

**ULI Chicago 9th Annual Vision Awards
July 11, 2024**



Project Finalist: Tribune Tower | Golub & Company

Project Team:

Developer/Owner: Golub & Company

Architecture Firm: SCB

General Contractor: Walsh Group

Project Description: The Tribune Tower Conversion is an example of architecture as stewardship. Designed by architects John Howell and Raymond Hood and constructed in 1925, the tower was located adjacent to the Chicago Tribune's existing printing plant. In 1935, the Radio Building was added, followed by the Television Building in 1950. In 2018, the newspaper vacated its offices, and planning began to convert the complex

into luxury condominiums. Throughout the project, completed in 2022, the design team committed to retaining the identity of the historic building that is one of the most recognizable in Chicago. Using the original construction documents, the design team created a digital model of the entire complex to coordinate the preservation and conversion efforts. Within the 34-story Tribune Tower itself, the original core was redesigned. Preserving and enhancing the architectural character of the non-landmarked buildings and artifacts that make up the urban composition was also a major priority. The tower's historic facade was preserved and restored, including repairing the limestone building enclosure and replacing all windows. Retaining the original buildings instead of demolishing them for new construction was a sustainable choice that reduced carbon emissions. Additionally, utilizing water from the nearby Chicago River for mechanical cooling eliminates the need for a cooling tower, avoiding added energy use. Expansive office floor plates combined with a complex and varied architectural envelope challenged the team while designing market-appropriate condominium layouts. Of the 162 units, there are a grand total of 55 unique floor plans, ranging from one-bedrooms to penthouses. Unusable office floor area was carved out to create a private, landscaped courtyard amenity for residents that acts as an urban respite. The exterior walls of the courtyard are clad in limestone detailed to match the historic tower facades. Parking was a significant need for the residences, leading the design team to completely rededicate multiple below grade floors previously occupied by the Tribune's printing operations. Historically sensitive enhancements to the Radio and TV buildings support flagship retail and provide a new residential entry. The preserved original tower lobby remains open to the public as an amenity for the city. Retail frontage on the original printing plant was also redeveloped, activating a reimagined Pioneer Court and public plaza that is highly integral to the identity of North Michigan Avenue. The full complex, both public and private spaces, was updated to the latest ADA-compliant accessibility standards. To further attract residents, the development offers 55,000 square feet of amenities, including wellness-focused features such as, on the second floor, a spa, a 75-foot indoor lap pool, and a connected outdoor terrace located behind the iconic Chicago Tribune sign. Third floor common areas focus on group activities, providing meeting rooms, lounges, game rooms and a bar with entertaining areas. A lounge and terraces at the tower's crown offer residents a one-of-a-kind experience beneath its neo-gothic buttresses. The Tribune Tower conversion now provides a successful case study for the increasing demand for adaptive reuse, particularly when working within a landmarked building while adding housing to an urban core.