

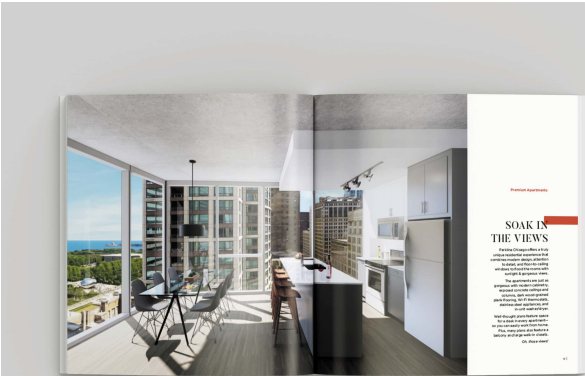
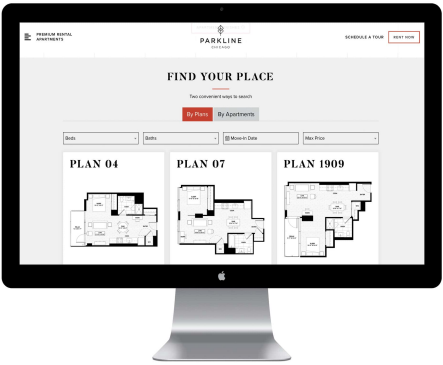
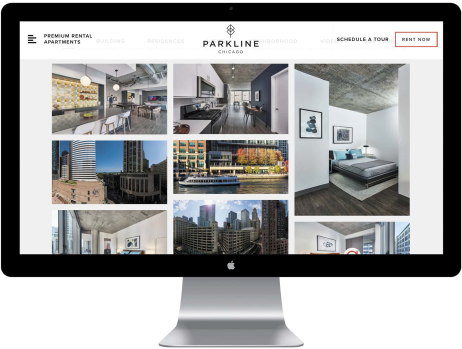
upshift

Parkline Chicago
Apartments
Chicago, IL

Upscale, Modern
Multifamily Brand
near Millennium
Park

OBJECTIVE
UpShift partnered with Mocer+Roszak and Willow Bridge (Lincoln) to develop the brand for a luxury apartment building near Michigan Avenue, the Loop, and Grant Park.

SOLUTION
We created the name based on the views of Millennium and Grant Parks. The upscale, refined brand identity was classic yet modern, and included upscale print collateral, custom website with real-time leasing API, signage, outdoor ads, and a robust advertising campaign. Our work led to record-fast lease-ups during a challenging pandemic market, with the top penthouse floors achieving unprecedented rent rates.



PARKLINE
CHICAGO

Premiere Location

LOOP INTO LUXURY

A premier location adjacent to Millennium Park leads you into the heart of downtown. The Riverwalk, Mag Mile shopping, River South restaurants, West Loop hot spots, lakefront bike and jogging paths... it's simply the best of downtown all within your door.

Chicago might be called the Second City but the experience living at Parkline Chicago Apartments is second to none.

When you seek the ultimate apartment experience, Parkline Chicago provides the perfect combination of service, convenience and amenities.

Visit [ParklineChicago.com/apts](#) for video tours and galleries.

BUILDING

BUILDING FEATURES

- 24-hour concierge
- Professional management
- On-site maintenance
- Touchless experience
- Clean air HVAC systems
- WiFi throughout
- Secure bike storage
- Secured parking and resident storage available
- Contact-free package pick-up
- Acoustical enhanced glass

LEVEL 4 AMENITIES

- Full fitness center with private yoga/pilates/spin studio
- Media/game room
- Prep kitchen
- Outdoor dining areas with stainless steel BBQs
- Landscaped garden & fire pit
- Indoor/Outdoor heated swimming pool and spa
- Outdoor sundeck
- Private outdoor dog run & spa

LEVEL 18 AMENITIES

- Bay Lounge & Terrace
- Exclusive resident lounge
- Café with billiards
- Social room
- Private conference rooms
- Business center
- Library/Co-working
- Landscaped panoramic terrace with fire pit and lounge seating

