

# SUCCESS STORIES

Hawthorn Center • Vernon Hills, Illinois

## Tenant Coordination Department- Children's Play Area

Urban Tenant Coordination department typically focuses its expertise on the design and construction of tenant spaces. However, in 2000, Urban recognized a rather unique opportunity that would increase excitement in a struggling section of Hawthorn Center, which at the time was only 50% leased. The lower level of the JCPenney Corridor at Hawthorn Center had historically been under-leased, and its tenants continually experienced poor traffic and low sales volumes. Urban's Leasing department received very little interest from retailers to fill the vacancies.

### Overview

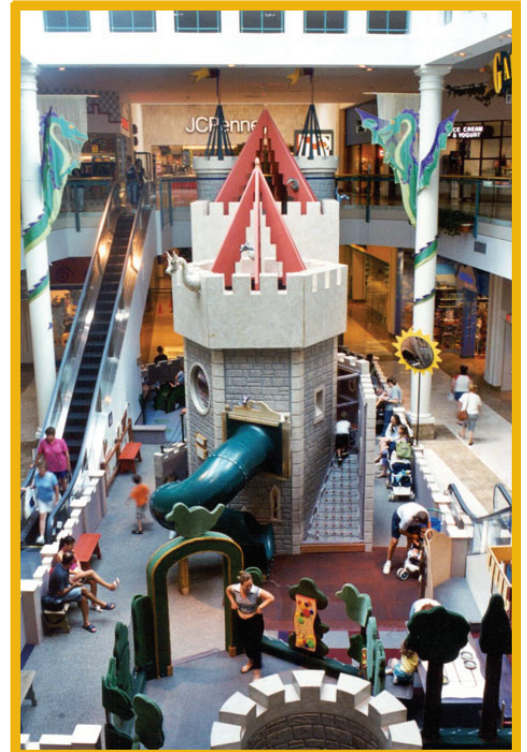
In collaboration with outside consultants, Tenant Coordination designed and developed a children's play area to draw interest to this otherwise under-utilized lower level wing of the mall. Tenant Coordination set the following goals for the project:

1. Create an area of interest for children that would in turn allow parents a chance to prolong the shopping trip;
2. Provide the foundation for a themed children's area, luring retailers into a previously non-leasable, section of the mall; and
3. Create an attraction for families that would increase traffic flow to the center and encourage repeat visits.

### Results

Almost immediately upon its opening, Urban was able to attribute measurable results to the "Enchanted Castle":

- The play area has been extremely well received by children and families from throughout the region;



Enchanted Castle Play Area

- While their children are exploring the castle, the ample seating in the area provides a place for parents to rest, resulting in longer stays at the mall;
- This previously under-performing area of the mall was transformed into a vibrant destination for shoppers; and
- Vacant tenant spaces have now been leased long-term to children's themed tenants including Kid Snips (1,360 s.f.), Paint Yourself Pottery Store (4,600 s.f.), and Bookids (2,500 s.f.).