

# Whitehouse Plaza

*300-320 N. Alpine Rd, Rockford, IL*

# FOR SALE



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## Offering Overview

SVN Chicago Commercial presents Whitehouse Plaza, a well-established, 26-unit neighborhood center located at the high-traffic intersection of N. Alpine Road and Highcrest Road in Rockford, Illinois. The property offers a compelling value-add opportunity, currently 60% occupied with strong leasing potential for both retail and office users. Featuring excellent visibility, multiple access points, abundant parking, and prominent signage, Whitehouse Plaza provides an investor or owner-user the chance to enhance income and long-term stability in the Rockford MSA.

# Whitehouse Plaza

ASKING PRICE	\$2,325,000
PRICE PER SQ FT	\$41.52
TOTAL SQ FT	56,000 SF
LOT SIZE	2.29 AC
ZONING	C2
NO. OF UNITS	26
GROSS RENT	\$326,437
EXPENSES	\$225,170
NOI	\$101,267
OCCUPANCY	60%
YEAR BUILT	1980
PINS	1220379008 & 1220379007

# Whitehouse Plaza

## Investment Highlights

- **Value-Add Opportunity:** Currently ±60% occupied, offering significant upside through lease-up and repositioning of remaining vacancies.
- **Established Neighborhood Center:** 26-unit multi-tenant property catering to a mix of retail and office users, serving the surrounding residential community.
- **Prime Visibility & Access:** Situated along N. Alpine Road, one of Rockford's busiest commercial corridors, at a signalized intersection with multiple ingress/egress points.
- **Strong Fundamentals:** Ample surface parking, excellent signage opportunities, and adaptable suite layouts ideal for small business tenants.
- **Diverse Tenant Demand:** Flexible zoning and suite sizes accommodate retailers, service providers, and professional offices seeking affordable space within the Rockford MSA.
- **Regional Growth Market:** Rockford's stable economy, anchored by healthcare, logistics, and manufacturing, supports consistent tenant demand and long-term investment potential.





