Westfield Hawthorn is pleased to propose the following revitalization project for the regional shopping mall located at the northwest corner of Illinois Route 60 and Milwaukee Avenue, Vernon Hills, Illinois: an expansion of the northeast corner of the shopping mall, between Sears and JCPenney, with a new, state-of-the-art movie theater and several restaurant and retail spaces; significant renovation of three mall entries; and the upgrading and addition of exterior wayfinding signs.

The proposed revitalization embodies Westfield’s commitment to provide a more convenient and diverse shopping experience for our customers. The goal is not only to remain competitive but to set a new standard for shopping in the region, and expand the primary trade area by enhancing the existing shopping center with new, inviting improvements and incentivizing customers to stay longer and visit Westfield Hawthorn more often.

The following describes the proposed project in more detail.

Northeast Section of the Shopping Mall - Cinema / Restaurants

Westfield proposes to expand the northeast section of the shopping mall between Sears and JCPenney by building approximately 18,000 SF of new restaurant and retail spaces at grade level along with a 45,000 SF state-of-the-art cinema complex located above. The expansion will include a new mall entrance and an inviting common area lobby. From the lobby, a set of new escalators and elevator will transport movie-goers from the common area straight to the box office and cinema lobby above. Other customers can enjoy the new restaurants or continue into the mall toward existing shops and food court.

The cinema will include 12 screens with 1,600 stadium-style seats. The theaters will have the latest movie and sound technology. In addition to a modern concession area, the cinema operator proposes to build a separate lounge area, where alcoholic beverages will be served.

The new restaurants to be located at grade level will include patio dining during the warmer weather months. Additionally, Westfield plans to offer valet parking at the new mall entrance to service the new restaurants and cinema.

Because the proposed project at the northeast section of the shopping mall is located more than 1,000 feet from the nearest major thoroughfare, Milwaukee Avenue, Westfield and its tenants will require greater signage in number and size than is typical for a standard retail facility. Westfield is also looking to add two media panels on the face of the cinema building – north and east elevations of the building – for advertising.
Southeast and Southwest Shopping Mall Entries

Currently, the two retail spaces adjacent to the southeast shopping mall entrance are vacant. Westfield is actively negotiating with several tenants that operate varying uses – restaurants, entertainment and fitness. Some of the prospective tenants may occupy up to 40,000 SF of existing leasable area. In the southwest corner of the property, Westfield is actively negotiating with a restaurant operator to occupy the former Ruby Tuesday’s space in order to expand the dining options at Hawthorn.

In order to create better visibility to the proposed restaurant at the southwest corner of the mall and improve the overall look of the mall entrances, Westfield proposes to remove the existing white entry canopies at both southeast and southwest mall entrances and enhance them with more light, transparency and signage. Westfield's plans also provide for patio dining and valet parking at both locations.

With the southeast and southwest corners of the shopping mall located more than 700 feet and 450 feet, respectively, from Illinois Route 60 (Townline Road), Westfield and its prospective tenants will require greater signage in number and size than is typical for a standard retail facility.

Northwest Entry

Because this location does not have any sight lines to Townline Road or Milwaukee Avenue, Westfield is not proposing to take down this canopy. However, to be consistent with the other three entries, Westfield proposes renovating this entry by replacing the fascia and signage with a similar design proposed on the other entries. A curb cut is being proposed to allow for a valet parking drop-off area.

Exterior Site Signage

Westfield believes a positive customer shopping experience starts with the ease in navigating the shopping mall from the first point of entry. Westfield proposes to implement a new exterior directional sign program that not only captures the shopper’s attention from the main roads, but provides easy navigation as the shopper enters the property.

Westfield Hawthorn is located behind a 55,000 SF office building, and two retail pad buildings on the corner of two major streets – Route 60 and Milwaukee Avenue. As this regional shopping mall expands its trade area and becomes more of a destination for shopping and entertainment, it will be critical for those shoppers not familiar with the area to easily find the shopping mall from major thoroughfares. Therefore, Westfield proposes erecting a 48-foot tall, and 16-foot wide, monument-style entrance sign at the mall access drives off of Route 60 and Milwaukee Avenue.
The two proposed monument signs will have the names of the four existing department stores, the new cinema and any mini-major tenant. The monument signs are proposed to be double-faced and include an 18-foot tall, and 13-foot wide, LED digital panel on each face. Westfield proposes that the LED panels have full-motion display capabilities in order to run advertisements. Westfield will use the income generated from the advertisements to help fund the overall project cost.

In addition, the site monument signs currently located throughout the property are proposed to be replaced with signs similar in size and shape, but with a new design. Also, all existing ring road directional signs will be replaced with slightly bigger frames in order to accommodate larger letter sizes. The larger letters will make it easier for drivers to read and navigate the parking lots. Ring road directional signs will have a design consistent with all other new exterior signs.

Westfield is confident that the above improvements, in the aggregate, will improve the image and identity of Westfield Hawthorn and enhance it as a regional destination.

