



5001 W. 119th Street • Overland Park, KS 66209

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HAWTHORNE  
PLAZA

**CBRE**

# The New HAWTHORNE PLAZA



Hawthorne Plaza is a 134,403 square foot upscale specialty retail shopping center. The center is conveniently located at the southwest corner of 119th Street and Roe Avenue, in Overland Park, Kansas. Hawthorne Plaza is positioned at the edge of Overland Park and Leawood, Johnson County's most economically viable cities. The shopping center offers a diverse mix of tenants, including fashion, restaurants and service retailers. The Container Store opened June 2015 which concluded with a complete update of the center including new facades, landscaping, and outdoor seating areas to encourage consumers to linger.

## Property Features

- Diverse tenant mix of home, fashion, restaurants and services
- Directly across the street from Town Center Plaza, Crate & Barrel, Dean & DeLuca, Restoration Hardware, and New Mansion Concept
- Great location on 119th Street, the strongest retail corridor in the market
- Voted "Best Intersection" for shopping by 435 South magazine
- Local property management
- Easy access to Interstate 435 and US 69 Highway
- Continued residential and commercial growth in the immediate area

- Close proximity to the Sprint World Headquarters with 4,500 employees and the YRC Campus with 700 employees
- Near the College Boulevard office corridor
- Some of the highest household incomes in the city
- Open-air shopping environment
- Convenient, front-door parking
- Over 29,808,55 SF of office space within a five mile radius





# The New HAWTHORNE PLAZA



## Clothing and Accessories

Hawthorne Plaza has a clothing store for everyone from the sophisticated homemaker to the stylish business woman. Not to be left out, Hawthorne also has shops offering men's suits and casual wear. Children's clothing stores are available, as well as footwear choices for everyone in your family.

## Restaurants

Hungry for brunch, lunch, or dinner? Hawthorne Plaza has a restaurant to fit any appetite. From casual to fine dining, your options are plentiful.

## Gifts and Specialty Merchandise

For all your holiday shopping or for those "just-because" moments, Hawthorne Plaza has many options to choose from.

