

# UNIVERSITY PLAZA

3523 N. UNIVERSITY

PEORIA, IL

**HOBBY LOBBY**  
CRAFTS • HOME DECOR • SEASONAL

WELCOME

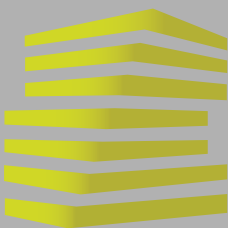


BACELINE  
GROUP



LOCATION.  
commercial real estate





# UNIVERSITY PLAZA

## NEIGHBORHOOD VIBE

JOE LODES

314.818.1564 (OFFICE)

314.852.8234 (MOBILE)

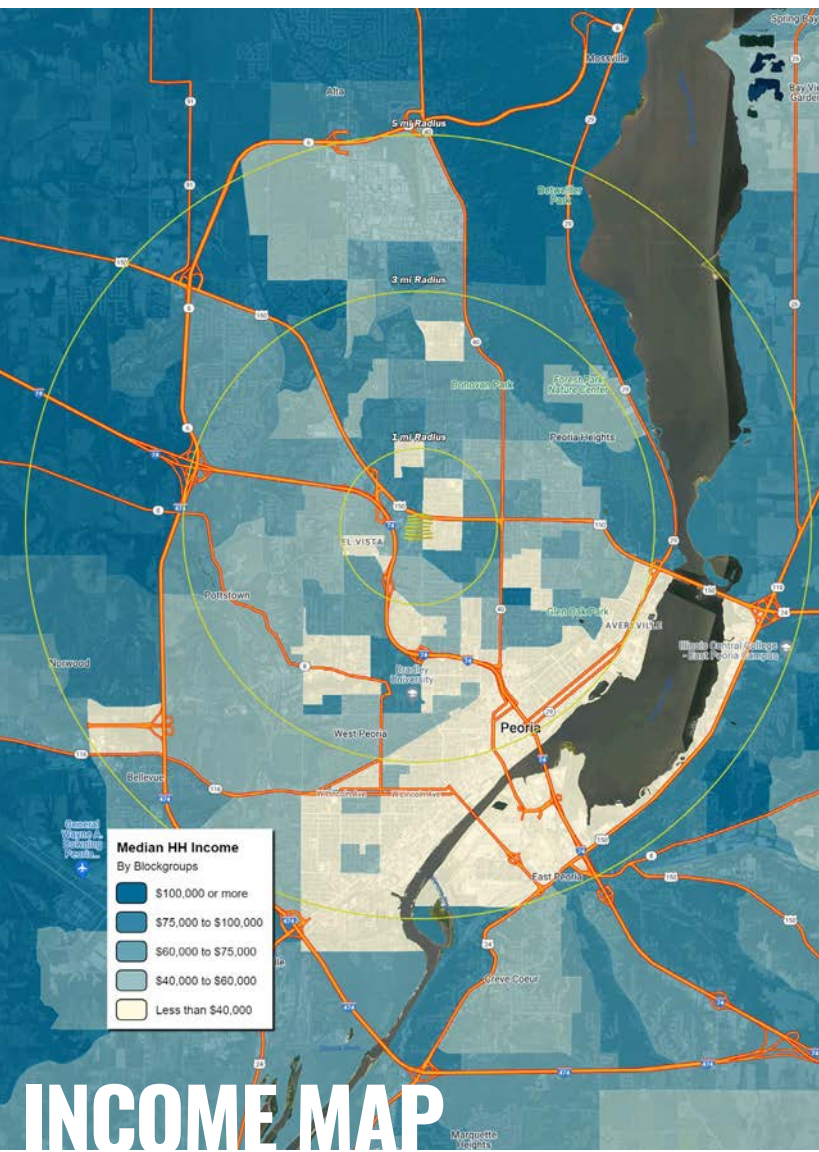
Joe@LocationCRE.com

ALEX APTER

314.818.1562 (OFFICE)

314.488.5900 (MOBILE)

Alex@LocationCRE.com



# INCOME MAP

### TRADE AREA OVERVIEW

Located halfway between Chicago and St. Louis in the heart of the state, a first glimpse of the city of Peoria, Illinois includes a scenic skyline that follows the banks of the Illinois River. Peoria is the largest city on the Illinois River and the seventh-largest city in the state with a rich history, including being the hometown of the famous poet and playwright, Edgar Lee Masters, and being the site of the first community high school in the United States.

Peoria is also known for its diverse economy, with major industries including healthcare, agriculture, and manufacturing. The city is home to several major hospitals, including the OSF Saint Francis Medical Center, which is the largest employer in the city. Additionally, Peoria is a hub for transportation, with a major airport and several major highways passing through the city.

In terms of culture and entertainment, Peoria has a thriving arts scene, with numerous galleries and performance spaces showcasing local and national artists. The city is also home to several museums, including the Peoria Riverfront Museum, which features exhibits on art, science, and history.

Overall, Peoria is a vibrant and diverse city with a rich history and a thriving economy, making it an attractive destination for both residents and visitors alike.

