

Fulton Randolph Market District

Continuing Land Use Planning for Guiding Growth

Agenda

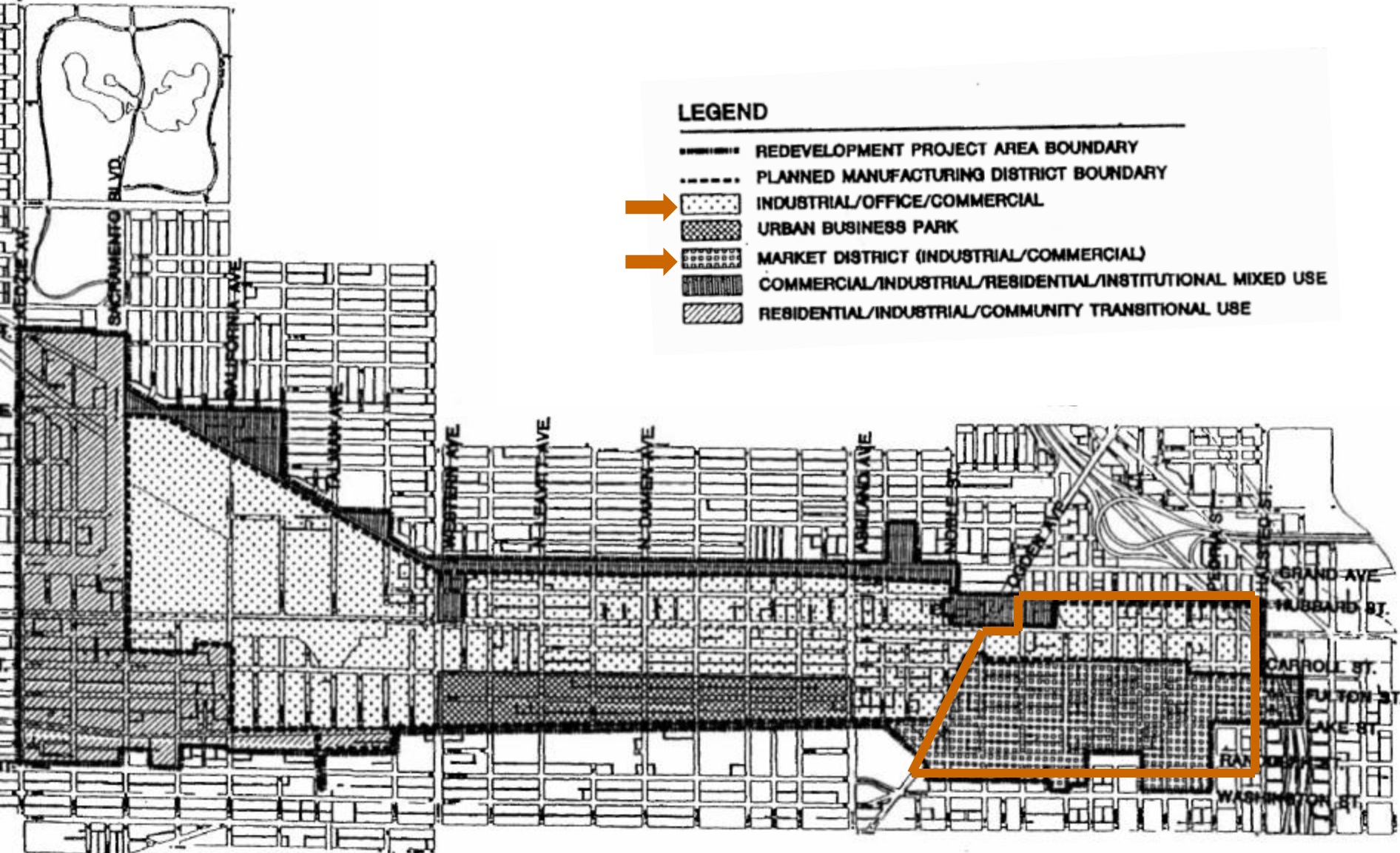
6 – 7 pm

Presentation

7 – 8 pm

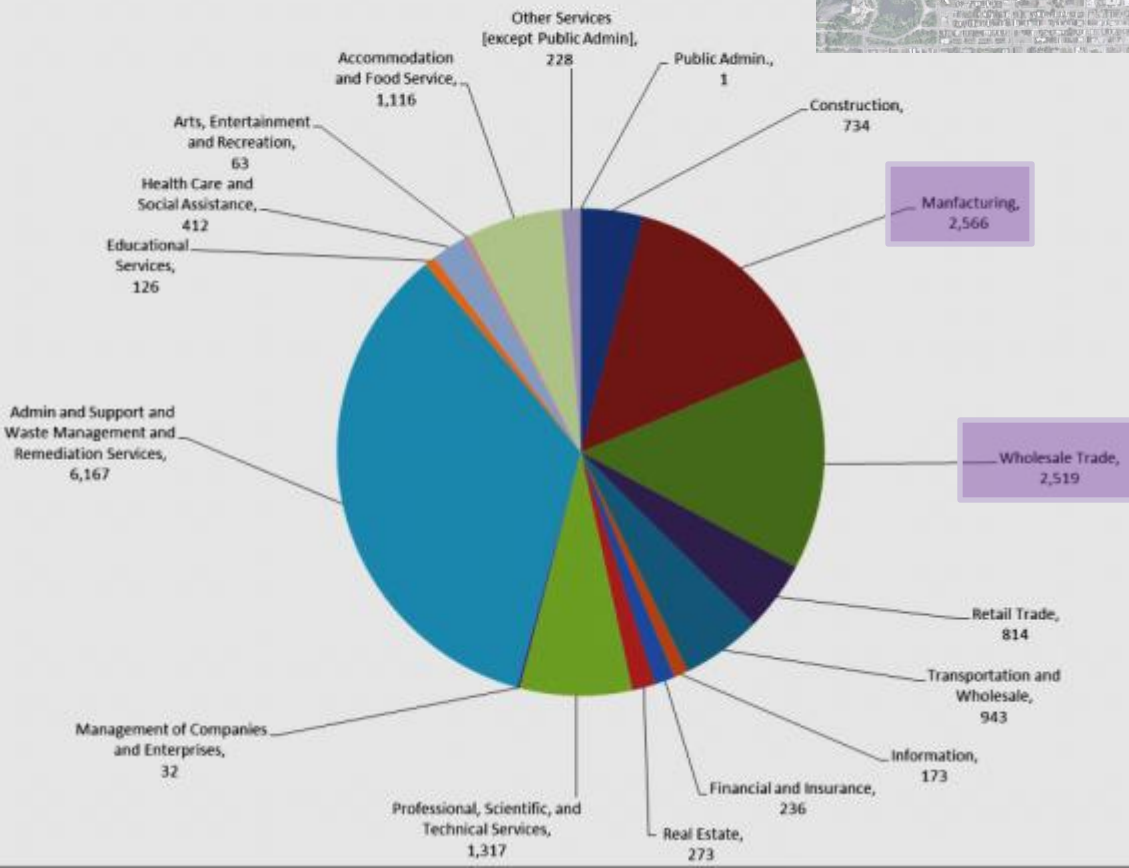
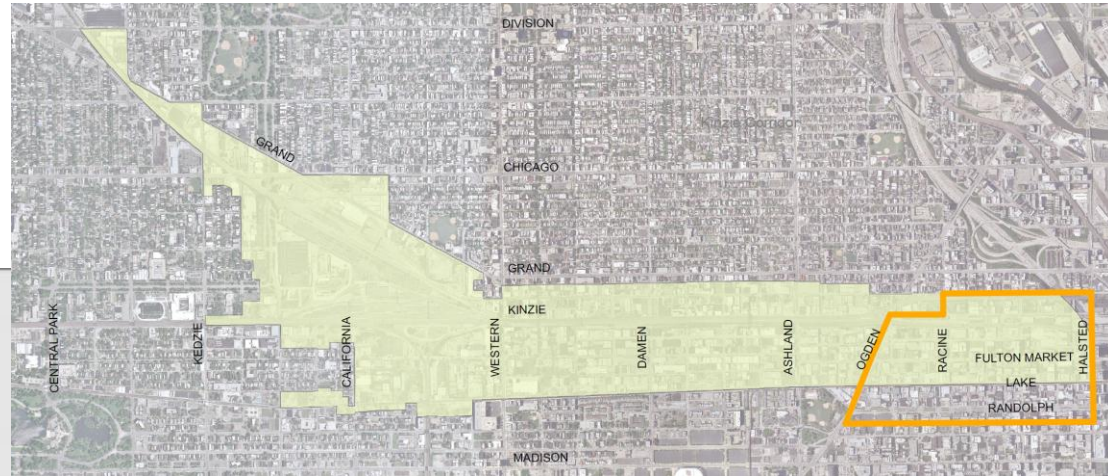
Questions and Answers

The General Land Use Plan in the 1998 Kinzie TIF Industrial Conservation Area identifies land uses expected to result from implementation - 1998



Jobs in the Kinzie Industrial Corridor

Total jobs 2011
17,720

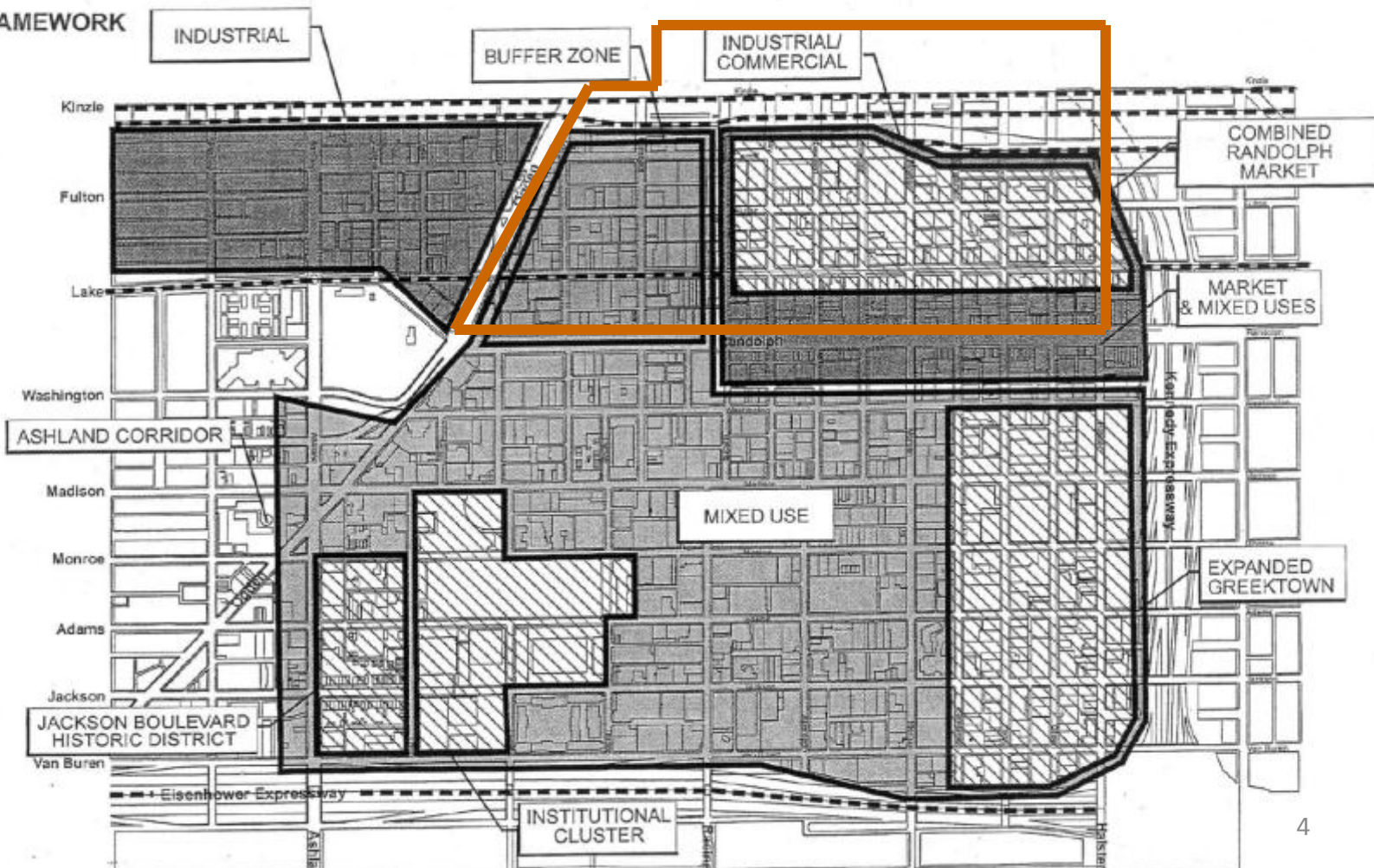


- 73% of the total jobs are in Manufacturing or Industrial categories
- 29% of the total jobs are in the Manufacturing and Wholesale Trade NAICS (includes food processing and food wholesale)



2000 Adopted Land Use Framework

LAND USE FRAMEWORK





Randolph and Fulton Markets:

The Randolph Market is a unique business district within the City and Near West Side. Consideration should be given to the establishment of one consolidated wholesale food district that includes both the Randolph and Fulton Markets. The combined Randolph-Fulton Market would be bordered by Randolph on the south, the Kennedy Expressway on the east, Kinzie and the rail tracks on the north, and Racine on the west.

A mix of uses, including the Whittman-Hart campus, have been developing west of Racine to Ogden, north of Randolph. This sub-area should be considered a mixed-use "buffer" between the Kinzie Industrial Corridor to the west and combined Randolph-Fulton Market to the east.

Results of a recently completed real estate needs assessment for the Randolph/Fulton Market area indicates that some existing food businesses wish to remain and expand, while others wish to relocate from the area. (Source: Arthur Andersen, February, 2000)

2000 Overview and Recommendations

➔ Continued careful management of any requests for zoning changes or land use changes will help to minimize conflicts between businesses and other uses, and help to manage this as a mixed-use area.

