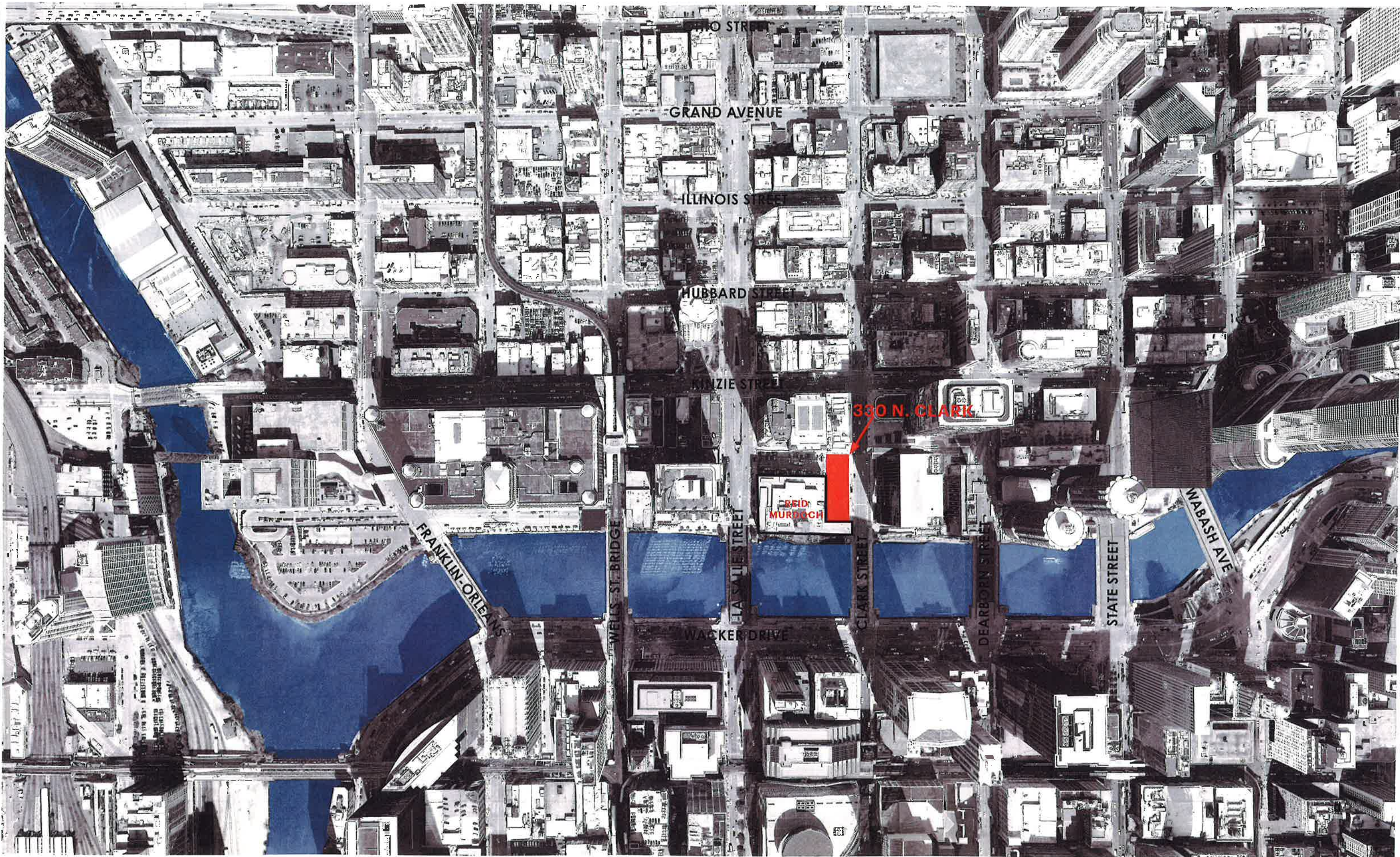


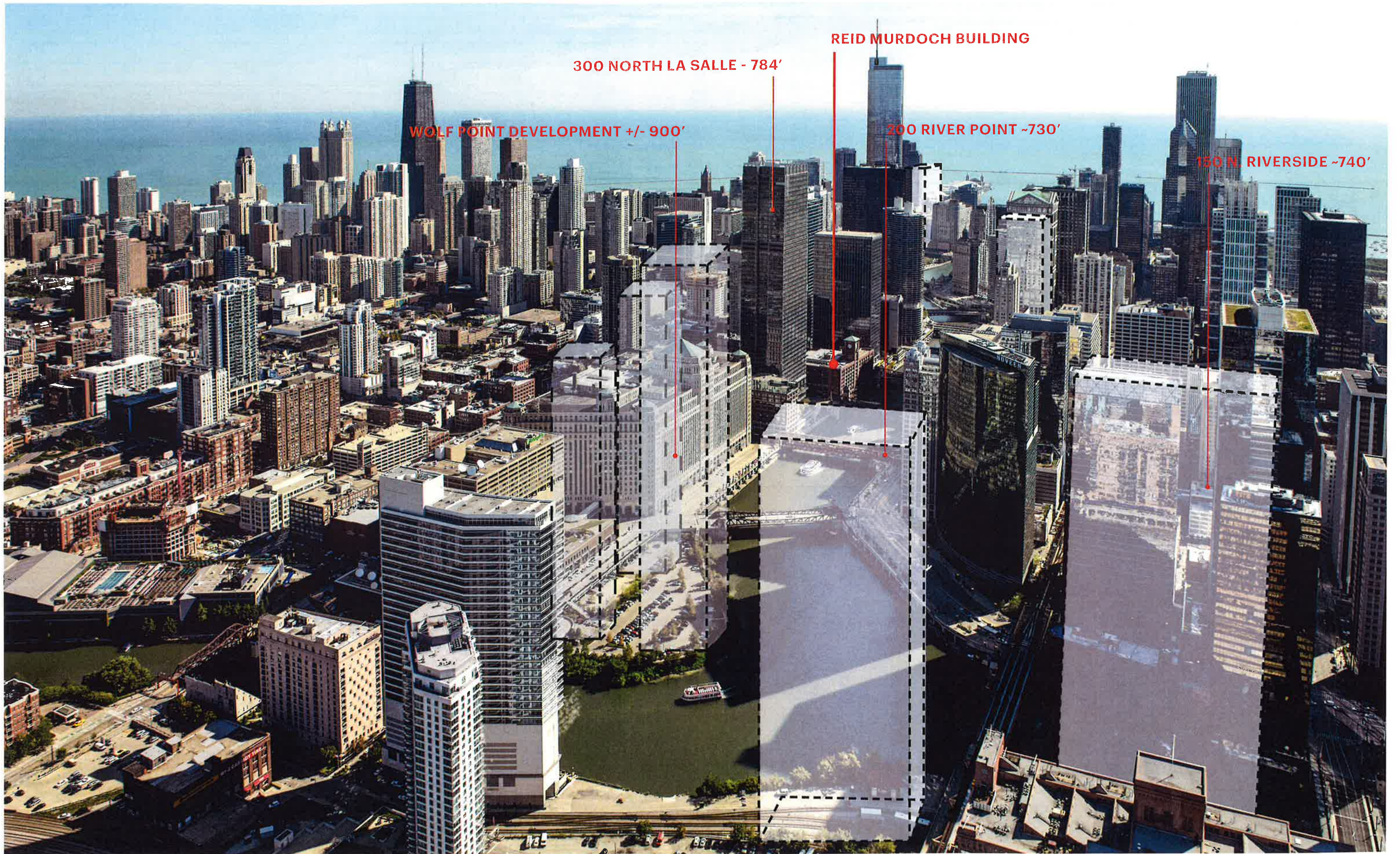
HKS | HOSPITALITY
GROUP

330 NORTH CLARK - CHICAGO, ILLINOIS
DECEMBER 18, 2015

COMMUNITY PACKAGE FOR ALDERMAN REVIEW

SITE OVERVIEW





300 NORTH LA SALLE - 784'

WOLF POINT DEVELOPMENT +/- 900'

REID MURDOCH BUILDING

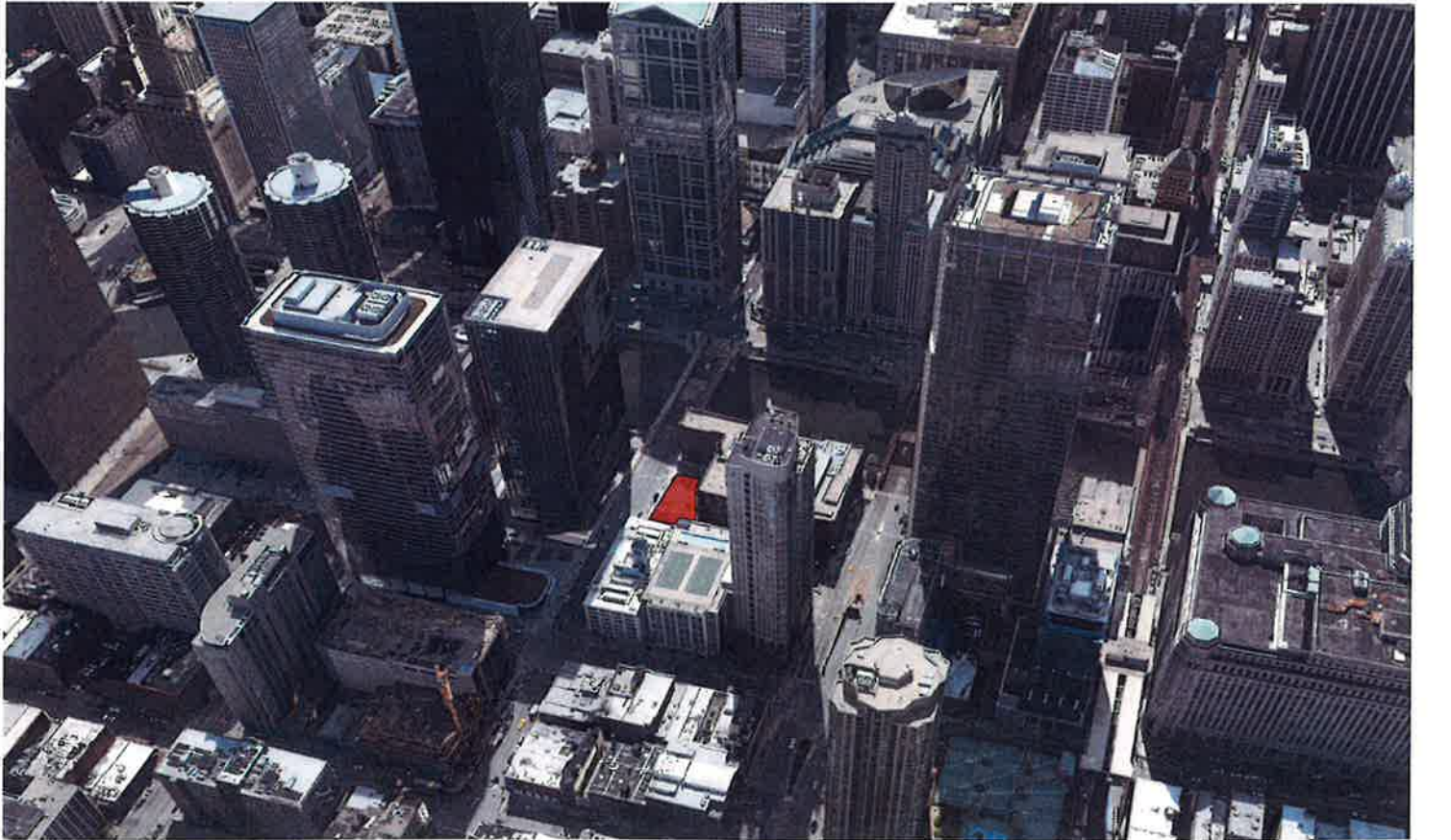
200 RIVER POINT ~730'

150 N. RIVERSIDE ~740'



1909 PLAN OF CHICAGO

The 1909 Plan of Chicago co-authored by Daniel Burnham and Edward H. Bennett recommended transforming the Chicago River into a public space for the city.





The position of the historic Reid Murdoch building sits prominent along the edge of the Chicago River in relation to the building plane of the surrounding context. This position reinforces the building relationship to the pedestrian scale, thus enhancing the experience of the rich historic architectural character.

