



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 94K VEHICLES PER DAY.

500 STATION APARTMENTS
- 417 UNITS

LEGACY AT FOX VALLEY
- 212 UNITS

E NEW YORK ST CPD - 19,478

Crate&BarrelOutlet
ULTA BEAUTY BED BATH & BEYOND



Aurora Ave

E New York St

KOHL'S

Burlington ROSS
DOLLAR TREE DRESS FOR LESS

COMMONS DR CPD - 10,555

JCPenney macy's
FOREVER 21 ROUND H&M

ILLINOIS 59 CPD - 54,327

LAKEVIEW TOWNHOMES
- 120 HOMES

FOX VALLEY

SKY ZONE
TRAMPOLINE PARK

MCCOY DR CPD - 9,706

McCoy Dr

34

Fort Hill Dr

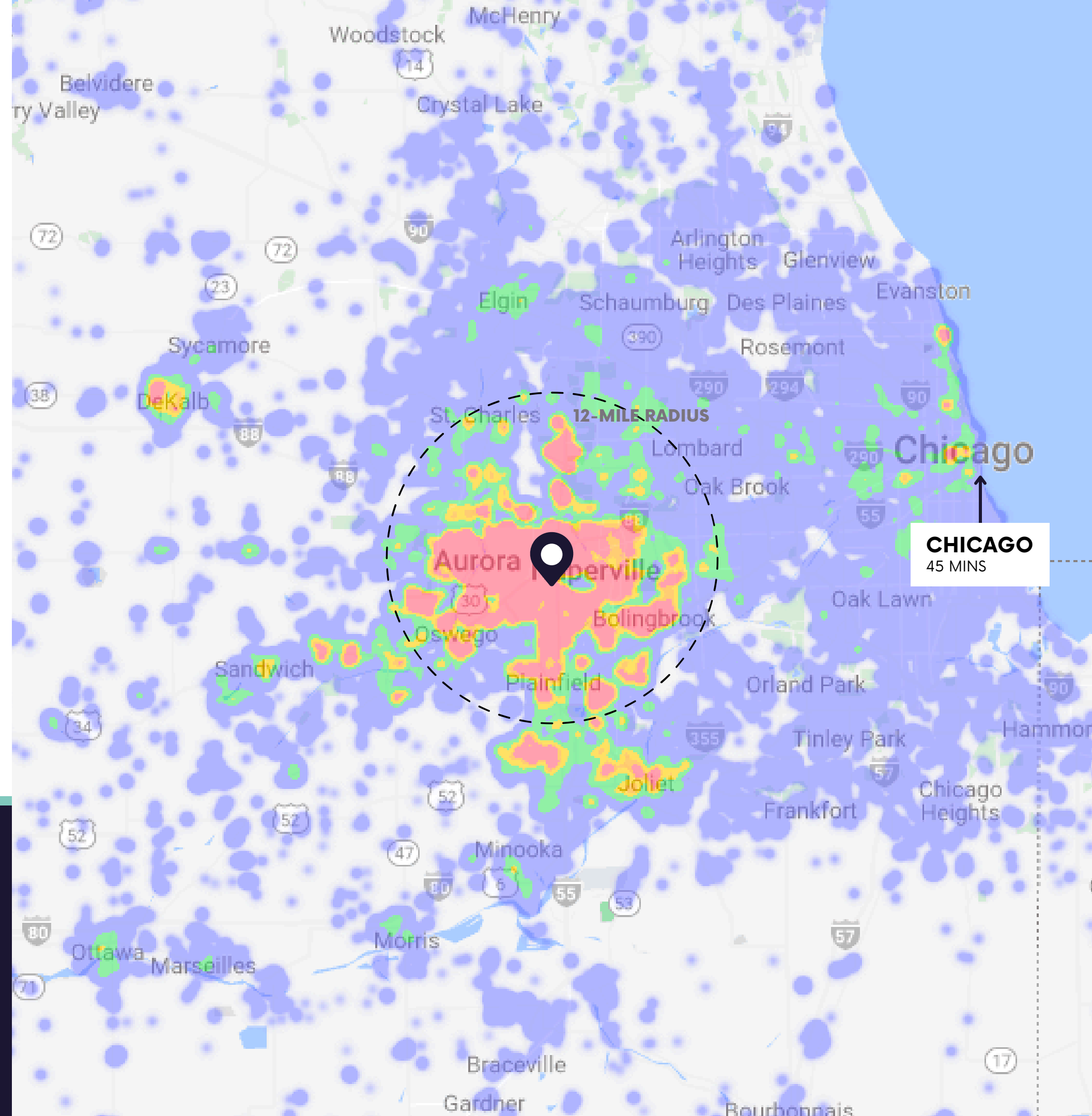
TRAFFIC DATA

Annual Visits **4.4M**
Annual Avg. Visit Frequency **3.72**
Avg. Dwell Time **70 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	764,889	Average HHI	\$124,860
Daytime Population	424,730	HHI \$200K+	16%
Households	261,293	College Degree+	68%
Family Households	189,848		
Gen Z	16%		
Millennials	20%		
Gen X	22%		

