



# REACH NEW HEIGHTS

**1200W**



# 1200W

Developed by Sterling Bay in partnership with AustralianSuper, 1200 West Carroll is a 484,617 RSF new construction, Class A office building on the west end of Fulton Market. Featuring elevated architecture, smart design, and reimagined offices and amenities, 1200W sets a new office standard in one of Chicago's most dynamic submarkets.

# POWERING

1200W presents a compelling opportunity for forward-thinking companies seeking sophistication and excitement, both in and around the building. Enjoy unparalleled access to the places and spaces you need to enhance employee satisfaction and productivity and take your business to the next level.

# AN AMBITIOUS WORKFORCE



# ELEVATED

1200W's progressive, Gensler design exudes artistry, energy, wellness, and connectivity, reflecting the dynamic spirit of Fulton Market's industrial character and growing creative workforce.

# ARCHITECTURE THAT INSPIRES



Exterior, looking Northwest

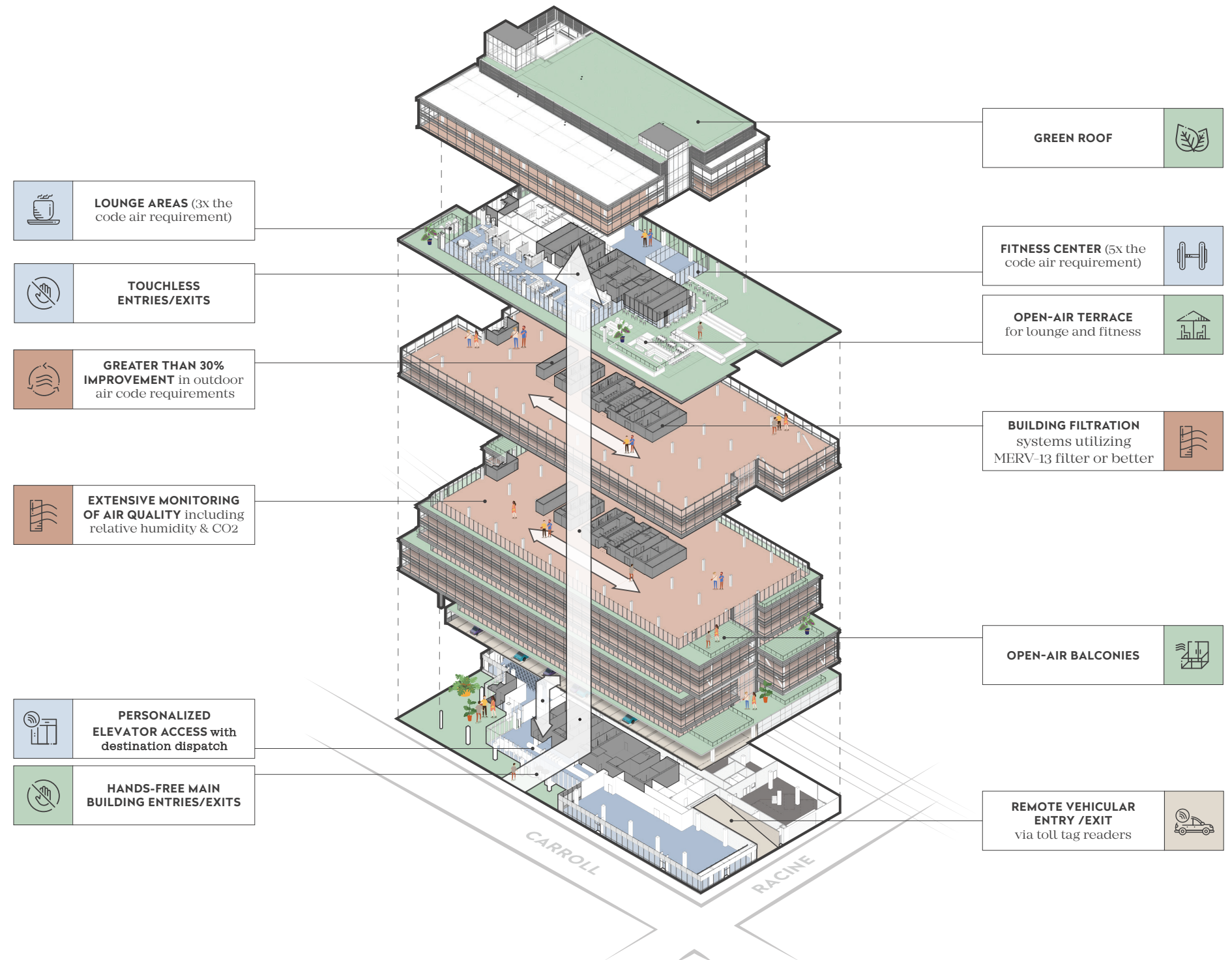


1200W

# SMART DESIGN BUILT FOR THE FUTURE

## LEADING-EDGE OCCUPANT WELL- BEING AND SAFETY

Sterling Bay has always been a leader in technology and design. This commitment remains true, now more than ever, as we transform 1200W into a true “office of the future” – with enhanced safety protocols to promote and protect the health and wellness of every tenant, employee, and visitor.



