



727

WEST MADISON

APARTMENTS

Iconic Architecture

& Award-Winning Design

Irreplaceable 492-Home

Luxury Apartment Building

Generational Opportunity to

Own a Piece of Chicago's Skyline

Tallest Tower in the West Loop, Chicago's

Most Dynamic Neighborhood

Overview:

Exceptional & Award-Winning

Jones Lang LaSalle (“JLL”) is pleased to present Chicago’s finest—727 West Madison—a newly constructed 492-home luxury high-rise apartment building perfectly situated in the West Loop. Boasting a 98 Walk Score, the property is the new cornerstone of Chicago’s “it” neighborhood. Residents at this dazzling building enjoy an ideal live-work-play lifestyle surrounded by state-of-the-art offices and new Fortune 500 headquarters, a foodie haven on nearby Restaurant Row, top entertainment and activity, and two neighboring grocery stores. The award-winning asset features the best views in the West Loop, masterful architecture, condo-quality finishes and fixtures, and almost 40K SF of amenities rivaling those at the most luxurious hotels.

Property Summary

Street Address	727 W Madison St
City, State	Chicago, IL 60661
County	Cook
Number of Stories	45
# of Homes	492
Rentable SF	387,305
Avg. Home Size	787 SF
Rent Type	100% Market Rate
Retail SF	10,590
Occupancy	MH: 87%; Retail: 67%
Year Built	2018
Parking	365 Spaces
Financing	Available ‘All-Cash’

Unit Mix Summary

	Count	Sq. Ft.	Market Rent	PSF
Studio	65	493	\$1,940	\$3.94
Conv	65	572	\$2,235	\$3.91
1 Bed	269	770	\$2,899	\$3.76
2 Bed	67	1,080	\$4,070	\$3.77
3 Bed	26	1,481	\$5,299	\$3.58
Total/Avg	492	787	\$2,971	\$3.77

Highlights:

Best & Brightest



Chicago's Finest Asset

Awarded "Best New Building" in Chicago • 40K SF of Amenities
100% Market Rate • 5-Star Average Resident Reviews



Chicago's Best Location

Top 20 Coolest Neighborhood in the World - the West Loop • 98 Walk Score
Top Office & Restaurants within 10 min walk • Adjacent to Whole Foods



Chicago's Elite

\$180,000 Avg. Resident HHI • 20% Rent-to-Income Ratio • Submarket
population tripled since 2000 • Recession Resilient Resident Employers

“

A new glass tower has emerged in the West Loop, soaring above the vibrant neighborhood and glittering in the sunlight.

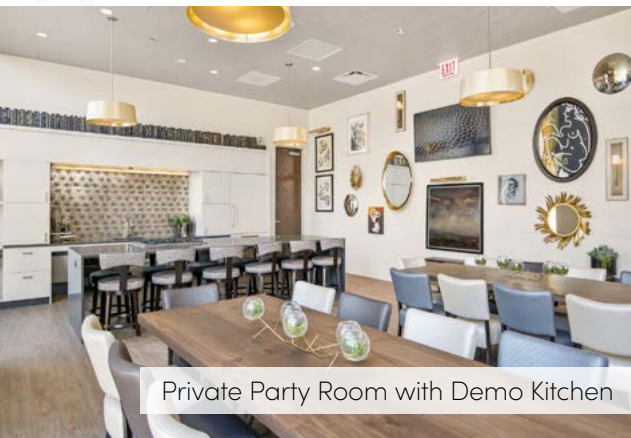
”

- Chicago Tribune

Amenities: *Scale & Sophistication*



Expansive Top-Floor Resident Lounge with *Sweeping* City Views



Gorgeous Private Spaces Generate *\$30k+* in Revenue

Amenities

- Gorgeous Swimming Pool & Spa
- Cabanas & Expansive Sundeck
- Outdoor Grills & Prep Stations
- Sky Lounge and Private Rooftop
- Club Room with Billiards
- Private Conference & Party Rooms
- Fitness Center with Yoga Studio
- TV/Media Theater
- Golf Simulator
- Dog Park & Pet Spa

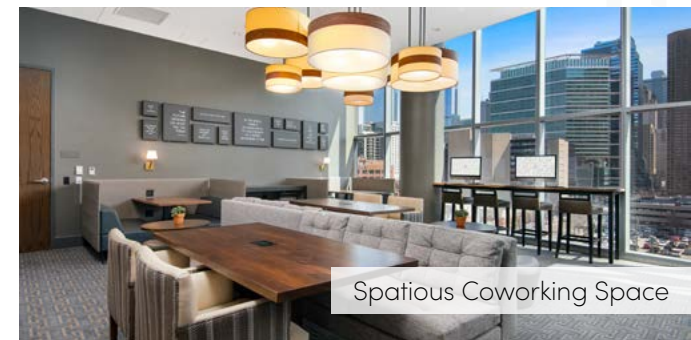
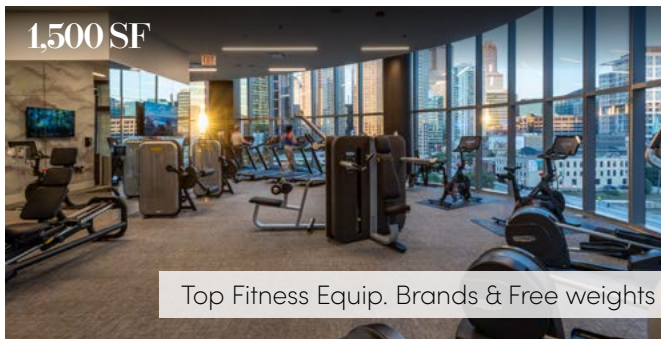


