

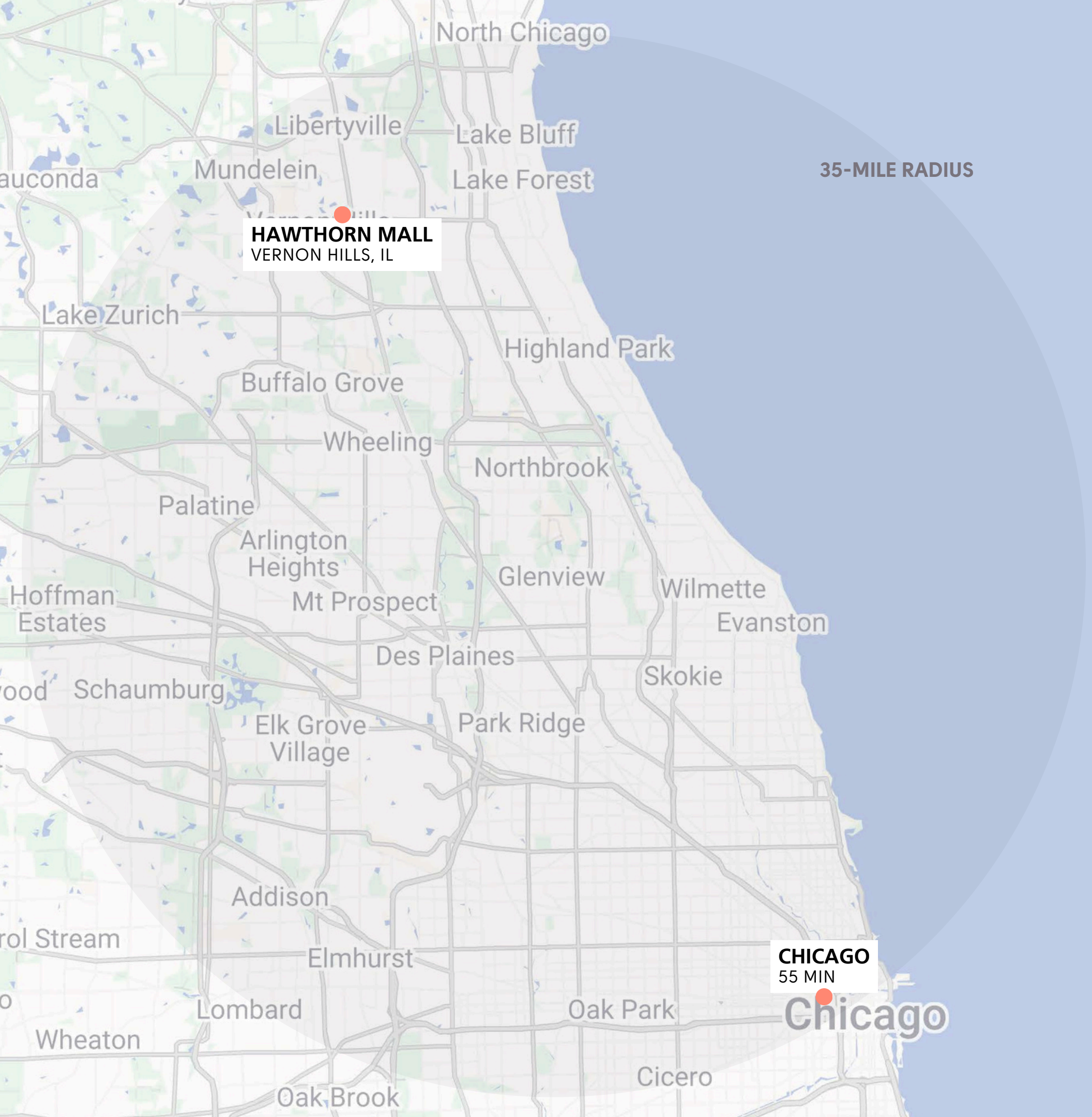
# H HAWTHORN

VERNON HILLS | ILLINOIS

 Centennial  
Powered by Lincoln







# NORTH CHICAGO SUBURBS

CHICAGO VOTED #1

**BEST BIG CITY IN THE U.S.**  
FOR 8<sup>TH</sup> CONSECUTIVE YEAR

Condé Nast  
**Traveler**





## VERNON HILLS

# CHICAGOLAND SUBURBIA

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Chicago is among the **Best Places to Live** and one of the **Best Places to Retire** according to U.S. News & World Report.

