



## Thriving on the buzz of the big city

*Crain's*

July 31, 2006

On a summer Friday, lunchtime bustle at Gibson's Steakhouse in the Gold Coast. Brian Green, an attorney at Winston & Strawn LLP, dines with colleagues. Photo: Erik Unger

When your work is your life, there's no substitute for living in the heart of the city.

In the Gold Coast, Streeterville and Lincoln Park, Chicago's executive class can skip the commute while living in luxury apartments and architecturally significant homes, with world-famous restaurants and power shopping just blocks away. There's plenty of overlap among the three areas for dining, entertainment, schools and general hobnobbing.

"I love that I can step out my door and it's all there," says Neal S. Zucker, CEO of Corporate Cleaning Services Inc., whose office and residence are both in the Gold Coast.

Mr. Zucker says he's "out every night" on the philanthropic and nightlife scenes. "I'm always seeing someone (important) out and about."

What distinguishes Chicago's three premier neighborhoods is "intensity," says Charles Huzenis, president of Jameson Realty Group in Chicago. "It boils down to how quiet a life you want to live." For full-blown excitement — with easy access to tony nightlife, the lakefront and museums — the Gold Coast and Streeterville attract power brokers. Family-focused movers and shakers seeking a quieter life, perhaps with a little lawn for the kids, gravitate toward the tree-lined streets of Lincoln Park.


"A lot of people who work downtown didn't grow up in Chicago, so they want to be where there's some activity," says Mr. Huzenis. "But I also think status attracts them to these neighborhoods."

## Tree-lined streets appeal to families

**BEST PLACES TO LIVE**

### Lincoln Park

Zip code: 60614  
Population: 65,474  
Area: 3.1 square miles  
Median household income: \$68,324  
Population figure estimates as of July 2005; household income as of 2000. U.S. Census and land area data are from City-Data.com.



Power brokers who prefer the comforts of a single-family home are likely to live in Lincoln Park, where draws for parents include the private Francis W. Parker School, the Lincoln Park Zoo, and the softball fields and playgrounds of its parks.

"I like that I can ride my bicycle to work at the Board of Trade building," says Ray Cahnman, chairman of TransMarket Group LLC and a resident of the North Side neighborhood since 1990. "But I also have a toddler who likes playing on the slides at Oz Park."

Lincoln Park sits between North Avenue and Diversey Parkway; it stretches from Lake Michigan west to Damen Avenue.

Traditional red-brick homes may hide indoor swimming pools and other extensive renovations, adding light and space to older buildings. Most have little yard space, but a single lot can't contain its most ambitious residents: John Bucksbaum, CEO of General Growth Properties Inc., and Penny S. Pritzker, chairman of Classic Residence by Hyatt, are among those building homes across multiple lots.

"We like it because there's so much to do as a family," says Mr. Bucksbaum, 50, who has two sons. "By the time I get home, it's all about the kids." Minnie's, a North Halsted Street restaurant with bite-sized portions and a walk-up window, is a favorite destination.

Ms. Pritzker, 47 and a mother of two, says she appreciates "the parks and wonderful schools. I spend my time all over the city, but we live where we do because there's so much to do as a family."

Anita Nagler, 49, recently retired CEO of Harris Alternatives LLC, says Lincoln Park is a perfect combination of neighborhood living and city life.

"It's not unusual to see people in tuxedos in the evening, or to see people picked up or dropped off in a livery car. During the holidays, it's less busy because everyone is flying somewhere." Yet, she says, "We don't think about hobnobbing. You always see people, but you talk about neighborly stuff. (Broadcaster) Walter Jacobson lives nearby, and it would never occur to us to talk about anything but his dog."

Ms. Nagler and her husband, Robert Moyer, 59, retired CEO of Driehaus Capital Management Inc., live on the east side of the neighborhood.

"We like this part of Lincoln Park in particular because you don't see the teardowns and new construction (that's) going up on the west side of Lincoln (Avenue). That part of the neighborhood is really changing.

"The disadvantage (to Lincoln Park) is that it's homogeneous because it's so expensive," she says. "But it's still more diverse than what you might find in the suburbs."

Others who have made the neighborhood their home are Fred Eychaner, founder of Newsweb Corp.; former Chicago Symphony Orchestra music director Daniel Barenboim, and film critic Roger Ebert. The average sale price for condos and single family homes

Lively part of city to people watch

**BEST PLACES TO LIVE** **Gold**

**Coast**

**Zip code:** 60611  
**Population:** 26,522  
**Area:** 1.6 square miles  
**Median household income:** \$69,889

Population figure estimates as of July 2005; household income as of 2000. U.S. Census and land area data are from City-Data.com.



