

## **Two developers banking on Near South Side**

*BY DAVID ROEDER AND FRAN SPIELMAN Staff Reporters Advertisement*

**March 25, 2005** - Mayor Daley is moving out, but developers continue to move in on the Near South Side.

Citing growth in stores and restaurants that add to that community's appeal, two developers have submitted plans for new condominium towers within a few blocks of each other.

One is targeted for 1454 S. Michigan, where Sedgwick Properties Development Corp. plans a 25-story, 215-unit building. The project also envisions an architectural renovation of an old Buick showroom that was a part of Chicago's historic "Motor Row" in the early 1900s.

The other project, 19 stories and about 253 units, is at 1255 S. State. Its backer is longtime home builder Warren Barr, who has formed a new investment group for the venture.

Both projects brave rising interest rates and other economic jitters. But Barr and Marty Paris, president of Sedgwick, said they're convinced sales on the Near South Side are just gaining momentum. Both projects need zoning changes before they can proceed.

"The South Loop in the last 12 months has hit a critical mass, and it's gaining acceptance with buyers," Paris said. He and Barr said retail expansion along Roosevelt Road is helping draw condo shoppers from the more expensive Near North Side.

"The South Loop market isn't fully developed. Meanwhile, there's a lot of congestion on the North Side that people are getting frustrated by," Barr said.

The two buildings fall just outside the Central Station complex, recently the sales leader in Chicago's condo chase.

Mayor Daley bought into an earlier phase of Central Station in 1993, occupying a town

house near 14th and Indiana. His presence lent cachet to the fledgling neighborhood.

Now, Daley and wife Maggie plan to decamp for a downtown condo building that overlooks Millennium Park. But the Near South Side is expected to continue growing, with brokers commenting about how the newest phase of Central Station, a 65-story tower at the southwest corner of Roosevelt and Columbus, has been a quick seller, with prices starting at \$400,000.

By comparison, Paris and Barr are targeting buyers of more moderate means. Both men are planning to sell their smallest units for about \$170,000, with larger homes in the \$350,000 to \$400,000 range.

Paris and partners have contracted to buy three parcels on south Michigan for what he's calling the Marquee Michigan Avenue. One includes the old Buick showroom that would be renovated as retail space.

Barr's building is a product of architectural firm Pappageorge/Haymes Ltd. It would replace a parking lot and a small building that used to be home to the restaurant Tommy Gun's Garage, which has moved.