

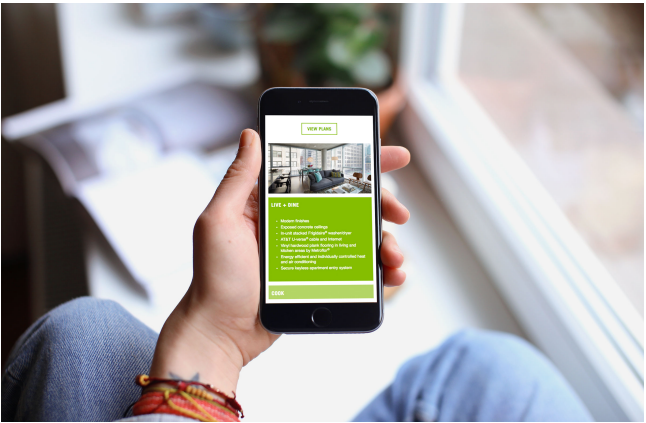
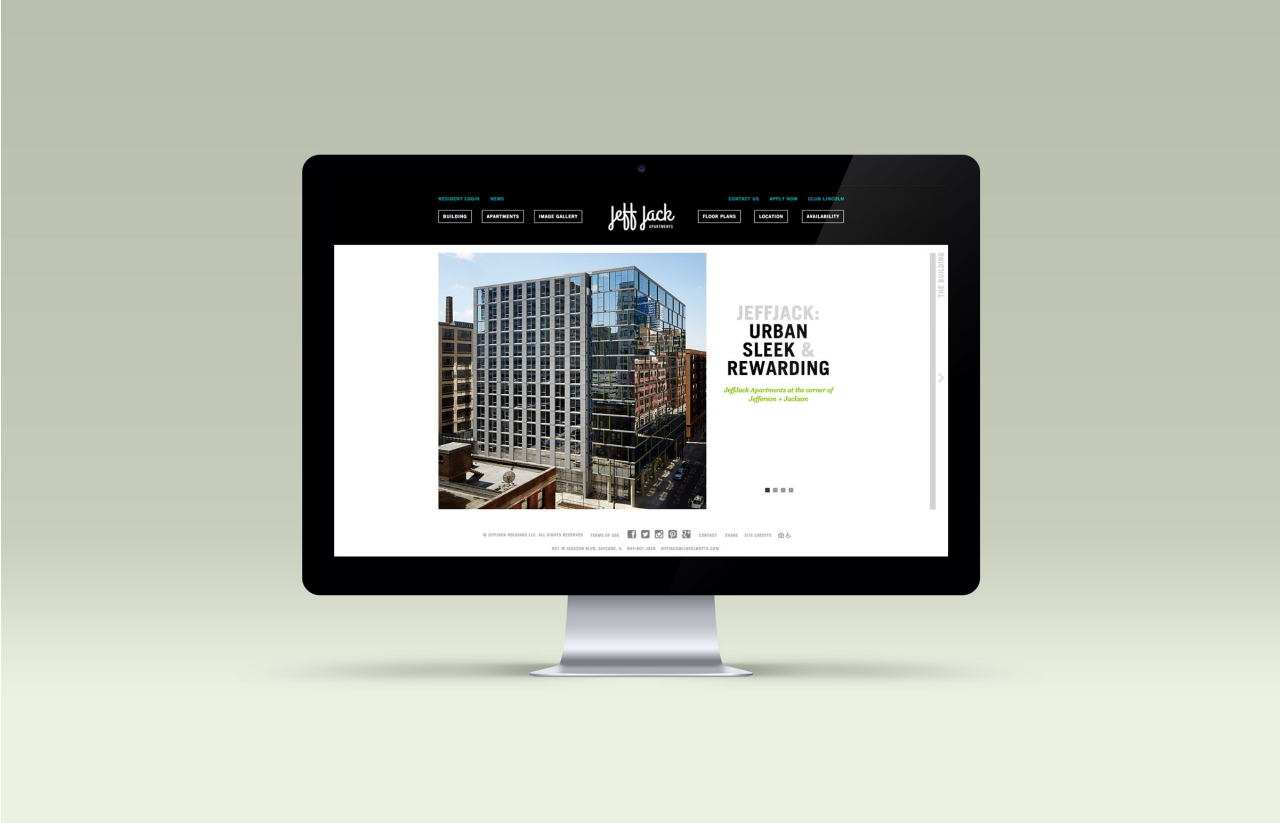
upshift

