



COMMITTEE ON DESIGN

Department of Planning and Development

330 North Green Street

Fulton Market / 27th Ward / Ald. Burnett
Sterling Bay
Gensler
DLA Piper

February 8, 2023

DESIGN NARRATIVE

330 N Green represents the invention of a tower architecture that is shaped by the new imperatives of the modern professional service workplace while still grounded in the character of Fulton Market's vibrant live/work/play neighborhood.

Provide a Vibrant Public Realm

The design's composition creates a pedestrian-engaging podium featuring street-level retail, multiple commercial entries, parking and shared amenity spaces framed around an urban light court. Drawing in references from other Fulton Market mews and alleyways, the masonry-framed light court creates a unique urban space.

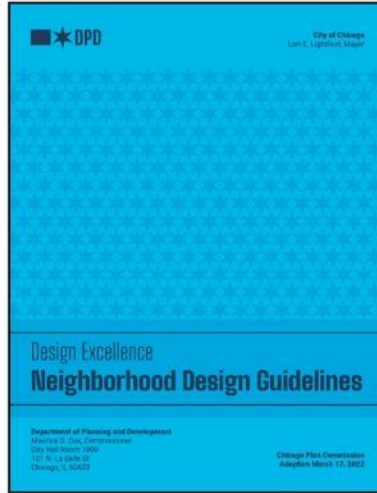
Maximize Light and Air

Responding to a fairly dense context, an optimum orientation was determined to place the tower on a primary north-south axis positioned on the western edge of the site boundary. This position maintains separation from 333 and 360 Green, and avoids a canyon effect on the heavily trafficked Fulton-to-Kinzie stretch of North Green.

An Efficient, Tenant Driven Tower Profile

Professional firm tenant planning has traditionally prioritized perimeter offices, which have become more uniform and smaller. Interior support program is shrinking and being highly leveraged. Conventional high-rise office tower design has captured significant portions of interior area that are increasingly not required. The 330 diagram closely aligns floor plate geometry with these tenant business drivers. Tenant test fits of this floor plate design have delivered market-leading efficiencies, requiring 25-35% less area. All the while providing access to exterior terraces on each floor, increasing natural light into the interior and the providing more corner positions on the plan.

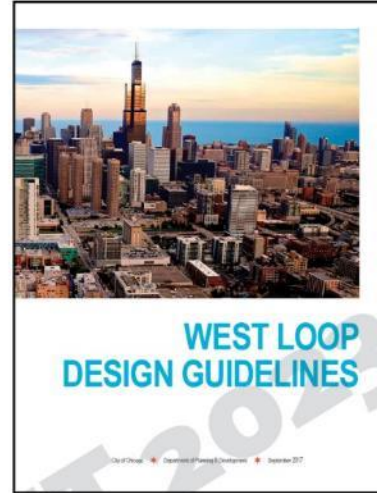
PLANNING & DESIGN GUIDELINES



Neighborhood Design Guidelines

City of Chicago Department of Planning and Development, September 2020

Considers opportunities for re-purposing existing buildings, rather than building new. Provides visual buffers between on-site open spaces and adjacent incompatible land uses and/or views



West Loop Design Guidelines

City of Chicago Department of Planning and Development, September 2017

Assist in development and define standards to preserve character, high quality design, and dynamic nature of the West Loop neighborhood



Fulton Market Innovation District Plan

City of Chicago Department of Planning and Development, February 2021

Strengthen the identity of the area and support existing uses, encourage renovation of existing buildings and new construction, establish streetscape guidelines, and preserve the character of this historic area

Site Area

63,010 sf

Zoning

DX-7 (+Bonus)

FAR

11.5

Project

32 Story (503')
Mixed Use Tower



W. KINZIE ST.

360 N.
Green Street



SITE
330 N.
Green Street

1333 N.
Green Street

W. WAYMAN ST.

W. FULTON ST.

N. CARPENTER ST.

N. MORGAN ST.

N. SANGAMON ST.

N. PEORIA ST.

N. GREEN ST.

N. HALSTED ST.

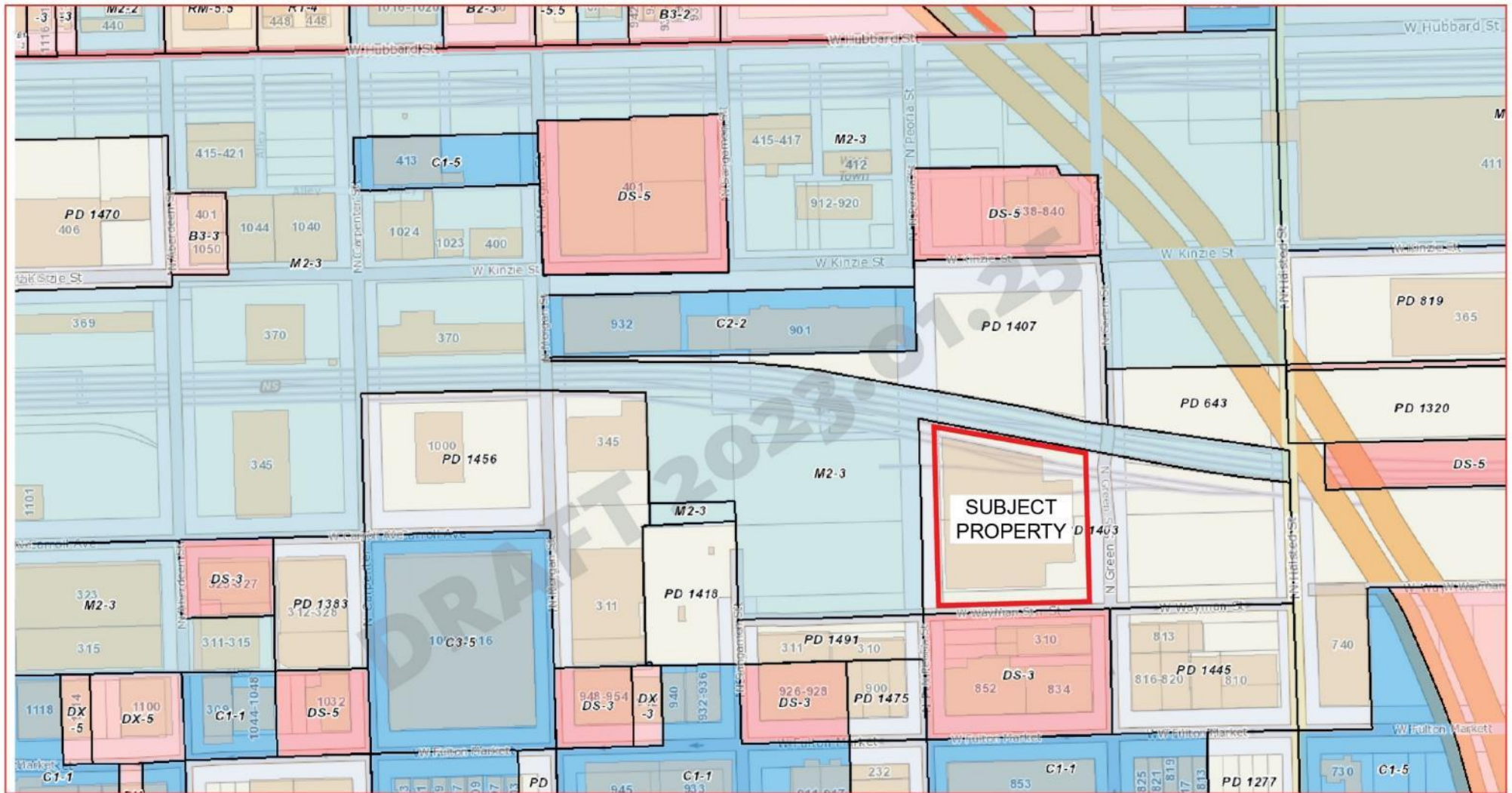


W. LAKE ST.

SITE CONTEXT AND PROJECT INFORMATION

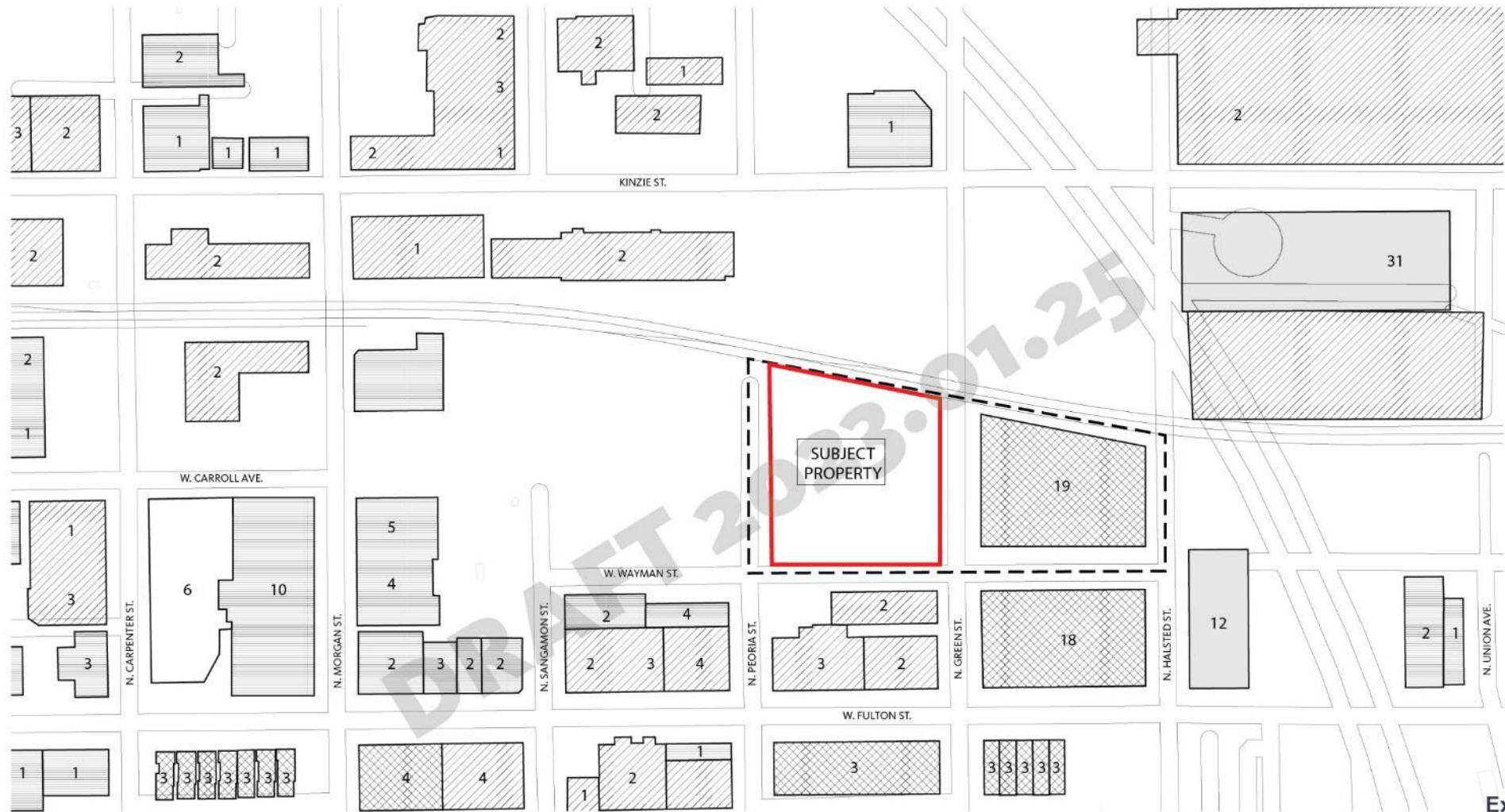
W. RANDOLPH ST.

- Business
- Commercial
- Manufacturing
- Residential
- Planned Development
- Planned Manufacturing
- Downtown Mixed
- Downtown Core
- Downtown Residential
- Downtown Service
- Transportation
- Park and Open Space



