



The Fulton Market Playbook

● 1887

The first purpose-built market building goes up

● 2012

The Morgan "L" station opens

● 2015

The district earns city landmark status

● 2020

4.3M square feet of office space, up from about 1M in 2017

A generation ago, Chicago's meat and produce got packed and shipped in Fulton Market. Today, it's home to the global headquarters for Google and McDonald's, and has some of the Midwest's most sought-after real estate. None of it happened by accident. Follow six plays that remade the neighborhood, each paired with a question for Charlotte and something good to eat or drink.



GETTING THERE

About a 10-minute Uber or a quick Lime ride from LaSalle Chicago. Ask for Fulton Market and Halsted St.

TAKE YOUR TIME

Every stop is a few minutes' walk from the next. Linger over a bite, or skip ahead to what interests you.

HEADING BACK

The Fairmont is about 15 minutes by Uber. Reconvene there by 5:50 PM for buses to Skydeck, photo ID in hand!

Hungry? Restaurant Row Favorites



837 W Fulton Market
Hearty, farm-driven plates in a lively beer hall



800 W Randolph St
The cult-favorite burger diner



820 W Lake St
Stylish Japanese dining and sushi



112 N Green St
Texas-style barbecue, laid-back vibe



615 W Randolph St
Mediterranean small plates, communal style



932 W Fulton Market
Italian and Croatian fare from Joe Flamm



809 W Randolph St
Bold, shareable plates from Stephanie Izard



302 N Green St
Mediterranean dishes and a rooftop terrace

**Popular spots fill up, and some open only for dinner.*



PLAY 1: SAVE THE BONES



HISTORIC FULTON MARKET ROW

837-857 W FULTON MARKET

Built in 1887 as the district's first purpose-built building. Landmark status in 2015 protected blocks like this, and their grit became the district's biggest selling point.

CHARLOTTE CONNECTION

Chicago's warehouses are Charlotte's mills, and Optimist Hall proves the model. Which should we protect next?

THE TREAT The Publican, right here at 837, for farm-driven plates in a beer hall.



PLAY 2: LAND THE ANCHOR



1K FULTON / GOOGLE CHICAGO

1000 W FULTON MARKET

In 2013, Sterling Bay signed Google to fill this 1920s cold storage warehouse. One marquee tenant made the next ones feel like safer bets, like Mondelēz, whose HQ you just passed.

CHARLOTTE CONNECTION

The first tenant is hard to land. A district needs a yes from a big name. Which Charlotte yes changed the game?

THE TREAT Swift & Sons, the ground-floor steakhouse named for meatpacker Gustavus Swift.



PLAY 3: BUILD THE TRANSIT



MORGAN "L" STATION

LAKE ST AND MORGAN ST

When this station opened in 2012, a hard-to-reach warehouse zone became an easy commute. Most of the district now sits within a 10-minute walk of the platform.

CHARLOTTE CONNECTION

Mecklenburg just approved a \$19.4B investment for transit and roads, with the CLT Alliance as a partner. This is what that bet can look like.

THE TREAT Save your appetite. The next stop's menu spans the globe.



PLAY 4: WIN THE HEADQUARTERS



MCDONALD'S GLOBAL HQ

110 N CARPENTER ST

McDonald's left for suburban Oak Brook in 1971. In 2018, it came home to the former Harpo Studios site, bringing about 2,000 employees and Hamburger University.

CHARLOTTE CONNECTION

McDonald's moved for talent, not square footage. That's the same calculation companies make when they look at Charlotte.

THE TREAT The ground-floor restaurant at 1035 W Randolph serves menu items from around the world.



PLAY 5: LET FOOD LEAD



RESTAURANT ROW

W RANDOLPH ST

The market began here on Randolph, and chefs rediscovered it first. Destination restaurants drew crowds years before the headquarters arrived.

CHARLOTTE CONNECTION

Food halls and chef-driven spots have led Charlotte's revivals too. Where have you seen it happen?

THE TREAT Au Cheval, Girl & the Goat, avec, and more. See our favorites on the front.



PLAY 6: MAKE IT A PLACE



SOHO HOUSE / THE ALLIS

113 N GREEN ST

When Soho House opened in this 1908 factory in 2014, a global hospitality brand signaled the neighborhood had arrived. Nobu and The Hoxton soon followed.

CHARLOTTE CONNECTION

Hotels and gathering spots keep a district alive after 5 PM. Where does Charlotte need that energy?

THE TREAT The Allis, the public lobby bar in a stunning double-height room.

★ Bring it home: what should Charlotte take from this?

STRENGTH

Good bones, fast growth, and newly funded transit. Charlotte has the ingredients Fulton Market started with.

WEAKNESS

Growth here raised costs and pushed out longtime businesses. Our hottest districts face that same pressure.

OPPORTUNITY

With transit funding secured, Charlotte can run this playbook on purpose, station by station.