

CHICAGO LANDMARKS



2015 PRESERVATION EXCELLENCE AWARDS

2337 South Michigan Motor Row District Rehabilitation

Recipient: BSB Holdings, LLC

The Motor Row District is considered to be the largest, intact early “motor colony” in the United States. This streetwall along South Michigan Avenue is formed by the continuous masonry fronts of showroom buildings and forms an indelible urban image of Chicago at the beginning of the 20th century, when the automobile became a standard feature of American life. This 3-story commercial building was built in 1910 for the Federal Motor Car Company Showroom. When the owner purchased the vacant building, portions of this front façade were hazardous, with structurally unsound brick walls and substantial water infiltration from the roof. The owner obtained an emergency repair permit and rebuilt the upper part of the façade using salvaged glazed brick. The overall rehabilitation project, which was subsidized with Tax Increment Financing, also included new storefronts and windows. The restored building is now used as a microbrewery with a bar area on the ground-floor and office space on the upper floors. The Motor Row District was designated a Chicago Landmark on December 13, 2000.



before



after



DPD
CHICAGO DEPARTMENT OF
PLANNING & DEVELOPMENT