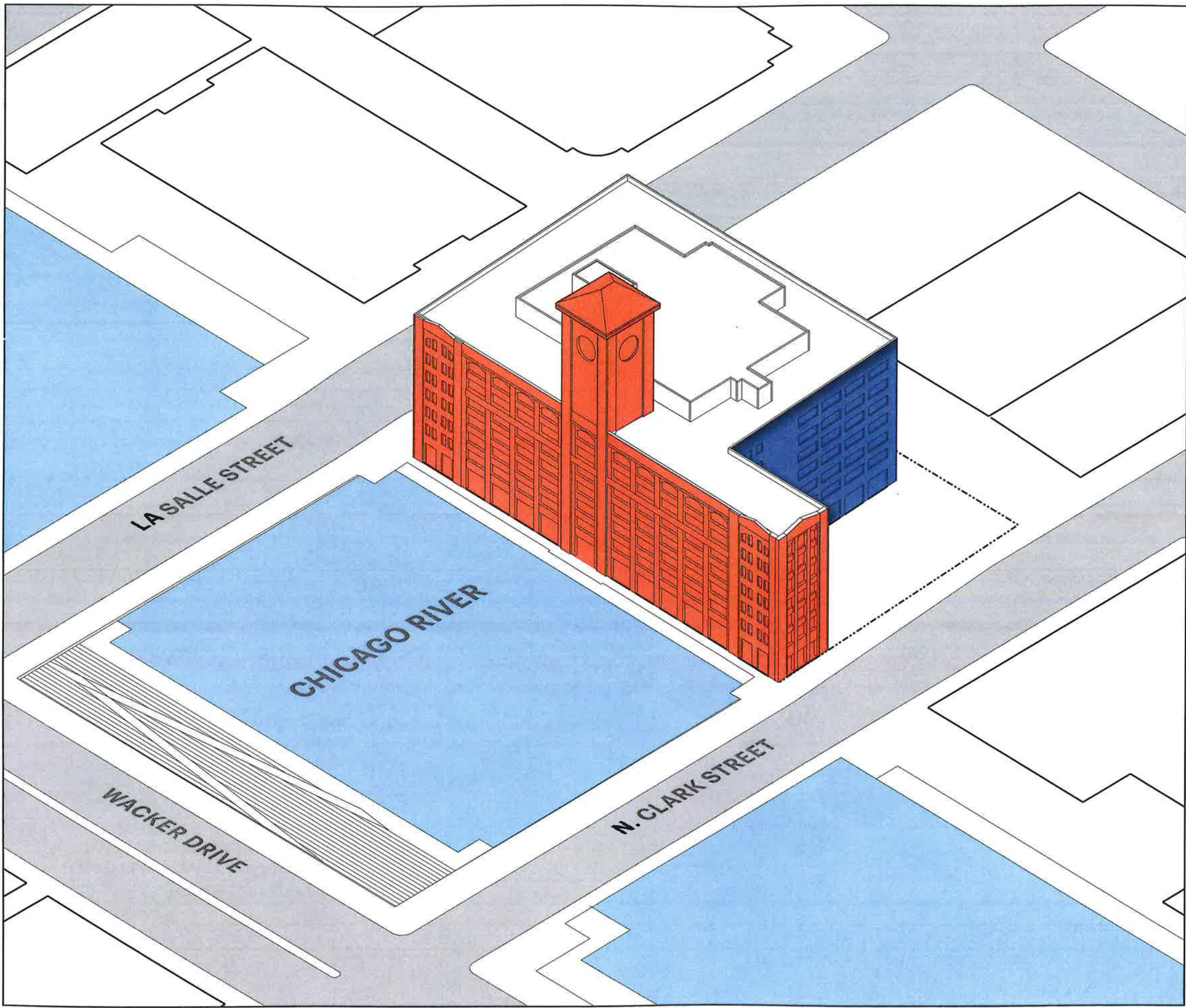


2015 CURRENT CONDITIONS

The Chicago Riverwalk is a world class amenity for the citizens and visitors of Chicago, offering a variety of dining, leisure and lodging choices mixed with some of the premier office spaces in the city.

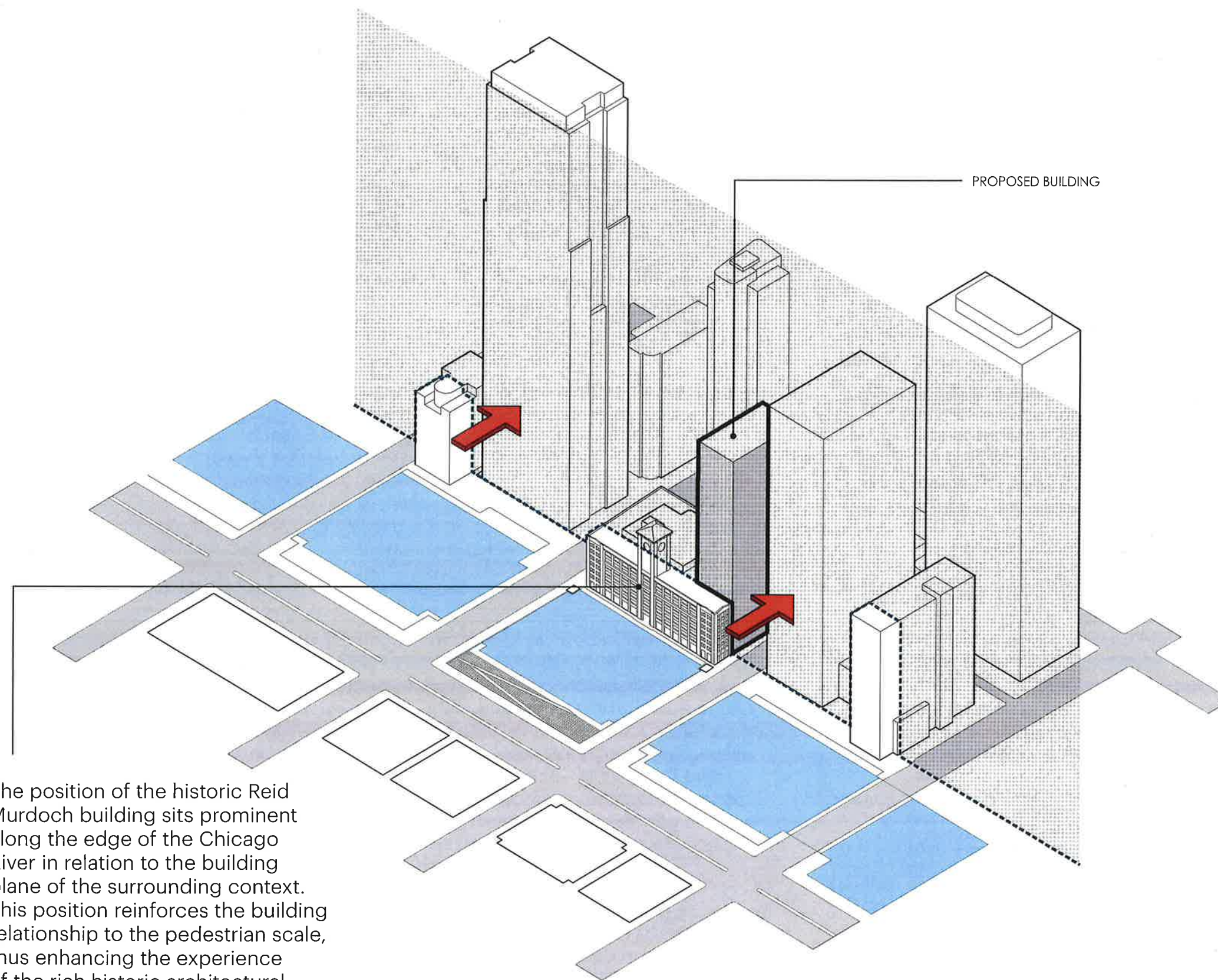
HISTORIC IMPACT TO INTERIOR FACADES





-  HISTORIC WALLS
-  NON-HISTORIC WALLS

PERSPECTIVE FROM THE SOUTH-EAST
AXON VIEW 1



The position of the historic Reid Murdoch building sits prominent along the edge of the Chicago River in relation to the building plane of the surrounding context. This position reinforces the building relationship to the pedestrian scale, thus enhancing the experience of the rich historic architectural character.



REID MURDOCH PRESENCE

The proposed tower at 330 North Clark will maintain the Reid Murdoch building as a prominent piece of architecture along the Chicago Riverfront edge.

A letter from Tim Barton
Zoning and Historic Preservation Consultant:

Few buildings in Chicago have as commanding a presence as the Reid Murdoch Center. From its very inception, the dominant design scheme was to emphasize its location on the Chicago River and make this its primary elevation. River North at the turn of the twentieth century was a chaos of activity, with the shipping, and warehousing and light industry occurring here that took place both on the river and the streets north of it. Reid, Murdoch & Company food processing was consistent with the work of its neighboring commerce, but architect George Nimmons’ design literally turned its back on that commotion and literally put the building’s best face forward to capitalize its riverfront site.

One hundred years later, a new commerce, considerably more refined combination of commercial office uses, hotels, and entertainment-related concerns has supplanted manufacturing and processing related companies. Like their ancestors all of their activity—and architecture—is focused away from the River.

The high rise proposed will be another in the parade of high rises that have transformed the River North Area over the last 15 years. It will be constructed on the northeast portion of the Reid Murdoch Center property, on a parcel approximately 80 feet wide, east to west, and 160 feet, north to south. As seen from the River, the building will be approximately half of the width of the eastern section of the Reid Murdoch Center.

The concern arises of how the new high rise and the Reid Murdoch Center will relate to each other visually. The differences between the two buildings—in color material, composition, orientation—will clearly distinguish them.

The quality the Reid Murdoch’s architecture has always set it apart from its neighbors. The strength of the Reid Murdoch’s design has always been in its bold east-to-west, horizontal composition—echoing the line of the water surface—highlighted by its central clock tower. Its symmetrical arrangement (despite the removal of one of its westernmost bays) makes a bold impression on the riverfront. The detailing of the warm red brick and rhythmic window pattern across the front create an emphatic horizontal impression.

The size of the proposed high rise will be consistent with others recently built and will be visible from the river. Its size, however, will not overwhelm the Reid Murdoch’s robust architecture. Obviously, none of the high rises near the Reid Murdoch including the one directly east, relate to it visually; yet despite its smaller scale, it maintains its singular appearance on the river.

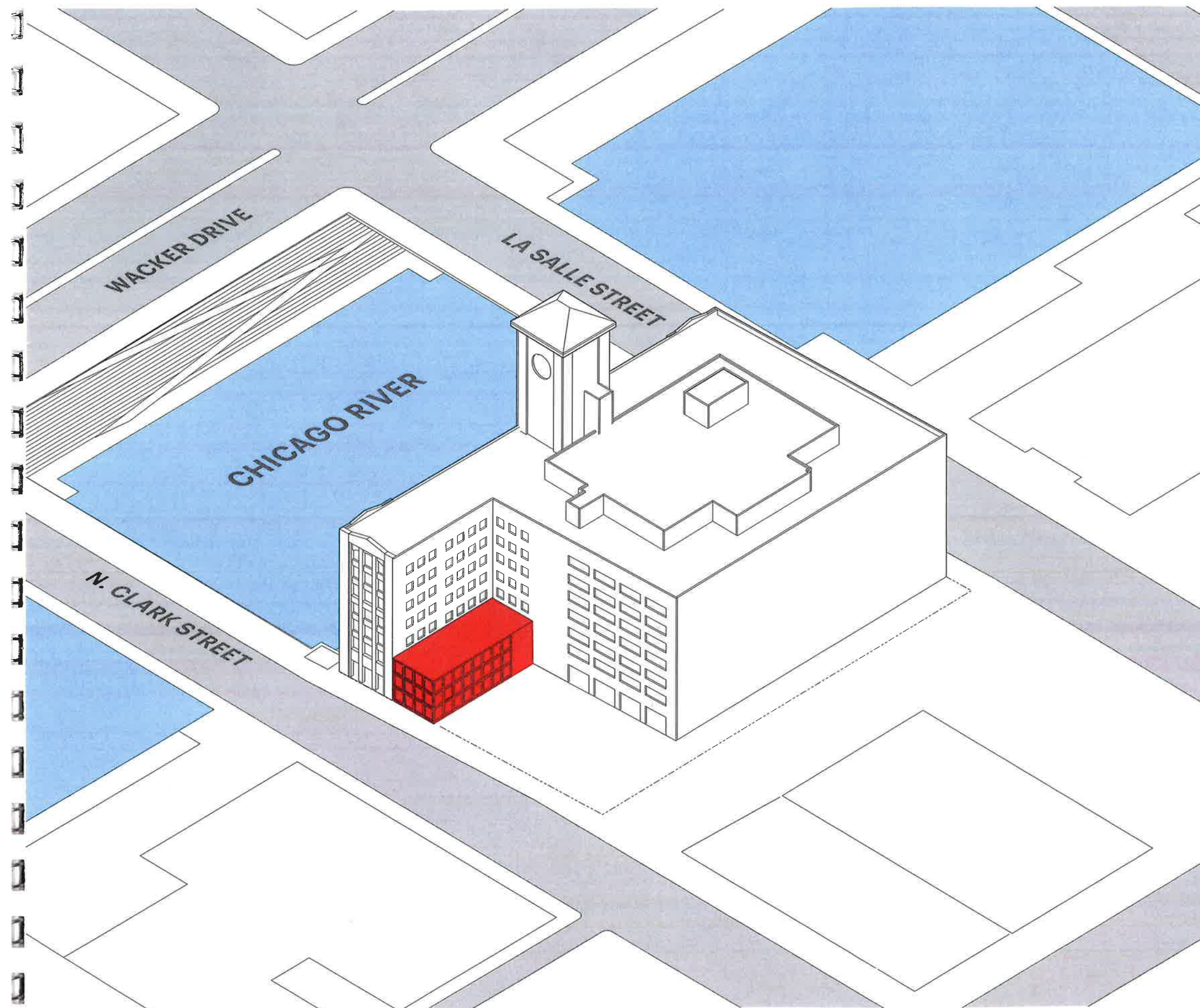
In addition, the orientation of the new building will clearly differentiate it from the older neighbor. The buildings will be perpendicular to each other. From the south, the newer one will be a much narrower edifice than the Reid Murdoch. As seen from the River, the new one will be the background of approximately half of the eastern section of the Reid Murdoch Center. From the south, an observer will clearly see the distinctive profile of the central clock tower against the backdrop of blue sky.

Like the commerce and—and architecture—of a century ago, the new building will be focused away from the River and the Reid Murdoch. All of the activity will be centered on Clark Street and Carroll Avenue. The principal elevation of the new building will face Clark Street, avoiding any clash of styles between the south facades of the two structures. The new high rise will be a reinforced concrete structure, probably neutrally colored. The design of the elevations is still being developed, but the preliminary composition calls for a sweeping vertical silhouette on the north end of the building, and a façade on North Clark Street highlighted with distinctive window openings.