RESIDENCES

STYLISH ENVIRONMENTS

- Expanded concrete ceilings and columns
- Floor-to-ceiling windows
- Quiet systems
- Roller shades
- Dark wood grained glass flooring
- Large closets throughout
- Individually controlled heat and air with 10 A/B thermometers
- Private balconies
- "Highly desirable"
- Wash/dryer/cupboard
- Stylish tile and modern vanities in bathrooms

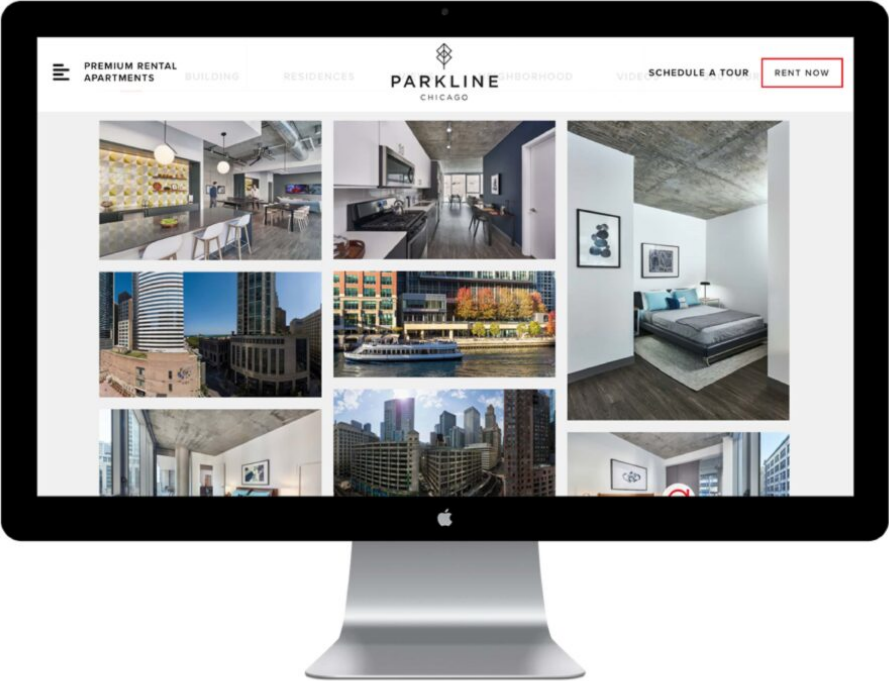
MODERN KITCHENS

- White gray and white cabinetry with minimalist fronts
- Quartz countertops
- Classic and American Standard fixtures
- Under-cabinet lighting
- Stainless steel appliances

WORK FROM HOME

- Every apartment has a place for a desk
- Plus, there's a terrace with secure conference rooms and co-working lounge around the community
- Plus, ultra fast WiFi throughout amenity areas

*in select units



PARKLINE CHICAGO

ABUNDANT AMENITIES

SERVICES & DESIGN

- 24-hour concierge
- Professional Management
- On-site Maintenance
- Touchless experience
- Clean air HVAC systems in public spaces
- WiFi throughout
- Indoor bike storage
- Secured Parking and resident storage available
- Contact-free package pick-up
- Acoustical enhanced glass
- Club Lincoln - exclusive resident discount program

LEVEL 4 AMENITIES

- Full fitness center with private yoga/pilates/spin studio
- Media/game room with lounge seating
- Prep kitchen
- Outdoor dining areas with stainless steel BBQs
- Landscaped gardens with fire pit
- Indoor/Outdoor heated swimming pool and spa
- Outdoor sundeck
- Private outdoor dog run and dog spa

LEVEL 18 AMENITIES

- Expansive Bay Lounge & Terrace—for unparalleled relaxation, entertainment or work from home options with amazing views
- Exclusive resident lounge
- Café with billiards
- Social room
- Private conference rooms
- Business center
- Library/Co-working
- Landscaped panoramic terrace
- Fire pit and lounge seating with stunning views of the Loop