### DEMOGRAPHICS

	1 mile	3 miles	5 miles
<b>POPULATION</b>	<b>10,709</b>	<b>79,941</b>	<b>118,601</b>
<b>HOUSEHOLDS</b>	<b>4,976</b>	<b>34,982</b>	<b>51,273</b>
<b>EMPLOYEES</b>	<b>3,251</b>	<b>37,174</b>	<b>73,927</b>
<b>MED HH INCOME</b>	<b>\$57,148</b>	<b>\$52,457</b>	<b>\$56,493</b>

### AREA RETAIL | RESTAURANTS

Walmart

ALDI

HOBBY LOBBY

McDonald's

Dunham's SPORTS

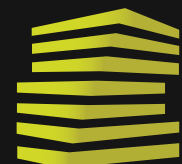
Hardee's

DUNKIN'

BURGER KING

STEAK 'N Shake

Valvoline



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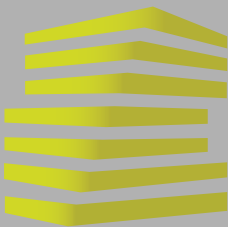


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## SITE PLAN + DETAILS

JOE LODES

314.818.1564 (OFFICE)

314.852.8234 (MOBILE)

Joe@LocationCRE.com

ALEX APTER

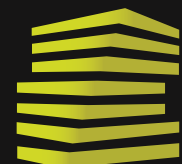
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- 4,550 SF - 18,785 SF RETAIL SPACES AVAILABLE FOR LEASE AT UNIVERSITY PLAZA IN PEORIA, IL
- CENTER IS ANCHORED BY HOBBY LOBBY AND PLANET FITNESS, AND SHADOW ANCHORED BY WALMART SUPERCENTER LOCATED ON UNIVERSITY STREET - ONE OF THE MAIN THOROUGHFARES IN PEORIA
- 2ND MOST VISITED CENTER WITHIN A 15 MILE RADIUS WITH OVER 828K VISITS ANNUALLY (SOURCE: PLACER.AI)
- EXCELLENT VISIBILITY TO OVER 20,000 VPD ON UNIVERSITY STREET
- PLEASE CONTACT BROKERS FOR PRICING AND ADDITIONAL INFORMATION



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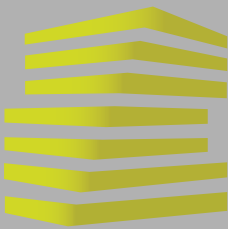


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# UNIVERSITY PLAZA

## MARKET AERIAL

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# BACELINE LEASING

NEIGHBORHOOD SHOPPING CENTERS CREATING COMMUNITY VALUE

At Baceline Group, we invest in communities by acquiring and managing Neighborhood Shopping Centers. These centers are home to the businesses we rely on most in our day-to-day lives. By focusing solely on this niche property type and leveraging our comprehensive management approach, we maximize value for investors, tenants, and communities alike.

Since Baceline's inception in 2003, our mission has been to unlock value in this overlooked asset class. Through the Great Recession and COVID-19, Neighborhood Shopping Centers have proven their resiliency and stability time and time again. Our tenant base is the lifeblood of our property operations and a critical component of our firm's success. As an owner of Neighborhood Shopping Centers, we have a unique opportunity to invest in programs and initiatives that make a meaningful impact on our tenants' businesses and the communities in which they serve.

## BACELINE ADVANTAGE

Baceline tenants receive access to exclusive, top-of-the-line business resources, convenient tools to automate their businesses, and a dedicated team to support them every step of the way.

### TENANT PORTAL

Make Payments Online  
Review Charge Schedule  
Document & Forms Library

### SMALL BUSINESS HUB

Digital Marketing Resources  
Small Business Tools & Guides  
Industry Best Practices

### DEDICATED TEAM

Regional Team Model  
Routine Property Visits  
Mentor Match Program



CONSTRUCTION  
MANAGEMENT



IN-HOUSE  
PROPERTY MANAGEMENT



SUSTAINABILITY  
TIPS



COMMUNITY  
OUTREACH



EVENT  
SUPPORT



# OUR APPROACH

Baceline takes a strategic, hands-on approach to assure the health and viability of our Neighborhood Shopping Centers. Our Leasing Team operates from deep industry experience and thoughtfully assembles a synergistic mix of businesses to enhance the shopping experience for patrons, drive foot traffic to our centers, and ultimately maximize value to our tenants.

Our portfolio of Neighborhood Shopping Centers is divided into six regions. Every region and property are assigned a Regional Property Manager, Associate Property Manager, Leasing Portfolio Manager, Lease Transaction Manager, and Property Accountant. Every Baceline tenant has a dedicated team they can count on for anything that comes up in their daily operations.

Our collective goal is to provide our tenants with comprehensive support from maintenance requests, billing inquiries, lease renewal/expansion, and much more!

