival, the availability of large blocks of space there is proving most alluring to off-price big box users. Meanwhile, Jackson Square is increasingly attracting hip, Cool Street concepts and upscale retailers alike due to its zoning advantages, historic flavor, and rents still averaging anywhere from half to a third of comparable Union Square rates.

Jackson Square is increasingly attracting hip, Cool Street concepts and upscale retailers alike due to its zoning advantages, historic flavor, and rents...

Delmar Loop:
No Longer End of the Line

The Delmar Loop (or "the Loop" as it is affectionately known by locals) is situated northeast of Downtown St. Louis and bordered by the University City, West End, Visitation Park and Skinker/Debaliviere neighborhoods. This Cool Street primarily consists of the Delmar Boulevard corridor between Kingsland Avenue and Clara Avenue, the end of the line for the old Delmar Boulevard streetcar that connected this neighborhood to Downtown St. Louis in the early half of the last century. Today, "the Loop" remains well served by public transit with a MetroLink station and plans in the works to build a new 2.2-mile trolley line that will connect the Loop to nearby Forest Park, home of the St. Louis Zoo and a number of major museums. The Washington University Campus is located in easy walking distance of the Loop (Washington's Center of Creative Arts is situated on the Loop's western boundary).

$85,425
Average Household Income

29.8%
Millennial Population

While the millennial embrace of urban living has played a major role in the resurgence of dozens of downtown districts, this trend has been more diffused in St. Louis. Ballpark Village, Soulard, Historic St. Charles and the Central West End District are just a few of the neighborhoods that have been transformed locally over the past few years. But while all of these districts have their own individual charm, the Delmar Loop has an allure of its own. It's the home of the historic Tivoli Theater (a refurbished 1924 movie house), restaurant and music landmark Blueberry Hill (Chuck Berry used to perform there on the third Wednesday of every month) and the quirky lunar-themed boutique Moonrise Hotel. We also see it as having the greatest upside of any local retail district thanks to its central location and relative proximity to both Downtown and the bustling Clayton area.

The current rental range for competitive retail space on the Delmar Loop runs between $18 and $45 per sf, though some borderline obsolete space can be had for as low as $12 per sf. The high end of this range has risen rapidly, mostly driven by redevelopment projects. But while vacancy remains fairly low (we estimate it to be near 6.0%), the average age of inventory is 70 years. With leasing demand building and an aging inventory of relatively cheaply priced buildings, we see prime redevelopment opportunities galore.

FOREST PARK
THE
LOOP TROLLEY
THE LOOP

West Queen West:
Westward Ho!

In 2014, Vogue named West Queen West as No. 2 on its list of the Top 15 Coolest Neighborhoods in the World. What can we say after that? Well, a whole bunch, but space is limited. Let's start with the basics, but this can be confusing. Queen Street West is one of Downtown Toronto's major east-west thoroughfares, extending westward from Yonge Street through multiple neighborhoods to the Gardiner Expressway and Humber Bay (QSW Corridor). Queen Street West also refers to the upscale retail district at the eastern end of the QSW corridor near Toronto City Hall. This neighborhood is home to one of Canada's premier malls, the CF Toronto Eaton Center, as well as dozens of local and international retail concepts. The district is a longtime center for the arts, telecommunications and culture due to its proximity to Ryerson University, The University of Toronto, and the Ontario College of Art & Design. But while this portion of the QSW corridor is certainly a "cool" street, Queen Street West is your standard urban high street marketplace today.

But it was not always that way. Queen Street West has undergone many changes over the past three decades, but this evolution has picked up steam over the past few years as residential rents skyrocketed under a wave of millennial in-migration. This priced out many of the arts and creative types that once lived in the Queen Street West neighborhood. Where did they go? A lot of them just moved on down the QSW Corridor to West Queen West. Got it? No, we didn't think so.

We define West Queen West as the neighborhood surrounding the QSW corridor between Bathurst Street and Gladstone Avenue. On this stretch of QSW you will find Canada's largest concentration of independent art galleries, an abundance of independent boutiques, a flourishing restaurant and bar scene, and a couple of new hipster, boutique hotels. And in West Queen West, rents typically range between $30 and $60 per sf compared to rates that can top the $120 per sf mark in the tonier sections of Queen Street West). But rents are only going to climb here. Demand remains high for space in West Queen West and this Cool Street is increasingly demonstrating mainstream appeal.

75.9%
Millennial Population

$92,354
Average Household Income

Demand remains high for space in West Queen West and this Cool Street is increasingly demonstrating mainstream appeal.

VANCOUVER

Mount Pleasant/Main Street:
From Working Class to Arts Class

Mount Pleasant was historically a working class neighborhood centered around breweries located on Vancouver's near northwest fringe. It is bounded by Cambie Street to the west and Clark Drive to the east and extends northward to the Great Northern Way. King Edward Avenue and Kingsway mark its southern edge. This neighborhood's history goes back to 1890 when streetcars first connected it to downtown, making it one of Vancouver's first suburban communities. Mount Pleasant is now served by the Sky Train instead of streetcars and its shift from working class to arts district began roughly 20 years ago. This transition has been on steroids over the last five years. Nowhere have the changes been more profound than near the intersections of Main Street and Broadway, which is ground zero for this Cool Street and the nexus of the neighborhood's two primary retail arterials.

$85,689
Average
Household Income

31.3%
Millennial Population

While much of Western Canada's energy-based economy has struggled over the past 18 months due to falling oil prices, Vancouver has felt little of that — not just because of Vancouver's more diverse economic base (though that is a major factor), but also as a result of a huge wave of in-migration driven mostly by wealthy Asian immigrants. Housing values for some Vancouver neighborhoods have tripled over the past decade and multifamily rents skyrocketed, forcing many creative types and millennials to Mount Pleasant and its relatively cheaper rents (though these are climbing rapidly as well). Trendy boutiques and eateries running the gamut from fast casual to upscale have followed.

