

UNIVERSITY PLAZA

3523 N. UNIVERSITY

PEORIA, IL

HOBBY LOBBY
CRAFTS • HOME DECOR • SEASONAL



BACELINE
GROUP

LOCATION.
commercial real estate



UNIVERSITY PLAZA

NEIGHBORHOOD VIBE

JOE LODES

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314.852.8234 (MOBILE)

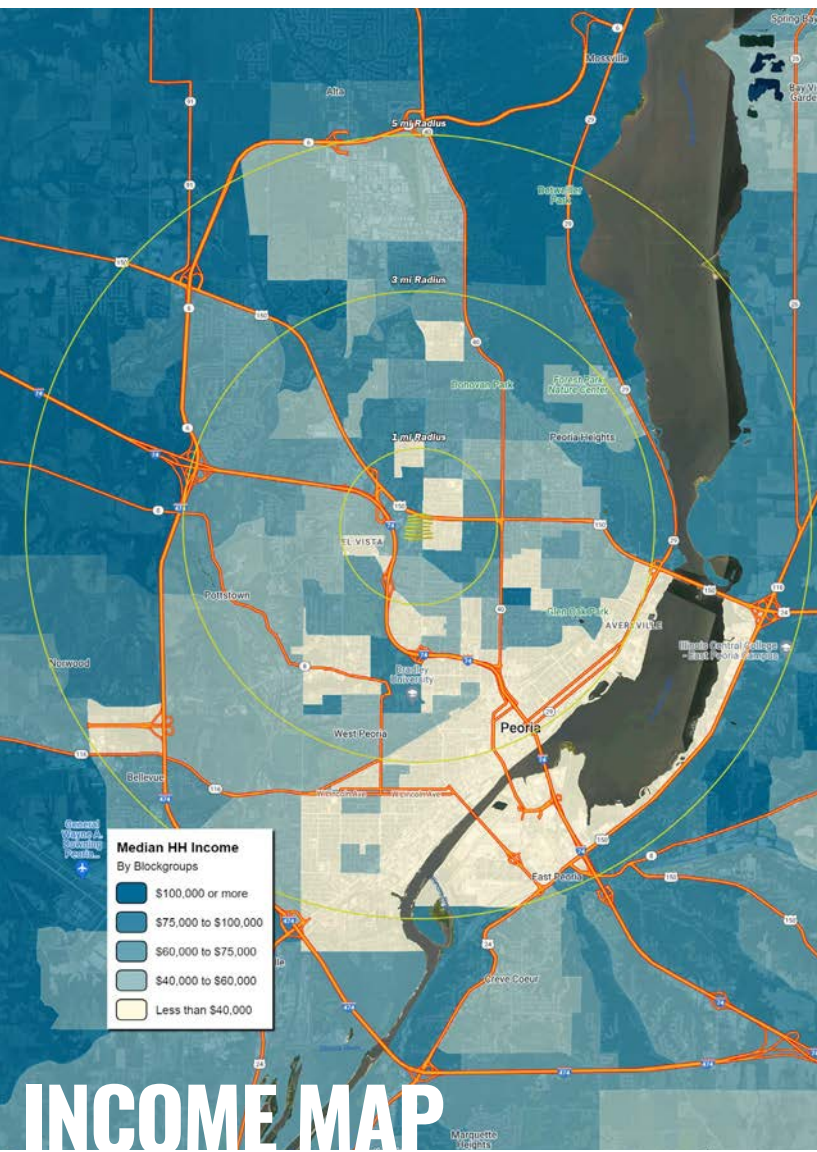
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INCOME MAP

TRADE AREA OVERVIEW

Located halfway between Chicago and St. Louis in the heart of the state, a first glimpse of the city of Peoria, Illinois includes a scenic skyline that follows the banks of the Illinois River. Peoria is the largest city on the Illinois River and the seventh-largest city in the state with a rich history, including being the hometown of the famous poet and playwright, Edgar Lee Masters, and being the site of the first community high school in the United States.

Peoria is also known for its diverse economy, with major industries including healthcare, agriculture, and manufacturing. The city is home to several major hospitals, including the OSF Saint Francis Medical Center, which is the largest employer in the city. Additionally, Peoria is a hub for transportation, with a major airport and several major highways passing through the city.

In terms of culture and entertainment, Peoria has a thriving arts scene, with numerous galleries and performance spaces showcasing local and national artists. The city is also home to several museums, including the Peoria Riverfront Museum, which features exhibits on art, science, and history.