Existing Zoning Map
Scale: NTS

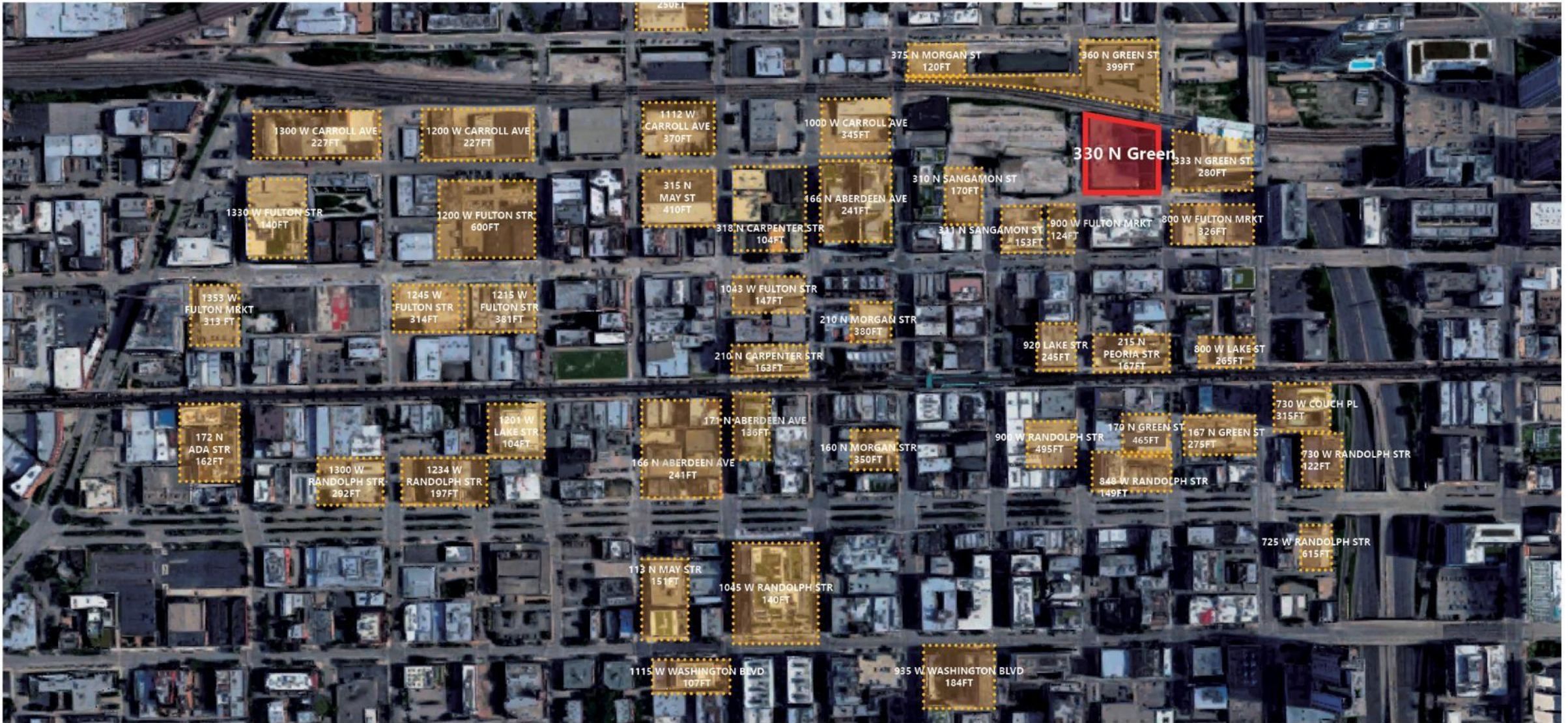
EXISTING ZONING MAP



Existing Zoning Map
Scale: NTS



LAND USE CONTEXT PLAN

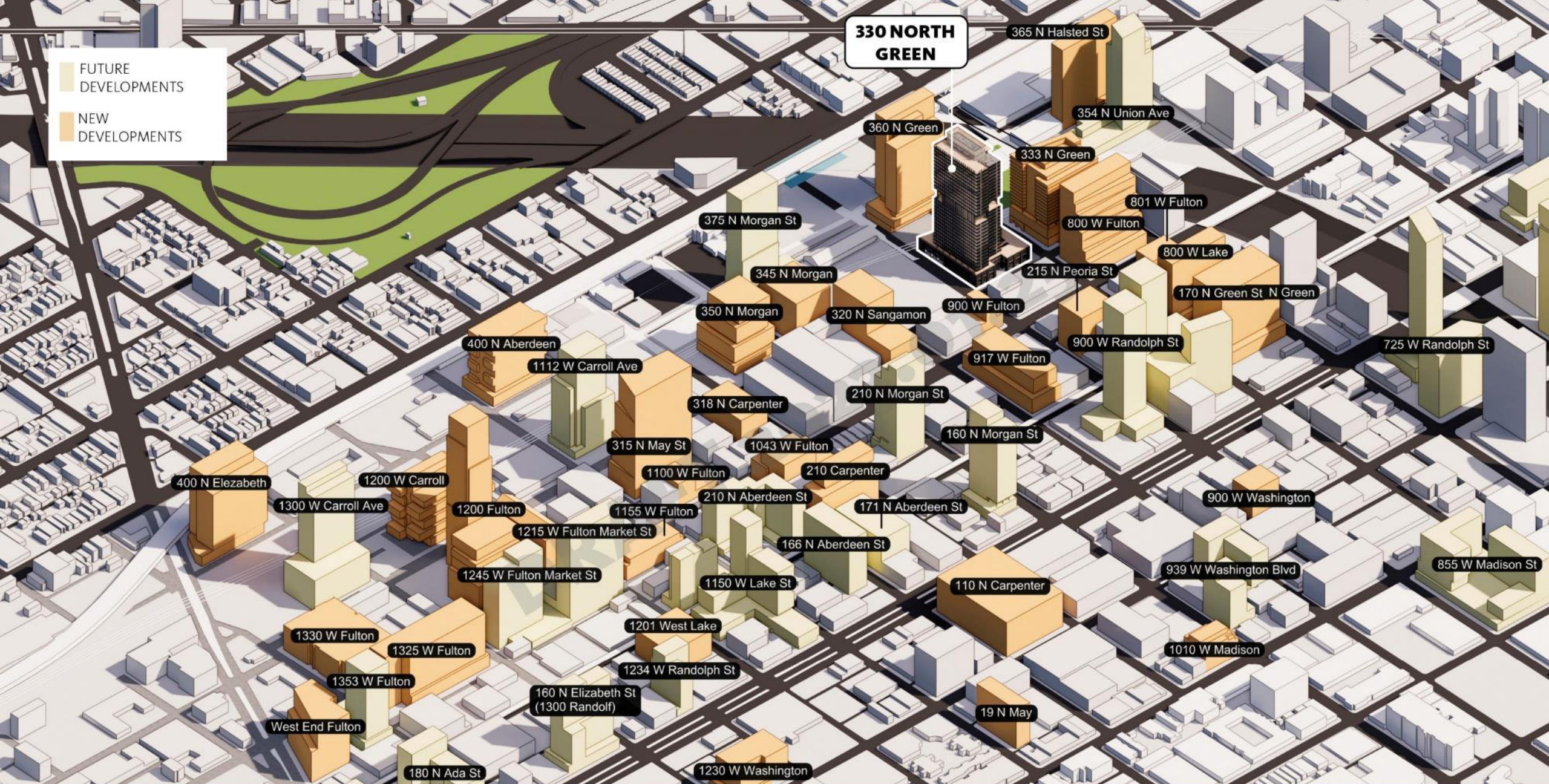


Site Context 
 Site Scale: NTS

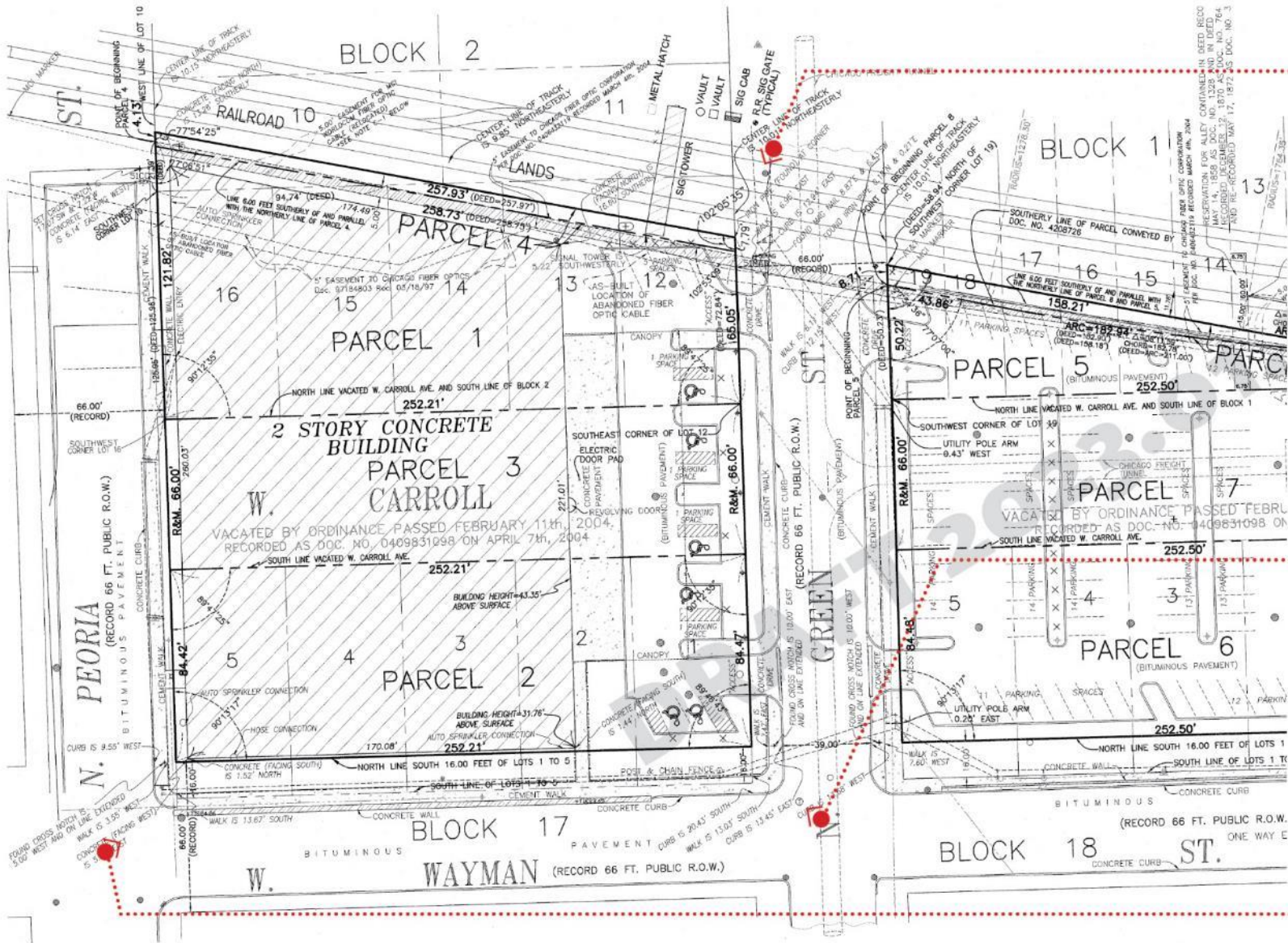
SITE CONTEXT PLAN

- FUTURE DEVELOPMENTS
- NEW DEVELOPMENTS

330 NORTH GREEN

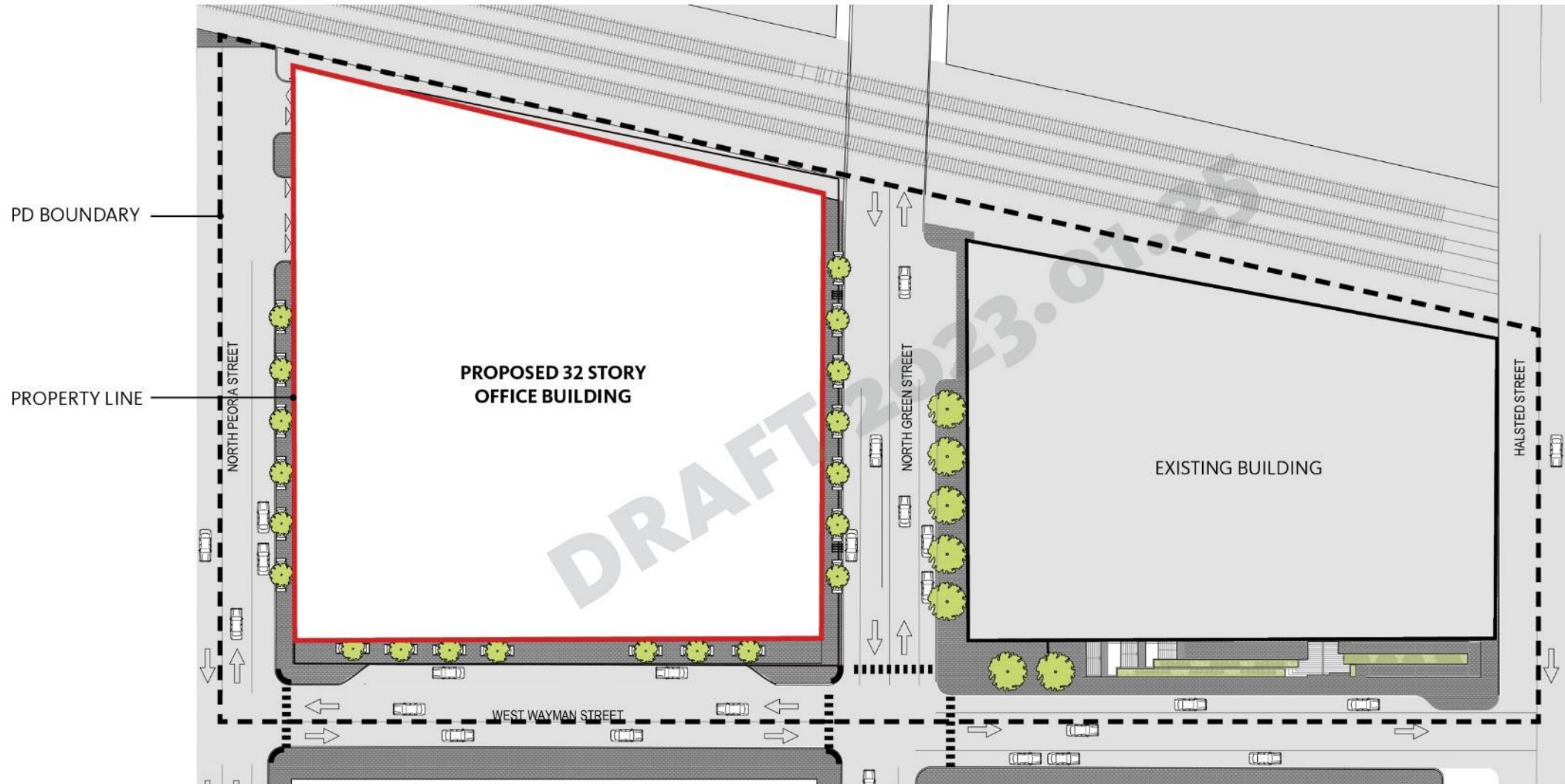


SITE CONTEXT - LOOKING NORTH EAST



EXISTING SITE

GROSS SITE AREA = 155,975 SQ FT
AREA IN ROW = 46,697 SQ FT
NET SITE AREA = 109,274 SQ FT



PLANNED DEVELOPMENT BOUNDARY

330 North Green Street Context for Amendment Submission

In March 2018, Sterling Bay secured approval for a PD for 333 N Green and 330 N Green.

The 333 N Green project has since been completed.

To date the 330 N Green site has not proceeded.

At the time of the initial PD application, the target tenants for 330 N Green were technology firms. From a floor plate typology perspective, tech companies prefer large horizontal floor plates with high ceilings. A design was generated to meet that requirement as part of the original PD application.

