

upshift

Kent Apartments

Chicago, IL

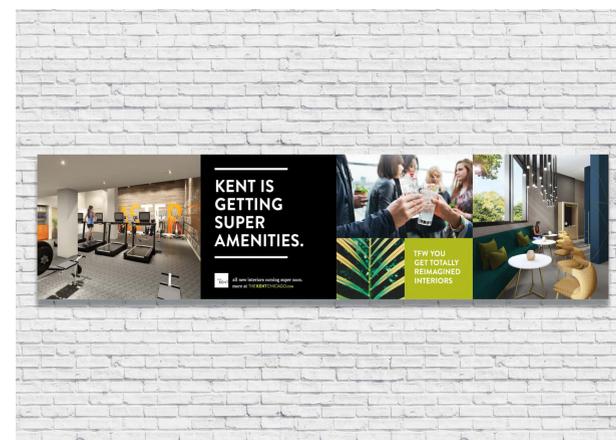
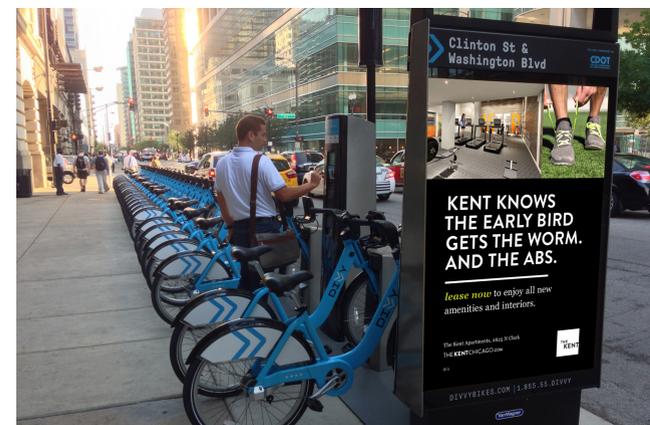
