



PRESIDENTIAL TOWERS, CHICAGO, ILLINOIS

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VDTA was retained to rebrand and master plan renovations to a 130,000 SF retail center located in the podium of this 2,400 unit rental complex. When it was originally designed in the late 1970's the area surrounding the complex was known as Chicago's "skid row," so the retail turned its back on the street and was internally focused. Plans call for reorienting this relationship, opening up exterior storefronts. The current negative statement made by the building will be transformed into a positive contributor to a vibrant streetscape.