JeffJack Apartments
Chicago, IL

A hip, creative brand drives fast lease-ups in Chicago's Loop

OBJECTIVE
Thomas Roszak
Architecture chose UpShift to create a stylish, sophisticated brand for JeffJack, aiming to stand out in Chicago's Loop with a modern appeal to younger, urban, and eco-conscious residents.

SOLUTION
We developed a unique, memorable name and a hand-crafted artisan logo. Our innovative marketing collateral, lifestyle-driven ads, custom website, and strategic media buy helped JeffJack achieve record-breaking preleasing speeds, surpassing previous leasing benchmarks set by the developer and property manager, Greystar.



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JeffJack Apartments

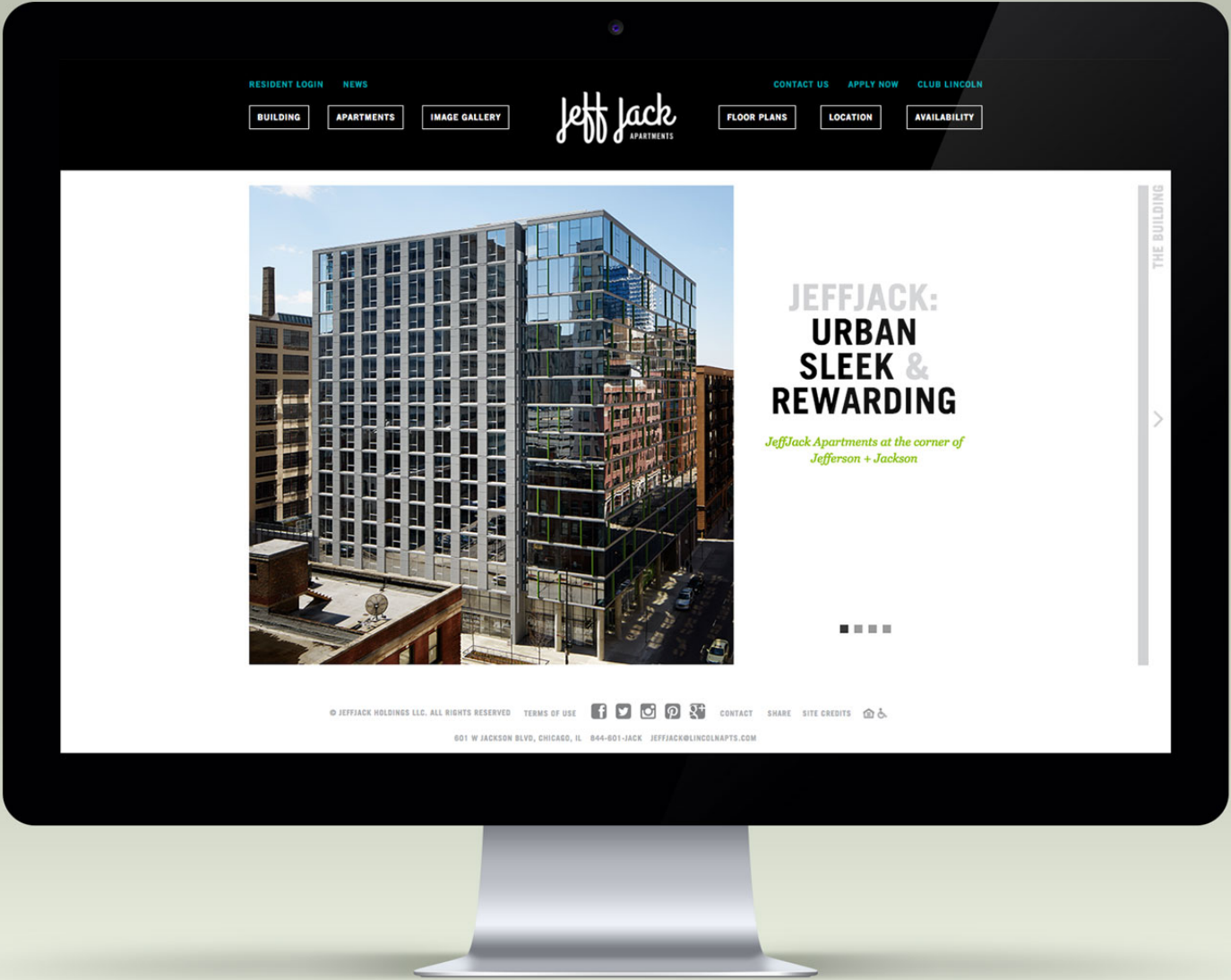
Chicago, IL

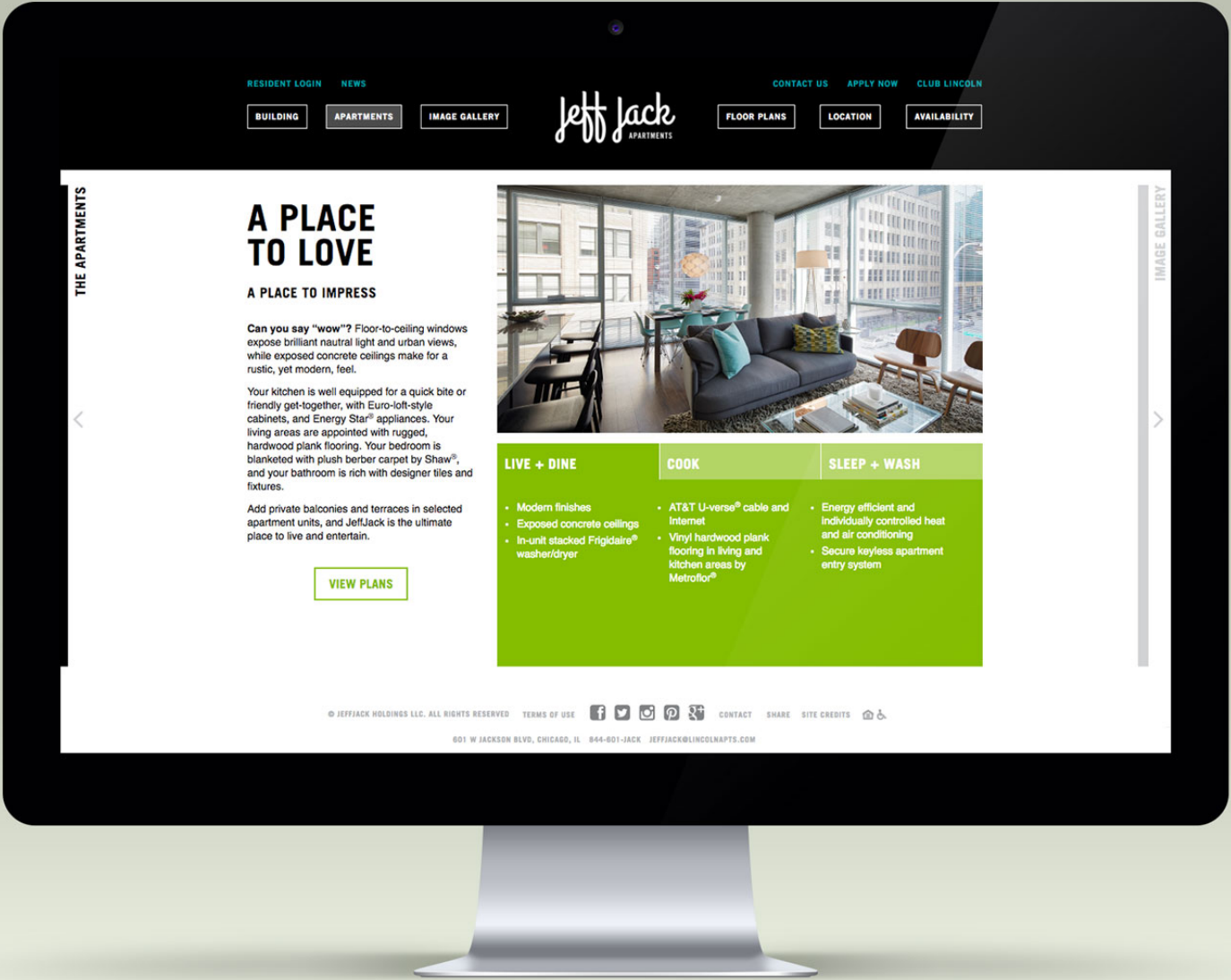
JeffJack Apartments Interior
Signage



JeffJack Apartments
Chicago, IL

JeffJack Apartments
Website Home





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JeffJack Apartments

Chicago, IL

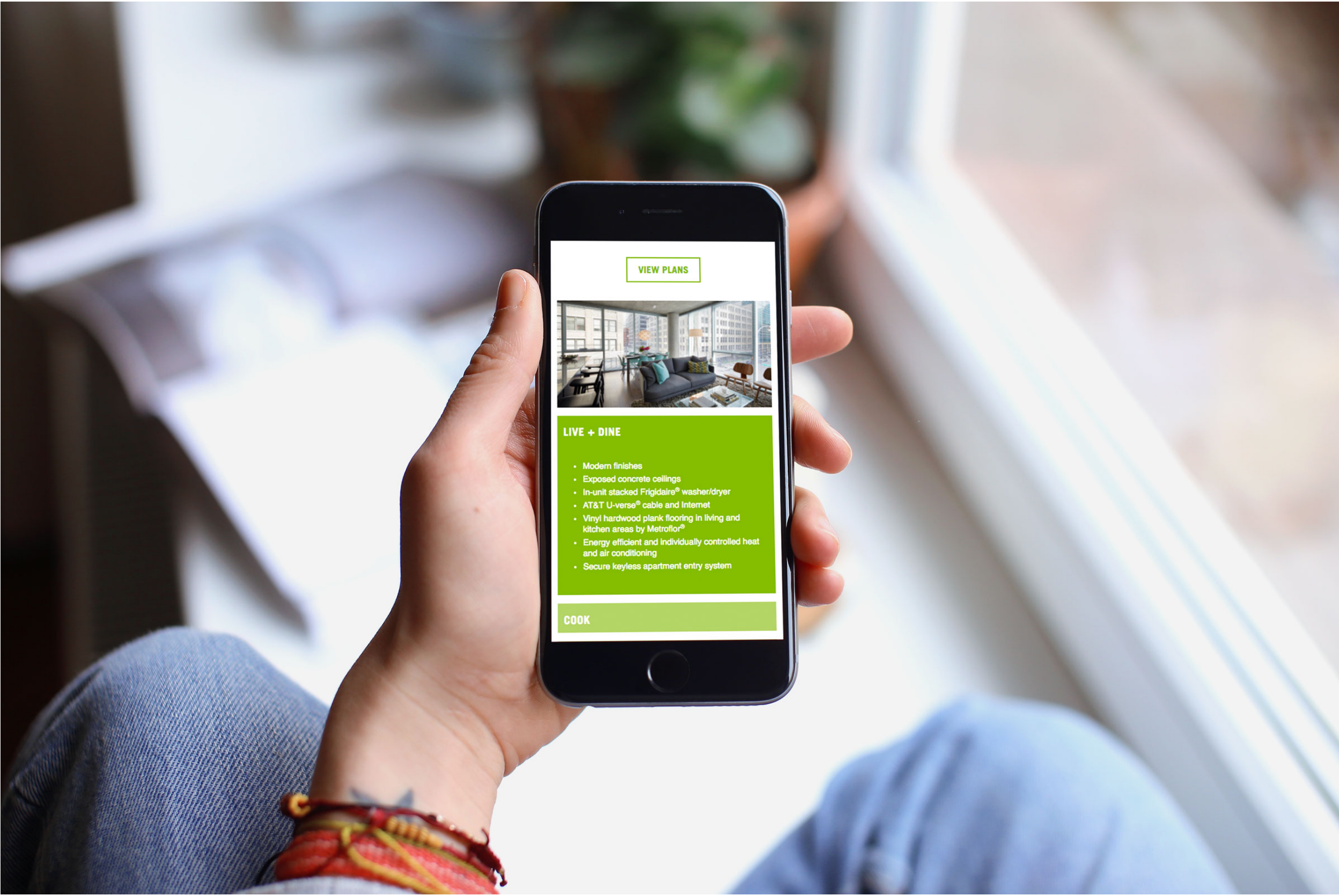
JeffJack Apartments Folder



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JeffJack Apartments
Chicago, IL

JeffJack Apartments
Website Mobile



VIEW PLANS



LIVE + DINE

- Modern finishes
- Exposed concrete ceilings
- In-unit stacked Frigidaire® washer/dryer
- AT&T U-verse® cable and Internet
- Vinyl hardwood plank flooring in living and kitchen areas by Metroflor®