PARKLINE CHICAGO APARTMENTS
60 EAST RANDOLPH
CHICAGO, IL 60601
312.863.6060
[ParklineChicago.com](#)

ELEGANT APARTMENTS

NOW LEASING

[PARKLINEAPTS.COM](#)

PARKLINE CHICAGO

[PARKLINECHICAGO.COM](#)

INDOOR POOL WITH TERRACE

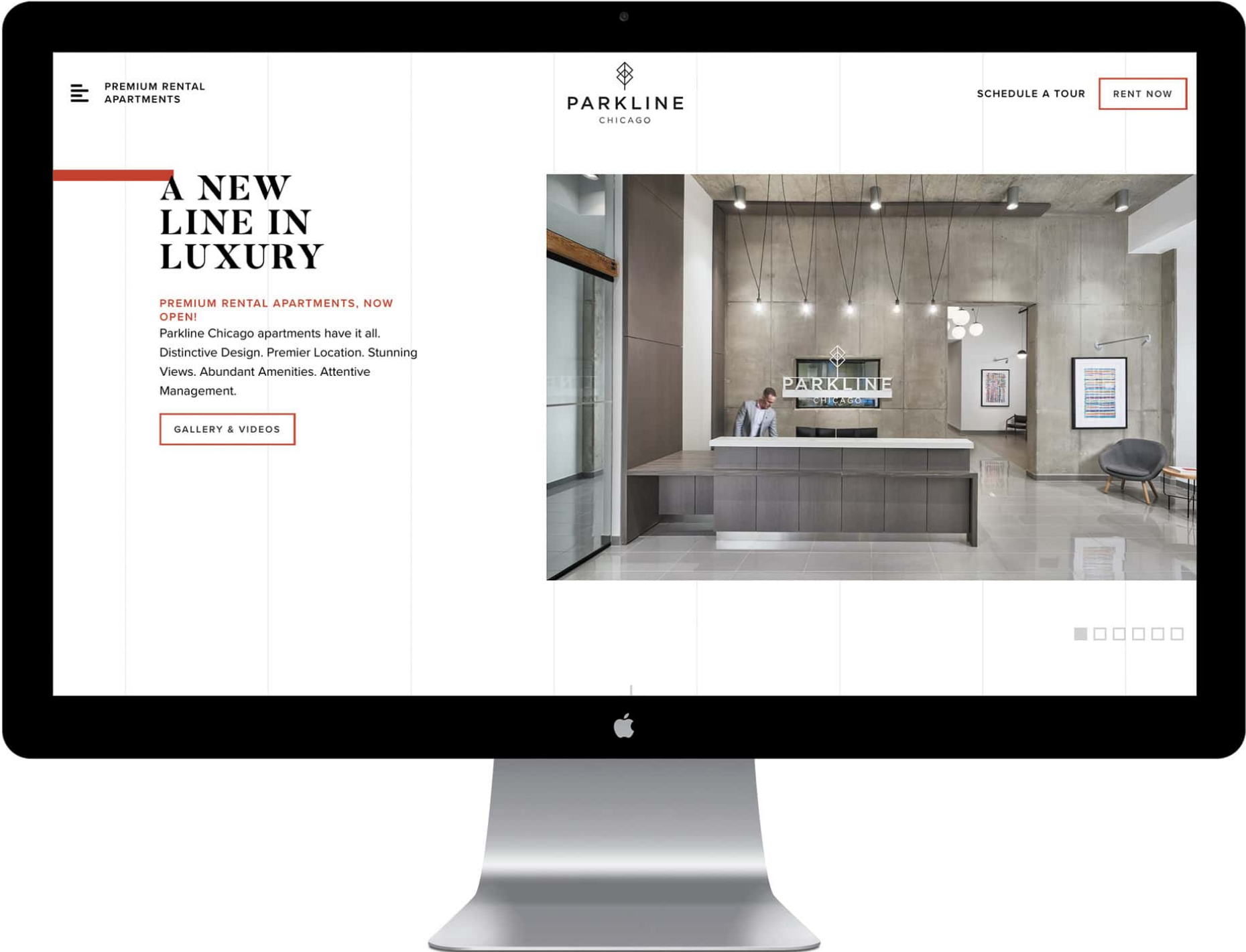
SPRING 2021

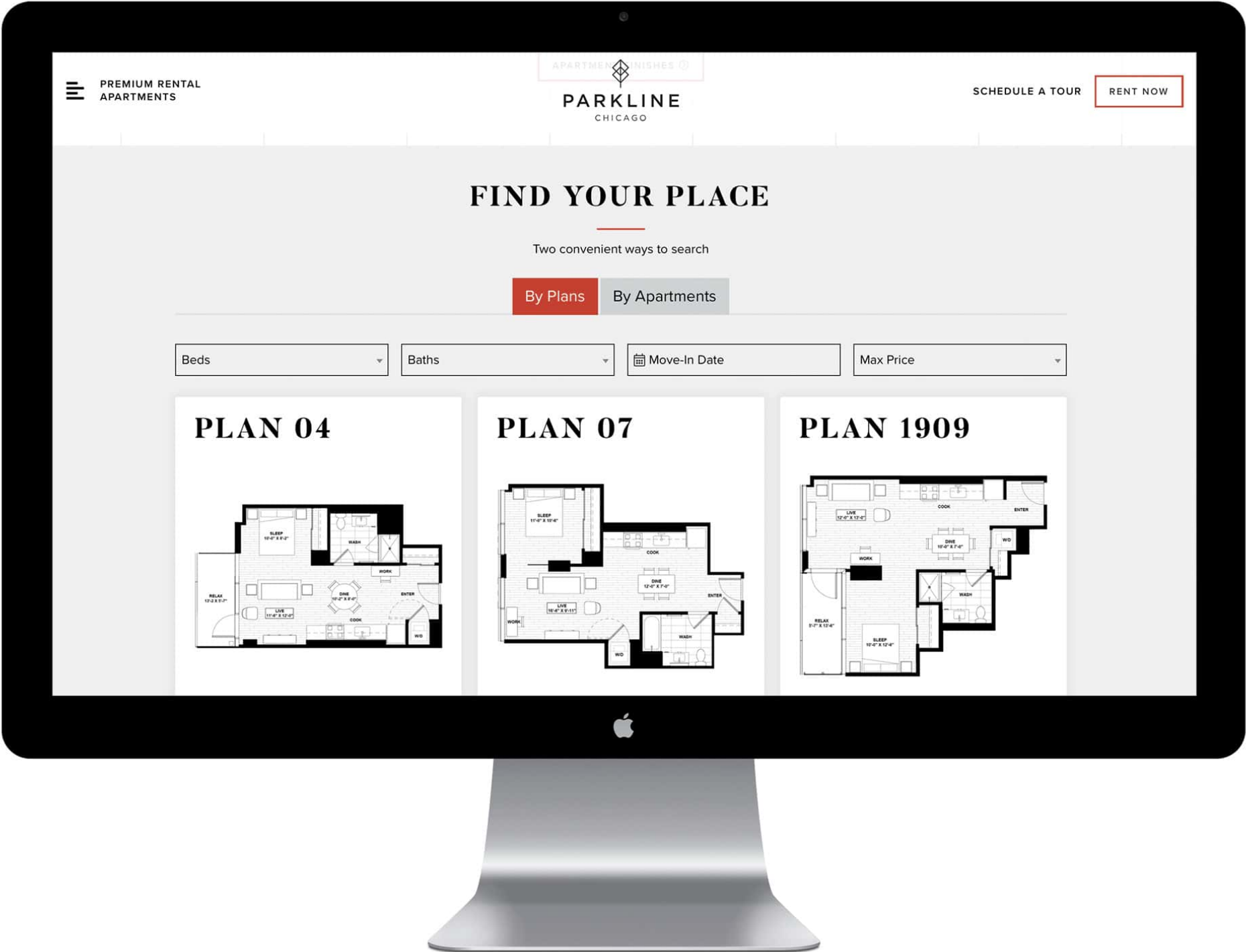
[PARKLINECHICAGO.COM](#)