~20K SF *Award-Winning* Outdoor Terrace



Conveniences

- 24-hour Concierge & Maintenance
- On-site Retail
- Car Charging Stations
- Package Lockers
- Secured Parking
- Adjacent to two grocery stores



~17.5K SF of *Best-In-Class* Interior Amenity Space Accommodating WFH Residents

Interiors: *Purpose & Personality*

727 West Madison homes feature condo-quality fixtures and finishes complemented with floor-to-ceiling windows, modern design schemes, and electronic keyless entry. The curvature of the building invites an abundance of natural light, and offers extensive views creating an unmatched living experience.

KOHLER. **MOEN** **nest**  **GROHE**



Magnificent Unobstructed Skyline Views



Ultra-Luxe Gourmet Kitchens

- Quartz Countertops
- Stainless Steel Appliances
- French-Style Double-Door Refrigerators
- Premium Soft-Close Cabinets & Drawers
- Movable Islands*
- 5-burner gas range

*Select Units

Executive Summary



Frameless Standing Showers with Marble Surround & Bathroom Flooring*



Models Accessorized by Popular Designers



Beautiful Interiors

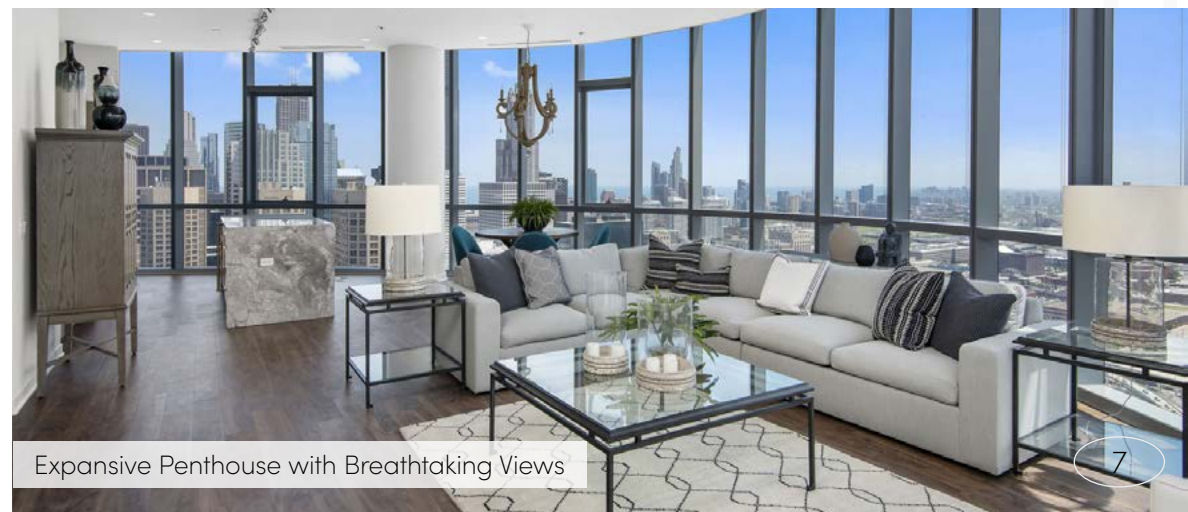
- Floor-to-Ceiling Windows
- Window Treatments with Blackout Shades
- 9' Ceilings



Plank Flooring Throughout



Walk-in Closets with Shelving Systems



Expansive Penthouse with Breathtaking Views

Architecture: *Art & Science*

The West Loop's tallest building is an unmistakable masterpiece designed by FitzGerald + Associates Architects and developed by F&F Realty and Fifield. From its glittering exterior presence to bespoke interiors curated by Morgante Wilson and Studio K, the building has earned seven awards and a majestic place in Chicago's skyline.



