2.7 million people
550 city parks
231 square miles
200 transit stations
26 miles of lakefront
15 miles of beaches
77 community areas

Fulton Market
The Near West Side Community Area
72% Increase in ridership since CTA Morgan Station opening in 2012

800,000 yearly riders at CTA Morgan Station
$42 MILLION
in area infrastructure improvements by the City
924 TOTAL HOTEL KEYS AT SOHO HOUSE, HOXTON, ACE, NOBU, EQUINOX, HYATT HOUSE
7.7+ MILLION SQUARE FEET OF OFFICE COMPLETED AND UNDER CONSTRUCTION/PROPOSED
845 W. MADISON

1000 W. WASHINGTON

THE PARKER FULTON MARKET

5,499 residential units completed and under construction/proposed

90% of the population is in the professional workforce

34 median age

$154,000 average household income (twice the national average of $77,000)

$380,026 West Loop median home value
How did we plan for this growth?

1. Fulton Market Innovation District Plan (July 2014)
2. Fulton-Randolph Market Landmark District (July 2015)
4. West Loop Design Guidelines (September 2017)
5. Kinzie Industrial Corridor Framework Plan (May 2019)
7. Kinzie Infrastructure Improvement Study (ongoing)
Community Engagement

FMID: 450 participants, 3 public meetings, 7 neighborhood meetings
FMID Implementation: 100+ participants, 4 public meetings
FM Landmark District: 1 open house, 6 public meetings/presentations
West Loop Design Guidelines: 300+ participants, 2 open houses, 3 working group meetings + online survey
Kinzie Industrial Framework Plan: 200+ participants, 3 public meetings
Kinzie Industrial Implementation: 100+ participants, 1 public meeting
800 W. Randolph St. (1907, Julius Speyer & Son)

842 W. Randolph St. (1908)
Fulton-Randolph Market District
Generally, seven blocks along Fulton Market and six blocks along Randolph with Sangamon as NS connection

Community Engagement:
2 community-wide meetings
1 workshop
15 property owner meetings
1 walking tour
4 presentation panels/lectures
3 Commission meetings
1 public hearing
Then, City Council process

Designated a Chicago Landmark District in July 2015

Draft Design Guidelines
Fulton Market Innovation District (FMID) Plan

Approved by the Chicago Plan Commission in July 2014.

Preserve existing jobs while accommodating private sector investments that reinforce the area’s expanding role as an innovation-driven employment center.

PLAN COMPONENTS:
• A formal land use plan to guide future zoning change requests
• Assorted infrastructure and streetscape projects that reinforce a cohesive district identity that combines food, innovation, culture and nightlife
• A historic preservation component
Zoning Changes

1. Repeal portion of existing PMD 4, east of Ogden Avenue
   Maintain existing PMD 4 west of Ogden Avenue
2. Establish a Zoning Overlay District to supplement base regulations:
   - Permits existing uses
   - Prohibits residential uses
   - Limits future zoning amendments to Downtown Zoning (DS and DX)
   - Applies the Industrial Corridor System Fee for future zoning changes
Zoning Changes

3. Apply the new Industrial Corridor System Fund to this area

The fee would apply to any project within a conversion area that requests a zoning change

Use of Fee: To increase jobs and enhance the tax base across the City, funds will be used in other Industrial Corridors for:

- Infrastructure and utilities
- Environmental remediation
- Acquisition of industrial property
- Rehabilitating buildings

Fee Charged/SF
Net Site Area x
Cost to Replace Property ($49/sf) x
Developer’s Share (25%)
Zoning Changes

4. Apply the City’s existing Neighborhood Opportunity Bonus to the area.

Bonus Cost/SF
80% x Median Cost of Land/SF
801 W. Lake St.
$8.3 million

330 – 333 N. Green St.
$11.4 million

845 W. Madison St.
$2.3 million
What are Design Guidelines?

Intent to generally balance the interaction of the following elements of the built environment:
• Architectural Scale and Proportion
• Land Use
• Pedestrian Realm (streets)
• Open Space
• Relationship to Context

Fulton-Randolph Market Landmark District Design Guidelines
• Balance rehabilitation standards and guidelines with expected growth

The Guidelines do NOT cover:
• Architectural Styles
• Zoning/Land Use Changes
• Specific capital improvement projects
General Strategies
Guidelines that fall within the General Strategies section of this document include overarching principles for high-quality development. The General Strategies address topics such as design excellence, preservation and enhancement of streetwalls, building base design, parking podium design, and guidelines for materials and architectural components.

Site Specific Guidelines
This section addresses design strategies for important West Loop corridors, including Halsted and Van Buren, Ogden Avenue, Washington Street, Randolph Street, and Lake Street. This section also outlines recommendations for development within other existing retail nodes and for development occurring adjacent to historic districts, parks and open space.

Parking and Service Guidelines
These guidelines seek to ensure high-quality support infrastructure within the West Loop. This section includes recommendations for alley, service, and loading access, off-street parking, and bicycle amenities.

Tall Building Design Guidelines
The Tall Building Design Guidelines address topics specific to tall buildings, including building setbacks, height transitions, building orientation, preservation of solar access, and inclusion of public open space.

Public Realm Guidelines
This section addresses design strategies for public space within the West Loop. It includes guidelines for pedestrian safety, placemaking, streetscape design, signage and identity design, and sustainable design.
Kinzie Industrial Corridor Framework Plan approved by the Plan Commission on May 16, 2019

Kinzie Industrial Corridor Framework Plan Goals:

1. Maintain and grow the Kinzie Industrial Corridor as an important economic engine and job center that provides vital support to local, regional, national and global businesses.

2. Support improvements to the multi-modal transportation network so that it more efficiently serves industrial users, area employees and residents.

3. Encourage the reuse of existing buildings in efficient and sustainable ways and ensure new development complements the character of the corridor.
Strength of Industrial Corridor

- Western Portion of Kinzie
- Eastern Portion of Kinzie

Approximately 17,500 jobs in Corridor west of Ogden Ave – the highest of all Industrial Corridors

Predominantly Industrial Uses

- Mix of Industrial and Commercial Uses

Land use by percentage of total land area, west

Land use by percentage of total land area, east
Ongoing Planning and Design Review

City Review
Development Proposals
High Quality Design
Community Input

EXISTING CONDITIONS

PLANNED IMPROVEMENTS

Overlay Data

Scenario 1
Scenario 2

Identify Needs

Roadway
Bike
Pedestrian
Water
Electric

Improvements

EXISTING + PLANNED + RECOMMENDED