Overall, Peoria is a vibrant and diverse city with a rich history and a thriving economy, making it an attractive destination for both residents and visitors alike.

DEMOGRAPHICS

	1 mile	3 miles	5 miles
POPULATION	10,709	79,941	118,601
HOUSEHOLDS	4,976	34,982	51,273
EMPLOYEES	3,251	37,174	73,927
MED HH INCOME	\$57,148	\$52,457	\$56,493

AREA RETAIL | RESTAURANTS

Walmart

ALDI

HOBBY LOBBY

McDonald's

Dunham's SPORTS

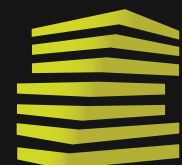
Hardee's

DUNKIN'

BURGER KING

STEAK 'N Shake

Valvoline



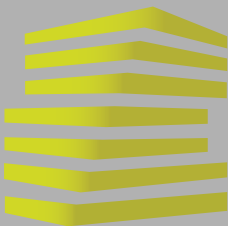
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UNIVERSITY PLAZA

SITE PLAN + DETAILS

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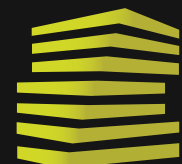
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- 6,000 SF, 7,010 SF, AND 33,800 SF RETAIL SPACES AVAILABLE FOR LEASE AT UNIVERSITY PLAZA IN PEORIA, IL
- CENTER IS ANCHORED BY HOBBY LOBBY AND SHADOW ANCHORED BY WALMART SUPERCENTER LOCATED ON UNIVERSITY STREET - ONE OF THE MAIN THOROUGHFARES IN PEORIA
- 2ND MOST VISITED CENTER WITHIN A 15 MILE RADIUS WITH OVER 828K VISITS ANNUALLY (SOURCE: PLACER.AI)
- EXCELLENT VISIBILITY TO OVER 20,000 VPD ON UNIVERSITY STREET
- PLEASE CONTACT BROKERS FOR PRICING AND ADDITIONAL INFORMATION



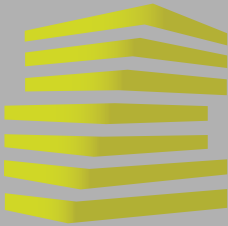
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UNIVERSITY PLAZA

MARKET AERIAL

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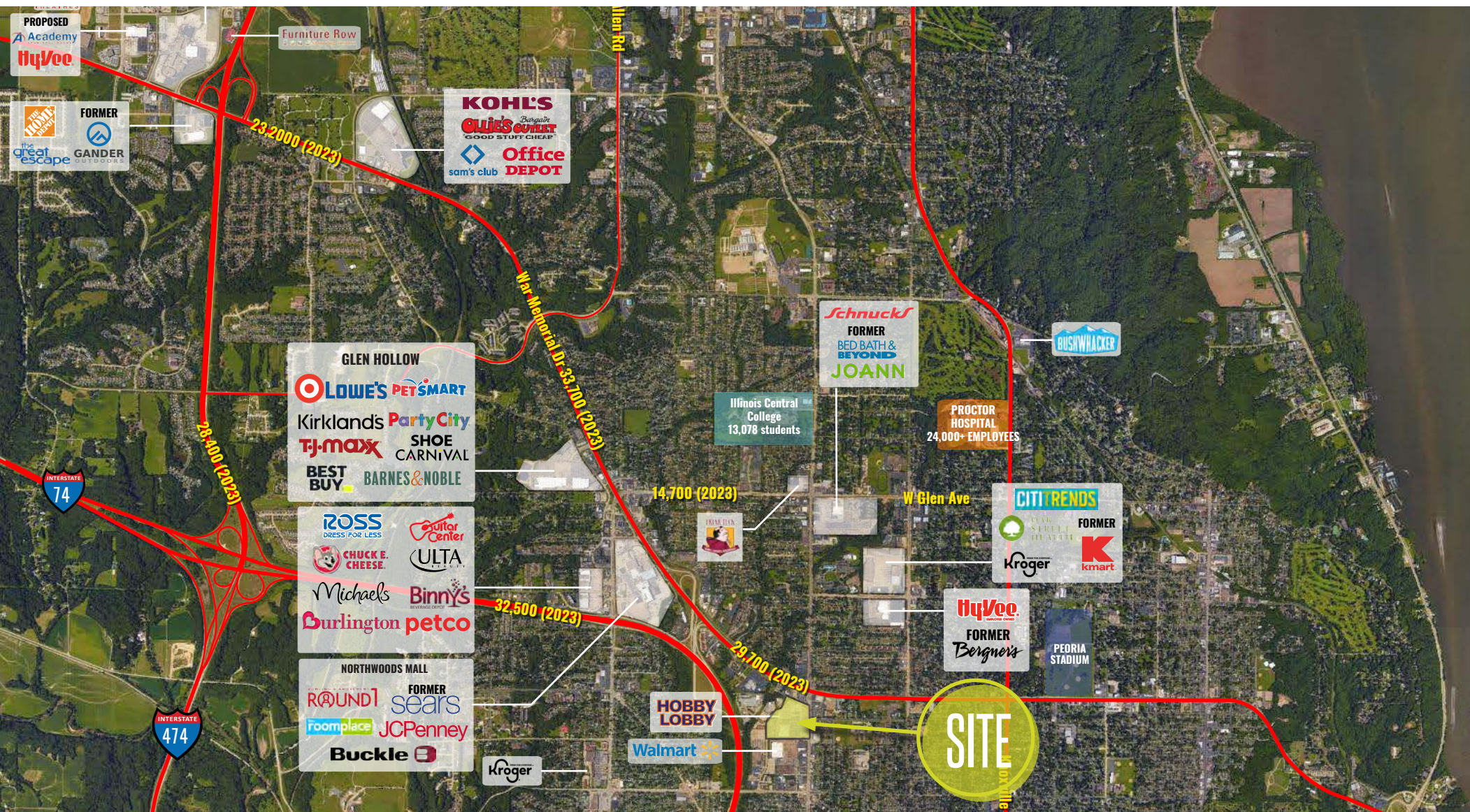
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BACELINE LEASING

