

Whitehouse Plaza

300-320 N. Alpine Rd, Rockford, IL

FOR SALE



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Offering Overview

SVN Chicago Commercial presents Whitehouse Plaza, a well-established, 26-unit neighborhood center located at the high-traffic intersection of N. Alpine Road and Highcrest Road in Rockford, Illinois. The property offers a compelling value-add opportunity, currently 60% occupied with strong leasing potential for both retail and office users. Featuring excellent visibility, multiple access points, abundant parking, and prominent signage, Whitehouse Plaza provides an investor or owner-user the chance to enhance income and long-term stability in the Rockford MSA.

Whitehouse Plaza

ASKING PRICE	\$2,325,000
PRICE PER SQ FT	\$41.52
TOTAL SQ FT	56,000 SF
LOT SIZE	2.29 AC
ZONING	C2
NO. OF UNITS	26
GROSS RENT	\$368,649
EXPENSES	\$225,170
NOI	\$143,479
OCCUPANCY	62.5%
YEAR BUILT	1980
PINS	1220379008 & 1220379007

Whitehouse Plaza

Investment Highlights

- **Value-Add Opportunity:** Currently ±62.5% occupied, offering significant upside through lease-up and repositioning of remaining vacancies.
- **Established Neighborhood Center:** 26-unit multi-tenant property catering to a mix of retail and office users, serving the surrounding residential community.
- **Prime Visibility & Access:** Situated along N. Alpine Road, one of Rockford's busiest commercial corridors, at a signalized intersection with multiple ingress/egress points.
- **Strong Fundamentals:** Ample surface parking, excellent signage opportunities, and adaptable suite layouts ideal for small business tenants.
- **Diverse Tenant Demand:** Flexible zoning and suite sizes accommodate retailers, service providers, and professional offices seeking affordable space within the Rockford MSA.
- **Regional Growth Market:** Rockford's stable economy, anchored by healthcare, logistics, and manufacturing, supports consistent tenant demand and long-term investment potential.