Home to **25+ Michelin-starred restaurants**, Chicago is deeply rooted in culinary diversity and ranks within the **top 5 in Food Scene Nationwide**.

Forbes ranks Chicago as one of the **Best Places for Business** and the city remains a major transportation hub in the U.S. boasting the **third-largest intermodal port in the world**.

Due to renowned schools, safe neighborhoods, job accessibility, and community amenities, Chicago suburbs consistently rank among the **best places to live in the U.S.**

Lake County is home to some of the state's **top-performing public schools** and **award-winning high schools**.

Vernon Hills is 2025's **#4 Best Suburb to Live in Illinois**.

Consistently ranking among the **top 5% of public high schools** in the state, Vernon Hills High School **ranked #309 nationally by U.S. News & World Report** in 2024.



 **#3**

LARGEST CITY IN THE U.S.  
WITH 9.4M RESIDENTS IN THE  
CHICAGO MSA

 **91%**

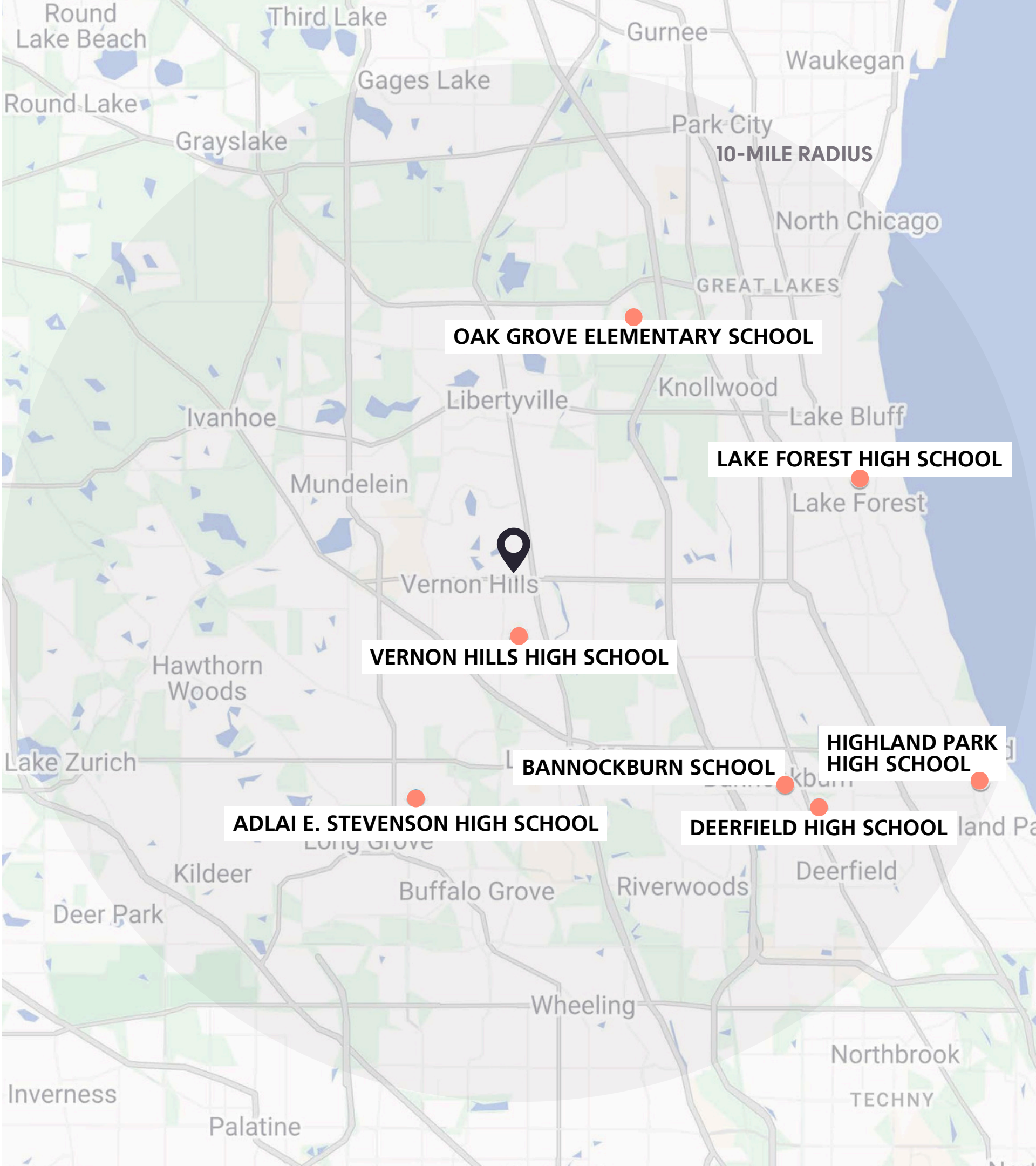
HIGHER AVERAGE HHI OF  
**\$159,415** VS. THE NATIONAL  
AVERAGE