However, over time interest in this tech sector footprint failed to gain tenant traction.

In its place in mid-2019 strong market interest from financial (investment funds, banks, etc.) and professional (management advisory, law firms, etc.) services firms emerged with the recognition of Fulton Market as more than a tech/consumer goods business creative office neighborhood.

The fundamentally different floor plate typologies that financial and professional services firms require – comparatively narrower floor plate profiles with column-free interiors – from tech users led Sterling Bay to determine that their offering for this site was out of sync with market demand.

To wit, Gensler was asked to create a unique building architecture tailored to the requirements of this new target tenant.

As the resulting design is fundamentally different than what was approved under the previous PD application, Sterling Bay is submitting a new PD application for 330 N Green.

APPROVED PD

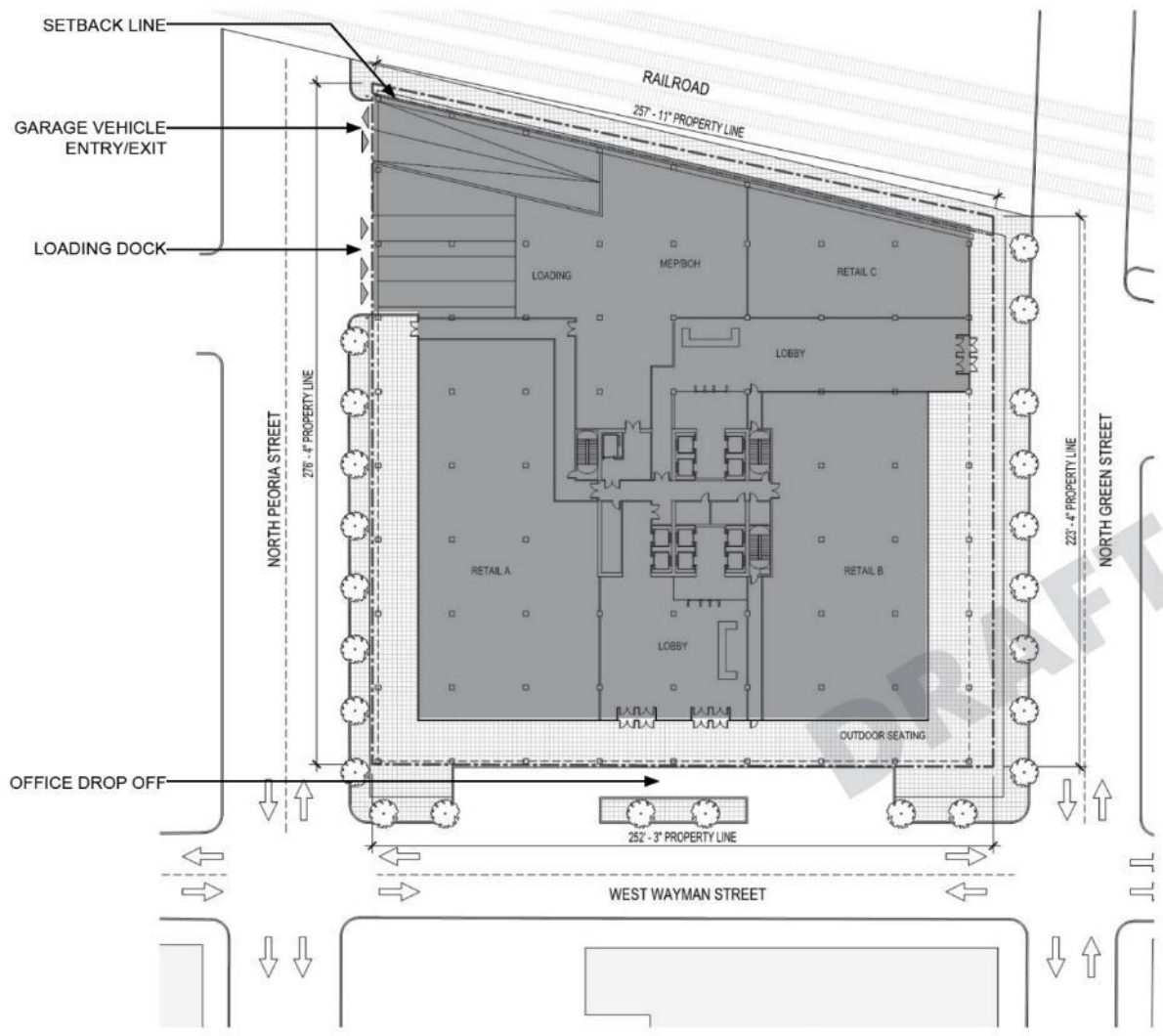


PROPOSED REVISION

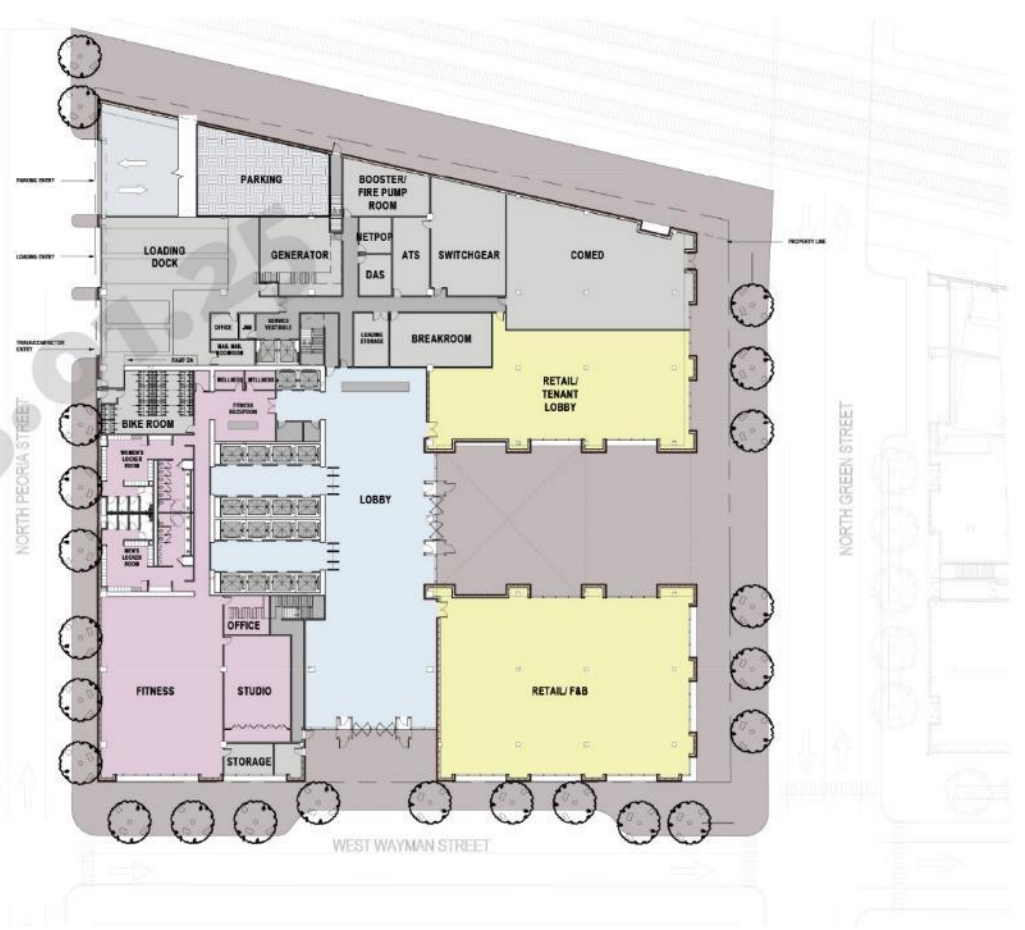


NARRATIVE

APPROVED PD



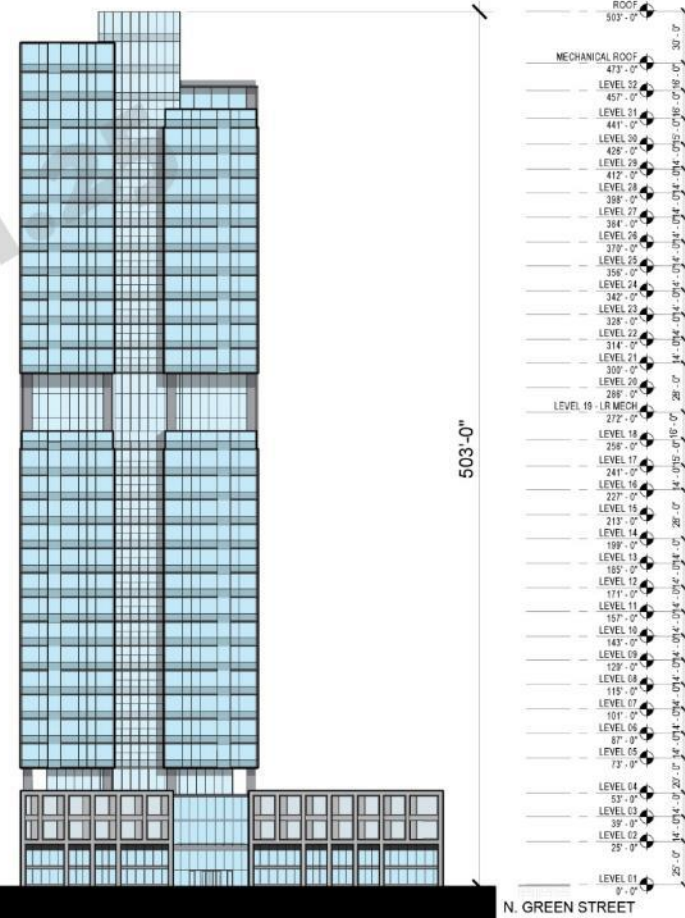
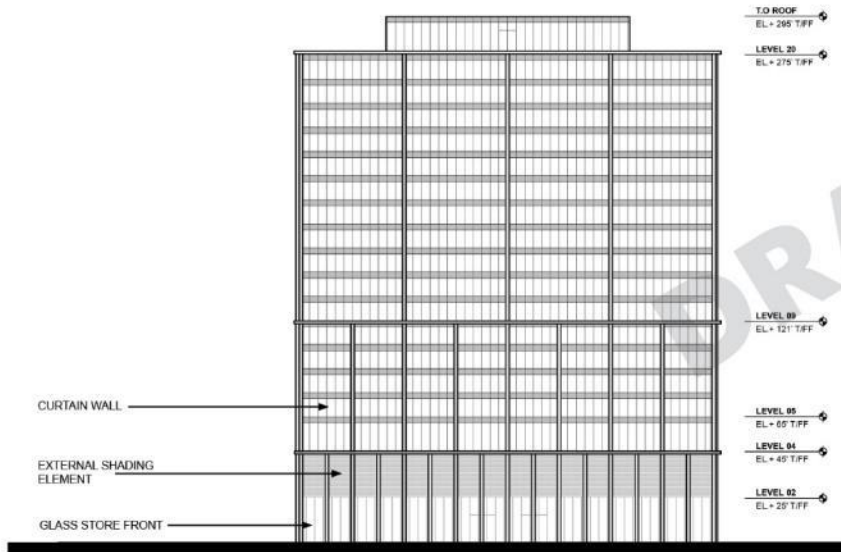
PROPOSED REVISION



SITE PLAN

APPROVED PD

PROPOSED REVISION



ELEVATION

APPROVED PD



PROPOSED REVISION



PROJECT CONTEXT

Design Narrative

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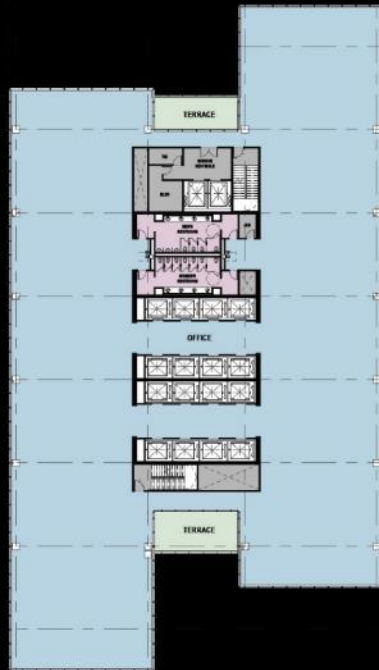
The Program Brief