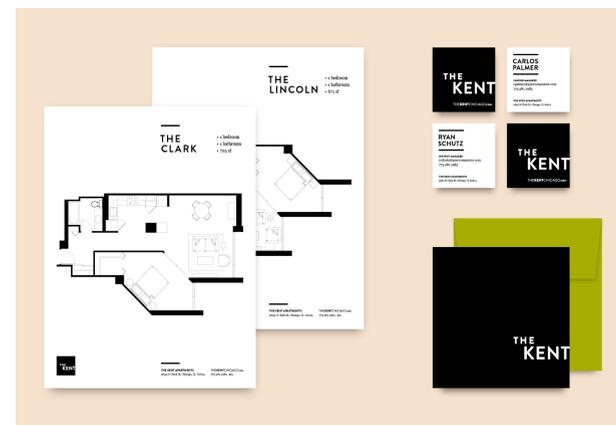
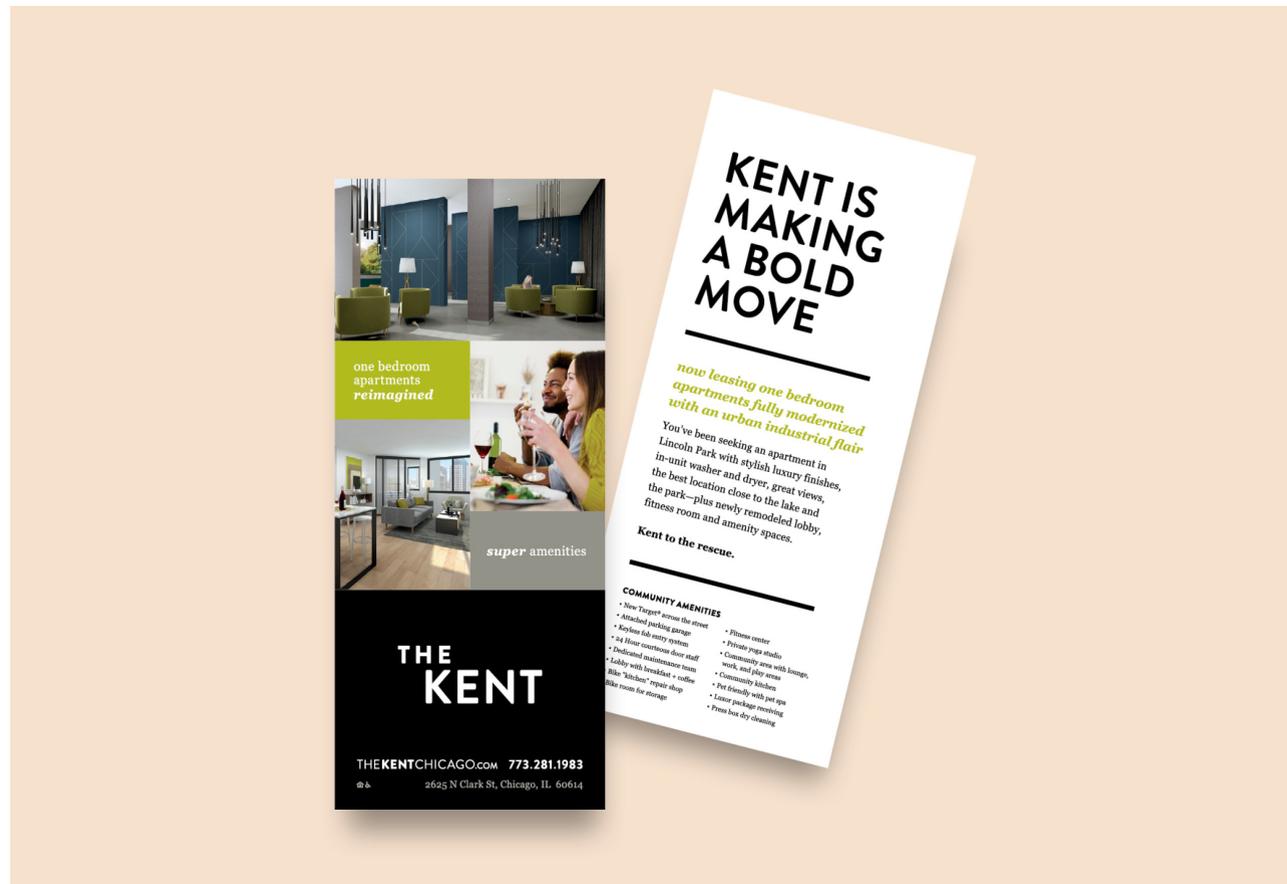
Rebranding a Lincoln Park mid-rise to target active, young renters

