

# Wrigleyville remixed

The neighborhood around the home of the Chicago Cubs is getting a serious — and sophisticated — makeover **See WRIGLEY, Page 36**



**Magic moment:** The Chicago Cubs buried decades of frustration in 2016 by winning the World Series over the Cleveland Indians. Above, the sign outside Wrigley Field before Game 5 on Oct. 30, the last World Series game played at Wrigley. The final two games of the Series were in Cleveland. JERRY LAI, USA TODAY SPORTS



Chicagoans aren't generally the sort of people who believe in fairy tales. A mélange of political corruption, harsh weather, and sensational crime — from the Mob days of Al Capone to 21st-century gun violence — has left a cynical taste in their mouths. And yet, Chicago is a living, breathing Cinderella story. ■ Just look at the city's beloved "Cubbies."

According to local lore, the Chicago Cubs lost the World Series in 1945 when an aggrieved fan placed a curse on them. For more than 70 years thereafter, the Cubs failed and floundered. Then, on Nov. 2, 2016, their fortunes finally changed with a jubilant World Series victory over the Cleveland Indians, whom they bested in a stunning 10-inning Game 7. It was the fairy-tale ending Chicago never trusted but always deserved.

If the Cubs were visited by a fairy godmother, her magic wand appears to have kissed not only the team, but also its stomping grounds. Part of Chicago's Lakeview neighborhood, the community known as Wrigleyville is in the midst of a significant transformation engineered by the Cubs' owners, the Ricketts family, whose vision will reimagine the area around Wrigley Field to the benefit of residents and visitors alike.



The back entrance to Wrigley Field at Sheffield and Waveland avenues. Nearby buildings have bleachers on their roofs. ADAM ALEXANDER PHOTOGRAPHY

### Elevated eats

If Chicago's neighborhoods were people, Wrigleyville would be a fraternity pledge: He's eager to please, loves sports, lives in flip-flops and ball caps, never met a hot dog or nacho he didn't like, and is always the life of the party — until he tried one too many keg stands.

But that's about to change, because Wrigleyville is finally growing up.

"In the past, the focus in Wrigleyville was on how many drinks you could get down before going to a game. But a shift is coming," says Josh Rutherford, co-owner of 4 Star Restaurant Group, which opened a Wrigleyville outpost of Smoke Daddy (*thesmokedaddy.com*), its popular barbecue concept, this spring. Located across from Wrigley Field at Hotel Zachary (3630 N. Clark St.; 773-302-2300; *hotelzachary.com*), the two-story restaurant offers live music, modern décor, mouth-watering ribs, and complimentary daytime dining for kids 10 and under. It's a harbinger of what's to come: A family- and foodie-friendlier version of Wrigleyville that serves a lot more than

hot dogs, beer and baseball.

Joining Smoke Daddy at Hotel Zachary are Big Star (*bigstarchicago.com*), a two-story emporium dedicated to tacos, tequila and honky-tonk; West Town Bakery and Tap (*westtownbakery.com*), which sells scrumptious baked goods alongside cocktails and boozy milkshakes; Mordecai (*mordecaichicago.com*), a two-story cocktail lounge from chef/restaurateur Matthias Merges; and Dutch & Doc's, a casual American brasserie opening this summer.

Across the street are the Brickhouse Tavern (3647 N. Clark St.; 773-377-4770; *brickhousetavernchi.com*), which boasts four bars and two outdoor terraces, and Merges's Lucky Dorr Patio & Tap (1101 W. Waveland Ave.; 773-388-8249; *luckydorr.com*), a beer garden specializing in craft brews and gourmet ballpark snacks, not to mention a Jeni's Splendid Ice Creams premium ice cream shop and a Starbucks Reserve (3649 N. Clark St.; 224-531-4490) upscale coffee bar.

A block south, at The Wheelhouse Hotel (3475 N. Clark St.; *thewrigleyhotel.com*), Union Square Hospitality



Wrigleyville still fills with baseball fans before and after games — including on this day during the 2016 playoffs — but new developments are making it clear that the Cubs aren't the neighborhood's only attraction. JERRY LAI, USA TODAY SPORTS



With year-round events, The Park at Wrigley, renamed Gallagher Way, is the "new town square of the North Side," an executive for the developer says. DANIELLE DOLAN

Group is soon opening Union Full Board (*unionpizza.com*), serving Detroit-style, square-cut pizzas, and Tinker to Evers, a speakeasy.

"Wrigleyville is going to feel a lot more diversified," Rutherford says. "There will still be bars where you can go and get rowdy, but you'll also be able to have a nice meal with your family."

### Home run hotels

What Wrigleyville needed even more than places to eat were places to sleep. Thanks to the aforementioned Hotel Zachary and Wheelhouse Hotel, it finally is going to have them.

Conceived by Hickory Street Capital, the Ricketts' real estate company, Hotel Zachary is named for Zachary Taylor Davis, the architect of Wrigley Field. It has 173 residential-style rooms that whisper "baseball" instead of scream it.

"From ivy-green headboards to leather chairs the color of a baseball glove, the design evokes the history of Wrigley Field without relying on the weight of memorabilia," explains Eric Nordness, Hickory Street Capital senior vice presi-

dent and CFO.

Named for the sweet spot in a batter's strike zone, the much smaller Wheelhouse Hotel, slated to open in late spring, has 21 rooms with locally curated minibars, a retro candy shop, a private rooftop, and a more literal yet still sophisticated interpretation of the baseball theme. Note, for instance, it will have a vintage scoreboard and an art installation made of 500 Louisville Slugger bats.

"It's a modern take on an old-school neighborhood hotel," says Robby Baum, co-owner of Bedderman Lodging, the hotel's developer.

What both properties strive to offer is something Chicago visitors haven't really had before: an authentic alternative to downtown lodging.

"Travel, as a macro trend, is people looking for unique experiences where they can live like a local," Nordness says. "Neighborhoods like Wrigleyville ... are where people can do just that."

### Beyond baseball

One of the biggest misconceptions about Wrigleyville is that it's all baseball,

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**Richard Levy,**  
area resident

all the time. The neighborhood's new additions promise to finally put that idea to rest, says lifelong Lakeview resident Richard Levy, a retired lawyer who volunteers with Chicago Greeter, a free service through the Chicago Office of Tourism to match visitors with tour guides.

"The baseball season is only five to six months a year," Levy says. "The new additions coming into the community are making Clark Street much more vibrant and much more approachable for people other than baseball fans."

In fact, a new mixed-use development kitty-corner from Hotel Zachary will team with year-round baseball alternatives. Scheduled for completion this summer, the L-shaped Addison & Clark development (*addisonandclark.com*) will include a Harley-Davidson showroom, a Lucky Strike Social bowling alley and a CMX movie theater.

Meanwhile, The Park at Wrigley, now renamed Gallagher Way (3637 N. Clark St.; 773-388-8260; *gallagherway.com*), is an open-air plaza that Nordness calls "the new town square of the North Side," with a year-round calendar of events, including movie nights, farmers markets, craft fairs, wine events and concerts.

"Chicago's such a dynamic city that's constantly reinventing itself," says Michelle Gonzalez, vice president of media relations at Choose Chicago, the city's convention and visitors bureau. "The changes in Wrigleyville give visitors more ways and reasons to see, experience and be a part of Chicago's local vibe and culture."