City's *Best* New Building

- Friends of Downtown winner in 2019



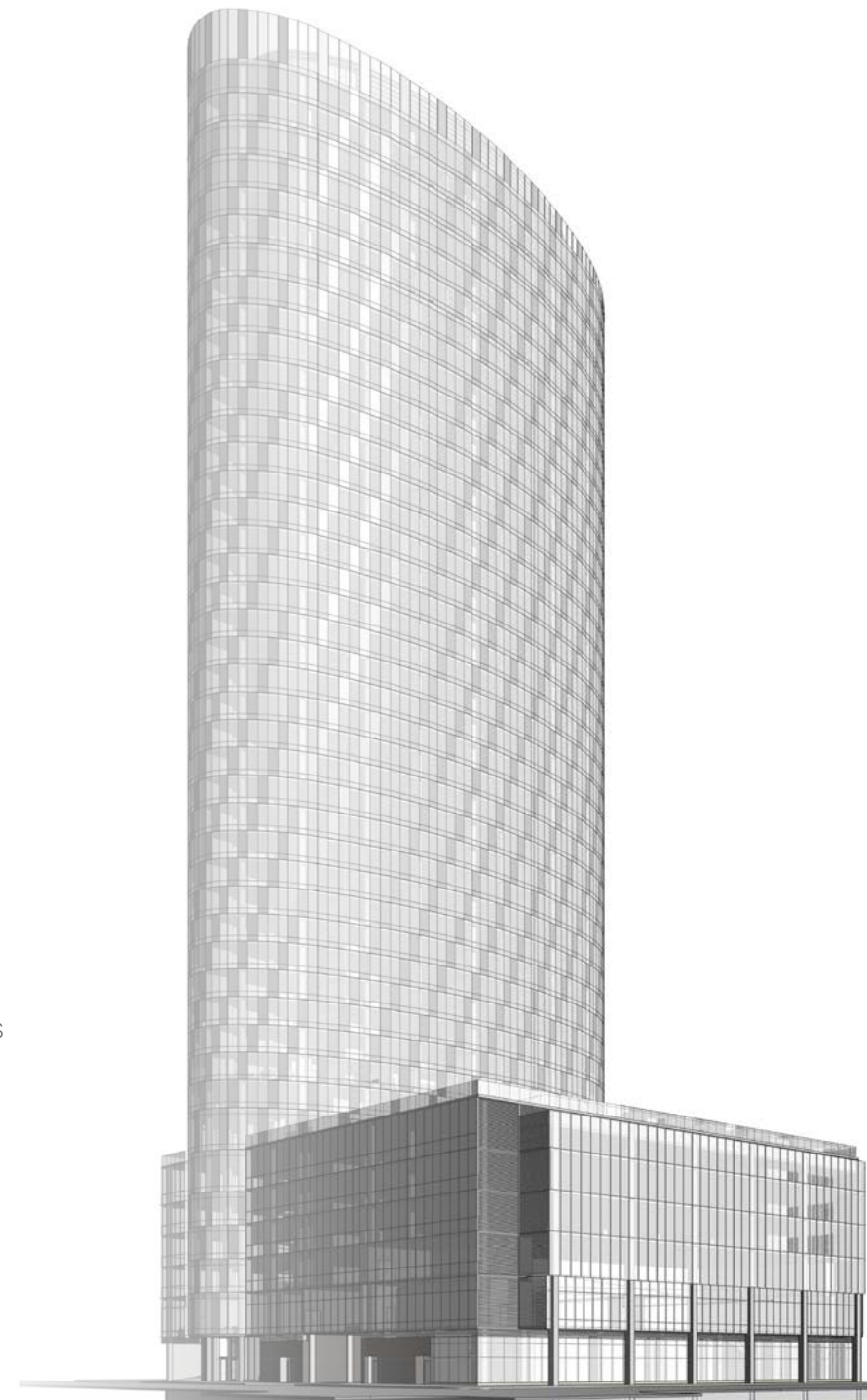
4 Home Builders Association of Greater Chicago Awards

- Multifamily Apartment Urban Complex
- Amenity Design for Urban Complex
- Interior Design - Community Space
- Outdoor Spaces - Pools, Spas & Water Features



2 CAMME Awards Chicago Apartment Association

- Innovative Design
- Studio/Convertible Model Under \$15,000



Demographics: Youth & Affluence

727 West Madison residents *outshine* even stellar West Loop & downtown demographics

Average Household Income

\$180,000 Resident Demographics



- 32 Yrs Old Avg. Age
- 20% Rent-to Income Ratio
- Resident HHI is 10% > West Loop
- Resident HHI is 26% > than Downtown Chicago

\$163,000 West Loop



- 34 Yrs Old Avg. Age
- 86% college educated
- 164% increase in population since 2000