We are currently tracking retail asking rents ranging from $20 to $43 per sf, but those rates are increasing swiftly. While most retail sectors in Canada are currently in flat or conservative growth mode, the resilience of Vancouver's local economy has made the city a focal point of growth for many. New retail corridors in the Mount Pleasant market continue to emerge, but Main Street remains the epicenter of growth. Plentiful redevelopment opportunities, continued strong retailer demand, and competitive rents mean that this up and coming Cool Street still has a lot of runway left in its transformation.

Nowhere have the changes been more profound than near the intersections of Main Street and Broadway, which is ground zero for this Cool Street...

UP & COMING
THE NEXT BIG THING

WASHINGTON DC

Shaw:
Urban Revival, Supercharged

The Shaw neighborhood sits immediately south of the Howard University campus, bound by Massachusetts Avenue NW to the south, New Jersey Avenue NW to the east, and 11th Street NW to the west. Shaw takes its name from Robert Gould Shaw, who led one of the first African-American units to fight for the Union in the Civil War. Through the early 1900s, Shaw was the pre-Harlem center of African-American intellectual and cultural life in the United States. Following the assassination of Dr. Martin Luther King in 1968, Shaw was one of the many D.C. neighborhoods that erupted in rioting. This was followed by a period of economic decline that lasted until about 2010. Shaw's transformation since then has been unprecedented.

Shaw's Victorian row house architecture, its central location, and D.C.'s millennial-driven housing boom have driven the rejuvenation of this neighborhood. In just a few short years, new apartment and condo complexes have risen in areas that long stood as parking lots, auto-repair shops, and vacant land. But this gentrification has not been without controversy. While Shaw remains one of the most racially diverse

$117,035
Average
Household Income

43.4%
Millennial Population

Cool Streets in our survey, rents have skyrocketed as this neighborhood's popularity has soared, pricing out many long-time residents. A model of urban decay just a few years ago, Shaw today is home to a number of bustling retail corridors and is considered one of the District's most vibrant neighborhoods for dining, nightlife, music and the arts.

Shaw's retail revival continues at full throttle; recent retail arrivals include Warby Parker, Kit and Ace, as well as many highly-regarded local shops and brands. The general range of asking rents for quality street retail space here is $50 to $70 per sf and rising. While this is a mature trade area with virtually no undeveloped land, redevelopment opportunities exist and the influx of new residents continues unabated. We are currently tracking over 1,100 new multifamily units under construction in the immediate vicinity and nearly 4,000 additional proposed units. One of the more successful recent deliveries is the 310-unit Atlantic Plumbing building. This mixed-use project also features a retail component anchored by Landmark Theatres as well as a mix of boutiques and trendy eateries ranging from fast casual to upscale. Expect more projects like this in the future.

A model of urban decay just a few years ago, Shaw today is one of the District's most vibrant neighborhoods for dining, nightlife, music and the arts.

Cool Streets of North America
Report Methodology

How does one quantify something as intangible and subjective as Cool? They do it with surveys! For this report we surveyed hundreds of our real estate professionals across all of our offices in the United States and Canada. Survey participants included commercial real estate brokers, property managers, appraisers, consultants, research and marketing professionals and executives

The Hip-O-Meter

We asked all survey participants to rank where they saw individual neighborhoods in terms of where they are in the Cool Street cycle. The rankings are as follows:

Edgy/Cool

Up & Coming

Prime Hipness

Still Cool, But Going Mainstream

Gone Mainstream

Livability and Retail Flavor

All survey participants were asked to rank on a scale of one to four, the strength of key neighborhood amenities and attributes dealing with Livability and Retail Flavor. The rankings are as follows:

1 Not at all
2 Slightly/Somewhat
3 Getting There
4 Absolutely

Residential Rents

All survey participants were asked to rank on a scale of one to four dollar signs, how expensive this neighborhood's rents were in comparison to the norm for that market as a whole. Hence, these are not apples-to-apples comparisons across markets. A $$$$ ranking in Omaha is comparable to a $$$$ ranking in Manhattan. The rankings are as follows:

$ Starving artist cheap
$$ Middle of the road pricing
$$$ Hipsters being priced out
$$$$ Upscale mainstream pricing

Retail Rents

Commercial rent ranges were compiled by our brokerage and research staff.

Demographics

The demographic data reflected in this report comes from the U.S. Census Bureau and Statistics Canada. The United States data reflects U.S. Census Bureau estimates as of 2015. Demographic data from Statistics Canada reflects 2016 estimates. Demographic values represented reflect a two-mile radius taken from a spot we deemed near the exact geographic center of the trade area.

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ATLANTA

LITTLE FIVE POINTS (L5P)

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	72,832	Retail Rent Range $18.00 - $32.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$92,837	
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	81.6%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	34.4%	
Access to Higher Education	2	Vintage/ ThriftScore	4	% Renters (2 Mile Radius) 52.0%	Residential Rents $$	

ATLANTA

OLD FOURTH WARD (O4W)

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	90,284	Retail Rent Range $18.00 - $30.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$88,605	
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	83.0%	
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	40.2%	
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 54.8%	Residential Rents $$$	

AUSTIN

EAST AUSTIN

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	2	FoodieScore	4	Total Population (2 Mile Radius)	60,014	Retail Rent Range $28.00 - $50.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$53,459	
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	51.2%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	38.1%	
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 62.2%	Residential Rents $$$	

BALTIMORE

HAMPDEN

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	119,975	Retail Rent Range $16.00 - $30.00
Bicycle Friendly	3	NightlifeScore	2	Average Household Income	$66,227	
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	56.7%	
Diversity	2	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	28.0%	
Access to Higher Education	2	Vintage/ ThriftScore	4	% Renters (2 Mile Radius) 49.3%	Residential Rents $$	

BOSTON — JAMAICA PLAIN

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	179,480	Retail Rent Range $40.00 - $80.00
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$89,315	
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	69.9%	
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	35.5%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 69.4%	Residential Rents $$$	

EDGY COOL
BUT IN ITS INFANCY

BOSTON — DAVIS SQUARE (SOMERVILLE, MA)

