



*eat. shop. play. stay.*

SHOPPES AT  
**COLLEGE  
HILLS**

Veterans Parkway • Bloomington-Normal, Illinois



# Putting it all together

Shoppes at College Hills is the premier shopping destination in the Bloomington/Normal market. Capturing a broad cross-section of retail categories, the 450,000 sq. ft. open-air retail center is anchored by **Von Maur** and **Target**, with junior anchor **Hobby Lobby**. Other tenants include strong national retailers **Chico's**, **J.Jill**, **LOFT**, **White House Black Market**, **Jos. A. Bank**, **Soma**, **The Children's Place**, **Lane Bryant**, **Beauty Brands** and others. Shoppes at College Hills is also the centerpiece for some of the trade area's unique restaurant and quick-casual offerings, including **Flat Top Grill**, **Destihl**, **Coldstone Creamery**, **Logan's Roadhouse** and **Panda Express**. Complementing the retail and restaurant offerings is a 4-story, 130-room **Hampton Inn and Suites**.

## *Desirable location*

Shoppes at College Hills is ideally situated on Veterans Parkway, the busiest intersection in the market and the trade area's primary thoroughfare, with a traffic count of approximately **50,000 cars a day**. Factoring in the two other main arteries that border this retail hub brings the total traffic count to about 75,000 cars per day around the site. Its location in **close proximity to Interstates 55, 74 and 39**

gives Shoppes at College Hills a trade area of over 1 million residents.

## *Ideal demographic*

Bloomington/Normal is consistently ranked first in central Illinois in household effective buying income. Nearly 40% of annual household incomes exceed \$75,000. Bloomington/Normal is also home to several of the largest companies in North America, including **State Farm Insurance** and **Country Financial**. The world headquarters of State Farm Insurance is located less than two miles from Shoppes at College Hills and employs over 15,000 locally. This dynamic marketplace is also at the forefront of alternative energy exploration, including ethanol, biofuels and wind power.

Two nationally-ranked universities are in close proximity to Shoppes at College Hills, adding a large collegiate component to the population. **Illinois State University**, less than 3 miles away, has a student enrollment of more than 21,000 and approximately 3,500 faculty and staff members. ISU also boasts one of the world's tallest dorm buildings, Watterson Towers, at 28 stories and over 2,200 residents.

Also less than 3 miles away is **Illinois Wesleyan University**, ranked in the top 65 universities in the U.S. It has a student population of over 2,100 and over 800 faculty and staff members.





# When only the “best of” will do

Bloomington/Normal has ranked in the “best of” and been listed in **Money Magazine’s** 100 Best Places to Live in America, **Forbes Magazine’s** Best Small Places for Business and Careers, and Forbes.com’s America’s Smartest Cities.

	3-mile	5-mile	10-mile	Total Trade Area
Population:	87,986	123,940	142,338	1,032,062
Average HHI:	\$70,726	\$70,247	\$72,561	\$63,337





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## LEASING



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