Lobby

1200W



**484,617 RSF**

Class A  
office space

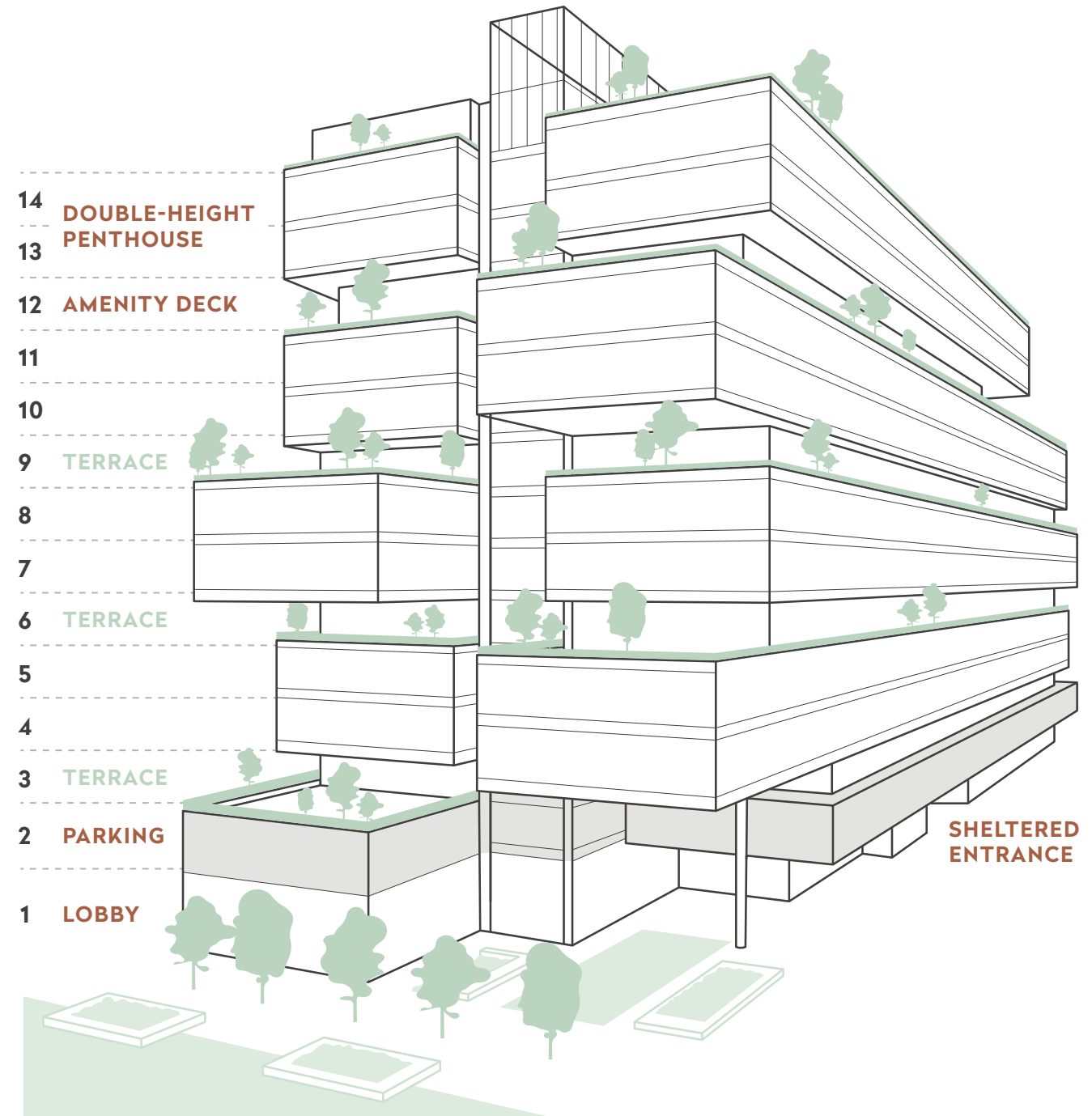
**14**  
stories

**PRIVATE  
TERRACES**  
above Fulton Market

**LEED GOLD**  
anticipated certification

**WELL V2**  
core and shell  
anticipated certification

**2023**  
move-in ready





# REIMAGINED



# AMENITIES

## OFFICES &

From the high-end lobby to the 12th-floor amenity deck, our flexible design and luxury amenities are carefully crafted to help you maximize your workday, both on and off the clock.