# LAKE COUNTY AN ACADEMIC POWERHOUSE

Lake County stands out as an educational leader, **home to several of Illinois’ top-ranked schools**. Multiple schools consistently earn **national recognition** for academic rigor, college readiness, and student success. From award-winning elementary programs to nationally ranked high schools, the county’s commitment to excellence in education makes it a standout destination for families.

- OAK GROVE ELEMENTARY SCHOOL  
Recognized as a National Blue Ribbon School for outstanding academic achievement.
- LAKE FOREST SCHOOL  
Boasts a 98% graduation rate, one of the highest in the county.
- VERNON HILLS HIGH SCHOOL  
Ranks among the top 2% of high schools nationwide by U.S. News & World Report.
- BANNOCKBURN SCHOOL  
Recognized as a National Blue Ribbon School of Excellence and ranks among the top 1% of elementary schools nationwide by Niche.
- HIGHLAND PARK HIGH SCHOOL  
Ranks among the top 5% of high schools nationwide by U.S. News & World Report.
- ADLAI E. STEVENSON HIGH SCHOOL  
Ranks among the top 1% of high schools nationwide by U.S. News & World Report and consistently recognized as a National Blue Ribbon School.
- DEERFIELD HIGH SCHOOL  
Ranks among the top 3% of high schools nationwide by U.S. News & World Report and consistently recognized as a National Blue Ribbon School.





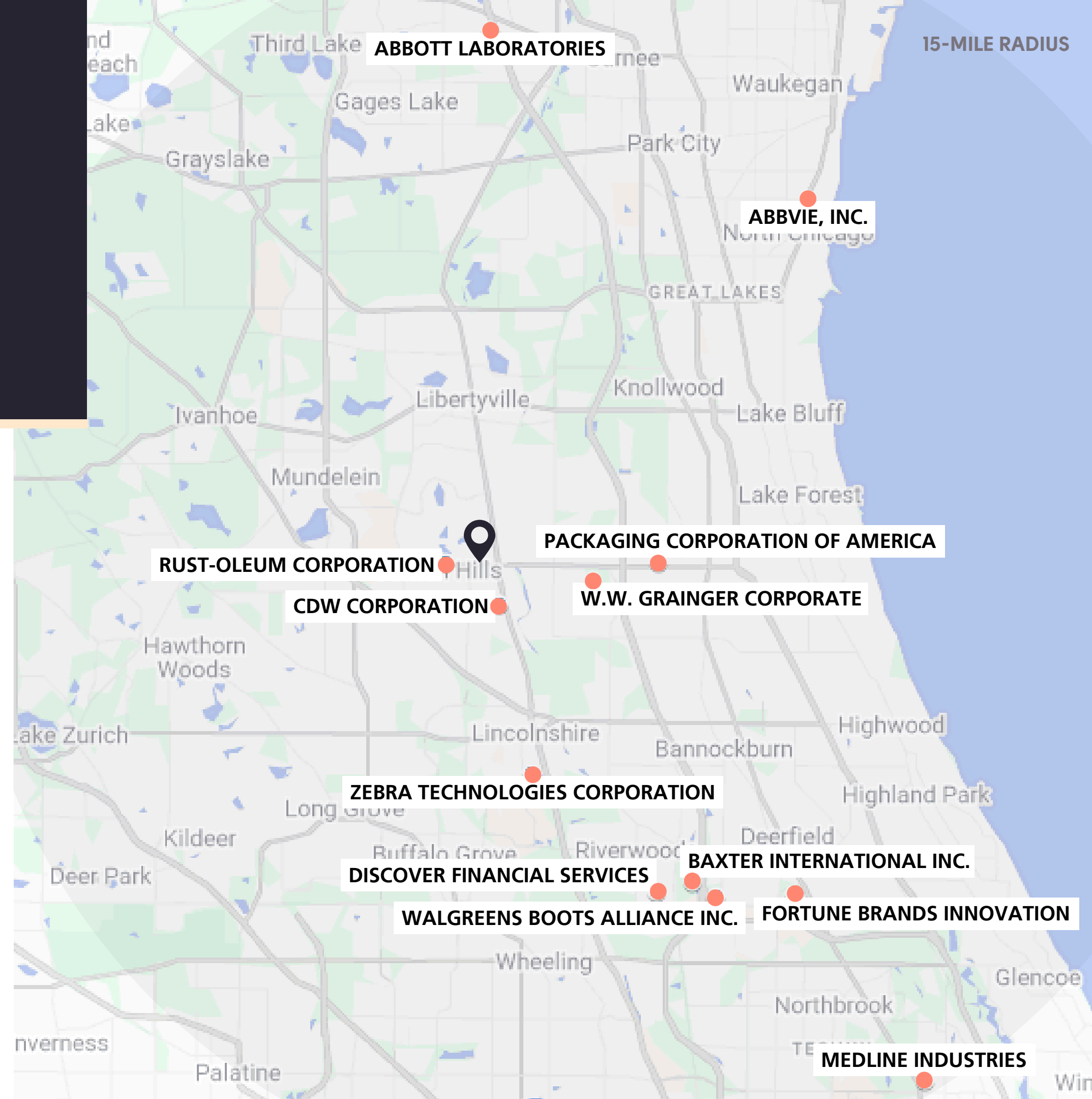
# SUBURBAN HUB FOR FORTUNE 500 HEADQUARTERS