NEIGHBORHOOD SHOPPING CENTERS CREATING COMMUNITY VALUE

At Baceline Group, we invest in communities by acquiring and managing Neighborhood Shopping Centers. These centers are home to the businesses we rely on most in our day-to-day lives. By focusing solely on this niche property type and leveraging our comprehensive management approach, we maximize value for investors, tenants, and communities alike.

Since Baceline's inception in 2003, our mission has been to unlock value in this overlooked asset class. Through the Great Recession and COVID-19, Neighborhood Shopping Centers have proven their resiliency and stability time and time again. Our tenant base is the lifeblood of our property operations and a critical component of our firm's success. As an owner of Neighborhood Shopping Centers, we have a unique opportunity to invest in programs and initiatives that make a meaningful impact on our tenants' businesses and the communities in which they serve.

BACELINE ADVANTAGE



Baceline tenants receive access to exclusive, top-of-the-line business resources, convenient tools to automate their businesses, and a dedicated team to support them every step of the way.

TENANT PORTAL

- Make Payments Online
- Review Charge Schedule
- Document & Forms Library

SMALL BUSINESS HUB

- Digital Marketing Resources
- Small Business Tools & Guides
- Industry Best Practices

DEDICATED TEAM

- Regional Team Model
- Routine Property Visits
- Mentor Match Program



CONSTRUCTION
MANAGEMENT



IN-HOUSE
PROPERTY MANAGEMENT



SUSTAINABILITY
TIPS



COMMUNITY
OUTREACH



EVENT
SUPPORT

OUR APPROACH

Baceline takes a strategic, hands-on approach to assure the health and viability of our Neighborhood Shopping Centers. Our Leasing Team operates from deep industry experience and thoughtfully assembles a synergistic mix of businesses to enhance the shopping experience for patrons, drive foot traffic to our centers, and ultimately maximize value to our tenants.

Our portfolio of Neighborhood Shopping Centers is divided into six regions. Every region and property are assigned a Regional Property Manager, Associate Property Manager, Leasing Portfolio Manager, Lease Transaction Manager, and Property Accountant. Every Baceline tenant has a dedicated team they can count on for anything that comes up in their daily operations.

Our collective goal is to provide our tenants with comprehensive support from maintenance requests, billing inquiries, lease renewal/expansion, and much more!