# COMFORT & CONVENIENCES GREET YOU AT THE DOOR

## HIGH-END LOBBY

along W Carroll Ave

## FIRST FLOOR FLEX SPACE

to accommodate both private  
conferencing and informal  
workplace areas

## ENHANCED ELEVATORS

with destination dispatch

## RETAIL

12,556 RSF

## LOCKER ROOMS

and showers

## BIKE ROOM

safely stores  
200+ bikes

## EASY OGDEN ACCESS

I-90/94 and 290

## SHUTTLE SERVICE

to Ogilvie Transportation Center  
and Clybourn Metra Station

## 100 PARKING SPACES

with EV charging stations



Tenant Space

1200W



**51,000 SF**

typical  
floor plates

**14'**

average  
slab height

**60'**

floor depth from  
exterior facade to  
building core

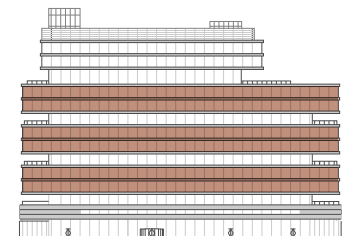
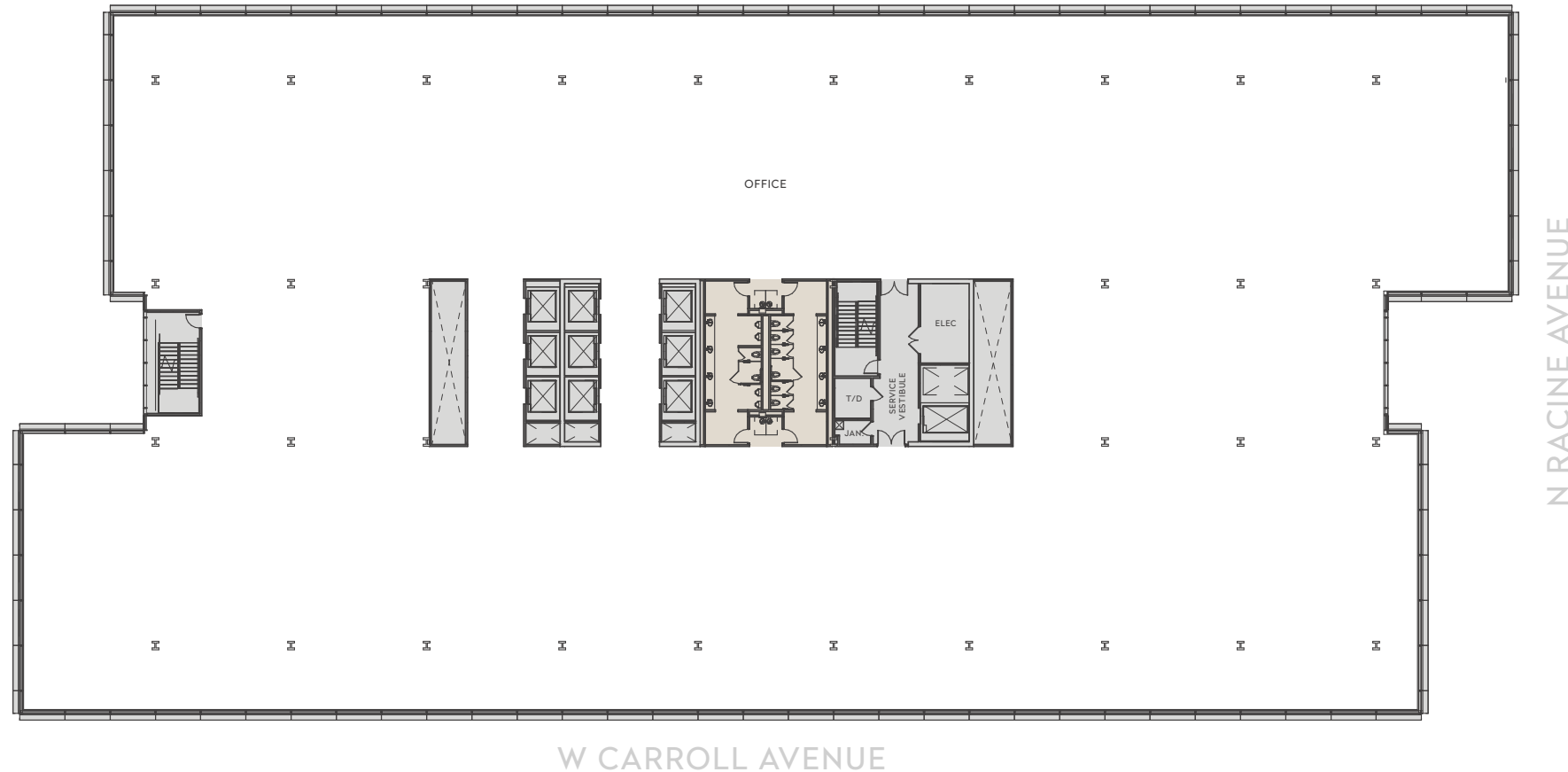
**SINGLE &  
MULTI-TENANT**