DAYTIME POPULATION  
**1.4M**

EMPLOYEES  
**580,021**

BUSINESSES  
**38,349**

Lake County is a magnet for **Fortune 500 companies**, boasting the **second-highest concentration of corporate headquarters** in the Midwest, just behind Chicago.





# THE CENTER OF IT ALL

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MORE THAN  
**60,360 CPD**

# THE CENTER OF IT ALL

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MORE THAN  
**60,360 CPD**



Hawthorn Mall sits at the intersection of **energy and opportunity**, where two of Lake County's major thoroughfares collide.

Just 2.5 miles from I-94 and surrounded by **thriving neighborhoods** and **top-rated schools**, it's more than just a shopping center. It's the **cornerstone of the community** and the **hub of of the region's most active retail corridor**, offering a place to gather, explore, and experience what's next.



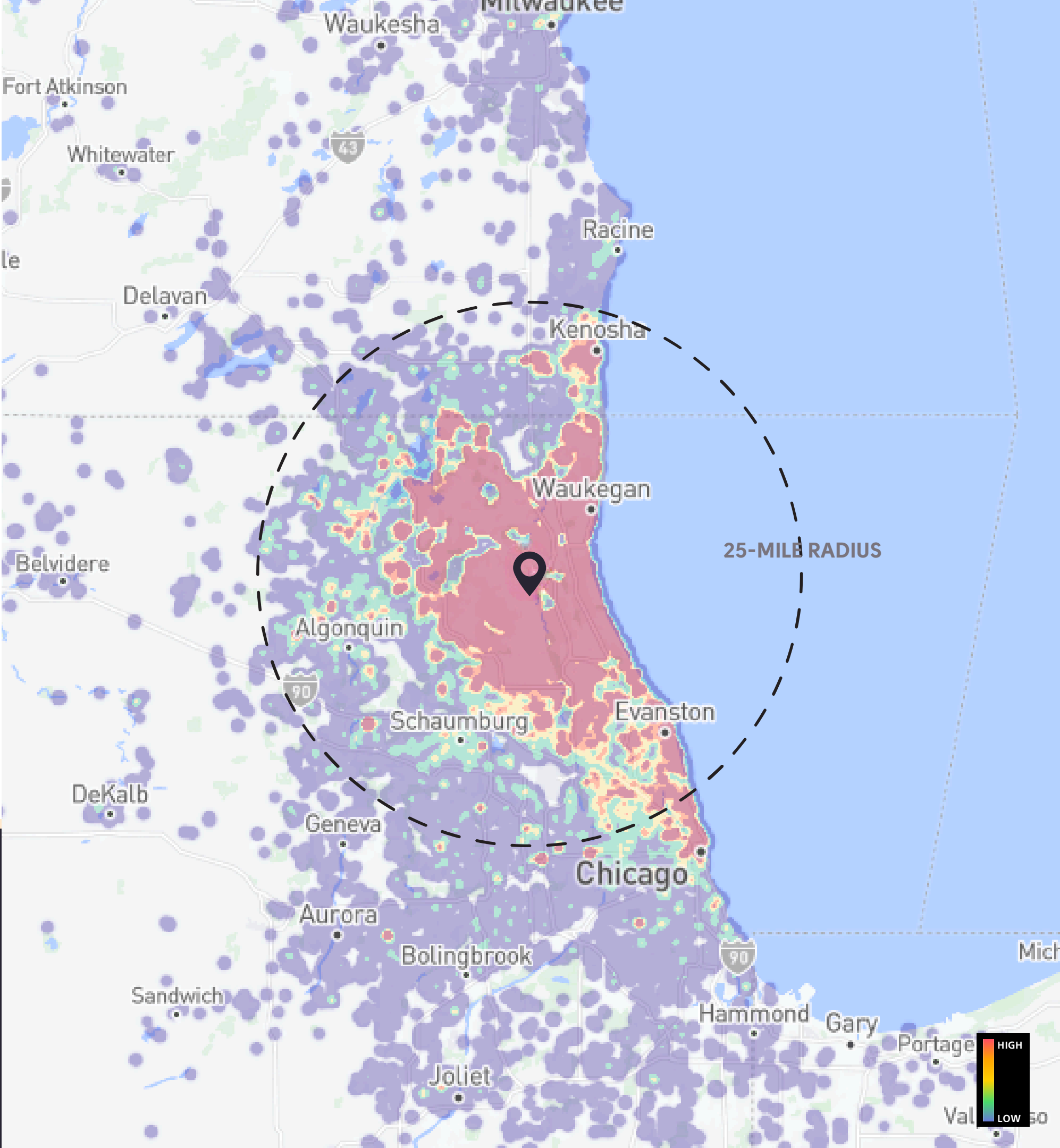
# TRAFFIC DATA

|                             |         |
|-----------------------------|---------|
| Annual Visits               | 2.7M    |
| Annual Avg. Visit Frequency | 3.4     |
| Avg. Dwell Time             | 85 MINS |

## TRUE TRADE AREA DEMOGRAPHICS

|                    |         |                   |           |
|--------------------|---------|-------------------|-----------|
| Population         | 584,395 | Average Age       | 38        |
| Daytime Population | 628,218 | Ages 5-14         | 13%       |
| Households         | 215,779 | Average HHI       | \$167,000 |
| Family Households  | 149,252 | HHI \$150K-\$200K | 11%       |
| Gen Alpha          | 19%     | HHI \$200K+       | 21%       |
| Millennials        | 19%     | College Degree+   | 69%       |
| Gen X              | 21%     |                   |           |
| Baby Boomers       | 21%     |                   |           |

WITHIN A 5 MILE RADIUS OF HAWTHORN MALL  
**MORE THAN 16,750 HOUSEHOLDS**  
EARN \$200K OR MORE IN ANNUAL HHI