The four blocks surrounding the Halsted/Lake intersection up to Fulton are located at the eastern gateway to the combined Market and Near West Side. These deteriorated blocks should be especially targeted for major redevelopment with shared parking. Additional turning lanes and extensive landscaping with gateway features should be incorporated into each block.

➔ The feasibility of developing a multi-purpose facility that provides information about the Randolph-Fulton Market's products, development opportunities, operations, and history should be explored. Such a center could be a place for businesses to meet about local issues and development opportunities, restaurant owners to learn about available products, and visitors to learn about the Market.

➔ There are a few produce/meat businesses scattered throughout the Market that include a retail operation that sells food directly to the public. Additional retail food operations should be encouraged where appropriate in regards to building layout, parking, and pedestrian access. The feasibility of a "Saturday Produce Shopping Day" for the public should be explored.



2000 Design Recommendations

Architecture

Building scale and architectural design for new buildings should be consistent with the physical character of the Near West Side's distinct land use sub areas: Randolph and Fulton Markets; Greektown; Jackson Boulevard Historic District; and Central Core blocks. Traditional brick industrial buildings represent the most common building type in the area and provide an overall context for new architecture.

DESIGN GUIDELINES

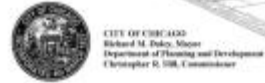
A critical issue confronting the Near West Side is the physical quality of its built environment. There is a need for development to be more consistent with the area's low density building scale, traditional loft district architectural character, and urban streetscape.

Buildings:

Preservation

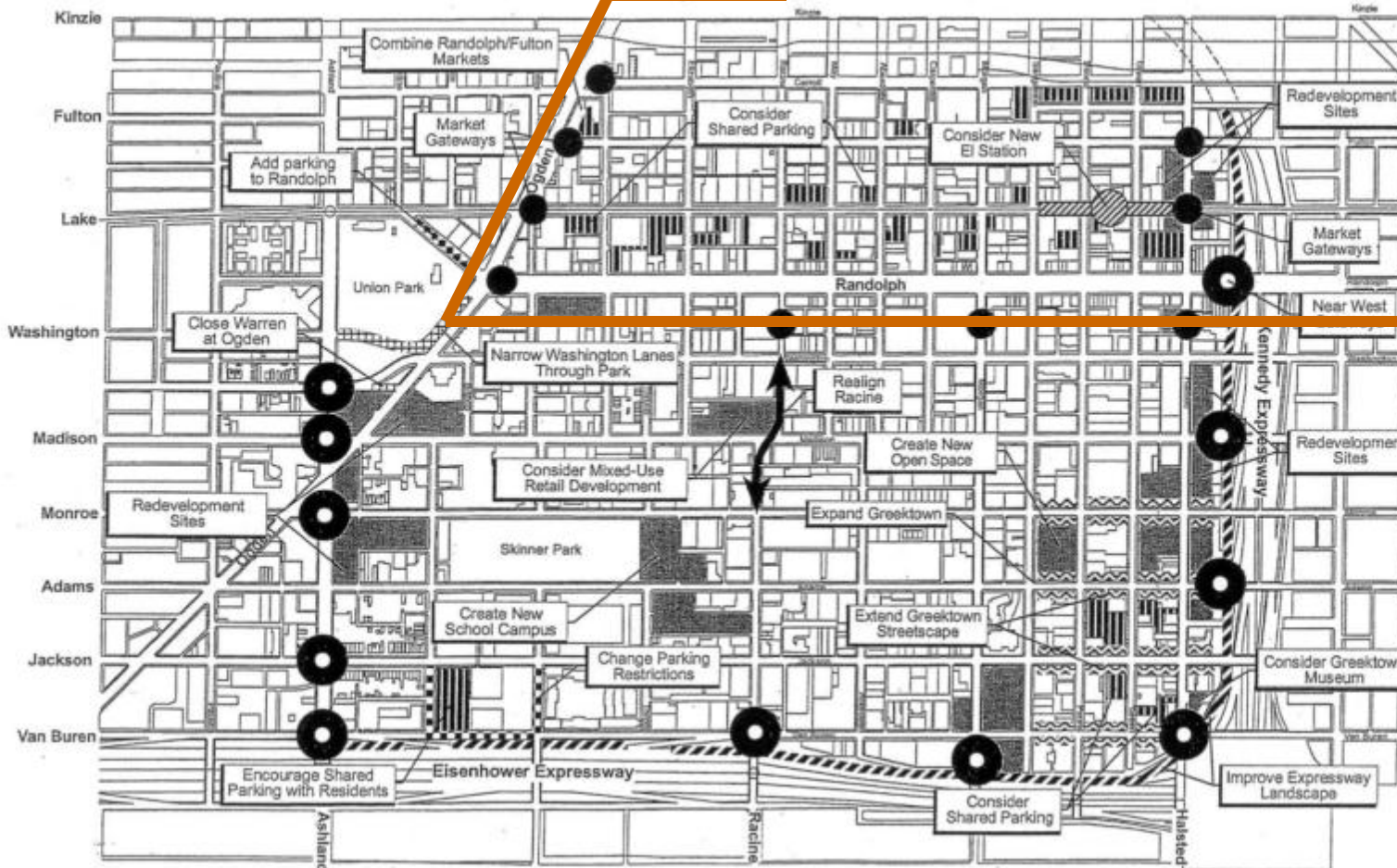
Buildings should be preserved and renovated where possible to maintain existing building walls along streets.

Rehabilitation/renovation should be sensitive to the original architectural character of the building and surrounding area.

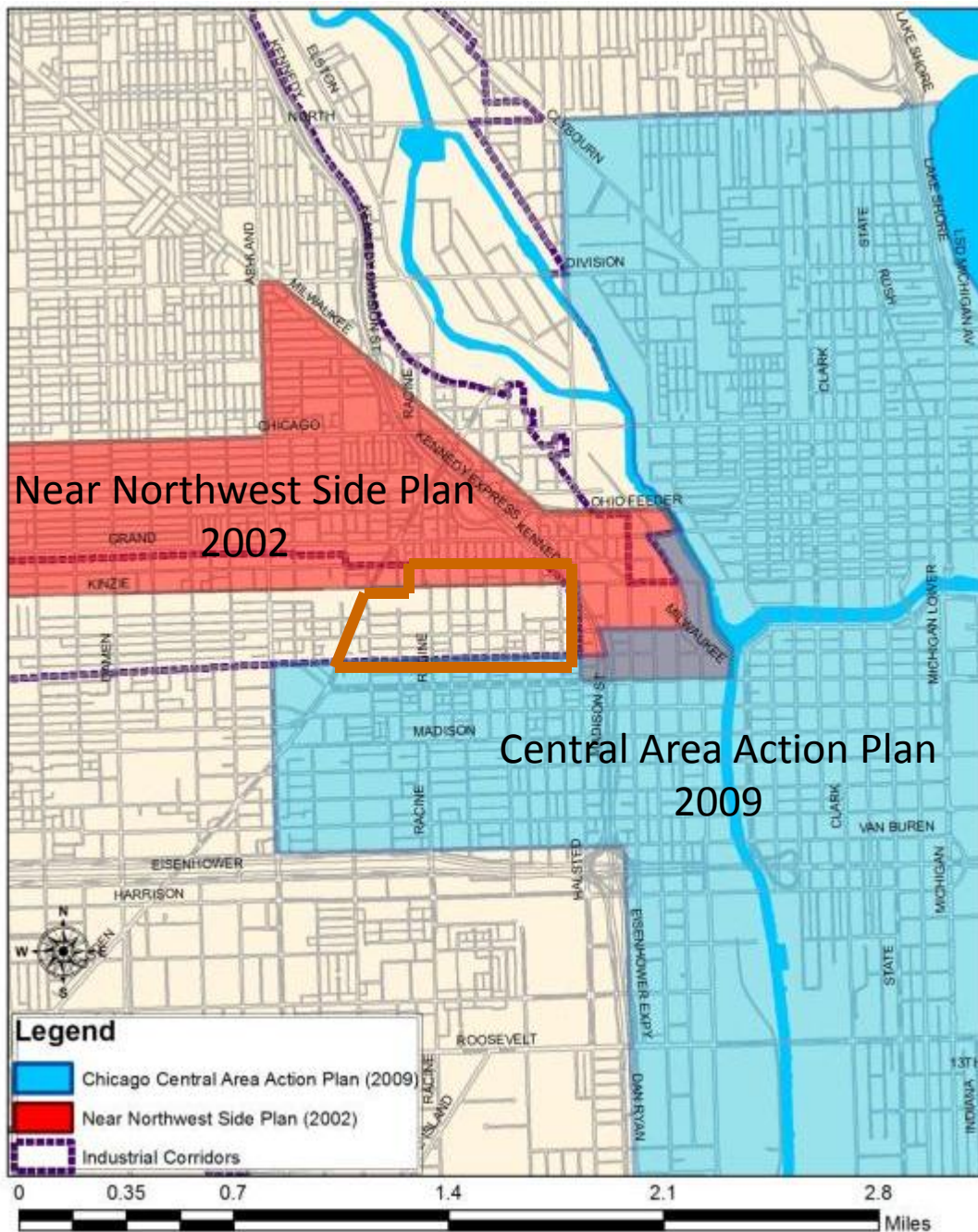


2000 Transportation Recommendations

AREA IMPROVEMENTS



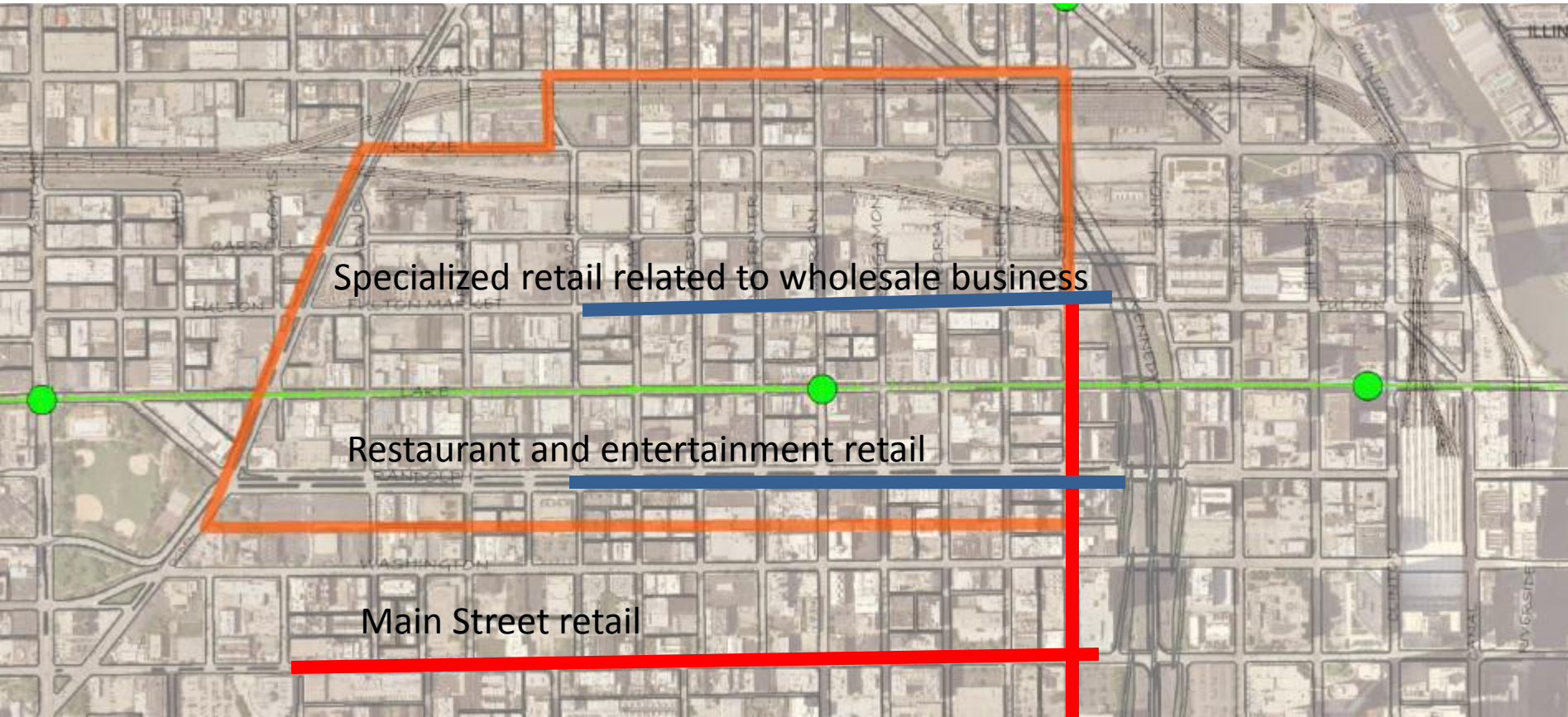
- LEGEND**
- Near West Gateway
 - Randolph/Fulton Markets Gateway
 - Redevelopment Site
 - Potential Shared Parking
 - Greektown Streetscape Expansion
 - New El Station
 - Expressway Landscape Improvements
 - Change Parking Restrictions



Existing industrial properties should be protected, although appropriate transitions to new uses should be allowed.