layouts

**SWEEPING  
CITY VIEWS**

floor-to-ceiling  
windows

*Typical Office Floor  
(4-5, 7-8, 10-11)*



**43,000 SF**

typical  
floor plates

**14'**

average  
slab height

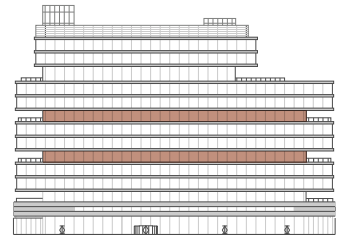
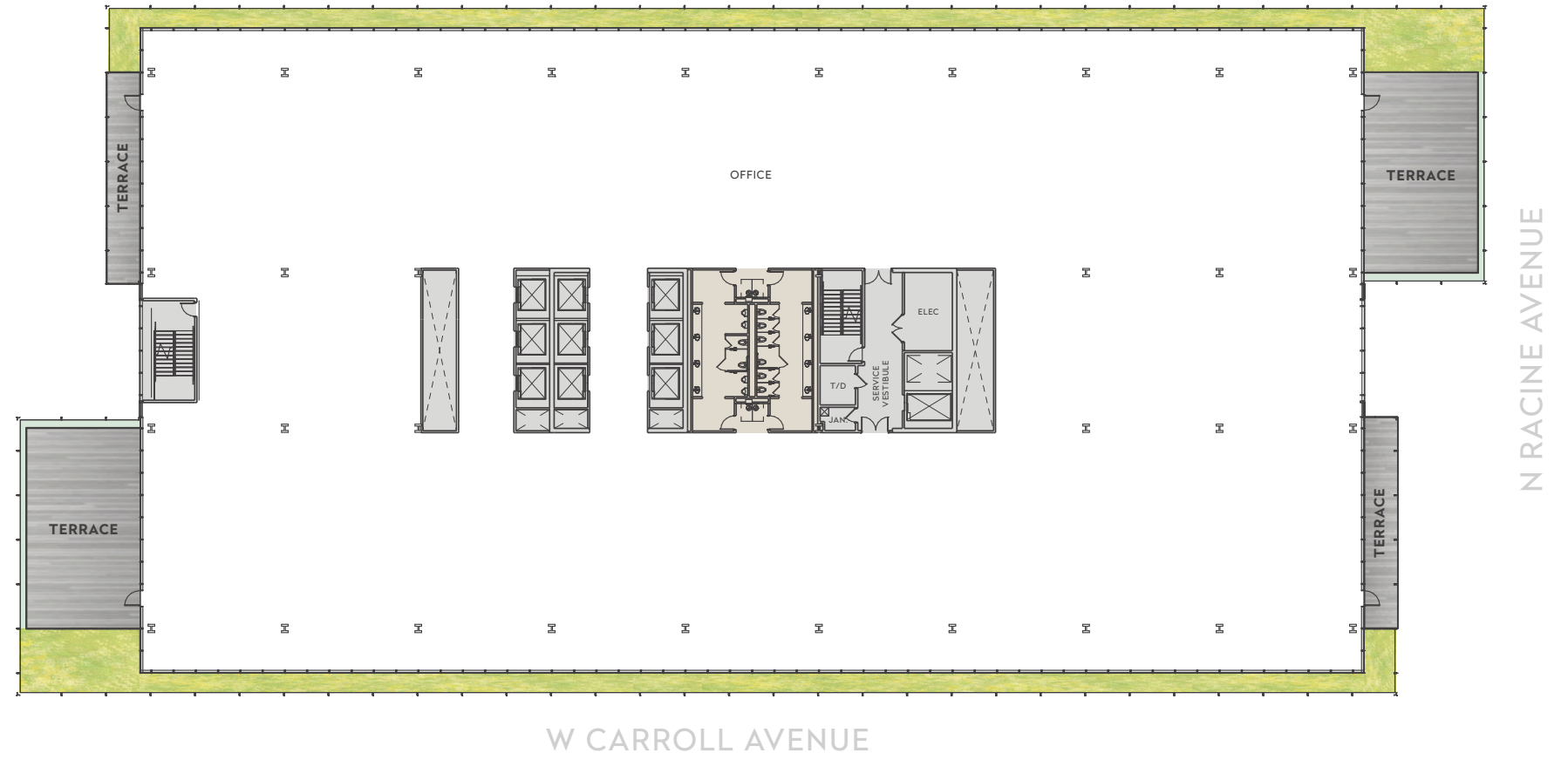
**SINGLE &  
MULTI-TENANT**