# CORE CUSTOMER INSIGHTS

Hawthorn Mall’s core customer base is **families, with a strong emphasis on those with young children**. The average shopper age is 38, with the highest concentration of visitors falling between ages 5–14. Therefore, our **primary audience is young families with healthy spending patterns** making Hawthorn a destination focused on family-friendly experiences and offerings.

## SPENDING PATTERNS

|                              |           |   |
|------------------------------|-----------|---|
| Household Income \$500K+     | 7%        | + |
| Avg. Discretionary Income    | \$105,212 | + |
| Discretionary Income \$150K+ | 29%       | + |

## PSYCHOGRAPHICS

|                                                                                                       |     |
|-------------------------------------------------------------------------------------------------------|-----|
| Ultra-Wealthy Families<br>The nation's wealthiest families.                                           | 42% |
| Wealthy Suburban Families<br>Wealthy and diverse suburban families living children-driven lifestyles. | 13% |



HAWTHORN’S CORE CUSTOMERS ARE IDENTIFIED AS THE  
**MOST AFFLUENT HOUSEHOLDS** IN PLACER.AI.





# FAMILY-FOCUSED EVENTS

Hawthorn Mall is proud to be a **hub for community connection**, hosting a variety of events throughout the year that bring families together in fun and meaningful ways. From festive seasonal celebrations to interactive kids' activities and family-friendly pop-ups, there's always something happening for all ages.

## EASTER EGG VENTURE 1,000 ATTENDEES

Egg hunts, games, local vendor market, and a special visit from the Easter Bunny.

## EARTH DAY EXPO 800 ATTENDEES

Focusing on environmental awareness, sustainability activities, and kid-friendly exhibits.

## KIDS CLUBS 50-100 ATTENDEES EACH EVENT

Rotating series throughout summer— crafts, STEM activities, and outdoor play.

## BACK TO SCHOOL BASH 500 ATTENDEES

Helping families prepare for the school year with supplies, games, and resources.

