

LEASING AT THE **hip** harlem irving plaza



Harlem Irving Plaza, also known as “The HIP”, is a thriving regional shopping center located on Chicago’s bustling Northwest side, boasting 1.3 million residents within a seven-mile radius. The HIP is home to over 140 popular national, regional and local retailers and has a long-standing reputation for being the area’s dominant shopping center.



HIP'S IMPRESSIVE 168,000 SQ. FT. REDEVELOPMENT SECTION OPENED IN 2021, WHICH INCLUDES **DICK'S SPORTING GOODS, DSW, HOBBY LOBBY, FOREVER 21, CARTER'S/ OSHKOSH AND FIVE BELOW.**



HARLEM IRVING
COMPANIES



FIRST U.S. STORE CONCEPT



THE HIP EXHIBITS STRONG SALES, BOASTING OVER \$550 IN AVERAGE SALES PER SQUARE FOOT

- HIPs trade area encompasses \$4.02B in spending potential and is growing more than 3% each year*
- HIP shoppers cross shop 61% more than ICSC industry averages*
- According to August Partners Market Research, based on foot traffic data:
 - HIP dominates its 5 mile trade area
 - HIPs shopper frequency visits are more than double when compared with surrounding shopping centers

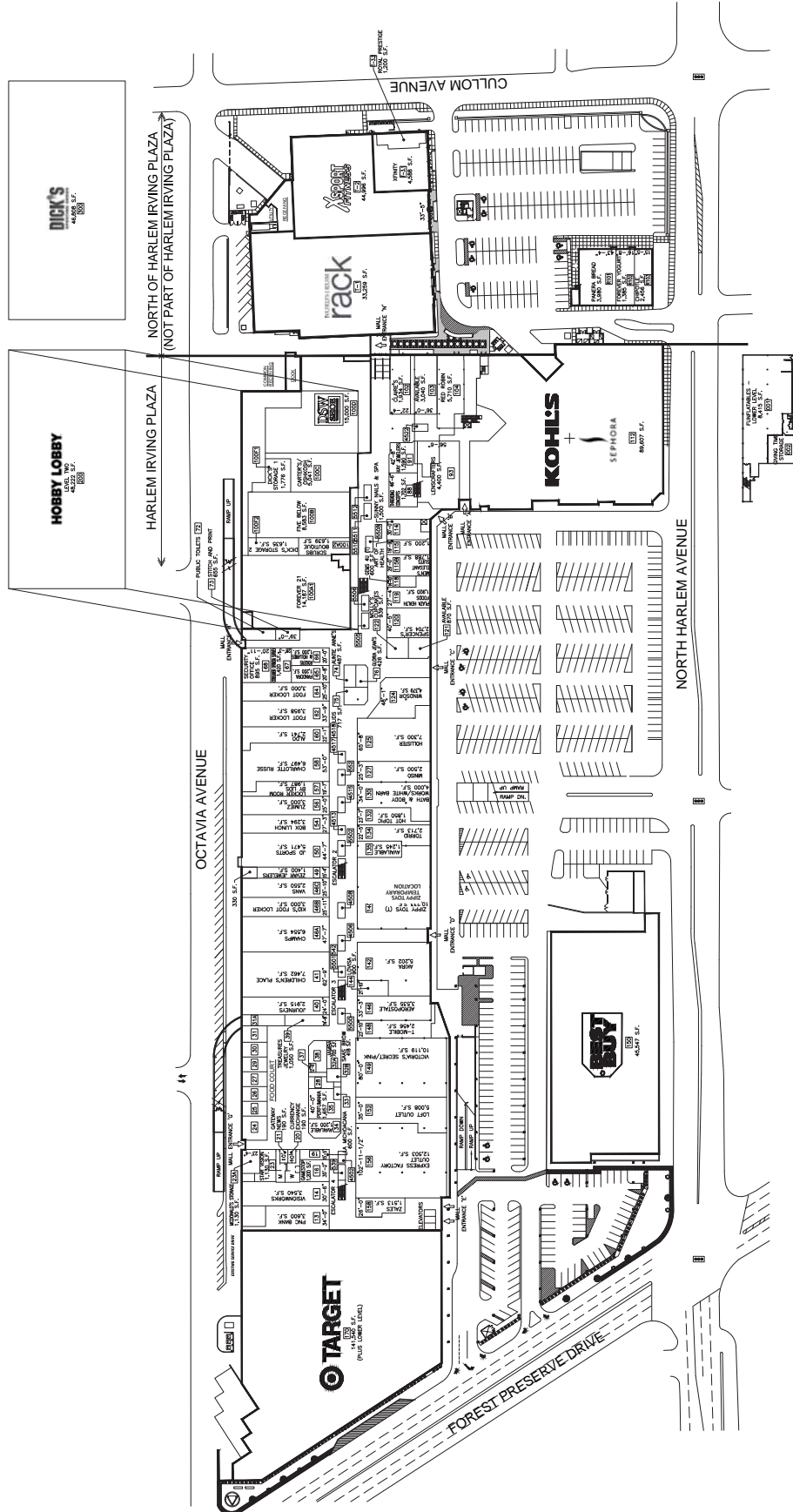
WITHIN 5 MILES**

- The HIP is located in one of the most densely populated neighborhoods in all of Chicagoland with over 667,000 people
- Average household income of nearly \$129,000
- Median age: 38; over 147,000 Millennials and 125,000 Generation Z
- Over 21,000 businesses and 244,000 employees
- 50% of households in HIPs 5 mile trade area have children under 18 years old living at home
- There are over 24 high schools with approximately 40,000 students. HIPs trade area also consists of 7 colleges, 10 other institutes of higher learning and over 100 PK-8th grade schools

*Date Source: August Partners Market Research

**Demo Data Source: 2023 Census Bureau

SITE PLAN



AERIAL MAP



RIDGEWOOD HIGH SCHOOL

hip

IRVING PARK ROAD (25,000 VPD)

FOREST PRESERVE DRIVE (21,000 VPD)

76,000 cars pass by the mall per day

YELLOW DENOTES ALL OF HIP

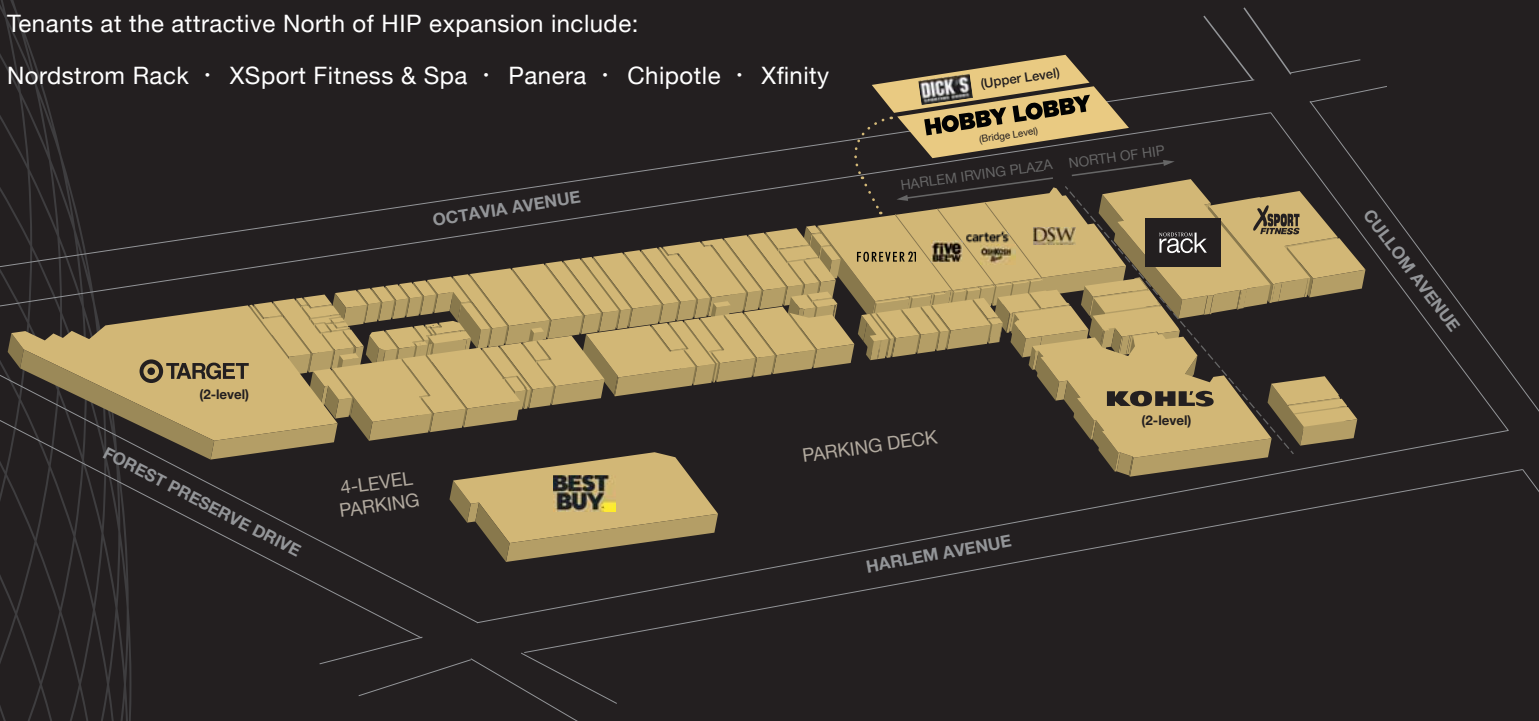
THE HIP HAS PROUDLY MAINTAINED AN OCCUPANCY RATE ABOVE 98% FOR THE PAST SIX DECADES

