



# FOX VALLEY

AURORA | ILLINOIS



Centennial



# AURORA

## A CHICAGO SUBURB

AURORA IS LOCATED APPROXIMATELY 40 MILES FROM DOWNTOWN CHICAGO, THE 3RD LARGEST AND #1 BEST BIG CITY IN THE U.S.

AURORA IS THE 2ND LARGEST CITY IN ILLINOIS WITH A POPULATION OF NEARLY 202,000.

THE MEDIAN HOUSEHOLD INCOME IN AURORA IS \$102,873, 70% HIGHER THAN THE STATE MEDIAN OF \$72,563.

AURORA SAW A 13% INCREASE IN HOME VALUES SINCE LAST YEAR.

MORE THAN 5,580 RESIDENTIAL PROJECTS ARE EITHER IN PLANNING OR CURRENTLY UNDER CONSTRUCTION WITHIN FIVE MILES OF FOX VALLEY.



FOX VALLEY HOLDS A PRIME LOCATION IN THE MARKET AT THE INTERSECTION OF TWO MAJOR STATE THOROUGHFARES, SEEING MORE THAN 96.1K VEHICLES PER DAY.

500 STATION APARTMENTS  
- 417 UNITS



LEGACY AT FOX VALLEY  
- 212 UNITS

E NEW YORK ST CPD - 20,053



COMMONS DR CPD - 10,903



ILLINOIS 59 CPD - 56,598

LAKEVIEW TOWNHOMES  
- 120 HOMES

FOX VALLEY



MCCOY DR CPD - 8,616

McCoy Dr

Fort Hill Dr

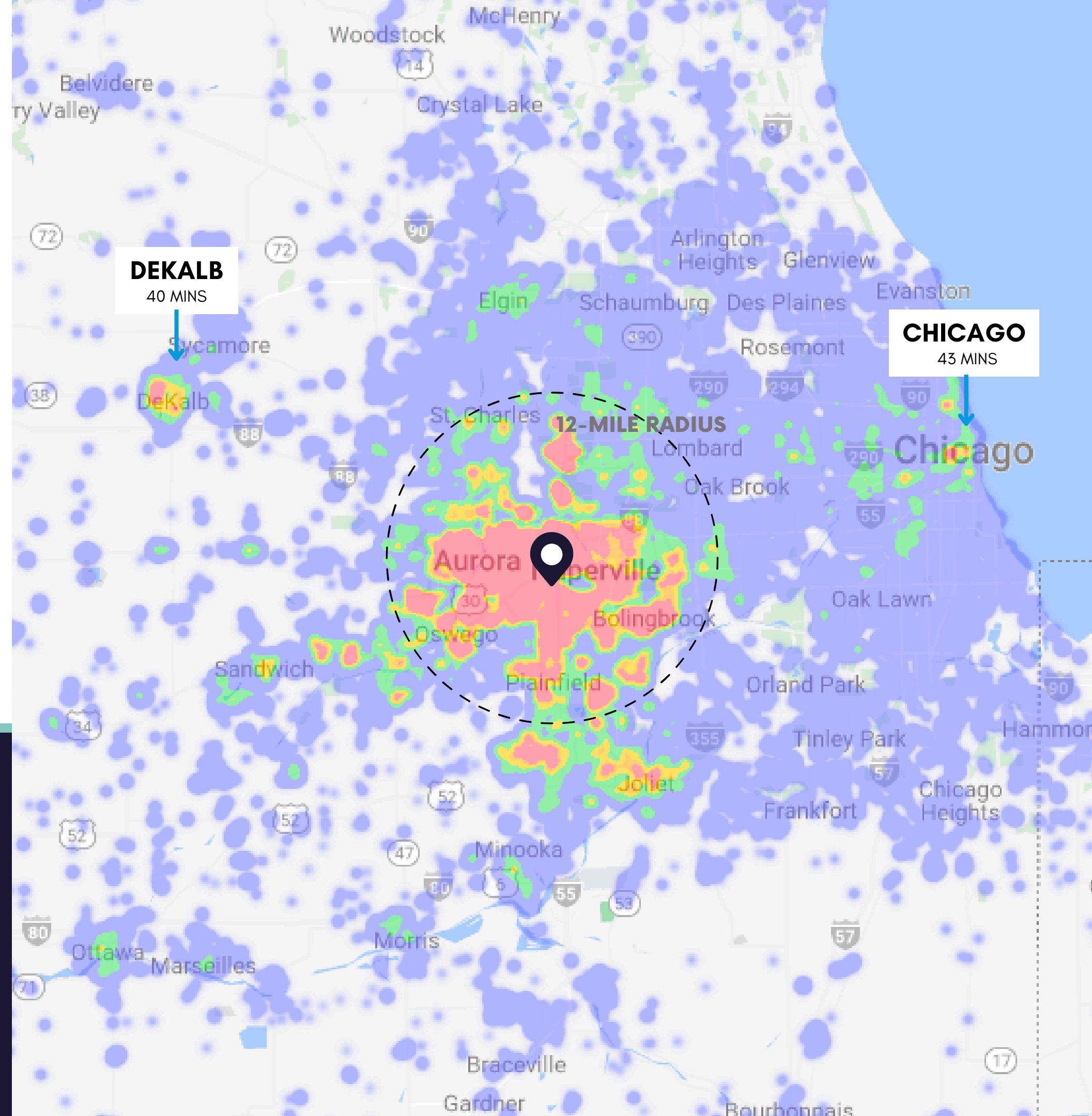
# TRAFFIC DATA

Annual Visits **4.4M**  
Annual Avg. Visit Frequency **3.81**  
Annual Avg. Dwell Time **70 MINS**

## TRUE TRADE AREA DEMOGRAPHICS

Population **751,929**  
Households **257,721**  
Family Households **186,679**  
Average HHI **\$124,352**  
College Degree+ **68%**

**21,930+ HOUSEHOLDS**  
WITHIN 5 MILES OF FOX VALLEY  
**EARN \$200K OR HIGHER**





# OUR CORE CUSTOMER

DATA BASED ON 5-MILE DEMOGRAPHICS

## SPENDING PATTERNS

ABOVE U.S. AVERAGE

Household Income \$500K+

**3%** +

Avg. Discretionary Income

**\$75,944** +

Discretionary Income \$150K+

**8%** +

## PSYCHOGRAPHICS

### POWER ELITE

**25.1%**

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