OBJECTIVE

Rebrand a refreshed Lincoln Park mid-rise apartment on Clark Street, reflecting the active lakefront lifestyle. The goal is to appeal to a younger, brand-savvy audience through a modern, digital, and social media-driven marketing strategy.

SOLUTION

Collaborated with Lincoln Property to craft a clever, fresh brand inspired by "Clark Kent." Developed digital collateral and a social media campaign that resonated with the target audience, resulting in renewed interest and increased rent rolls after the building's remodel.

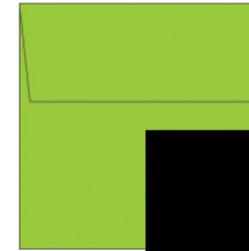


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Kent Apartments

Chicago, IL

Overview



KENT IS MAKING A BOLD MOVE

...ing one bedroom
...ts fully modernized
...an industrial flair

...being an apartment in
...with stylish luxury finishes,
...r and dryer, great views,
...on close to the lake and
...a newly remodeled lobby,
...and amenity spaces.

rescue.

AMENITIES

- Fitness center
- Private yoga studio
- Community area with lounge, work, and play areas
- Community kitchen
- Pet-friendly with pet spa
- Luxury package including:
- Front load dry cleaning

one bedroom apartments reimaged

super amenities

THE KENT

THEKENTCHICAGO.COM 773.281.1983
2625 N Clark St, Chicago, IL 60614

THE CLARK

- 1 bedroom
- 1 bathroom
- 705 sf

THE KENT

THE KENT APARTMENTS
2625 N Clark St, Chicago, IL 60614

THEKENTCHICAGO.COM
773.281.1983



RYAN SCHUTZ

DISTRICT MANAGER
rschutz@pmrc.com
773.281.1983

THE KENT APARTMENTS
2625 N Clark St, Chicago, IL 60614

THE KENT

- new amenities SUPER SPACES
- killer views SUPER SIGHTS
- lincoln park SUPER SETTING
- fully remodeled SUPER STYLISH

RENT THE KENT

In Chicago's Lincoln Park lies a place unlike any other, a building that rises above other buildings, not in height, no, but in character. With Kent, it's what's on the inside that counts—honesty, calm, eyeview, and in-unit laundry. Kent anticipates and understands your needs, with an all new fitness center, lobby/lounge, bike room and pet spa. It's all you've ever wanted and more. And it's mere moments from some of the city's finest destinations. So look no further—say yes to The Kent, gaze into the serene Chicago sunset and watch your future unfold.

Interiors fully modernized with an urban industrial flair

THEKENTCHICAGO.COM 2625 N Clark St, Chicago, IL 60614

KENT REINVENTS LINCOLN PARK LIVING

Kent is making a whole new lease on life

THE KENT is more than a great location (although that short commute is everything). Kent is also smart, one bedroom apartments with all the latest conveniences. Kent is versatile amenity spaces, from the community event space, to the fitness center/yoga studio, to the bike room that is free of charge. Kent knows all of the best neighborhood spots but also those secluded, quiet getaways. Kent knows you want to make smart, informed decisions in order to achieve the best quality of life. Kent to the rescue.

WHAT IS MAKING THE KENT SO SMART?
Our fully remodeled one bedroom units feature distinctive industrial style interiors, wood-blast accent lighting, and granite countertops. Each apartment is finished with new appliances including in-unit laundry. The thoughtfully designed layouts include open air plans and allow for flexible choices to help your life unfold and your needs evolve.

YOU CAN'T BEAT THE LOCATION
We've created a lease in a hot of trend area centrally located. The Lincoln Park area and neighborhood is a sought after location with unbeatable walkability. The nearby event parking is just minutes away. You will be within 10 minutes of the best shopping, dining, and parks. Business will delight in the prime location and prime view of the city, and everyone will benefit from the unbeatable location and professional onsite management team.

THEKENTCHICAGO.COM



upshift

Kent Apartments

Chicago, IL

Logo



**THE
KENT**

upshift

Kent Apartments

Chicago, IL

Zine Cover



Kent Apartments

Chicago, IL

Brochure Spread

one bedroom
apartments
reimagined

KENT REINVENTS LINCOLN PARK LIVING



kent is taking
a whole new
lease on life

THE KENT is more than a great location (although that short commute is everything). Kent is also smart, one bedroom apartments with all the latest conveniences. Kent is sensible amenity spaces, from the community event space, to the fitness center/yoga studio, to the lifeblood that is free coffee. Kent knows all of the hottest neighborhood spots but also those secluded, quiet getaways. Kent knows you want to make smart, informed decisions in order to achieve the best quality of life. Kent to the rescue.

HOME IS WHERE THE KENT IS

Our fully remodeled one bedroom units feature distinctive industrial glass bedroom doors, wood-look plank flooring, and gorgeous views of the city. Each apartment is furnished with new appliances including in-home washer and dryer. The thoughtfully designed layouts make smart use of space and allow for plentiful closets to keep your life organized and your mind at ease.