# Whitehouse Plaza

*Front Facing Shopping Center*



*Rear of Shopping Center*



*Unit 105*



*Unit 105*



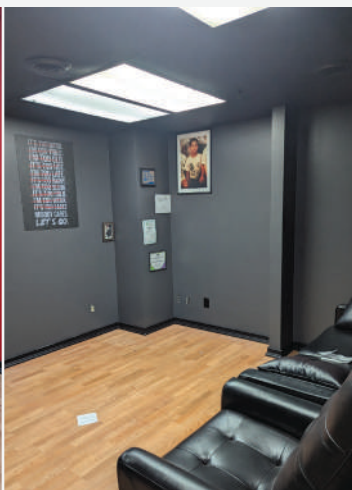
*Units 100 & 105*



*Unit 312-106*



*Unit T100*



*Unit T100\_2*



*Unit G T120*



*Unit I T120*



*Unit 312-106*



*Unit 312-106*



*Unit 120*



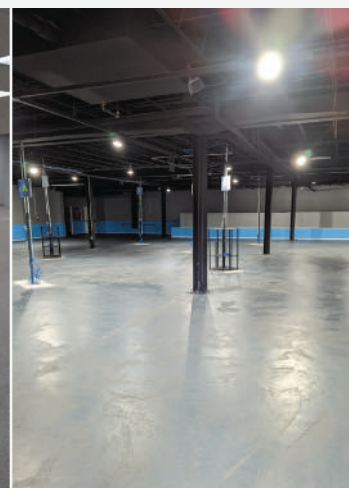
*Unit A T100\_2*



*Unit C T120*



*Unit D2*



*Unit 300\_4*



*Unit 314*

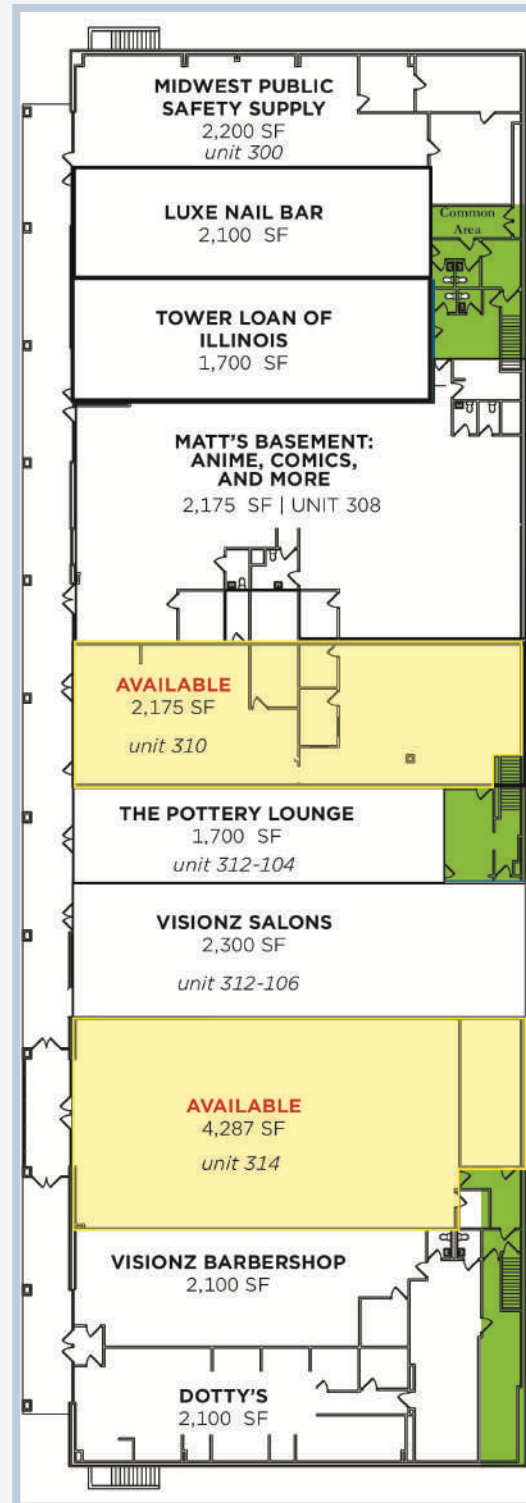