## MANAGEMENT REGIONS



## OUR PORTFOLIO AT A GLANCE

**132**

Properties

**35**

Markets

**+4.6M**

Leasable Square Feet

**+1,450**

Tenants

**89%**

Occupancy Rate

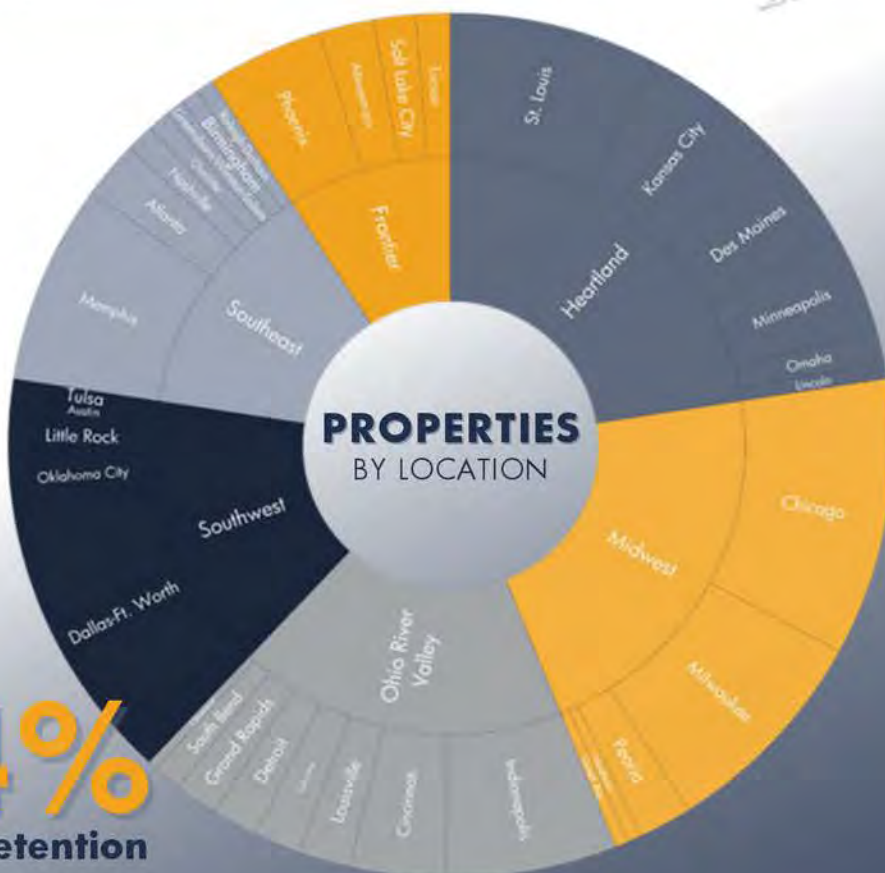
## TENANTS

BY USE CATEGORY



## PROPERTIES

BY LOCATION



**+90%**

Small Businesses

**84%**

Tenant Retention



# PROPERTY EVENTS

Baceline tenants have a unique opportunity to take advantage of their brick and mortar businesses and host meaningful events at their physical locations. We believe that dedicating resources and supporting tenant events, particularly those held in partnership with local non-profits and municipalities, advance the vibrancy of our Neighborhood Shopping Centers and surrounding communities. This has been a long-standing, core principle of Baceline's ownership philosophy and landlord mentality.

Our seasoned Property Management team is ready and equipped to provide everything Baceline tenants need to host successful events at their property.

## CELEBRATIONS

### FAIRS & FESTIVALS

### DONATION DRIVES

### ENTERTAINMENT

### COMMUNITY RESOURCE PROGRAMS

## MENTOR MATCH PROGRAM

Baceline tenants have access to a network of over 10,000 certified mentors dedicated to serving business owners and entrepreneurs in over 1,500 communities across the country. Mentors have expertise in all sectors of business and over 25 languages spoken are offered. Tenants can be individually matched with a mentor in their area and specific industry for one-on-one advice absolutely FREE.

Business owners who have worked with a mentor reported the following statics...

**55%**  
INCREASED  
REVENUE

**99%**  
REMAINED  
IN BUSINESS

**18%**  
AVG BUSINESS  
GROWTH

## SMALL BUSINESS HUB

Baceline offers a comprehensive array of curated resources in our online Small Business Hub, including templates, guides, articles, webinars, and more. Tailored to the specific needs of businesses across various industries, our goal is to provide targeted assistance and support that aligns with the unique challenges and needs of Neighborhood Shopping Center tenants.

DIGITAL MARKETING  
RESOURCES

SMALL BUSINESS  
STRATEGIES

BRICK & MORTAR  
BUSINESSES

EDUCATIONAL PROGRAMS  
& WORKSHOPS

## TENANT TESTIMONIAL

Kevin Baker, Owner of Fitness Together

"The feedback that your team provided was amazing. I am still moved at how helpful and supportive everyone at Baceline has been. The action items for consideration provided are great and have good potential to be sound investments. Thank you again for brainstorming discussion and follow up suggestions. I feel very fortunate to have your team supporting our efforts."

FITNESS TOGETHER