YOU CAN THANK US LATER

We're excited to have a host of brand new amenity spaces. The bike storage room and repair shop are a must for commuters and lifelong trail enthusiasts. The onsite covered parking doesn't hurt either. Pets will be spoiled silly with a pet spa and close proximity to beaches and parks. Humans will delight in the deluxe fitness center and private yoga studio. And everyone can breathe easy with our dedicated maintenance staff and professional onsite management team.

THEKENTCHICAGO.COM



VIEWS DON'T LIE

Enjoy views that span for miles outside your window. The spacious living area is separated from the bedroom by a sliding glass door for a modern, industrial aesthetic. Retractable curtains add an extra layer of privacy. *

*certain not included

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Kent Apartments

Chicago, IL

Brochure Spread



BUT FIRST COFFEE
Lounge in a lobby that boasts
upscale coffee shop vibes
and a complimentary coffee
hiro station. It's the perfect
meeting spot for friends, as
well as the ideal place to
start and end your day.

Kent Apartments

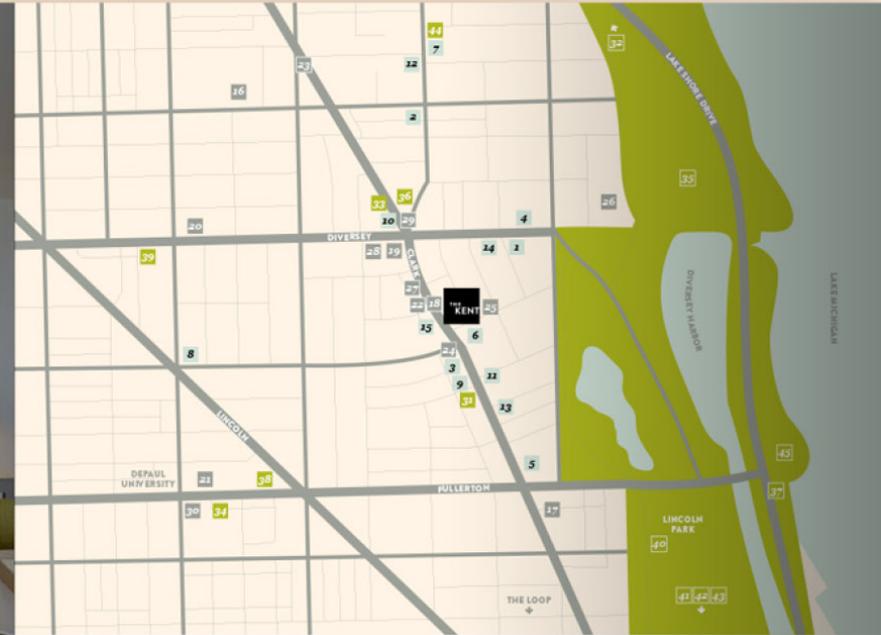
Chicago, IL

Brochure Spread



DID SOMEONE SAY DINNER PARTY?

The open kitchen/living space offers a versatile, game-friendly layout with wood look floors throughout. The stylish laundry/utility closet blends seamlessly with its modern surroundings and stainless steel appliances.



LINCOLN PARK

Home to miles of lakefront, DePaul University, Lincoln Park Zoo, the famous Wiener Circle, and much, much more—The Kent is truly surrounded by some of the greats. Navigate the city with ease, with the Red, Brown and Purple Line stops nearby. Shop across the street at Target or around the corner at Trader Joe's. There's a reason Lincoln Park is one of the most walkable neighborhoods in Chicago. You won't have to go far to find nature, nightlife and all the niceties. Kent invites you to go exploring.