**Economic Incentive Program**

Westfield considers itself and the Village of Vernon Hills as partners in economic development. Given the current economic situation impacting the region, and the status of the mall, Westfield is seeking financial assistance from the Village for this project in the form of a sales tax sharing agreement. The incentive program will help offset Westfield’s substantial capital requirements necessary to make the proposed improvements and attract key tenants. The proposed changes indicated above will create new jobs, increase customer visits to both Westfield Hawthorn and Vernon Hills, promote the economic development of the property and increase the tax base for the Village in the years to come.
WESTFIELD HAWTHORN: PROPOSED CINEMA + RETAIL
CONCEPT DESIGN

10.07.2011
A. CINEMA COLUMN LOCATION - PROPOSED - FINAL LOCATIONS PENDING FINAL CINEMA LAYOUT AND STRUCTURAL REVIEW
B. LOCATION OF ROLL-DOWN FIRE SEPARATION DOOR ABOVE
C. LINE OF FLOOR OPENING ABOVE
D. ABO'S PROPOSED LOCATION
E. CAFE SEATING
F. LOUNGE SEATING
G. LOUNGE SEATING AND WAITING AREA WITH SPONSORED WIFI
H. RECESSED / FLUSH ALIGNED WALK-OFF MAT AT ENTRY VESTIBULE
I. ENTRY VESTIBULE
J. 2 LEVEL HIGH GLASS FACADE / CURTAIN WALL
K. NEW PORCELAIN FLOOR TILE - LIGHT COLOR TO COORDINATE WITH ADJACENT EXISTING LIGHT TILES
L. NEW PORCELAIN FLOOR TILE - MEDIUM COLOR TO COORDINATE WITH ADJACENT EXISTING MEDIUM TILES
M. POTENTIAL 2 LEVEL AD PANEL LOCATION OR ALTERNATE TEXTURED DECORATIVE PANEL
N. 2’6” DIA. METAL COLUMN COVERS WITH CAST STONE BASE
O. RETAIL TENANT LEASE LINE
P. PASSENGER ELEVATOR TO THEATER LOBBY
Q. PARCEL LINE

PROPOSED ENTRY / CINEMA CONNECTION

MALL UPPER LEVEL ENLARGED PLAN

SCALE: 1/8" = 1'-0" (22" X 34")

DATE: OCT 07  2011

Westfield

05
A. CINEMA LOBBY FEATURE SCREEN (ABOVE)
B. CAFE TENANT LOCATION-STORE FIXTURE
   LAYOUT AND SEATING LAYOUT TO BE DETERMINED
C. CONCESSION AREA
D. OPEN TO BELOW
E. GUARD RAIL AND BULKHEAD
F. CINEMA LOBBY
G. PASSENGER LOBBY
H. EXIT STAIR
I. ESCALATOR
J. FREIGHT ELEVATOR
K. NEW CURTAIN WALL SYSTEM
SIGN SPECIFICATION

BACK: 0.090" ALUMINUM
RETURNS: 0.090" ALUMINUM INTERIORS PAINTED WHITE, EXTERIORS PAINTED AKZO 409-D4 RED
RETAINERS: 0.1" PAINTED AKZO 409-D4 RED
FACES: USE 0.177" WHITE HIGH IMPACT RESISTANT ACRYLIC WITH 3M #3630-43 TRANSLUCENT TOMATO RED VINYL ON FIRST SURFACE
ILLUMINATION: CLEAR RED LED'S
Proposed Entertainment Venue / Fitness Center / Restaurant (Upper Level)
Comprehensive Site Signage Package
COLOR SPEC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AKZO NOBEL
SIKKENS
508-6C
AKZO NOBEL
SIKKENS
492-3A
MATTHEWS PAINT
MP13795 GRAYNOLA
WESTFIELD RED
PANTONE
485 C
MP 41335 SP
MP04991 Brown County

COLOR SPEC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR 65MEDIUM - 90%CONDENSE

AVENIR 45BOOK

FONT

Westfield Design | Westfield Hawthorn Comprehensive Site Signage | Color & Spec | 03.15.2012 | 2
Westfield Design
Comprehensive Site Signage

**Site Monument**

Sign Type SM 03.15.2012

**Westfield Hawthorn**

**Comprehensive Site Signage**

**Westfield Design**

**Side A**

**Existing**

**Plan View**
Scale: 1/4"=1'-0"

**Existing**

**Scale: 1/4"=1'-0"**

**Proposed**

**Scale: 1/4"=1'-0"**

2"x6" wide aluminum tube spaced 1" apart with 1" thick aluminum end caps, paint to match P-2

2"x6" wide aluminum tube spaced 1" apart with 1" thick aluminum end caps, paint to match P-2

6” deep, fabricated alluminum westfield logo, face lit with red LED paint to match P-3

No trim caps

1" thick, dimensional solid acrylic letters, w/ painted "Corten" finish

Fabricated alluminum sign cabinet, paint to match P-1 no visible seams, fasteners

Landscape provided by others
Existing

Proposed

Site Ringroad Directional

Scale: 3/4"=1'-0"

Fabricated aluminum sign cabinet, paint to match P-1

View B

6" cap height clear push thru letters, internally illuminated 1/2" thick from face of the sign cabinet
Apply 3M Day/Night Film Smoke Gray 3635-91 to face of letters & arrows

Integral color concrete base w/smooth troweled finish. Color to match P-5

2"x6" aluminum tube spaced 1" apart with 1" thick aluminum end caps, paint to match P-5

Top View
Scale: 3/4"=1'-0"

View A

Left View

JCPenney
Dining Court
Sears

Macy's

Stein's

Carson Pirie Scott

Site Directional

Westfield Design

Westfield Hawthorn
Comprehensive Site Signage

Sign Type SD 03.15.2012

Westfield