

How Healthy Is **Your** Town?

OCTOBER 2005

Chicago

The Best Places to Live

dealestatecondos

BY DENNIS RODKIN



Esprit Décor

Homeowners can opt to buy completely furnished units

EARLY BUYERS AT Avenue East—a 27-story condo tower planned for just east of North Michigan Avenue's InterContinental Chicago hotel—liked the décor of the models so much that developers have now made it possible to buy not just the

>> **STREETERVILLE**
From \$339,900
to \$1,059,900

layout but the look. Ann Danner, president of the Lake

Forest-based Residential Homes of America, which is developing the property, explains that the majority of the buyers who have already taken 90 of the building's 133 units are people buying second homes. "They have decorated their main homes," Danner says. "They come

to us and say, 'Do you have a place where I can walk in with my suitcase and move in?'"

In response, the company began marketing packages this past winter that let buyers pay an additional fee (of approximately \$50 to \$53 per square foot) to have the space completely furnished in one of four color palettes. At press time, Avenue East, which should be ready for occupancy in summer 2007, had units available starting at \$339,900. That buys a 772-square-foot studio on the 21st floor. At the upper end, a 2,327-square-foot penthouse with three bedrooms and three and a half bathrooms is priced at \$1,059,900.