Near Northwest Side Plan

Retail Environment

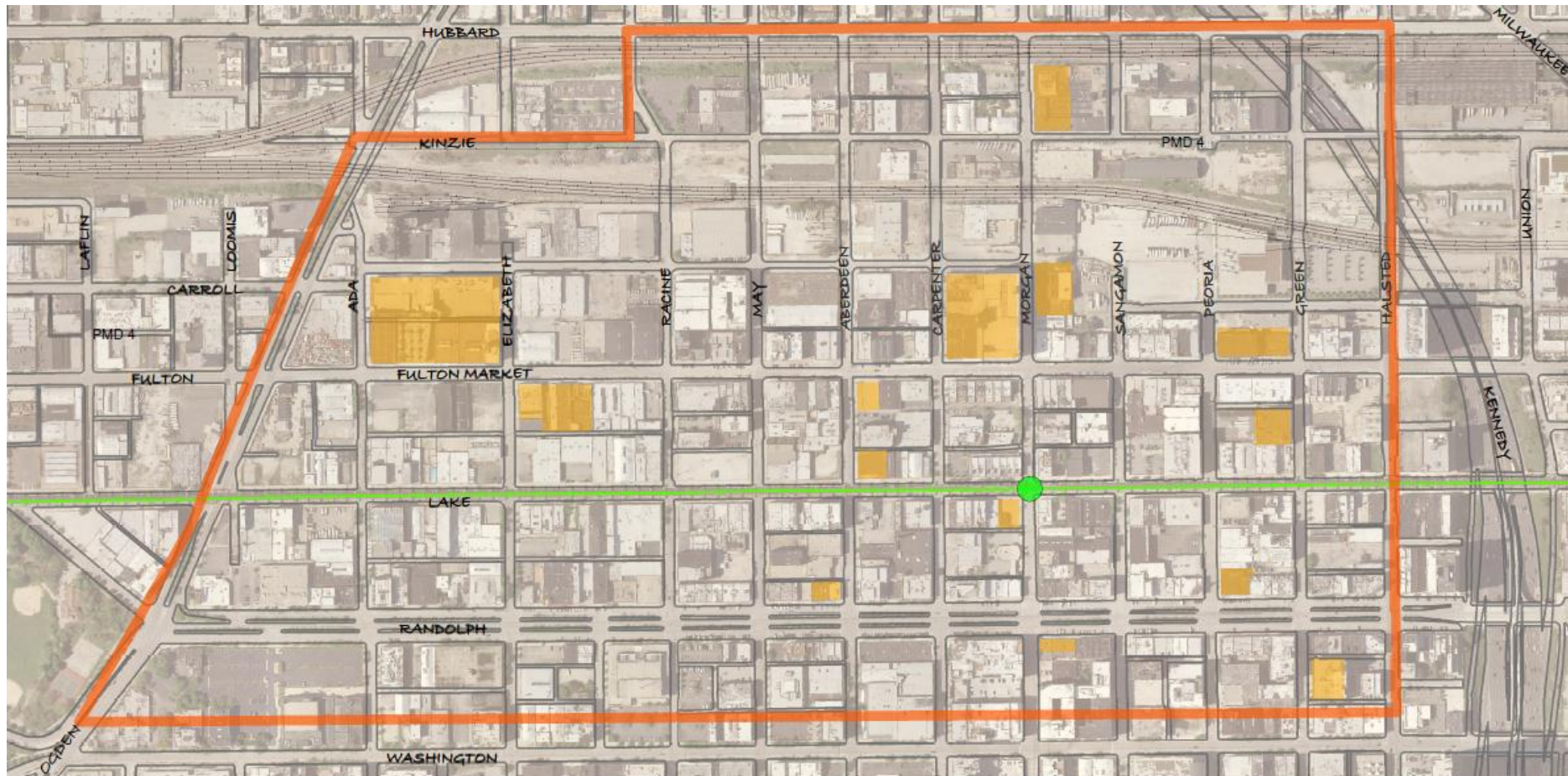


Specialized retail related to wholesale business

Restaurant and entertainment retail

Main Street retail

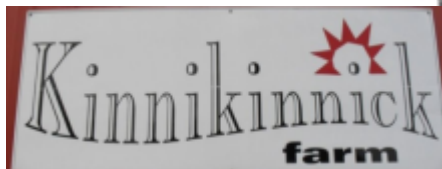
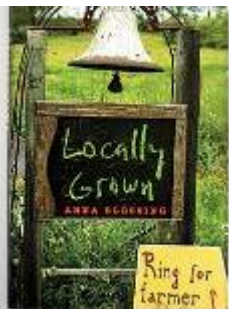
Fulton – Randolph Market District



- CTA Morgan station
- CTA Green Line
- Recent developer acquisitions
- Fulton - Randolph Market District

Food and Markets have and continue to define the Fulton - Randolph Market District

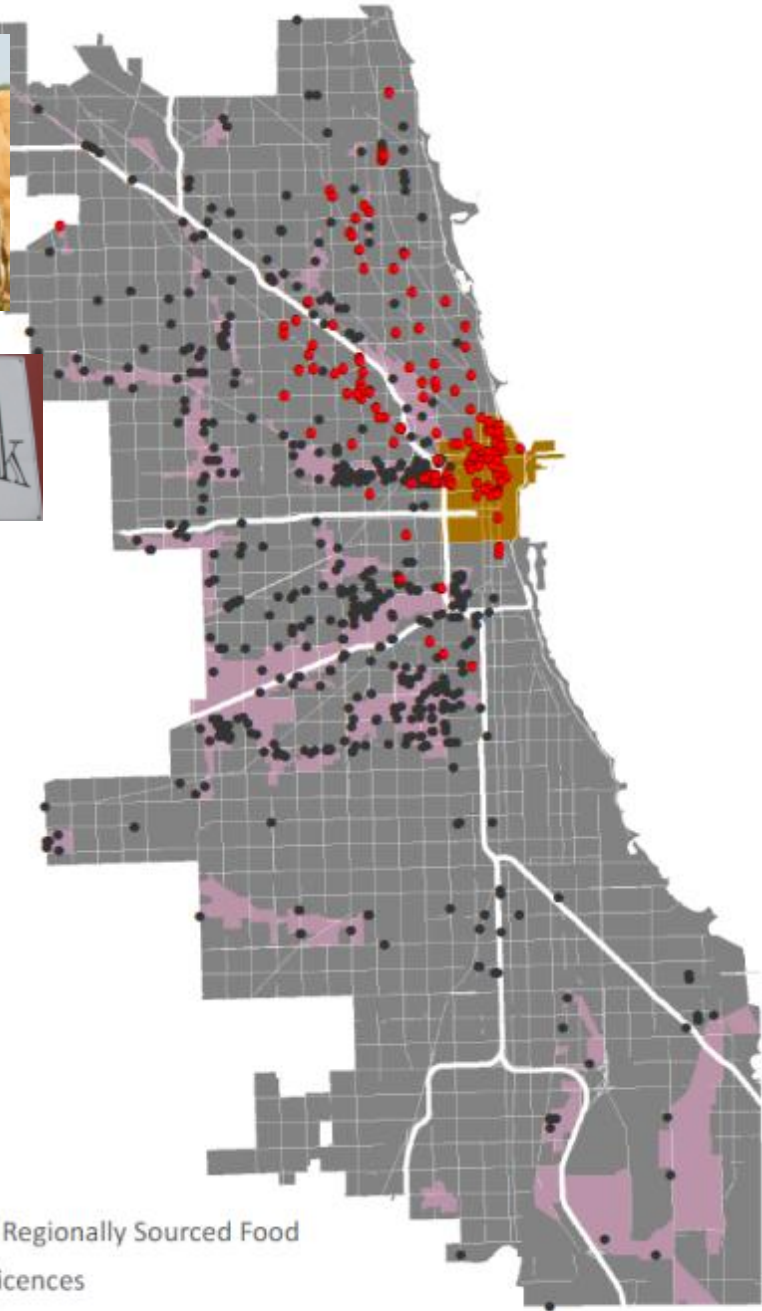




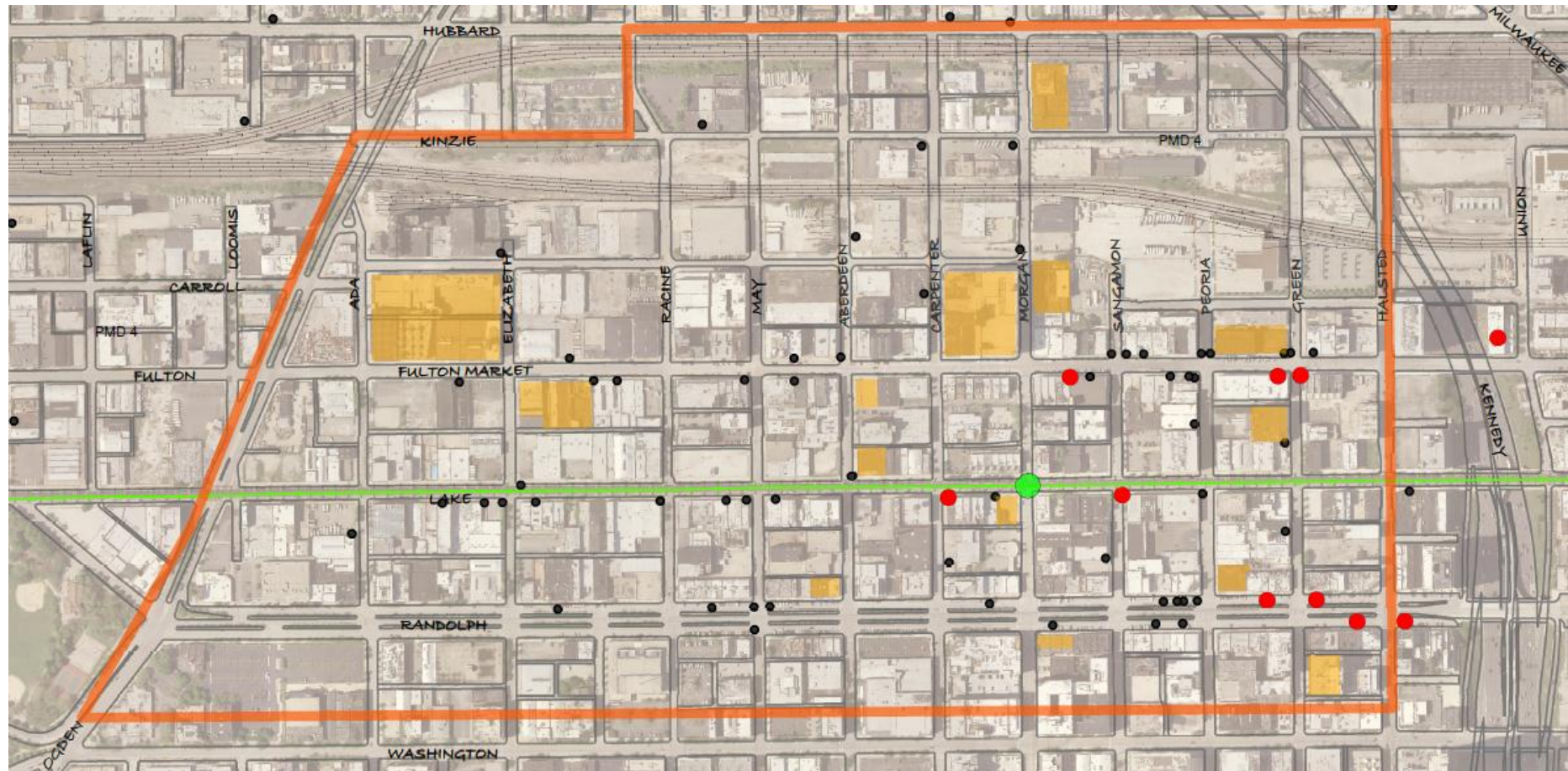
Nexus of historic food wholesale and Chicago's growing culinary arts movement.

The most renowned chefs are using regional farm products.

- Restaurants using Regionally Sourced Food
- Wholesale Food Licences
- Central Business District
- Industrial Corridors

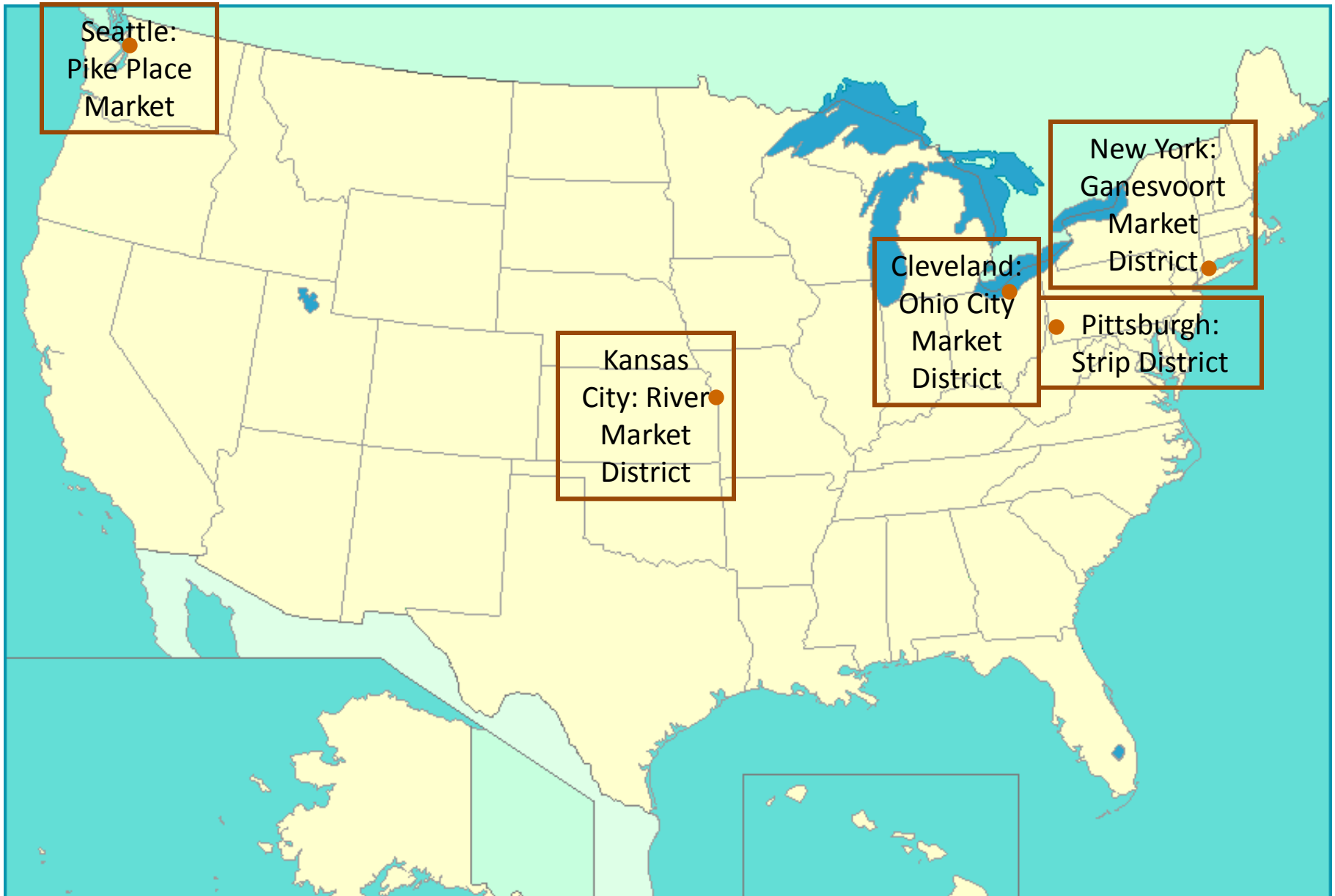


Fulton – Randolph Market District



- Restaurant serving regionally sourced food
- Wholesale food license holder
- CTA Morgan station
- +— CTA Green Line
- Recent developer acquisitions
- Fulton - Randolph Market District

What do Market Districts look like in other Cities?