## HARVEST FEST 1,000 ATTENDEES

A fall favorite, featuring seasonal games, inflatables, treats, and costumes.

## SANTA'S ARRIVAL 600 ATTENDEES

A kickoff to the holiday season with Santa, family activities, and festive entertainment.

## HOT COCOA STROLL 1,000 ATTENDEES

Featuring hot cocoa stations, holiday-themed activities, ice skating rink and caroling.





# THE REDEVELOPMENT AHEAD OF WHAT'S NEXT

APPROXIMATELY  
**635,000 SF**

LUXURY APARTMENTS  
**561**

Hawthorn is on the verge of redefining the next generation of **what-to-do** and **where-to-be** in the northern suburbs of Chicago.

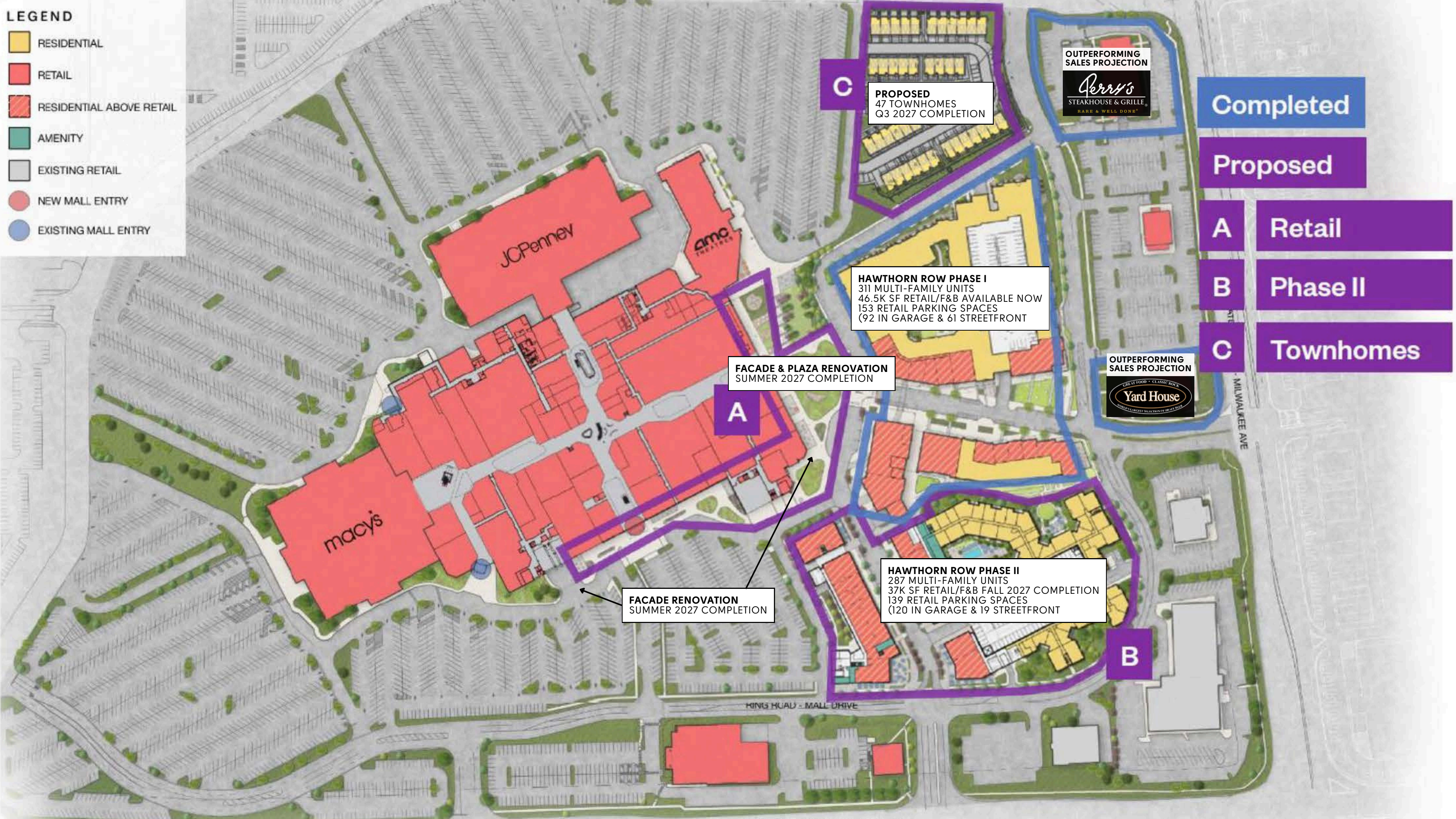
Here, we're creating an **experience unmatched**. A lifestyle destination, created for the entire region, rife with **best-in-class shopping, dining, and entertainment**, immersed with intentional design that connects you to every component effortlessly. This vibrant, walkable community will cater to every part of your day — from morning coffee to evening strolls— and may just inspire some to **set their roots and call it home**.





