

LEASING **hip** AT THE 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, CARTER'S/OSHKOSH AND FIVE BELOW.



HARLEM IRVING
COMPANIES



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

- HIPs trade area encompasses \$5.62B 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

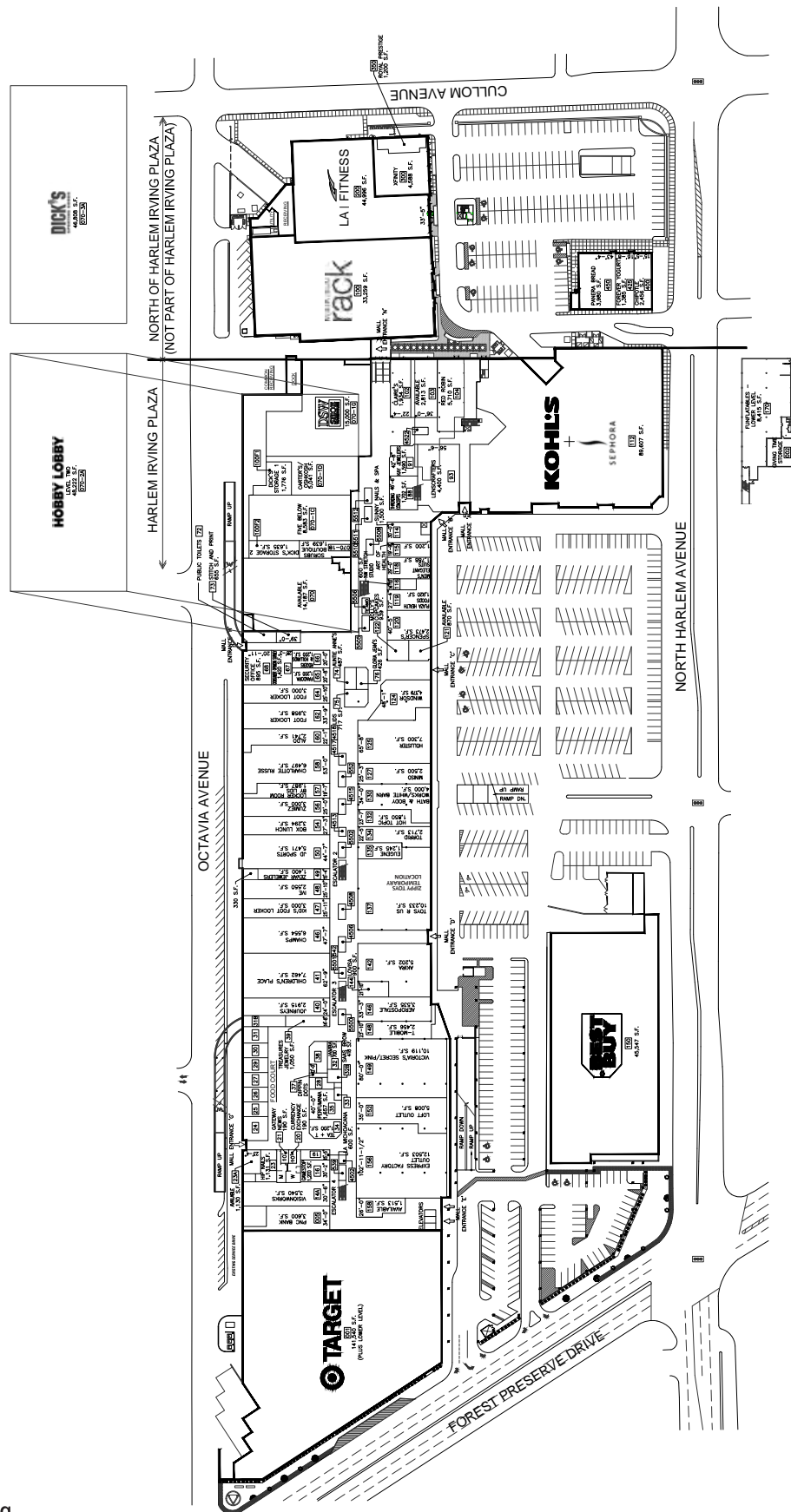
WITHIN 5 MILES**

- The HIP is located in one of the most densely populated neighborhoods in all of Chicagoland with over 663,253 people
- Average household income of nearly \$124,331
- Median age: 39; over 147,000 Millennials and 125,000 Generation Z
- Nearly 22,000 businesses and 245,000 employees
- 48% 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 Date Source: 2023/2024 Census Bureau