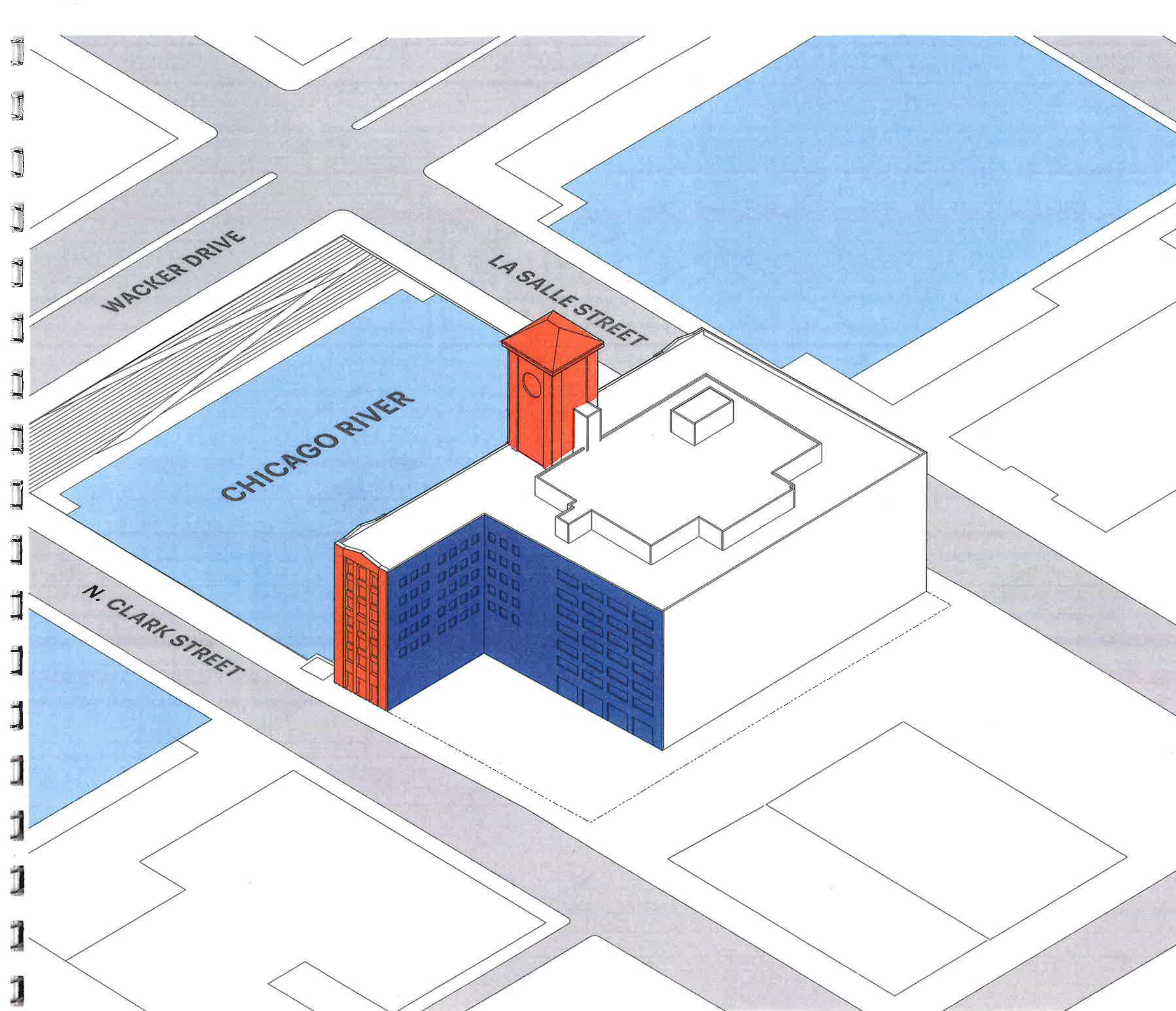
The inherent design qualities of the Reid Murdoch—enhanced by its major restoration—have given it an enduring presence on the north side of the River. Architecturally, the building functions today similarly to the way it did a century ago. It simultaneously enhances the river edge and acts as a gateway to the community north of it. The proposed high rise will create the vitality that is lacking on North Clark Street at this particular location, and will have a distinctive façade on the street. Visually, though, it will not compete with the Reid Murdoch. Given the strong appearance of the Reid Murdoch’s architecture, the size and proximity of the new high rise should not have any greater impact on it than that of any of the other nearby skyscrapers.

Tim Barton
Barton Zoning and Historic Preservation Consulting
5480 South Cornell Avenue
Chicago, IL 60615



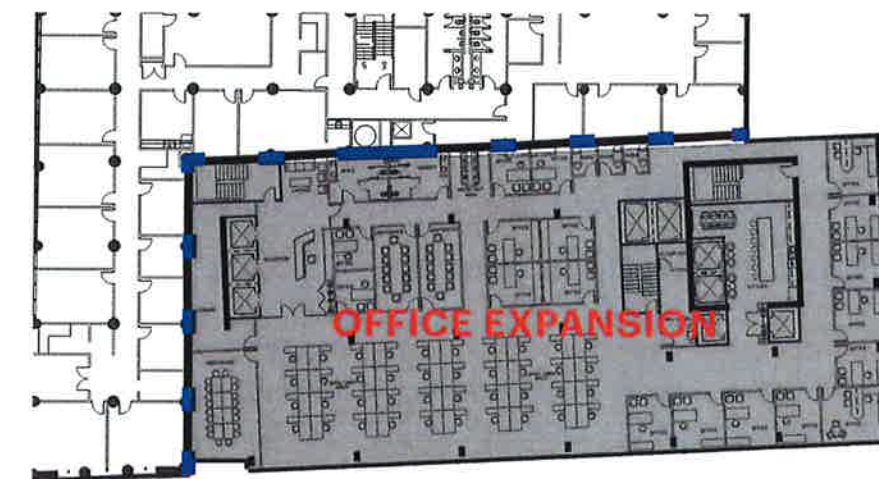
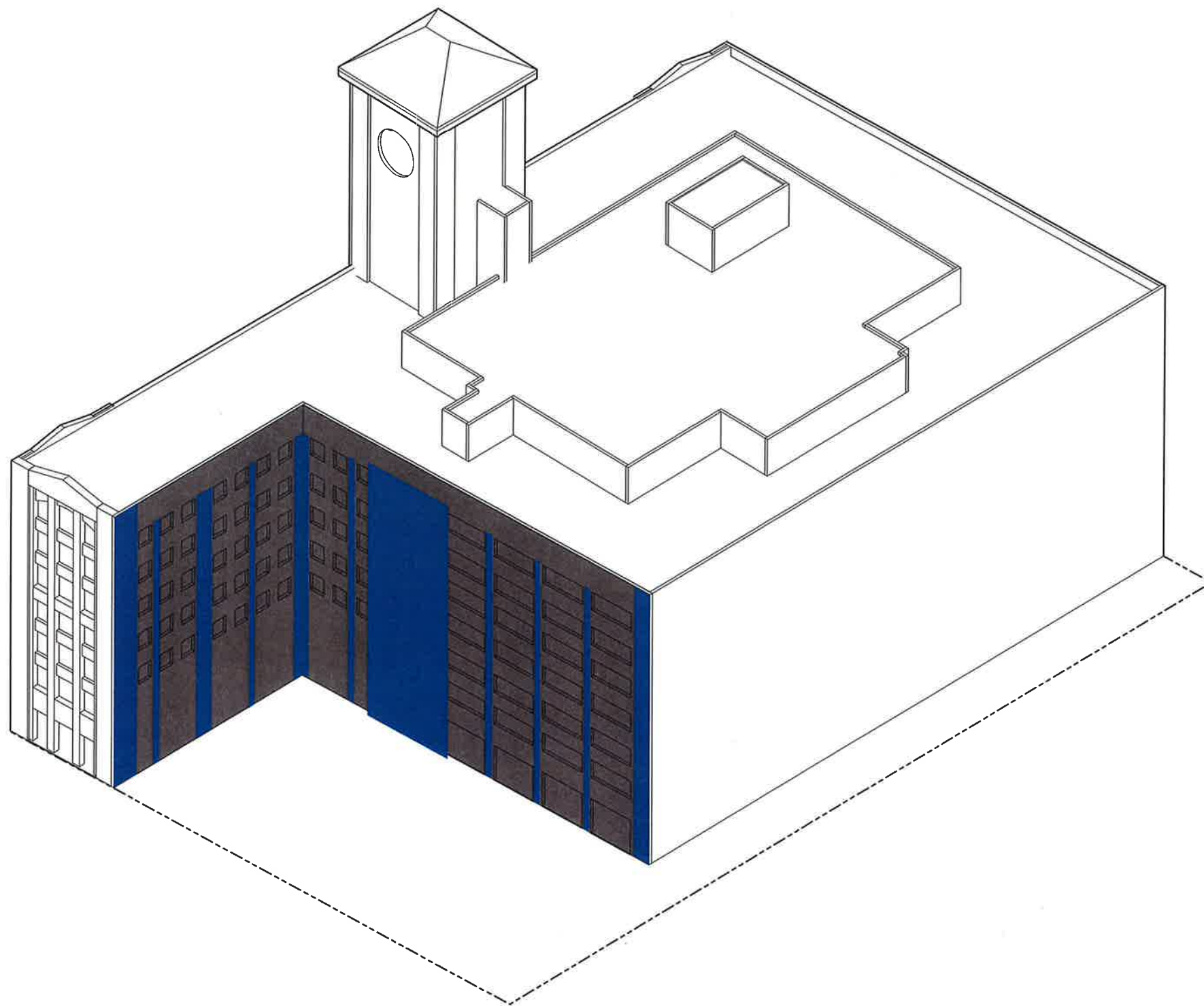