**LEGEND**

- RESIDENTIAL
- RETAIL
- RESIDENTIAL ABOVE RETAIL
- AMENITY
- EXISTING RETAIL
- NEW MALL ENTRY
- EXISTING MALL ENTRY

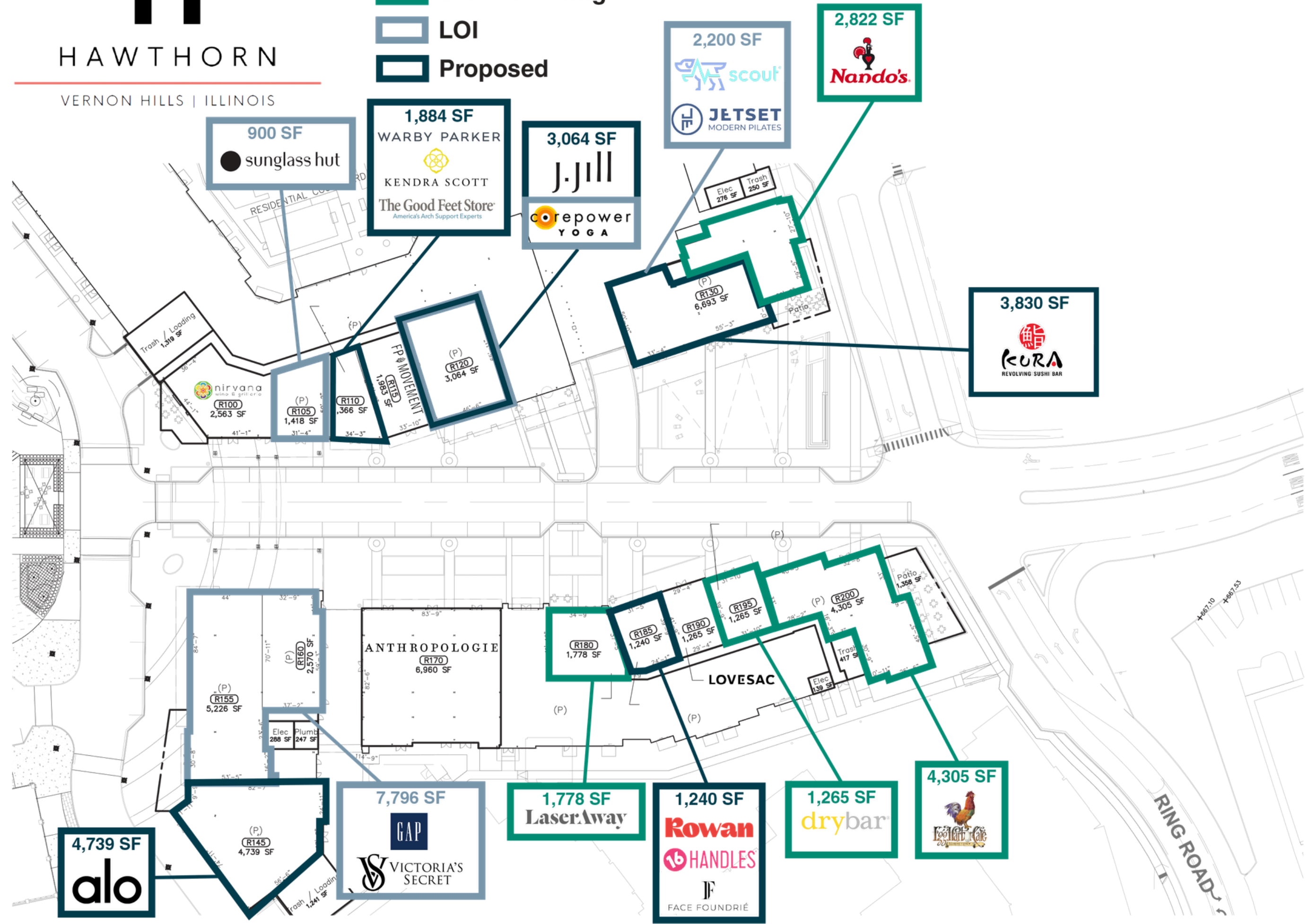




# HAWTHORN

VERNON HILLS | ILLINOIS

-  Lease Pending
-  LOI
-  Proposed





PROPOSED EAST FACADE & PLAZA FROM THE ROW





