

Morningside Group Teams With Crossroads Development Partners On Mixed-Use Development in North Chicago Suburb

By Keith Loria, Multi-Housing News
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Northbrook, Ill.—Morningside Group and Crossroads Development Partners are teaming on NorthShore 770, a planned 347-unit luxury apartment and 101,435-square-foot retail center project in Northbrook, Ill., scheduled to open at the end of 2015.

The luxury development will be located at 770 Skokie Blvd., with a 101,435-square-foot Mariano's-anchored retail center adjacent to it.

“It’s a very high demographic in the area. You take a three-mile ring around the property and it includes the wealthiest towns in metro Chicago,” David Strosberg, Morningside Group’s president and managing principal, tells MHN. “[Crossroads] has a very strong background in retail, and our focus has been on multifamily, so it’s a good combination for a partnership.”

NorthShore 770 will offer a mix of one- and two-bedroom units. Amenities include open floor plans with 9-foot ceilings, gourmet kitchens with eat-in peninsulas, stainless steel appliances, quartz countertops in kitchens and baths, engineered wood floors in living areas and furniture-quality 42-inch cabinetry and designer bath fixtures. All units will also offer private outdoor terraces or balconies and in-unit washers and dryers. The ninth floor penthouse units offer increased ceiling and window heights, as well as other premium features.

According to Strosberg, the combination of ultra-luxury apartments and major retail will be the first-of-its-kind in the area, creating an impressive gateway to the Village of Northbrook.

“There has virtually been no multifamily rental construction in our market area in 25 years,” he says. “There have been some small buildings and for-sale multifamily projects, but that’s it. There’s a very vent-up demand and no history of supply.”

NorthShore 770 will feature two landscaped courtyards; a heated outdoor pool and sundeck; bocce ball court;

secure dog park; outdoor lounges with free Wi-Fi; putting green and golf simulator; four outdoor fire pits; eight semi-private cabanas with 10 stainless steel barbeque stations; theater room with wet bar and free movie and television streaming service; business center and conference room; fitness center with yoga and Pilates studio space; and a community room, which includes pool tables, poker tables, shuffle board table, a chef's catering kitchen and a private dining room.

The building will also include two green roofs, as well as 595 parking spaces in a heated garage with a car wash and tire-fill station, and 13 outdoor surface spaces.

“Many of these luxury amenities aren't even available in downtown Chicago's newest apartment towers and nothing of this scale has been attempted in the suburbs before,” Strosberg says. “To have all of these conveniences and luxuries in one location is an amazing opportunity for residents. We are committed to bringing the best to our developments and NorthShore 770 will undoubtedly deliver.”