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HAWTHORN

VERNON HILLS | ILLINOIS

CHICAGO VOTED

**#1 BEST BIG CITY IN THE U.S. FOR THE
SIXTH CONSECUTIVE YEAR**

Condé Nast
Traveler

"CHICAGO STILL REMAINS A MECCA OF THE
MIDWEST – PEOPLE FROM BOTH COASTS ARE
KIND OF AMAZED HOW GOOD LIFE IS IN
CHICAGO, AND WHAT A GOOD CULTURE
WE'VE GOT."

Harold Ramis

American Actor, known for his role in Ghostbusters



A CITY LIKE NO OTHER

CHICAGO THE PLACE TO BE

FORBES RANKS CHICAGO AS ONE OF THE BEST PLACES FOR BUSINESS AND CAREERS

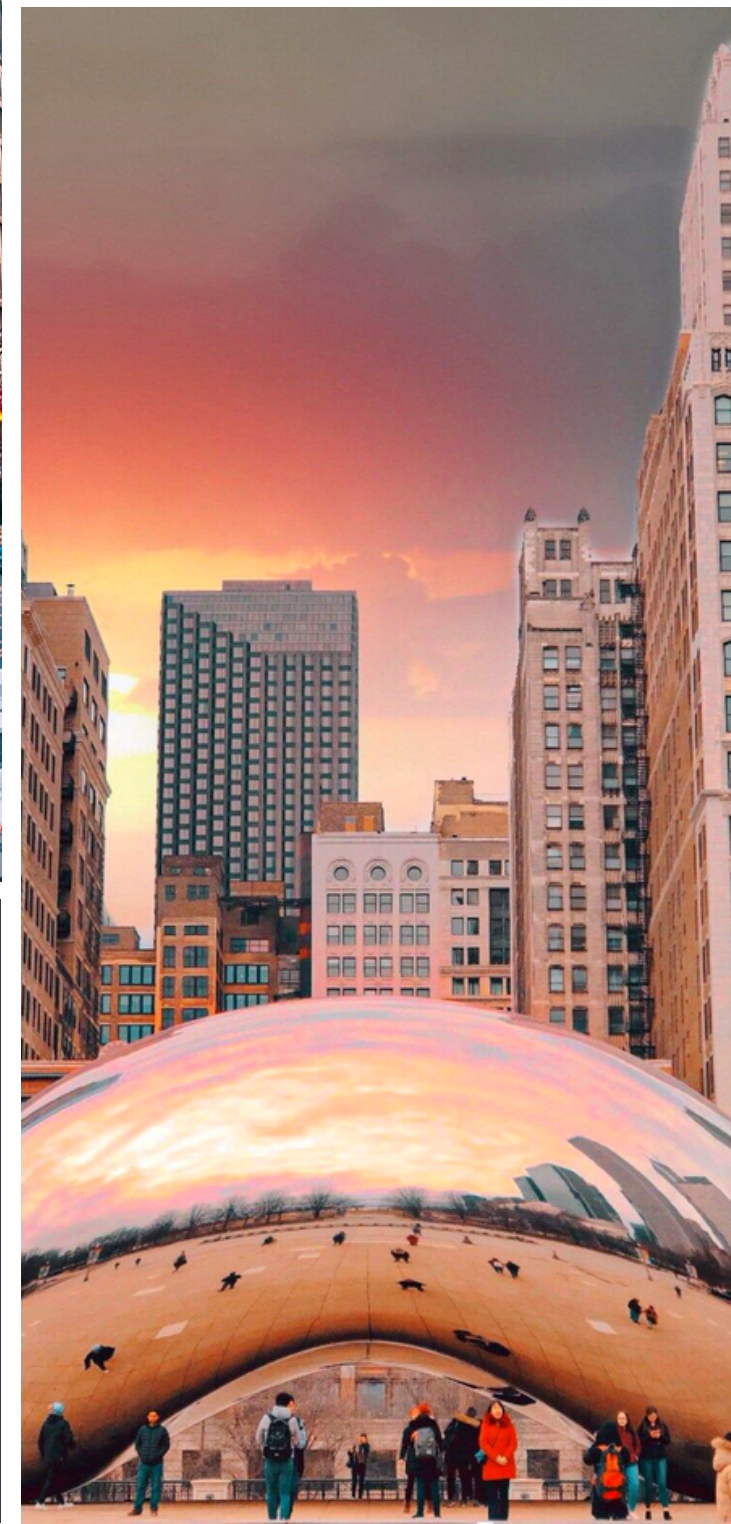
CHICAGO IS AMONG THE BEST PLACES TO LIVE AND ONE OF THE BEST PLACES TO RETIRE SAYS **U.S. NEWS & WORLD REPORT**

