

## MUNICIPAL DESIGN REVIEW NETWORK

MDRN is a unique network for Chicago area communities with design review boards or staff professionals to share and develop best practices. Sponsored by the Chaddick Institute at DePaul University, this group organizes collaborative, professional-to-professional networking events, conducts research, and prepares scholarly reports.

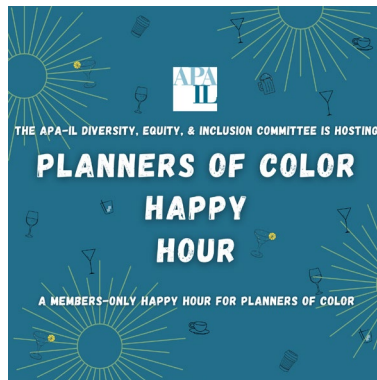
Topics for MDRN programs have included downtown walking tours, community branding, finding tools to enhance community design and create local character, and an all-day sustainability conference.



# APA-IL CHICAGO METRO SECTION



**APA-IL**  
**Coffee Talk**  
**Special!**  
Mar 09



**Planners of Color**  
**Happy Hour**  
Mar 18



**2021 APA-ISS**  
**Spring Conference**  
Apr 16 & Apr 23  
Virtual Conference

Brandon Nolin, AICP  
*Director, APA-IL Chicago Metro Section*  
[www.ilapa.org](http://www.ilapa.org)