\$143,000 Downtown Chicago

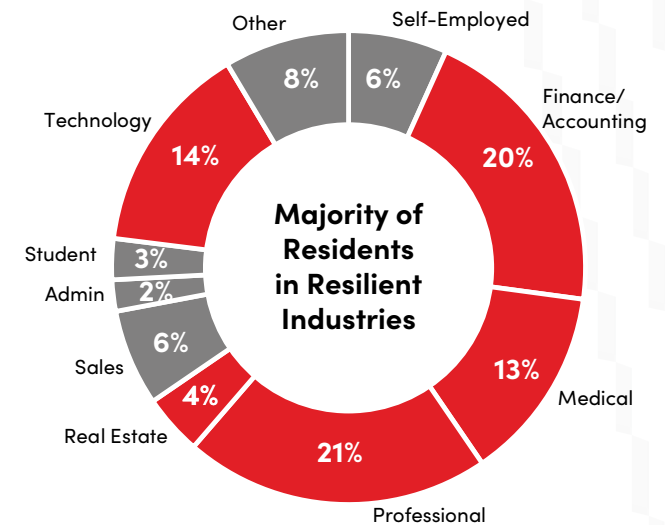


- 36 Yrs Old Avg. Age
- 76% college educated

Source: Esri, July 2020

48% of residents have less than a 15-min commute
25% of residents walk to work

Resident Employment



Top Resident Employers



Property Performance:

Stable & Strong

727 West Madison has outperformed its competition since delivering final units in 2019. The superior location, amenities, and interiors of this stunning 492-home building have resulted in impressive leasing trends with strong organic effective rent growth. The 100% market rate asset is positioned for continued success given significant barriers to entry in the West Loop for future developments.

100%
Market Rate
Units

Only 1%
Corporate
Units

4% Increase
in Eff.
Rents YoY

No Conc.
Leased to 89%
without Concessions

Demand at Penthouse Prices

The Property's lease-up is even more remarkable considering the popularity of the most expensive units. Of the 66 units rented for over \$4,000 per month (13% of total), ~80% are leased, indicating **heavy demand from renters-by-choice.**



\$8,000

Penthouse Leased

High Barriers to Entry

Affordable Housing Requirement: The 2017 ARO Pilot Program requires developments offer 20% of units at an affordable rate and onsite. Per earlier policy, 727 West Madison is 100% market rate.

Scarcity: Lack of desirable large-scale development sites limits future threat of competition.

Cost: Increased construction costs make it difficult to build, especially buildings of this magnitude.

Necessities:

Quality & Convenience

On-Site Retail

CHASE 

 **at&t**

[solidcore]

3,047 SF

1,914 SF

2,082 SF

NNN Lease

NNN Lease

NNN Lease

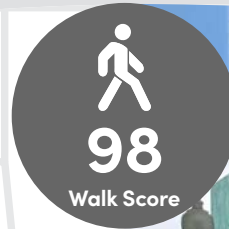
Lease Exp: 09/2029

Lease Exp: 09/2029

Lease Exp: 07/2030

67% Leased; Total 10,590 SF; 3,547 vacant SF

3 min walk



Office Development: *Innovative & Iconic*

The Loop and West Loop has seen significant new office development and redevelopment of historic and landmark buildings creating incredibly unique and exciting office spaces. Just steps from 727 West Madison, these spaces are re-imagined for the next generation of office workers and feature amenities galore to draw residents to the CBD.



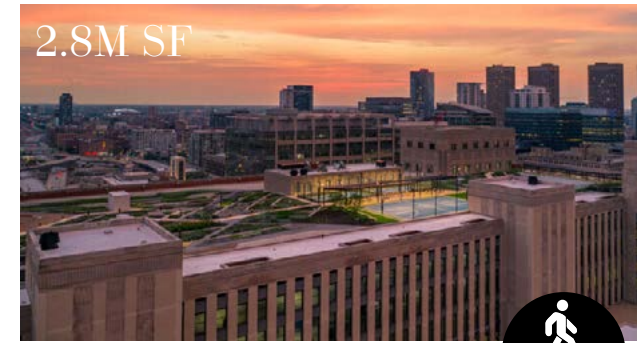
BMO Tower/Union Station

- Part of the +\$1B Union Station redevelopment project
- BMO HQ (~3.6k employees)



Willis Tower

- 2nd Tallest Tower in US
- \$500M project providing new retail, dining, and entertainment



Old Post Office

- Historic Chicago building, which has been vacant since 1996
- \$800M redevelopment project complete with 3.5-acre rooftop park, boxing ring, wedding venue space, and food hall
- One of the nation's largest redevelopments in history



Newest CBD Offices

90% of the 16.5M SF of new office buildings recently delivered or under construction within Metro Chicago

Source: Costar July 2020; 1-mi radius & metro Chicago, Class A and B, >40k sf

Employment:

Fortune 500 & Tech

Chicago's *CBD*
Continues its
Shift West



560k SF of Office | **Fulton Market** is home to cutting edge Fortune 500 headquarters and boutique start ups.

The **Illinois Medical District**, the largest medical district in the US including four hospitals, is a quick trip southwest of 727 West Madison. Residents can also access the United Center, home of the Chicago Bulls and Blackhawks, traveling west along Madison Street and University of Illinois at Chicago walking south.

3.9M SF of Office | **The West Loop** has quickly become Chicago's largest office submarket featuring the city's newest towers, excellent public transportation, and a dynamic new Riverwalk.