layouts

**PRIVATE  
TERRACES**

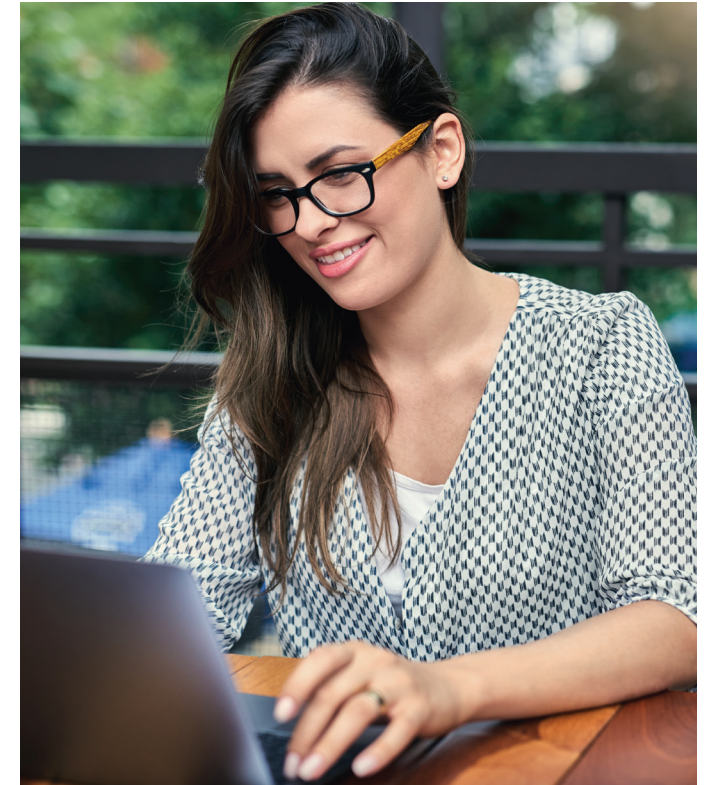
above  
Fulton Market

*Typical Office Floor  
with Terrace (3, 6 & 9)*





# AMENITY DECK SOARS ABOVE THE SKYLINE



**20,000 SF**  
indoor/outdoor amenities

**TENANT LOUNGE**  
grab & go food service, bar,  
and gaming area

**WELLNESS CENTER**  
state-of-the-art fitness equipment  
and dedicated shower, change and  
locker facilities

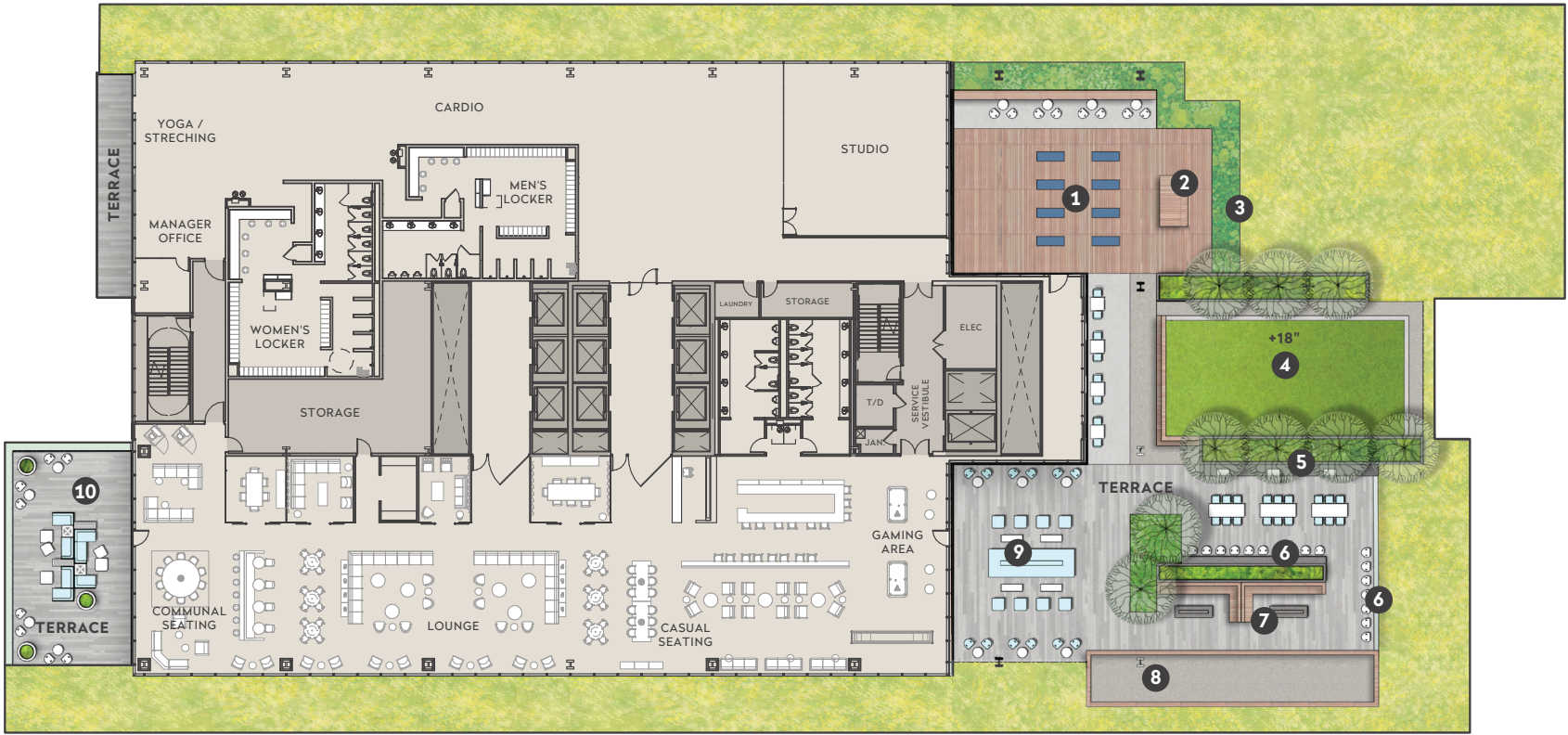
**GATHERING AREAS**  
designated Quiet Zone deck and  
movable lounge seating