CHICAGO IS A MAJOR TRANSPORTATION HUB IN THE U.S. AND THE THIRD-LARGEST INTERMODAL PORT IN THE WORLD

ROUTE 66, KNOWN AS THE "MAIN STREET OF AMERICA," BEGINS IN CHICAGO

LAST YEAR, CHICAGO HOME VALUES INCREASED BY 8.6% AND BY 29% IN THE LAST FIVE YEARS

MOST POPULAR SUBURBS IN CHICAGO INCLUDE LONG GROVE AND BUFFALO GROVE





A REIMAGINING IS COMING
TO THE NORTH SHORE
A NEW PERSPECTIVE A FUTURE SO BRIGHT

A TRANSFORMATION
EVERYONE IS TALKING ABOUT

THE MIXED-USE WE ALL DREAM OF - THE PERFECT CURATION OF YOUR FASHION WISH-LIST, YOUR MUST-HAVES FOR HEALTH & WELLNESS, AND THE GO-TO SPOT TO SATISFY YOUR SWEET & SAVORY CRAVINGS. A TRUE ICON SO FULFILLING SOME WILL EVEN CALL IT HOME.



H

HAWTHORN IS ON THE VERGE OF REDEFINING THE NEXT GENERATION OF WHAT-TO-DO AND WHERE-TO-BE IN THE NORTHERN SUBURBS OF CHICAGO.

WELCOME TO HAWTHORN

A TIMELESS CHICAGO ICON, REIMAGINED. A DESTINATION REIGNITING THE COMMUNITY. A THRIVING COLLECTION OF SHOPPING, DINING AND ENTERTAINMENT, OFFERING ONLY THE BEST-IN-CLASS, THAT PIQUES THE INTEREST OF THE SOPHISTICATED. A SENSE OF PLACE TO CONNECT AND BE CONNECTED. A PLACE TO CALL HOME.

THIS IS THE NEXT BIG THING
THIS IS HAWTHORN







Hawthorn Cookies

mumumelo

MIAMI OCEAN DRIVE

U-ROW

chopdaddy
BURGER BAR

HAWTHORN ROW



A HUB, A HOME HAWTHORN

Here, we're creating an experience unmatched. A lifestyle destination, created for the entire region, rife with best-in-class shopping, dining, and entertainment, and immersed with intentional design that connects you to every component with ease. This walkable community will suit all of your needs, day to night, and will even attract some to set their roots and call it home.

IT'S ALL IN THE DETAILS:

- 635K SF OF RETAIL - 272K SMALL SHOP
- 561 NEW MULTI-FAMILY LUXURY APARTMENTS
- 25K SF GROCER 109K SF OPEN-AIR RETAIL OPPORTUNITIES
- PEDESTRIAN-FRIENDLY STREET RETAIL
- OUTDOOR PLAZA WITH ACTIVATION AND AMENITIES
- MULTI-LEVEL INDOOR PARK EXPERIENCE



TRADE AREA

DEMOGRAPHICS

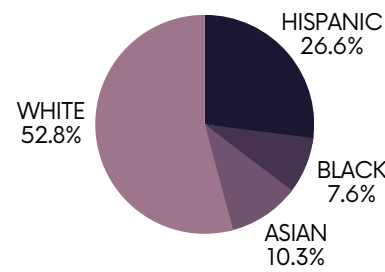
Population	650,103	Households	236,039
Daytime Population	947,465	Family Households	155,789
Average HHI	\$122,861	College Graduates	50%
HHI \$100K-\$150K	18.3%	Higher Education	19.3%
HHI \$150K-200K	15%		