 BUILDING TO BE REMOVED



- HISTORIC WALLS
- NON-HISTORIC WALLS

PERSPECTIVE FROM THE NORTH-EAST
AXON VIEW 2



- MASONRY WALLS TO BE REMOVED
- MASONRY WALLS TO REMAIN

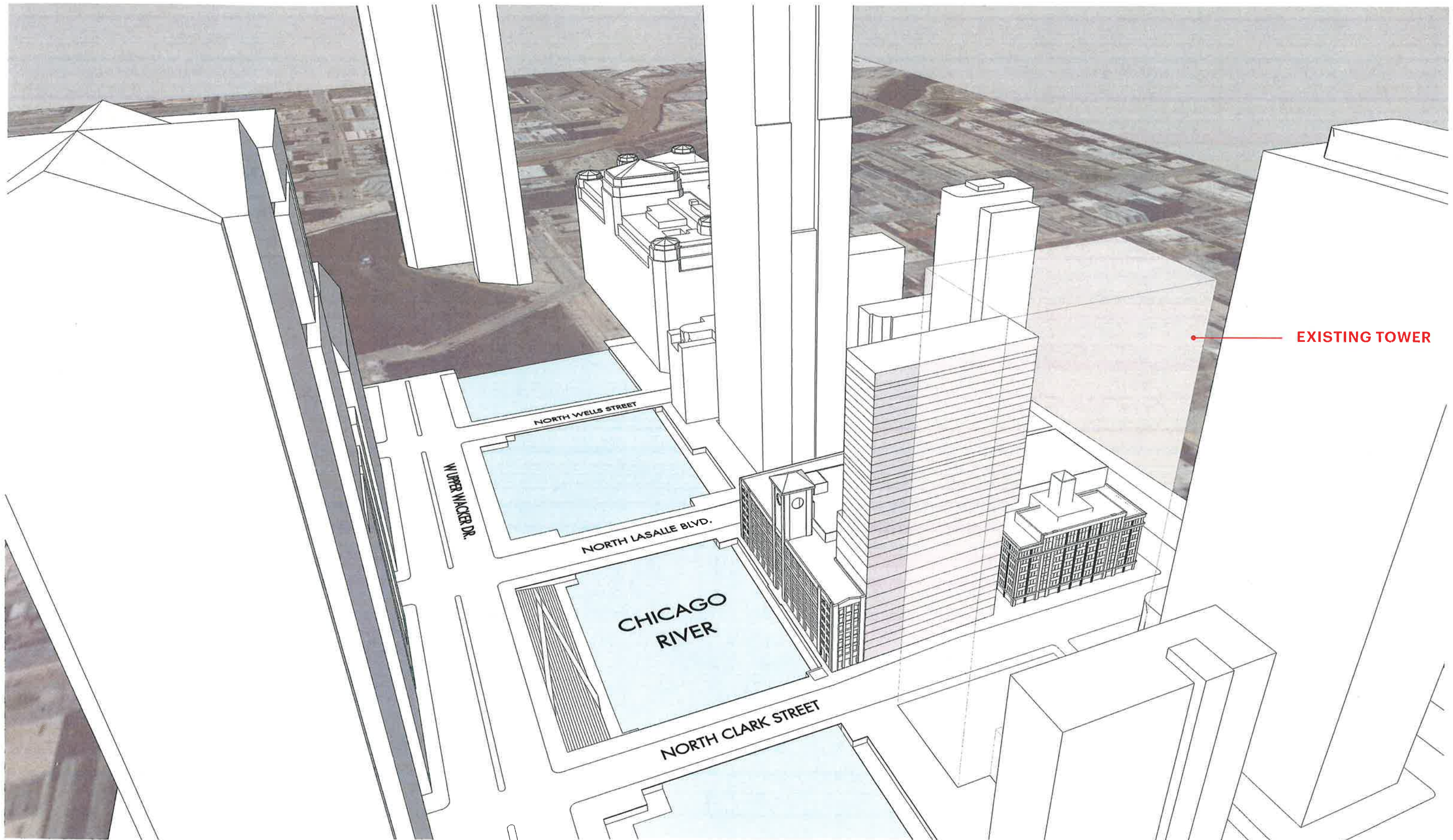
MASONRY REMOVAL

FORM DIAGRAMS

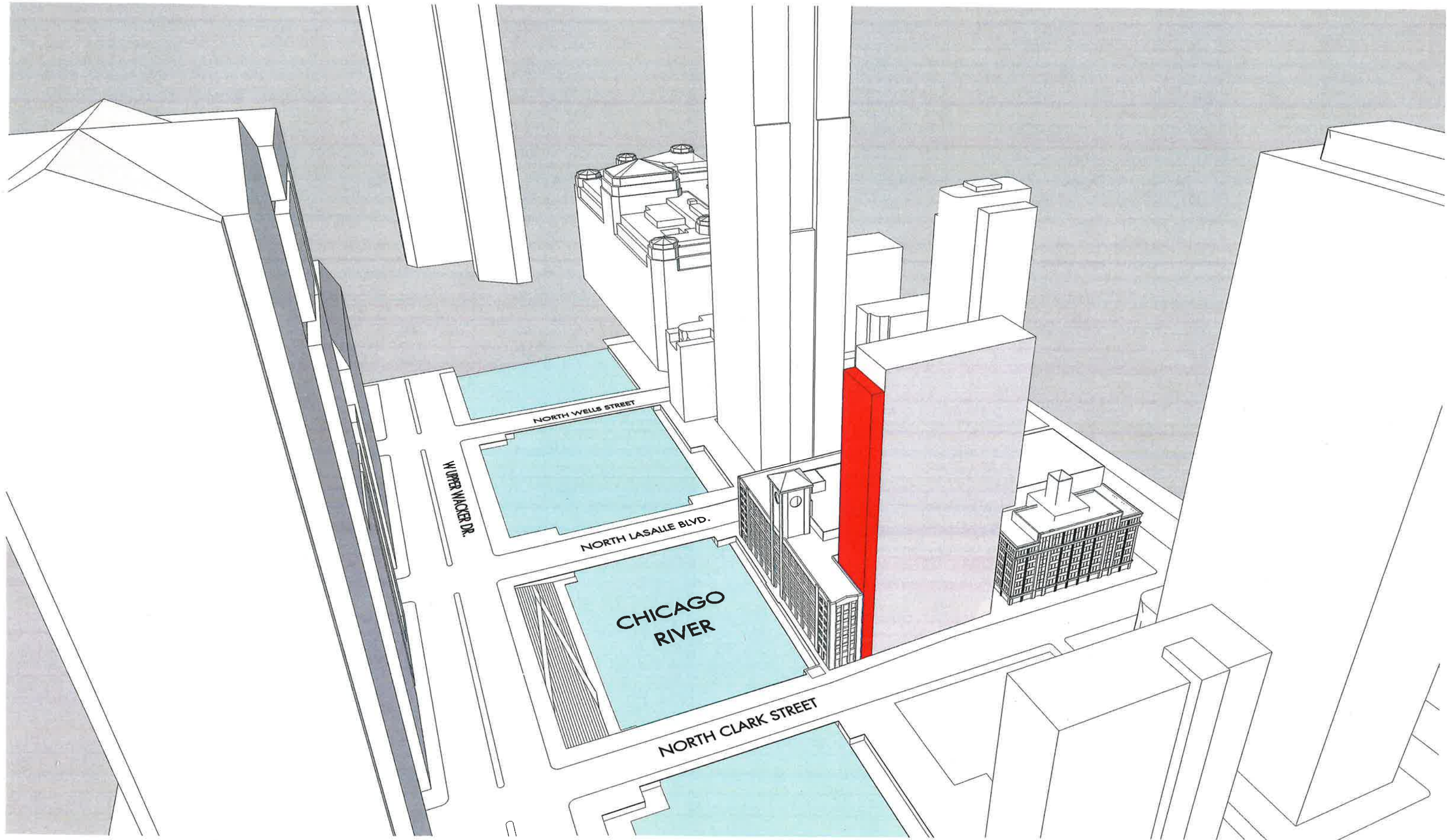


PROJECT VISION STATEMENT

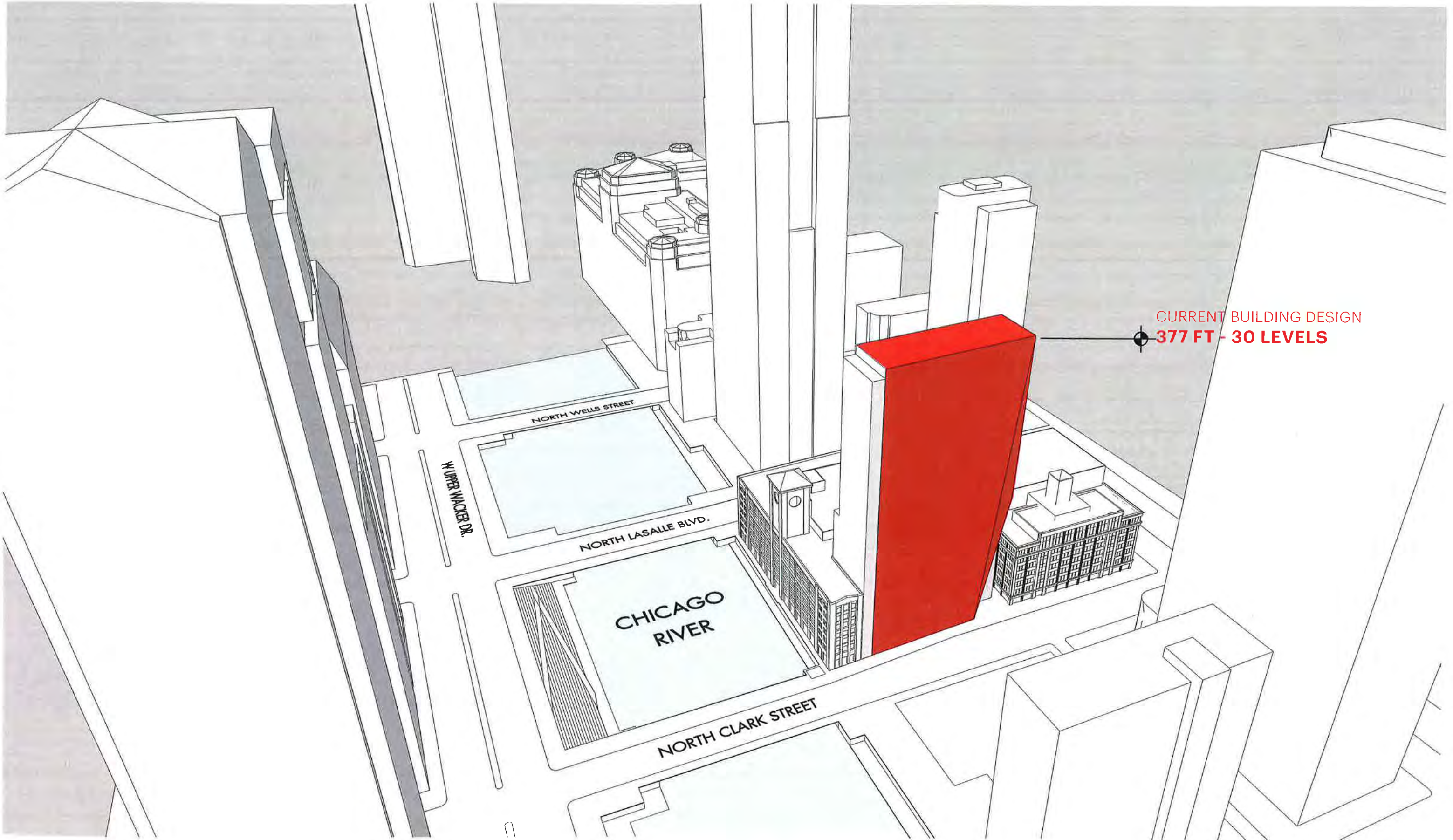
The proposed project at 330 North Clark delicately expands the office area of the Reid Murdoch Building, ensuring the building remains economically viable, while also maintaining its presence along the river as one of Chicago's great examples of historical architecture. At the ground level along Clark Street, new retail and restaurant spaces activate the pedestrian experience and build on the growth of this area as one of Chicago's premier public destinations. Above the office expansion will be a scale appropriate hotel tower set back from the river edge, providing a unique guest experience looking down at the evolving Chicago Riverwalk. The Loading dock and back of house functions are deliberately placed below the pedestrian grade along Carroll Ave. to reduce traffic loads and promote a bike and pedestrian friendly street. This mixed use building transforms a static and under utilized parking lot into a great addition to the Chicago Riverwalk and River North Neighborhood.



EXPANSION FOR IMPROVED EFFICIENCY



TRANSITION BETWEEN EXISTING AND NEW



CURRENT BUILDING DESIGN
377 FT - 30 LEVELS

CONTRASTING FACADE

PROPOSED CONCEPT

1. TRANSITION

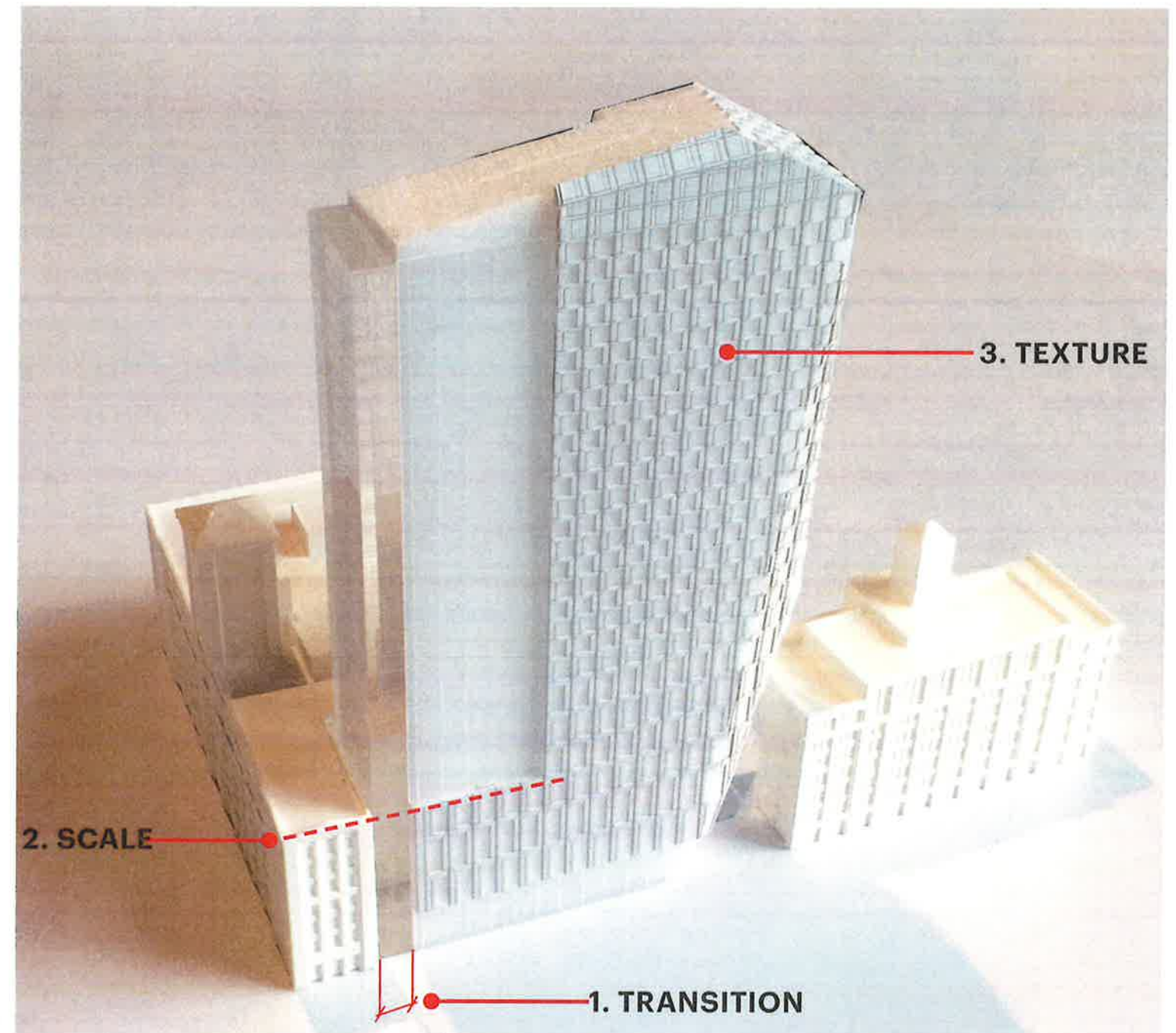
A transitional architectural element of glass separates the historic building with the new addition. This element begins at the ground level and continues to the top of the building.