**ROOF DECK**  
fire pit, bar and cooking areas,  
and bocce court

Amenity Deck  
(Floor 12)

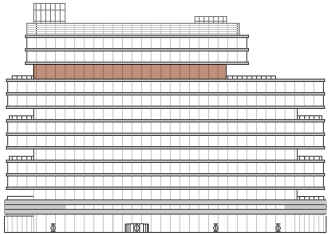


- 1 Flexible Wellness Space
- 2 Platform Seating
- 3 Grass & Perennial Border
- 4 Raised Lawn
- 5 Grill Counter
- 6 Bar Ledge
- 7 Built-in Fire Pit Seating
- 8 Bocce
- 9 Movable Lounge Seating
- 10 Quiet Zone Seating



N RACINE AVENUE

W CARROLL AVENUE



# EXPANSIVE OFFICE SPACE SPARKS BIG IDEAS



**DOUBLE-HEIGHT  
13TH FLOOR PENTHOUSE**  
offers more open workspace

**JEWEL-BOX SPACE**  
in a dynamic neighborhood

**EXTERIOR SIGNAGE**  
branding opportunities





# IN THE HEART

New economy companies continue to flock to Fulton Market for its grit, rich culture, and increasing connectivity. At 1200W, you can easily transition from a business meeting to a workout class to a Michelin-starred restaurant, all without leaving the neighborhood.