 <p>FOOD / DRINK</p> <ol style="list-style-type: none"> 1. Cigano Bar 2. Chip 3. Del Seed 4. Duff's Tavern and Caffe 5. Mama's Kitchen 6. BagCat 7. Intelligence Coffee 8. Leo Maloni's Pizzeria 9. Maly's Cigarerie 10. Rite's Diner 11. Starbuck 12. Stella's Diner 13. The Little 14. Wiener Circle 15. Yolk 	 <p>CONVENIENCE / TRANSPORTATION</p> <ol style="list-style-type: none"> 16. Advocate Illinois Masonic Medical Center 17. Big Apple Beer Pubs 18. Bus Stop at Clark & Drexelwood (420 + #20) 19. Bus Stop at Diversey & Clark (470) 20. CTA: Diversey Brown/Purple Line Stop 21. CTA: Fullerton Red/Brown/Purple Line Stop 22. CVS Pharmacy 23. Chess Bank 24. Drive Station: Clark & Wabasha 25. Hangman Court Cleaners 26. Precision Saint Joseph Hospital 27. Target 28. Trader Joe's 29. Walgreens 30. Whole Foods Market 	 <p>RECREATION / SHOPS</p> <ol style="list-style-type: none"> 31. Belmont Flower Market 32. Belmont Harbor 33. Cabrini Centre Cleaners 34. Fieldwork Art Museum 35. Diversey Drinking Range 36. Fitness 19 37. Fullerton Beach 38. Lincoln Ball 39. Lincoln Park Athletic Club 40. Lincoln Park Conservatory 41. Lincoln Park Zoo 42. North Avenue Beach 43. Park West 44. Sage Boutique 45. Theater on the Lake
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Kent Apartments

Chicago, IL

Rack Card



one bedroom apartments reimagined

super amenities

THE KENT

THEKENTCHICAGO.COM 773.281.1983

📍 2625 N Clark St, Chicago, IL 60614

KENT IS MAKING A BOLD MOVE

now leasing one bedroom apartments fully modernized with an urban industrial flair

You've been seeking an apartment in Lincoln Park with stylish luxury finishes, in-unit washer and dryer, great views, the best location close to the lake and the park—plus newly remodeled lobby, fitness room and amenity spaces.

Kent to the rescue.

COMMUNITY AMENITIES

- New Target® across the street
- Attached parking garage
- Keyless fob entry system
- 24 Hour courteous door staff
- Dedicated maintenance team
- Lobby with breakfast + coffee
- Bike "kitchen" repair shop
- Bike room for storage
- Fitness center
- Private yoga studio
- Community area with lounge, work, and play areas
- Community kitchen
- Pet friendly with pet spa
- Luxor package receiving
- Press box dry cleaning

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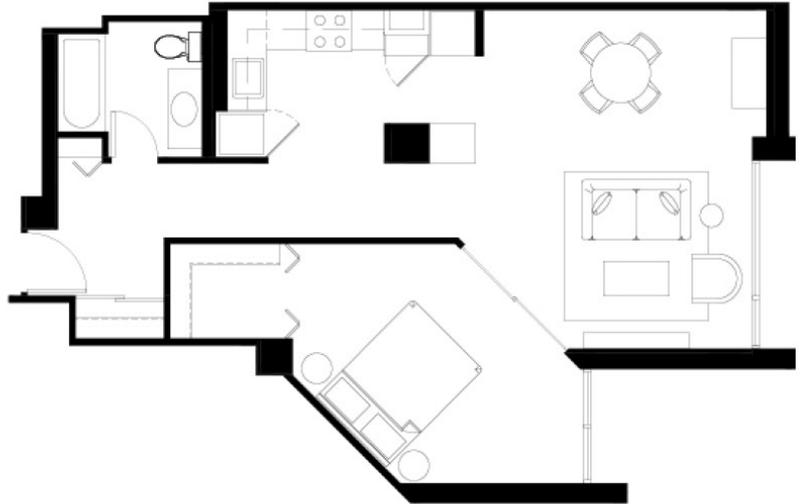
Kent Apartments