The thriving center is home to over 140 successful national, regional and local retailers, including: Target · Best Buy · Kohl's + Sephora · Dick's Sporting Goods · DSW · Hobby Lobby · Aeropostale · Bath & Body Works /White Barn · Carter's/OshKosh · Express Factory · Forever 21 · Footlocker · Hot Topic · KAY Jewelers · LOFT Outlet · Pandora · The Children's Place · Vans · Victoria's Secret/Pink & more!

Newest Additions: Hollister · JD Sports · Miniso · Jamba

Tenants at the attractive North of HIP expansion include:

Nordstrom Rack · XSport Fitness & Spa · Panera · Chipotle · Xfinity



| ANCHOR GLA | SQ.FT. | ANCHOR GLA | SQ.FT. |
|-------------------------------|---------|-----------------------|--------|
| Target | 141,540 | Hobby Lobby | 48,222 |
| Best Buy | 45,547 | Kohl's + Sephora | 89,607 |
| Nordstrom Rack @ North of HIP | 33,257 | Dick's Sporting Goods | 46,808 |

• **602,675 sq. ft.**
HIP RETAIL SPACE

• **92,136 sq. ft.**
NORTH OF HIP RETAIL SPACE

• **694,811 sq. ft.**
TOTAL RETAIL SPACE OF COMBINED PROJECTS

• **1956**
ESTABLISHED

• **2021**
REDEVELOPMENT COMPLETION

• **Regional**
PROPERTY TYPE

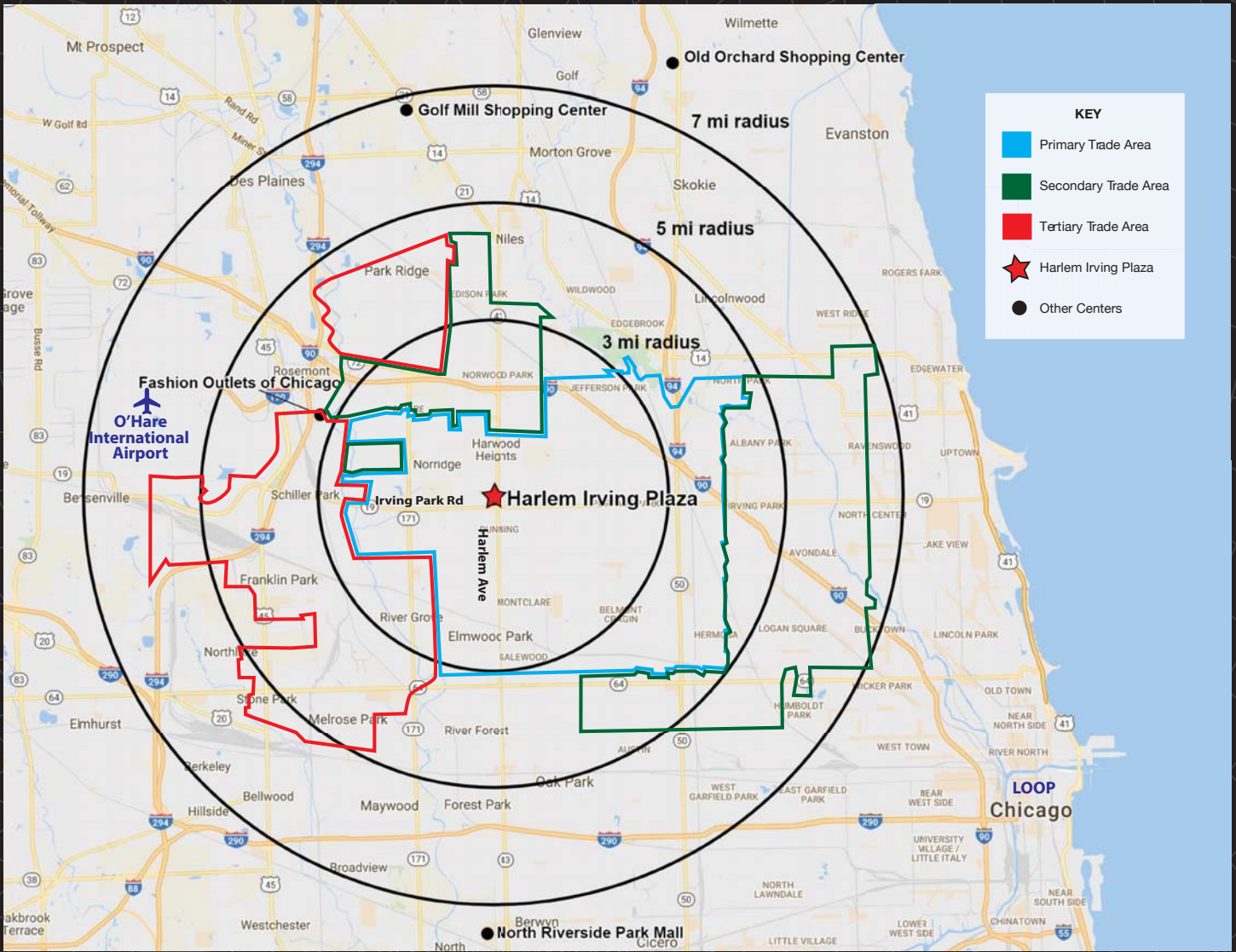
• **Enclosed**
SHOPPING CENTER

• **4-Level**
PARKING DECK

• **140**
STORES & EATERIES

• **11**
FOOD COURT TENANTS