West Loop/Fulton Market: *Hip & Thriving*

Chicago's former meatpacking district is now the city's most in-demand neighborhood and was named a Top 20 Coolest Neighborhood in the World by Time Out in 2018. The West Loop, which encompasses the very popular office micro market, Fulton Market, is a flourishing hot spot drawing thousands of residents annually to the numerous shops, bars, restaurants, and offices.

1900s

Meatpacking District

Beginning in early 1900's serving as Chicago's meatpacking, warehouse, and industrial hub

2010

Restaurant Row Conception

Publican (2010), Girl & the Goat (2012), Au Cheval (2013)

2012

CTA Station

\$40 million CTA Green/Pink Line 'L' station (2012)

2013

1K Fulton

Google signs lease to move Midwest HQ to the 550,000 SF office development solidifying area as a bona fide office submarket

2014

Soho House

Hotel and private club open in former rubber belt factory on Green Street (2014)

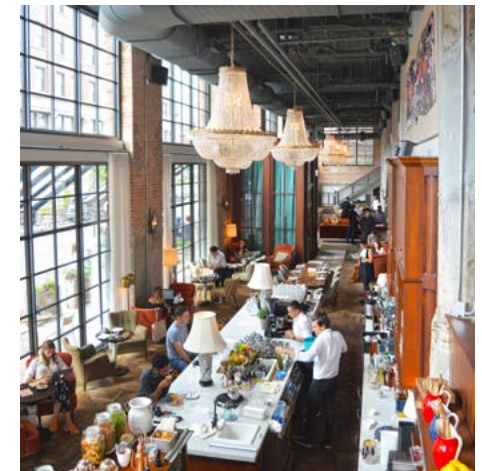
2015

Landmark Status

Chicago City Council approves a landmark district restricting demolition of buildings in area



SOHO HOUSE





2016

National Retail Expansion & Hotel Investment

High-end retail and hotel brings first major national retailer Free People and London-based hotel, The Hoxton



2017

Continued Expansion

Dyson announces U.S. 2017 Headquarters relocation to Fulton Market



2018

Tallest Building in the West Loop



2018

Blue Chip Relocation

McDonald's to move HQs to former Harpo Studios site



2019

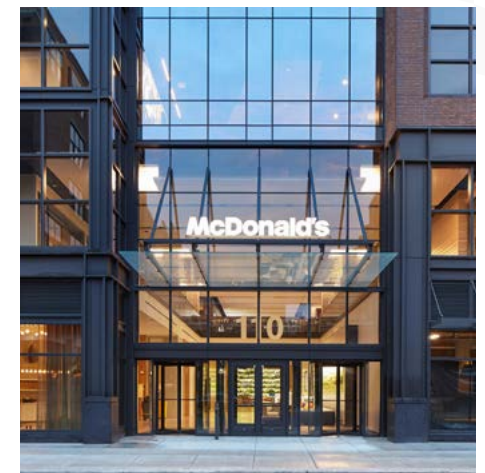
\$20M Fulton Market Streetscape Project for pedestrian friendly improvements

“ Top 20 Coolest Neighborhood in the World ”

Time Out, 2018

2019+

Millions of SF of office spaces recently delivered and under construction enticing a plethora of employers bringing with them thousands of jobs



Dining Destination: *Top Chefs & Nightlife*

The former meatpackers and food distributors in the West Loop have since been replaced by Michelin-Star eateries, popular bars, and trendy retail. 727 West Madison is just steps from Chicago's best dining and nightlife offerings.