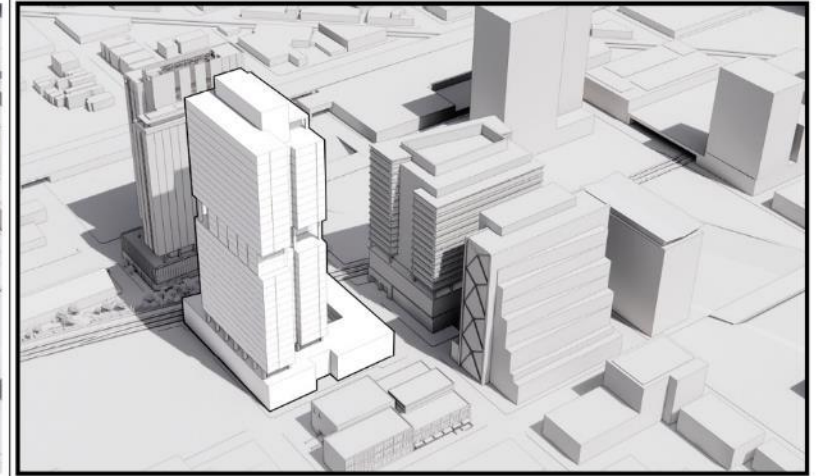
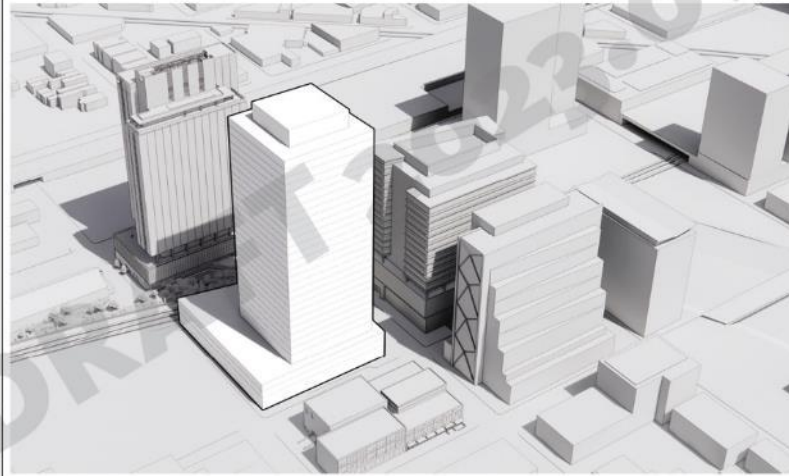
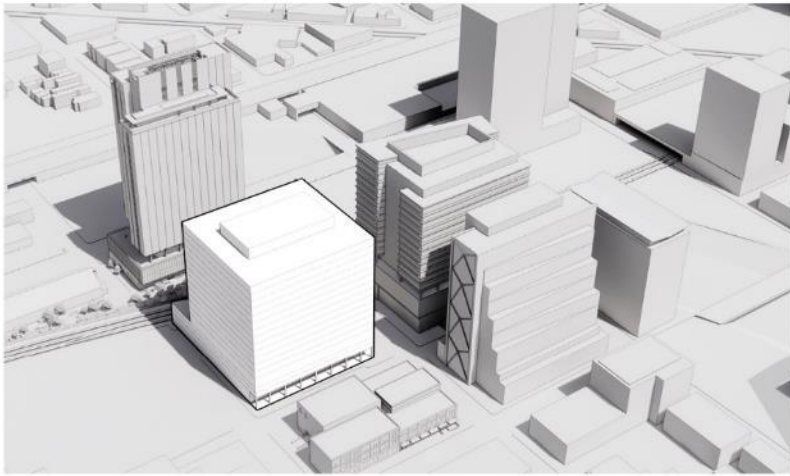
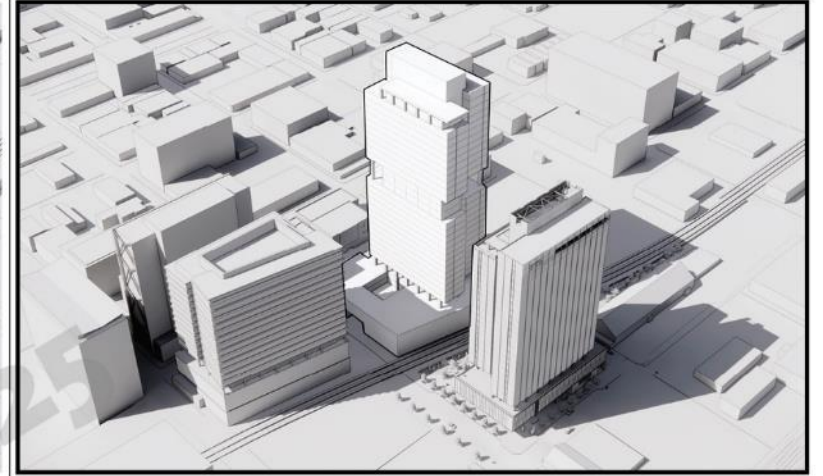
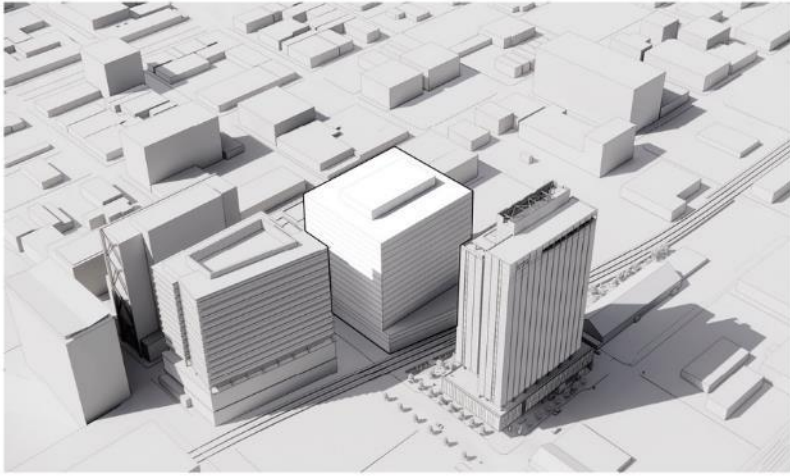
330 N Green was conceived as part of a set of structures building upon the successful design parti of its under-construction neighbor 360 N Green. The design needed to integrate a smart, tenant-focused tower architecture with a vibrant pedestrian experience in Chicago's most desirable emerging Live/Work/Play district while embracing post-pandemic tenant wellness expectations. Targeted towards professional service firms (law and management consulting), 330 N Green's design premise starts with the tower's tenant architecture.



The Parti

Paired steel framed office blocks are positioned to maximize view corridors and urban orientation with a streamlined services core between. Windowless, deep planning areas are omitted, creating a tailored dramatic and highly efficient floor plate geometry. In addition to floor-to-ceiling glass, in response to post-pandemic health concerns over light, view and fresh air, and every floor features a deep exterior balcony acting as a bridge between the east and west office blocks.





Large Floorplate Office

- Introduces a similar amount of bulk and density to adjacent sites
- Challenging floor plate typology in current leasing environment
- Overlook and adjacency to existing projects perceived as too tight
- No setbacks on Green or Wayman Streets introduces tight, dense corridors, especially on Green Street
- Eliminates potential for rooftop tenant amenities to connect with the surrounding context

Central Core Point Tower

- Square tower footprint improves adjacencies, but maintains dense corridors on Green and Wayman Street
- Floorplates do not capture the full amenity of the eastern views
- Remnant roof area of podium less impactful to tenant amenity
- Setbacks from street frontages allow more light and air
- Density at Green/Wayman makes active frontages more challenging on West end of site

Selected Scheme - Slender Western Tower

- Ideal adjacency to existing context, maximizing light and air on the Green Street corridor
- Large, active roof connects to the existing context as a tenant amenity
- Slender N/S tower facades allow visual relief from vantage points in the neighborhood
- Maximizes exposure to the amenity of eastern urban views
- Allows Active frontages to wrap the three primary street facades

ALTERNATIVE MASSING STUDIES

Selected Scheme

North / South Orientation
Western Bias

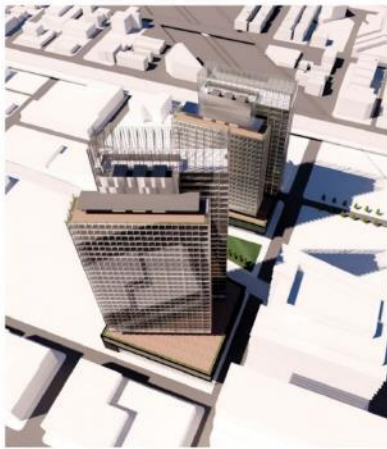
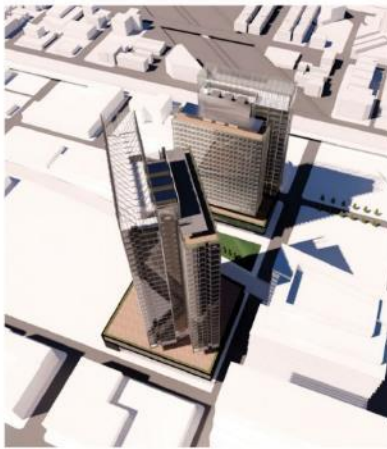
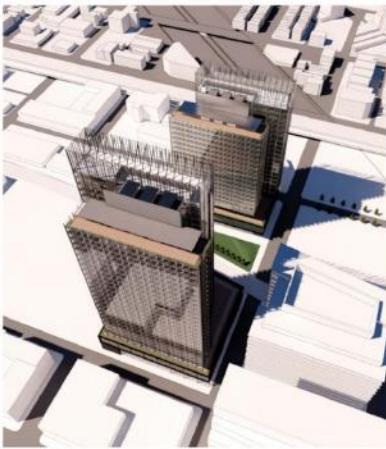
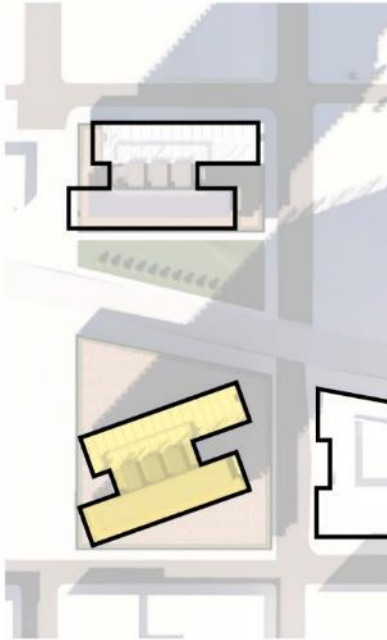
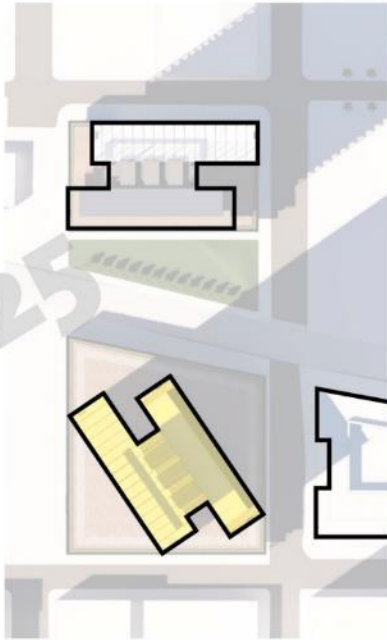
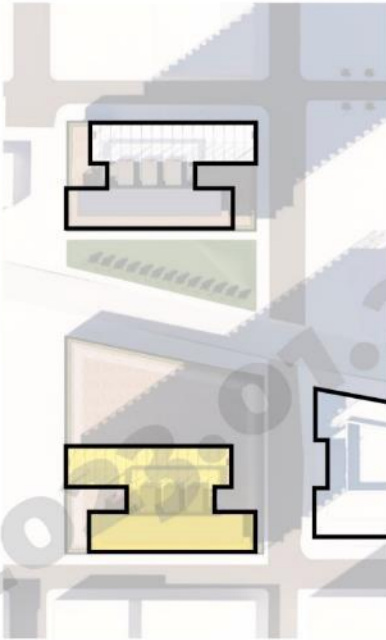
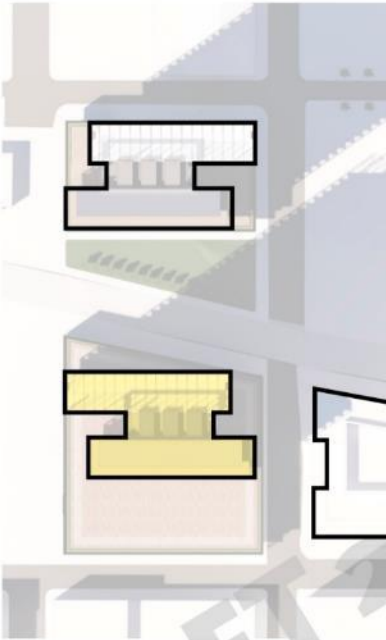
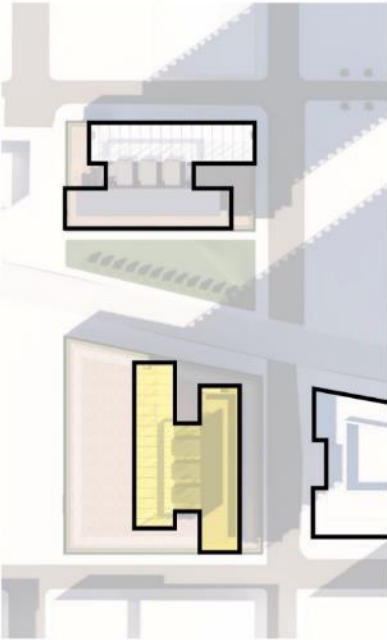
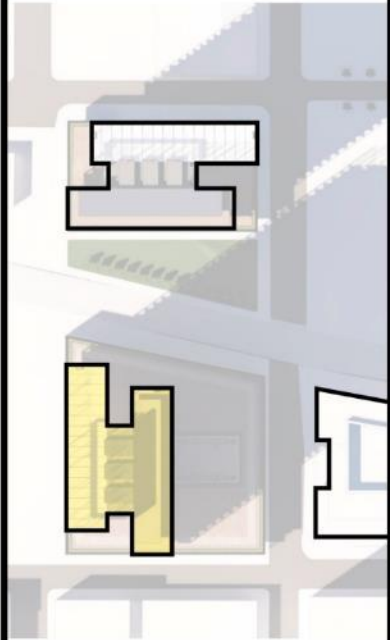
North / South Orientation
Eastern Bias

East / West Orientation
Northern Bias

East / West Orientation
Southern Bias

Off-Axis Orientation
NW / SE

Off-Axis Orientation
SW / NE



EARLY CONCEPT TOWER ORIENTATION STUDIES

The Tower

The tower position was studied in multiple orientations to assess its relative position to the development context. Ultimately the optimum orientation was determined to place the tower on a primary north-south axis positioned on the western edge of the site boundary. This position maintains 360 N Green's southern exposure and Green Street light corridors. Moving the tower off of the Green Street corridor avoids creating a canyon effect on the Fulton-to-Kinzie stretch of North Green.

Programmatically, 330 N Green is a 2-rise tower with a mid-level mechanical band articulating the top of the low-rise bank of floors. The tower façade features bands of back-painted black glass to emphasize the horizontal layering of the office plates differentiating itself from its adjacent silver and gray neighbor 360 N Green to the north. Vertical blades on 10' centers weave together the tripartite tower massing. Leveraging the mid-level mechanical floor set-back, the low-rise anchor tenant floor creates two 3-story exterior terraces, one facing south and east, the other facing north and west. The high-rise anchor tenant floor features a rooftop pavilion with large terraces facing south, east and north.



