

= Magnificent Mile =

The Magnificent Mile , sometimes referred to as The Mag Mile , is an upscale section of Chicago 's Michigan Avenue , running from the Chicago River to Oak Street in the Near North Side . The district is located adjacent to downtown , and one block east of Rush Street . The Magnificent Mile serves as the main thoroughfare between Chicago 's Loop business district and its Gold Coast . It is generally the western boundary of the Streeterville neighborhood , to its east and River North to the west .

Real estate developer Arthur Rubloff of Rubloff Company gave the district its nickname in the 1940s . Currently Chicago 's largest shopping district , various mid @-@ range and high @-@ end shops line this section of the street ; approximately 3 @,@ 100 @,@ 000 square feet (290 @,@ 000 m2) are occupied by retail , restaurants , museums and hotels .

Several of the tallest buildings in the United States , such as the John Hancock Center and the Trump International Hotel and Tower , lie in the district . Landmarks along the Magnificent Mile include Wrigley Building , Tribune Tower , the Chicago Water Tower , and the Allerton Hotel .

= = History = =

After the Great Chicago Fire of 1871 , State Street (anchored by Marshall Field 's) in the downtown Loop , especially the Loop Retail Historic District , was the city 's retailing center . The convenience of mass transit including streetcars and elevated trains , supported a retail corridor along State Street from Lake Street to Van Buren Street .

By the 1920s , commuter suburbs began to have significant retail districts . Prior to the bascule bridge construction , swing bridges across the river were open for ship traffic during half the daylight hours . The Rush Street Bridge was the swing bridge for this area . The opening of the Michigan Avenue Bridge in 1920 created a new commercial district .

The concept for the Magnificent Mile was part of the 1909 Burnham Plan of Chicago . It was constructed during the 1920s to replace Pine Street , which had been lined with factories and warehouses near the river , and fine mansion and rowhouse residences farther north . The earliest building constructions varied in style , but challenged new heights in construction . The name the " Magnificent Mile " is a registered trademark of the Greater North Michigan Avenue Association (GNMAA) .

After the Great Depression and World War II , Arthur Rubloff and William Zeckendorf bought or controlled most of the property along this stretch of the avenue and supported a plan by Holabird & Root for construction of new buildings and renovation of old ones that took advantage of new zoning laws . Soon the property values driven by the luxury shopping districts were pricing out the nearby artists of Tower Town , just southwest of the Chicago Water Tower . Rubloff and Zeckendorf successfully developed and promoted the area until it became one of the most prestigious addresses of the city . That distinction holds today , and spurred new investment along the Magnificent Mile and throughout the Near North Side .

After 1950 , suburban development reduced the Loop 's daily significance to many Chicagoans as downtown retail sales slipped . However , the Magnificent Mile kept a luxury shopping district close to the central business district . The opening of the 74 @-@ story Water Tower Place in 1975 marked the return of Chicago to retailing prominence . By 1979 , the State Street commercial corridor had lost its commercial vitality and was closed to street traffic for renovation including sidewalk widening until 1996 .

= = Description = =

Today , The Magnificent Mile contains a mixture of upscale department stores , restaurants , luxury retailers , residential and commercial buildings , financial services companies , and hotels , catering primarily to tourists and the affluent . The area also has a high concentration of the city 's major media firms , such as the Chicago Tribune newspaper , and advertising agencies . The Magnificent

Mile includes 3 @, @ 100 @, @ 000 sq ft (290 @, @ 000 m2) of retail space , 460 stores , 275 restaurants , 51 hotels , and a host of sightseeing and entertainment attractions to more than 22 million visitors annually .

The American Planning Association selected The Magnificent Mile as one of the 10 Great Streets for 2007 through its Great Places in America program . In recent years , The Magnificent Mile has added trees and flower @-@ filled medians to reflect the changing seasons .

= = = Retail = = =

Many of the world 's leading retail stores populate The Magnificent Mile , including department stores Bloomingdale 's , Neiman Marcus , Saks Fifth Avenue , Nordstrom , and Barneys New York . In addition , some of the finest luxury boutiques are located along The Magnificent Mile (many of which have only a few North American locations) , including Cartier , Escada , Bottega Veneta , Marc Jacobs , Bulgari , Van Cleef & Arpels , Chanel , Georg Jensen , Gucci , Louis Vuitton , Max Mara , L.K.Bennett , Harry Winston , St. John , Aritzia , Omega , Kate Spade , Stuart Weitzman , Prada , Montblanc , Hugo Boss , Anne Fontaine , and Rolex .

Also present are Ralph Lauren (Ralph Lauren 's largest store in the world) , Eskandar , Barbour , Cole Haan , Charles David , Prada , Lanvin , Giorgio Armani , Henri Bendel , Brunello Cucinelli , Dolce & Gabbana , Salvatore Ferragamo , L 'Occitane en Provence , Diesel , Carolina Herrera , American Girl , Moncler , Furla , Harry Winston , Ermenegildo Zegna , Brooks Brothers , Zara , Burberry (its U.S. flagship) , Vera Wang , La Perla , Tumi , Agent Provocateur , Dennis Basso , lululemon athletica , Piazza Sempione , Graff Diamonds , Tom Ford , Fratelli Rosseti , Hickey Freeman , Kiehl 's , Jil Sander , Henry Beguelin , Topshop , Michael Kors , Bernadaud , Christofle , J. Crew , Arthur , Sermoneta , H & M , Manrico Cashmere , Marlowe , Paul Stuart , Graff Diamonds , David Yurman , Fogal , Christian Louboutin , Wolford , Saint Laurent , The Art of Shaving , BHLDN , Jimmy Choo , Buccellati , AllSaints , Frette , Pratesi , Culti , Tiffany & Co . , and many others .