SITE PLAN



AERIAL MAP



76,000 cars pass by the mall per day

YELLOW DENOTES ALL OF HIP

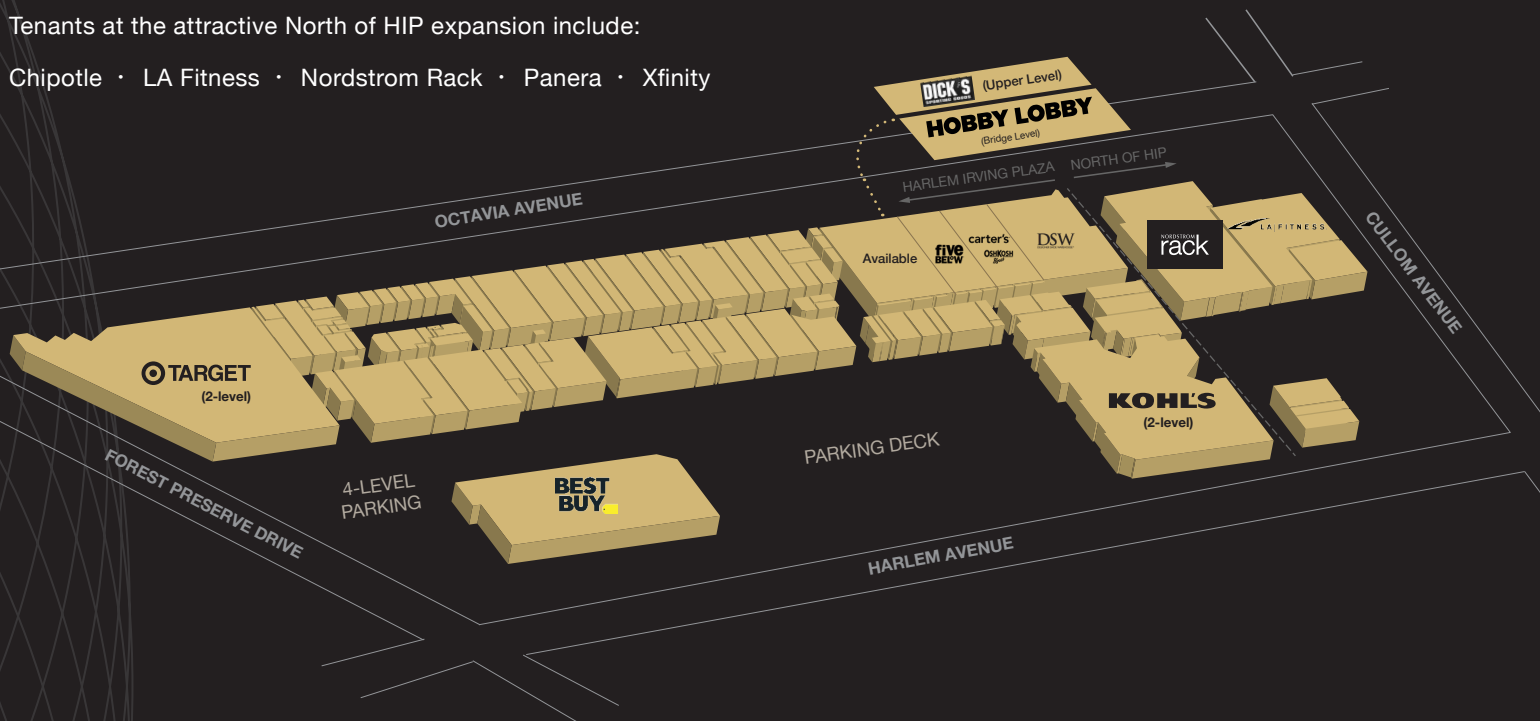
THE HIP HAS PROUDLY MAINTAINED AN OCCUPANCY RATE ABOVE 98% FOR THE PAST SIX DECADES

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 · Footlocker · Hot Topic · KAY Jewelers · LOFT Outlet · Pandora · The Children's Place · Victoria's Secret/Pink · Windsor & more!

Newest Additions: Hollister · JD Sports · Miniso · Toys R Us Newly Opened: Dos Bros & iVE

Tenants at the attractive North of HIP expansion include:

Chipotle · LA Fitness · Nordstrom Rack · Panera · 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

A map of Chicago illustrating trade areas centered on Harlem Irving Plaza, marked with a red star. Three concentric circles represent radii of 3 miles, 5 miles, and 7 miles from the center. The map also shows three nested, irregularly shaped regions representing trade areas: Primary Trade Area (blue outline), Secondary Trade Area (green outline), and Tertiary Trade Area (red outline). Other centers are indicated by black dots, including Old Orchard Shopping Center, Golf Mill Shopping Center, Fashion Outlets of Chicago, and North Riverside Park Mall. Major highways like I-90, I-55, and I-290 are shown, along with various neighborhood names such as Evanston, Skokie, Lincolnwood, and Oak Park. A key in the top right corner defines the symbols used. The text "LOOP Chicago" is visible in the bottom right corner.