Fulton Market Connection

The west-boundary positioning of the tower creates a large podium footprint facing Green and Wayman streets. This composition generated the creation of a pedestrian-engaging podium featuring street-level retail, back-of-house support spaces, parking and shared amenity spaces framed around an urban light court. Drawing in references from other Fulton Market mews and alleyways, the masonry-framed light court creates a unique urban space.

Clad in dark grey brick in a punched masonry aesthetic, the podium aligns with neighboring Historical District massing and detailing. The podium massing also aligns with the similarly programmed podium of the adjacent 360 N Green. The podium massing is broken down into varying scales to relate to varying pedestrian scale experiences. On both Green and Wayman entrances "bridge" between the different podium massings, celebrating and stitching together the connections as gateways to the interior. Acting as a secondary entrance and primary drive share pick-up and drop-off, the Wayman entrance recalls the Green Street gateway, pulling back from the street edge aligning with the east office tower block above.

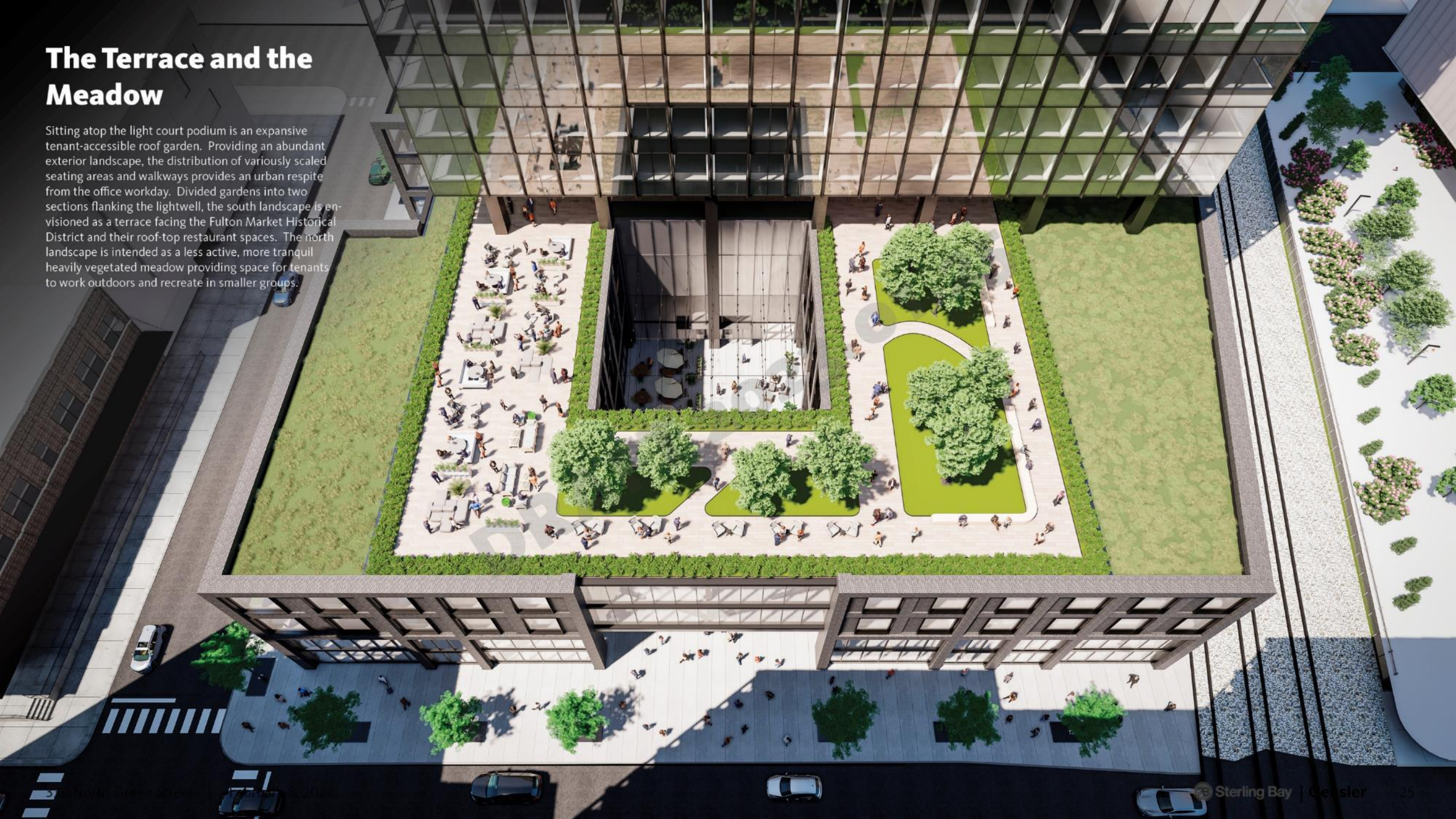
The Light Court

The light court podium Green Street entrance acts as a gateway to the light court and the tower lobby beyond. Acting as the primary entry to the site, the “bridges” of the parking podium levels frame an urban doorway with tenant loft-level space with outdoors terraces framing the podium’s top.



The Terrace and the Meadow

Sitting atop the light court podium is an expansive tenant-accessible roof garden. Providing an abundant exterior landscape, the distribution of variously scaled seating areas and walkways provides an urban respite from the office workday. Divided gardens into two sections flanking the lightwell, the south landscape is envisioned as a terrace facing the Fulton Market Historical District and their roof-top restaurant spaces. The north landscape is intended as a less active, more tranquil heavily vegetated meadow providing space for tenants to work outdoors and recreate in smaller groups.





West Loop Design Guidelines Strategies for Compliance

1.2 Preserve and Enhance Streetwalls

Continuity of the existing streetwall has been reinforced, with a podium of compatible scale and proportion to adjacent buildings. Building entries and retail frontages have been located to activate the sidewalks, and reinforce activity on prominent corners.

1.3 Design of the Building Base

A richly articulated building base has been designed to relate to the scale of existing context buildings, with active uses to promote a safe and active public realm. Brick, metal and glass have been incorporated to relate to the context of the district, while providing large openings of glass to activate its edges with retail and commercial entries.

1.4 Location and Buffering of Parking Podiums

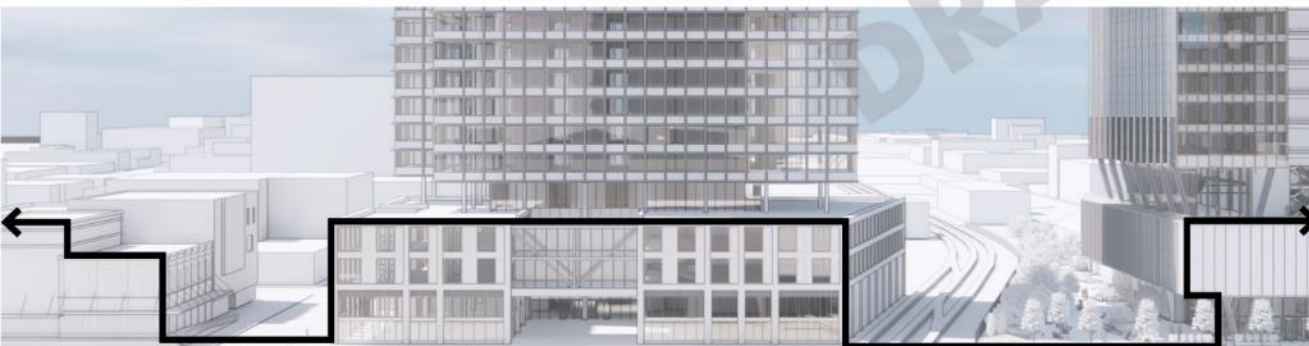
The podium has been designed to maximize parking efficiency, and as a result, decreasing its height to two levels. The articulation is a continuation of the materiality and proportions of the ground floor to incorporate it visually, while taking queues from the tower articulation in its scale and rhythm. The parking levels are screened and buffered from the public view.

1.5 Architectural Components

Building entries have been designed to be easily identifiable on both Wayman and Green Streets, with special architectural treatments that highlight their location. Retail and building amenities have been located at the corners of the site to reinforce the definition of the street walls, and activate the public realm.

1.6 Material Guidelines

High quality materials and detailing have been incorporated, with a palate complimentary to the surrounding West Loop context. The articulation wraps the entire podium, to create a cohesive design on all faces.



Punch Bowl Social and Aba 330 North Green Street 360 North Green

COMMUNITY CONSIDERATION GUIDELINES



West Loop Design Guidelines Strategies for Compliance

2.1 Building Setbacks

The streetwall has been strengthened by locating the base of the building near the property line, but aligning with contextual adjacent sidewalk widths. To improve the streetscape, the Green Street podium has been set in from the property line to allow a more generous pedestrian experience along that primary pedestrian thoroughfare. The tower has been set back considerably from Green Street to respect the existing scale of the context, and allow separation from adjacent taller developments.

2.2 Tall Buildings

Tower orientation and location were thoroughly tested to provide separation and minimal overlook to adjacent tall buildings. The western orientation developed the most compatible scale for the Green Street experience, while reducing bulk and overlook between the tall buildings.

2.3 Tower Design Impacts to the Public Realm

The tower location, and its thin profile allow access to light and air to the surrounding public realm. Active edges and occupiable public realm are reinforced by the reduced scale of the podium on the primary edges of the site.

2.4 Height Transitions

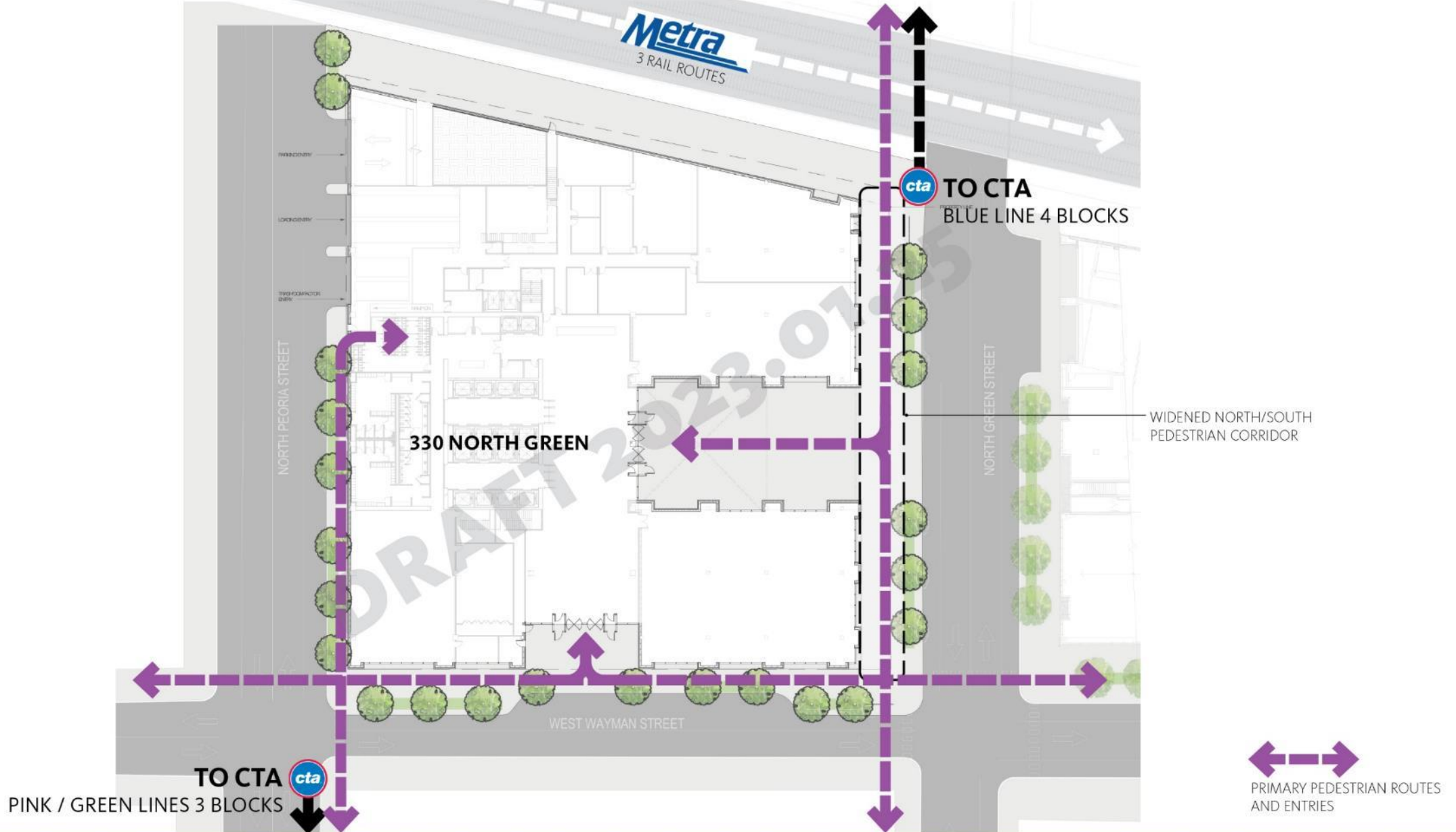
The tower's location allows a transition of height from the Green Street facade to the taller tower massing to its west. Working collectively with 333 North Green and 360 North Green, the varying heights create a transition of scale, and separation of the tower forms.

Public Realm Guidelines

- Green Street is set back to provide a wider urban pedestrian N/S connection pathways.
- Secured bicycle storage and parking will be provided within the building, and easily accessible from the public realm.
- Multiple entries along street frontages are provided to enhance the activity of the street. Office and retail entries are provided on both Green and Wayman Streets.
- Loading and parking access (and other back of house facilities) are located to not interfere with the public right of way or streetscape.