Cleveland: Ohio City Market District

- 3 block district anchored by West Side Public Market building
- Emerging artisanal value added enterprises locating in the district



Since 2010, 25 new businesses have opened in Ohio City District leading to its description as “home to a re-emerging merchant class of artisans including farmers, brewers, bakers, butchers, artists, chefs, retailers, and neighbourhood service providers, barkeeps and more”

Kansas City's River Market District

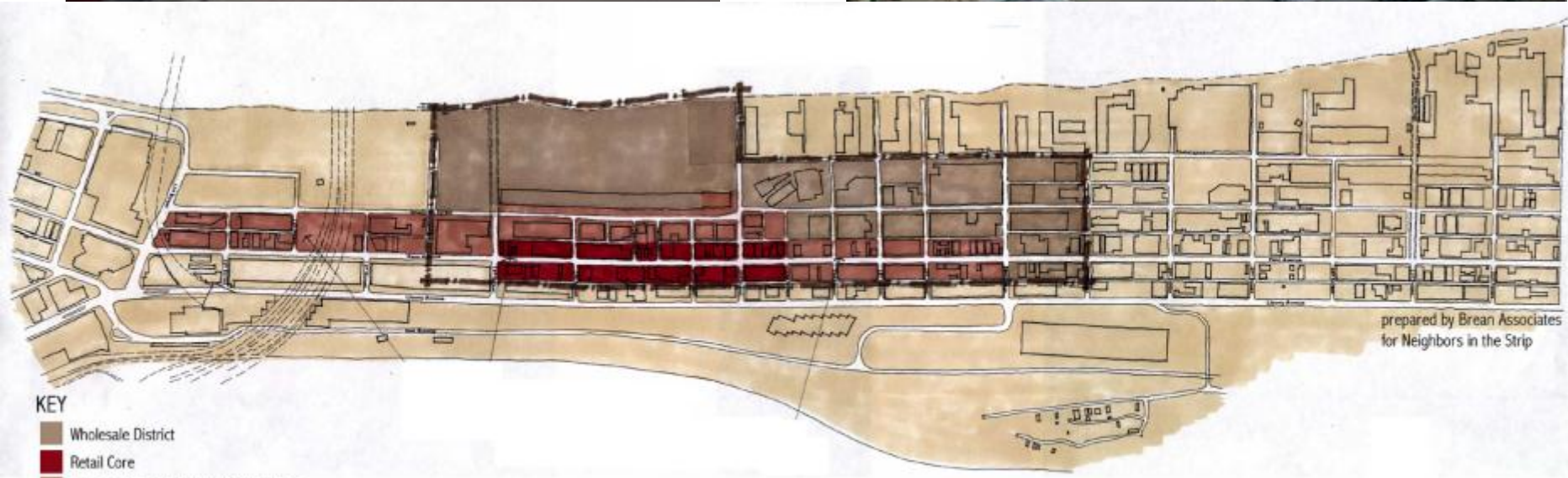
- Several blocks of historic buildings
- Location of historic public and wholesale markets
- Anchored by City Market open air facility



“The River Market today is a vigorous and exciting neighborhood. The large riverfront warehouses have become increasingly developed into residential lofts, restaurants, bars, shops, cafes, and ethnic markets. Several firms have recently relocated into the district...”

Pittsburgh's Strip District

- 2011 Strip District plan
- Goal to protect and enhance mix of uses that coexist with special emphasis on the wholesale food industry
- Use zoning regulations to reinforce the character of the Strip District to protect places of City-wide or regional importance



KEY
Wholesale District
Retail Core
Extended Entertainment + Retail Zone

Activity Levels in the Strip

prepared by Brean Associates for Neighbors in the Strip

Seattle: Pike Place Market

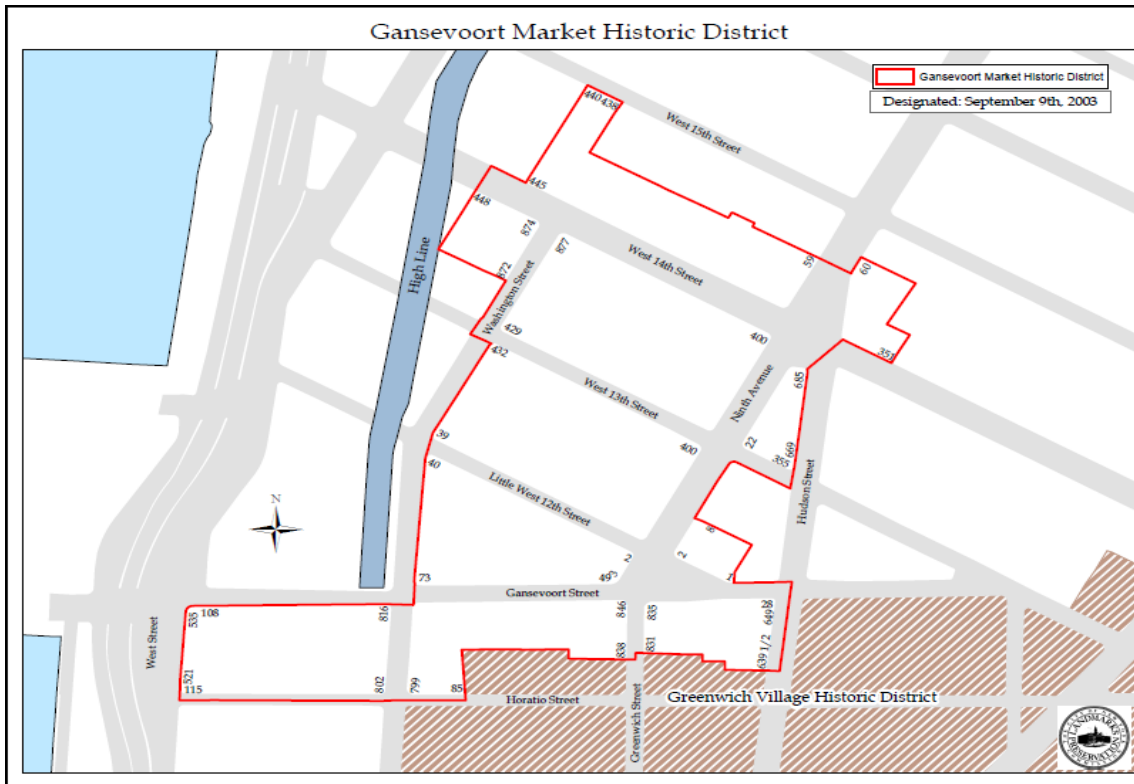
- Founded in 1907
- Encompasses 9 acres proximate to downtown Seattle and the wharfs
- Designated historic district with commission and guidelines to control uses and preserve physical and social character of the district



"Established in 1907, Seattle's Pike Place Market is the oldest continuously operating and most historically authentic public market in the country. When the Pike Place Market was threatened with demolition and replacement, citizens of Seattle voted in 1971 to establish a seven-acre Pike Place Market Historical District and a Market Historical Commission to preserve its physical and social character as "the soul of Seattle."

New York: Ganesvoort Market District

- Historic meatpacking district
- City assisted meat-packers coop
- Mix of commercial uses, No residential
- Design guidelines to preserve building facades and district character

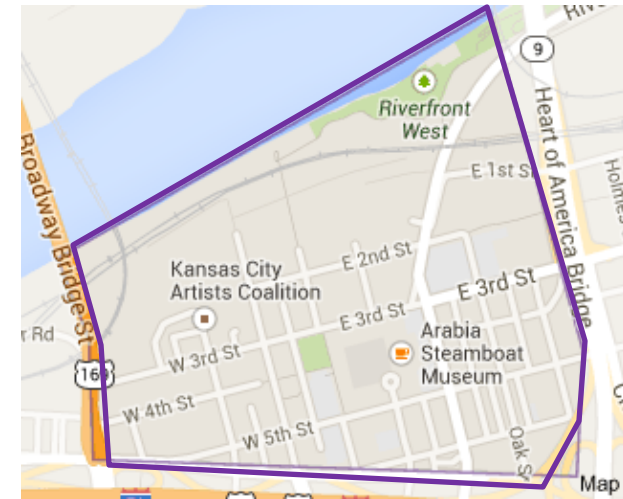


“The meat-packing businesses' numbers have shrunk dramatically in the neighborhood that bears their name. At the industry's height several decades ago, there were about 200 companies.... Ten years ago, there were about 30. Today ... the nine remaining businesses are housed in the Ganesvoort Market Co-op... a city owned facility....”

Market Districts have:

- An eclectic mix of compatible uses
- A special character based on historical food wholesale
- Historic districts and zoning have been used to preserve that character

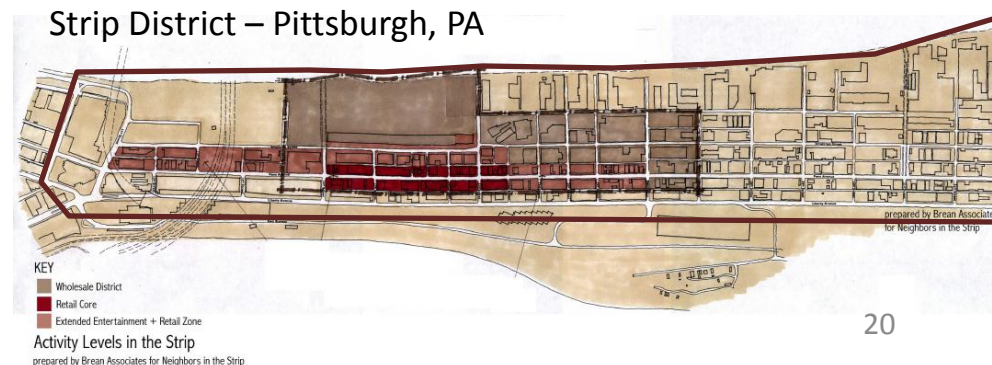
Market district comparisons	Land uses
Pittsburgh - Strip District	office, warehouse, manufacturing, auto-related, wholesale retail, restaurant, entertainment, public market residential
Seattle - Pike Place Market	public market, market halls, farmers market, retail, restaurants residential and residential services
Kansas City - River Market District	public market, retail, farmers market, museum manufacturing, industrial residential
Chicago - Fulton Randolph Market District	wholesale, office, manufacturing, industrial restaurant, retail residential



