The residential conversion of Tribune Tower has really hit its stride. The historic 1925 neo-Gothic exterior is being meticulously restored while Chicago Tribune newsrooms, including Colonel Robert McCormick’s office, become luxury condos priced from $700,000 to upwards of $7 million. Reconfigured adjoining structures, including the WGN TV and Radio buildings and the 1920 Printing Plant building, will house additional residences and amenity spaces.

The conversion follows similar office-to-condo transformations of iconic buildings that had struggled to compete for commercial tenants—most notably Manhattan’s Woolworth Building, once the world’s tallest, and now a trendy address for some of that city’s wealthiest individuals. Coincidentally, the Tribune Tower’s original architects, Raymond Hood and John Mead Howells, also designed New York landmarks Rockefeller Center and the Daily News and American Radiator buildings. The building is a case study in how architecture can broadcast an image of the corporation that occupies it. In this case, Colonel McCormick wanted to project strength, knowledge, and a heroic interpretation of history.

It is also possible that, as soon as 2022, construction may begin on Tribune Tower East—a proposed supertall building on a neighboring parcel. Designed by Adrian Smith + Gordon Gill Architecture, the tower could reach 1,422 feet—the city’s second tallest—with a 200-room hotel at its base and combined 564 condo and rental units. The skinny profile is reminiscent of the many sleek towers sprouting up in Asia and the Middle East.

Further reading:
Here’s what those Tribune Tower condos will look like. Dennis Rodkin, Crain’s Chicago Business, August 16, 2019.
Condos in Tribune Tower will start around $700K. Ryan Smith, Curbed Chicago, June 27, 2019.
Tribune Tower Redevelopment. Developer website.
Tribune Tower, Buildings of Chicago, CAC.