An aerial photograph of a large retail complex at dusk. The main building is a long, low structure with a flat roof. The 'HOBBY LOBBY' sign is prominently displayed in red neon letters on the front facade. To the left, a smaller building features the 'DICK'S SPORTING GOODS' logo. The parking lot in front of the stores is filled with numerous cars, mostly dark-colored. The surrounding area includes residential houses and trees, with city lights visible in the distance under a twilight sky.

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 62 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.

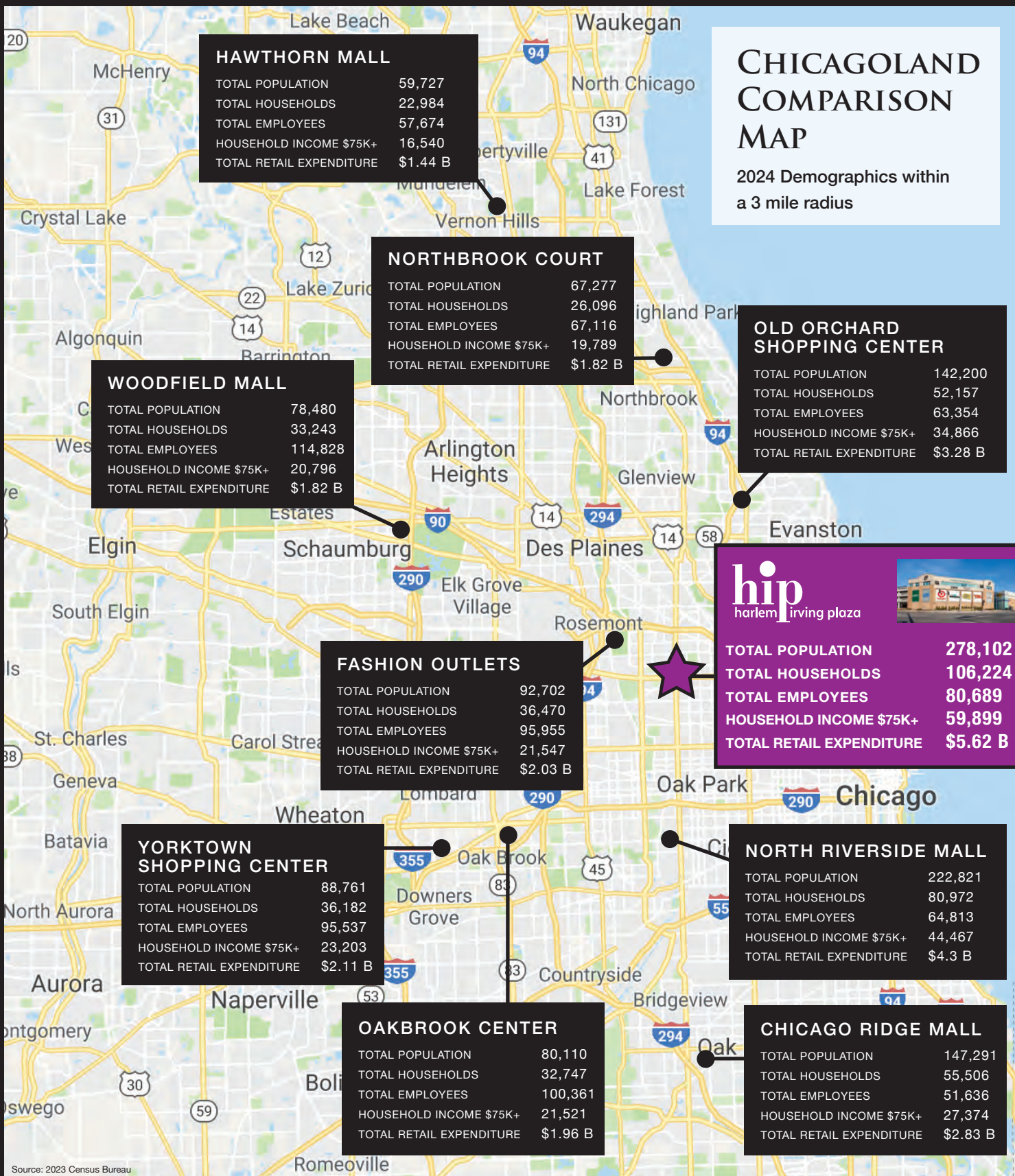
The Giving Tree Program:

For over 38 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 28 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!





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



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