American Planning Association  
**Illinois Chapter**

*Creating Great Communities for All*

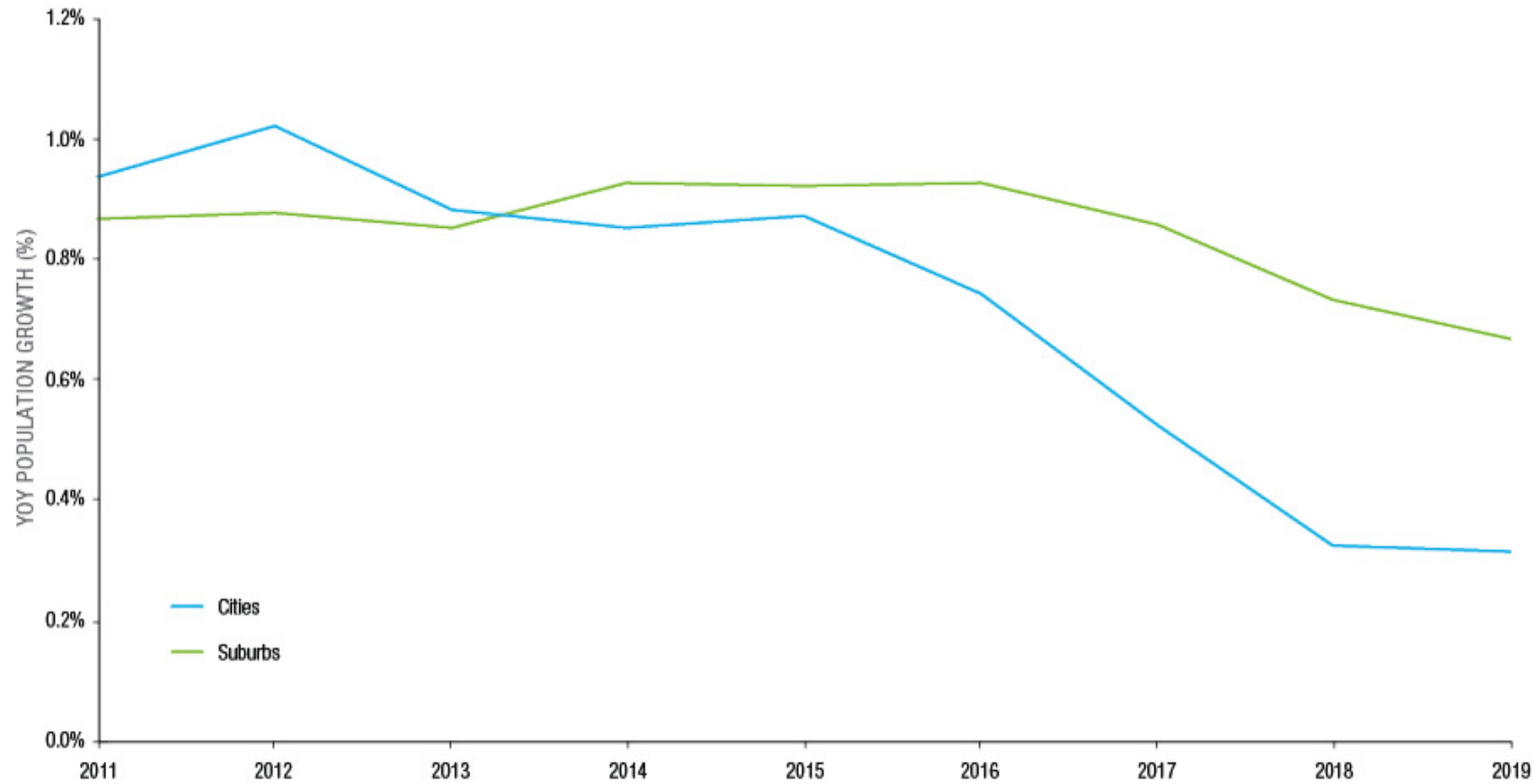




# Suburban Market Trends Pre and Post Pandemic

Brandon Svec, Director & Market Economist March 5, 2021

# Population Growth Stronger in Suburbs Pre-Pandemic



Source: U.S. Census Bureau.



# Fastest Growing Metros Seeing Strongest Suburban Growth



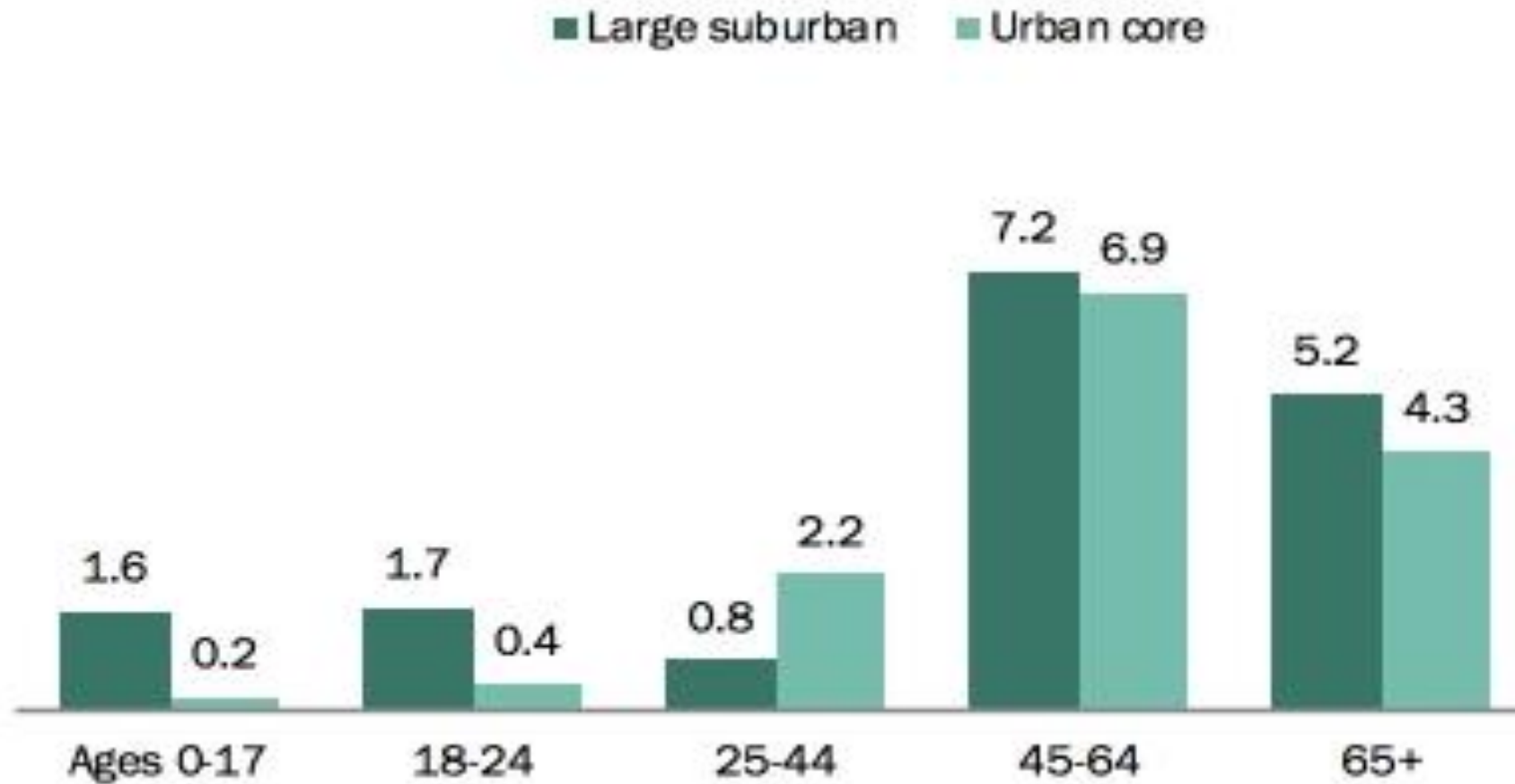
Source: U.S. Census Bureau.