SITE / LANDSCAPE PLAN



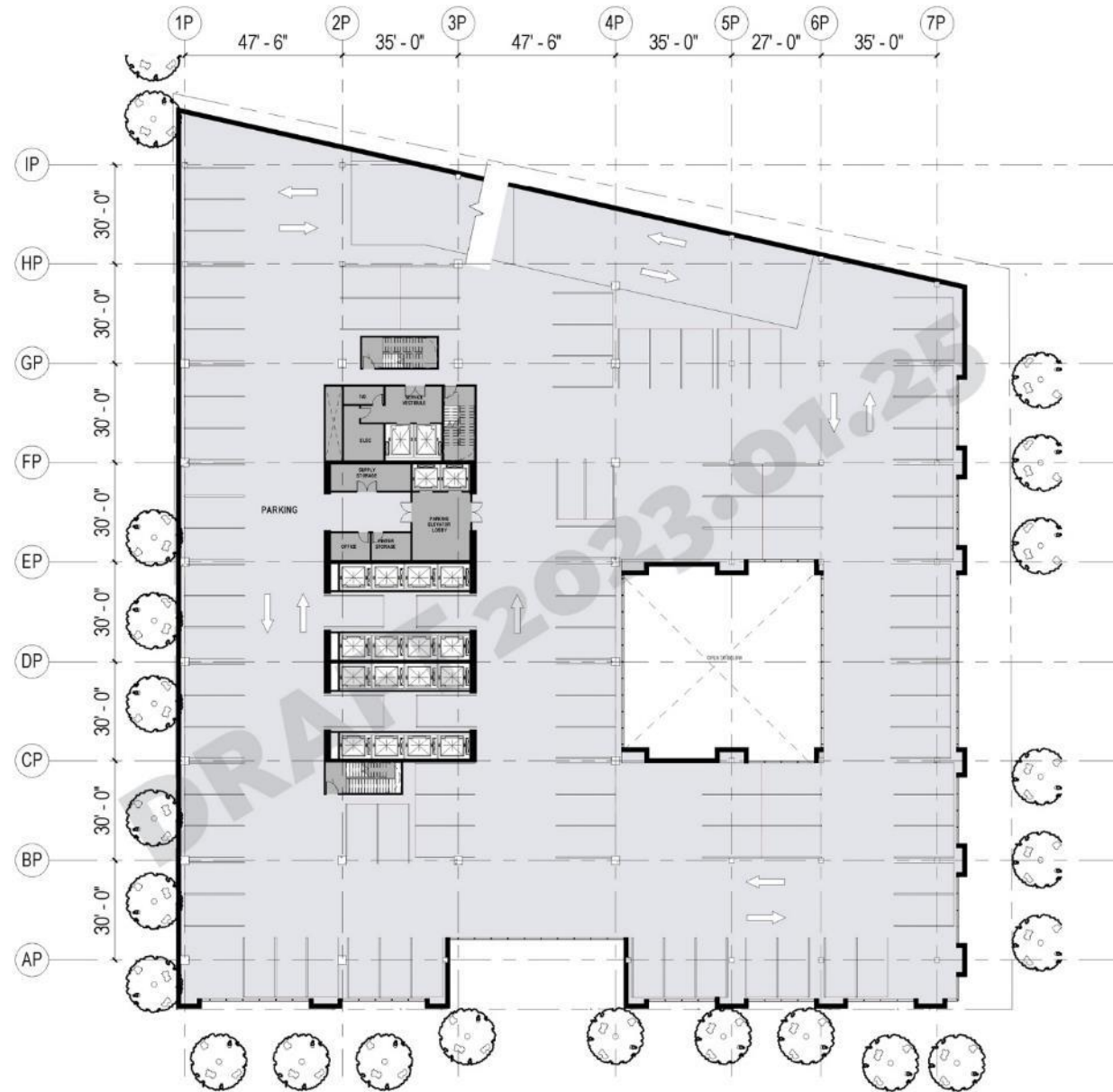
PEDESTRIAN ROUTES AND CONNECTIVITY



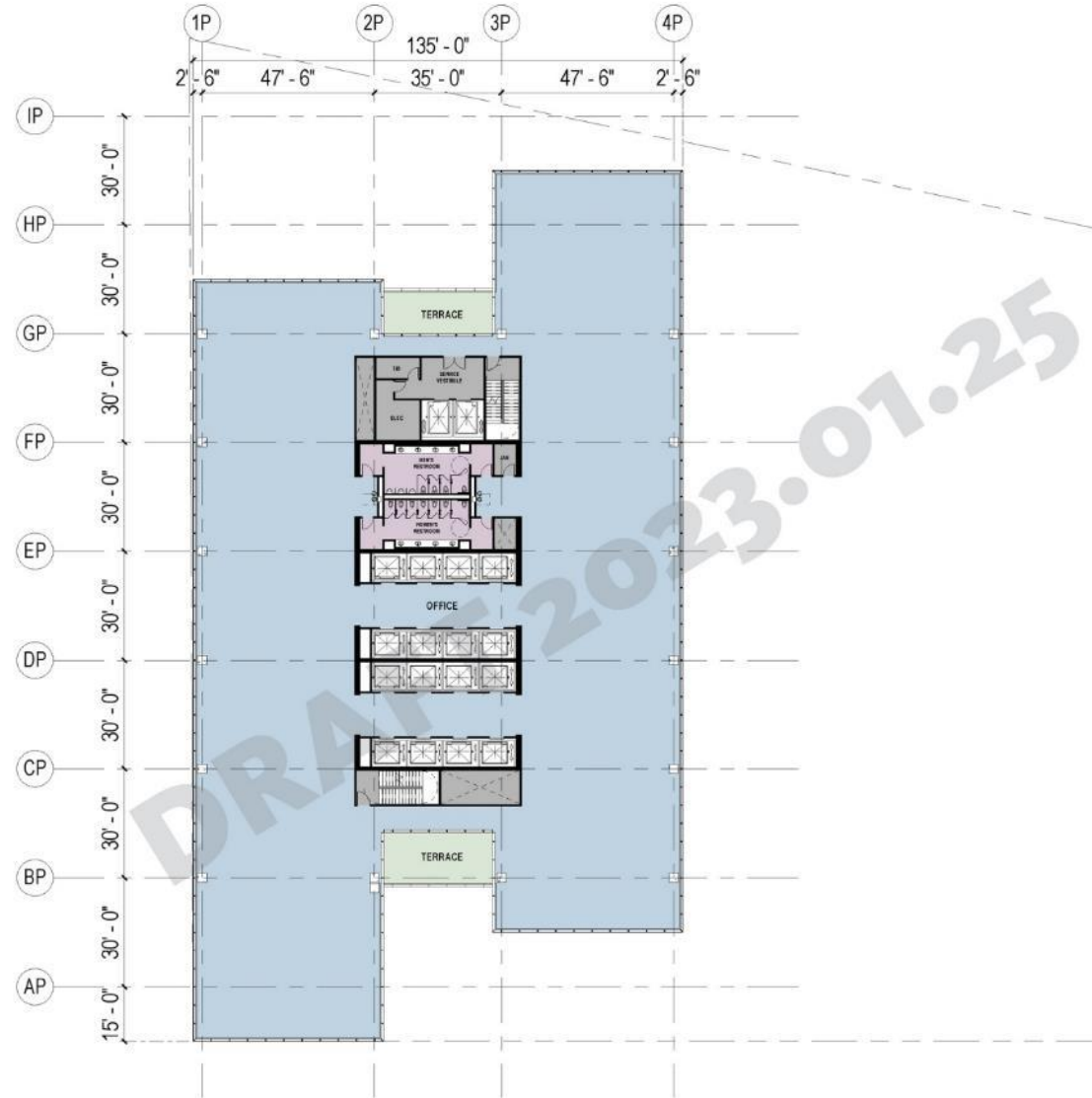
GROUND LEVEL PLAN - VEHICULAR AND LOADING ACCESS PLAN



