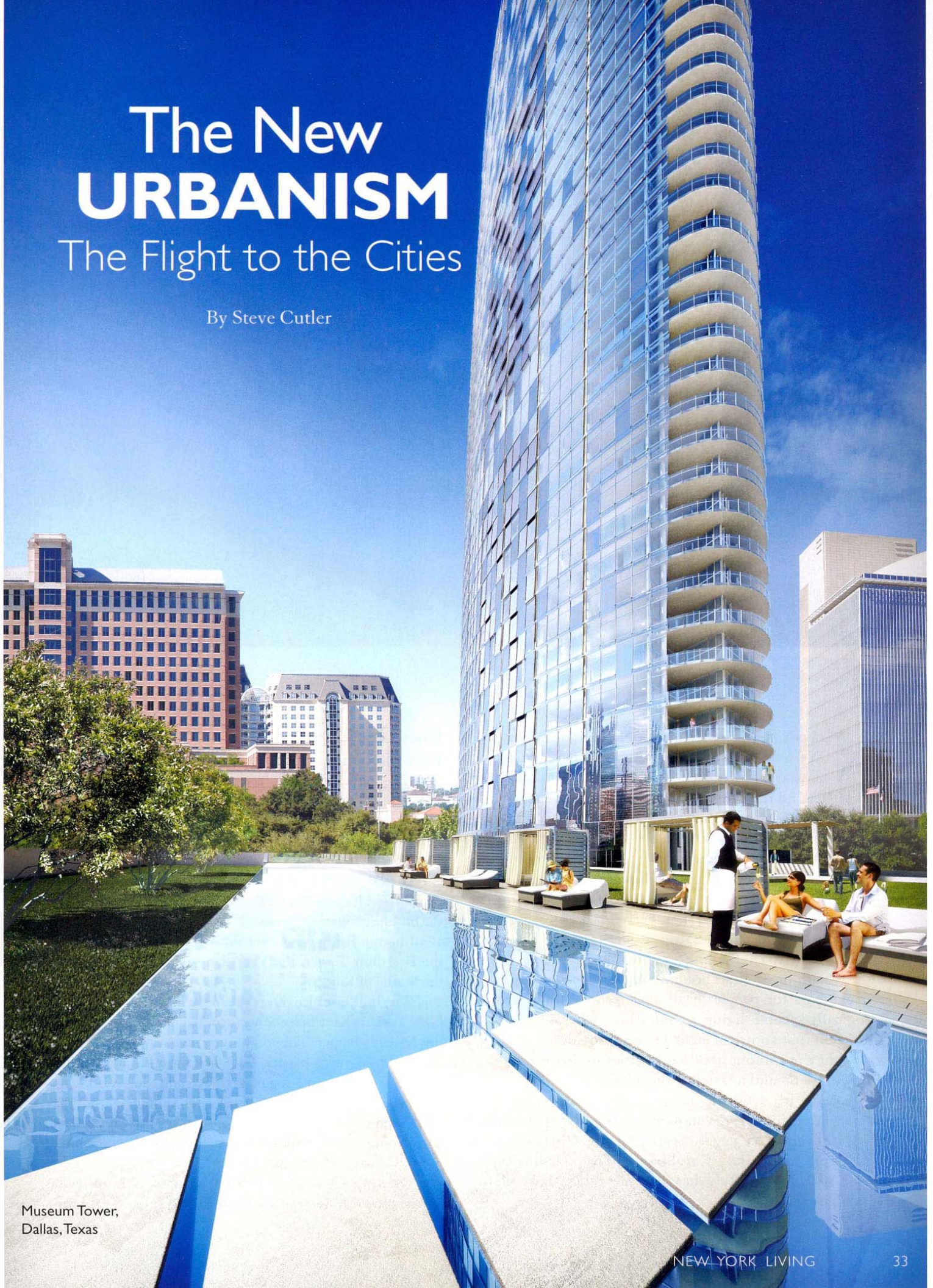


The New **URBANISM**

The Flight to the Cities

By Steve Cutler



Museum Tower,
Dallas, Texas



Nobody does city living better than New York. We wrote the book on managing demanding, passionate, extravagant lifestyles. And now that cities all around the country are getting safer, wealthier, and more sophisticated, they're looking to New York as the prototype for the modern luxury lifestyle.

New York City's greatest export in the 21st century might be the high-rise luxury condominium.

Adrienne Albert, president of the Marketing Directors, a company that has been marketing high-end condos for more than 25 years, observes, "With the maturing and strengthening of downtowns across the country, with inner cities becoming habitable and happy environments for people of all ages, economically and ecologically, people living in suburbia are craving the interaction that an urban environment provides."

So they're coming back to the cities in droves, with money to spend and a taste for the good life.

"I think it's a major change in the country," says Albert, whose marketing company has recently ventured into California, Las Vegas, Seattle, Atlanta, Alabama, Mississippi, and the Carolinas. "The glamorous New York City lifestyle has become quite desirable everywhere."