Whitehouse Plaza

Front Facing Shopping Center



Rear of Shopping Center



Unit 105



Unit 105



Units 100 & 105



Unit 312-106



Unit T100



Unit T100_2



Unit G T120



Unit I T120



Unit 312-106



Unit 312-106



Unit 120



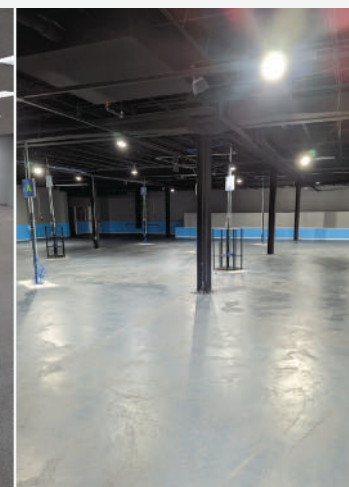
Unit A T100_2



Unit C T120



Unit D2



Unit 300_4



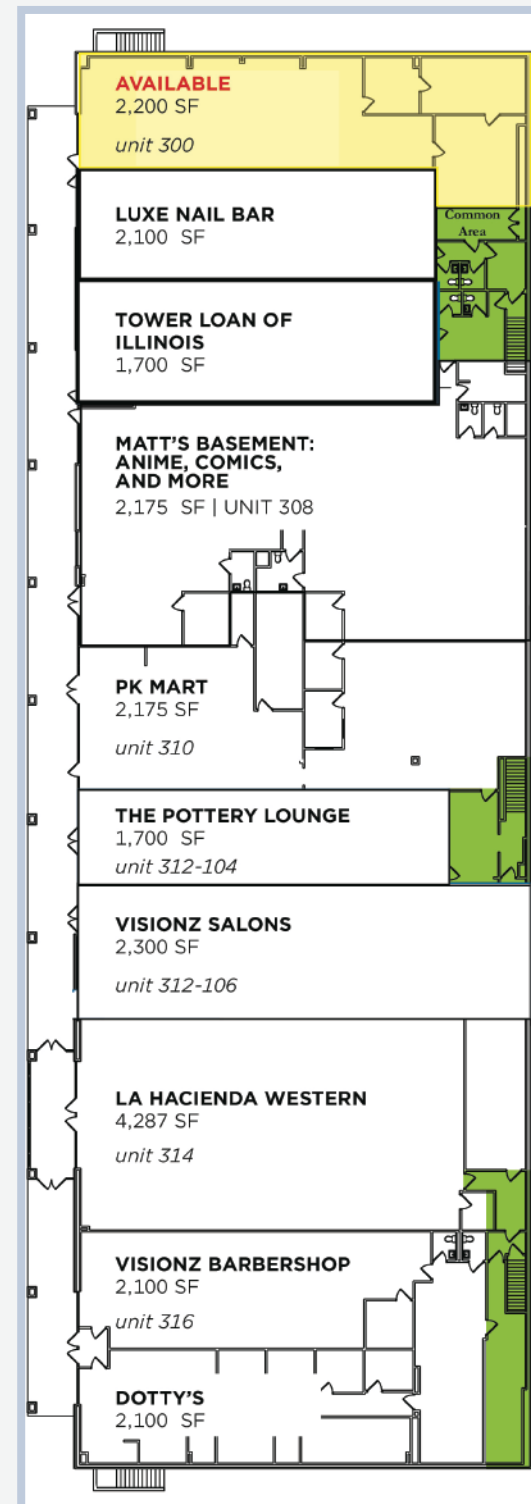
Unit 314

Whitehouse Plaza

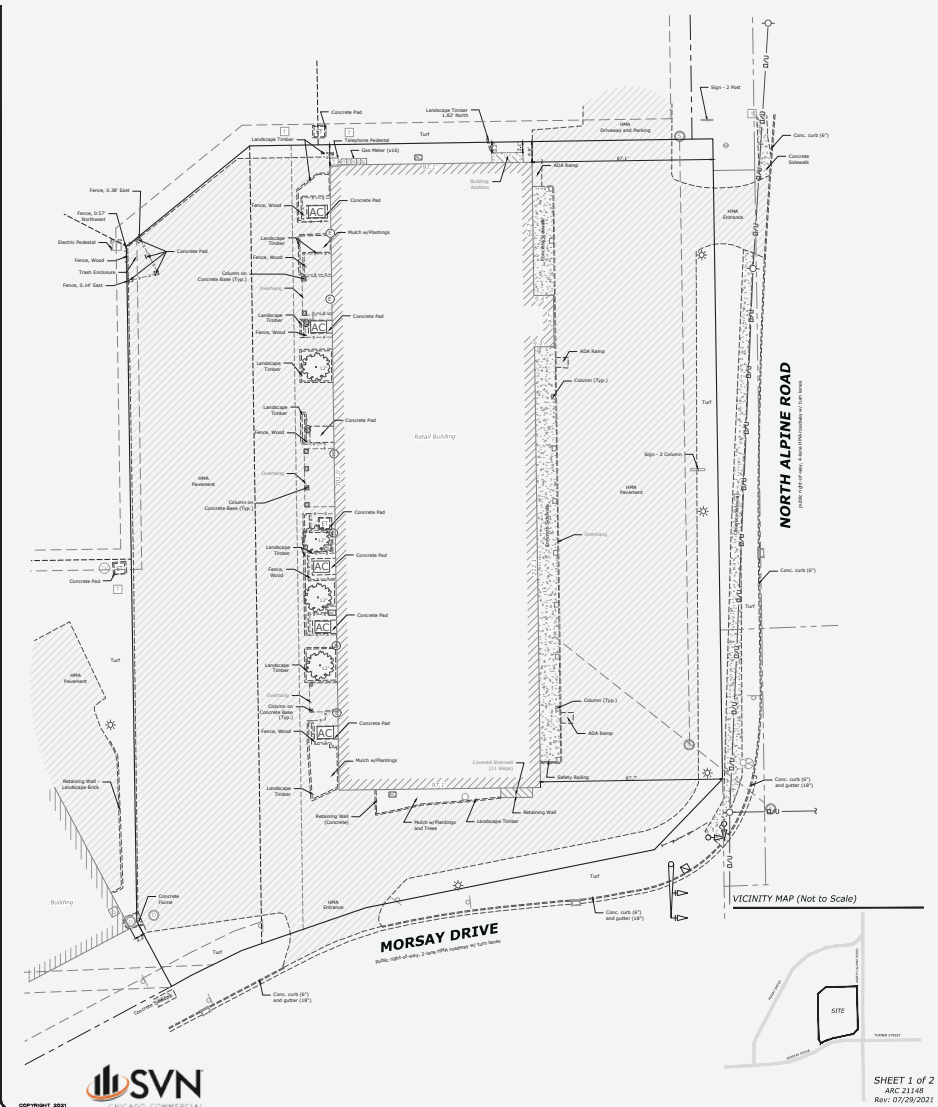
Site Plan & Location Overview

Whitehouse Plaza is strategically positioned along North Alpine Road, one of Rockford's most heavily trafficked retail corridors, offering excellent visibility, strong daily traffic counts, and convenient access via a signalized intersection. The center is surrounded by established residential neighborhoods, schools, and major retailers, providing a consistent customer base and steady tenant demand.

The location benefits from proximity to East State Street, Perryville Road, and I-90, connecting it to key regional employers and neighboring suburban markets. Its prominent position within the Rockford MSA makes Whitehouse Plaza a well-located and versatile investment opportunity for both local and regional investors.



Survey & Aerials



Whitehouse Plaza

Retail Aerial & Market Overview

Rockford, Illinois, located approximately 85 miles northwest of downtown Chicago, is the state's third-largest city and serves as the commercial and cultural hub of Northern Illinois. The market continues to attract steady investment due to its strategic location along I-39 and I-90, strong workforce base, and proximity to both the Chicago and Madison MSAs.

Retail corridors like N. Alpine Road feature a mix of national and regional tenants, benefiting from strong traffic counts and established residential density. The area's affordability, access to major highways, and ongoing economic diversification make Rockford a resilient retail and service-oriented market poised for continued growth.