# Change in City and Suburban Population By Region



Source: U.S. Census Bureau.

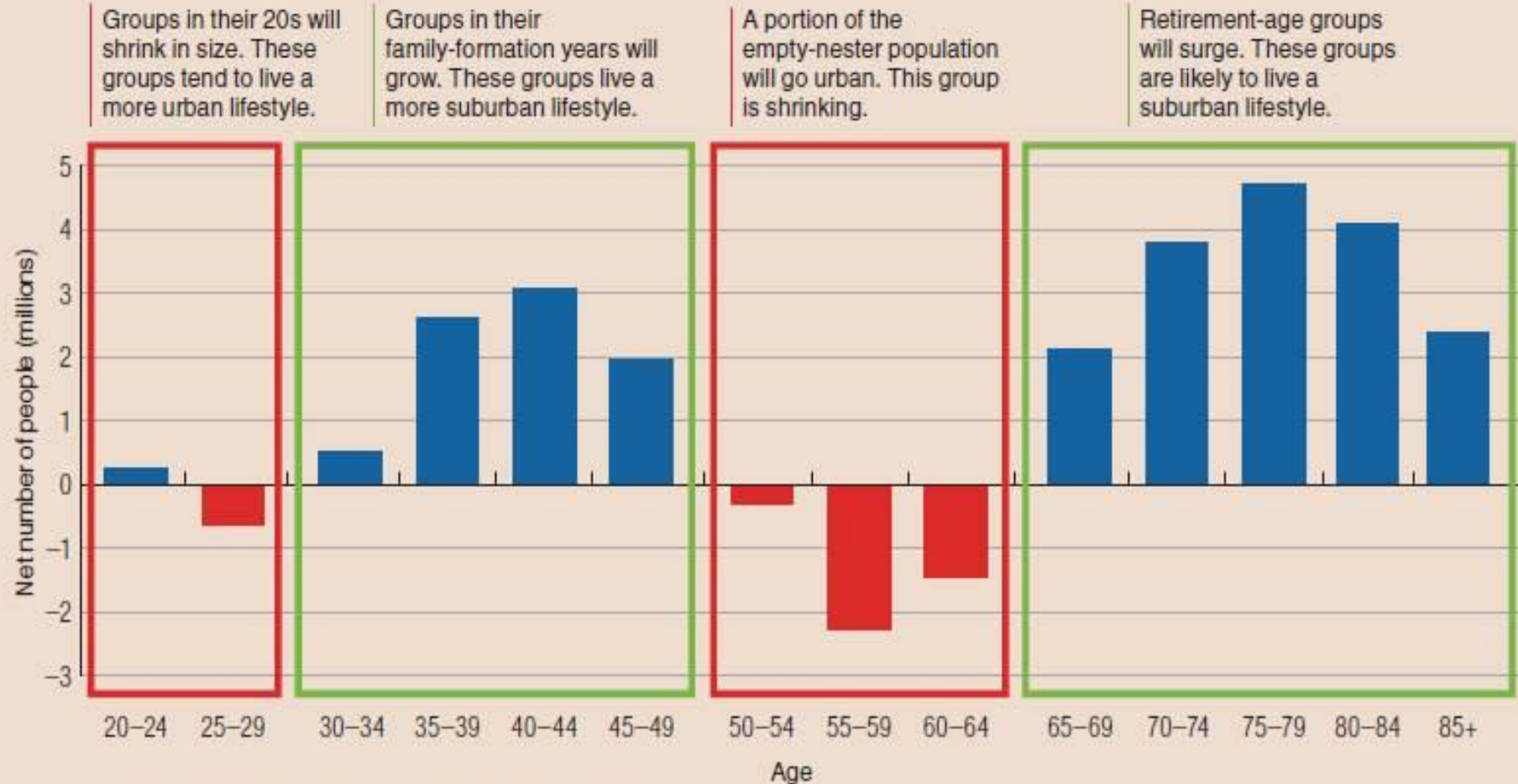
# U.S. Population Growth Since 2000 By Age (millions)