The Magnificent Mile is also notable for its three urban shopping centers : Water Tower Place , The Shops at North Bridge , and 900 North Michigan Shops . Each spans multiple floors and city blocks and offers various tenants : mall mainstays and more upscale apparel shops , restaurants , and unique attractions , such as museums .

At present , rent on The Magnificent Mile is the third most expensive in the country , behind Fifth Avenue in New York and Rodeo Drive in Beverly Hills . In 2013 alone , rent rose 46 % .

In its book The 10 Best of Everything : An Ultimate Guide for Travelers , the National Geographic named The Magnificent Mile along with Rodeo Drive and Fifth Avenue as one of the 10 best shopping avenues in the world .

= = = Hotels and dining = = =

Renowned and critically acclaimed restaurants such as The Signature Room at The 95th , Spiaggia , Tru , The Pump Room , Lawry 's , The Grand Lux , The Park Hyatt Room , The Prime Rib , and Spago provide a variety of dining options . Three 5 @-@ star hotels (The Peninsula Chicago , Four Seasons Hotel Chicago , and Ritz @-@ Carlton Chicago) and Illinois ' only 4 @-@ star hotel (Park Hyatt) are located within about five blocks along The Magnificent Mile .

Other hotels such as Intercontinental , Westin , Drake Hotel , and the Conrad Chicago offer convenient luxurious accommodations as well . Selected luxury @-@ class hotels are shown below :

= = = Banks = = =

The largest banks have branches along the strip including the three largest banks in the nation : Bank of America , Citibank , and JPMorgan Chase 's Chase Bank . Additionally , the largest banks in Chicago are present , such as LaSalle Bank and Harris Bank , which is technically across the street from The Magnificent Mile . American Express has a Magnificent Mile address for one of its

two Chicago service offices . Fidelity Investments has an office at the foot of The Magnificent Mile .

== Chicago landmarks ==

Historic and landmark presences are shown in the table below , which lists Chicago Landmarks , National Register of Historic Places locations , and National Historic Landmarks along The Magnificent Mile . At the northern edge of this district on the west , one finds the exclusive One Magnificent Mile building and Oak Street running to the west . Also , at the northern edge of the district one finds the Chicago Landmark East Lake Shore Drive District , an extremely expensive and exclusive one @-@ block area of real estate running east from N. Michigan Ave. and facing directly onto Lake Michigan .

At the southern edge of the district , the Michigan Avenue Bridge sits among four majestic 1920s skyscrapers , two of which are on The Magnificent Mile (Tribune Tower and the Wrigley Building) , and two of which are not (333 North Michigan and London Guarantee Building) . These buildings are contributing properties to the Michigan ? Wacker Historic District .

Five of the 85 tallest buildings in the world are located in The Magnificent Mile district . In fact , five of the 10 tallest buildings in Chicago , seven of the top 18 , and nine of the top 50 are located within a few blocks here . These buildings are :

== Malls ==

== Seasonal events ==

With each season , the ambiance of The Magnificent Mile changes . This change is signaled by several official events :

Median planters were constructed as part of a streetscape improvement project in 1994 . In the spring , hundreds of thousands of tulips bloom from mid April until the end of May . In 2008 , a public art installation of kinetic sculptures designed by local and international architects was placed in the garden beds .

During the summer , the " Gardens of The Magnificent Mile " festival event occurs . It is a self @-@ guided landscape display walking tour . In 2007 and 2008 , fashion dress forms graced the garden beds . The forms were designed by students from the Illinois Institute of Art ? Chicago and the International Academy of Design and Technology , as well as prominent designers located on the Avenue .

In 2009 and 2010 the first ever Summer Concert Series presented by Walgreens brought top level musical talent to the Avenue for free lunchtime shows for guests , locals , and employees of the Avenue . Past artists include : Collective Soul , Better Than Ezra , Mat Kearney , Michael Franti , Kris Allen , and Guster .

The tradition of lighting the trees of The Magnificent Mile to start the Christmas season extends more than forty years . More than one million lights are lit and fireworks follow the event . The Magnificent Mile Lights Festival , presented by Harris , is the annual kick @-@ off to Chicago 's Christmas season .

The day of the event has special activities and offers across Magnificent Mile businesses , plus interactive holiday booths in Pioneer Court , and a free concert with free concerts featuring popular artists all afternoon on the Harris Stage (past artists have included Jason Mraz , Mitchel Musso , and KT Tunstall) . In the evening , Mickey Mouse leads a procession down Michigan Avenue from Oak Street to Wacker Drive , stopping at each block to light the trees . He brings along a lot of friends , including Minnie Mouse , Donald Duck , other Disney friends , marching bands , celebrities and more . It is considered the first annual Christmas procession of the year .

== Transportation and infrastructure ==

North Michigan Avenue is a six @-@ lane two @-@ way street that is serviced by Chicago Transit Authority public buses along the Magnificent Mile that connect the area to the entire Chicago metropolitan area . It is also serviced by seasonal trolley service along the street , and the foot of the Magnificent Mile is serviced by seasonal water transit services . Two blocks west along State Street , the Chicago ' L ' rapid transit services the street via its Red Line . Pedestrian traffic abounds along the broad sidewalks that are shielded by extensive , mature greenery that provides much of the friendly atmosphere .

In autumn 2011 , North Michigan Avenue was completely repaved from the Chicago River to Oak Street with a durable stone @-@ matrix asphalt pavement mix that incorporated high levels of recycled materials , including waste shingles , ground tire rubber , and asphalt millings , diverting some 800 tons of material from landfills . The \$ 1 million project was completed without ever completely halting traffic on the street . In July 2012 , the City of Chicago and CDOT were honored with the Environmental Leadership Award from the National Asphalt Pavement Association .

= = = Intersections = = =