

Firm Overview

Goodman Williams Group is celebrating its 30th year in business! The firm specializes in market feasibility analyses for individual properties, large development sites, downtowns, and redeveloping neighborhoods. Local governments, non-profits, and private real estate interests rely on the market insights of Goodman Williams Group. The firm provides its clients with a thorough understanding of current residential, commercial, and industrial market conditions and trends in a rapidly changing industry.

CITY OF CHICAGO PLANNING & POLICY INITIATIVES

Goodman Williams Group has completed dozens of assignments for the City of Chicago's Department of Planning and Development. As part of the City's Industrial Corridor Modernization Program, the firm worked on the team that developed a Framework Plan for the North Branch Industrial Corridor and proposed changes to the Kinzie Corridor. Goodman Williams Group led a team that analyzed industrial usage of the Chicago Area Waterway System, and researched industrial trends and business growth along the I-55 Corridor.

A citywide retail market study offered recommendations to enhance the City's competitive retail position. The firm prepared the market forecasts used in the Central Area Plan and the Central Area Action Plan, and worked on the team that prepared the West Loop Design Guidelines. The firm is currently on a team tasked with creating guidelines for the Special Character Overlay District along Milwaukee Avenue in Logan Square and Avondale. They have also completed several economic profiles and a residential market analysis of the Loop for the Chicago Loop Alliance.



ECONOMIC DEVELOPMENT STRATEGIES

Goodman Williams Group has prepared strategies for retaining and enhancing commercial and mixed-use developments in suburban downtowns and commercial corridors throughout the region. These plans have been used to gain community support and help market key sites in a number of suburban downtowns, including Evanston, Wilmette, Winnetka, Glenview, Rolling Meadows, Mt. Prospect, Elmhurst, Cicero, and Oak Forest.

In the City of Chicago, the firm has completed economic development strategies in a number of different neighborhoods, including the Six Corners district on the City's Northwest Side, the Cottage Grove Corridor in Woodlawn, and the North Park and Lincoln Square communities on the North Side.

TRANSIT-RELATED LAND USE PLANNING

Transit-related planning has become an important part of the practice. Goodman Williams Group was on the team that completed the Red and Purple Modernization (RPM) Transit Oriented Development Plan for the Chicago Transit Authority and the Red Line Extension Transit Supported Development Plan. The firm has also been on teams that have completed numerous Station Area Plans promoting TOD in the City and suburbs as part of the RTA's Community Planning Program. Recent TOD assignments were completed around the Metra stations in Bartlett, Palatine, Worth, Maywood, Cary, and University Park. Goodman Williams Group was engaged by the Chicago Department of Transportation (CDOT) to work on a Master Plan for Chicago Union Station, assessing the potential for future Class A office development on sites proximate to the station.



Goodman Williams Group is certified as a Women's Business Enterprise (WBE)