HAWTHORN'S TYPICAL CUSTOMER

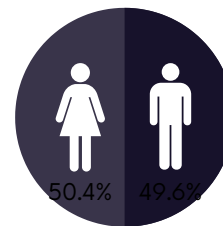
AVERAGE AGE



ETHNICITY



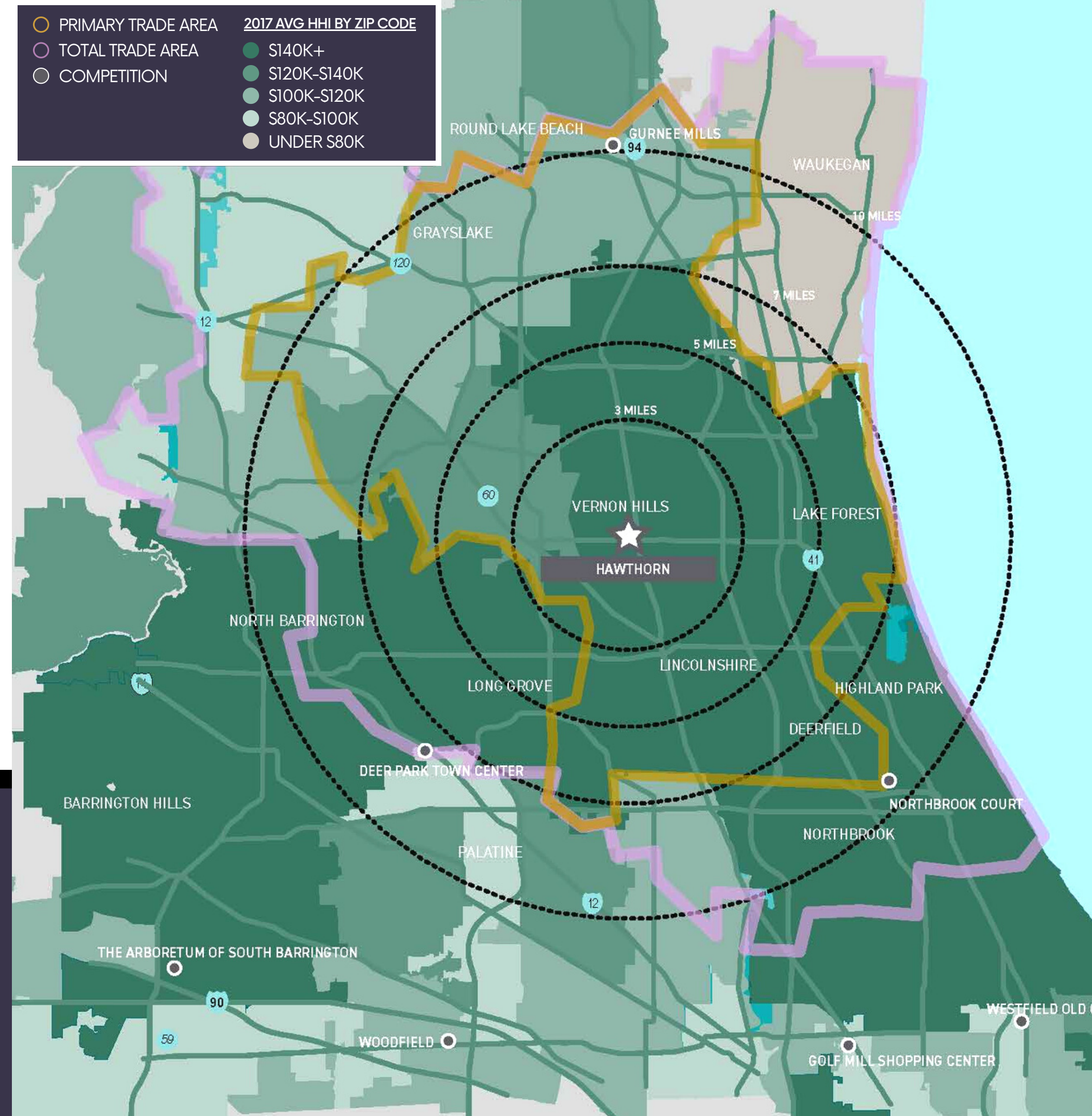
GENDER



2017 AVG HHI BY ZIP CODE

- S140K+
- S120K-S140K
- S100K-S120K
- S80K-S100K
- UNDER \$80K

○ PRIMARY TRADE AREA
 ○ TOTAL TRADE AREA
 ○ COMPETITION