The Chicago Loft

No modern dwelling is more quintessentially urban than the loft, which offers the most precious commodity money can buy in a densely populated city: space.

Of course, every city has redefined the loft many times over, including New York, where the modern loft originated. (Its roots are in the artists' lofts of Paris after the French Revolution.)

"As with so many architectural genres, when you pick up the loft and move it, it is translated by its geography," observes Christina Noelle, author of *Urban Loft: How Chicago Redefined the Architecture*. "While it starts with New York and has its heart in New York, as it moves around the country it is redefined by the people, the movement, and the building — where and how the buildings are laid out in a city and how they can be converted."

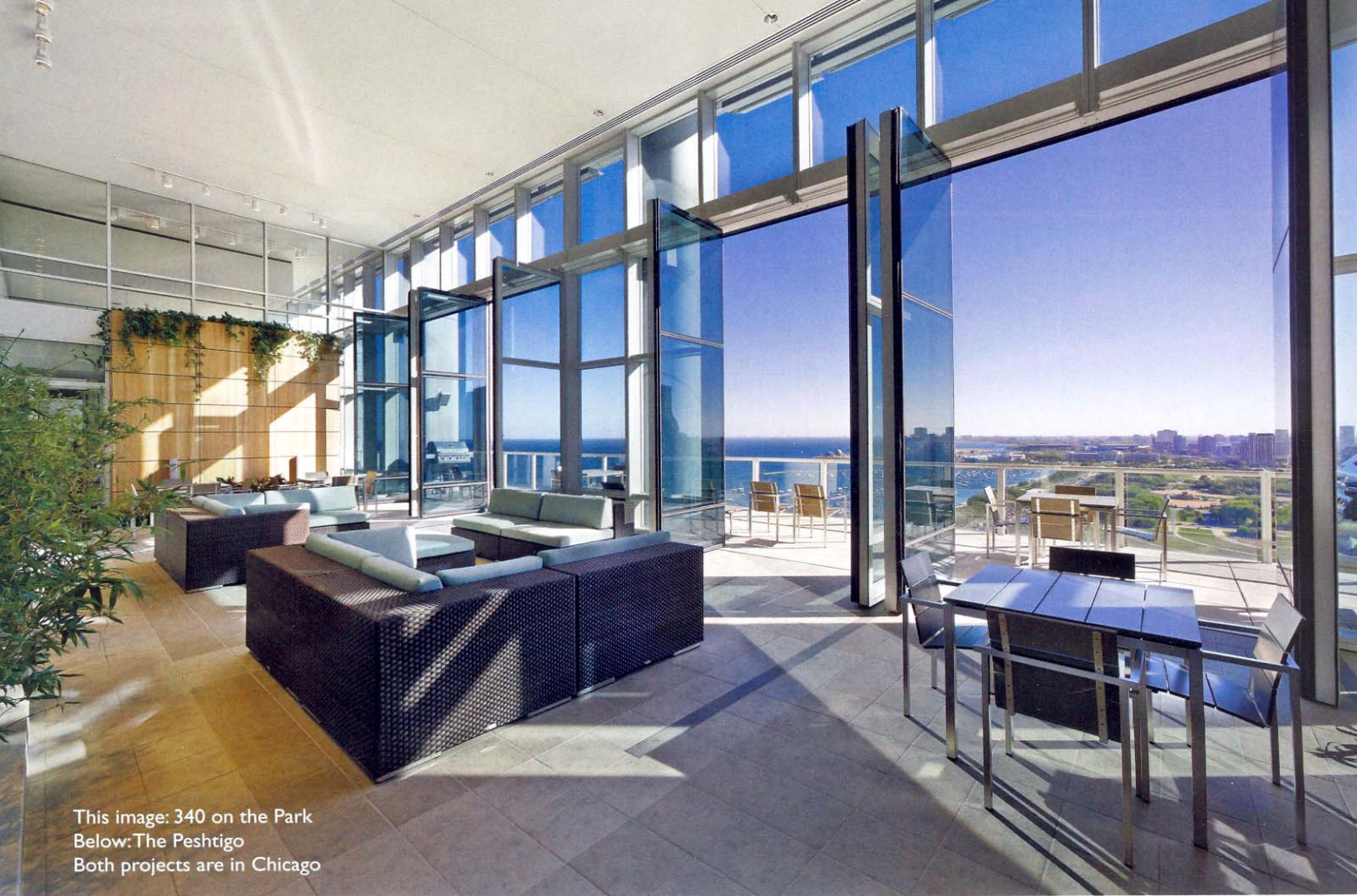
Noelle is a principal of MCZ Development, which has been converting commercial buildings to loft condominiums in Chicago for 25 years. She sees it as a mission. "I save old buildings, one at a time," she writes. "I recycle them and make them viable for the next generation."