Parkline Chicago
Apartments

Chicago, IL

Custom Website Design



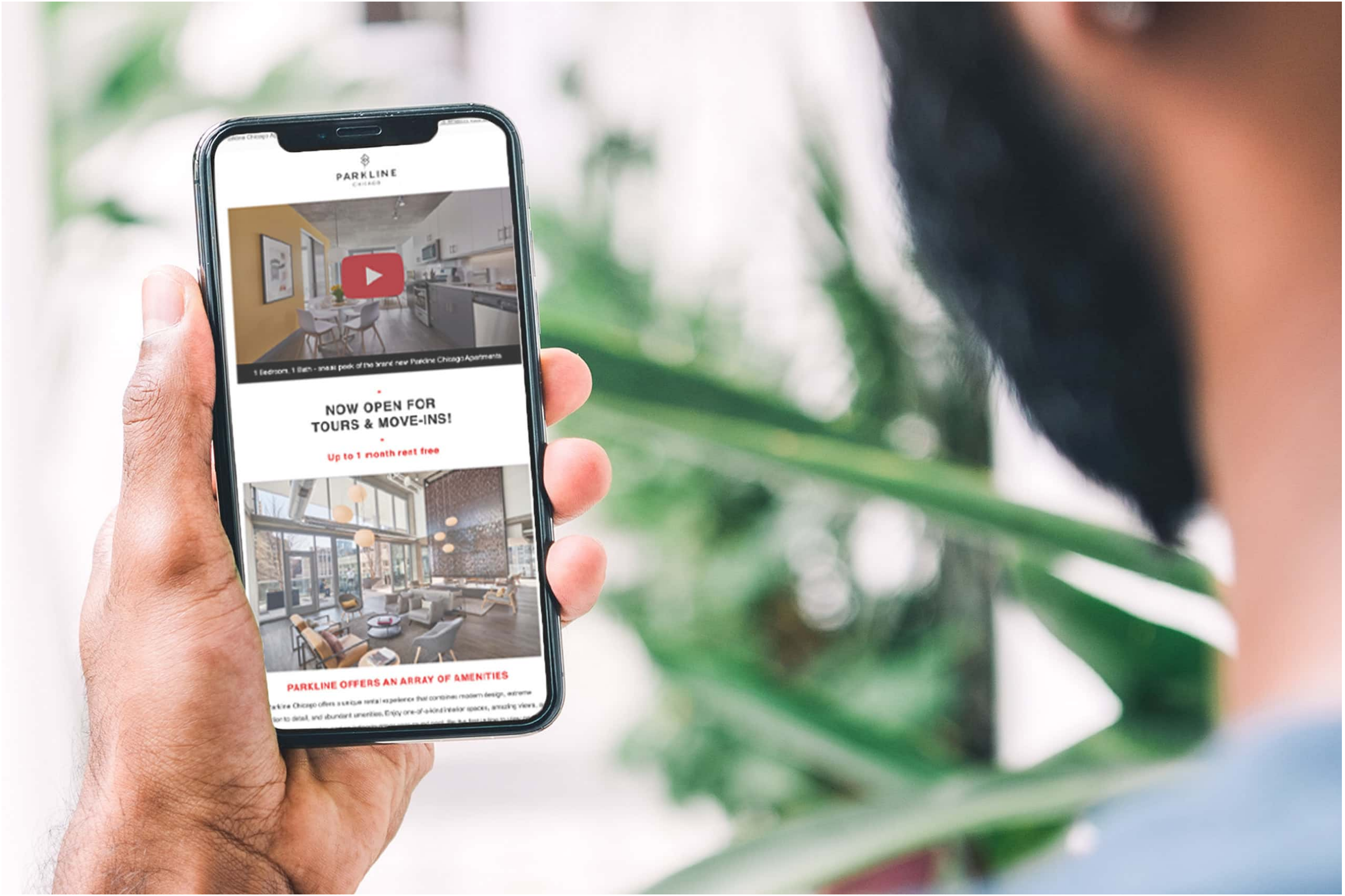


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**Parkline Chicago
Apartments**

Chicago, IL

Mobile Website



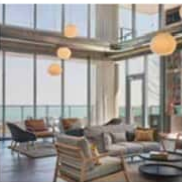
Parkline Chicago
Apartments

Chicago, IL

Flyer & Floor Plan Sheet



ABUNDANT
AMENITIES



SERVICES & DESIGN

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- Professional Management
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- Touchless experience
- Clean air HVAC Ionizers in public spaces
- Wi-Fi throughout
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- Outdoor dining areas with stainless steel BBQs
- Landscaped gardens with fire pit
- Indoor/Outdoor heated swimming pool and spa
- Outdoor sundeck
- Private outdoor dog run and dog spa

LEVEL 18 AMENITIES

- Expansive Sky Lounge & Terrace—for unparalleled relaxation, entertainment or work from home options with amazing views
- Exclusive resident lounge
- Café with billiards
- Social room
- Private conference rooms
- Business center
- Library/Co-working
- Landscaped panoramic terrace
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PARKLINE CHICAGO
APARTMENTS

60 EAST RANDOLPH
CHICAGO, IL 60601
312.883.6060

ParklineChicago.com



PLAN
01

1 BEDROOM
1 BATH
658 SQ FT
NORTH VIEW

WABASH

RANDOLPH

N



PARKLINE CHICAGO
APARTMENTS

60 EAST RANDOLPH
CHICAGO, IL 60601

ParklineChicago.com

UNIT	RENT	AVAILABILITY

All depictions are renderings of the proposed units and may not be a completely accurate depiction of the units for rent upon completion.



**Parkline Chicago
Apartments**

Chicago, IL

Business Cards



Parkline Chicago
Apartments

Chicago, IL

Brochure