WITHIN 5 MILES OF FOX VALLEY
MORE THAN 6,000 HOMES
EARN \$250K OR HIGHER EACH YEAR





CORE CUSTOMER INSIGHTS

SPENDING PATTERNS & PSYCHOGRAPHICS

SPENDING PATTERNS

		ABOVE U.S. AVERAGE
HHI \$500K+	2%	+
Avg. Discretionary Income	\$61,265	+
Discretionary Income \$150K+	11%	+

PSYCHOGRAPHICS

Wealthy Suburban Families Wealthy and diverse suburban families living children-driven lifestyles.	19%	+
Blue Collar Suburbs Working-class singles and families in mainly blue-collar professions.	14%	+
Upper Suburban Diverse Families Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.	11%	+



OUR CORE CUSTOMERS ARE IDENTIFIED AS SOME OF THE MOST AFFLUENT PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.



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

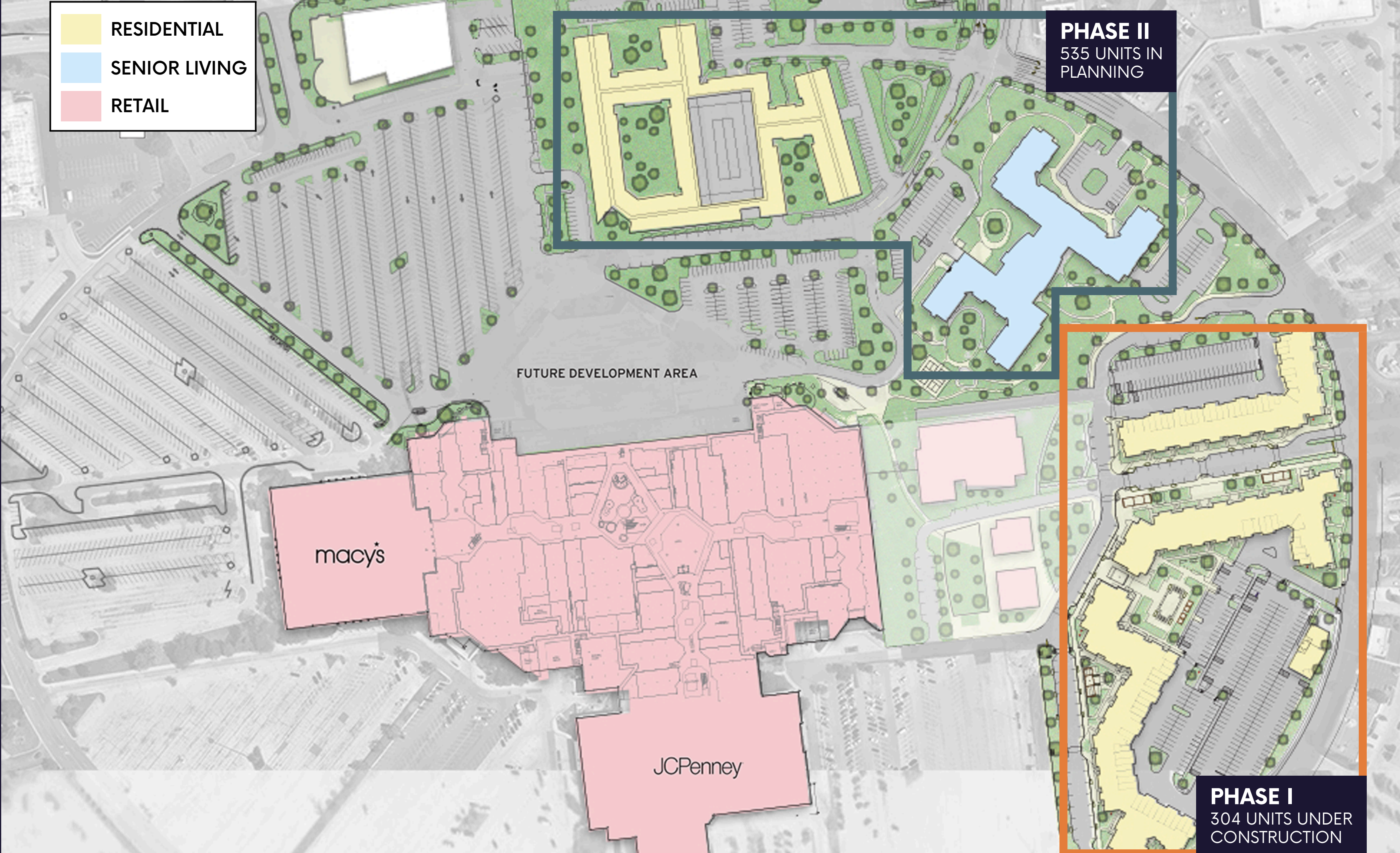
PHASE II
535 UNITS IN PLANNING

FUTURE DEVELOPMENT AREA

macys

JCPenney

PHASE I
304 UNITS UNDER CONSTRUCTION



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