TRADE AREA MAP



The HIP is conveniently located 15 minutes away from O'Hare International Airport and a few miles from Chicago's Kennedy Expressway



MARKETING PROGRAMS



GIFT WITH PURCHASE PROMOTIONS

COMPLIMENTARY MARKETING OPPORTUNITIES FOR HIP TENANTS

- DIRECT MAIL BOOKLETS & E-COUPONS
- EBLASTS
- SOCIAL MEDIA
- WEBSITE
- IN-MALL COLLATERAL*
- GIFT WITH PURCHASE (GWP) PROMOTIONS*
- LOYALTY PROGRAM & CLOSED-LOOP HIP GIFT CARD (CAN ONLY BE USED AT HIP)

* Advertising fees may apply post grand opening.

COMMUNITY PROGRAMS

HIP COMMUNITY EVENTS

The HIP has a long-standing reputation as a true community center and successfully hosts the following programs on an annual basis:

Safety Town:

For over 61 years, the HIP is honored to collaborate with surrounding public safety partners to teach students from over 20 local grammar schools about the importance of safety.

Safety Town has trained thousands of our area's young children to be prepared in case of an emergency. HIP is proud to be the only shopping center hosting a Safety Town program in the Midwest.

The Giving Tree Program:

For over 37 years, HIP organizes and executes a heart-warming holiday program, inviting customers to fulfill wishes every year for over 1,300 people in need from numerous local charities.

