

STREET TALK

THE 4TH STREET MARKET CULINARY DESTINATION IS THE ICING ON THE CAKE FOR SANTA ANA'S DRAMATICALLY CHANGING ARTS DISTRICT.

Ryan Chase traveled the country to glean ideas for his new artisanal food complex in the heart of revitalized downtown Santa Ana. The result: **4th Street Market**, a dynamic foodie destination that rivals Seattle's Pike Place and New York City's Chelsea Market, with a unique educational startup concept thrown in for good measure. "I tried to see what was being done in those food halls, and take ideas that were working and implement them," says Chase, an owner and the visionary behind the project. When it opens in November, visitors can expect to experience a sensory overload—but in a good way. Long the site of an indoor swap meet, it now will feature a veritable theme park of food, offering 16,000-plus square feet of boutique producers, specialty vendors and top-notch dining venues. Soon to come: a culinary center for cooking classes, demonstrations and special events; an indoor-outdoor wine bar and beer garden; and eight mini-restaurants serving up food from local chefs and culinary masters like Playground's Jason Quinn and Pasadena-based PICNIK Restaurant's Michael Puglisi, who's opening Electric City



Butcher. "There's no counter that separates us from the customer," says Puglisi, a whole-animal butcher and former sous chef at Bouchon in Beverly Hills. "The customer can walk right up to the butcher block and see what's happening. We'll keep everything whole until the customer comes in, so everything will be cut fresh." One of the most distinct elements is the 10 shared East End Incubator Kitchens (including dedicated gluten-free and confections facilities), where entrepreneurs can work with business-accelerator experts from L.A.'s FoodCentricity to bring their products to market. Also sure to be popular are the small-batch shops in a retail section that offers a selection of artisanal products (bread, cheese, wine, flowers and more), with even more components on queue for the future. "This is very unique in the sense that we have all these things under one roof," says Chase. "The food hall has been done; the incubator kitchen has been done. But to put it all under one roof and integrate the operations is what will make it a culinary destination." Well done! 201 E. Fourth St., Santa Ana, 4thstreetmarket.com —Wendy Bowman