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Morningside Group wins Urban Land Institute's 2015 Project Vision Award

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Chicago-based Morningside Equities Group, Inc., was the recipient of a Project Vision Award from the Chicago Urban Land Institute (ULI) at its fourth annual event on June 3. The firm earned the award for its development of Wheaton 121, a 306-unit luxury rental community located in downtown Wheaton, Illinois. The new-construction development was completed in 2014.

One of the Chicago real estate industry's most respected awards, the Vision Awards recognize work that uses creative development practices, inventive partnerships, imaginative problem solving, and visionary ideas contributing to the growth of vibrant communities.

Wheaton 121 was an example of creative practices and partnerships, which resulted in the first large-scale multifamily community in downtown Wheaton in many years. Morningside Group worked closely with Wheaton city officials and the community to develop an upscale property that not only filled the need for rental housing in the area, but also benefitted local businesses by bringing a new customer base within walking distance of the many shops and restaurants in the area. Wheaton 121, which was built on a vacant city block, features distinctive architecture to complement the existing historic downtown buildings and also incorporated two large pieces of public art.

"This Vision Award is an incredible honor for us, and we are so proud to be recognized for the work our team and partners did in developing Wheaton 121," said David Strosberg, president and managing principal of Chicago-based Morningside Group. "It's been our firm's philosophy over the

past 22 years that a collaborative approach is what garners the best results. That's why we don't say we're in the real estate industry; rather we're in the community-building industry."

Morningside applied its same community-building philosophy to its newest building, NorthShore 770, a 347-unit luxury apartment project and 101,435-square-foot retail center at 770 Skokie Blvd. in Northbrook, Illinois. The public/private partnership mixed-use development is scheduled to open its retail component later this summer and the luxury apartments in winter 2016.

Upon completion, the NorthShore 770 mid-rise apartment building will feature a doorman; upscale finishes throughout; two landscaped courtyards; a heated outdoor pool and sundeck; bocce ball court; secure dog park; outdoor lounges with free WiFi; putting green and golf simulator; outdoor fire pits; semi-private cabanas; 10 stainless steel barbecue stations; theater room with 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 595 parking spaces in a heated garage with a car wash and tire-fill station, and 13 outdoor surface spaces.

"NorthShore 770 will certainly be our most luxurious development to date, raising the bar on what renters can expect in a rental community," said Strosberg. "The level of interest shown to this property has been very exciting for us."

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