



306 West Erie

A transformative workplace in Chicago's River North Neighborhood

North Wells Capital, the investment management affiliate of Urban Innovations, is leading a planned mixed-use redevelopment in the Chicago, IL River North neighborhood. Many of the older warehouse loft buildings in the area were slipping into class B type of spaces due to the smaller floor plates. While the aesthetic was still very desirable, tenants were seeking larger floor plates and room for expansion. The design vision was to double the floor plate by expanding into an adjacent parking lot, blending the existing brick and timber loft with a modern steel structure that transforms the existing space, adds 15,000 square-foot office floor plates and provides the needed tenant amenities.

NORR worked in collaboration with North Wells Capital to design a transformative workspace. The redevelopment will occur in two distinct phases. Phase I will feature the renovation of the existing 7 story Heavy Timber Warehouse building at 306 West Erie Street, with a new 6 story floor-to-ceiling glass addition to the east. The use will primarily consist of ground floor retail, multi-tenant offices and a spectacular common roof deck. Phase II will include a new 15 story office building with ground floor retail, an office entry lobby, several parking levels and multi-tenant office floors above. In addition to a great roof deck, Phase II will also include several outdoor terraces through the building on multiple building elevations and floor levels providing a tenant amenity not found within the current market.

The project preserves the traditional brick and timber construction, but also provides desirable amenities and infrastructure that appeal to River North's business and resident community. It will usher in a new era of design for an office complex in River North that will help tenants attract and retain talented workers, offering an ideal size for growth-oriented companies looking for a presence and visibility at the center of Chicago's innovation community.

CLIENT	North Wells Capital
PORTFOLIO	Commercial
CATEGORY	Ground Up Building
SIZE	Existing - 57,898 SF (5,379 SM) New - 40,908 SF (3,800 SM) Phase 1 - 98, 806 SF (9,179 SM)
LOCATION	Chicago, IL, US
DATE	February 2021
SERVICES	Architecture Interior Design Master Planning

Commercial

NORR's focus on high-performance buildings is supported by our integrated design approach, with architects, interior designers and engineers working in unison to create optimum solutions. Our project experience extends across the entire spectrum of services, from master planning to workplace strategies. We take a client-centric approach to every project to deliver on business objectives and long-term value and efficiencies.

Designing to Meet Business Objectives

Our commercial architecture design approach is to create impactful, creative and sustainable projects to respond to our client's very specific goals and business objectives. We design for the future by creating state-of-the-art office structures and interiors that support healthy environments for the workforce. This enables higher employee productivity and lower operating costs. We do this through research and selection of mechanical, electrical, life safety, elevator and communications systems, sustainable materials and programs for each and every design project. The result is measurable performance against business objectives.

Creating for Long-Term Value and Efficiencies

We also know that it is critical that office buildings, workspaces and systems, be designed for flexibility, to accommodate the changing demands of tenants, and their workforce, over time. Expectations of the work environment and the rapid advance in technology are major factors in design. Building owners and employers

need to offer a gamut of completely-wired, flexible floor plates, collaborative and hoteling workspaces and employee amenities to remain competitive for tenants and skilled talent respectively. At NORR, we design for today, and tomorrow, to ensure our clients realize long-term value.

Sustainable building practices are also relevant when considering resiliency in the designs of building envelopes and reducing the environmental footprint, resulting in cost and energy savings. We've partnered with our clients to realize efficiencies on everything from brownfield projects to renovations to adaptive reuse structures. In every instance, we embrace the vital role that design plays in our lives and communities.

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