Culinary & the Arts



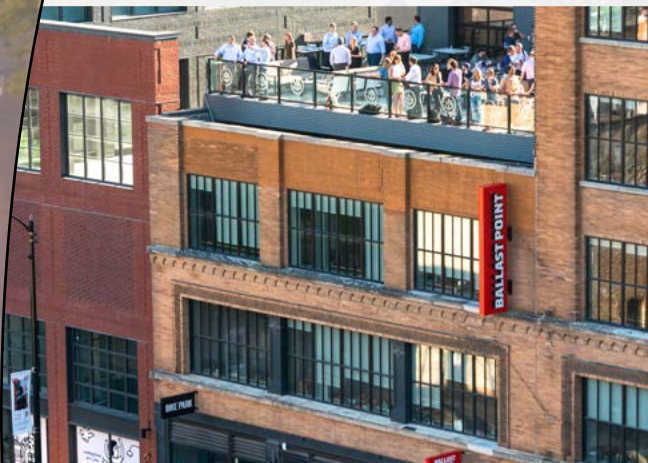
Restaurant Row Hotspot



Beers with a View



Fan Favorite Burgers



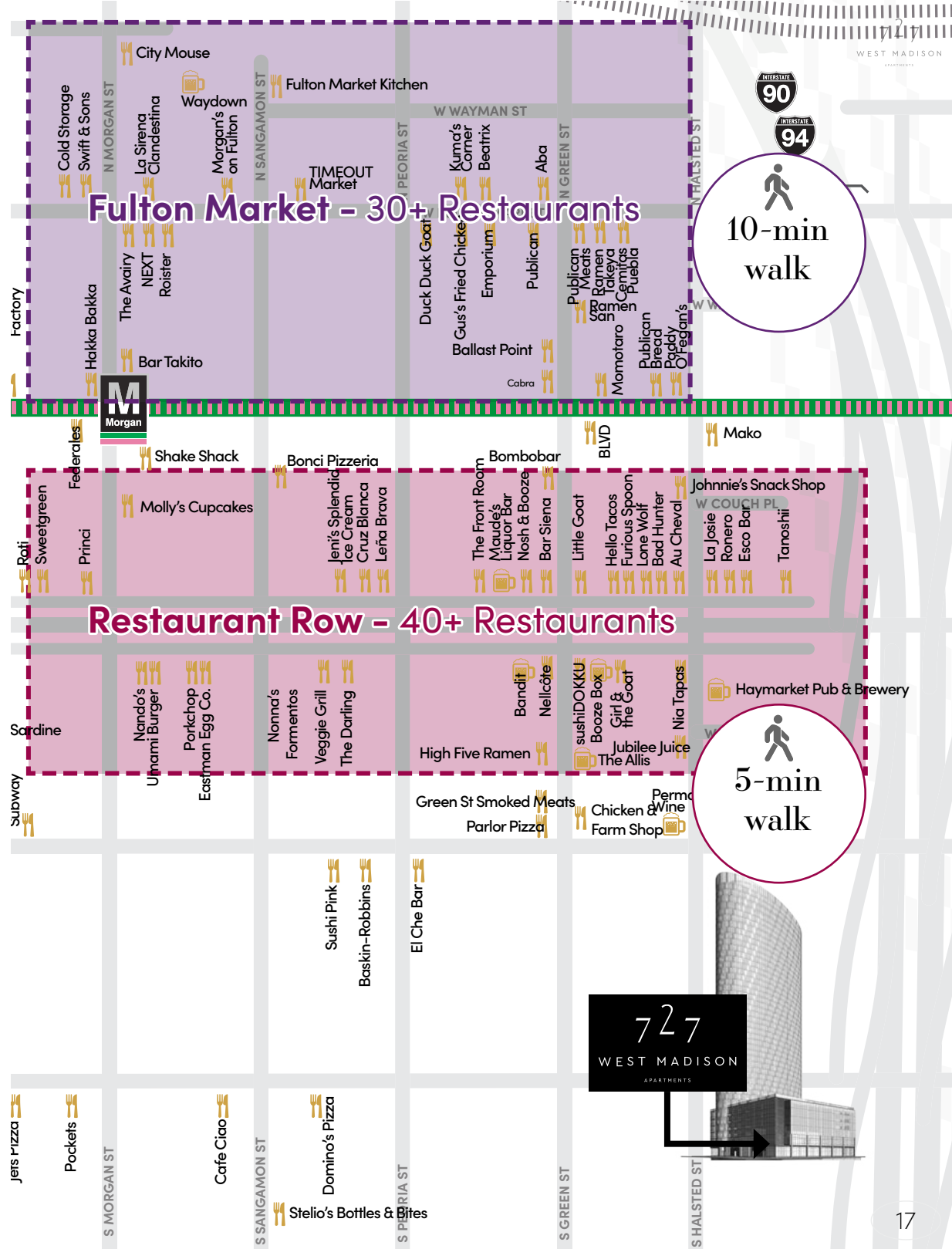
Executive Summary



Open for Business



Extensive Outdoor Enjoyment Options



MICHELIN STAR - WEST LOOP

BIB GOURMAND - WEST LOOP



444 W Lake &
150 N Riverside

McDermott
Will & Emery

DLA PIPER

MORTON *William Blair*

HYATT NAVIGANT

727
WEST MADISON
APARTMENTS

Willis
UNI
OR
Morga

110 N
Banko

Knoll

CARNIVALE

duck duck goat

the PUBLICAN

EMPORIUM
...ARCADE...BAR...