River Market District – Kansas City, MO



Pike Place Market – Seattle, WA



Fulton Randolph Market District Land Use Plan Recommendations



1. Adopt a land use map to direct character and uses



2. Adopt design guidelines



3. Designate a Historic District and create guidelines



4. Conduct a traffic & parking study and enhance the streetscape

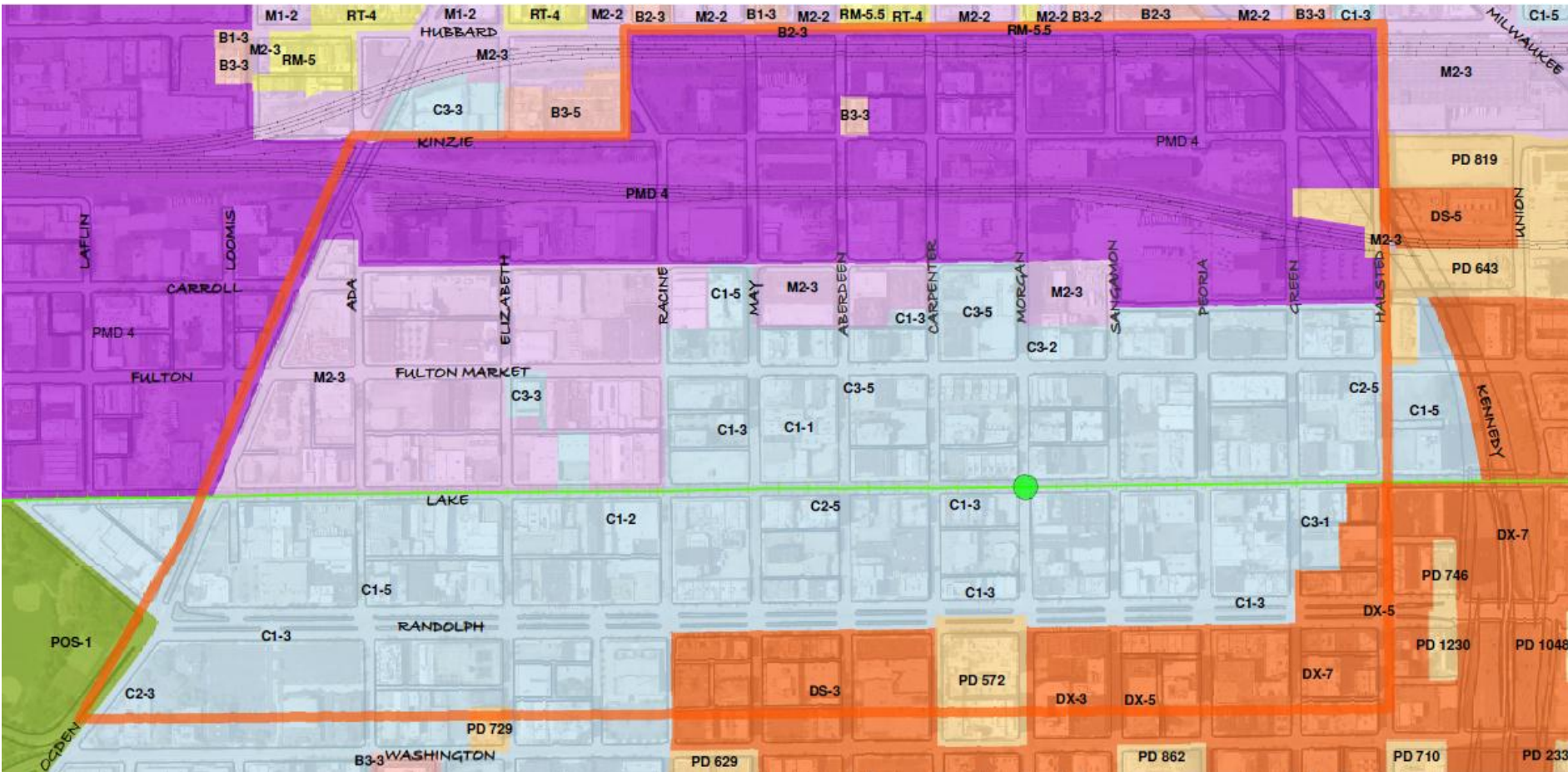


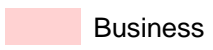
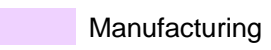





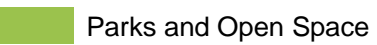
5. Introduce a weekly outdoor chef market for regional products

1. Adopt a land use map to direct character and uses

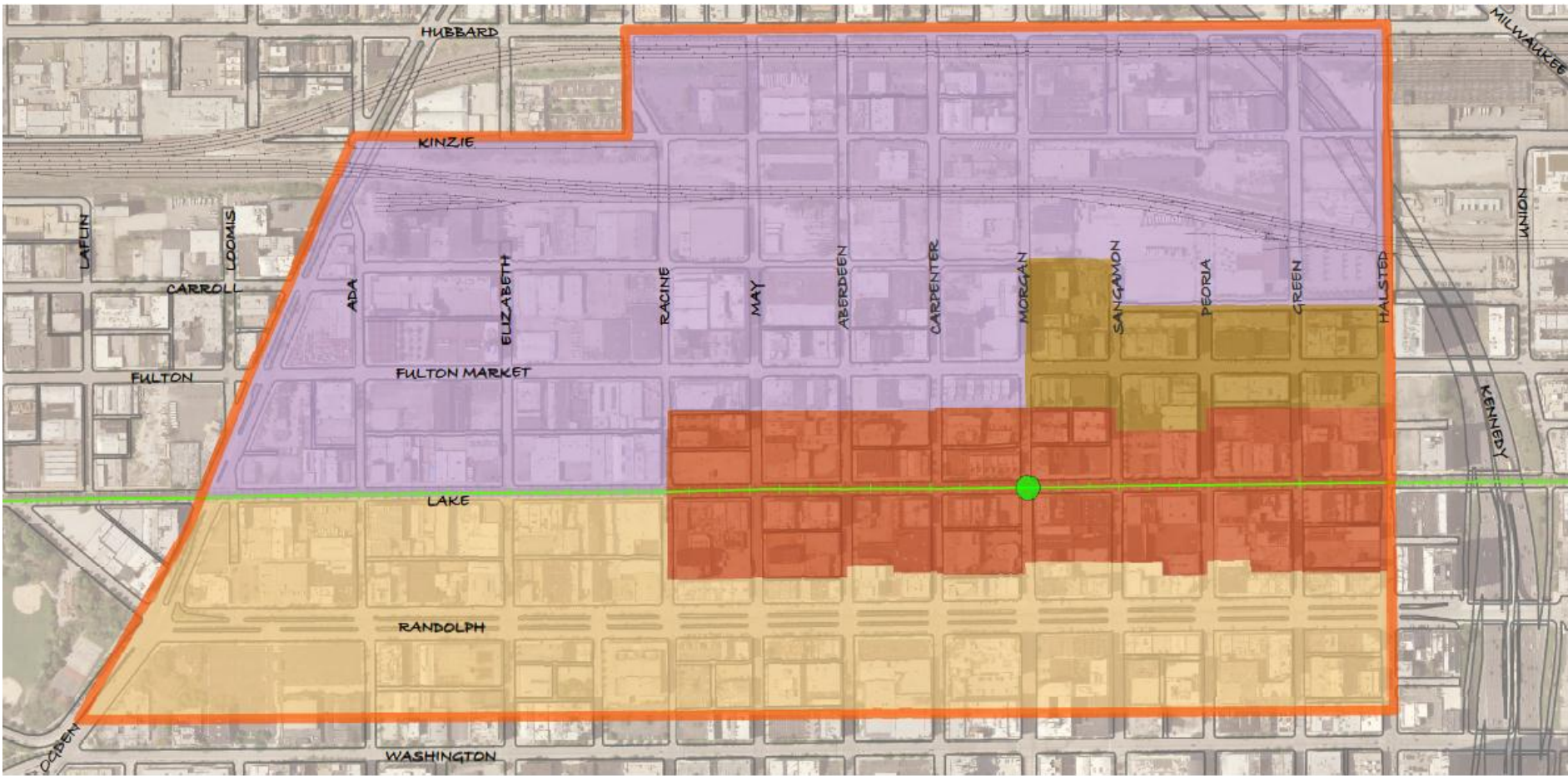


Existing Zoning



- | | | | |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
|  Business |  Manufacturing |  Planned Development |  Downtown |
|  Commercial |  Residential |  Planned Manufacturing District |  Parks and Open Space |

Proposed Land Use Plan



INNOVATIVE INDUSTRIES
RANDOLPH ROW

FULTON MARKET
STAY AND PLAY

Potential Zoning for Land Use Plan

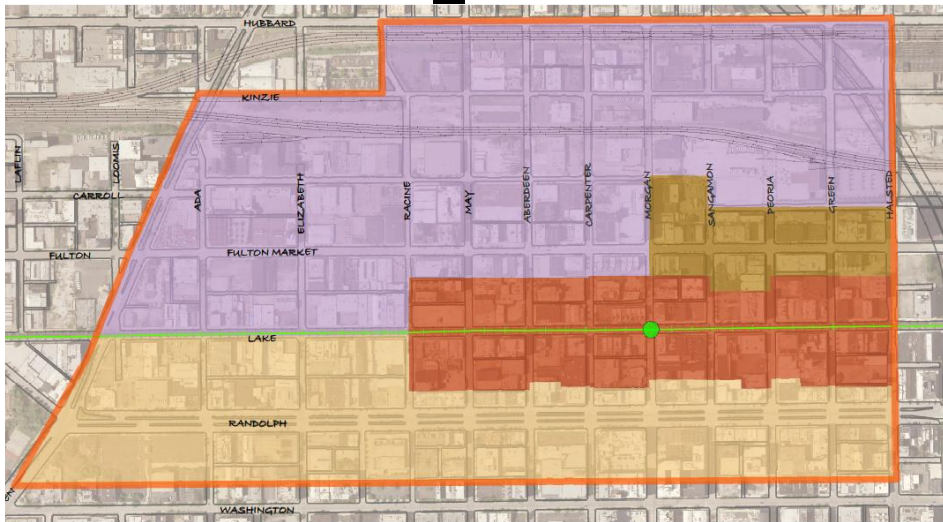
M1-3 and PMD zoning

Allowed uses

Light manufacturing, wholesale and high tech office

Scale

3-4 stories



C3-1 zoning

Allowed uses

Retail, service, commercial, wholesale and light manufacturing

Scale

1-3 stories

C2-5 and C3-3 zoning

Allowed uses

Broad range of large scale business, service and commercial uses with residential