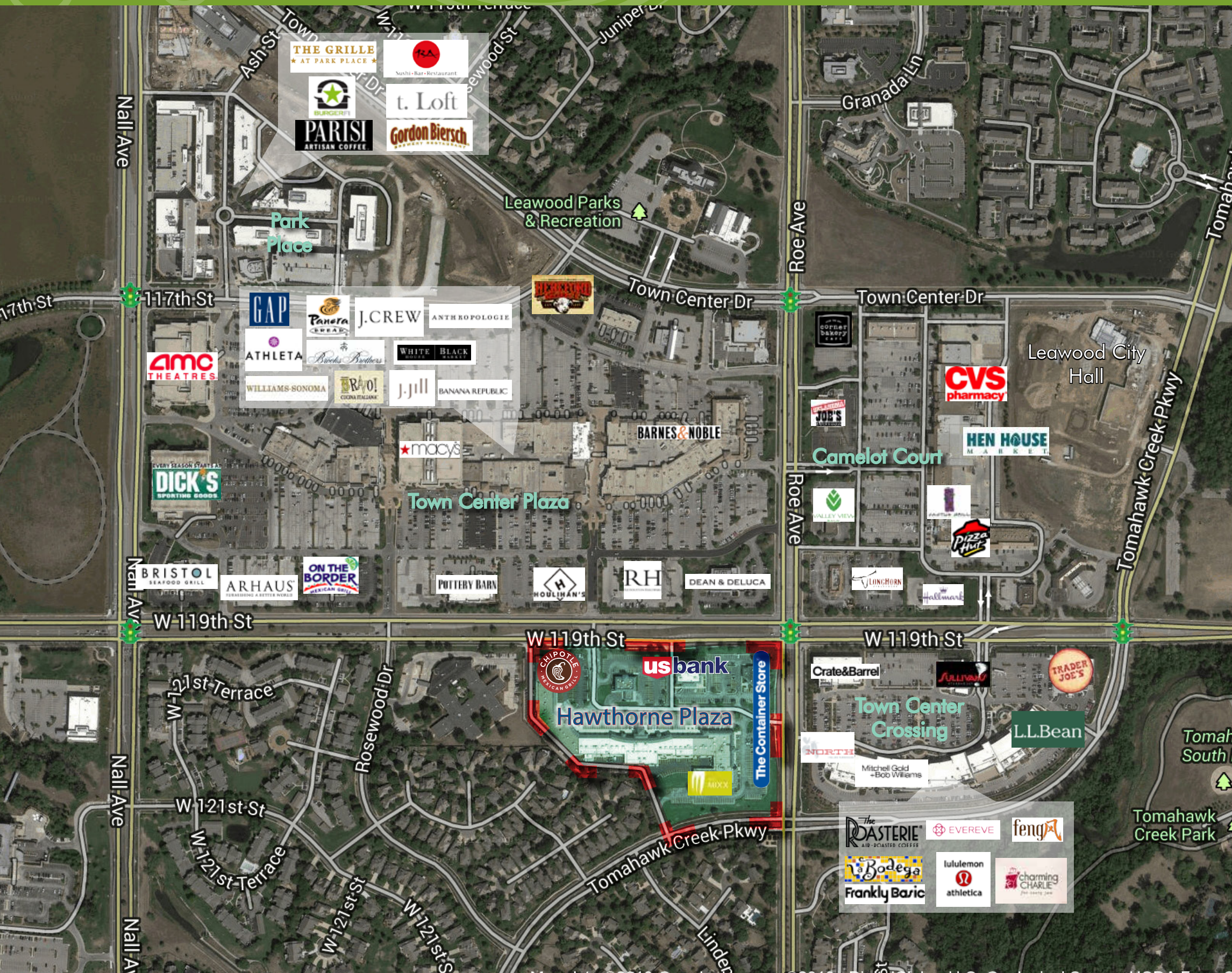
## Services

Run all your errands in one place! Get your hair trimmed, pick up dog food, go to the bank, drop off your dry cleaning - all can be accomplished at Hawthorne Plaza!