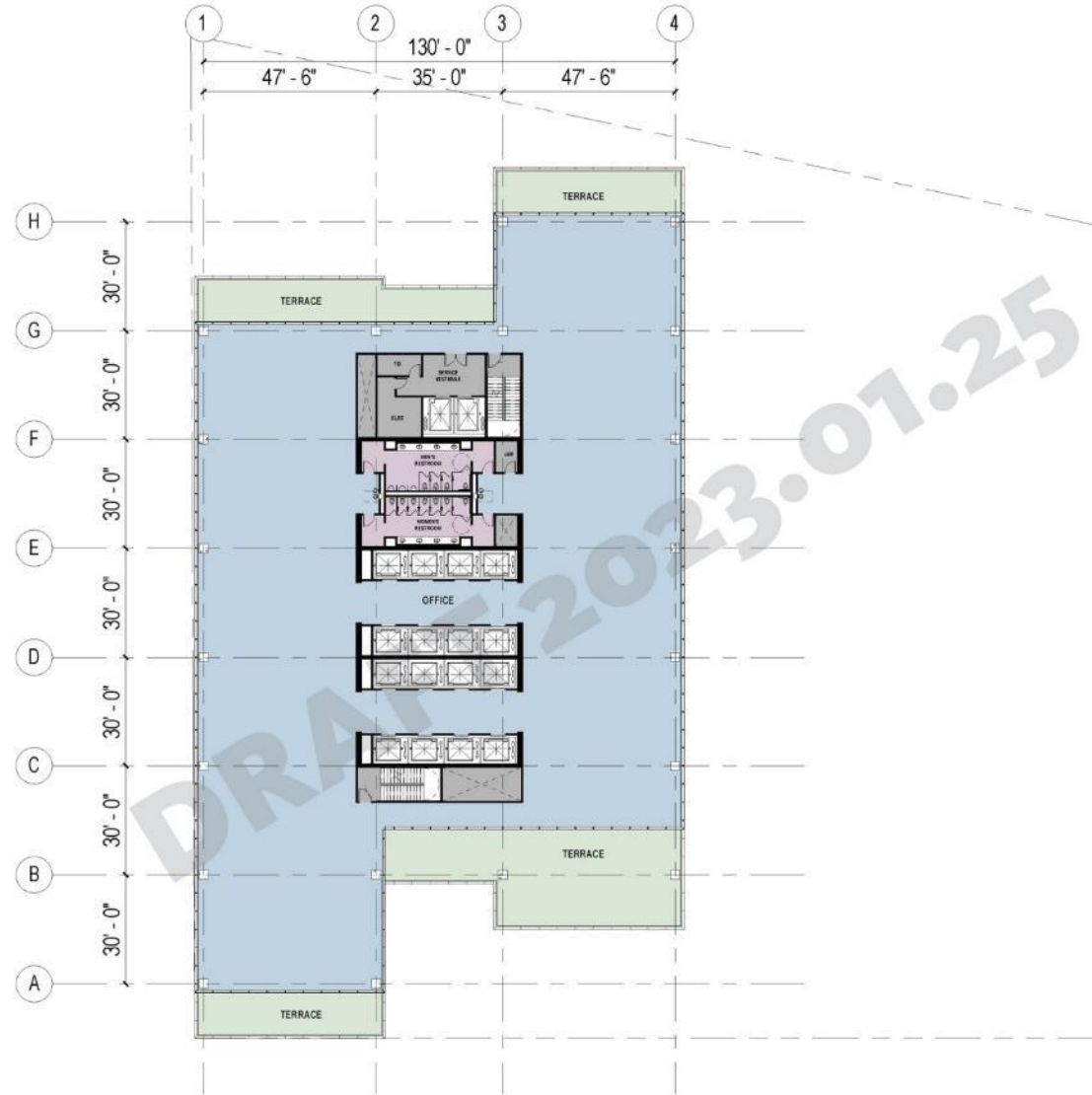
GROUND LEVEL PLAN



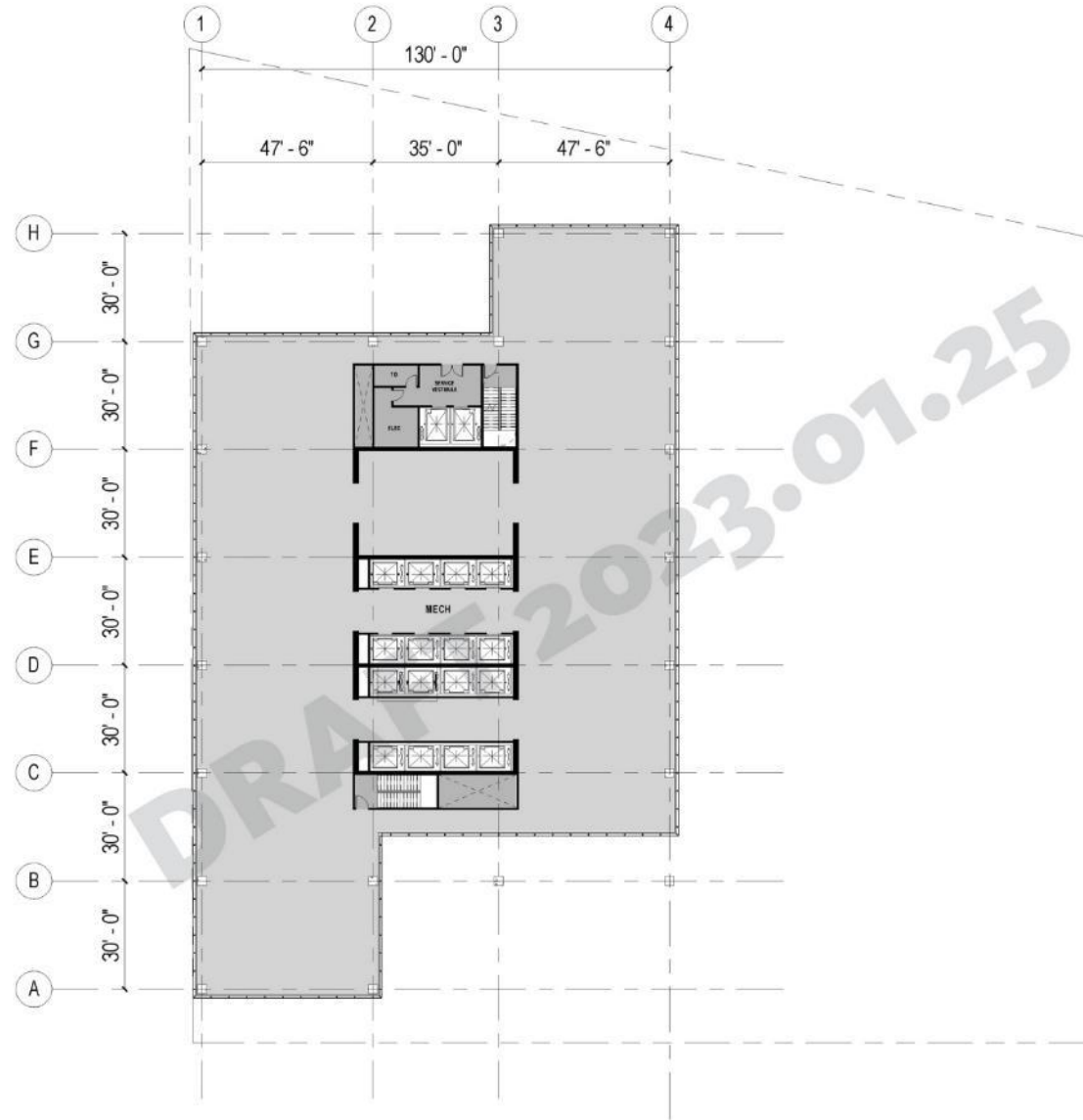
LEVEL 2 + 3 PARKING LEVEL PLAN



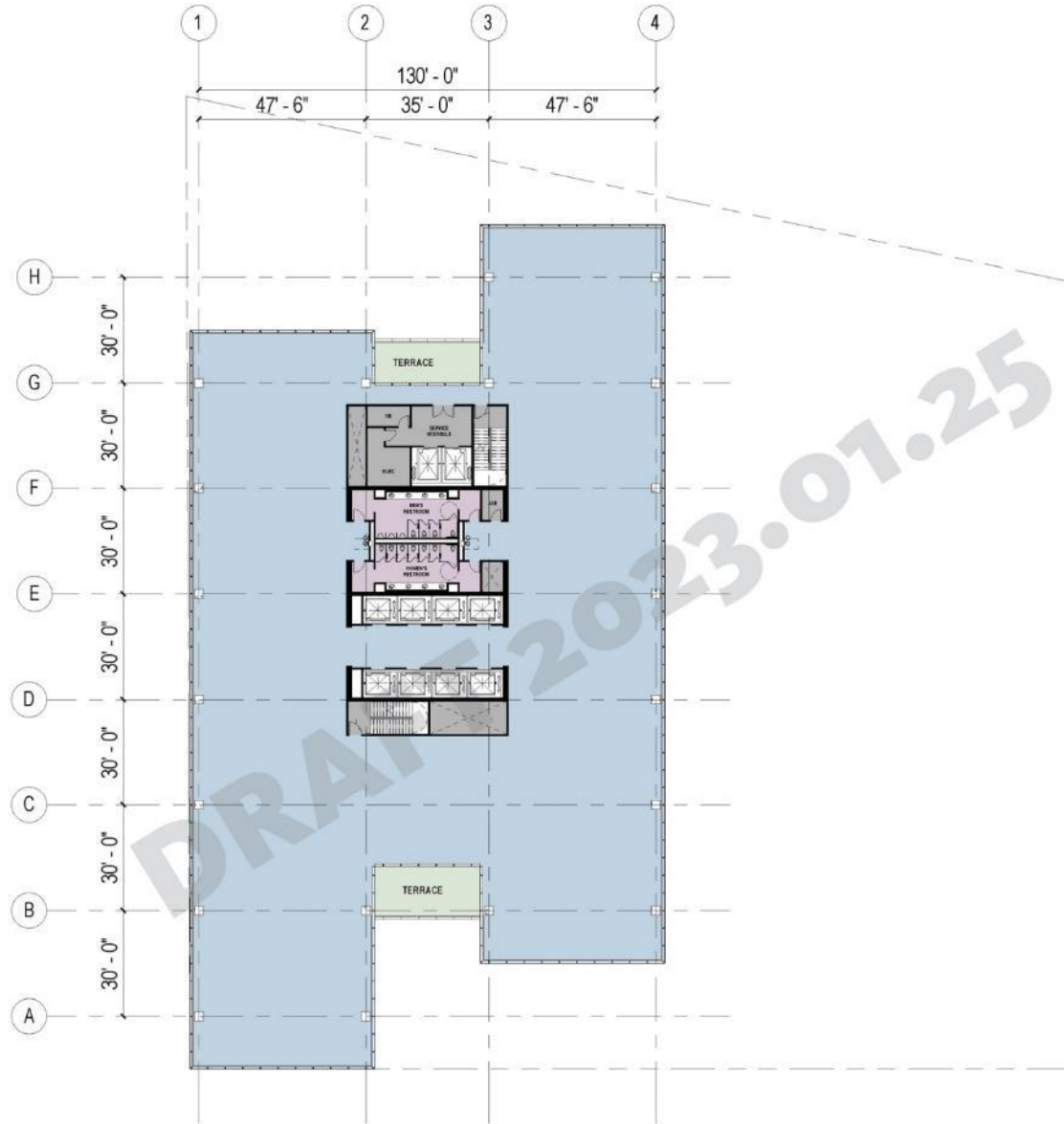
LEVEL 5-17 TYPICAL LOW RISE OFFICE PLAN



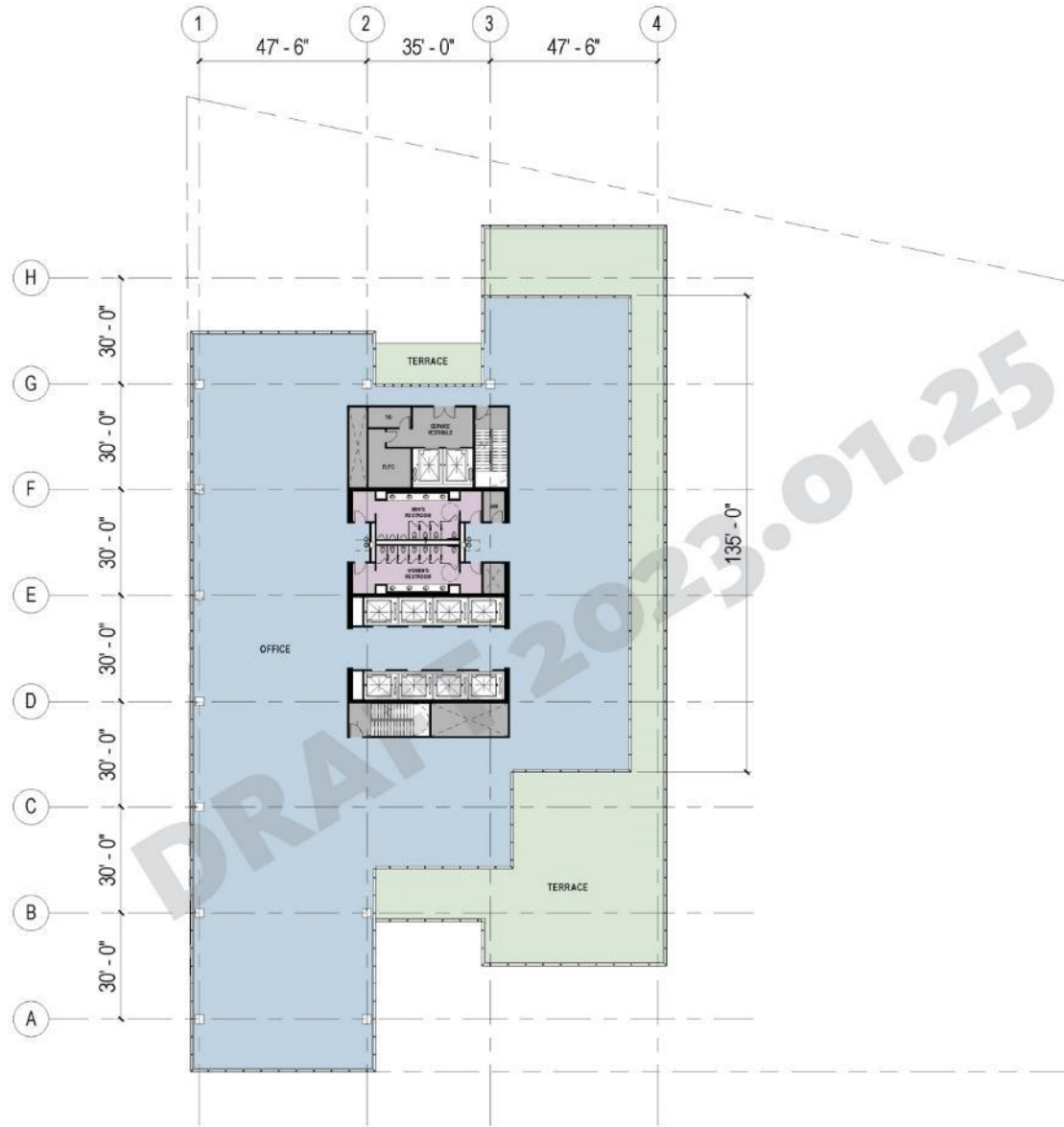
LEVEL 18 OFFICE PLAN



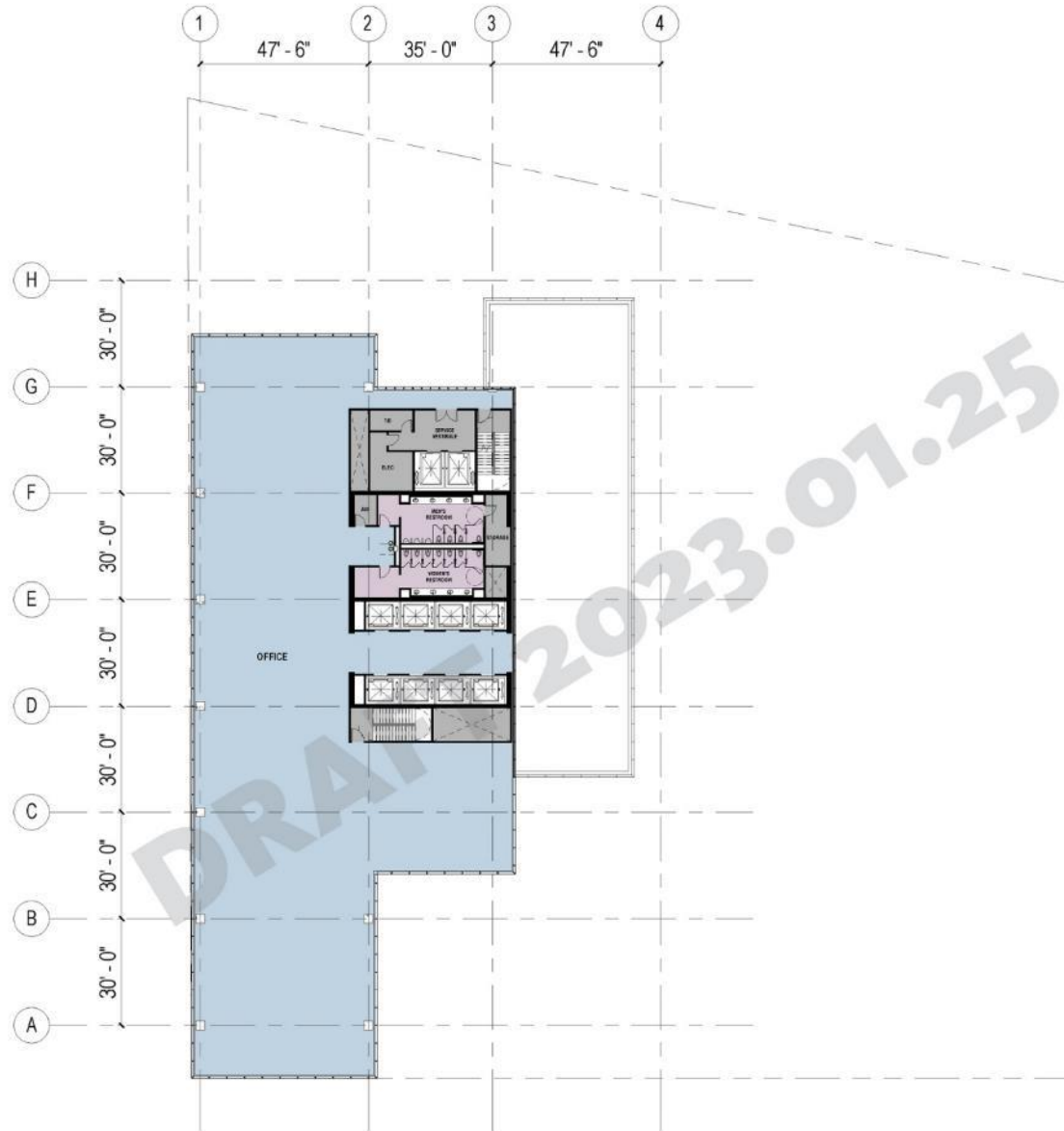
LEVEL 19 MECHANICAL LEVEL PLAN



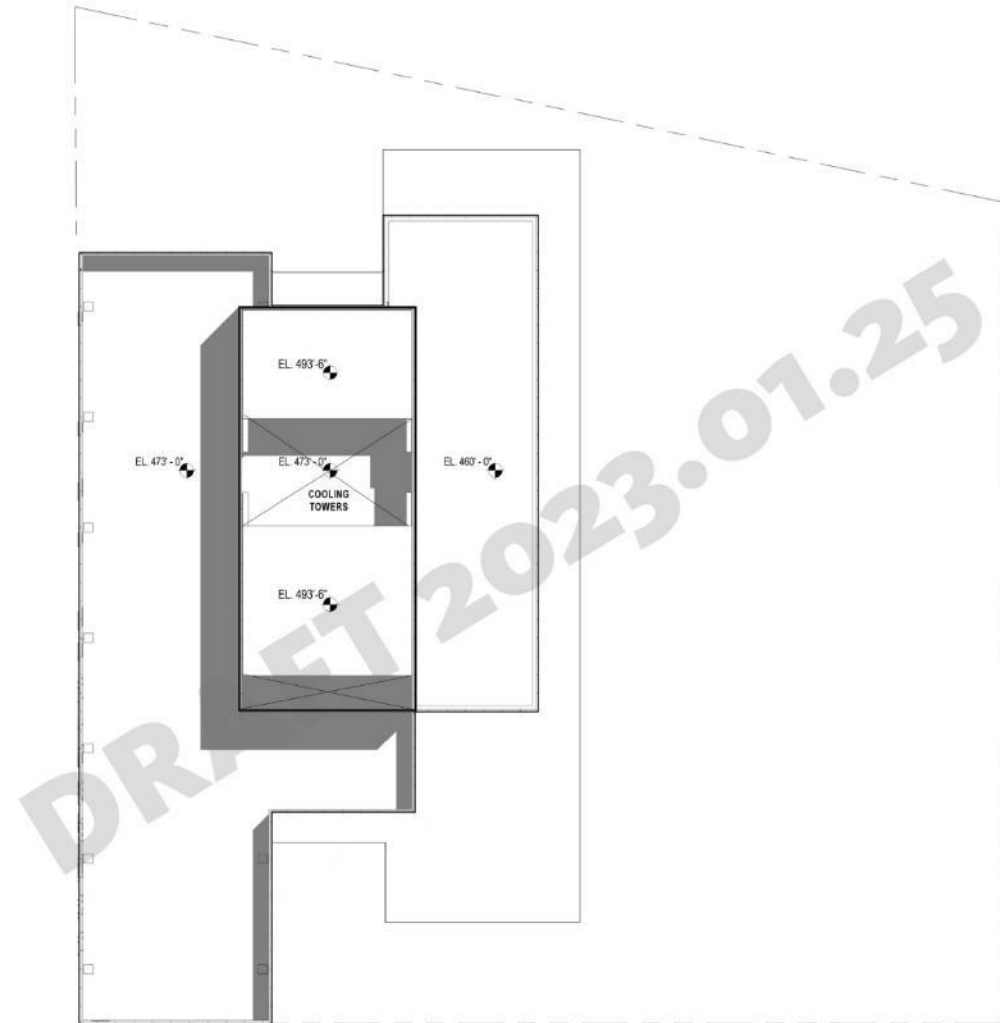
LEVEL 21-30 TYPICAL HIGH RISE OFFICE PLAN



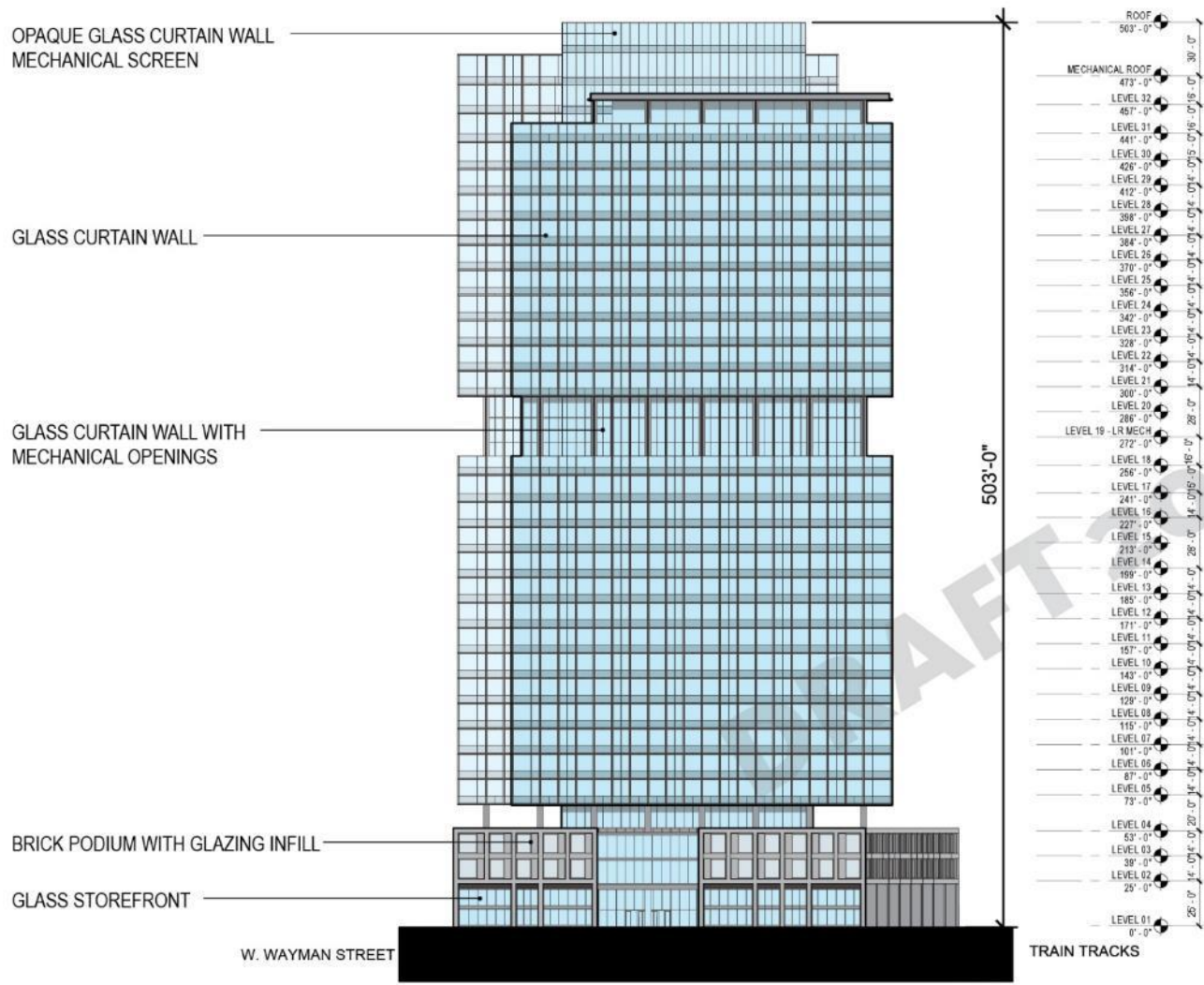
LEVEL 31 HIGH RISE OFFICE PLAN



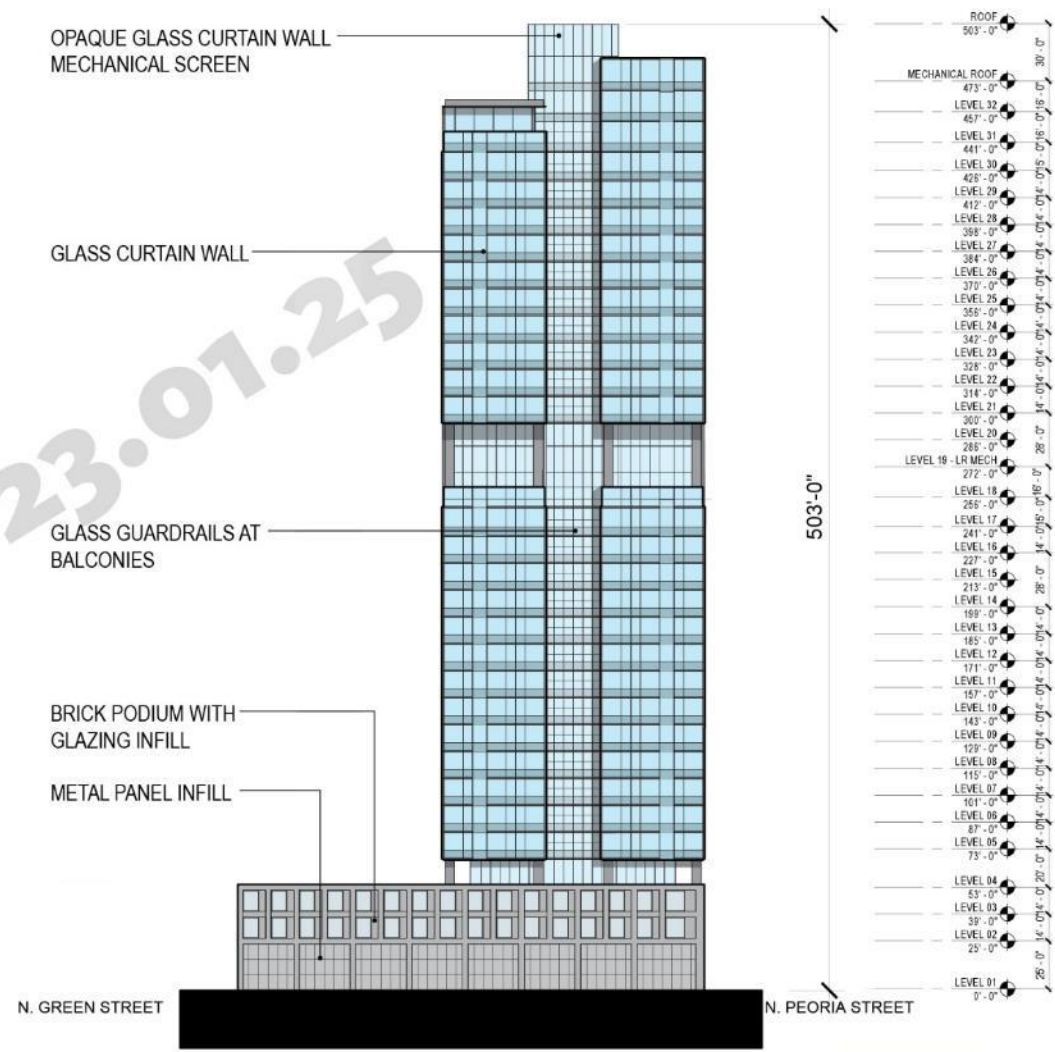
LEVEL 32 HIGH RISE OFFICE PLAN