### FLOURISHING FAMILIES

**14.4%**

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

## CUSTOMER LOYALTY

LOYALTY CLASSIFIED AS 2+ VISITS



**88%**

3.8M OF OUR CUSTOMER VISITS ARE LOYAL, MAKING US THEIR GO-TO SHOPPING DESTINATION



MORE THAN 20 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES





## PICTURE THIS AN ALL NEW FOX VALLEY

Where Naperville and Aurora thrive. Where the next generation of shop, live and play has arrived. Fox Valley will become an all-day destination for the whole family and community.

### **IT'S ALL IN THE DETAILS:**

- 1 MILLION SF OF RETAIL WITH 528K OF SMALL SHOP
- ANCHORED BY: MACY'S, JCPENNEY, ROUND1
- 40K SF OPPORTUNITY FOR GROCER OR THEATER & RESTAURANT COLLECTION
- 627 MULTI-FAMILY UNITS
- 212 UNIT SENIOR LIVING COMMUNITY
- ACTIVATED GREEN SPACE
- INTERIOR MULTI-LEVEL PARK



# FAMILY LIVING 839 UNITS ON SITE

The future of Fox Valley commences with two residential complexes under construction and one in planning. This luxury community will encompass two multi-family complexes and one senior living complex with best-in-class amenities and center-of-the-action living.

## IT'S ALL IN THE DETAILS:




- OUTDOOR FIREPITS & GRILLS
- OUTDOOR SEATING & WORKOUT SPACE
- PET SPA & DOG RUN
- FITNESS + YOGA CENTER
- GAME ROOM
- ENTERTAINMENT KITCHEN
- RESIDENT LOUNGE
- SOLARIUM
- CO-WORKING SPACE WITH CONFERENCE ROOMS



NOW OPEN



# PROPERTY SITE PLAN

-  RESIDENTIAL
-  SENIOR LIVING
-  RETAIL

**PHASE II**  
535 UNITS IN  
PLANNING

FUTURE DEVELOPMENT AREA

macys

JCPenney



**PHASE I**  
304 UNITS UNDER  
CONSTRUCTION

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