Scale

3-15 stories

C1-3 and DX-3

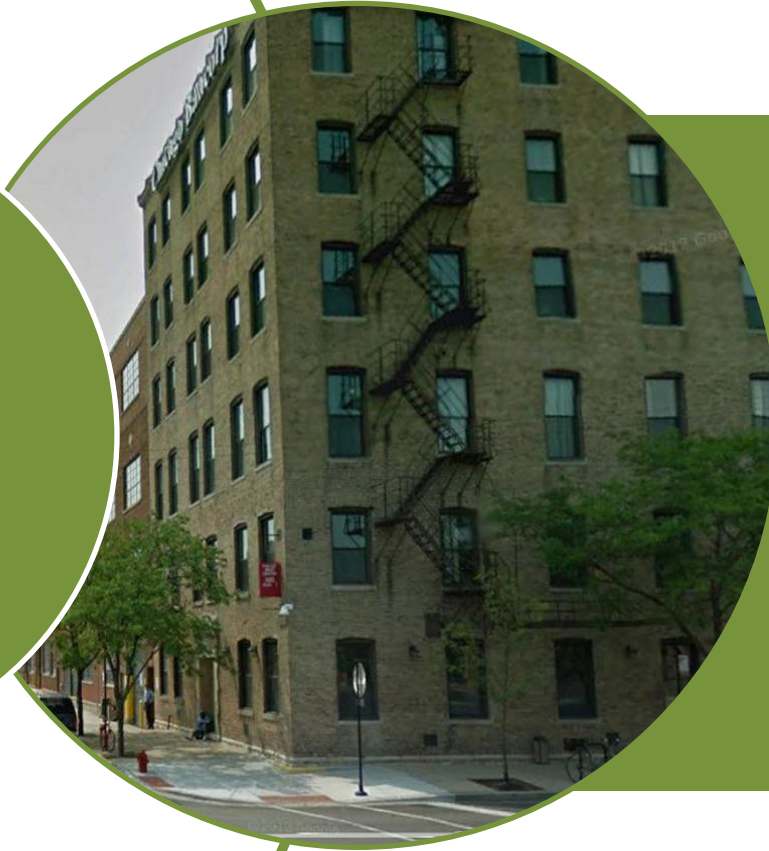
Allowed uses

Broad range of small scale business, service and commercial with residential

Scale

1-5 stories

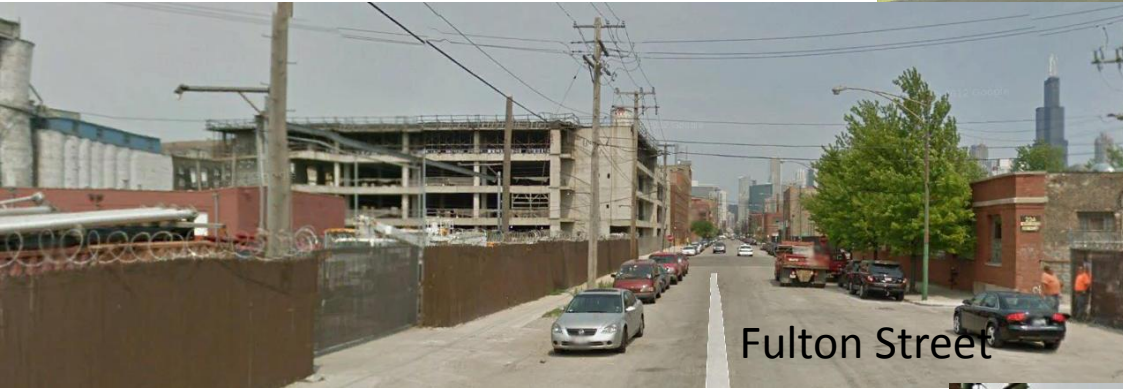
2. Adopt design guidelines



Area Design Guidelines



Randolph Street



Fulton Street



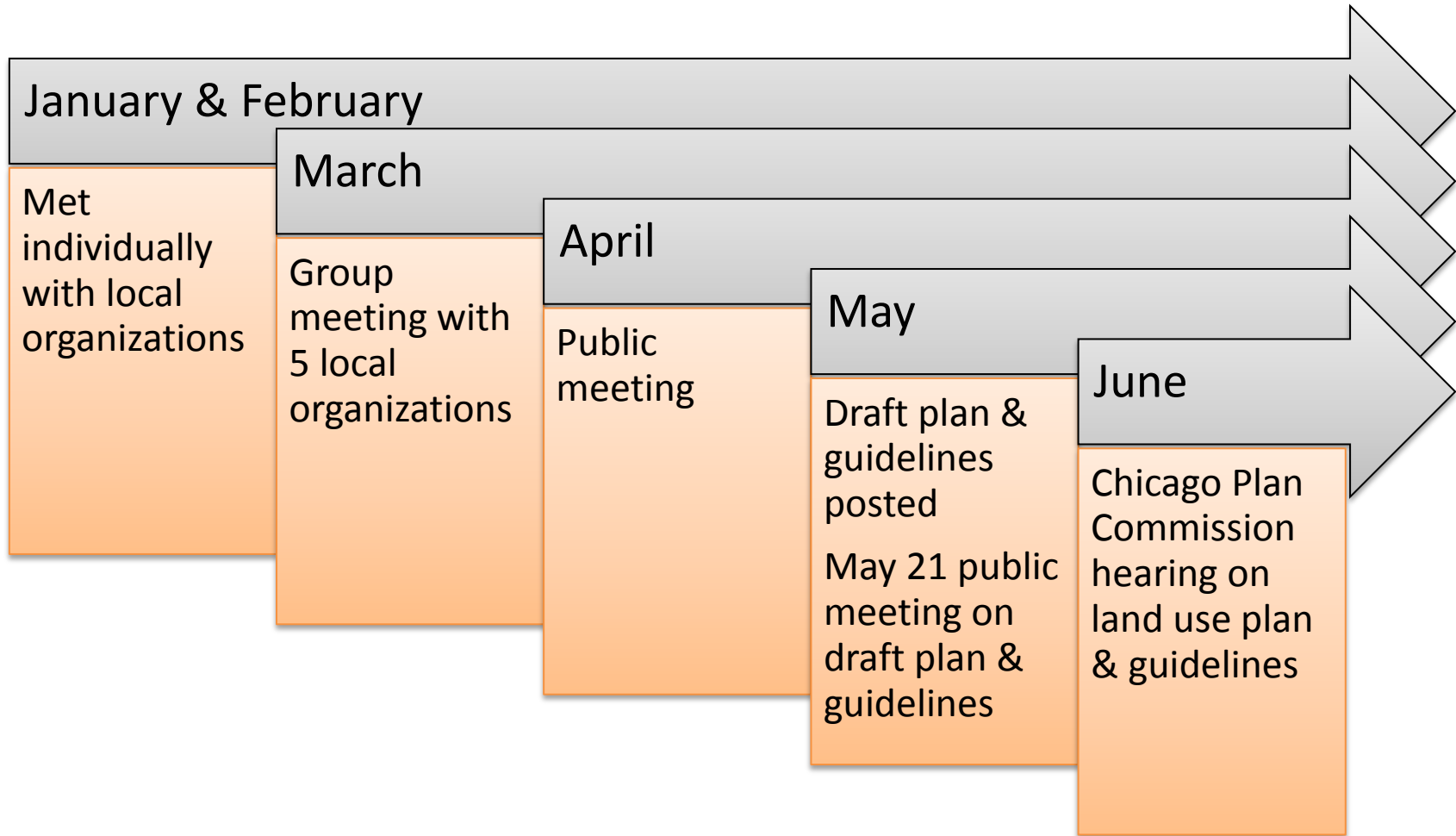
Morgan Street



Lake Street

Opportunities for input

Land Use Plan and Design Guidelines



3. Designate a
Historic District
and create
guidelines



- History
- Proposed Boundaries
- Schedule
- Incentives
- Restrictions

Cleveland



Kansas City



New York



Chicago Landmark District

Property is designated a landmark via legal ordinance approved by City Council and then administered by the Historic Preservation Division of DPD. An example of an individual landmark is Wrigley Field; Printing House Row in the South Loop is an example of a landmark district.

- All buildings within a landmark district are seen as individual landmarks
- Demolition is prohibited except in a few cases
- Permit review is in place for any work requiring a building permit
- Eligible for local financial incentives

National Register of Historic Places

Listing on the National Register is conveyed by the National Park Service. A nomination is reviewed by the IHPA and the Illinois State Historic Advisory Commission and then recommended to NPS. Wrigley Field and Printing House Row are also listed on the National Register.

- Largely honorary, no permit review
- If a property takes advantage of Federal historic incentives, a review process then kicks in
- A neighborhood district or an individual building may be listed on the Register

Representative Chicago Landmark Historic Districts



Armitage-Halsted District



Printing House Row District



Motor Row District



Milwaukee Avenue District

Landmark Criteria for Designation of Chicago Landmarks

An area, district, place, building, structure, work of art, or other object that meets two of the following criteria:

1. Critical part of the City's Heritage
2. Significant Historic Event
3. Significant Person
4. Important Architecture
5. Important Architect
6. Distinctive Theme as a District
7. Unique Visual Feature

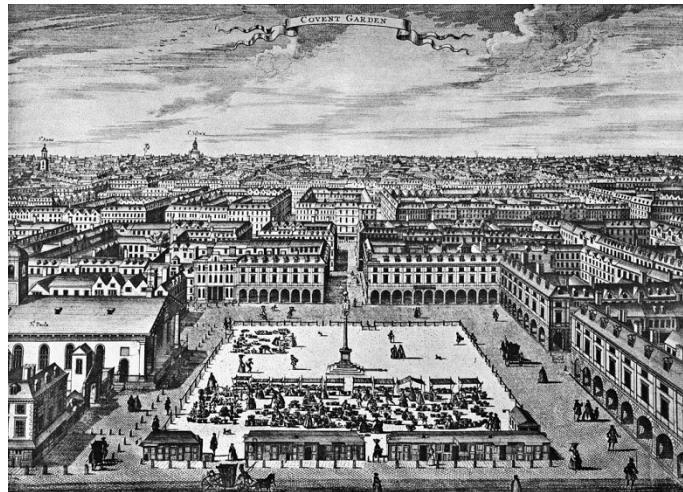
Must also meet the **integrity** criterion:

“...must have a significant historic, community, architectural or aesthetic interest or value, the integrity of which is preserved in light of its location, design, setting, materials, workmanship, and ability to express such historic, community, architectural, or aesthetic interest or value.”

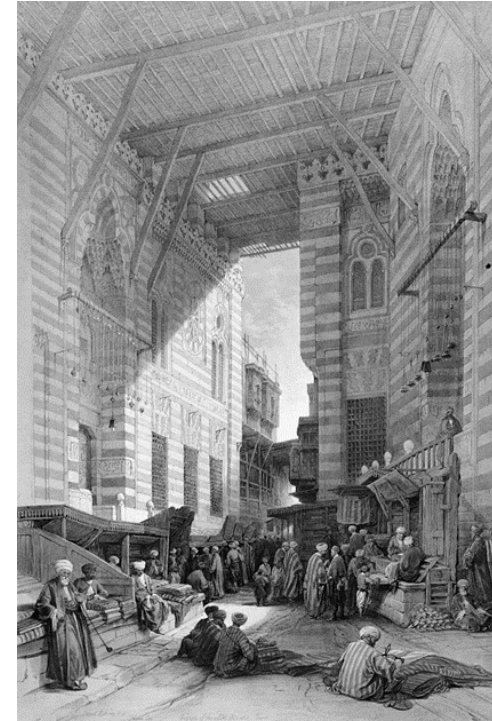
Urban Food markets have been essential to cities throughout human history



Roman Forum



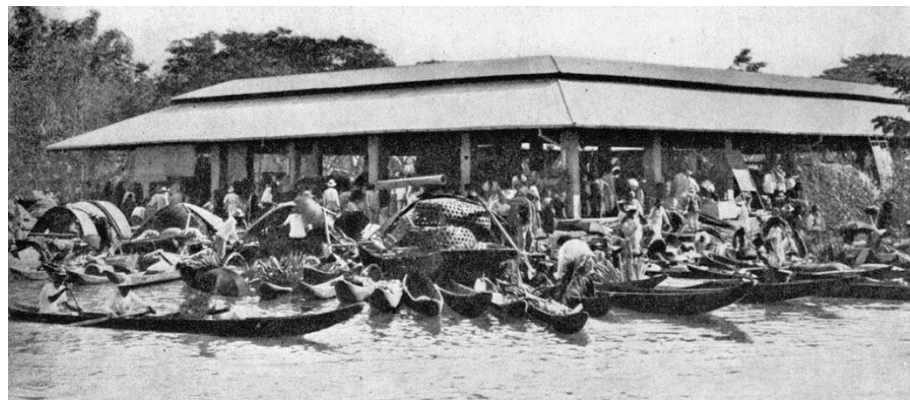
Covent Garden, London



Cairo Bazaar



Market, Manchuria, Changcun



Floating market, Phillipines

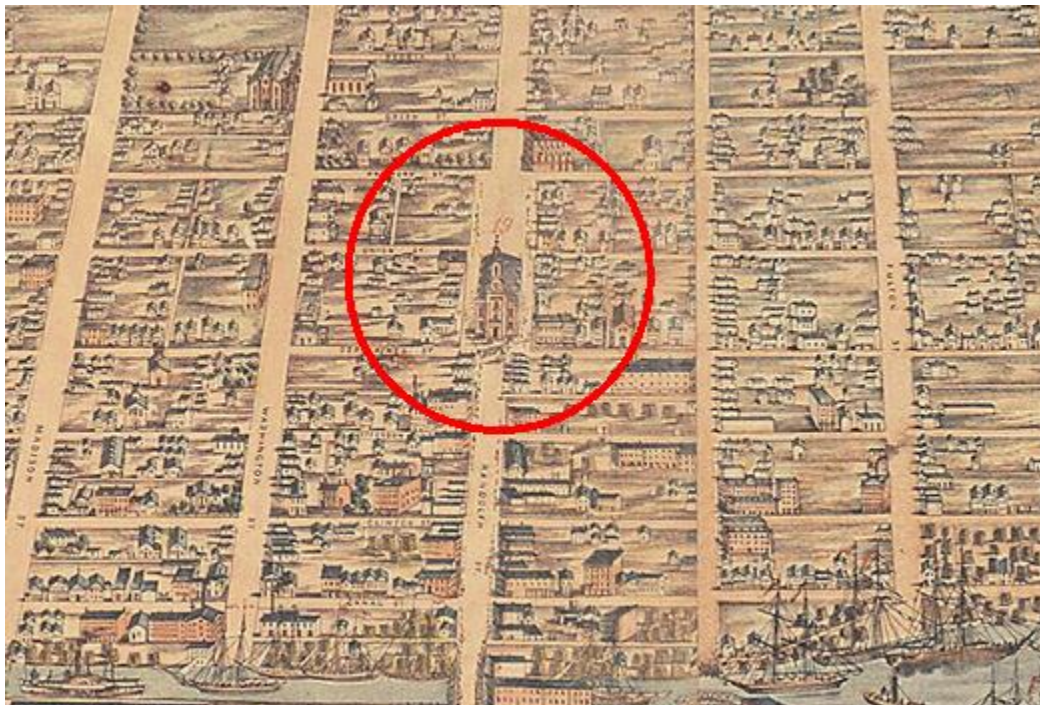
Early Food Market Buildings in Chicago



State Street Market, 1848



- 1850 City of Chicago widened Randolph Street at Des Plaines, and built a Market Hall in middle of the street
- Grocers sold produce and meat to consumers
- Established the district's function as a food market, a use which continues to a substantial degree to the present day

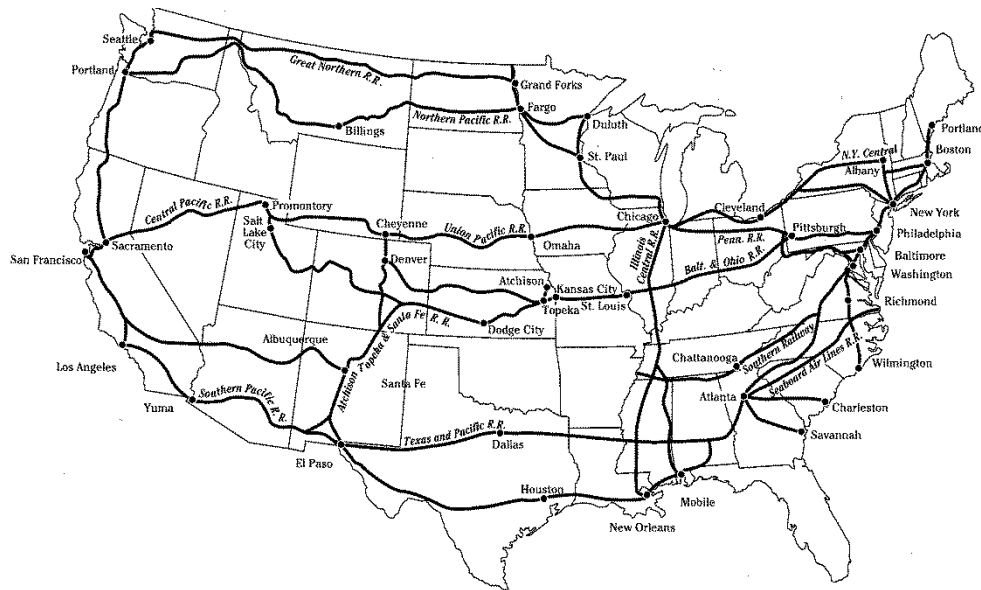


1857 "Birds-eye" Lithograph of Chicago, Christian Inger, I.T. Palmatary

Chicago's Historic Role as a Marketplace for Foodstuffs



- Chicago's geographic location surrounded by vast and rich agricultural regions
- The city's was at the center of rail and water transportation routes
- Grain, livestock, vegetables and fruits from the Midwest and West poured into Chicago, increasing the city's wealth and importance

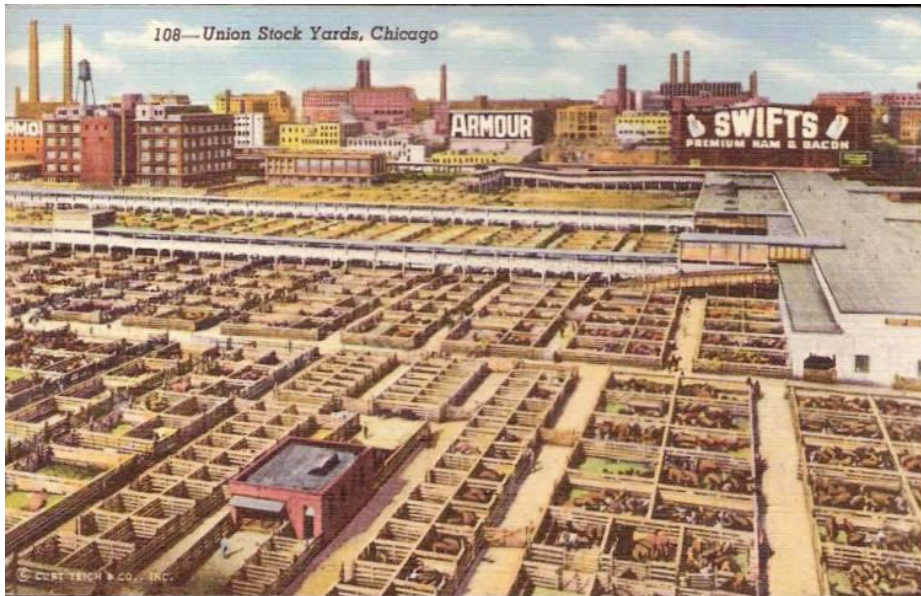




Old South Water Market



Maxwell Street Market



Union Stock Yards



New South Water Market

Open-Air Wholesale Farmers Market in the Middle of Randolph Street



Looking East on Randolph St., circa 1880

- By 1880 the Market Hall on Randolph was gone
- The widened section of Randolph Street where the Market Hall once stood became an open-air produce market managed and regulated by the City of Chicago.
- Regionally-grown produce sold from wagons by truck farmers
- Wholesale to grocery stores, hotels and institutional buyers

Wholesale Produce Dealers in Buildings Randolph Street



- Produce Wholesale Dealers set up shop in Buildings on either side of Randolph Street
- The majority of surviving historic buildings on Randolph were built in the 1910s and 1920s by or for these dealers
- Wholesale to grocery stores, hotels and institutional buyers

Fulton Market Street and the Meat Packing Industry



The south of two rows of meat packing buildings built in 1887 by a consortium of meat packing firms.