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	180,867	Retail Rent Range $48.00 - $120.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$101,968	
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	75.0%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	39.0%	
Access to Higher Education	4	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 62.6%	Residential Rents $$$	

PRIME
HIPNESS

BOSTON — ALLSTON-BRIGHTON

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	202,518	Retail Rent Range $24.00 - $60.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$104,364	
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	80.7%	
Diversity	3	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	49.3%	
Access to Higher Education	4	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 69.2%	Residential Rents $$$$	

UP & COMING
THE NEXT BIG THING

BROOKLYN — SUNSET PARK

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	357,905	Retail Rent Range $75.00 - $175.00
Bicycle Friendly	2	NightlifeScore	1	Average Household Income	$81,529	
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	48.9%	
Diversity	4	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	26.9%	
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 71.8%	Residential Rents $$	

EDGY COOL
BUT IN ITS INFANCY

BROOKLYN BUSHWICK

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	502,476	Retail Rent Range $40.00 - $140.00
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$53,774	
Public Transportation	4	MusicScore	4	% College Educated (2 Mile Radius)	42.3%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	28.6%	
Access to Higher Education	3	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	78.4%	Residential Rents $$

STILL COOL
BUT GOING MAINSTREAM

BROOKLYN WILLIAMSBURG

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	528,951	Retail Rent Range $125.00 - $500.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$72,636	
Public Transportation	4	MusicScore	4	% College Educated (2 Mile Radius)	57.2%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	32.7%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	81.5%	Residential Rents $$$$

GONE
MAINSTREAM

BROOKLYN DUMBO

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	567,934	Retail Rent Range $125.00 - $350.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$110,433	
Public Transportation	4	MusicScore	4	% College Educated (2 Mile Radius)	68.4%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	31.9%	
Access to Higher Education	2	Vintage/ ThriftScore	1	% Renters (2 Mile Radius)	74.8%	Residential Rents $$$$

GONE
MAINSTREAM

BROOKLYN CROWN HEIGHTS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	2	Total Population (2 Mile Radius)	690,340	Retail Rent Range $60.00 - $160.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$63,105	
Public Transportation	4	MusicScore	3	% College Educated (2 Mile Radius)	51.9%	
Diversity	4	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	26.2%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	77.9%	Residential Rents $$

UP & COMING
THE NEXT BIG THING

BUFFALO

ELMWOOD VILLAGE

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	92,049
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$53,710
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	60.6%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	29.7%
Access to Higher Education	3	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	57.9%
				Residential Rents	$$$

Retail Rent Range $20.00 - $48.00

CHARLOTTE

NODA ARTS DISTRICT

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	2	FoodieScore	3	Total Population (2 Mile Radius)	36,878
Bicycle Friendly	1	NightlifeScore	4	Average Household Income	$51,021
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	49.0%
Diversity	3	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	27.5%
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	52.4%
				Residential Rents	$

Retail Rent Range $18.00 - $36.00

CHARLOTTE

MONTFORD

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	1	FoodieScore	3	Total Population (2 Mile Radius)	41,177
Bicycle Friendly	1	NightlifeScore	4	Average Household Income	$109,057
Public Transportation	2	MusicScore	2	% College Educated (2 Mile Radius)	82.2%
Diversity	2	ArtsScore	1	% 20-34 Year Old (2 Mile Radius)	25.2%
Access to Higher Education	2	Vintage/ ThriftScore	1	% Renters (2 Mile Radius)	38.0%
				Residential Rents	$$$$

Retail Rent Range $30.00 - $60.00

CHARLOTTE

PLAZA-MIDWOOD

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	2	FoodieScore	3	Total Population (2 Mile Radius)	47,084
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$83,287
Public Transportation	2	MusicScore	2	% College Educated (2 Mile Radius)	66.7%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	33.7%
Access to Higher Education	1	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	51.0%
				Residential Rents	$$$

Retail Rent Range $16.00 - $35.00

CHICAGO — WICKER PARK

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	214,757	Retail Rent Range $40.00 - $70.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$102,698	
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	73.1%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	39.5%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 57.7%	Residential Rents $$$$	

STILL COOL
BUT GOING MAINSTREAM

CHICAGO — FULTON RIVER DISTRICT

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	225,515	Retail Rent Range $35.00 - $90.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$122,561	
Public Transportation	4	MusicScore	2	% College Educated (2 Mile Radius)	87.8%	
Diversity	2	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	43.1%	
Access to Higher Education	1	Vintage/ ThriftScore	1	% Renters (2 Mile Radius) 51.9%	Residential Rents $$$	

UP & COMING
THE NEXT BIG THING

CHICAGO — LOGAN SQUARE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	255,132	Retail Rent Range $24.00 - $65.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$84,529	
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	60.5%	
Diversity	3	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	34.3%	
Access to Higher Education	3	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 58.0%	Residential Rents $$$	

PRIME
HIPNESS

CHICAGO — BUCKTOWN/ DAMEN AVENUE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	257,193	Retail Rent Range $35.00 - $80.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$109,494	
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	77.2%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	42.7%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 58.4%	Residential Rents $$$	

STILL COOL
BUT GOING MAINSTREAM

CINCINNATI

OVER-THE-RHINE (OTR)	LIVABILITY SCORES	RETAIL FLAVOR	DEMOGRAPHICS		Retail Rent Range
	Walkability 4	FoodieScore 4	Total Population (2 Mile Radius) 67,517		$16.00 - $40.00
UP & COMING THE NEXT BIG THING	Bicycle Friendly 1	NightlifeScore 4	Average Household Income $49,466		
	Public Transportation 3	MusicScore 4	% College Educated (2 Mile Radius) 55.9%		
	Diversity 4	ArtsScore 4	% 20-34 Year Old (2 Mile Radius) 36.9%		
	Access to Higher Education 2	Vintage/ ThriftScore 3	% Renters (2 Mile Radius) 59.3%	Residential Rents $$$	

