

## **Gold Coast & River North**

### **Luxury services a must for Gold Coast buyers**

In a neighborhood known for luxury, high-end amenities are the norm. Buyers in the Gold Coast expect a wealth of in-house services to accompany their new homes, especially when those homes cost \$750 per square foot or more.

“Looking at existing products, many luxury condos in the Gold Coast have been above hotels, so buyers have come to expect hotel-style amenities at their homes,” says Nancy Nagy, a senior vice president at Koenig & Strey GMAC Real Estate.

Residents of The Elysian Hotel and Private Residences at 11 E. Walton St. can pamper themselves with everything from individual spa treatments to straight-razor shaves at the building’s exclusive spa and health club. Chef Charlie Trotter will open a dinner-only restaurant and a casual, all-day eatery inside the building.

Eight of The Elysian’s 51 luxury homes were still for sale in March at prices ranging from \$2.8 million to \$4.9 million. Approximately 50 of the building’s 188 hotel condos were available from the \$600s to the \$950s.

Immediately south of The Elysian at The Prime Group’s Ten East Delaware, residents will have access to a rooftop-level clubhouse, a fitness center, a rooftop swimming pool and gardens. They can also choose from a la carte services including catering from a new Bice Restaurant in the tower’s retail space.

One- to three-bedroom homes at the high-rise are priced from the \$550s to \$2.6 million.

Even the neighborhood’s older buildings are getting into the luxury-service act. When RDM Development rehabbed the 81-year-old tower at 1400 N. Lake Shore Drive, it converted the building’s basement into a community room, a media lounge and a gym. Price points there range from the \$140s to the mid-\$400s.

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