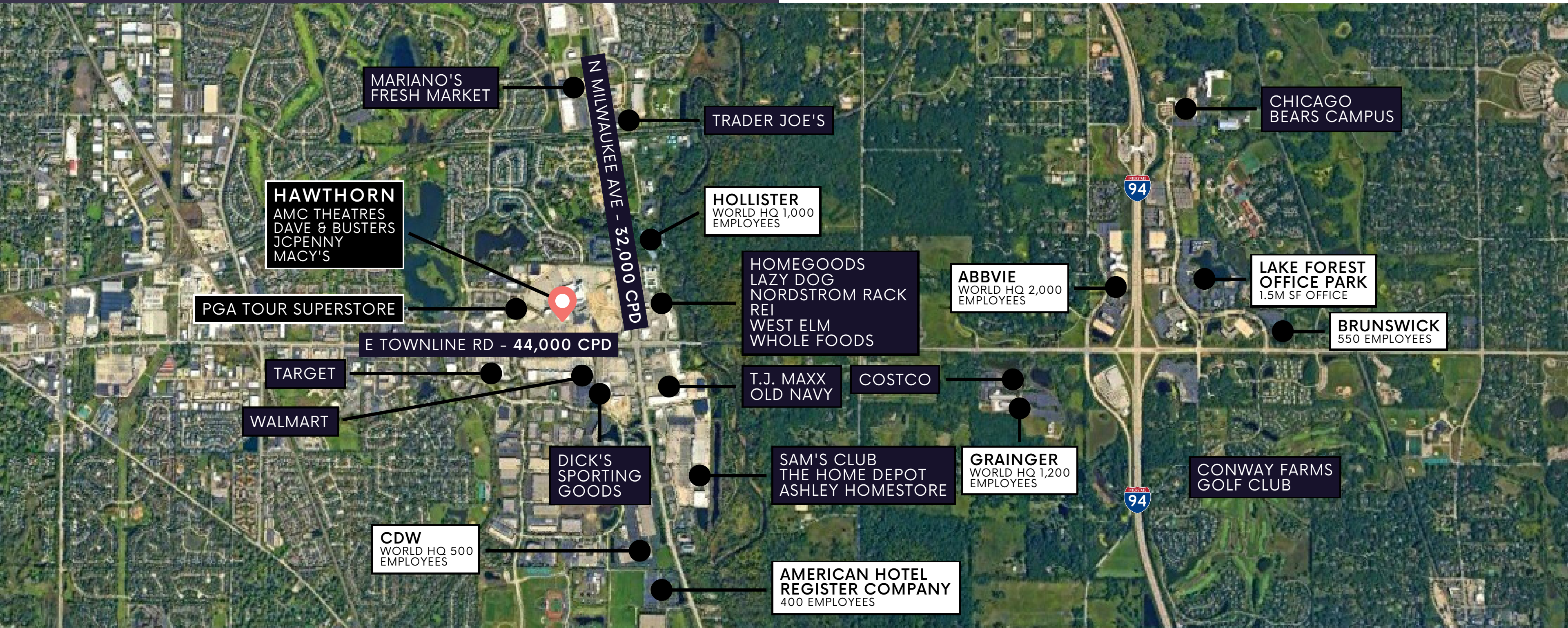
12,100+ HOUSEHOLDS
 WITHIN 5 MILES OF HAWTHORN
EARN \$200K OR HIGHER

3.5X THE NATIONAL AVERAGE

HAWTHORN

IS SITUATED AT THE INTERSECTION OF TWO MAJOR THOROUGHFARES IN LAKE COUNTY, IL. AND ONLY 2.5 MILES WEST OF I-94.

OVER 70,000 VEHICLES TRAVEL MILWAUKEE AVENUE & TOWNLINE ROAD EVERY DAY.