2. SCALE

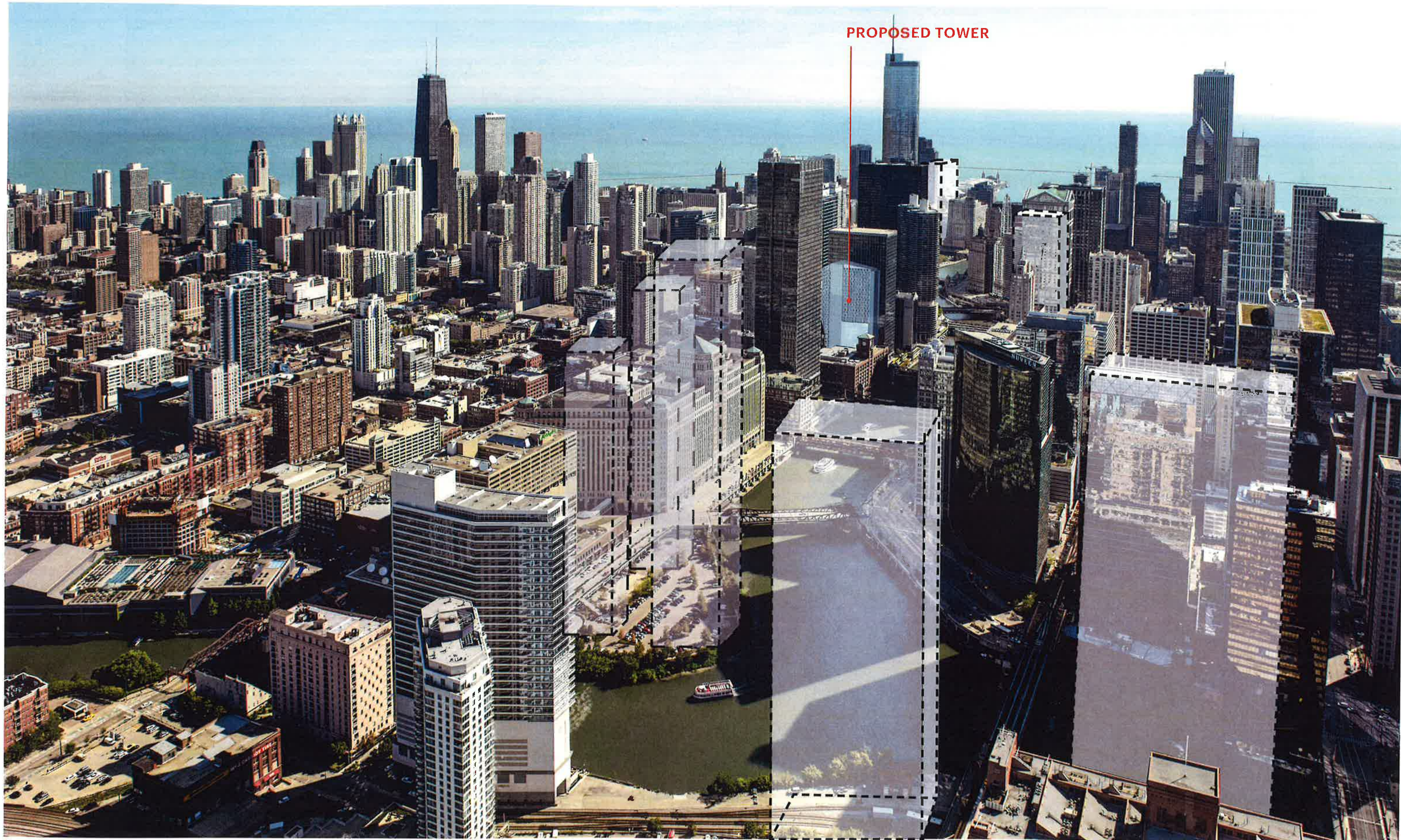
The form and massing of the new addition responds to the scale of the historic Reid Murdoch with an alignment of the textured facade to the top of the existing building.

3. TEXTURE

The new tower addition uses a textured curtainwall skin that references the quality, character and rhythm of the historic building.



