

Goodman Williams Group was founded in 1993 by Linda Goodman and Christine Williams, two veterans of Chicago’s real estate industry. 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 market conditions and trends in a rapidly changing industry.



Chicago Loop

CITY OF CHICAGO PLANNING AND POLICY INITIATIVES

Since 1997, 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 and Back of the Yards neighborhood.

A citywide retail market study offered recommendations to enhance the City’s competitive retail position. Goodman Williams Group prepared the market forecasts used in the Central Area Plan and the subsequent Central Area Action Plan, and recently updated an economic profile 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, corridors, and neighborhood shopping districts 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, Elmhurst, Cicero, and Oak Forest.



Downtown Elmhurst

In the City of Chicago, the firm has completed site-specific economic development strategies for the Six Corners district on the City’s Northwest Side, for the Cottage Grove Corridor in Woodlawn, and for the North Park and Lincoln Square communities on the North Side. Goodman Williams Group was part of a team that helped the University of Notre Dame plan for the next phase of Eddy Street Commons.

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. 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, and Maywood.



Union Station in Chicago

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.

SITE-SPECIFIC MARKET ANALYSES

Throughout the past two decades, private developers and their financial partners, as well as municipalities, have turned to Goodman Williams Group for market feasibility studies of proposed residential, commercial, and industrial projects.



Veridian Master Plan, Schaumburg

Residential studies have involved for-sale and rental developments, including market-rate and affordable units. For Amlı Residential, Goodman Williams Group assessed the market for new construction rental projects in Evanston and Deerfield. The Community Builders retained Goodman Williams Group to do a site and market study for a mixed-income residential development in the South Loop.

A mixed-use market study was part of the entitlement process for the redevelopment of the Edgewater Medical Center on the City’s North Side. UrbanStreet Group hired the firm to conduct a residential and retail market analyses for a proposed mixed-use development on the former Motorola Campus in Schaumburg, Veridian.

Goodman Williams Group is certified as a Women’s Business Enterprise (WBE) by the City of Chicago.