CLEVELAND

THE FLATS (EAST BANK)	LIVABILITY SCORES	RETAIL FLAVOR	DEMOGRAPHICS		Retail Rent Range
	Walkability 2	FoodieScore 4	Total Population (2 Mile Radius) 37,107		$12.00 - $36.00
EDGY COOL BUT IN ITS INFANCY	Bicycle Friendly 2	NightlifeScore 3	Average Household Income $44,860		
	Public Transportation 3	MusicScore 2	% College Educated (2 Mile Radius) 54.0%		
	Diversity 3	ArtsScore 2	% 20-34 Year Old (2 Mile Radius) 35.9%		
	Access to Higher Education 1	Vintage/ ThriftScore 1	% Renters (2 Mile Radius) 65.0%	Residential Rents $$	

CLEVELAND

EAST 4TH STREET/ GATEWAY DISTRICT	LIVABILITY SCORES	RETAIL FLAVOR	DEMOGRAPHICS		Retail Rent Range
	Walkability 4	FoodieScore 4	Total Population (2 Mile Radius) 38,900		$16.00 - $40.00
UP & COMING THE NEXT BIG THING	Bicycle Friendly 1	NightlifeScore 4	Average Household Income $42,923		
	Public Transportation 4	MusicScore 4	% College Educated (2 Mile Radius) 52.9%		
	Diversity 3	ArtsScore 2	% 20-34 Year Old (2 Mile Radius) 35.4%		
	Access to Higher Education 1	Vintage/ ThriftScore 1	% Renters (2 Mile Radius) 66.6%	Residential Rents $$	

COLUMBUS

SHORT NORTH/ HIGH STREET	LIVABILITY SCORES	RETAIL FLAVOR	DEMOGRAPHICS		Retail Rent Range
	Walkability 4	FoodieScore 4	Total Population (2 Mile Radius) 74,070		$14.00 - $32.00
STILL COOL BUT GOING MAINSTREAM	Bicycle Friendly 3	NightlifeScore 4	Average Household Income $51,248		
	Public Transportation 2	MusicScore 4	% College Educated (2 Mile Radius) 70.0%		
	Diversity 4	ArtsScore 4	% 20-34 Year Old (2 Mile Radius) 51.1%		
	Access to Higher Education 4	Vintage/ ThriftScore 2	% Renters (2 Mile Radius) 70.9%	Residential Rents $$	

DALLAS

BISHOP ARTS DISTRICT (OAK CLIFF)

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	2	FoodieScore	4	Total Population (2 Mile Radius)	65,316
Bicycle Friendly	1	NightlifeScore	3	Average Household Income	$56,075
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	34.2%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	24.7%
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	47.2%
				Residential Rents	$$$

Retail Rent Range: $18.00 - $42.00

DALLAS

LOWER GREENVILLE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	90,804
Bicycle Friendly	1	NightlifeScore	4	Average Household Income	$109,487
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	73.9%
Diversity	4	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	31.3%
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	52.6%
				Residential Rents	$$$

Retail Rent Range: $24.00 - $42.00

DENVER

LOHI/HIGHLANDS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	85,753
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$76,432
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	67.9%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	35.2%
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	55.6%
				Residential Rents	$$$

Retail Rent Range: $24.00 - $62.00

DENVER

RINO (RIVER NORTH) ARTS DISTRICT

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	87,485
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$69,790
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	66.3%
Diversity	2	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	39.6%
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	64.4%
				Residential Rents	$$$

Retail Rent Range: $24.00 - $70.00

DETROIT

CORKTOWN

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	2	FoodieScore	3	Total Population (2 Mile Radius)	41,784	Retail Rent Range $15.00 - $41.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$34,279	
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	47.1%	
Diversity	2	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	29.2%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 61.7%	Residential Rents $$	

EDGY COOL
BUT IN ITS INFANCY

EDMONTON

OLD STRATHCONA/ WHYTE AVENUE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	2	Total Population (2 Mile Radius)	47,333	Retail Rent Range $25.00 - $50.00
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$88,791	
Public Transportation	1	MusicScore	2	% College Educated (2 Mile Radius)	80.6%	
Diversity	4	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	40.1%	
Access to Higher Education	4	Vintage/ ThriftScore	1	% Renters (2 Mile Radius) 57.2%	Residential Rents $$	

PRIME
HIPNESS

HOUSTON

LOWER WESTHEIMER/ MONTROSE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	91,175	Retail Rent Range $24.00 - $60.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$118,760	
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	83.4%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	38.2%	
Access to Higher Education	2	Vintage/ ThriftScore	4	% Renters (2 Mile Radius) 54.8%	Residential Rents $$$	

PRIME
HIPNESS

INDIANAPOLIS

MASSACHUSETTS AVENUE ARTS DISTRICT

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	50,260	Retail Rent Range $20.00 - $40.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$45,364	
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	49.6%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	34.4%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 52.6%	Residential Rents $$$	

STILL COOL
BUT GOING MAINSTREAM

INDIANAPOLIS

FOUNTAIN SQUARE/ VIRGINIA AVENUE

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	2	FoodieScore	3	Total Population (2 Mile Radius)	51,701	Retail Rent Range $12.00 - $25.00
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$42,722	
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	38.9%	
Diversity	3	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	29.9%	
Access to Higher Education	2	Vintage/ ThriftScore	4	% Renters (2 Mile Radius) 49.2%	Residential Rents $$	

KANSAS CITY

WESTPORT

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	55,995	Retail Rent Range $18.00 - $35.00
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$61,021	
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	70.0%	
Diversity	4	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	36.0%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 52.9%	Residential Rents $$	

LAS VEGAS

18B ARTS DISTRICT

EDGY COOL
BUT IN ITS INFANCY

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	2	Total Population (2 Mile Radius)	67,483	Retail Rent Range $15.00 - $40.00
Bicycle Friendly	3	NightlifeScore	2	Average Household Income	$47,134	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	42.4%	
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	21.6%	
Access to Higher Education	1	Vintage/ ThriftScore	4	% Renters (2 Mile Radius) 56.3%	Residential Rents $$	

LOS ANGELES

ABBOT KINNEY BLVD (VENICE, CA)

