

## Magnificent Mile

**The Magnificent Mile**, sometimes referred to as **The Mag Mile**, is an upscale section of Chicago's Michigan Avenue, running from the Chicago River to Oak Street in the Near North Side. The district is located adjacent to downtown, and one block east of Rush Street. The Magnificent Mile serves as the main thoroughfare between Chicago's Loop business district and its Gold Coast. It is generally the western boundary of the Streeterville neighborhood to its east, and River North to the west.

Today, The Magnificent Mile contains a mixture of upscale department stores, restaurants, luxury retailers, residential and commercial buildings, financial services companies, and hotels, catering primarily to tourists and the affluent. The Magnificent Mile includes 3,100,000 sq ft (290,000 m<sup>2</sup>) of retail space, 460 stores, 275 restaurants, 51 hotels, and a host of sightseeing and entertainment attractions to more than 22 million visitors annually.

The American Planning Association selected The Magnificent Mile as one of the 10 Great Streets for 2007 through its Great Places in America program. In recent years, The Magnificent Mile has added trees and flower-filled medians to reflect the changing seasons.

