

**ULI Chicago 9th Annual Vision Awards
July 11, 2024**



Project Finalist: The Row Fulton Market | Related Midwest

Project Team:

Developer/Owner: Related Midwest

Architecture Firm: Morris Adjmi Architects

Architect of Record: Stantec

Project Description: The Row, 43-story luxury high rise, is an impressive addition to Chicago's historic Fulton Market neighborhood placing residents steps from famed Restaurant Row, as well as leading employers that have helped establish Fulton Market as one of the fastest-growing business and cultural centers in the US. The 555,000 square-foot structure features convertible, one- to three-bedroom residences including penthouses with sweeping views of Chicago's Historic Fulton Market District, and a full suite of amenities informed by how today's renters live, work, and recreate. The Row

was built under new Affordable Illinois legislation that developer Related Midwest helped pass, designating 20% of its 300 units affordable to retain neighborhood diversity. The Row places affordable units in a core location with close proximity to resources, jobs, and transit and creates access to this high barrier entry area where affordable housing is not common. In designing The Row, Morris Adjmi Architects drew inspiration from the historic structures throughout the former meat packing district and nearby L tracks, whose arched support beams are reflected in the building's glass-and-steel façade. With its arched window and metal articulation repeated to the top of the building, The Row adds a contemporary yet classic look to the neighborhood. The Row was co-built by LR Contracting Company, Related Midwest's in house general contracting division, and BOWA Construction, a certified Minority Business Enterprise (MBE). The Row is the city's first high-rise co-led by an African American-Owned contractor. This project broke barriers in diversity and inclusion, achieving 42% MWBE participation based on contract values, above the City of Chicago's targets for minority and women owned business participation. Over 1,380 tradesmen and women worked on the project of which 41% were minorities. The project also included 26 community hires, of which 11 were from the 27th ward.