# OF FULTON MARKET



**45+**  
Gyms  
& Studios

**425+**  
Restaurants  
& Cafés

**110+**  
Shops  
& Markets

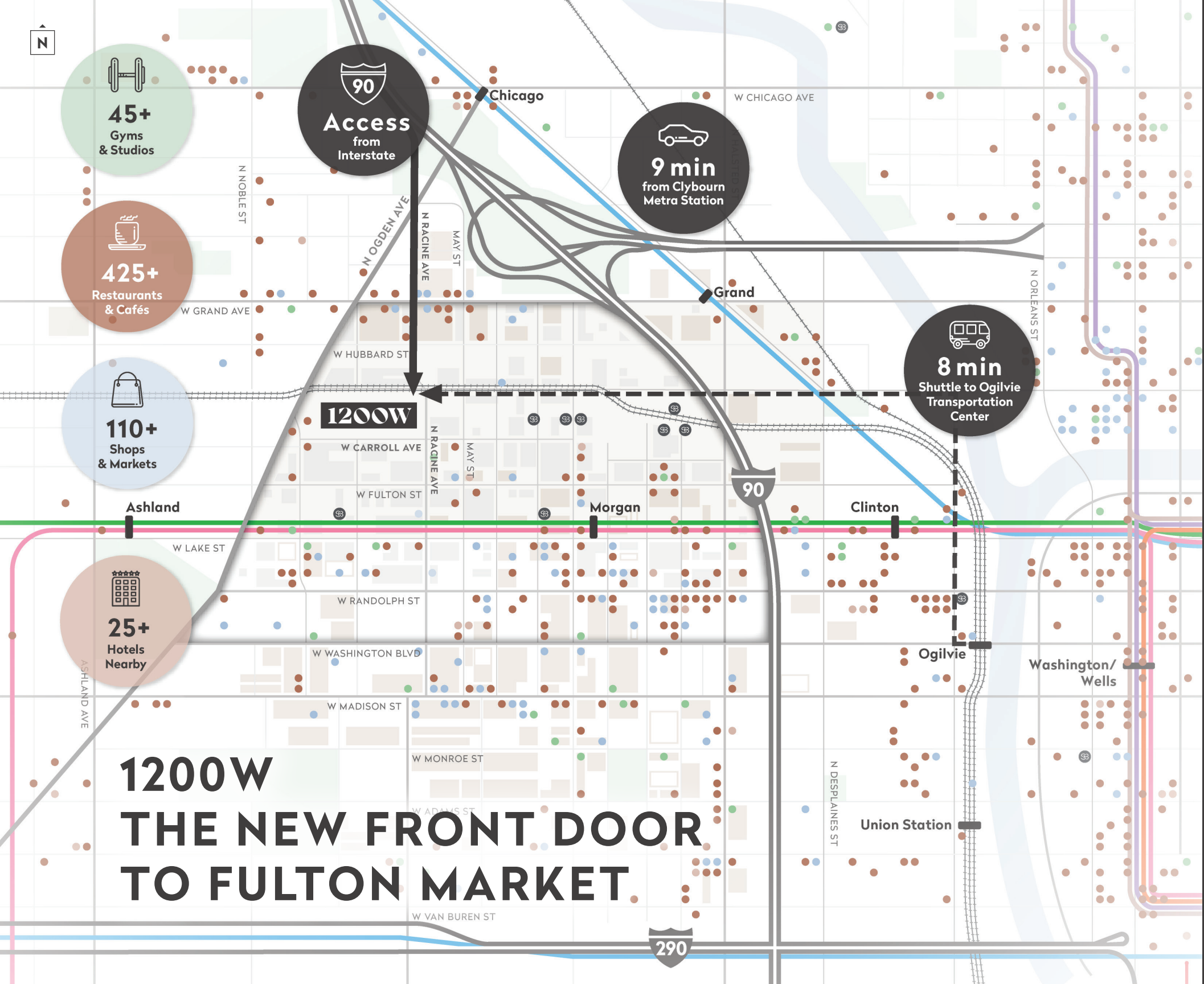
**25+**  
Hotels  
Nearby

**Access**  
from  
Interstate

**9 min**  
from Clybourn  
Metra Station

**8 min**  
Shuttle to Ogilvie  
Transportation  
Center

# 1200W THE NEW FRONT DOOR TO FULTON MARKET.



**4 MIN**  
Morgan L Station  
(Pink/Green Lines)

**9 MIN**  
Grand L Station  
(Blue Line)

**4 MIN**  
I-90/94 and 290

**10+**  
Divvy Bike Locations

- |              |                           |
|--------------|---------------------------|
| Fitness      | <b>RESIDENTIAL</b>        |
| Food         | Existing                  |
| Hotels       | Under Construction        |
| Shopping     | Available for Development |
| Sterling Bay |                           |



# THE GOOGLE EFFECT GOES WEST

As demand for creative office continues to fill the eastern portion of Fulton Market, density will extend in other directions and the western end will benefit. 1200W is strategically located within this expanding office market, making it an ideal choice for today's westward-looking workforce.

2012                      2014                      2015                      2016                      2018                      2019                      2020                      2023



Sterling Bay purchases 1000 W Fulton, a 10-story 385,000 SF windowless cold-storage building constructed in 1920

SB signs Google at 1000 W Fulton, now dubbed 1KFulton, and purchases 32 buildings in Fulton Market



SB acquires Fulton West, an existing concrete superstructure that will accommodate future development along with a portfolio of existing completed office, retail, and parking



Google moves into 1KFulton, now transformed into a LEED-certified creative office building annexed by a new six-story structure home to SRAM, Sandbox Industries, and The Mill

SB begins construction on spec at Fulton West



Mosaic, an experiential marketing agency, is the first tenant at 320 N Elizabeth, part of the redeveloped Fulton West campus

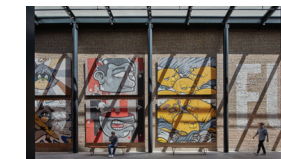
SB announces leases with Glassdoor, Dyson, Intercom, and Skender at Fulton West



Smyth and The Loyalist bring fine dining to the west end at 177 N Ada

Development boom continued apace

Dyson, Glassdoor, and Climate Corporation move into the Gensler-designed Fulton West



McDonald's opens its new global headquarters on the site of Oprah's former Harpo Studios

SB purchases a 60,000 SF site at 1200W

Leasing momentum for creative office persisted throughout the neighborhood

Michelin-starred chef Curtis Duffy, formerly of Grace, announces plans for Ever, his new restaurant that will bring additional fine dining to Fulton West

SB plans its 10th Fulton Market office building, dubbed 1200W, at Carroll and Racine

P33, a nonprofit founded by former U.S. Secretary of Commerce Penny Pritzker to help bolster Chicago's reputation as a hub for tech companies, moves into a newly redeveloped building at 1234 W Fulton Market

Alderman Burnett lifts ordinance banning residential north of Lake Street



1200W opens at Carroll and Racine



*Fulton Market Gate*

*Quick access to I-90/94 and 290  
via Ogden Avenue*



*Morgan L Station*

**122%**

population growth  
in the last 5 years

**56,000**

people living within  
a 1-mile radius

**91%**

of population is in  
the professional workforce

**60661**

West Loop zip code  
has densest population of  
millennials in the U.S.