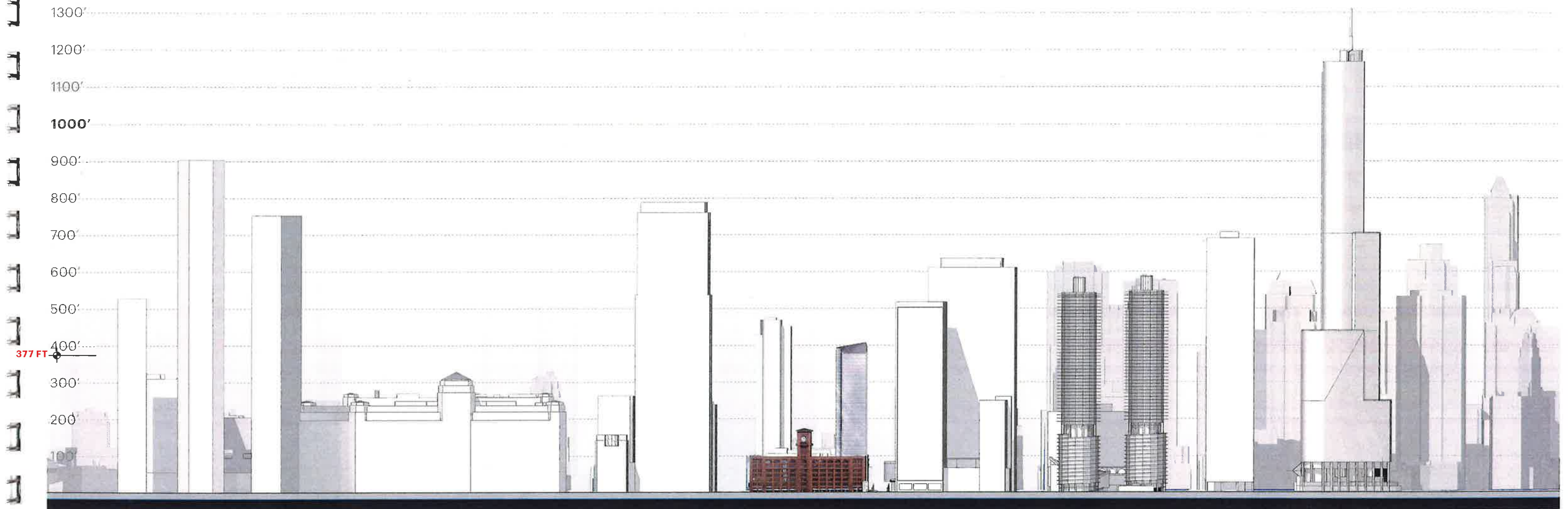
RESPONSE TO HISTORICAL BUILDING SCALE

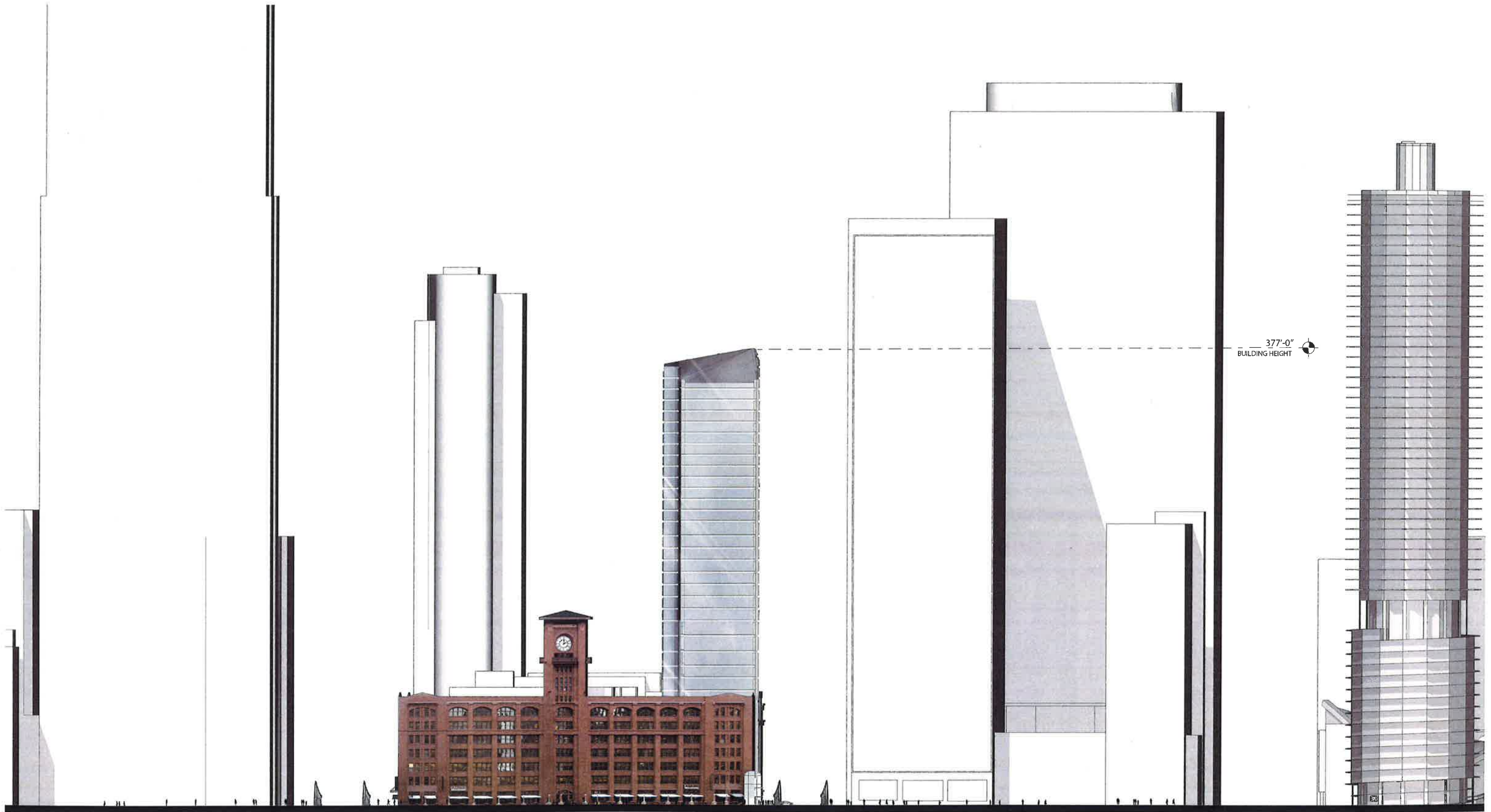


PROPOSED TOWER

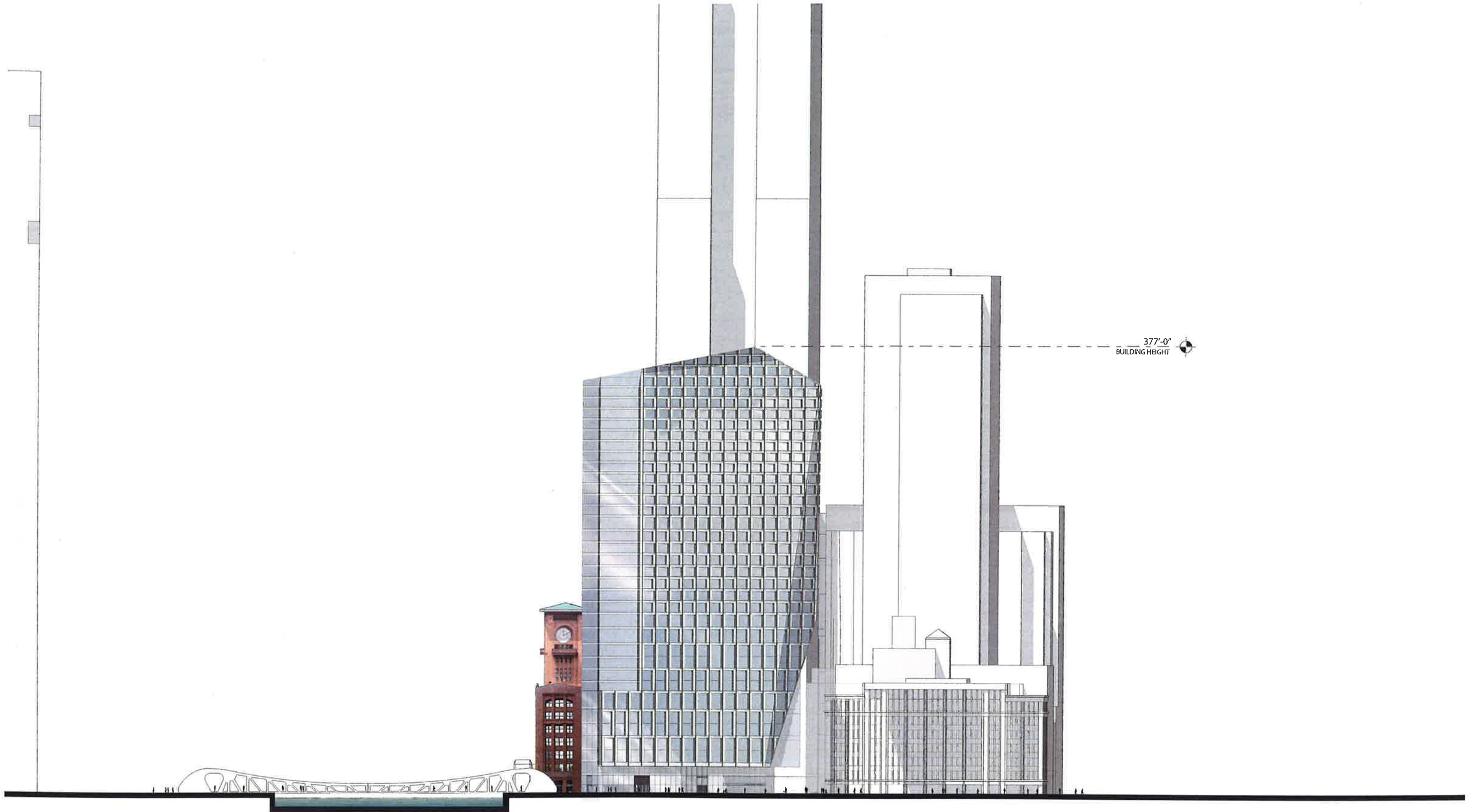






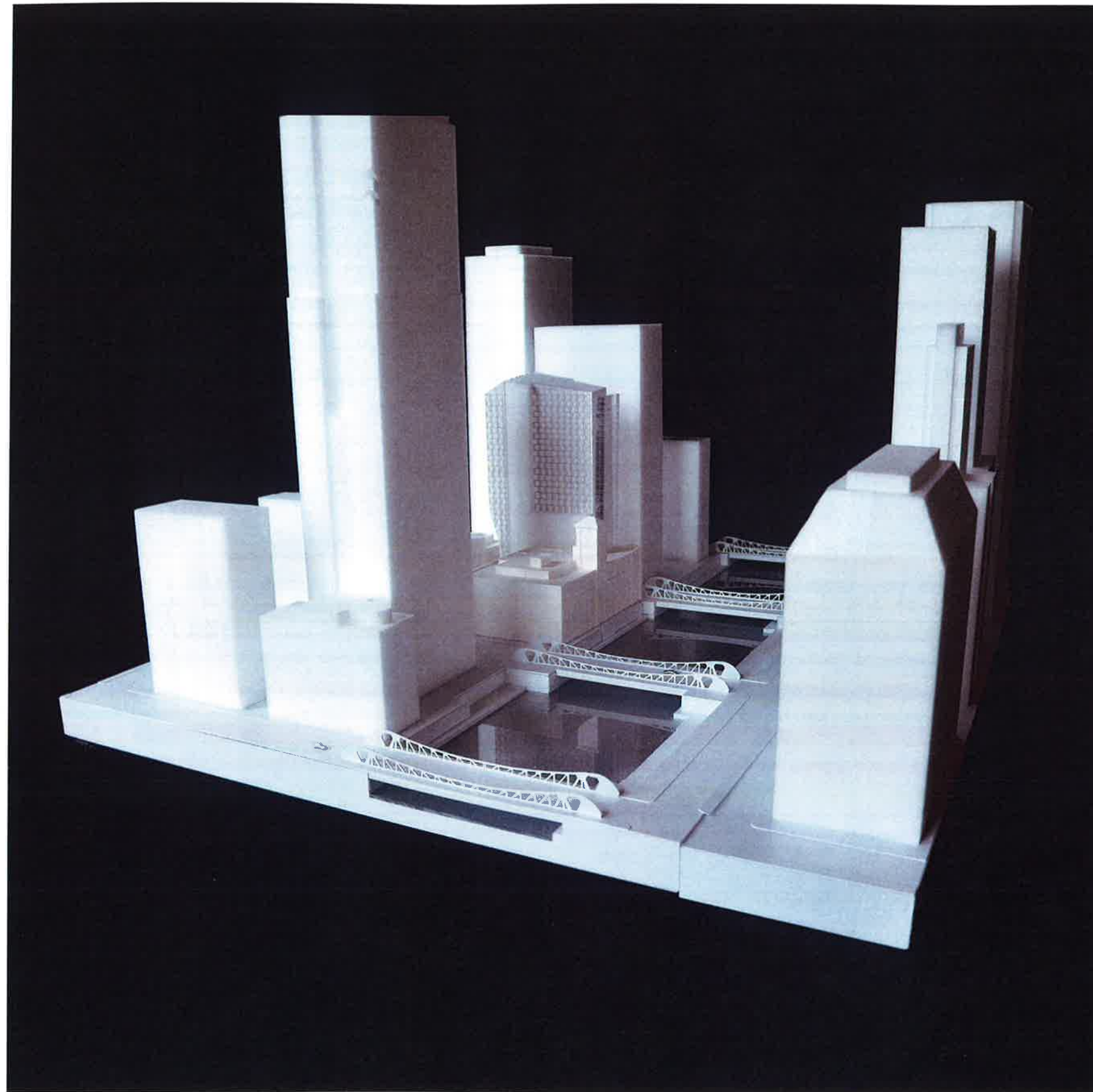


377'-0"
BUILDING HEIGHT

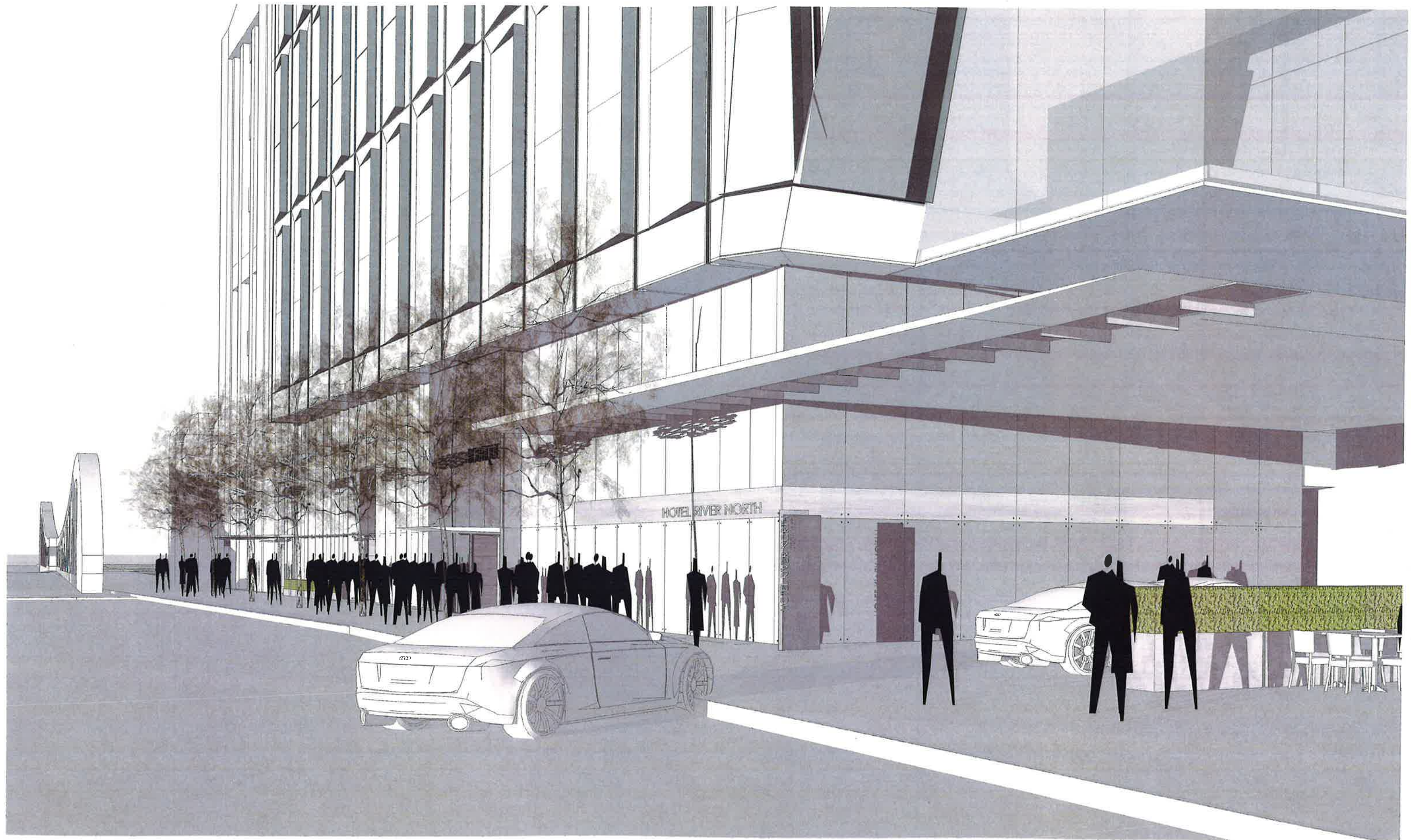


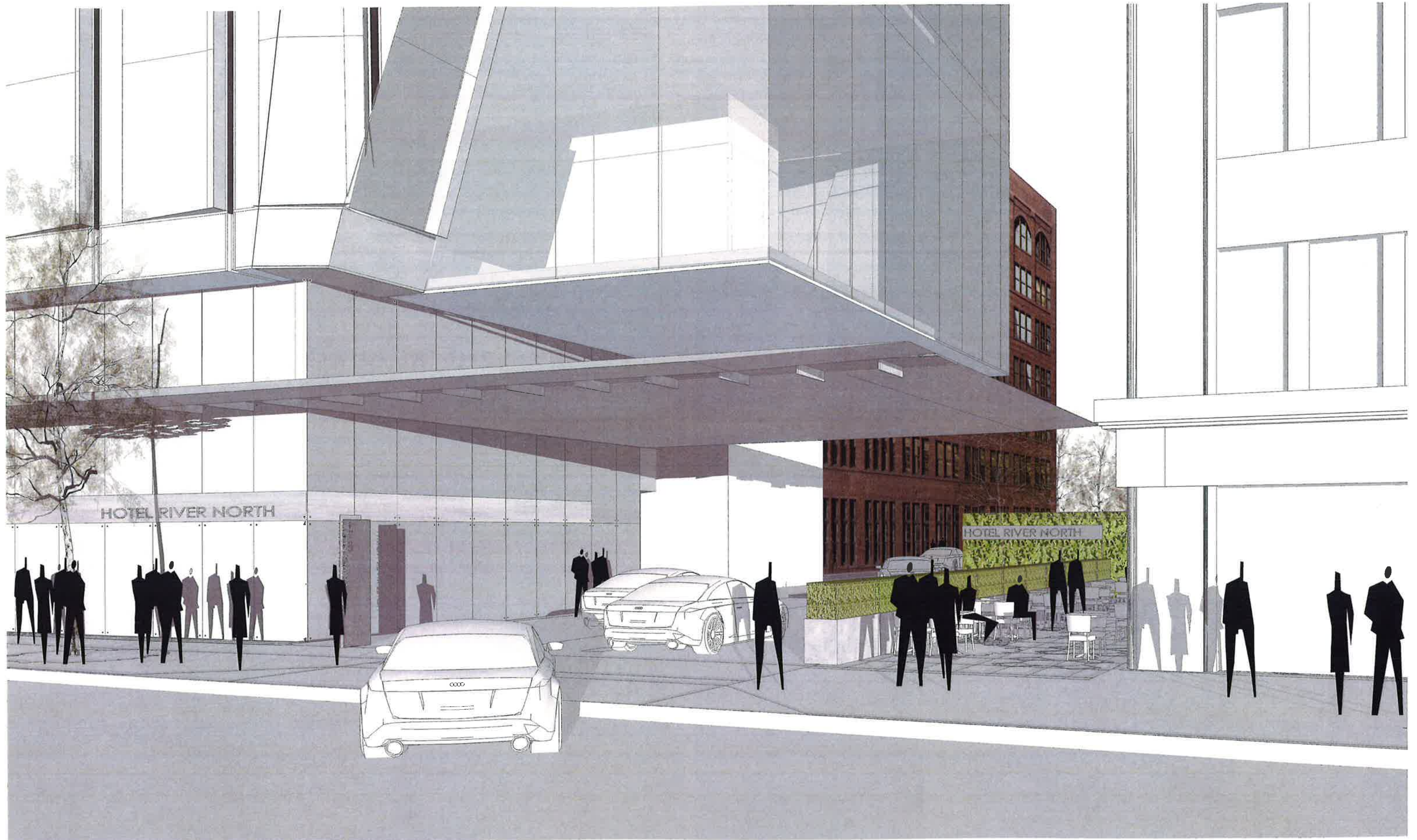
377'-0"
BUILDING HEIGHT



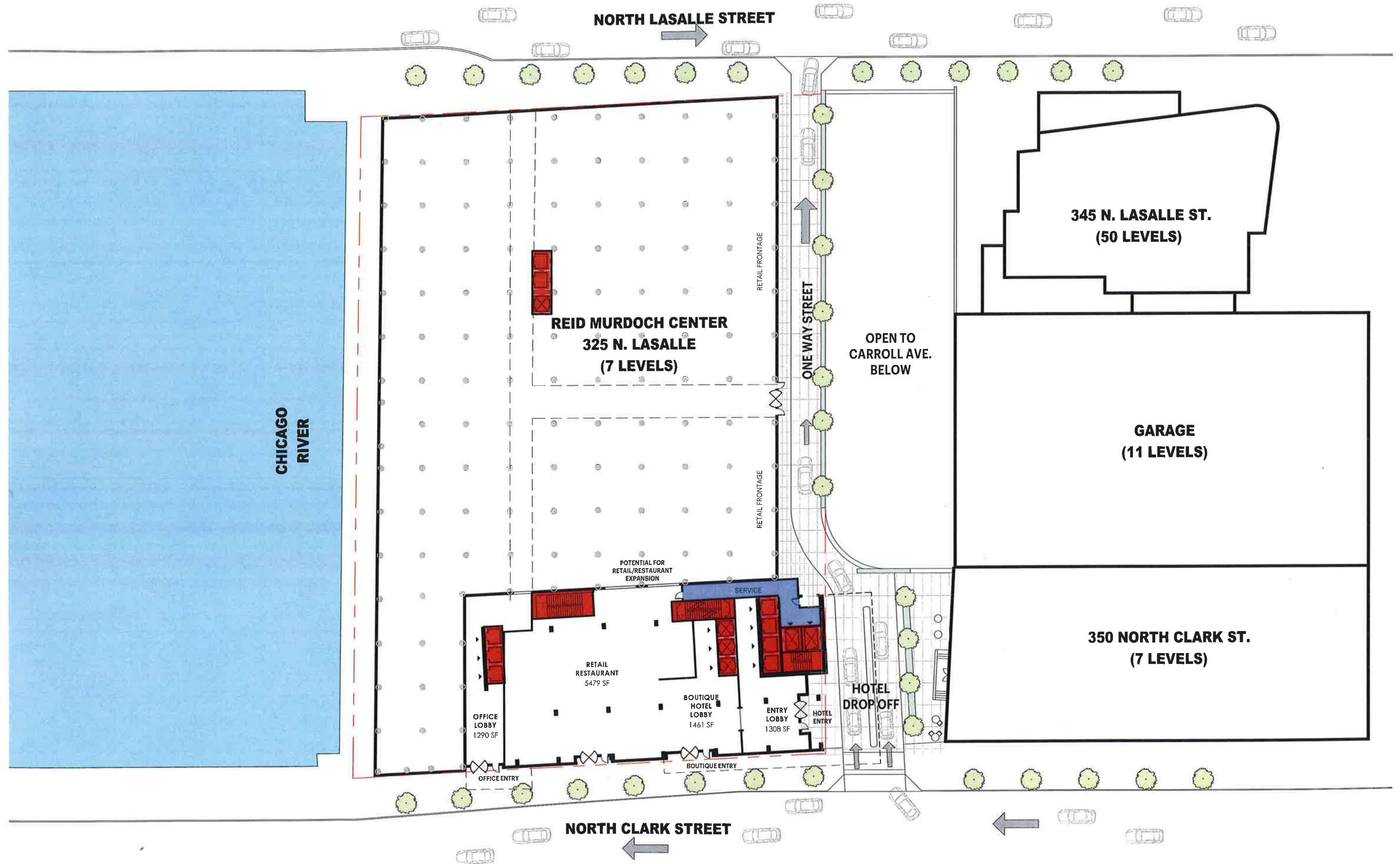


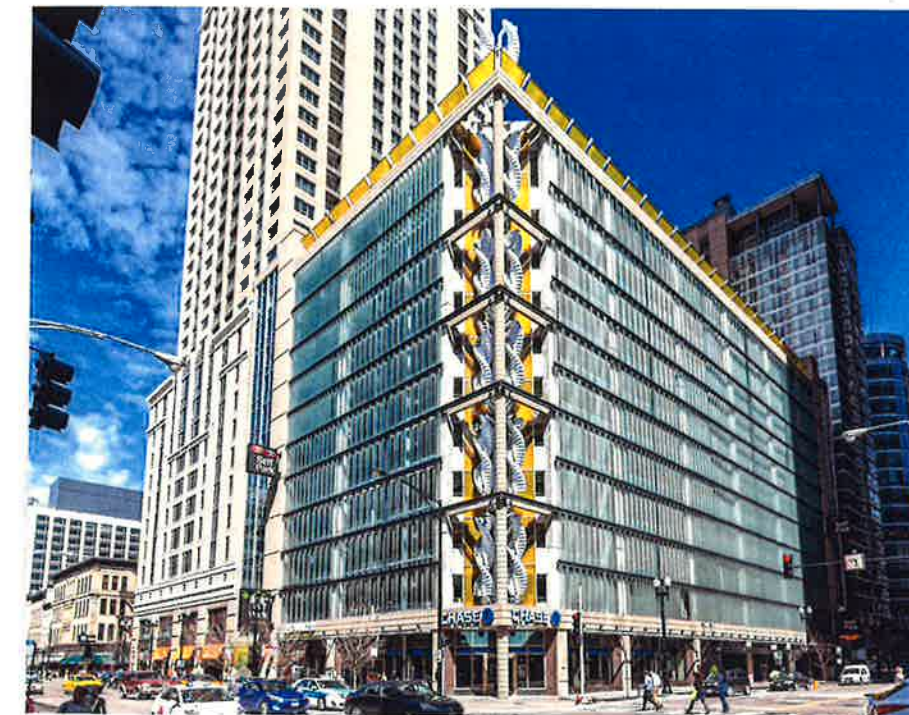
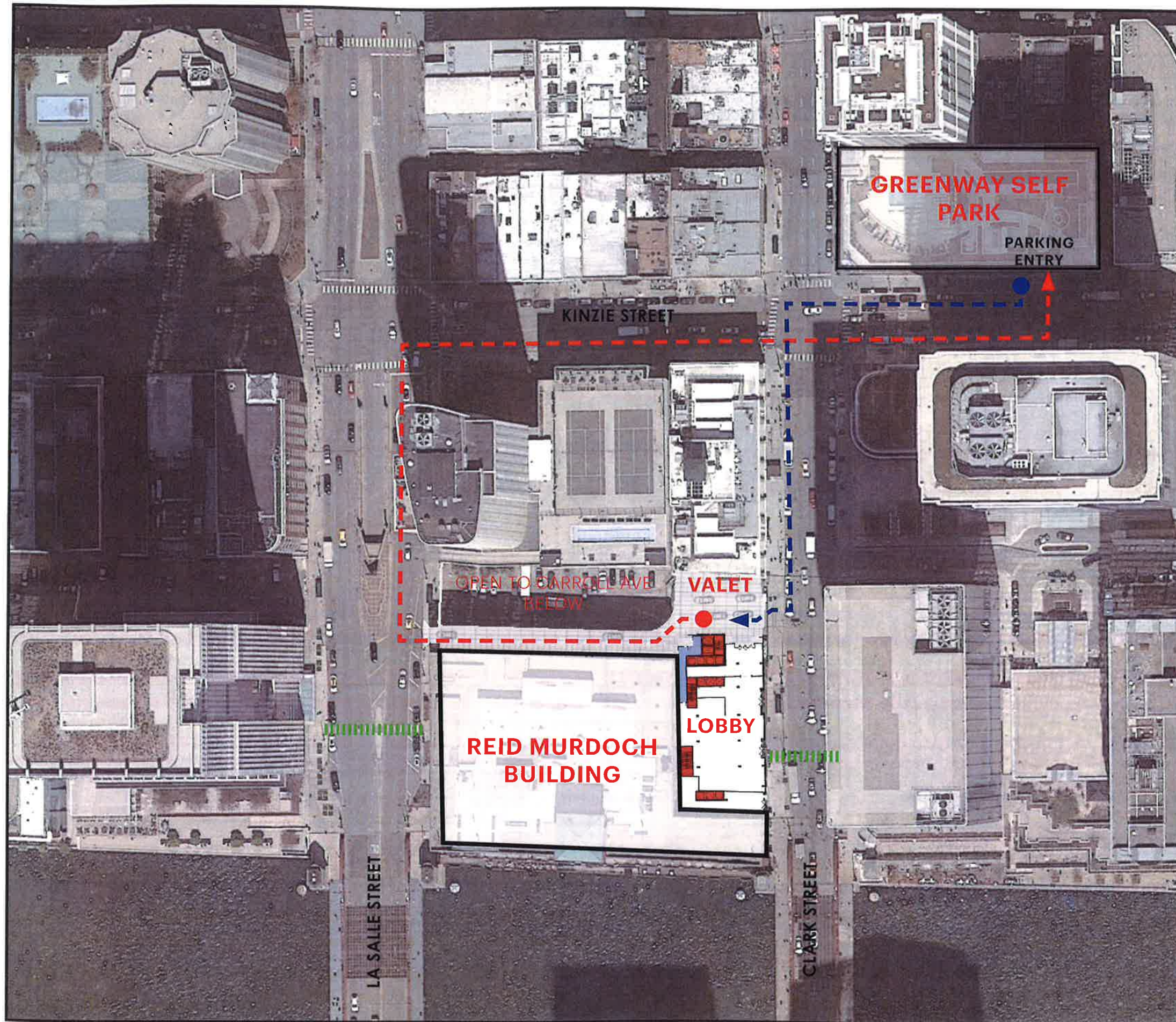