HAWTHORN'S TRADE AREA IS HOME TO
TOP SCHOOLS IN THE NATION
EACH SCHOOL OFFERS STUDENTS ADVANCED PLACEMENT

ADLAI STEVENSON HIGH SCHOOL

RANKED #6 IN THE STATE AND #150 IN THE NATION
HOLDS A 97% GRADUATION RATE WITH 4,100+ STUDENTS

LIBERTYVILLE HIGH SCHOOL

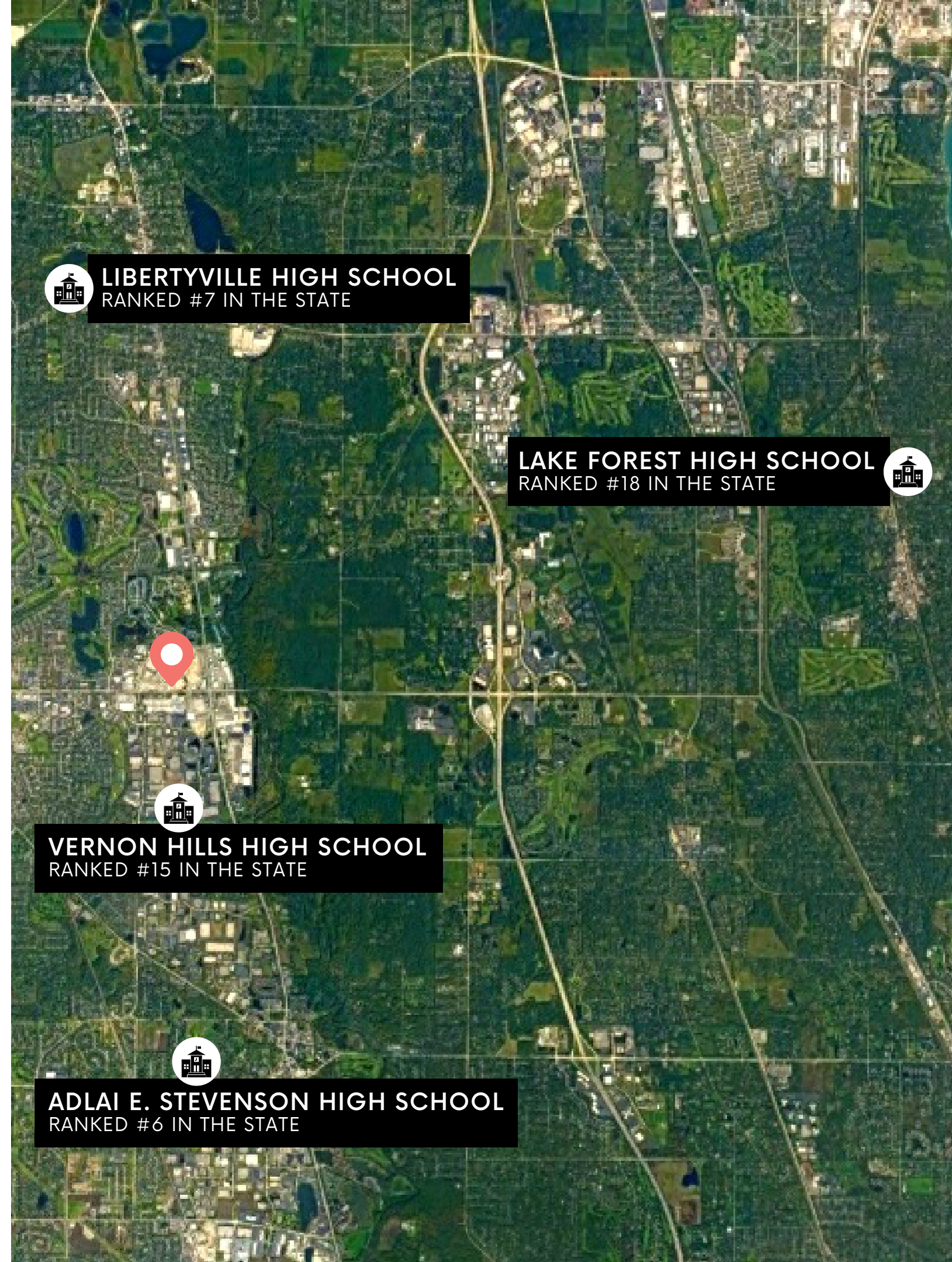
RANKED #7 IN THE STATE AND #289 IN THE NATION
HOLDS A 97% GRADUATION RATE WITH 1,900+ STUDENTS