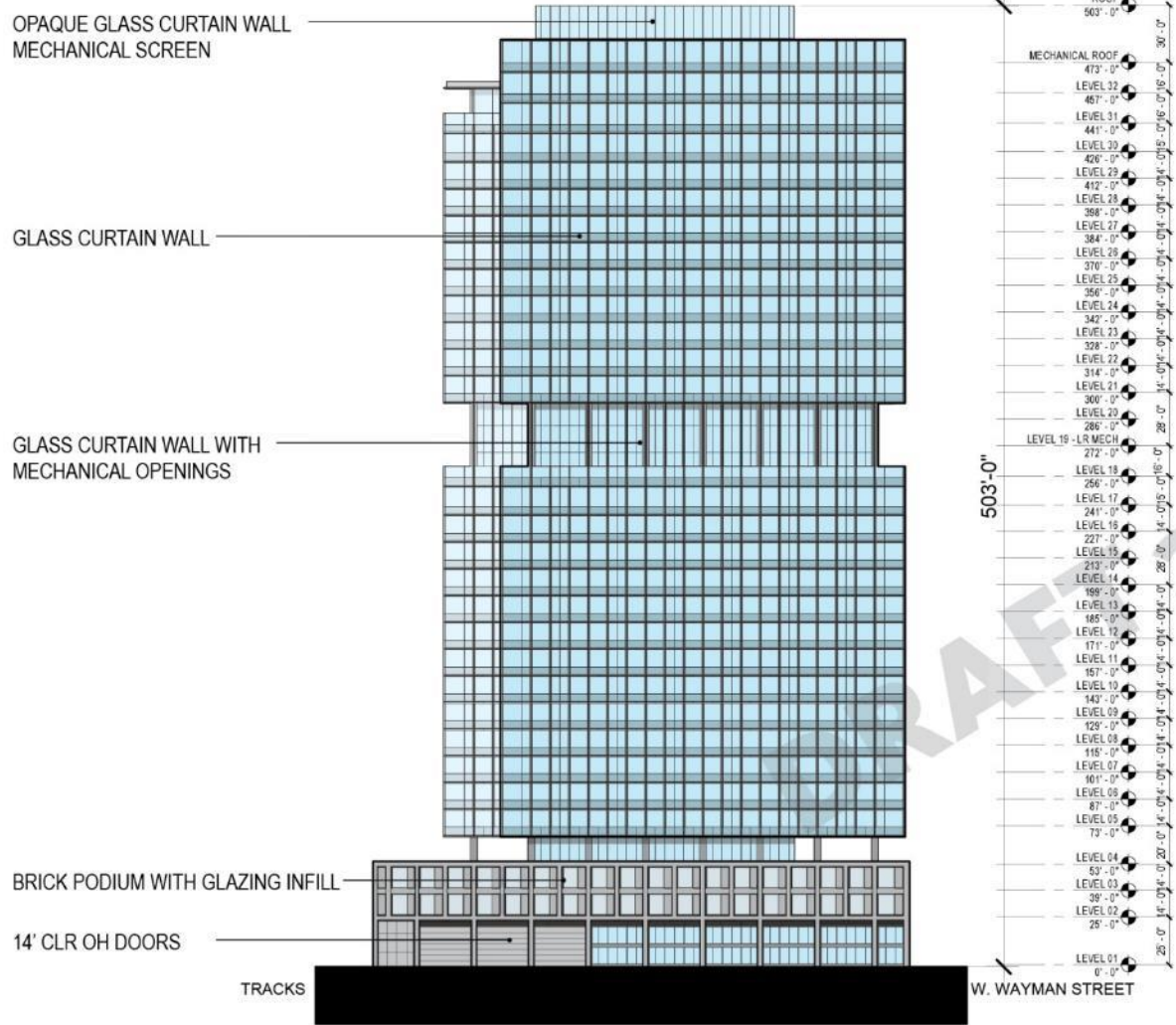
LEVEL 34 ROOF PLAN



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION

SOUTH ELEVATION



WAYMAN ENTRANCE PEDESTRIAN VIEW

330 North Green Street | February 8, 2023



GREEN STREET PEDESTRIAN VIEW

330 North Green Street | February 8, 2023



TOWER CONTEXT PERSPECTIVES

330 North Green Street | February 8, 2023



TOWER DETAIL

330 North Green Street | February 8, 2023



COMMITTEE ON DESIGN

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Fulton Market / 27th Ward / Ald. Burnett

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