**Parkline Chicago
Apartments**

Chicago, IL

Brochure Spread



Premium Apartments

SOAK IN THE VIEWS

Parkline Chicago offers a truly unique residential experience that combines modern design, attention to detail, and floor-to-ceiling windows to flood the rooms with sunlight & gorgeous views.

The apartments are just as gorgeous with modern cabinetry, exposed concrete ceilings and columns, dark wood-grained plank flooring, Wi-Fi thermostats, stainless steel appliances, and in-unit washer/dryer.

Well-thought plans feature space for a desk in every apartment—so you can easily work from home.

Plus, many plans also feature a balcony and large walk-in closets.

Oh, those views!

Parkline Chicago
Apartments

Chicago, IL

Brochure Spread



LOOK GOOD, FEEL GOOD

The expansive sun deck adjacent to the indoor/outdoor pool is a great place to relax or invite a friend for conversation.

Also located on the 4th floor, the state-of-the-art fitness center and yoga/pilates/spin room feature floor-to-ceiling windows for great views and equally-great workouts.



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**Parkline Chicago
Apartments**

Chicago, IL

Marketing Signage



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**Parkline Chicago
Apartments**

Chicago, IL

Construction Signage



**ELEGANT
APARTMENTS**
NOW LEASING
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CHICAGO
PARKLINECHICAGO.COM



**INDOOR POOL
WITH TERRACE**
SPRING 2021
PARKLINECHICAGO.COM



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Parkline Chicago Apartments

Chicago, IL

Retail Window Signage



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**Parkline Chicago
Apartments**

Chicago, IL

Umbrella & Tote Bag