**64%**

between the ages of 25-44,  
compared to 33% in the Chicago CBD

**\$132,250**

average household income

**900,000+**

annual ridership at  
Lake and Morgan CTA station,  
80% increase since 2012

**51%**

growth in average  
net retail rents since 2016

## Neighboring Tenants

Google



dyson

WPP



Mondelēz  
International

VITAL PROTEINS®

Knoll

DUFF & PHELPS

convene

HermanMiller

AspenDental

## Neighboring Amenities

POLITAN ROW



SWIFT & SONS  
STEAKHOUSE

sweetgreen



TimeOut  
MARKET  
CHICAGO

SHAKE SHACK®



elske

EVER

un·cooked

CHICAGO  
PUBLIC  
LIBRARY



ACE HOTEL

NOBU HOTEL  
CHICAGO

SMYTH | LOYALIST  
THE

BEATRIX  
Market

La COLOMBE  
COFFEE ROASTERS

EMPORIUM  
...ARCADE...BAR...



ART+SCIENCE

ANTHROPOLOGIE

free people

Walgreens

Northwestern  
Medicine

corepower  
YOGA



*Cira, The Hoxton*

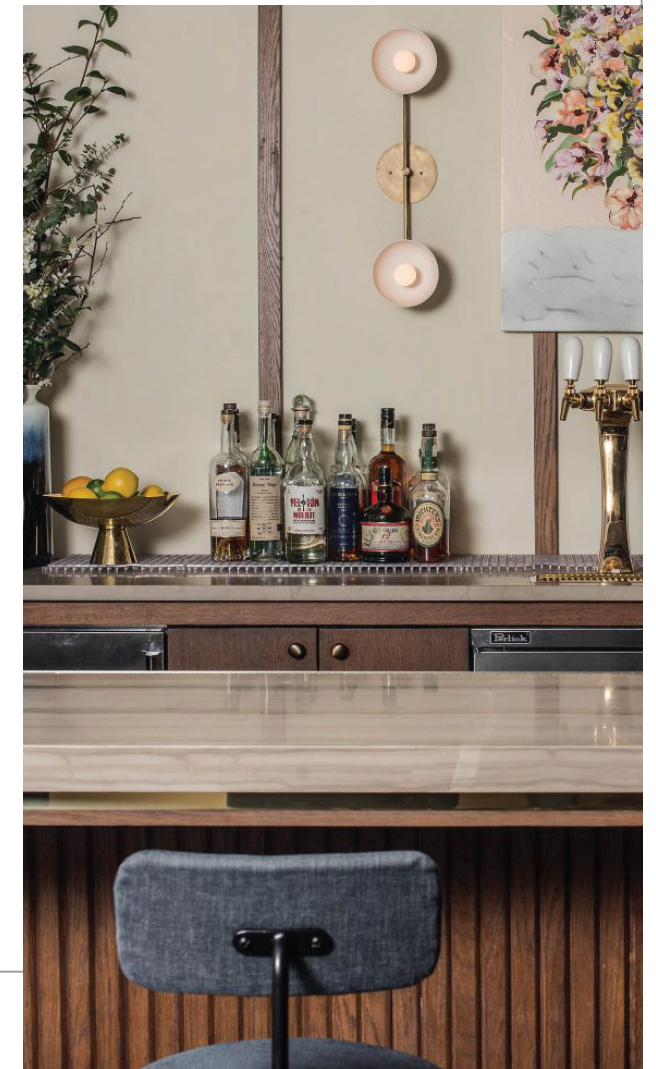


*NOBU Restaurant*

*Ever*



*Elkse*





Sterling Bay is a leading investment and development company with expertise spanning all areas of real estate. The largest developer in Fulton Market, Sterling Bay is known for creating world-class urban campuses for companies like Google, McDonald's, and Uber. Sterling Bay is consistently recognized for award-winning projects that transform space, enhance communities, and strengthen a company's culture and brand.

**\$5 BILLION**

portfolio

**\$10.2 BILLION**

development pipeline

**3 MILLION SF**

delivered in Fulton Market

BY THE PEOPLE  
WHO PUT  
FULTON MARKET  
ON THE MAP





AustralianSuper owns a diverse global portfolio of property investments, including interests in office, retail, logistics and residential assets located across North America, the United Kingdom and Australia. It has a growing property development portfolio, with a focus on long-term, large scale urban regeneration projects.

**\$130+ BILLION**  
total assets

**\$7.6 BILLION**  
property portfolio

**TOP 25**  
largest pension funds globally

An architectural rendering of a modern, multi-story building at dusk. The building features a mix of materials, including dark glass panels, light-colored stone or concrete panels, and a brick base. The ground floor is a large glass-fronted retail or cafe space, with people sitting at tables outside. A large tree stands in the foreground on a paved sidewalk. The sky is a deep blue with some clouds.

**IN PARTNERSHIP WITH  
AUSTRALIA'S LARGEST  
PENSION FUND**





GR333N



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IKFulton





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