Chicago, IL

Stationery Kit

—
THE CLARK

- 1 bedroom
- 1 bathroom
- 705 sf



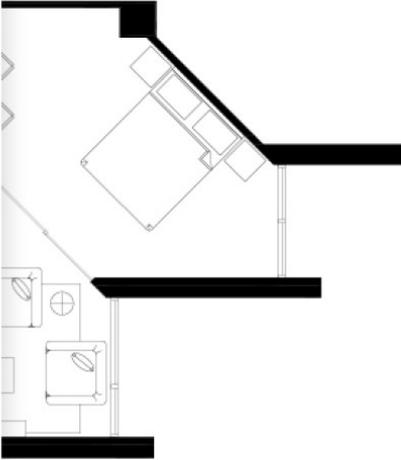
THE KENT

THE KENT APARTMENTS
2625 N Clark St, Chicago, IL 60614

THEKENTCHICAGO.COM
773.281.1983

—
THE LINCOLN

- 1 bedroom
- 1 bathroom
- 671 sf



THE KENT APARTMENTS
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THEKENTCHICAGO.COM
773.281.1983

THE KENT

THEKENTCHICAGO.COM

CARLOS PALMER

LEASING MANAGER
cpalmer@pmrcompanies.com
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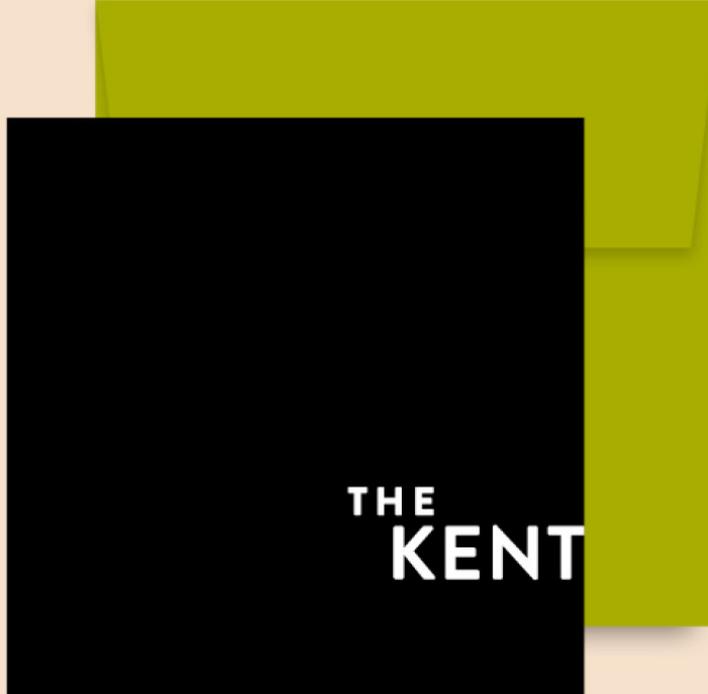
RYAN SCHUTZ