CROWNE PLAZA
HOTELS & RESORTS

LA JOSIE

the hoxton

NOBU HOTEL
CHICAGO

sushi **DOKKU**
GIRL & THE GOAT

LITTLE GOAT
DINER
BAD HUNTER
Au Cheval
est. 2012

GREEN STREET
LOCAL
EAT + DRINK

TimeOut
MARKET

wework

SOHO HOUSE

Google HQ

Google Cloud

McDonald's HQ

WPP
convene
Ernst & Young
STERLING BAY

PARLOR
PIZZA BAR
GREEN STREET
SMOKED MEATS

sawada
coffee

Mary Bartelme Park

Chicago

No1

Food and Drink City

Time Out, 2019

Top 10

Leading U.S. Technology Hub

KPMG, 2019

No10

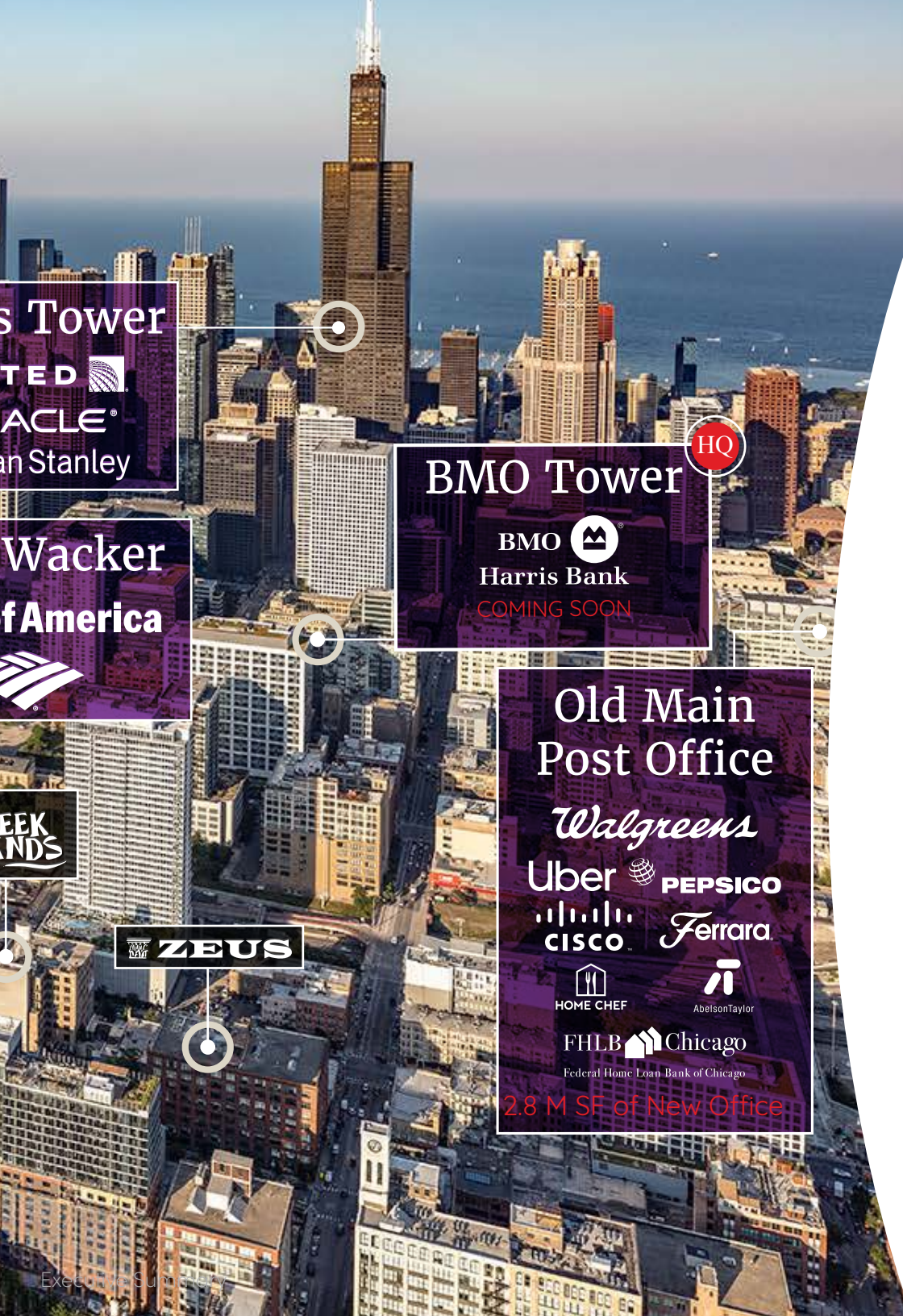
Most Attractive Business District in the World

ULI and Ernst & Young, 2020

No1

City for Corporate HQ Relocations

Headquarters Mag, 2019



BMO Tower

BMO
Harris Bank
COMING SOON

Old Main
Post Office

Walgreens
Uber PEPSCO
CISCO Ferrara
HOME CHEF AbelsonTaylor
FHLB Chicago
Federal Home Loan Bank of Chicago
2.8 M SF of New Office