Penthouses and other horizontal mansions, almost always in high-rise buildings, house some of Chicago's heaviest hitters in the Gold Coast, where residents include Nicholas Pritzker, chairman and CEO of Hyatt Development Corp.; John Rogers, president and CEO of Ariel Capital Management; James C. Tyree, chairman and CEO of Mesirow Financial, and Peter A. Fasseas, chairman and CEO of Metropolitan Bank Group Inc.

Real estate titan Sam Zell might be seen dining at Rosebud on Walton, while Gibson's Steakhouse is a veritable revolving door of the bold-faced names of business: Power-lunchers have included Stan O'Neal, chairman and CEO of Merrill Lynch & Co., and Sara Lee Corp. CEO Brenda Barnes, as well as former Boeing Co. CEO Harry Stonecipher.

Ray Cohen, 64, co-owner of Northbrook-based Revere Mortgage Ltd., has done a residential tour of some of the area's best places to live: His family lived in Winnetka when his three children were younger; then he moved to Lincoln Park. Now, he and his wife live in the Gold Coast — the area from Oak Street north to North Avenue, and Lake Michigan west to Clark Street — where high energy combines with ease of living.

"I love being able to walk everywhere I want. There's so much energy here," he says while haggling over who would pay the check at a lunch with real estate power brokers at Carmine's. "Most times I meet with clients or associates in more casual places," often Tempo Cafe, a 24-hour area favorite for hobnobbers and Rush Street nightspot patrons.

Mr. Cohen and his wife eat out in the neighborhood five or six nights a week and often walk along Michigan Avenue or Rush Street just to people watch. "I don't miss driving to Winnetka," he says, though he still commutes to the office three times a week. "This is a much nicer way to live."

A former practicing attorney, Mr. Cohen frequently spots some of the "big-time attorneys and a judge" out and about, but he needs some help to recognize the CEO crowd. "I'll go out with a friend, a prominent architect, who knows who's who and is always shaking hands wherever we go."

Feel the world at your feet; or at least the Mag Mile, lake

**BEST PLACES TO LIVE**

# Streeter ville

**Zip code:** 60610  
**Population:** 47,513  
**Area:** 1.6 square miles  
**Median household  
income:** \$51,294  
Population figure estimates  
as of July 2005; household  
income as of 2000. U.S.  
Census and land area data are from City-Data.com.



High-powered residents of Streeterville include Edward Zander, CEO of Motorola Inc.; Craig Duchossois, CEO of Duchossois Industries Inc. and whose family is part of Arlington Park empire, and media mogul Oprah Winfrey.

"There's an identity for the wealthy here," says Rosalie Harris, executive director of the Streeterville Organization of Active Residents. "Their peers live here."

Streeterville runs from Lake Michigan to the east side of Rush Street and from the Chicago River north to Oak Street.

Beyond proximity to the Loop and Magnificent Mile and the obvious downtown conveniences — you're a five-minute cab ride from just about anything — the choice to live in Streeterville tends to be all about the views, from the sweep of the waterfront to the bird's-eye perches above the flocks of tourists.

Douglas Crocker II, 66, retired president and CEO of Equity Residential and a board member of five companies, moved to the neighborhood from the Gold Coast's plush Astor Street district, trading its unique history and architecture for phenomenal views. Mr. Crocker and his wife, Cynthia, live in the River View high-rises, which have one of the area's few unobstructed views of both Lake Michigan and the Chicago River.

"We miss the neighborhood feel of the Gold Coast, but you don't get as much sun there, with all the high-rises nearby," says Mr. Crocker. "Here, we have the sun even in the wintertime."

Bill Scheidhauer, 38, chief operating officer and a partner in Lucky Strike Lanes, appreciates being able to entertain (and impress) visiting associates from his home base in distinctive Lake Point Tower.

"I have a lot of people who visit from out of town, whether developers or national lenders," he says. "Naturally, their first thought is to go to Michigan Avenue. It's nice to have a home nearby, where you can go entertain and walk somewhere easily."

A current entertaining hotspot in the area: RL, a Mag Mile eatery that's the site of power lunches by the likes of Howard Bernick, outgoing CEO of Alberto-Culver Co., as well as celebrity diners Jennifer Aniston and Madonna.

Home sales figures for the Gold Coast/Steeterville are calculated together by the Multiple Listing Service of Northern Illinois. The average condominium sale price in the first six months of 2006 was \$483,025, down 2.5% from the first half of last year.

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