



By 2000, the 225 West Hubbard Building, an early 20th Century loft in Chicago's River North Neighborhood, had seen better days. The six-story timber loft structure was a jumble of small offices, showrooms, and studios. Deferred maintenance had taken its toll. Hirsch Associates LLC, already a tenant, saw the building for its possibilities. When the building came up for sale, Hirsch Associates partnered with Centrum Properties, Design Studio and Silver Young Partners to purchase the building and start on a unique and ambitious renovation program.

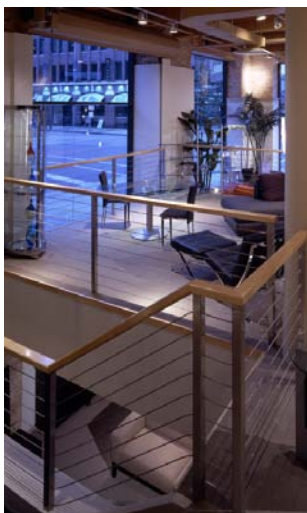
A vertical subdivision was established, allowing fee simple ownership per floor, a new concept for an office building allowing each occupant more freedom and autonomy in developing their spaces. Core elements of the building: elevators, stairs, HVAC equipment and windows, were upgraded, improving the operation, efficiency and accessibility of the building.



The building needed a new image and to provide better visibility for the retail/showroom spaces. The perimeter of the first floor was removed and reconstructed at the sidewalk elevation, allowing for eye level furniture displays and new accessible entries. Limestone clad piers and uninterrupted butt glazing gave the building a modern and fresh look along the street frontage. Large bay windows were canted out over the sidewalk to draw attention up to second floor showrooms. To provide visibility into the lower level showroom, formerly an under utilized basement, portions of the first floor were removed and the required fire separation was maintained by state of the art horizontal fire shutters.



Office floors were built-out to fulfill program requirements for functionality and to express the personalities of the Owner Occupants. Hirsch Associate's own space, located on the fifth floor, received an award from Metal Architecture Magazine for the creative use of galvanized steel in an interior application.



The renovation of 225 West Hubbard demonstrates what can be achieved by enlightened Owners, with creative guidance from their Architect, who understand the impact design solutions can have on the success of a redevelopment project.

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