

HOUSING QUIZ

'Mag Mile' is product of a single mind

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In the suburbs, builders tout their developments' proximity to shopping malls. But in downtown Chicago, the Magnificent Mile is the draw.

"Only a half block from the Mag Mile," promises a brochure for buyers at the new 550 St. Clair high-rise.

The Mag Mile is not only a shopping mecca, but a Chicago icon, right up there with the Navy Pier Ferris wheel and the Art Institute's lions. It defines North Michigan Avenue, from the Chicago River to Oak Street, and includes landmarks such as the Tribune Tower, Wrigley Building, Water Tower and John Hancock Building.

The street's design was conceived by Daniel Burnham in his 1909 "Plan of Chicago," but wasn't executed until the 1920s.

In the 1940s, one developer organized a renewal of the street. His plans included facelifts of major buildings and the addition of landscaping and parks.

He coined the term "Magnificent Mile" and used it in his promotional campaign.

The name stuck. In fact, the Greater North Michigan Avenue Association trademarked it in 2001.

Who was the man who named the Magnificent Mile?

Answer: Arthur Rubloff