GONE MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	98,271	Retail Rent Range $66.00 - $220.00
Bicycle Friendly	4	NightlifeScore	2	Average Household Income	$119,253	
Public Transportation	2	MusicScore	2	% College Educated (2 Mile Radius)	82.2%	
Diversity	2	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	25.1%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 63.6%	Residential Rents $$$	

LOS ANGELES

SILVER LAKE

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	2	FoodieScore	3	Total Population (2 Mile Radius)	135,356	Retail Rent Range $30.00 - $80.00
Bicycle Friendly	2	NightlifeScore	2	Average Household Income	$80,375	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	62.1%	
Diversity	2	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	26.6%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 68.3%	Residential Rents $$$$	

LOS ANGELES

LOS FELIZ

EDGY COOL
BUT IN ITS INFANCY

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	2	FoodieScore	3	Total Population (2 Mile Radius)	138,282	Retail Rent Range $24.00 - $70.00
Bicycle Friendly	2	NightlifeScore	2	Average Household Income	$76,125	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	65.2%	
Diversity	2	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	27.8%	
Access to Higher Education	1	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 76.9%	Residential Rents $$$	

LOS ANGELES

DOWNTOWN LOS ANGELES/SOUTH PARK

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	2	Total Population (2 Mile Radius)	262,193	Retail Rent Range $24.00 - $90.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$41,494	
Public Transportation	4	MusicScore	3	% College Educated (2 Mile Radius)	35.7%	
Diversity	2	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	32.3%	
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 86.6%	Residential Rents $$$	

LOUISVILLE

HIGHLANDS

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	55,499	Retail Rent Range $12.00 - $27.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$54,633	
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	67.2%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	29.9%	
Access to Higher Education	4	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 52.1%	Residential Rents $$$	

MANHATTAN

GRAND STREET (BETWEEN BROADWAY AND WEST BROADWAY)

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	544,338	Retail Rent Range $100.00 - $300.00
Bicycle Friendly	3	NightlifeScore	1	Average Household Income	$139,566	
Public Transportation	4	MusicScore	1	% College Educated (2 Mile Radius)	77.6%	
Diversity	3	ArtsScore	1	% 20-34 Year Old (2 Mile Radius)	35.1%	
Access to Higher Education	1	Vintage/ ThriftScore	1	% Renters (2 Mile Radius)	72.1%	Residential Rents $$$

MANHATTAN

BLEECKER STREET/ GREENWICH VILLAGE

GONE MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	2	Total Population (2 Mile Radius)	562,735	Retail Rent Range $200.00 - $500.00
Bicycle Friendly	3	NightlifeScore	2	Average Household Income	$141,817	
Public Transportation	4	MusicScore	1	% College Educated (2 Mile Radius)	78.6%	
Diversity	3	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	36.4%	
Access to Higher Education	3	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	71.7%	Residential Rents $$$

MANHATTAN

BOND STREET/ NOHO

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	567,662	Retail Rent Range $200.00 - $475.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$139,704	
Public Transportation	4	MusicScore	1	% College Educated (2 Mile Radius)	77.9%	
Diversity	3	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	35.8%	
Access to Higher Education	1	Vintage/ ThriftScore	1	% Renters (2 Mile Radius)	71.9%	Residential Rents $$$

MANHATTAN

BOWERY / LOWER EAST SIDE

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	597,389	Retail Rent Range $200.00 - $375.00
Bicycle Friendly	4	NightlifeScore	2	Average Household Income	$135,917	
Public Transportation	4	MusicScore	1	% College Educated (2 Mile Radius)	76.7%	
Diversity	3	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	35.0%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	72.1%	Residential Rents $$$

MEMPHIS

COOPER-YOUNG DISTRICT

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	52,257	Retail Rent Range $12.00 - $25.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$57,818	
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	58.8%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	24.6%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 48.5%	Residential Rents $$	

MEMPHIS

OVERTON SQUARE

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	56,112	Retail Rent Range $15.00 - $34.00
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$61,105	
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	65.4%	
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	25.8%	
Access to Higher Education	4	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 49.3%	Residential Rents $$	

MIAMI

SOFI (SOUTH OF FIFTH)

GONE MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	40,181	Retail Rent Range $60.00 - $200.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$77,828	
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	67.1%	
Diversity	4	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	31.1%	
Access to Higher Education	1	Vintage/ ThriftScore	1	% Renters (2 Mile Radius) 52.7%	Residential Rents $$$$	

MIAMI

WYNWOOD ART DISTRICT

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	111,214	Retail Rent Range $45.00 - $80.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$44,350	
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	37.1%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	26.9%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 69.1%	Residential Rents $$$	

MILWAUKEE

HISTORIC THIRD WARD

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		Retail Rent Range
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	77,884	$14.00 - $32.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$50,619	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	55.4%	
Diversity	3	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	41.6%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 72.2%	Residential Rents $$	

MINNEAPOLIS

GRAND AVENUE (ST. PAUL)

GONE MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		Retail Rent Range
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	92,810	$12.00 - $40.00
Bicycle Friendly	4	NightlifeScore	2	Average Household Income	$79,710	
Public Transportation	2	MusicScore	2	% College Educated (2 Mile Radius)	72.7%	
Diversity	2	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	28.3%	
Access to Higher Education	4	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 47.2%	Residential Rents $$	

MINNEAPOLIS

UPTOWN MINNEAPOLIS (LAKE & HENNEPIN)

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		Retail Rent Range
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	108,461	$12.00 - $50.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$78,194	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	76.2%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	39.7%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 64.1%	Residential Rents $$$	

MINNEAPOLIS

NORTH LOOP/ WAREHOUSE HISTORIC DISTRICT

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		Retail Rent Range
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	109,824	$18.00 - $42.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$61,767	
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	67.0%	
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	39.4%	
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 67.1%	Residential Rents $$$	