Tenant Name		Unit Size (Sq.Ft.)	Term		Security Deposit	Monthly Base Rent	Annual Base Rent	Rent PSF	Monthly Tax Charge	Monthly CAM Charge	Monthly Ins. Charge	2024 Add'l Reconcil	Total Annual
			Start Date	End Date									
MAIN LEVEL													
300	Vacant	2,200											
302	Luxe Nail Bar/Khempaseuth	2,100	3/1/2024	2/28/2029	\$5,000.00	\$3,053.00	\$36,636.00	\$17.45				\$7,639.08	\$44,275.08
304	Tower Loan of Illinois, LLC	1,700	4/1/2019	3/31/2029		\$1,800.00	\$21,600.00	\$12.71					\$21,600.00
306/308	Matthew Gray/Matt's Basement	4,322	4/22/2024	4/30/2029	\$7,000.00	\$3,750.00	\$45,000.00	\$10.41					\$45,000.00
310	PK Mart	2,175	7/1/2026	9/30/2031	\$4,200.00	\$2,100.69	\$25,208.28	\$11.59					\$25,208.28
312-104	Kristina Baker / Pottery Lounge	1,700	12/14/2023	1/31/2027	\$1,841.67	\$1,884.00	\$22,608.00	\$13.30					\$22,608.00
312-106	Visionz Salons	2,300	12/1/2025	2/28/2030	\$2,000.00	\$20,000.00	\$24,000.00	\$10.43					\$24,000.00
314	La Hacienda Western	4,287	7/1/2026	10/31/2029	\$3,800.00	\$3,800.00	\$45,600.00	\$10.63					\$45,600.00
316	Visionz Barbershop	2,100	2/1/2025	3/31/2030	\$5,250.00	\$2,625.00	\$31,500.00	\$15.00					\$31,500.00
318	Dotty's/IL Café & Service Co.	2,100	4/18/2013	4/30/2031	\$3,246.25	\$3,110.00	\$37,320.00	\$17.77	\$301.00	\$378.00	\$19.25	\$5,112.04	\$50,811.04
MAIN LEVEL TOTAL		24,984											\$310,602.40
TERRACE LEVEL													
T100	VACANT	1,476											
T101	Thomas Pifer - Big Weird Act	400	7/19/2024	7/31/2027	\$765.00	\$755.00	\$9,060.00	\$22.65		\$40.00			\$9,540.00
T102	VACANT	400											
T103	Bettsymone Jones	300	6/1/2025	5/31/2028	\$1,000.00	\$500.00	\$6,000.00	\$20.00		\$35.00			\$6,420.00
T103B	Derek Carleton/The Shop by D Alexander	480	3/20/2017	M to M	\$480.00	\$450.00	\$5,400.00	\$11.25		\$30.00		\$746.64	\$6,506.64
T104	Spectrum School	1,548	3/1/2019	M to M		\$400.00	\$4,800.00	\$3.10					\$4,800.00
T105	VACANT	1,100											
T120	VACANT	5,605											
T120A	VACANT	300											
T120B	Frankie Carlson/Mad Threading	300	10/1/2022	M to M	\$250.00	\$250.00	\$3,000.00	\$10.00					\$3,000.00
T120C	VACANT	200											
T120E	Stacy D. Abron	120	12/1/2022	M to M	\$250.00	\$250.00	\$3,000.00	\$25.00		\$35.00		\$420.00	\$3,840.00
T120G	VACANT	285											
T120H	Courtney C. Talbert	200	12/8/2022	M to M	\$275.00	\$275.00	\$3,300.00	\$16.50		\$35.00		\$420.00	\$4,140.00
T120I	VACANT	140											
T120J	VACANT	300											
T120K	PumaCutz - Ladarius Townsend	500	9/1/2022	7/31/2026	\$500.00	\$500.00	\$6,000.00	\$12.00					\$6,000.00
T206	VACANT	1,700											
T220	Eastside H.O.W.	954	9/1/2025	8/31/2028	\$1,000.00	\$1,000.00	\$12,000.00	\$12.58		\$150.00			\$13,800.00
T300	VACANT	7,600											
TERRACE LEVEL TOTAL		23,908											\$58,046.64
Totals		48,892			\$36,857.92	\$46,502.69	\$342,032.28		\$301.00	\$703.00	\$19.25	\$14,337.76	\$368,649.04
Expenses		2024											
	Taxes	\$77,475.00											
	Insurance	\$16,450.00											
	Landscaping/Snow Removal	\$11,035.00											
	Utilities	\$52,165.00											
	Waste/Trash Disposal	\$14,570.00											
	Lot Cleaning	\$21,300.00											
	Repairs/Maintenace	\$25,875.00											
	Property Management	\$6,300.00											
	Total	\$225,170.00											

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Operating Expenses

TAXES	\$77,475
INSURANCE	\$16,450
LANDSCAPING/SNOW REMOVAL	\$11,035
UTILITIES	\$52,165
WASTE/TRASH DISPOSAL	\$14,570
LOT CLEANING	\$21,300
REPAIRS/MAINTENANCE	\$25,875
PROPERTY MANAGEMENT	\$6,300

TOTAL OPERATING EXPENSES \$225,170



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5-mile Demographic Snapshot



TOTAL POPULATION
185,039



ESTIMATED HOUSEHOLDS
76,463



ESTIMATED HOUSEHOLD INCOME
\$80,584



MEDIAN AGE
38.1



AVERAGE HOUSEHOLD SIZE
2.4



TOTAL HOUSING UNITS
82,699



MONTHLY HOUSEHOLD EXPENDITURE
\$7,030



TOTAL BUSINESSES
6,755



TOTAL EMPLOYEES
85,931



AVERAGE DAYTIME POPULATION
151,652



Whitehouse Plaza

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