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)

Source: US Census Bureau, Center for Economic Studies
2000 Adopted Land Use Framework
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

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.

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.

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

*Near Northwest Side Plan*
Fulton – Randolph Market District
Food and Markets have and continue to define the Fulton - Randolph Market District

Historic & Current Wholesale Food District

Open air market with indoor facility

Historic Food Retail & Current Restaurant District
Nexus of historic food wholesale and Chicago’s growing culinary arts movement.

The most renowned chefs are using regional farm products.
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
Kansas City: River Market District
Seattle: Pike Place Market
New York: Ganesvoort Market District
Pittsburgh: Strip 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
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 Gansevoort 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

<table>
<thead>
<tr>
<th>Market district comparisons</th>
<th>Land uses</th>
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<tbody>
<tr>
<td>Pittsburgh - Strip District</td>
<td>office, warehouse, manufacturing, auto-related, wholesale retail, restaurant, entertainment, public market residential</td>
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<tr>
<td>Seattle - Pike Place Market</td>
<td>public market, market halls, farmers market, retail, restaurants residential and residential services</td>
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<tr>
<td>Kansas City - River Market District</td>
<td>public market, retail, farmers market, museum manufacturing, industrial residential</td>
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<tr>
<td>Chicago - Fulton Randolph Market District</td>
<td>wholesale, office, manufacturing, industrial restaurant, retail residential</td>
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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
Proposed Land Use Plan

- Innovative Industries
- Fulton Market
- Randolph Row
- 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
Opportunities for input
Land Use Plan and Design Guidelines

January & February
Met individually with local organizations

March
Group meeting with 5 local organizations

April
Public meeting

May
Draft plan & guidelines posted
May 21 public meeting on draft plan & guidelines

June
Chicago Plan Commission hearing on land use plan & guidelines
3. Designate a Historic District and create guidelines

- History
- Proposed Boundaries
- Schedule
- Incentives
- Restrictions
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
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
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

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

Looking East on Randolph St., circa 1880
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

- 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.

The south of two rows of meat packing buildings built in 1887 by a consortium of meat packing firms.
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
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.
A distinct sense of place created by marketplace functions: wide streets with broad vistas, raised sidewalks and loading docks, sidewalk canopies.
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
Opportunities for input
Historic District and District Guidelines

April – May

Regular public meeting of the Commission on Chicago Landmarks [CCL]:
Vote to initiate landmark designation
(Brief designation report published)
After the meeting: letters to property owners notifying them of the CCL’s vote.
Draft District Guidelines out for public comment.

June

Regular meeting of the CCL:
Report from the Department of Planning and Development to the CCL.
(Full designation report published)

After the meeting: request for consent forms sent to all property owners.

July

Draft Historic district guidelines to Permit Review Committee of the CCL

August - December

Public Hearing on Landmark Designation
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
Holden Block
1027 W. Madison St.
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

- 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

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.
Innovative Industry Gateway Concept – Day and Night
Opportunities for input
Traffic and Streetscape Projects

April
- Present gateway options & traffic study scope at public meeting
- Establish task force to refine gateway options

May
- Finalize gateway options with task force

June
- Initiate Streetscape stakeholder meetings

September
- Initiate traffic & parking study

Oct-Dec
- Complete Gateway Identifier installation

2015-2016
- Streetscape Design Completion and Construction
- Complete traffic & parking study
- Begin implementing traffic & parking study recommendations
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
Special Service Areas for day-to-day public outdoor areas management

Additional considerations
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**
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