# 2016 Demographics



## POPULATION

ONE MILE	THREE MILE	FIVE MILE
<b>6,639</b>	<b>72,699</b>	<b>206,478</b>

## 2021 PROJECTED POPULATION

ONE MILE	THREE MILE	FIVE MILE
<b>6,722</b>	<b>75,278</b>	<b>214,116</b>

## HOUSEHOLDS

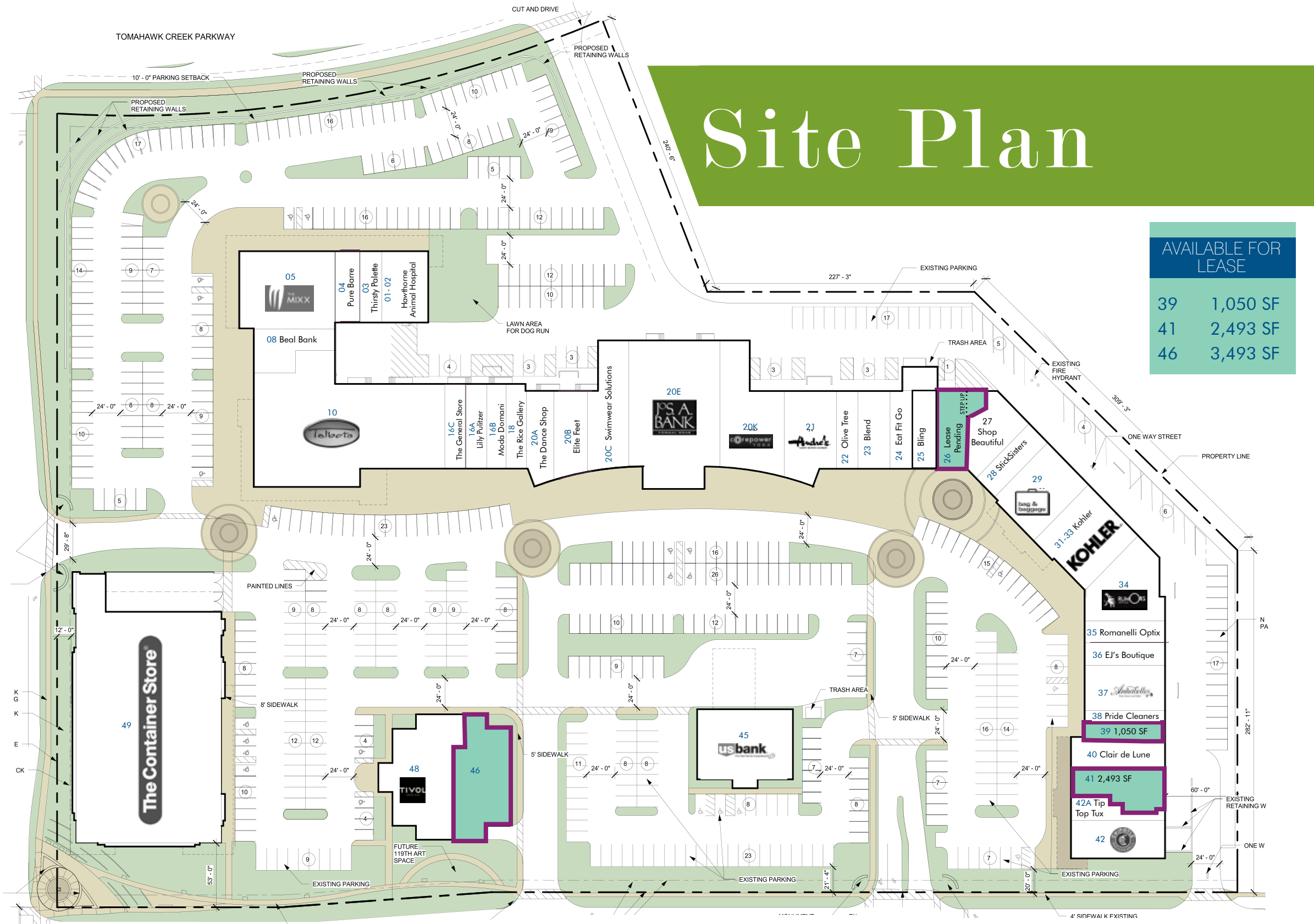
ONE MILE	THREE MILE	FIVE MILE
<b>3,182</b>	<b>31,696</b>	<b>86,861</b>

## AVERAGE HH INCOME

ONE MILE	THREE MILE	FIVE MILE
<b>\$150,510</b>	<b>\$117,347</b>	<b>\$109,941</b>







# Tenant Longevity

1990	Hawthorne Animal Hospital	1993	Swimwear Solution	2010	Pride Cleaners	2013	Annabelle's
	Rumors Salon		Tivol		Stick Sisters		The Rice Gallery
	Shop Beautiful	1997	Elite Feet	2011	Tip Top Tux	2014	The Mixx
	Statements	2001	Under the Palm Tree		My Favorite Things	2015	The Container Store
	Talbots	2002	Andre's		Olive Tree		EJ's Boutique
	US Bank	2003	The Dance Shop	2012	Pure Barre	2016	Eat Fit Go
1991	Bag & Baggage		Blend		Romanelli Optix		Bling
1992	Jos A Bank Clothiers	2004	Clair de Lune		Thirsty Palette		Kohler
	Keil & Co.	2009	Beal Bank		Moda Domani		The General Store
	Weddings by Nolte		Chipotle Mexican Grill		Verizon Wireless		

