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## Loft goes green in big way

(<http://www.pioneerlocal.com/booster2/news/144756,b2-greenbuilding-112206-s1.article>)

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By [ANITRA ROWE](#) Staff Writer

A vacant 250,000-square-foot concrete loft, just off the Kennedy Expressway at Diversey, is being converted into a one-of-a-kind green business community.

The ambitious development, called Green Exchange, will be constructed in the old Frederick Cooper Lamp Company building at 2545 W. Diversey Ave.

Chicago real estate company Baum Development LLC is leading the project.

Green Exchange was the idea of 1st Ward Alderman Manny Flores and sustainable design entrepreneur Barry Bursak.

Flores said Planned Development zoning is sought for the multi-million dollar project, and construction should be complete by the middle of 2007. Neighbors of the development support it, Flores said.

Flores said Green Exchange "paves the way for Chicago to become the green economy's Silicon Valley."

Green Exchange only will lease space to tenants connected to green products, services and missions. Tenants will include an organic restaurant and cafe, a sustainable furniture store, a green building supply company, and Wicker Park-based car sharing company I-GO.

The fact that Baum Development deemed Green Exchange an economically viable project demonstrates that "the potential for this is great," Flores said.

Flores said Green Exchange will be an "incubator" of green ideas and business" that will act as "a catalyst" to revive this particular industrial corridor.

Flores said Green Exchange won't isolate green businesses from the rest of the city's economy.

Rather, he said it will consolidate like businesses -- as high-tech corridors do -- creating a model that could be duplicated elsewhere.

"We're trying to create a critical mass," Flores said.

Baum Development wants to bring green businesses from across the world to Green Exchange, Flores said, adding that he personally will use World Business Chicago, a non-profit economic development organization that promotes metropolitan Chicago, as a resource to achieve that goal.

Green Exchange also will generate jobs. About 110 workers were displaced when the Frederick Cooper Lamp Company closed in 2005, and Flores said Green Exchange will provide work for a number of those former employees

Flores also said Green Exchange will work with the Mayor's Office of Workforce Development to create job training for these businesses.

The project's architects, Hartshorne + Plunkard of Chicago, will reuse the existing building and preserve historically significant features.

The building will comply with the standards of LEED -- Leadership in Energy and Environmental Design -- and incorporate features such as an energy efficient environment, a green roof, a landscaped courtyard, bike rooms and priority hybrid parking.

Baum Development will market Green Exchange with site tours, networking and educational events, internal and exterior signs, e-mail blasts, tenant inclusion on a Green Exchange Web site.

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