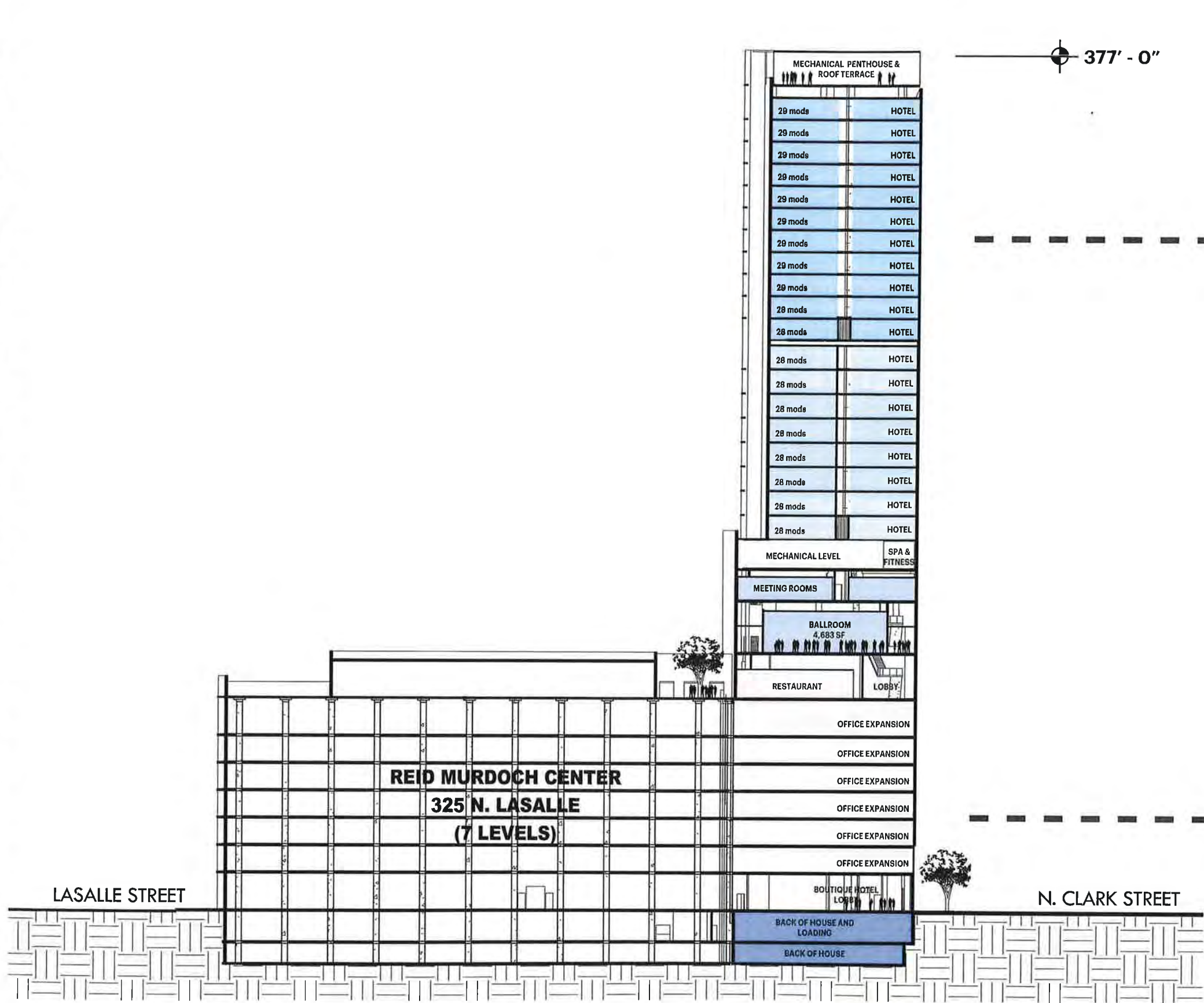


GREENWAY SELF PARK GARAGE

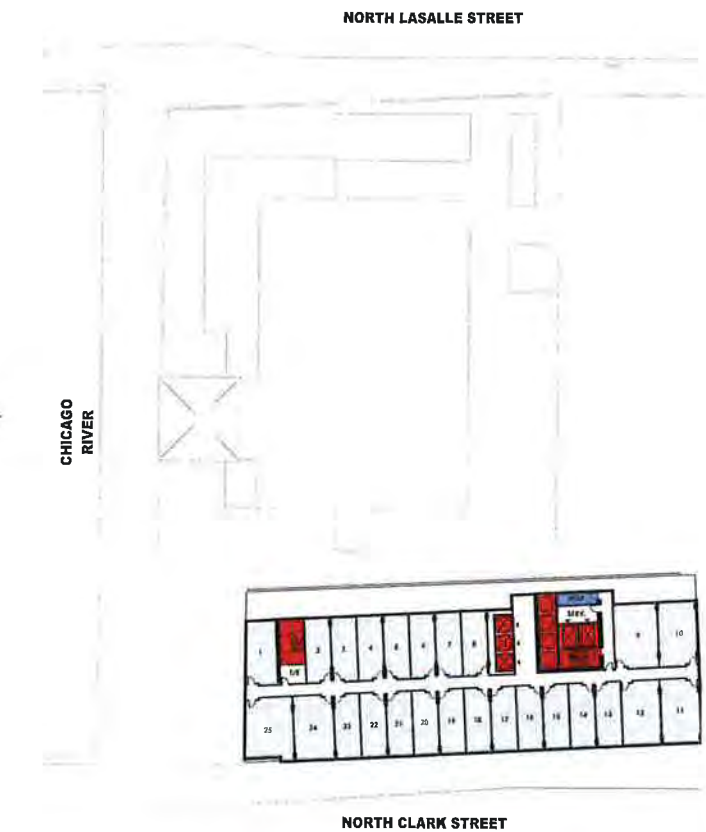
A new elevated motor court and plaza will be built above Carroll Ave., providing convenient access to the hotel lobby from Clark Street. This new plaza will connect Clark Street to LaSalle Street, reducing potential traffic loads on the surrounding streets. Guest and the hotel valet service will use the Greenway Self Park Garage located on Kinzie Street.

