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The Green Exchange

A Chicago-based development firm is waiting to receive zoning approvals from the city in order to proceed with a 250,000 square foot mixed-use project at 2545 West Diversey Avenue on Chicago's North Side. Once the approval is handed down, Baum Development LLC plans to invest \$30 million into the former Frederick Cooper Lamp Company building and renovate it to an undisclosed level of LEED certification.

Baum's project grabbed my attention, though, because the firm is marketing the building exclusively to commercial tenants that either make or provide sustainable products and services. It has already signed letters of intent with a sustainable building material supplier, an eco-friendly printing company, and a sustainable furniture designer. It's also targeting organic restaurants and architectural and engineering firms specializing in green design. Baum is not receiving any financial incentives from the city for the project, which will include a garden courtyard and a green roof.

This is the first project I've come across that's exclusively pursuing green commercial tenants. The concept of a small office building that contains a community of sustainably-driven tenants is intriguing. Of course, the final piece of the puzzle for an owner int

COR Building, Miami

Why is it that so many new green highrises look like futuristic sculptures? From One Bryant Park to the Editt Tower and everywhere in between, a combination of...[World Changing](#)

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Survey

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Fundraise

Better articulate Green values

Improve internal party organization

Made candidates more media-savvy

Press for electoral reform, such as PR

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