MONTREAL

LITTLE ITALY

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	309,121
Bicycle Friendly	4	NightlifeScore	2	Average Household Income	$69,374
Public Transportation	3	MusicScore	2	% College Educated (2 Mile Radius)	76.8%
Diversity	4	ArtsScore	1	% 20-34 Year Old (2 Mile Radius)	30.1%
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 70.0%	Residential Rents $$

Retail Rent Range $15.00 - $38.00

MONTREAL

MILE END

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	317,200
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$67,464
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	80.2%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	33.4%
Access to Higher Education	3	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 67.7%	Residential Rents $$

Retail Rent Range $16.00 - $34.00

MONTREAL

THE PLATEAU (LE PLATEAU-MONT-ROYAL)

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	316,570
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$68,270
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	80.1%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	33.1%
Access to Higher Education	2	Vintage/ ThriftScore	4	% Renters (2 Mile Radius) 67.9%	Residential Rents $$$

Retail Rent Range $20.00 - $50.00

NASHVILLE

EAST NASHVILLE

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	2	FoodieScore	4	Total Population (2 Mile Radius)	36,956
Bicycle Friendly	1	NightlifeScore	3	Average Household Income	$56,859
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	54.3%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	26.9%
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 38.7%	Residential Rents $$

Retail Rent Range $18.00 - $60.00

NEW ORLEANS

WAREHOUSE DISTRICT

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	87,955	Retail Rent Range $16.00 - $50.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$59,378	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	57.2%	
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	30.6%	
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 53.0%	Residential Rents $$	

OAKLAND

JACK LONDON SQUARE

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	3	Total Population (2 Mile Radius)	116,771	Retail Rent Range $32.00 - $90.00
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$67,152	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	67.3%	
Diversity	2	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	27.9%	
Access to Higher Education	2	Vintage/ ThriftScore	1	% Renters (2 Mile Radius) 75.2%	Residential Rents $$$	

OAKLAND

TEMESCAL/ UPTOWN

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	134,501	Retail Rent Range $30.00 - $80.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$68,405	
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	72.0%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	29.3%	
Access to Higher Education 2		Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 74.1%	Residential Rents $$$	

OKLAHOMA CITY

PASEO ARTS DISTRICT

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	3	Total Population (2 Mile Radius)	48,262	Retail Rent Range $10.00 - $28.00
Bicycle Friendly	3	NightlifeScore	2	Average Household Income	$52,640	
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	57.9%	
Diversity	2	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	31.6%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 50.5%	Residential Rents $$	

OMAHA

BENSON	LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		Retail Rent Range
	Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	60,486	$12.00 - $26.00
PRIME HIPNESS	Bicycle Friendly	2	NightlifeScore	3	Average Household Income	$56,321	
	Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	64.6%	
	Diversity	3	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	24.3%	
	Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 38.9%	Residential Rents $$	

ORLANDO

PARK AVENUE (WINTER PARK)	LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		Retail Rent Range
	Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	36,386	$18.00 - $44.00
STILL COOL BUT GOING MAINSTREAM	Bicycle Friendly	3	NightlifeScore	2	Average Household Income	$102,591	
	Public Transportation	1	MusicScore	2	% College Educated (2 Mile Radius)	77.8%	
	Diversity	1	ArtsScore	1	% 20-34 Year Old (2 Mile Radius)	19.2%	
	Access to Higher Education	2	Vintage/ ThriftScore	1	% Renters (2 Mile Radius) 35.4%	Residential Rents $$$	

ORLANDO

THORNTON PARK	LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		Retail Rent Range
	Walkability	2	FoodieScore	3	Total Population (2 Mile Radius)	46,363	$20.00 - $35.00
STILL COOL BUT GOING MAINSTREAM	Bicycle Friendly	2	NightlifeScore	2	Average Household Income	$67,984	
	Public Transportation	2	MusicScore	2	% College Educated (2 Mile Radius)	68.1%	
	Diversity	2	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	30.0%	
	Access to Higher Education	1	Vintage/ ThriftScore	1	% Renters (2 Mile Radius) 55.7%	Residential Rents $$$	

OTTAWA

WESTBORO	LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		Retail Rent Range
	Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	73,229	$25.00 - $45.00
PRIME HIPNESS	Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$102,772	
	Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	78.5%	
	Diversity	3	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	21.1%	
	Access to Higher Education	1	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 43.7%	Residential Rents $$$	

OTTAWA

HINTONBURG

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	92,364
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$93,037
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	77.7%
Diversity	3	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	26.5%
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	51.7%
				Residential Rents	$$$

Retail Rent Range: $25.00 - $40.00

PHILADELPHIA

NORTHERN LIBERTIES (NOLIBS)

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	187,976
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$69,974
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	60.5%
Diversity	3	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	37.7%
Access to Higher Education	1	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	57.1%
				Residential Rents	$$$

Retail Rent Range: $20.00 - $55.00

PHILADELPHIA

EAST PASSYUNK CROSSING

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	220,178
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$70,672
Public Transportation	3	MusicScore	3	% College Educated (2 Mile Radius)	58.2%
Diversity	3	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	33.7%
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	47.0%
				Residential Rents	$$$

Retail Rent Range: $25.00 - $65.00

PHOENIX

ROOSEVELT ROW (RORO)

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	2	FoodieScore	3	Total Population (2 Mile Radius)	60,469
Bicycle Friendly	2	NightlifeScore	3	Average Household Income	$47,541
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	45.4%
Diversity	3	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	26.0%
Access to Higher Education	3	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	58.4%
				Residential Rents	$$

Retail Rent Range: $18.00 - $28.00

PITTSBURGH

LAWRENCEVILLE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	2	FoodieScore	4	Total Population (2 Mile Radius)	83,441	Retail Rent Range $19.00 - $32.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$57,397	
Public Transportation	1	MusicScore	4	% College Educated (2 Mile Radius)	62.1%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	34.9%	
Access to Higher Education	1	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	53.9%	Residential Rents $$$

PORTLAND OR

PEARL DISTRICT

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	81,822	Retail Rent Range $20.00 - $60.00
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$76,308	
Public Transportation	4	MusicScore	3	% College Educated (2 Mile Radius)	82.4%	
Diversity	2	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	38.3%	
Access to Higher Education	3	Vintage/ ThriftScore	1	% Renters (2 Mile Radius)	67.2%	Residential Rents $$$

