

HOMESTYLE

High-rise living in Lake View

Condo conversion emphasizes amenities



Two-bedroom condos, base priced from \$254,500 to \$293,000 feature a large living room with an adjoining dining room and plenty of windows.

priced from \$175,900 to \$293,000. (The studios are sold out). Five decorated models are open for viewing. Many of the units are available for immediate occupancy. All of the renovated units include new paint, carpeting, appliances, countertops, and maple cabinetry. One-bedroom units feature a kitchen with dining area, large living room, bedroom, bathroom with linen closet and foyer, which in some plans includes a walk-in closet. Two-bedroom condos feature a large living room with adjoining dining room, master bedroom suite with two closets and private bath, large secondary bedroom served by a full hall bath and foyer with coat closet.

Condos that haven't been renovated also can be purchased. "Some of the condos are in good shape, and can be lived in as is. It depends on the unit," Scully said. "Many are just outdated and need things like new appliances and carpeting." One of the advantages to buying an unrenovated unit is that the buyer can purchase the unit at a lower price and, as finances become available, rehab the condos themselves at a later date.

Skyscapes

By Celeste Busk

Condo shoppers looking for plenty of recreational opportunities and pampered amenities at affordable prices can find them outside of downtown.

Consider: Park Place Tower, a 55-story high rise in the Lake View neighborhood. Residents at the 901-unit development, 655 W. Irving Park, are enjoying everything from a common area theater room (with state-of-the-art equipment) to a landscaped terrace (complete with outdoor pool, cabana, barbecue grills, a kitchen off the pool area for parties, and two tents to protect revelers from rain or sun).



The development's private theater is popular among residents. "We had one person [reserve] the room last week, and he had all his friends over to watch the Bears game. It looked like a great party," said Tami Scully, sales director for the development. Residents, who can use the room free, enjoy a large-screen television, DVD and VCR players, surround sound, a dozen plush theater seats, and all the other usual bells and whistles of a media center.

"Park Place Tower is a community in itself, except that it's straight up in the air instead of spread out within the city. It stands alone in providing you nearly

everything you might need," Scully said.

There's also an outdoor court for basketball and volleyball and party and game rooms. Residents also reap the benefits of backup services on the first-floor retail area — the grocery store, which delivers to their doors, a concierge, dry cleaners, video store, and hair salon.

As if that's not enough, Scully said that just being in the Lake View neighborhood provides Park Place Tower residents with "every possible attraction."

"Wrigleyville and Lake View are two of the hottest neighborhoods around. They're happening!" Scully said. The condominium building is just a short walk from the lakefront, with its beaches, harbors, tennis courts, golf course, driving range and jogging and biking paths. It's near restaurants, art galleries, clubs, pubs, antique stores, boutiques, supermarkets, delis, theaters, and concert venues. The condominium building also has easy access to public transportation with CTA bus service at the front door and an elevated train station a couple of blocks away.

So far, most of Park Place Tower buyers have been professional singles and couples who know the city well and like Lake View because of its convenient lakefront location, Scully said. In some units with a south view, "you can look out on Wrigley Field and actually see the games, especially with binoculars. The north view offers a look at the lakefront."

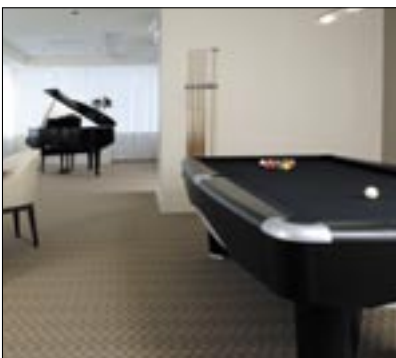
Park Place Tower was originally built in 1973 as an apartment building. More than a year ago, Crescent Heights Development began converting the building to condominiums, and so far has spent more than \$4 million to give it a makeover and facelift.

Park Place Tower currently has one and two-bedroom condos for sale, base-



Another endearing quality at the development is that it allows pets and even has a dog walk for furry residents. "There just aren't many condos along the lakefront that allow pets," Scully said. "We actually get many buyers who come here just because of this."

Park Place Tower also is an award winner. The condominium recently picked up three Key Awards from the Home Builders Association of Greater Chicago: Silver Keys for best overall community, best clubhouse/game room under 3,000 square feet and best lobby.



Park Place Tower is a 901-unit condo conversion in Lake View.

Skyscapes

WHAT: Park Place Tower, a 901-unit condo building, 655 W. Irving Park.

BUILDER: Crescent Heights Development.

PRICES: One bedroom condos are based priced from \$175,900 to \$226,000; Two bedroom units from \$254,500 to \$293,000 (studios are sold out). Indoor and outdoor parking spaces are priced from \$24,000 to \$31,000.

CONDO AMENITIES: Included in the purchase price of units for \$200,000 or more are: carpeting, kitchen appliances, maple cabinets and ceramic tile flooring in kitchen and bath. The bathrooms feature cultured marble sink, maple vanity and light fixtures.

BUILDING AMENITIES: Outdoor pool and cabana on landscaped terrace, barbecue grills, two large tents, basketball and volleyball courts, fitness center, game room, business center with high-speed Internet stations, party room, theater room, concierge, bike storage, laundry room, indoor and outdoor parking, dry cleaner, video store, hair salon, and grocery store.

MORE INFORMATION: call (773) 289-1600; parkplacetowercondos.com