PROPOSED EAST FACADE & PLAZA





PROPOSED EAST FACADE & PLAZA





PROPOSED EAST FACADE & PLAZA









EXISTING EAST FACADE & PLAZA



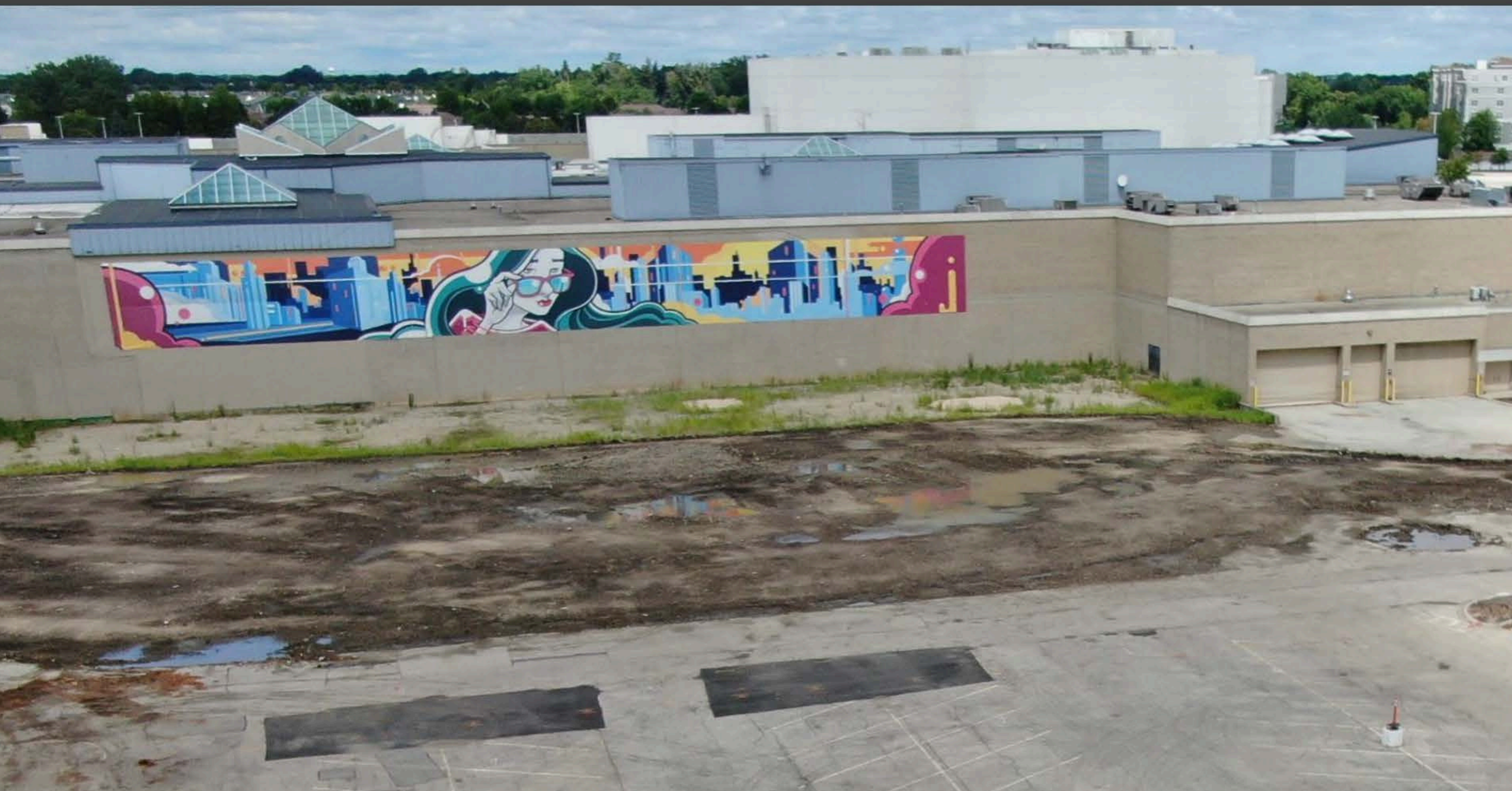


PROPOSED SOUTH FACADE





EXISTING SOUTH FACADE







THE VISION UNFOLDS





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