ZEUS

Accessibility: *Walkable & Easy*

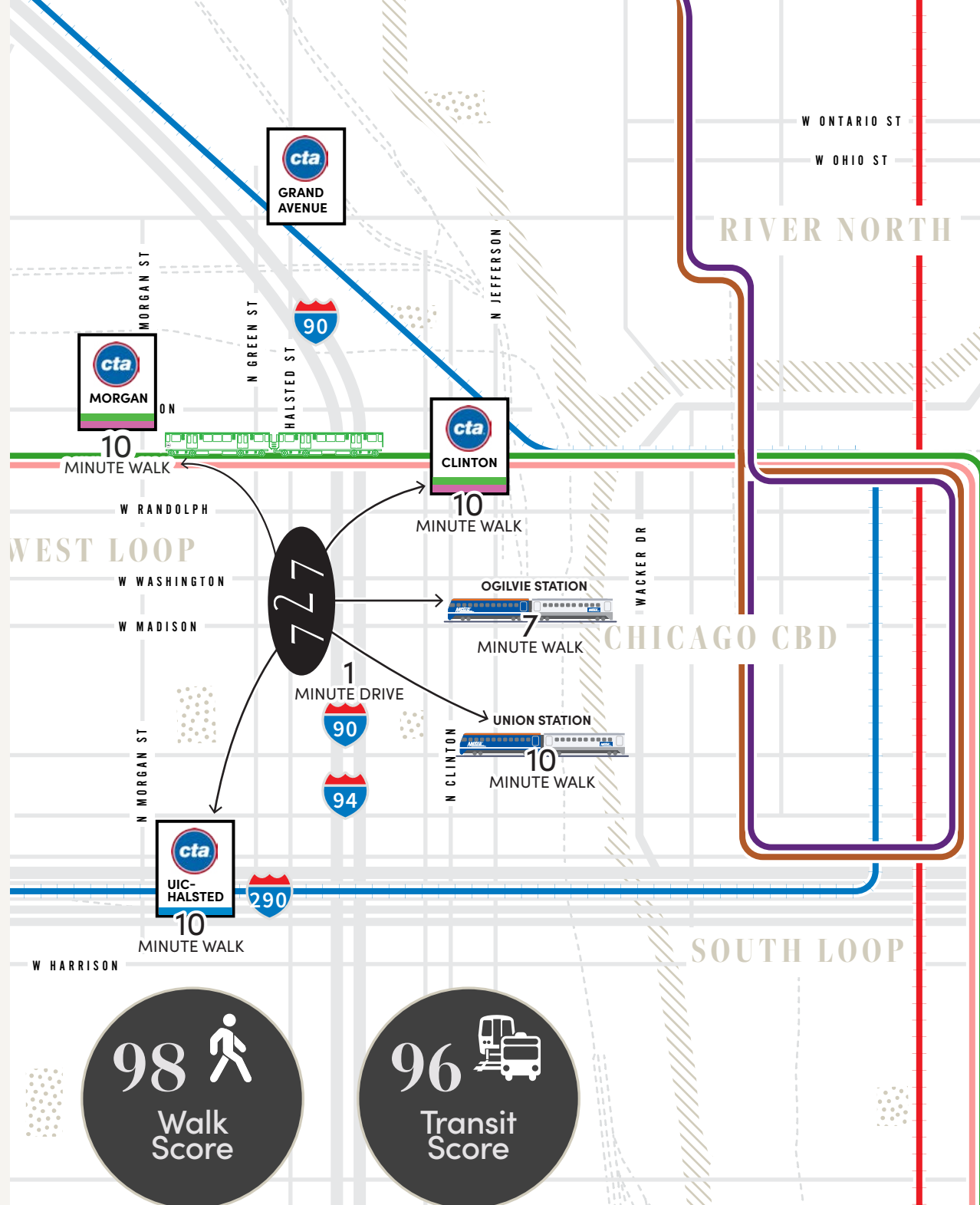
Residents at 727 West Madison enjoy short commute times with an abundance of nearby transportation options including the “L”, Metra, buses, Divvy, and the highway. However, what makes this location truly exceptional is it's **near perfect walk score**, with walkability to everything.

Steps To Everything

- 5-min walk to Restaurant Row
- 10-min walk to Office Epicenter
- 1-min walk to Whole Foods and Marianos

Unbeatable Commute Times

- 25% of **Residents** walk to work
- 48% of **Residents** are within a 15 min commute
- 10-min walk to multiple CTA stations and Metra lines
- Steps to Halsted bus line
- Fulton Market Metra Stop - *Coming Soon*



Raving Reviews

“ I love living at 727! Location, amenities and the units are 5/5! This is hands down the best building in the West Loop! ”

★★★★★ Google Review

“ Iconic building, great location and even better amenities. The views are some of the best in the city. ”

★★★★★ Google Review

“ Truly stunning building with gorgeous amenities, high-end finishes, spectacular views... ”

★★★★★ Google Review

“ Amazing neighborhood, beautiful building, great amenities... ”

★★★★★ Google Review



727

WEST MADISON

APARTMENTS

Contacts

Kevin Girard

Director

312.528.3689

kevin.girard@am.jll.com

Matthew Lawton

Executive Managing Director

312.528.3656

matthew.lawton@am.jll.com

Marty O'Connell

Senior Managing Director

312.528.3653

marty.oconnell@am.jll.com

Amanda Friant

Director

312.300.7298

amanda.friant@am.jll.com

Zach Kaufman

Analyst

312.300.7314

zach.kaufman@am.jll.com

FINANCING

Danny Kaufman

Senior Managing Director

312.528.3684

danny.kaufman@am.jll.com



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