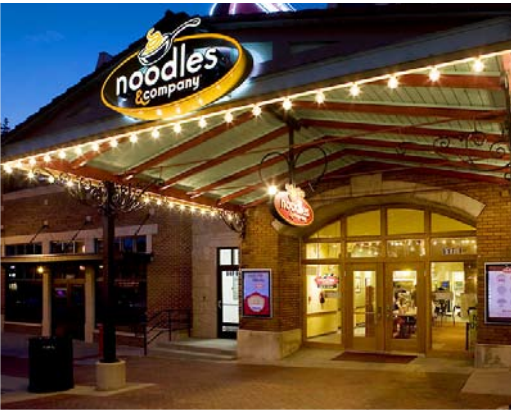


**CAMPUSTOWN DEVELOPMENTS**

Tartan Realty Group wrote the book on successful retail for campus communities.



ENHANCING COMMUNITIES  
THROUGH SUCCESSFUL RETAIL



## CAMPUSTOWN DEVELOPMENTS

Tartan's national contacts, creative vision, environmental responsibility and commitment to quality converge to produce successful projects and satisfied clients in thriving communities.

TARTAN IS HELPING A  
NEW BREED OF NATIONAL CHAINS  
MEET STUDENT DEMAND FOR  
DIVERSE DINING OPTIONS AND  
CONVENIENT SHOPPING.



Chipotle



### Campustown Appeal

College campuses offer rich opportunities for forward-looking retailers. The dynamic population of students, staff and surrounding communities brings together a diverse and enthusiastic audience for shops and restaurants, as well as housing and office space. Tartan has built a strong track record of developing attractive retail and mixed-use projects that create the highest and best use of campustown sites.

### Retail Mix

Today's campus population has more disposable income than ever. As savvy retailers recognize this growing opportunity, thrift stores are giving way to prominent national retailers, from apparel stores to home furnishings outlets. Because students spend a significant portion of their budget eating out, casual restaurants and cafes within their price point can generate high traffic and sales in locations near campus. Feeding into students' increasingly sophisticated palates and health-conscious food choices, upscale groceries are joining the mix as well. Tartan's extensive connections throughout the retail industry help match demand with opportunity.

### Collaborative Approach

When entering or expanding within a market, Tartan takes a collaborative approach, reaching out to university staff, city planners and civic groups, as well as retailers and real estate brokers. Working closely with these groups, Tartan creates projects that meet the needs of the community's varied constituencies.

### Shared Success

Like any competitive enterprise, universities continually seek ways to enhance the impression they make on their target audiences. The campustown setting is a key factor in prospective students' choice of a school. Students, often without a car, appreciate convenient retail, especially casual restaurants. Retailers enjoy the wave of new customers arriving on campus each fall, while the town population appreciates a campus neighborhood bustling with attractive shops and restaurants. For its part, Tartan maintains an ownership stake in all its campustown projects, ensuring a shared interest in their long-term success.

**FAST CASUAL RESTAURANTS ARE WELL WITHIN THE BUDGET OF MOST STUDENTS, WHO SPEND A LARGE PROPORTION OF THEIR BUDGET EATING OUT.**



### **The Von Lee** *Indiana University, Bloomington IN*

Barred by a deed restriction from operating as a cinema, the Von Lee Theater sat vacant for several years. The owner's plan to open a nightclub in the historic structure conflicted with the university's

desire to maintain the character of the streetscape. Tartan bought the property, met with school administrators and presented the Bloomington Historic Commission with a plan that satisfied all constituents, with ground-level retail beneath two floors of university offices. The project is one of only six statewide anticipating LEED certification.



*after (left)  
before (right)*



### **Green Street** *University of Illinois, Champaign IL*

Once a dilapidated structure abutting a drab storefront, this location is now a campus hot spot. Starbucks and Potbelly, Green Street's first new national retailers in years, met pent-up demand for fast, casual

dining. A year after opening, Potbelly still had a line of customers out the door. The enthusiastic response drew Chipotle and Noodles & Co. to a development down the street, adding more dining options, and more life, to the area retail scene.



*after (left)  
before (right)*



### **Main Street** *Illinois State University, Normal IL*

Acquiring the site of a struggling and neglected fast-food restaurant, Tartan introduced Potbelly and Noodles & Company. The student population, hungry for more attractive dining options in

their vicinity and their price range, keeps coming back for more. The success of this project started a renaissance along Main Street and led the town to commission new guidelines for future development in the area.



*after (left)  
before (right)*



### Capabilities

Tenant Representation  
Project Leasing  
Acquisition & Development  
Financial Brokerage  
Construction Management  
Strategic Consultation

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#### Community Commitment

Tartan enhances communities with developments attuned to the streetscape, attractive to retailers and welcomed by universities, municipalities and the public. More than 85 percent of its developments are on infill sites, reenergizing these important downtown centers. Others contribute to the community by transforming historic landmarks, brownfield sites or long-underutilized properties into lively hubs of activity. With an ownership stake in all its own properties, Tartan is in for the long haul, invested in the success of the community as a whole.

#### Eco-conscious Construction

Tartan believes that environmentally responsible, energy-conscious design is good business. In each of its projects, Tartan strives to create healthy work environments that meet the U.S. Green Building Council's certification requirements for Leadership in Energy and Environmental Design.

#### Representative Projects

Tartan Realty Group has built its business entirely on repeat business and word-of-mouth support from existing clients. Recent projects and clients include:

The Flats on Kirkwood  
*Indiana University at Bloomington*

901 West University Avenue  
*University Illinois at Urbana-Champaign*

501 East Green Street  
*University Illinois at Urbana-Champaign*

The Von Lee  
*Indiana University at Bloomington*

Main and Osage  
*Illinois State University*

Hillsborough Street  
*North Carolina State University*

#### Affiliations