- Energy efficient and individually controlled heat and air conditioning
- Secure keyless apartment entry system

COOK

JeffJack Apartments
Chicago, IL

JeffJack Apartments
Brochure



JeffJack Apartments
Chicago, IL

JeffJack Apartments
Brochure

THE LOCATION

LOOP
LIVING
AT THE CORNER OF
DYNAMIC + REWARDING

CHICAGO'S HOTTEST AREA
The Loop stands out from the crowd—so you can, too. It has the highest concentration of jobs in the state, and attracts world-renowned arts and entertainment. It puts you minutes from virtually everything you need and want. Like Michigan Avenue and Millennium Park. Walk, hop on a bike or take a subway to work. Union Station and the Clinton Blue Line L-stop are within walking distance, with Kennedy and Eisenhower expressways near by.

HIGH WALK SCORE
The Loop is the fourth most walkable neighborhood in Chicago. Aside from convenient public transportation, the area is very bikeable with barrier-protected bike lanes.

RESTAURANTS AND SHOPPING
Craving Chinese? Greek? Italian? Walk to the Randolph Street corridor and Greek Town, or any number of restaurants and cafés in the area. If grocery shopping is on your "to-do" list, stop by Mariano's, Whole Foods, Trader Joe's and Jewel. Specialty shops, boutiques and popular retail chains are also practically your neighbors. The Loop puts you up front and center with everything Chicago.

WANT TO LEARN MORE?
GO ONLINE

Visit our website to learn more, see floor plans and photos, and check availability.