VERNON HILLS HIGH SCHOOL

RANKED #15 IN THE STATE AND #349 IN THE NATION
HOLDS A 98% GRADUATION RATE WITH 1,400+ STUDENTS

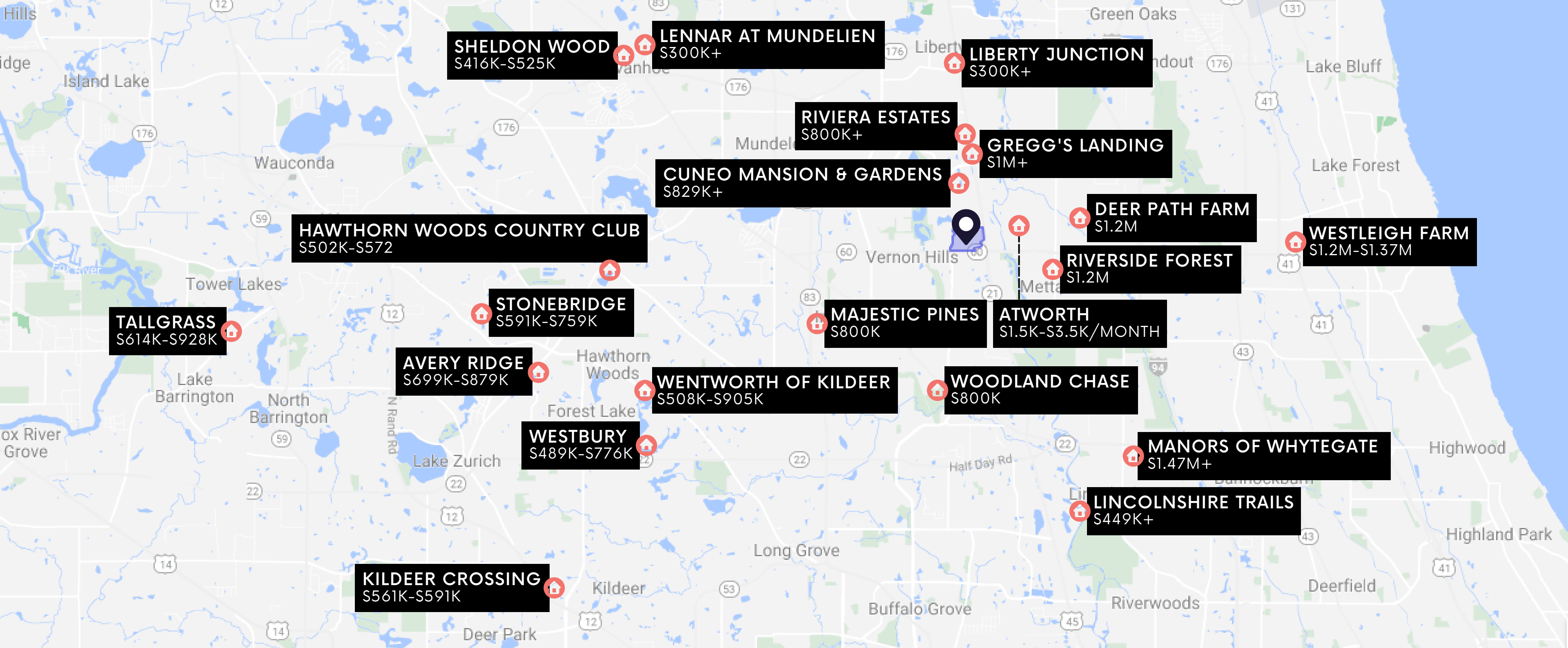
LAKE FOREST HIGH SCHOOL

RANKED #18 IN THE STATE AND #411 IN THE NATION
HOLDS A 97% GRADUATION RATE WITH 1,600+ STUDENTS



TOP-TIER EDUCATION

*LAKE FOREST HIGH SCHOOL IS THE FURTHEST POINT AT 7 MILES AWAY



THE PLACE
TO CALL HOME

RESIDENTIAL BOOM

WITHIN A SHORT 15-MILE RADIUS OF HAWTHORN, THERE APPROXIMATELY 21 NEW RESIDENTIAL DEVELOPMENTS WITH MORE THAN 1,000 HOMES CURRENTLY UNDER CONSTRUCTION OR NEWLY BUILT.



THE PLACE TO BE
AND BE SEEN



THE BEST RETAIL TO SET THE TRENDS





YOUR NEW FAVORITE RESTAURANTS BRINGING YOU BACK AGAIN AND AGAIN



FITNESS BOUTIQUES THAT MAKE YOU FEEL
LIKE YOU RULE THE WORLD





THOSE SPECIAL TOUCHES THAT INVITE YOU
IN AND MAKE YOU STAY AWHILE





BE A PART OF THE NEXT BIG THING
BE A PART OF HAWTHORN



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THE NEW HAWTHORN.COM