- VALET/GUEST PARKING
- VALET RETURN
- PEDESTRIAN CROSSING

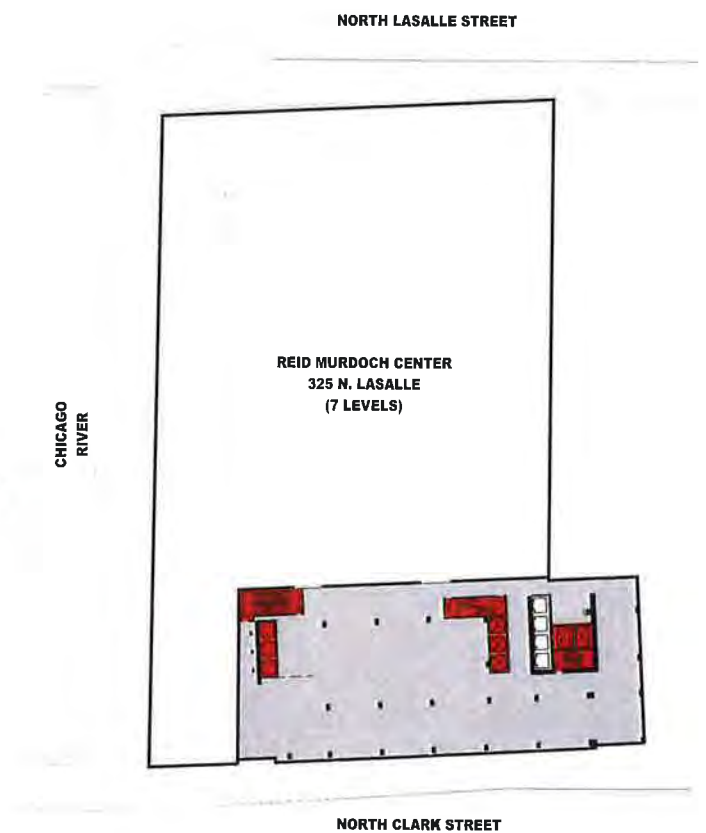
TRAFFIC CIRCULATION



SECTION LOOKING NORTH



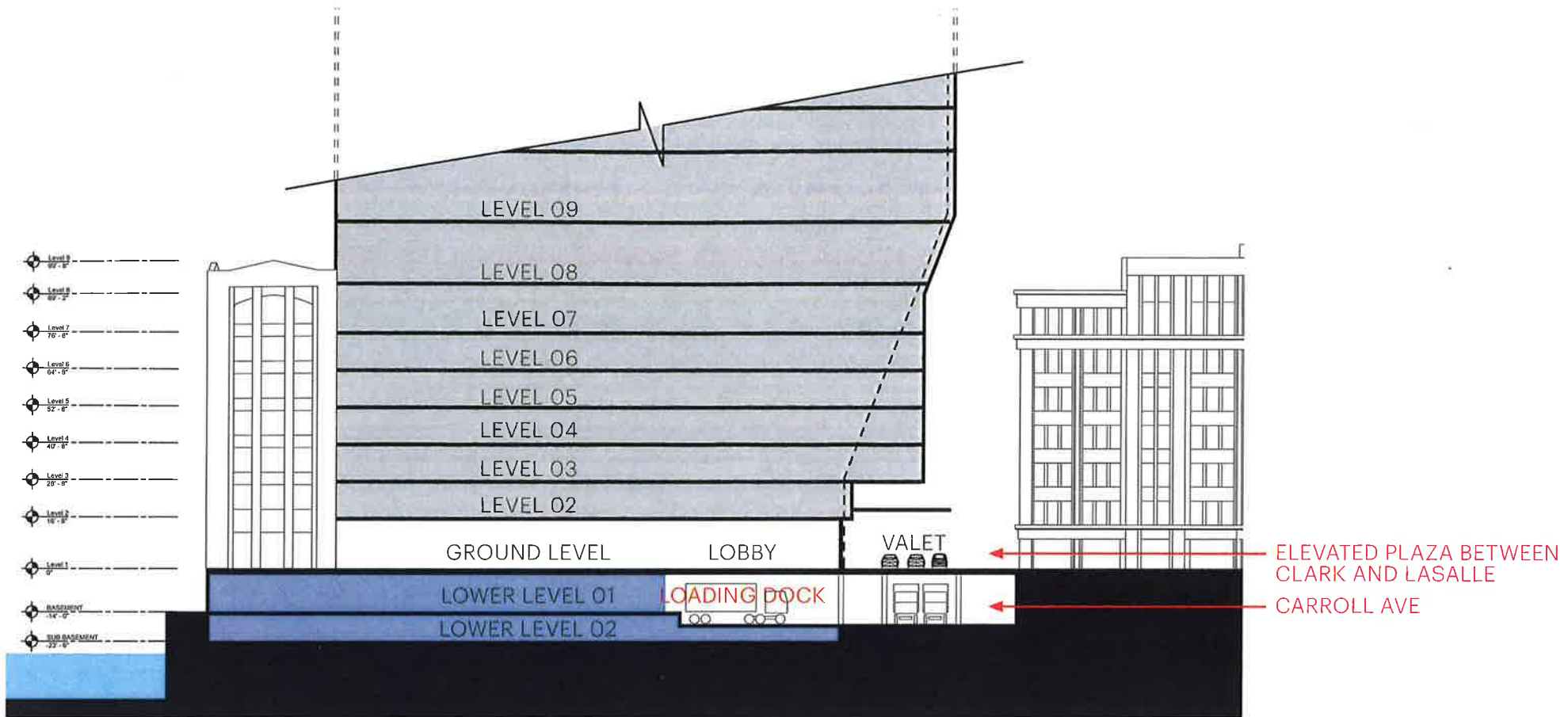
TYPICAL HOTEL LEVEL



TYPICAL OFFICE LEVEL

SECTION AND TYPICAL FLOOR PLANS

ARCHITECTURAL PRECEDENT

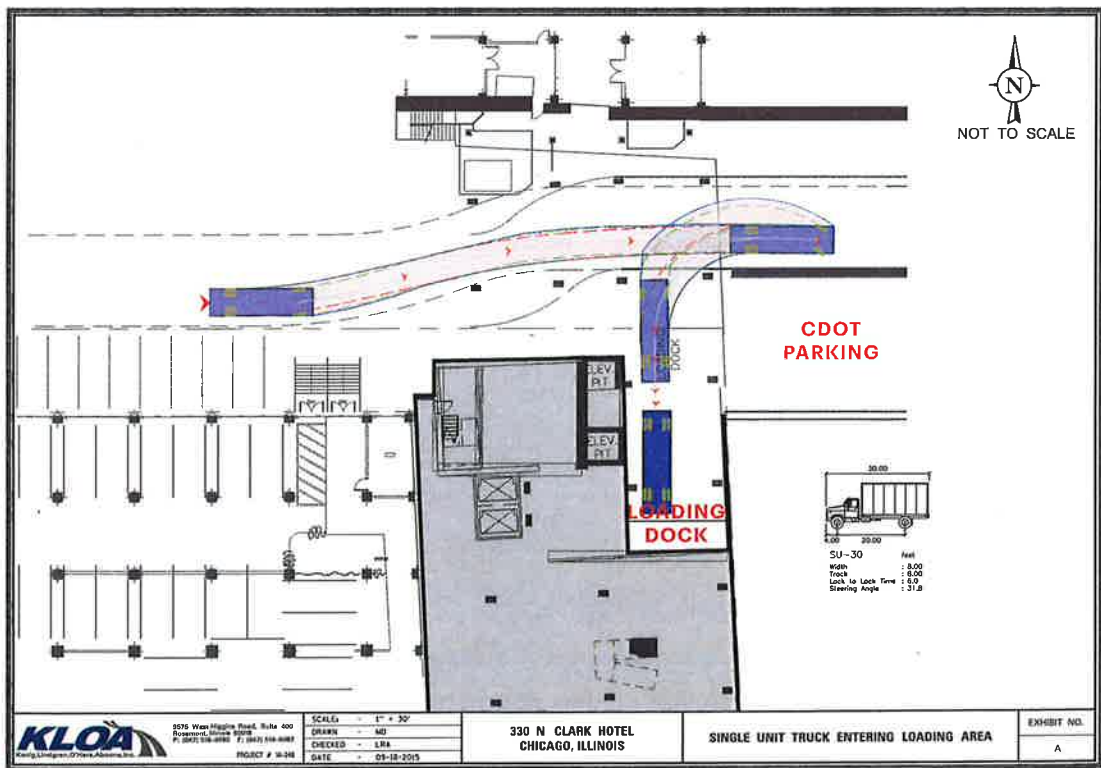


SECTION THROUGH LOADING DOCK AND BACK OF HOUSE

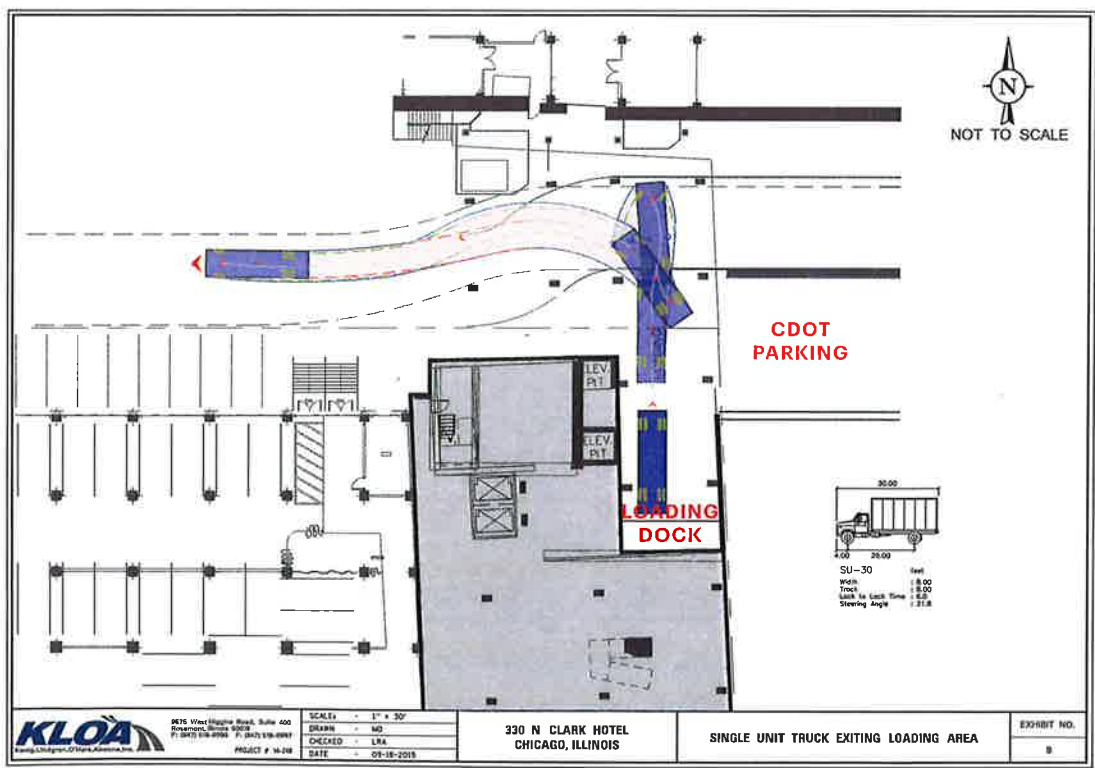


BELOW GRADE LOADING DOCKS

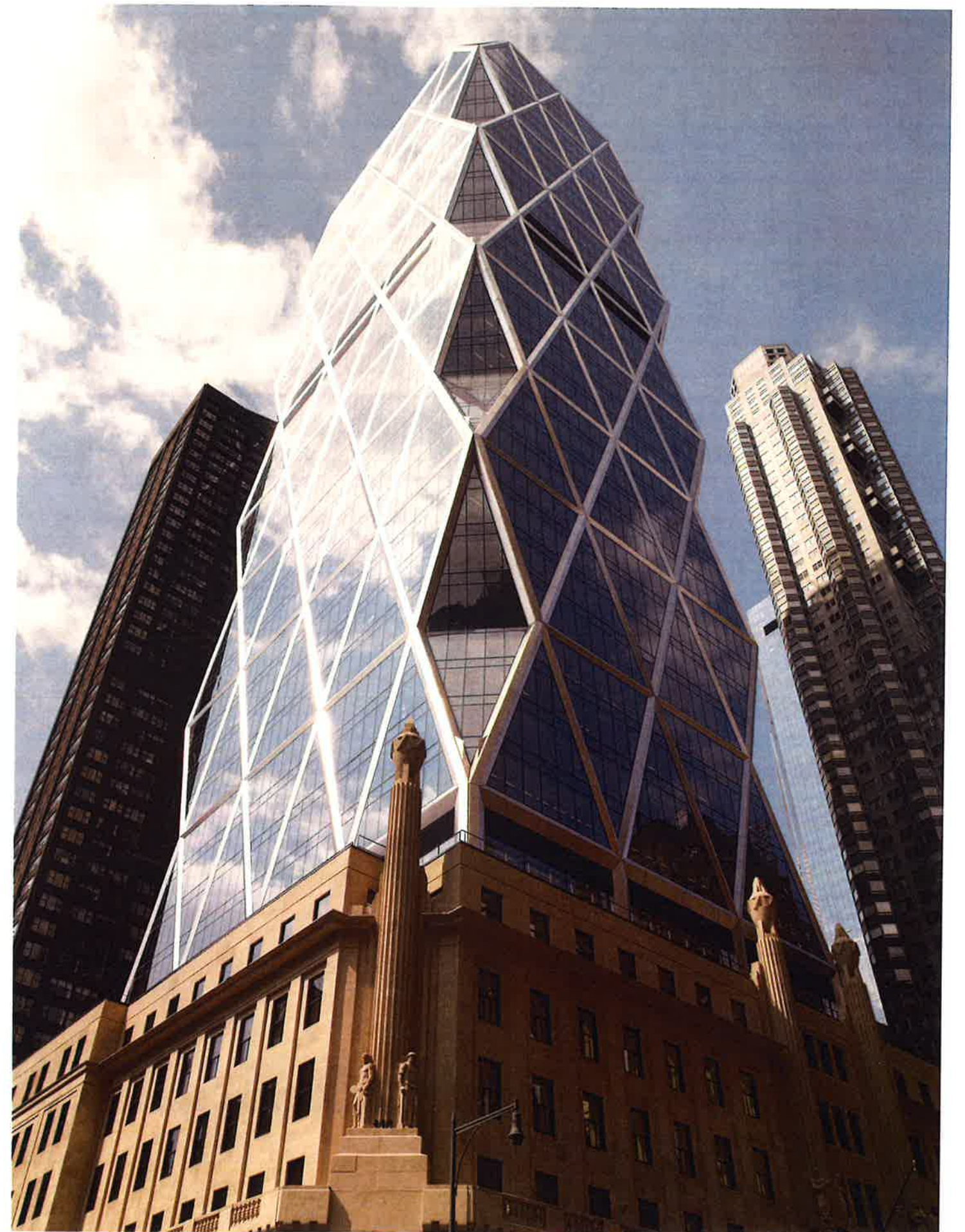
Below the elevated plaza connecting Clark and LaSalle is Carroll Ave. This project locates the loading docks and back of house areas at Carroll Ave.



TRUCK ENTERING LOADING AREA



TRUCK EXITING LOADING AREA



ARCHITECTURAL PRECEDENT - HEARST TOWER
NEW YORK, NY

THANK YOU