It's an aspect of the green movement, she says. "These buildings on a very large scale are recycling. Our buildings have been factories, warehouses, post offices, candy factories, a thousand different things. We're making them new again, which is not only good for the environment, but good for the legacy of the city."

MCZ did their first loft conversion, Ravenswood Lofts at Belmont, some 25 years ago. Says Noelle: "It was a literal translation of a New York loft. The kitchen and the bathroom were in the middle of the floor plan and there were no bedrooms. It was just a wide open space, very unprogrammed," with exposed brick and timber ceilings and beams.

The buildings the company produces now, says Noelle, "reflect the New Urbanism, designed with the notion that people inside the building are going to be creating a community with each other."

No. Ten Lofts, MCZ Development's largest recent conversion in the West Loop of Chicago, offers 256



This image: 340 on the Park
Below: The Peshtigo
Both projects are in Chicago



fully finished luxury lofts in a full-block building that surrounds a massive landscaped courtyard. “It’s an instant community,” says Noelle. The condominium has common areas that encourage socializing, like the owners’ club with café, catering kitchen, billiard room, screening room, and lounge. No. Ten Lofts also contains a fitness center and business center.

The loft conversions of the past two decades that helped bring life to areas in Chicago’s city center are giving way to a wave of new luxury high-rise condominium construction downtown, particularly on River North.

The highest profile residential project in Chicago, or anywhere in the world for that matter, just broke ground this past summer. The magnificent Chicago Spire, designed by Santiago Calatrava, will be the world’s tallest residential building when it is completed in 2011, and the tallest freestanding structure in North America. Located in upscale Streeterville on the Lake Michigan shoreline, the Spire will contain 1,200 residences on its 150 floors.

Also in Streeterville, Related Midwest, the Chicago affiliate of the company that built the Time Warner Center in New York City, is developing The Peshtigo, a 57-story glass-sheathed luxury condominium with 358 one-, two-, and three-bedroom homes and eight penthouses. Designed by Perkins & Will, the building will contain a 75-foot outdoor



pool with lounge area, spa, fitness center, club room, and landscaped outdoor deck with kitchen.

The Peshtigo is a LEED-certified green building, and, according to Kerry Dickson, a principal of Related Midwest, it tries to be a good neighbor. “We’re working with Ralph Johnson from Perkins & Will,” says Dickson, “to maximize the views from our building but at the same time pull it away from the tower directly to the north of us, so that we have less of an impact on their views.”

Not far from The Peshtigo, on Lake Shore Park East, Related Midwest is nearing completion on another giant luxury condo, 340 on the Park, which is on course for a LEED Silver certification. The condominium will be, at 62 stories, the tallest all-residential building in the United States and the first LEED-certified residential tower in the Midwest.

Part of a 28-acre \$2.5 billion planned community in the heart of the city, 340 on the Park will command spectacular views of Chicago’s skyline, lake, and parks, and will host a 25th-floor amenity space with a two-story landscaped interior winter garden, outdoor terrace with two gas grills, fitness center, spa, 75-foot pool, and club room.

As part of its extensive ecofriendly program, 340 on the Park will offer an I-GO car exclusively for residents’ use. I-GO is a Chicago-based not-for-profit car-sharing company providing low-emission vehicles available for rental by the hour.

Boston

Related is taking the lifestyle and signature design formula it perfected in New York City to Boston’s Back Bay. While Back Bay residents have lived mainly in 19th-century row houses, some new amenity-rich high-rise residences, such as Related’s Clarendon, are rising in the historic neighborhood.

Back Bay is the home of Boston Common, Copley Square, and the Hancock building, and it is near Fenway Park, Symphony Hall, and the renowned South End restaurants, many of them lining Tremont Avenue, Boston’s Restaurant Row.

Designed by Robert A. M. Stern, in partnership with CBT Architects and Ismael Leyva, who created the apartments at the Residences at Time Warner Center, the Clarendon will benefit by Related’s alliance with Equinox,

offering a private fitness center that features “Fitness Lifestyle by Equinox” personal services.

The 33-story Clarendon will contain an Assouline Culture Lounge, a private library designed by Assouline Publishing, the prominent publisher of art, culture, photography, fashion and style books. The Clarendon Clubroom has an adjacent terrace and in-home dining and catering services provided by an on-site signature restaurant run by Kenneth Himmel, owner of Boston’s popular Grill 23 & Bar, Harvest, and Excelsior.



This image and above:
The Clarendon in Boston

One new project nearing completion in Back Bay, the Mandarin Oriental Boston, presold its condominium residences a year and a half ago for near-Manhattan prices for ultraluxury, at almost \$1,800 a square foot.

The Clarendon will be Boston’s first luxury hybrid property, which, like New York City’s One Carnegie Hill, offers both for-sale and for-rent residences. Expected to be completed in late 2009, the building began sales of its 103 condominium residences in early March, and will start leasing the 178 rental apartments in Fall 2009.