# Whitehouse Plaza

## Site Plan & Location Overview

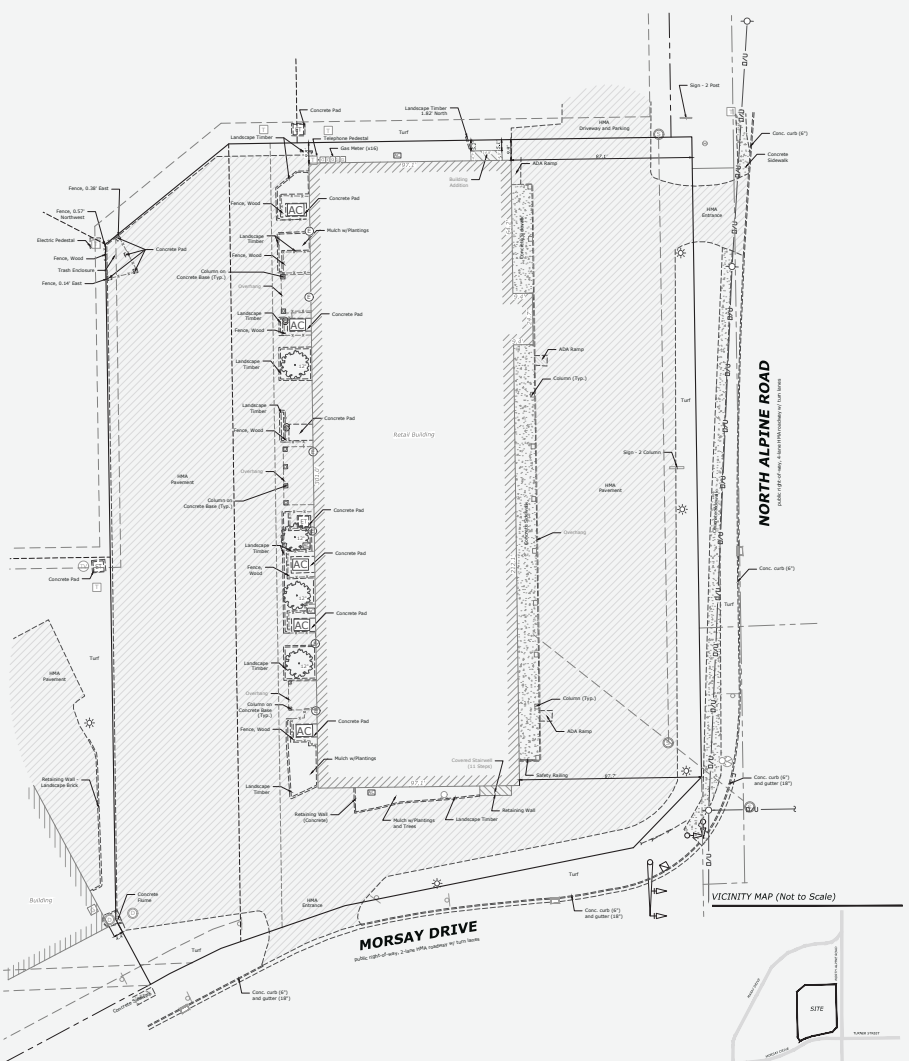
Whitehouse Plaza is strategically positioned along North Alpine Road, one of Rockford's most heavily trafficked retail corridors, offering excellent visibility, strong daily traffic counts, and convenient access via a signalized intersection. The center is surrounded by established residential neighborhoods, schools, and major retailers, providing a consistent customer base and steady tenant demand.