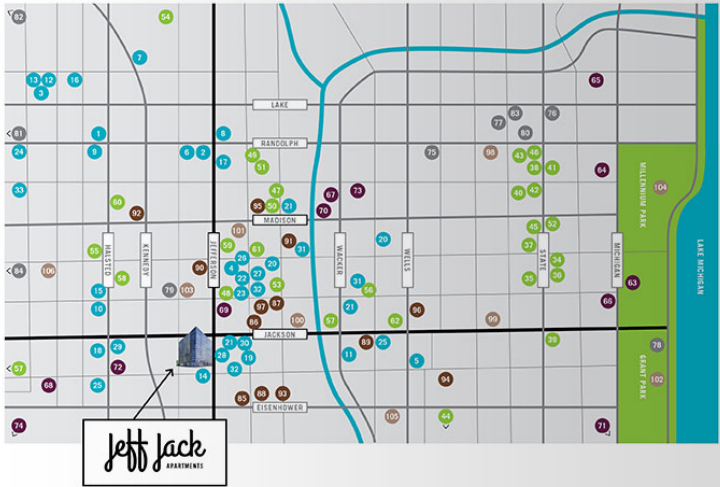
www.JeffJackApartments.com

NEIGHBORHOOD

- In Chicago's Loop
- High Walk Score®
- Hottest restaurants
- Trendy shopping
- Exciting nightlife
- Nearby Amtrak, CTA and Metra
- Easy freeway access



BE A PART OF THE VIBRANT LOOP



RESTAURANTS

1. Au Cheval
2. Avec
3. Avlary
4. Bacio's
5. Billy Goat Tavern
6. Blackbird
7. Carnivale
8. Embeya
9. Girl & The Goat
10. Greek Islands
11. Kamehachi
12. Moto
13. Next
14. Papa's Vinum
15. Pegasus
16. The Publican
17. Sepia

ART & CULTURE

63. The Art Institute
64. Chicago Cultural Center
65. Chicago Opera Theater
66. Chicago Symphony Orchestra
67. Civic Opera House
68. Gallery 400
69. IIT-Kent/Stuart
70. Lyric Opera Chicago
71. McCormick Place
72. National Hellenistic Museum
73. Timeline Theater Company
74. UIC

CASUAL FOOD

18. Artopolis
19. Beggars Pizza
20. Chipotle Mexican Grill
21. Dunkin' Donuts
22. Dylan's Tavern & Grill
23. Epic Burger
24. Flat Top Stir-Fry Grill
25. Giordano's
26. Hannah's Bretzel
27. Jimmy John's
28. Lou Mitchell's
29. Meli Café & Juice Bar
30. Pottbelly Sandwich Shop
31. Roti Mediterranean Grill
32. Starbucks
33. Wishbone

ENTERTAINMENT

75. Cadillac Palace Theatre
76. Chicago Theatre
77. Goodman Theatre
78. Lollapalooza
79. Old St. Pat's Block Party
80. Oriental Theatre
81. Pitchfork
82. Riot Fest
83. Theatre District
84. United Center

SHOPPING

34. A'Gaci
35. Akira
36. Aldo
37. American Apparel
38. Anthropologie
39. Barnes & Noble
40. H&M
41. Macy's
42. Nordstrom Rack
43. Puma
44. Roosevelt Collection
45. Urban Outfitters
46. Zara

TRANSPORTATION

85. Clinton Blue Line Station
86. Divvy: Clinton & Jackson
87. Divvy: Canal & Adams
88. Divvy: Clinton & Tilden
89. Divvy: Franklin & Jackson
90. Divvy: Jefferson & Monroe
91. Divvy: Canal & Monroe
92. Interstate 90/94 (Kennedy)
93. Interstate 290 (Eisenhower)
94. LaSalle Street Station
95. Ogilvie Station
96. Quincy/Wells Station
97. Union Station

CONVENIENCE

47. Bank of America
48. Chase Bank
49. Chicago French Market
50. Citibank
51. City Fresh Market
52. CityTarget
53. CVS
54. Jewel
55. Mariano's Fresh Market
56. PNC Bank
57. Rush Medical Center
58. Walgreens
59. Walmart Neighborhood Market
60. Whole Foods
61. Zipcar Pick-up
62. 7-Eleven

RECREATION

98. Daley Plaza
99. Federal Plaza
100. FFC Union Station
101. FFC West Loop
102. Grant Park
103. Heritage Green Park
104. Millennium Park
105. Oscar D. D'Angelo Park
106. West Loop Dog Park