Holiday Ornament Program:

For over 27 years, HIP provides over 6,000 ornaments to local schools for their students to decorate. These festive ornaments are hung throughout HIP for customers to enjoy during the holiday season!



CHICAGOLAND COMPARISON MAP

2023 Demographics within
a 3 mile radius

HAWTHORN MALL

| | |
|--------------------------|---------|
| TOTAL POPULATION | 58,919 |
| TOTAL HOUSEHOLDS | 22,361 |
| TOTAL EMPLOYEES | 57,509 |
| HOUSEHOLD INCOME \$75K+ | 16,129 |
| TOTAL RETAIL EXPENDITURE | \$1.1 B |

NORTHBROOK COURT

| | |
|--------------------------|----------|
| TOTAL POPULATION | 67,430 |
| TOTAL HOUSEHOLDS | 25,477 |
| TOTAL EMPLOYEES | 66,752 |
| HOUSEHOLD INCOME \$75K+ | 19,667 |
| TOTAL RETAIL EXPENDITURE | \$1.96 B |

OLD ORCHARD SHOPPING CENTER

| | |
|--------------------------|---------|
| TOTAL POPULATION | 148,325 |
| TOTAL HOUSEHOLDS | 53,515 |
| TOTAL EMPLOYEES | 65,072 |
| HOUSEHOLD INCOME \$75K+ | 35,473 |
| TOTAL RETAIL EXPENDITURE | \$3.1 B |

WOODFIELD MALL

| | |
|--------------------------|----------|
| TOTAL POPULATION | 79,336 |
| TOTAL HOUSEHOLDS | 32,087 |
| TOTAL EMPLOYEES | 111,283 |
| HOUSEHOLD INCOME \$75K+ | 19,577 |
| TOTAL RETAIL EXPENDITURE | \$1.35 B |

FASHION OUTLETS

| | |
|--------------------------|----------|
| TOTAL POPULATION | 92,526 |
| TOTAL HOUSEHOLDS | 36,188 |
| TOTAL EMPLOYEES | 95,156 |
| HOUSEHOLD INCOME \$75K+ | 21,508 |
| TOTAL RETAIL EXPENDITURE | \$1.53 B |



| | |
|--------------------------|----------|
| TOTAL POPULATION | 273,489 |
| TOTAL HOUSEHOLDS | 105,750 |
| TOTAL EMPLOYEES | 80,563 |
| HOUSEHOLD INCOME \$75K+ | 58,956 |
| TOTAL RETAIL EXPENDITURE | \$4.02 B |

YORKTOWN SHOPPING CENTER

| | |
|--------------------------|----------|
| TOTAL POPULATION | 88,354 |
| TOTAL HOUSEHOLDS | 36,454 |
| TOTAL EMPLOYEES | 95,313 |
| HOUSEHOLD INCOME \$75K+ | 24,204 |
| TOTAL RETAIL EXPENDITURE | \$1.61 B |

NORTH RIVERSIDE MALL

| | |
|--------------------------|----------|
| TOTAL POPULATION | 225,702 |
| TOTAL HOUSEHOLDS | 83,865 |
| TOTAL EMPLOYEES | 68,562 |
| HOUSEHOLD INCOME \$75K+ | 44,340 |
| TOTAL RETAIL EXPENDITURE | \$3.13 B |

OAKBROOK CENTER

| | |
|--------------------------|----------|
| TOTAL POPULATION | 77,789 |
| TOTAL HOUSEHOLDS | 31,397 |
| TOTAL EMPLOYEES | 97,805 |
| HOUSEHOLD INCOME \$75K+ | 21,161 |
| TOTAL RETAIL EXPENDITURE | \$1.55 B |

CHICAGO RIDGE MALL

| | |
|--------------------------|----------|
| TOTAL POPULATION | 150,318 |
| TOTAL HOUSEHOLDS | 54,147 |
| TOTAL EMPLOYEES | 51,150 |
| HOUSEHOLD INCOME \$75K+ | 27,064 |
| TOTAL RETAIL EXPENDITURE | \$1.93 B |

Source: 2023 Census Bureau

The HIP.....Your Location for Success.
Be a part of an iconic destination with a thriving reputation.



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