The location benefits from proximity to East State Street, Perryville Road, and I-90, connecting it to key regional employers and neighboring suburban markets. Its prominent position within the Rockford MSA makes Whitehouse Plaza a well-located and versatile investment opportunity for both local and regional investors.



# Whitehouse Plaza

## Survey & Aerials



SHEET 1 of 2  
ARC-211-48  
Rev: 07/29/2021

# Whitehouse Plaza

## Retail Aerial & Market Overview

Rockford, Illinois, located approximately 85 miles northwest of downtown Chicago, is the state's third-largest city and serves as the commercial and cultural hub of Northern Illinois. The market continues to attract steady investment due to its strategic location along I-39 and I-90, strong workforce base, and proximity to both the Chicago and Madison MSAs.

Retail corridors like N. Alpine Road feature a mix of national and regional tenants, benefiting from strong traffic counts and established residential density. The area's affordability, access to major highways, and ongoing economic diversification make Rockford a resilient retail and service-oriented market poised for continued growth.



# Whitehouse Plaza

## Rent Roll

Tenant Name	Unit Size (Sq.Ft.)	Term		Security Deposit	Monthly Base Rent	Annual Base Rent	Rent PSF	Monthly Tax Charge	Monthly CAM Charge	Monthly Ins. Charge	2024 Add'l Reconcil	Total Annual	
		Start Date	End Date										
<b>MAIN LEVEL</b>													
300	Midwest Public Safety Outfitters, LLC	2,200	1/10/2024	2/28/2029	\$2,337.50	\$2,383.00	\$28,596.00	\$13.00				\$28,596.00	
302	Luxe Nail Bar/Khempaseuth	2,100	3/1/2024	2/28/2029	\$5,000.00	\$3,053.00	\$36,636.00	\$17.45			\$7,639.08	\$44,275.08	
304	Tower Loan of Illinois, LLC	1,700	4/1/2019	3/31/2029		\$1,800.00	\$21,600.00	\$12.71				\$21,600.00	
306/308	Matthew Gray/Matt's Basement	4,322	4/22/2024	4/30/2029	\$7,000.00	\$3,750.00	\$45,000.00	\$10.41				\$45,000.00	
310	VACANT	2,175											
312-104	Kristina Baker / Pottery Lounge	1,700	12/14/2023	1/31/2027	\$1,841.67	\$1,884.00	\$22,608.00	\$13.30				\$22,608.00	
312-106	Visionz Salons	2,300	12/1/2025	2/28/2030	\$2,000.00	\$20,000.00	\$24,000.00	\$10.43				\$24,000.00	
314	VACANT	4,287											
316	Visionz Barbershop	2,100	2/1/2025	3/31/2030	\$5,250.00	\$2,625.00	\$31,500.00	\$15.00				\$31,500.00	
318	Dotty's/IL Café & Service Co.	2,100	4/18/2013	4/30/2031	\$3,246.25	\$3,110.00	\$37,320.00	\$17.77	\$301.00	\$378.00	\$19.25	\$5,112.04	\$50,811.04
<b>TERRACE LEVEL</b>													
T100	VACANT	1,476											
T101	Thomas Pifer - Big Weird Act	400	7/19/2024	7/31/2027	\$765.00	\$755.00	\$9,060.00	\$22.65		\$40.00		\$9,540.00	
T102	VACANT	400											
T103	Bettsymone Jones	300	6/1/2025	5/31/2028	\$1,000.00	\$500.00	\$6,000.00	\$20.00		\$35.00		\$6,420.00	
T103B	Derek Carleton/The Shop by D Alexander	480	3/20/2017	M to M	\$480.00	\$450.00	\$5,400.00	\$11.25		\$30.00	\$746.64	\$6,506.64	
T104	Spectrum School	1,548	3/1/2019	M to M		\$400.00	\$4,800.00	\$3.10				\$4,800.00	
T105	VACANT	1,100											
T120	VACANT	5,605											
T120A	VACANT	300											
T120B	Frankie Carlson/Mad Threading	300	10/1/2022	M to M	\$250.00	\$250.00	\$3,000.00	\$10.00				\$3,000.00	
T120C	VACANT	200											
T120E	Stacy D. Abron	120	12/1/2022	M to M	\$250.00	\$250.00	\$3,000.00	\$25.00		\$35.00	\$420.00	\$3,840.00	
T120G	VACANT	285											
T120H	Courtney C. Talbert	200	12/8/2022	12/31/2025	\$275.00	\$275.00	\$3,300.00	\$16.50		\$35.00	\$420.00	\$4,140.00	
T120I	VACANT	140											
T120J	VACANT	300											
T120K	PumaCutz - Ladarius Townsend	500	9/1/2022	7/31/2026	\$500.00	\$500.00	\$6,000.00	\$12.00				\$6,000.00	
T206	VACANT	1,700											
T220	Eastside H.O.W.	954	9/1/2025	8/31/2028	\$1,000.00	\$1,000.00	\$12,000.00	\$12.58		\$150.00		\$13,800.00	
T300	VACANT	7,600											
<b>Totals</b>		<b>48,892</b>			<b>\$31,195.42</b>	<b>\$42,985.00</b>	<b>\$299,820.00</b>		<b>\$301.00</b>	<b>\$703.00</b>	<b>\$19.25</b>	<b>\$14,337.76</b>	<b>\$326,436.76</b>

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## *Operating Expenses*

TAXES	\$77,475
INSURANCE	\$16,450
LANDSCAPING/SNOW REMOVAL	\$11,035
UTILITIES	\$52,165
WASTE/TRASH DISPOSAL	\$14,570
LOT CLEANING	\$21,300
REPAIRS/MAINTENANCE	\$25,875
PROPERTY MANAGEMENT	\$6,300
<b>TOTAL OPERATING EXPENSES</b>	<b>\$225,170</b>



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## 5-mile Demographic Snapshot



TOTAL POPULATION  
**185,039**



ESTIMATED HOUSEHOLDS  
**76,463**



ESTIMATED HOUSEHOLD INCOME  
**\$80,584**



MEDIAN AGE  
**38.1**



AVERAGE HOUSEHOLD SIZE  
**2.4**



TOTAL HOUSING UNITS  
**82,699**



MONTHLY HOUSEHOLD EXPENDITURE  
**\$7,030**



TOTAL BUSINESSES  
**6,755**



TOTAL EMPLOYEES  
**85,931**



AVERAGE DAYTIME POPULATION  
**151,652**



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