PORTLAND OR

ALBERTA ARTS DISTRICT (NE ALBERTA)

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	87,407	Retail Rent Range $15.00 - $40.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$80,100	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	78.5%	
Diversity	2	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	27.3%	
Access to Higher Education	3	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	41.9%	Residential Rents $$

RALEIGH

BOYLAN HEIGHTS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	52,593	Retail Rent Range $15.00 - $30.00
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$65,307	
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	66.0%	
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	36.4%	
Access to Higher Education	4	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	57.9%	Residential Rents $$$

RICHMOND VA

CARYTOWN

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	54,835	Retail Rent Range $12.00 - $40.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$81,444	
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	78.4%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	43.1%	
Access to Higher Education	4	Vintage/ ThriftScore	4	% Renters (2 Mile Radius)	56.7%	Residential Rents $$

PRIME HIPNESS

RICHMOND VA

FAN DISTRICT

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	64,192	Retail Rent Range $12.00 - $30.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$64,485	
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	69.3%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	44.6%	
Access to Higher Education	4	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	64.2%	Residential Rents $$

PRIME HIPNESS

SACRAMENTO

MIDTOWN

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	66,366	Retail Rent Range $22.00 - $40.00
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$67,222	
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	73.9%	
Diversity	3	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	32.2%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	64.8%	Residential Rents $$$

PRIME HIPNESS

SALT LAKE CITY

SUGAR HOUSE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	2	FoodieScore	4	Total Population (2 Mile Radius)	81,289	Retail Rent Range $15.00 - $40.00
Bicycle Friendly	2	NightlifeScore	3	Average Household Income	$80,545	
Public Transportation	1	MusicScore	2	% College Educated (2 Mile Radius)	77.8%	
Diversity	2	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	29.1%	
Access to Higher Education	4	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	41.8%	Residential Rents $$$

PRIME HIPNESS

SAN ANTONIO

PEARL BREWERY DISTRICT

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	2	FoodieScore	4	Total Population (2 Mile Radius)	53,648
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$49,540
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	44.0%
Diversity	3	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	28.8%
Access to Higher Education	3	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 61.4%	Residential Rents $$$$

Retail Rent Range $16.00 - $32.00

SAN DIEGO

HILLCREST

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	97,497
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$78,052
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	82.1%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	35.4%
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 69.0%	Residential Rents $$$

Retail Rent Range $22.00 - $48.00

SAN DIEGO

EAST VILLAGE

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	99,835
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$74,414
Public Transportation	4	MusicScore	3	% College Educated (2 Mile Radius)	65.0%
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	32.7%
Access to Higher Education	2	Vintage/ ThriftScore	1	% Renters (2 Mile Radius) 68.2%	Residential Rents $$$

Retail Rent Range $24.00 - $60.00

SAN DIEGO

NORTH PARK

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	138,722
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$63,968
Public Transportation	2	MusicScore	4	% College Educated (2 Mile Radius)	66.2%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	31.1%
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 73.4%	Residential Rents $$$

Retail Rent Range $18.00 - $60.00

SAN FRANCISCO

JACKSON SQUARE

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	2	Total Population (2 Mile Radius)	218,248	Retail Rent Range $60.00 - $80.00
Bicycle Friendly	3	NightlifeScore	2	Average Household Income	$107,916	
Public Transportation	4	MusicScore	1	% College Educated (2 Mile Radius)	73.6%	
Diversity	1	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	34.6%	
Access to Higher Education	2	Vintage/ ThriftScore	1	% Renters (2 Mile Radius) 77.7%	Residential Rents $$$$	

SAN FRANCISCO

CHESTNUT STREET

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	241,597	Retail Rent Range $48.00 - $120.00
Bicycle Friendly	3	NightlifeScore	2	Average Household Income	$111,629	
Public Transportation	3	MusicScore	1	% College Educated (2 Mile Radius)	75.8%	
Diversity	2	ArtsScore	1	% 20-34 Year Old (2 Mile Radius)	34.6%	
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 78.5%	Residential Rents $$$$	

SAN FRANCISCO

MISSION DISTRICT (PARTICULARLY MISSION & VALENCIA)

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	318,867	Retail Rent Range $45.00 - $75.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$114,217	
Public Transportation	4	MusicScore	4	% College Educated (2 Mile Radius)	78.3%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	31.7%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 71.5%	Residential Rents $$$$	

SAN JOSE

LOS GATOS

STILL COOL
BUT GOING MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	128,947	Retail Rent Range $30.00 - $70.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$90,991	
Public Transportation	2	MusicScore	2	% College Educated (2 Mile Radius)	55.5%	
Diversity	3	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	31.8%	
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius) 63.4%	Residential Rents $$$$	

SANTA BARBARA

DOWNTOWN/ THE FUNK ZONE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	60,579
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$87,582
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	64.7%
Diversity	2	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	30.3%
Access to Higher Education	1	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 67.6%	Residential Rents $$$

Retail Rent Range $28.00 - $86.00

SEATTLE

PIONEER SQUARE

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	118,791
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$77,801
Public Transportation	4	MusicScore	3	% College Educated (2 Mile Radius)	79.0%
Diversity	3	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	41.5%
Access to Higher Education	1	Vintage/ ThriftScore	4	% Renters (2 Mile Radius) 70.5%	Residential Rents $$$

Retail Rent Range $18.00 - $42.00

SEATTLE

PIKE/PINE CORRIDOR

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	144,103
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$87,897
Public Transportation	4	MusicScore	4	% College Educated (2 Mile Radius)	82.8%
Diversity	2	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	40.7%
Access to Higher Education	1	Vintage/ ThriftScore	3	% Renters (2 Mile Radius) 68.0%	Residential Rents $$$$