- While the Union Stock Yards were the headquarters of Chicago's meat packing industries, none of the buildings survive there
- Blocks on Fulton Market Street specialized in meat packing and the associated foodstuffs and illustrate this important Chicago industry
- Philip Armour, Gustavus Swift and Nelson Morris—the nation's "big three" packers and global brand names in the early-20th century, maintained branch houses on Fulton, lending the district exceptional significance

Manufacturing and Warehouse Buildings



- Reflect a broader trend of industrial development on the Near West Side after 1900
- 1911 new NWRR Terminal one half mile to the east spurs development
- Industrial buildings tend to be the larger buildings in the district
- Many were complementary to the food industry: bakeries, ice plants, barrel makers, vinegar distillers, flour mills . . .
- Illustrate the importance of manufacturing in the city's history

Architecture: Mercantile Buildings for Produce Marketing / Meat Packing



- A rare, and possibly unique, collection of wholesale produce and meat packing in Chicago

- The buildings were, and in many case still are, places for work and trade and the primary concern was utility.

Mercantile Streetscape: Wide Streets, Canopies and Loading Docks



- A distinct sense of place created by marketplace functions: wide streets with broad vistas, raised sidewalks and loading docks, sidewalk canopies.



Architecture: Industrial and Warehouse Buildings



- The historic industrial and warehouse buildings within the district exhibit a high degree of design, detail and craftsmanship in traditional brick masonry.

Criteria For Designation

Criterion 1

Value as an Example of City, State or National Heritage

Its value as an example of the architectural, cultural, economic, historic, social, or other aspect of the heritage of the City of Chicago, State of Illinois, or the United States

Criterion 4

Exemplary Architecture

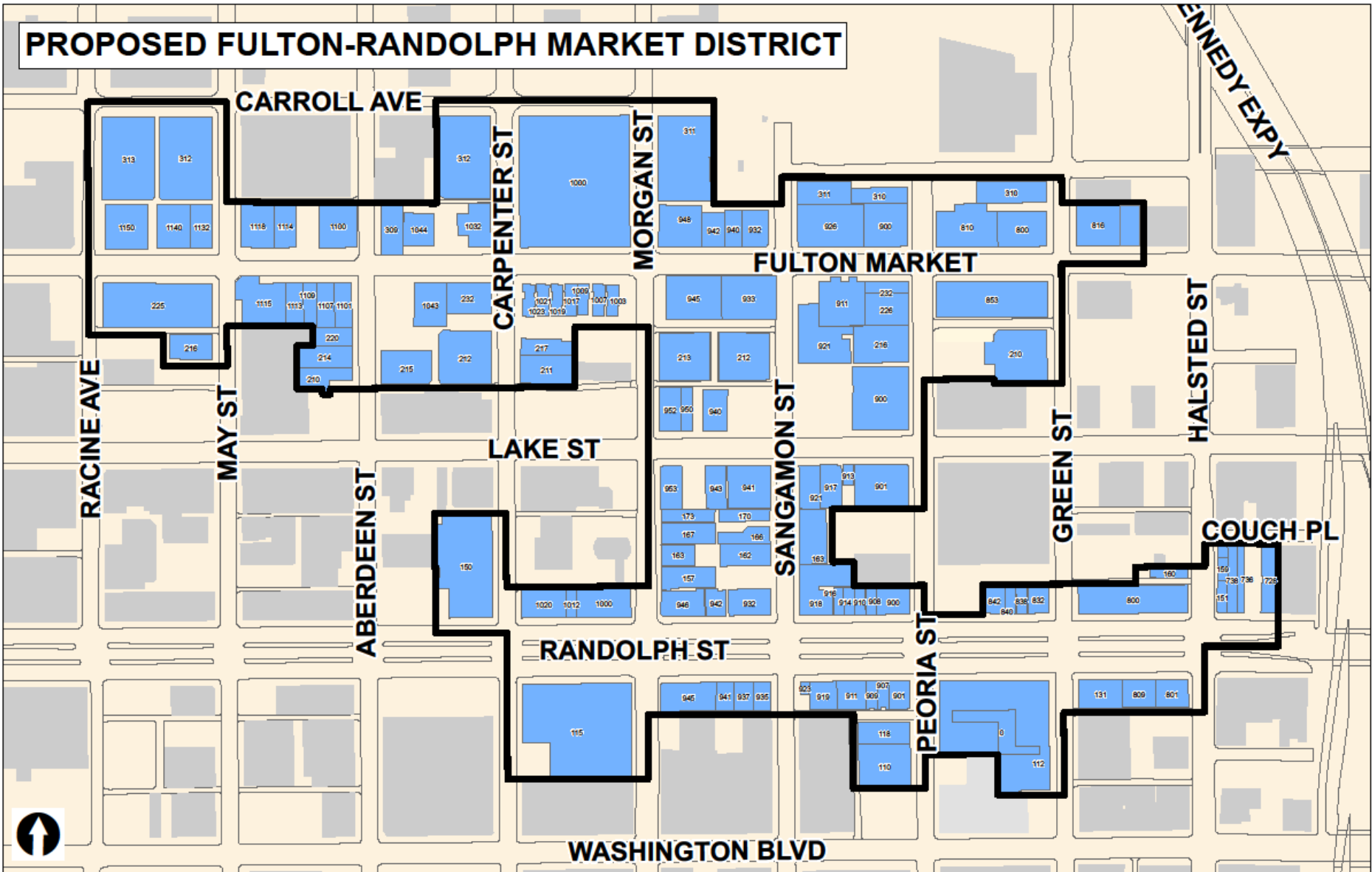
Its exemplification of an architectural type or style distinguished by innovation, rarity, uniqueness, or overall quality of design, detail, materials or craftsmanship

Criterion 6

Distinctive Theme

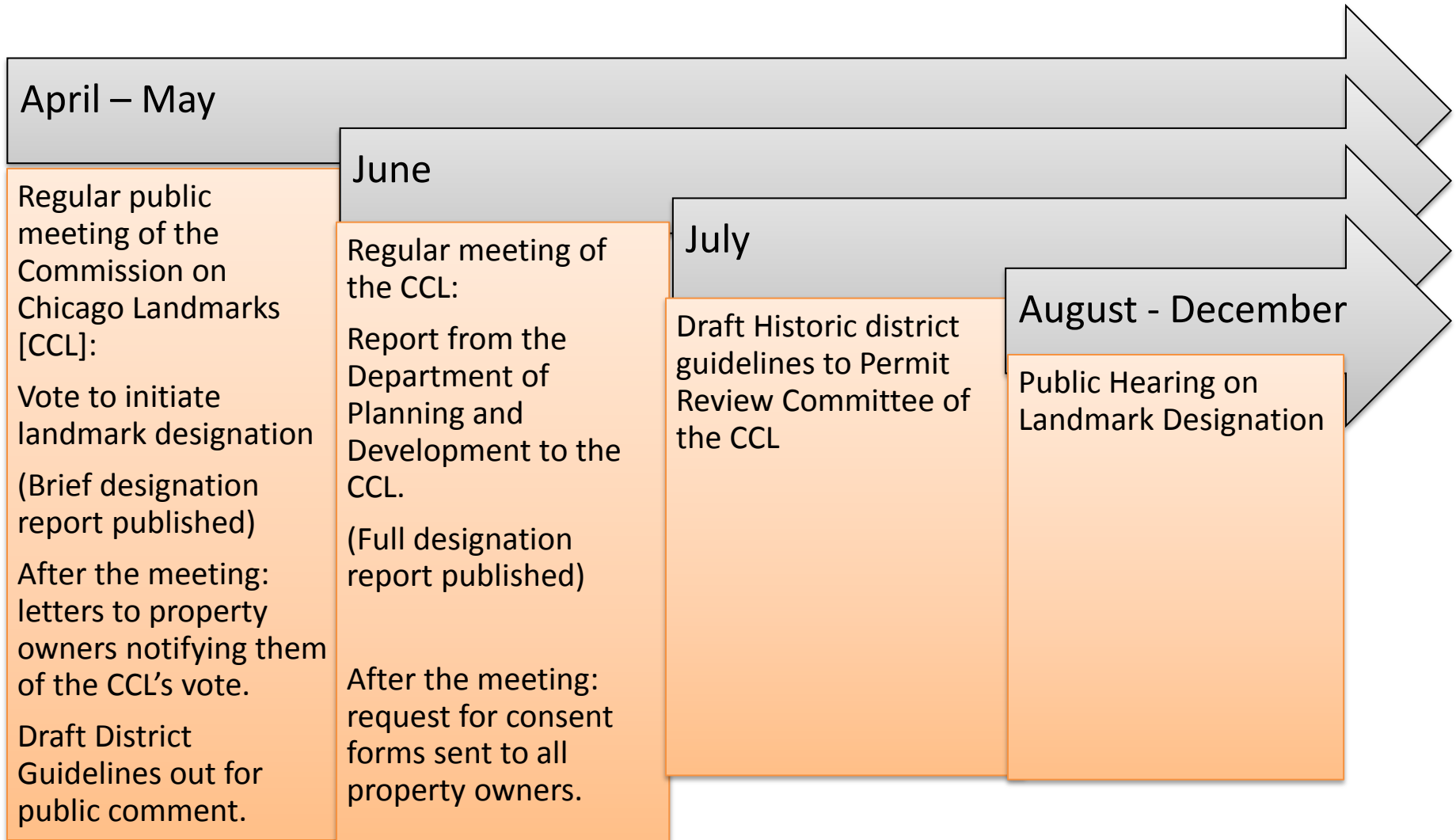
Its representation of an architectural, cultural, economic, historic, social, or other theme expressed through distinctive areas, districts, places, buildings, structures, works of art, or other objects that may or may not be contiguous

PROPOSED FULTON-RANDOLPH MARKET DISTRICT



Opportunities for input

Historic District and District Guidelines



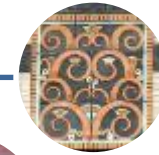
A Landmark Designation Ordinance defines:

- The important features to preserve to convey history.
- The period of significance, when the most important history was made in the district
- For the Fulton-Randolph Market District, the following is significant: The exterior elevations including rooflines and streetscapes.
- No interior designation or review

Landmark Designation does NOT:

- Force building owners to make repairs or spend money on their buildings
- Change the zoning or control the use of a building
- Legislate changes to properties that would hamper existing business or users

Design Review Guidelines



Masonry



Windows



Storefronts



Awnings/Canopies



Signage



Additions



Before



**Holden Block
1027 W. Madison St.**



after

Rehabilitation

4. Conduct a traffic & parking study and enhance the streetscape



Traffic and Parking Considerations

- Traffic and Curbside Use Study in development
- Anticipated summer 2014 start

Major Tasks to include:

- Inventory of existing curbside uses (parking, loading, standing, valet, etc.)
- Utilization of various curbside uses by time of day
- Traffic analysis of major roadways
- Recommendations for curbside use changes and improvements to pedestrian, bicycle and motor vehicle accommodations



Fulton Market Existing Conditions



- Existing infrastructure in need of repair
- Opportunities to better define the district through Streetscape improvements

Fulton Market and Randolph St. Street Improvements



Identifiers on Randolph St.



Streetscape/Flex Street on
Fulton Market



Proposed Gateway

- Streetscape improvements on Fulton and Randolph to build off of land use planning process in 2015-2016.
- Gateway identifier at Fulton Market/Halsted St. to launch implementation of streetscape visioning plan in Fall 2014.

EXAMPLES GATEWAYS TO INDUSTRIAL AREAS IN CHICAGO



Stockyards



Finkl Steel



Kinzie

EXAMPLES GATEWAYS TO MARKET DISTRICTS



Melrose Market Phoenix

Snow Bridge Salt Lake City

Pike's Place Seattle

Fulton Market Gateway



Existing Conditions: Looking West on Fulton from Halsted St.



Concept reflecting daily Fulton Market Transformation:

- Day / Night
- Working / Entertainment
- Tradition / Emergent Ideas

Fulton Market Gateway



Architecture Inspiration:

Use of wood and metal in buildings on Fulton Market.

Blending of past and future with building materials.

Arch A: Curved Wooden Cantilever



Architecture Gateway
Concept – Day and Night



Fulton Market Gateway



Food District Inspiration:

Market imagery interpreted as art.

Food defines the street.