MANAGEMENT REGIONS



OUR PORTFOLIO AT A GLANCE

132
Properties

35
Markets

+4.6M
Leasable Square Feet

+1,450
Tenants

89%
Occupancy Rate

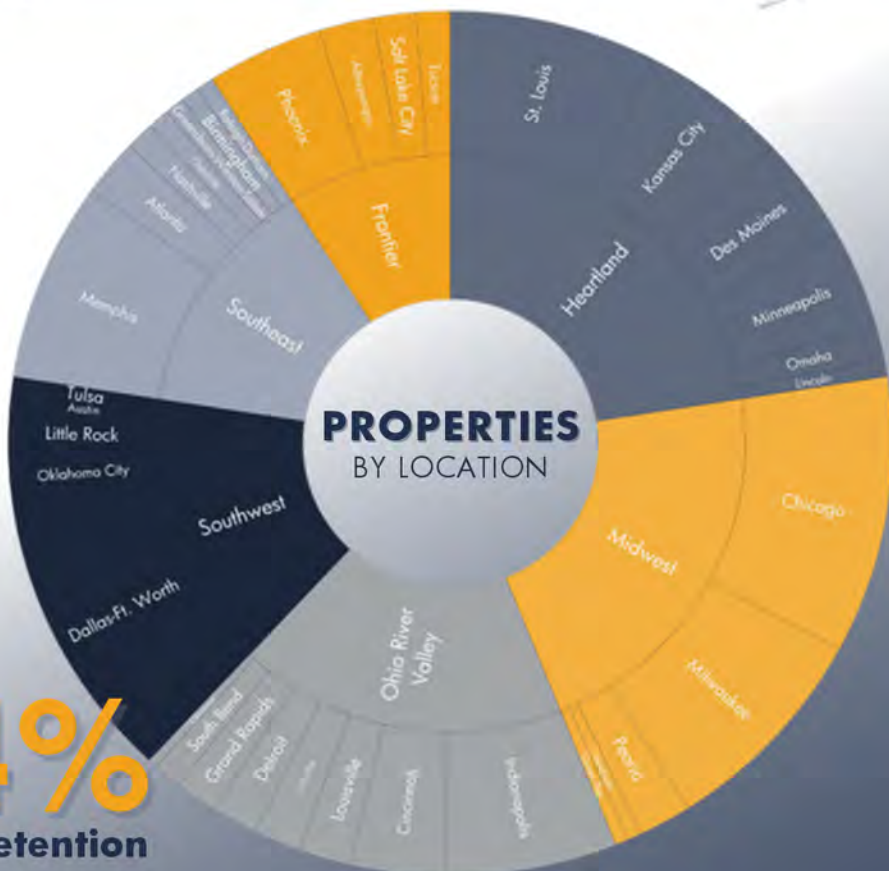
TENANTS

BY USE CATEGORY



PROPERTIES

BY LOCATION



+90%
Small Businesses

84%
Tenant Retention

PROPERTY EVENTS

Baceline tenants have a unique opportunity to take advantage of their brick and mortar businesses and host meaningful events at their physical locations. We believe that dedicating resources and supporting tenant events, particularly those held in partnership with local non-profits and municipalities, advance the vibrancy of our Neighborhood Shopping Centers and surrounding communities. This has been a long-standing, core principle of Baceline's ownership philosophy and landlord mentality.

Our seasoned Property Management team is ready and equipped to provide everything Baceline tenants need to host successful events at their property.

CELEBRATIONS

FAIRS & FESTIVALS

DONATION DRIVES

ENTERTAINMENT

COMMUNITY RESOURCE PROGRAMS

MENTOR MATCH PROGRAM

Baceline tenants have access to a network of over 10,000 certified mentors dedicated to serving business owners and entrepreneurs in over 1,500 communities across the country. Mentors have expertise in all sectors of business and over 25 languages spoken are offered. Tenants can be individually matched with a mentor in their area and specific industry for one-on-one advice absolutely FREE.

Business owners who have worked with a mentor reported the following statics...

55%
INCREASED
REVENUE

99%
REMAINED
IN BUSINESS

18%
AVG BUSINESS
GROWTH

SMALL BUSINESS HUB

Baceline offers a comprehensive array of curated resources in our online Small Business Hub, including templates, guides, articles, webinars, and more. Tailored to the specific needs of businesses across various industries, our goal is to provide targeted assistance and support that aligns with the unique challenges and needs of Neighborhood Shopping Center tenants.

DIGITAL MARKETING
RESOURCES

SMALL BUSINESS
STRATEGIES

BRICK & MORTAR
BUSINESSES

EDUCATIONAL PROGRAMS
& WORKSHOPS

TENANT TESTIMONIAL

Kevin Baker, Owner of Fitness Together

"The feedback that your team provided was amazing. I am still moved at how helpful and supportive everyone at Baceline has been. The action items for consideration provided are great and have good potential to be sound investments. Thank you again for brainstorming discussion and follow up suggestions. I feel very fortunate to have your team supporting our efforts."

FITNESS TOGETHER