Retail Rent Range $28.00 - $100.00

SEATTLE

CAPITOL HILL

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	149,354
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$93,539
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	84.4%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	40.0%
Access to Higher Education	4	Vintage/ ThriftScore	4	% Renters (2 Mile Radius) 66.5%	Residential Rents $$$

Retail Rent Range $24.00 - $60.00

ST. LOUIS

DELMAR LOOP/ THE LOOP

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	69,180
Bicycle Friendly	3	NightlifeScore	4	Average Household Income	$85,425
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	74.7%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	29.8%
Access to Higher Education	4	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	44.0%
				Residential Rents	$$

Retail Rent Range $18.00 - $45.00

TAMPA

SEMINOLE HEIGHTS

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	2	FoodieScore	4	Total Population (2 Mile Radius)	61,192
Bicycle Friendly	1	NightlifeScore	3	Average Household Income	$47,291
Public Transportation	1	MusicScore	2	% College Educated (2 Mile Radius)	45.2%
Diversity	4	ArtsScore	1	% 20-34 Year Old (2 Mile Radius)	21.1%
Access to Higher Education	1	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	39.6%
				Residential Rents	$$

Retail Rent Range $15.00 - $40.00

TORONTO

DISTILLERY HISTORIC DISTRICT

EDGY COOL
BUT IN ITS INFANCY

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	2	Total Population (2 Mile Radius)	245,204
Bicycle Friendly	4	NightlifeScore	1	Average Household Income	$88,513
Public Transportation	4	MusicScore	2	% College Educated (2 Mile Radius)	80.1%
Diversity	2	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	35.4%
Access to Higher Education	1	Vintage/ ThriftScore	1	% Renters (2 Mile Radius)	56.8%
				Residential Rents	$$$

Retail Rent Range $20.00 - $60.00

TORONTO

WEST QUEEN WEST

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	309,389
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$92,354
Public Transportation	4	MusicScore	4	% College Educated (2 Mile Radius)	79.3%
Diversity	3	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	75.9%
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	54.4%
				Residential Rents	$$$

Retail Rent Range $30.00 - $60.00

TORONTO

KENSINGTON MARKET

GONE MAINSTREAM

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	3	Total Population (2 Mile Radius)	319,052
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$95,178
Public Transportation	4	MusicScore	4	% College Educated (2 Mile Radius)	79.6%
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	37.0%
Access to Higher Education	3	Vintage/ ThriftScore	4	% Renters (2 Mile Radius)	54.1%
				Residential Rents	$$$

Retail Rent Range: $24.00 - $44.00

TULSA

BLUE DOME DISTRICT

PRIME HIPNESS

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	2	FoodieScore	4	Total Population (2 Mile Radius)	38,558
Bicycle Friendly	2	NightlifeScore	4	Average Household Income	$52,201
Public Transportation	1	MusicScore	3	% College Educated (2 Mile Radius)	53.0%
Diversity	2	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	27.4%
Access to Higher Education	2	Vintage/ ThriftScore	1	% Renters (2 Mile Radius)	51.8%
				Residential Rents	$$

Retail Rent Range: $10.00 - $20.00

VANCOUVER

GASTOWN

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	195,686
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$81,201
Public Transportation	4	MusicScore	3	% College Educated (2 Mile Radius)	79.1%
Diversity	1	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	60.1%
Access to Higher Education	1	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	60.9%
				Residential Rents	$$$

Retail Rent Range: $35.00 - $55.00

VANCOUVER

MOUNT PLEASANT/ MAIN STREET

UP & COMING
THE NEXT BIG THING

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS	
Walkability	3	FoodieScore	4	Total Population (2 Mile Radius)	231,778
Bicycle Friendly	4	NightlifeScore	3	Average Household Income	$85,689
Public Transportation	2	MusicScore	3	% College Educated (2 Mile Radius)	77.2%
Diversity	2	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	31.3%
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	56.3%
				Residential Rents	$$$

Retail Rent Range: $20.00 - $43.00

WASHINGTON DC — H STREET CORRIDOR

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	155,001	Retail Rent Range $40.00 - $60.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$105,012	
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	68.6%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	35.4%	
Access to Higher Education	2	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	59.2%	Residential Rents $$$

UP & COMING
THE NEXT BIG THING

WASHINGTON DC — UNION MARKET

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	168,125	Retail Rent Range $40.00 - $60.00
Bicycle Friendly	3	NightlifeScore	3	Average Household Income	$108,717	
Public Transportation	3	MusicScore	2	% College Educated (2 Mile Radius)	71.0%	
Diversity	4	ArtsScore	2	% 20-34 Year Old (2 Mile Radius)	36.1%	
Access to Higher Education	4	Vintage/ ThriftScore	3	% Renters (2 Mile Radius)	58.6%	Residential Rents $$$

UP & COMING
THE NEXT BIG THING

WASHINGTON DC — SHAW (BETWEEN 11TH AND 7TH STREETS, W AND M STREETS NW)

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	220,634	Retail Rent Range $50.00 - $70.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$117,035	
Public Transportation	3	MusicScore	4	% College Educated (2 Mile Radius)	77.4%	
Diversity	4	ArtsScore	3	% 20-34 Year Old (2 Mile Radius)	43.4%	
Access to Higher Education	4	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	64.0%	Residential Rents $$$

PRIME
HIPNESS

WASHINGTON DC — U STREET/14TH STREET CORRIDOR

LIVABILITY SCORES		RETAIL FLAVOR		DEMOGRAPHICS		
Walkability	4	FoodieScore	4	Total Population (2 Mile Radius)	231,073	Retail Rent Range $60.00 - $80.00
Bicycle Friendly	4	NightlifeScore	4	Average Household Income	$115,126	
Public Transportation	4	MusicScore	4	% College Educated (2 Mile Radius)	75.5%	
Diversity	4	ArtsScore	4	% 20-34 Year Old (2 Mile Radius)	42.6%	
Access to Higher Education	2	Vintage/ ThriftScore	2	% Renters (2 Mile Radius)	64.9%	Residential Rents $$$$

GONE
MAINSTREAM

CUSHMAN & WAKEFIELD

2016 Edition

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