Arch B: Fulton Food



Fulton Food Gateway
Concept – Day and Night



Fulton Market Gateway



Innovative Industry
Inspiration:

Traditional steel
material and shape,
bent into a new
contemporary form.



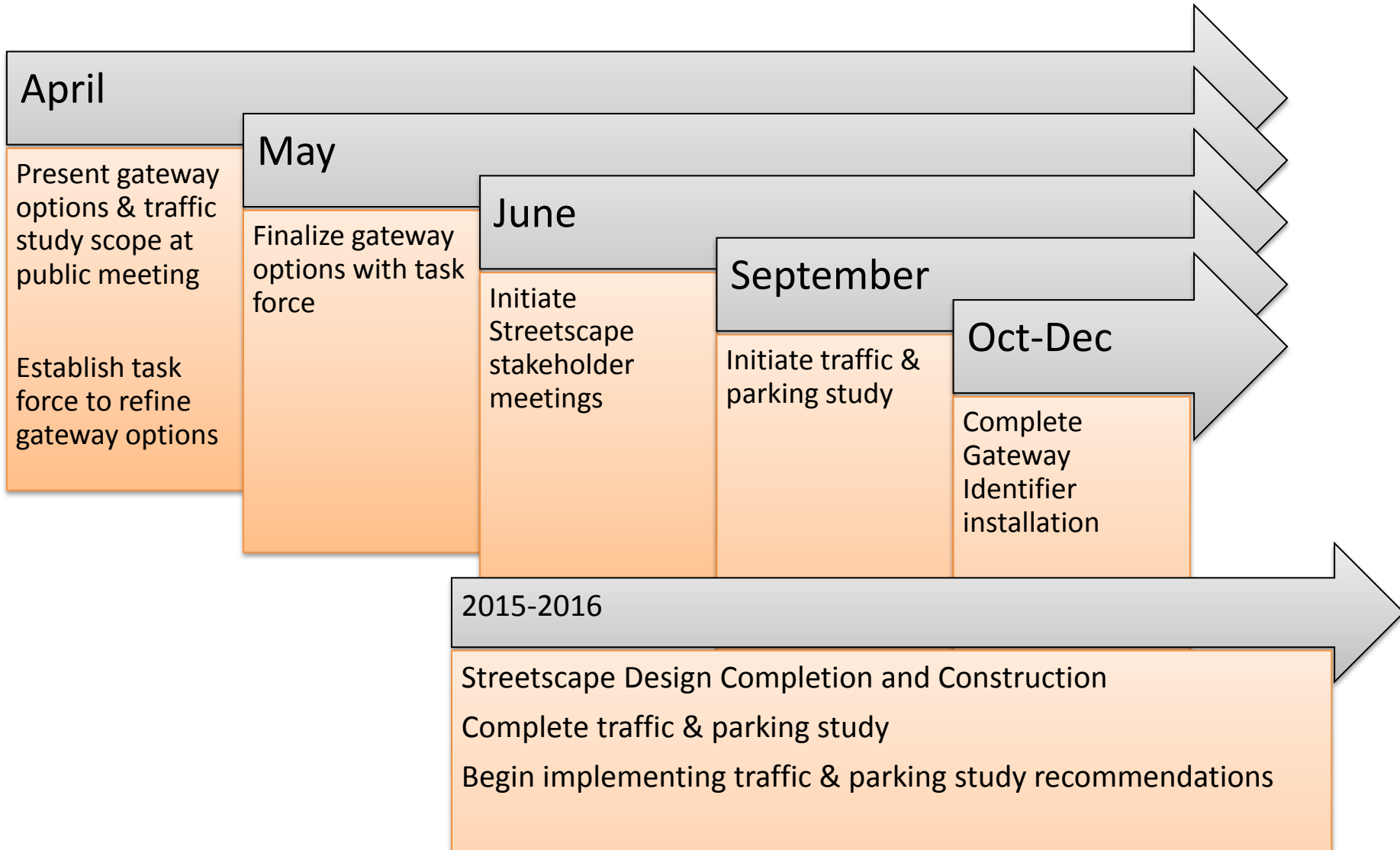
Arch C: Curved Corten Steel



Innovative Industry Gateway Concept – Day and Night



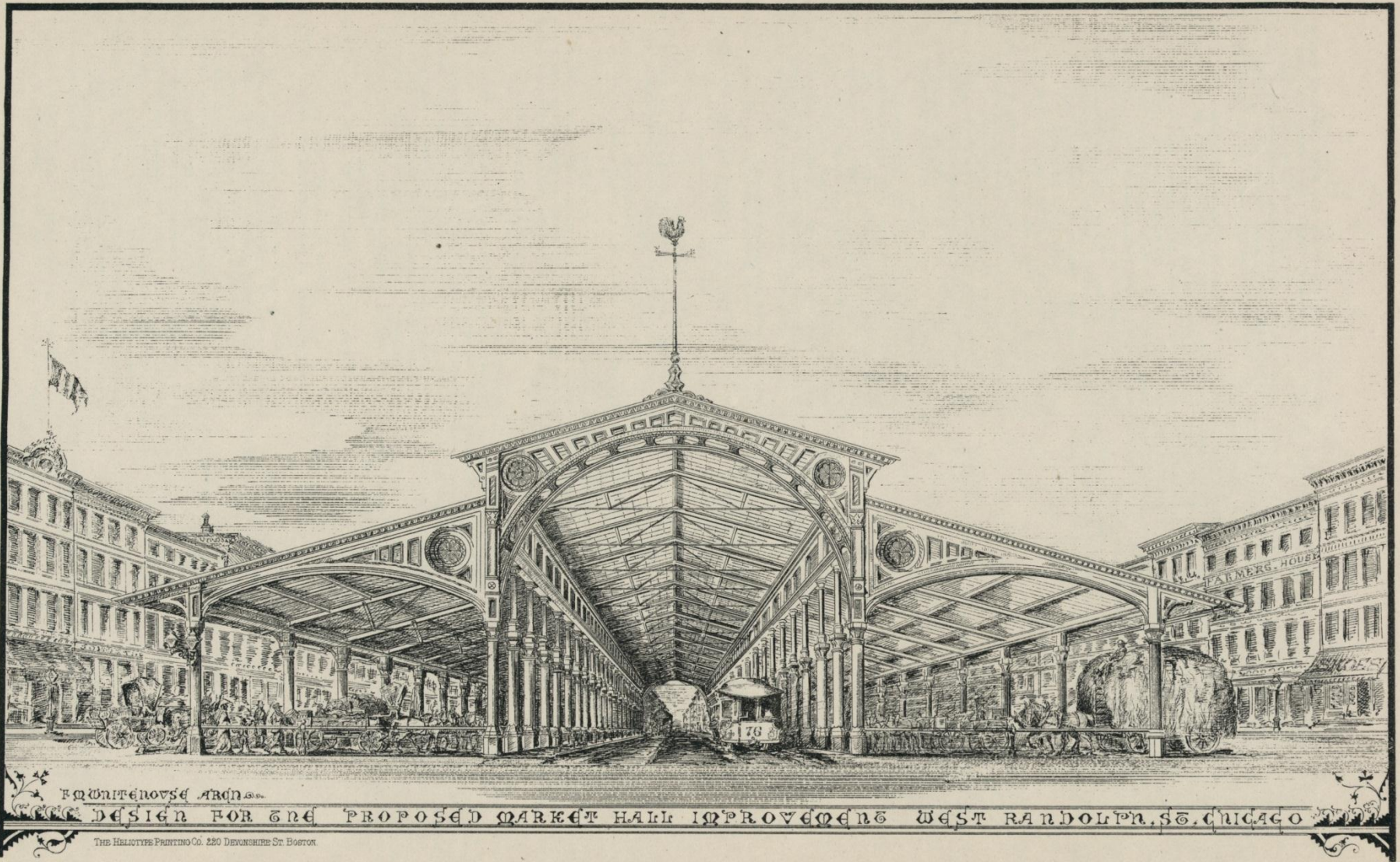
Opportunities for input Traffic and Streetscape Projects



5. Introduce a weekly outdoor chef market for regional products



1878 proposal for Market Hall on Randolph



Consumer Demand for Local Food: Insights from AT Kearney's 2013 Market Research



People like to buy local food. They believe it helps local economies (66 percent), delivers a broader and better assortment of products (60 percent), and provides healthier alternatives (45 percent).



People will switch stores for a better local food selection. Almost 30 percent of grocery shoppers will consider purchasing food elsewhere if their preferred store does not carry local foods.



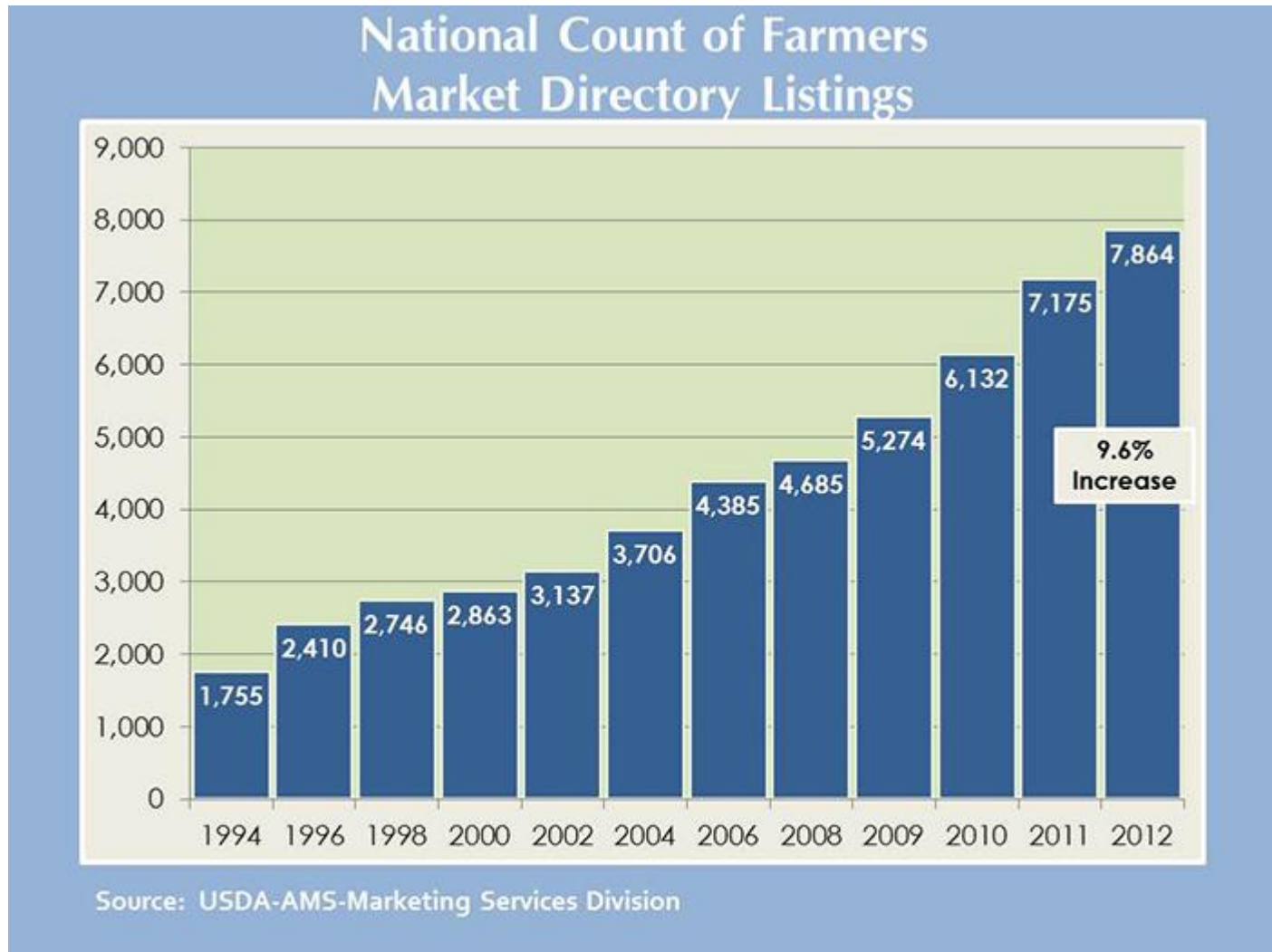
People will pay more for local food. Across all income segments, grocery shoppers indicated that they were willing to pay a premium for local food—70 percent were willing to pay more.



There is room for improvement. People are inclined to buy local produce but often don't because the products are not available (57 percent), local food is too expensive to buy regularly (37 percent), or because the selection is just not very good (31 percent).

Growth in Farmers Markets

People increasingly want to connect with those who produce their food.



“What’s Hot?” 2014 Culinary forecast

Local food again dominated in the National Restaurant Association’s annual survey of top culinary trends.



Top 10 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids’ meals
5. Gluten-free cuisine
6. Hyper-local sourcing (e.g. restaurant gardens)
7. Children’s nutrition
8. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
9. Sustainable seafood
10. Farm/estate branded items

Potential location for an outdoor chef market pilot



Additional
considerations



Special Service
Areas for day-to-
day public
outdoor areas
management

Special Service Areas (SSA)



- Initiated **locally**, not by City of Chicago
- Provides on-going funding for **enhanced services** to local commercial and industrial areas
- Funded by increase in property taxes **within the defined service boundary**
- **Local commission** determines scope of services, size of budget, and annual tax rate
- **Eligible services include:**
 - Advertising and Promotions
 - Public Way Maintenance
 - Public Way Aesthetics
 - Tenant Relocation/Attraction
 - Safety Programs
 - District Planning
 - Other Technical Assistance
- Services **do not replace** existing City services
- Can be used to maintain **streetscaping amenities**

Questions?



1. Adopt a land use map to direct character and uses



2. Adopt design guidelines



3. Designate a Historic District and create guidelines



4. Conduct a traffic & parking study and enhance the streetscape



5. Introduce a weekly outdoor chef market for regional products