SPACE #	ADDRESS	TENANT
01	11966	Hawthorne Animal Hospital
02	11962	Hawthorne Animal Hospital
03	11958	Thirsty Palette
04	11954	Pure Barre
05	22942	The Mixx
08	11934	Beal Bank
10	4709	Talbots
16A	4823	Lilly Pulitzer
16B	4821	Moda Domani
16C	4817	The General Store
18	4829	The Rice Gallery
20A	4833	The Dance Shop
20B	4837	Elite Feet
20C	4845	Swimwear Solutions
20E	4909	Jos. A Banks Clothiers
20K	4921	Core Power Yoga
21	4929	Andre's
22	4937	Olive Tree
23	4941	Blend
24	4945	Eat Fit Go
25	4949	Bling
26	4953	Lease Pending
27	5001	Shop Beautiful
28	5005	StickSisters
29	5013	Bag and Baggage
31	5017	Kohler
33	5025	Kohler
34	5029	Rumor's Salon
35	5033	Romanelli Optix
36	5037	EJ's Boutique
37	5041	Annabelle's
38	5045	Pride Cleaners
39	5049	Available
40	5053	Clair de Lune
41	5057	Available
42A	5061	Tip Top Tux
42	5065	Chipotle Mexican Grill
45	4901	US Bank
46	4741	Available
48	4721	Tivol
49	4701	The Container Store





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# The TIVOL STORY

Looking back at Tivol's success over the years it's easy to see why Harold Tivol always has that smile on his face. The first Tivol store was founded in 1910 by immigrant Charles Tivol. A meticulous craftsman, Tivol built up a loyal clientele based on his reputation for consistent quality. His son, and current chairman of the company, Harold Tivol, injected the business acumen and marketing savvy that enabled the opening of a new store at the Country Club Plaza in 1951. Originally operating from a 4-by-15-foot space, the store initially grew to 6,000 square feet after a couple of expansions and renovations. That store, the company's flagship, now occupies a gargantuan 10,000 square feet. Currently under the leadership of third-generation Cathy Tivol, the company has another two successful area branches.

## LONG-TERM RELATIONSHIPS

Tivol's long history has done more than make the store a local landmark. Relationships forged over many years play an important role in the store's success. "One element of the business philosophy at Tivol is focused on relationships. Our sales professionals know birthdays, anniversaries and other milestones in customers' lives," says Kevin Gabriel, Tivol's marketing director. The store continues to draw on past relationships and family ties to expand and solidify its current customer base, he says. "Just as Tivol is now being led by the third generation, we have third and fourth generations of families now shopping with us." Tivol stresses the importance of relationship building and management when targeting corporate clients. "As part of our corporate services, we have ideas on gift etiquette to remind other business professionals of the importance of building relationships. One way to do this is with a corporate gift to recognize a job well done, to say thank you for your business, and to demonstrate to employees, clients, volunteers or vendors that they are valued," Gabriel says.

## SELLING WITH A SMILE

In contrast to the often rather somber image portrayed by some luxury jewelers, Tivol is a store that manages to ooze sophistication while firmly keeping a smile on its face. The store's humorous, eye-catching advertising can be attributed in part to Harold Tivol's own character and flair for marketing. Working with a local Kansas City ad agency, Tivol recently executed a series of ads that feature Mr. Tivol and highlight his extraordinary sense of humor. "He is so well known in our community - he really is the brand icon of Tivol - and we wanted to show him as the kind, funny and approachable gentleman that he is. While we are a luxury jewelry store and cater to a high-end clientele, we want to decrease the intimidation factor that some may feel," Gabriel says.



## THE TIVOL EXPERIENCE

"It is the Tivol experience that makes us different," Gabriel says. In terms of product, the majority of brand carried by Tivol are exclusive in the market and overlap is minimal. While Gabriel sees product differentiation as an important way to stand out, he's quick to stress the need to provide a complete package. "We focus on the overall experience," he says, "We want customers to feel like it is a small escape when they walk into one of our stores." Tivol has transformed its bridal area and lounges into cozy sanctuaries and has LCD monitors throughout the store. While visitors can catch the game or latest news, Tivol uses the opportunity to broadcast timely and topical videos to its captive audience. "The music, the televisions and magazines all add to the experience of dealing with a knowledgeable sales staff that enjoys the opportunity to educate a customer and help them select the perfect piece," Gabriel says.

## TIVOL IN PRINT

In response to the success of the store's catalogs, rather than rely on outside publications alone to carry the brand, Tivol produces its own twice-yearly magazine. Published by Business Journals, Inc. in New York City. Tivol Accent is a slick and stylish magazine that wouldn't look out of place alongside industry-leading fashion publications.

# TIVOL



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