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THE KENT

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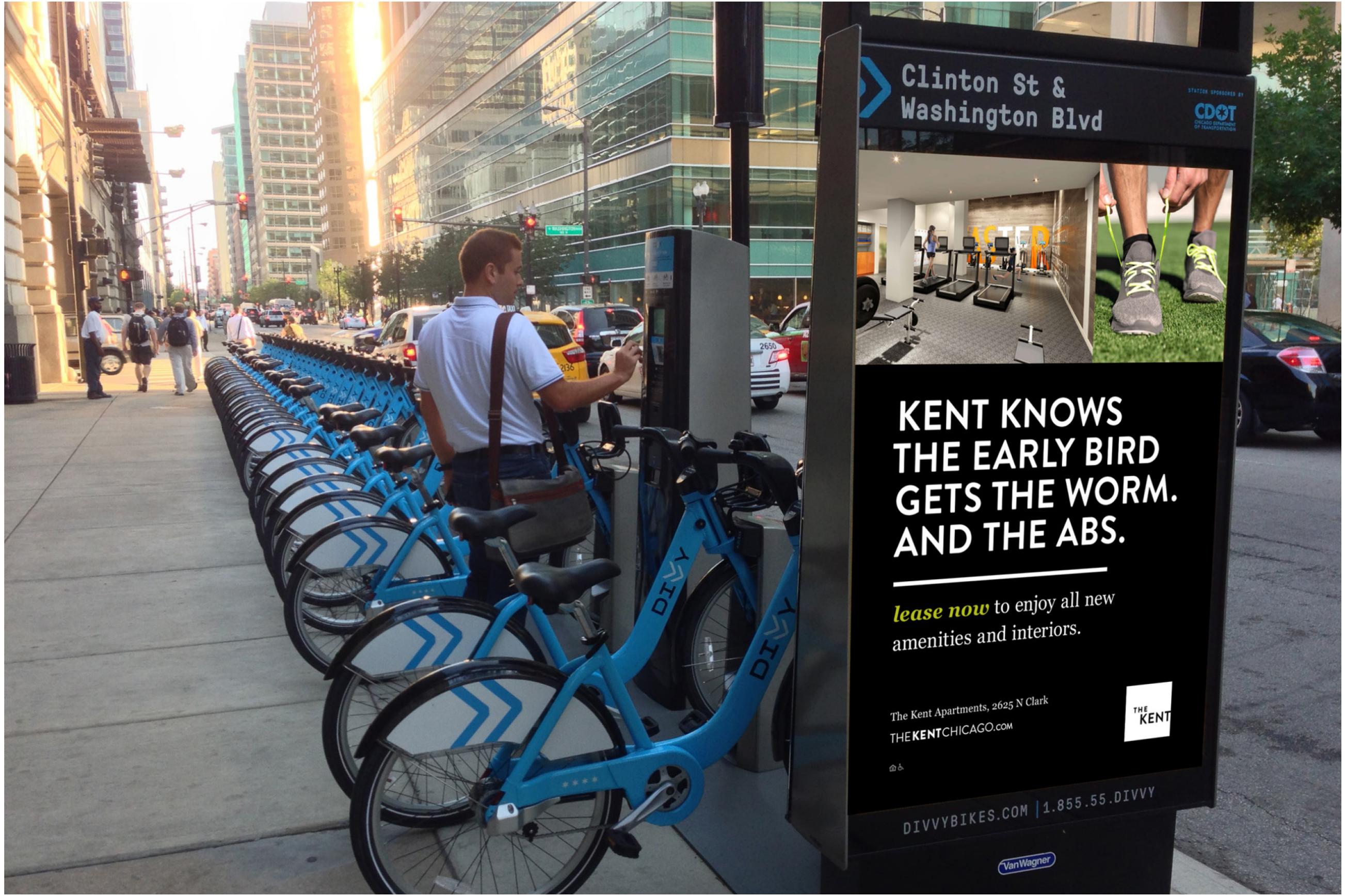
THE KENT

upshift

Kent Apartments

Chicago, IL

Divvy OOH Ads



Clinton St & Washington Blvd

STATION SPONSORED BY
CDOT
CHICAGO DEPARTMENT
OF TRANSPORTATION



**KENT KNOWS
THE EARLY BIRD
GETS THE WORM.
AND THE ABS.**

lease now to enjoy all new
amenities and interiors.

The Kent Apartments, 2625 N Clark
THEKENTCHICAGO.COM



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Kent Apartments

Chicago, IL

Building Signage



KENT IS
GETTING
SUPER
AMENITIES.

all new interiors coming super soon.
more at THEKENTCHICAGO.COM

TFW YOU
GET TOTALLY
REIMAGINED
INTERIORS

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Kent Apartments

Chicago, IL

Elevator Signage



PREPARE TO
BE TRANSPORTED.

 all new interiors coming super soon.
more at THEKENTCHICAGO.com

KENT IS
GETTING A
FACELIFT.

 all new interiors coming super soon.
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