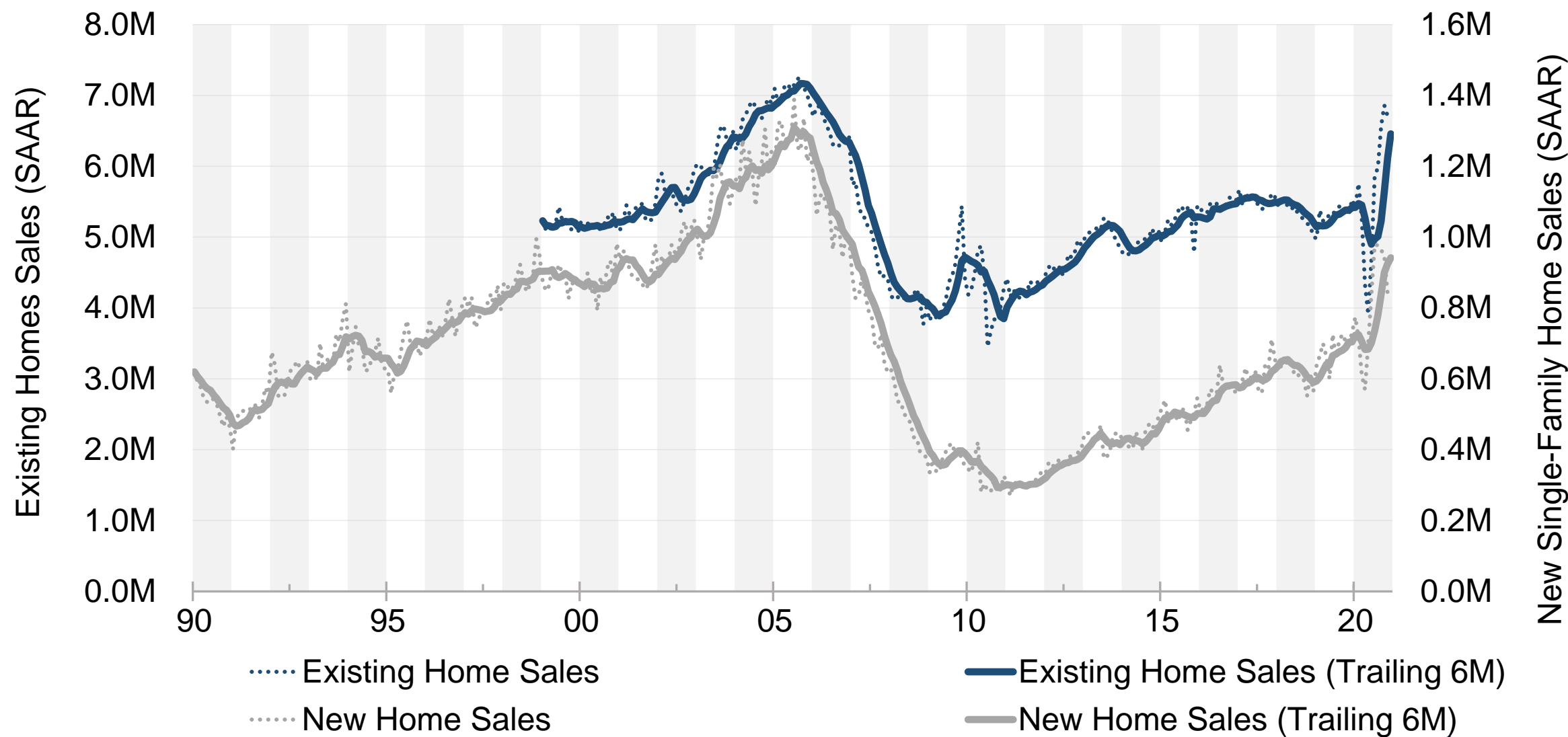
# Significant Shifts in U.S. Age Distribution Underway

Change in Adult Population by Age, 2020–2030



Sources: John Burns Real Estate Consulting LLC; U.S. Census Bureau.

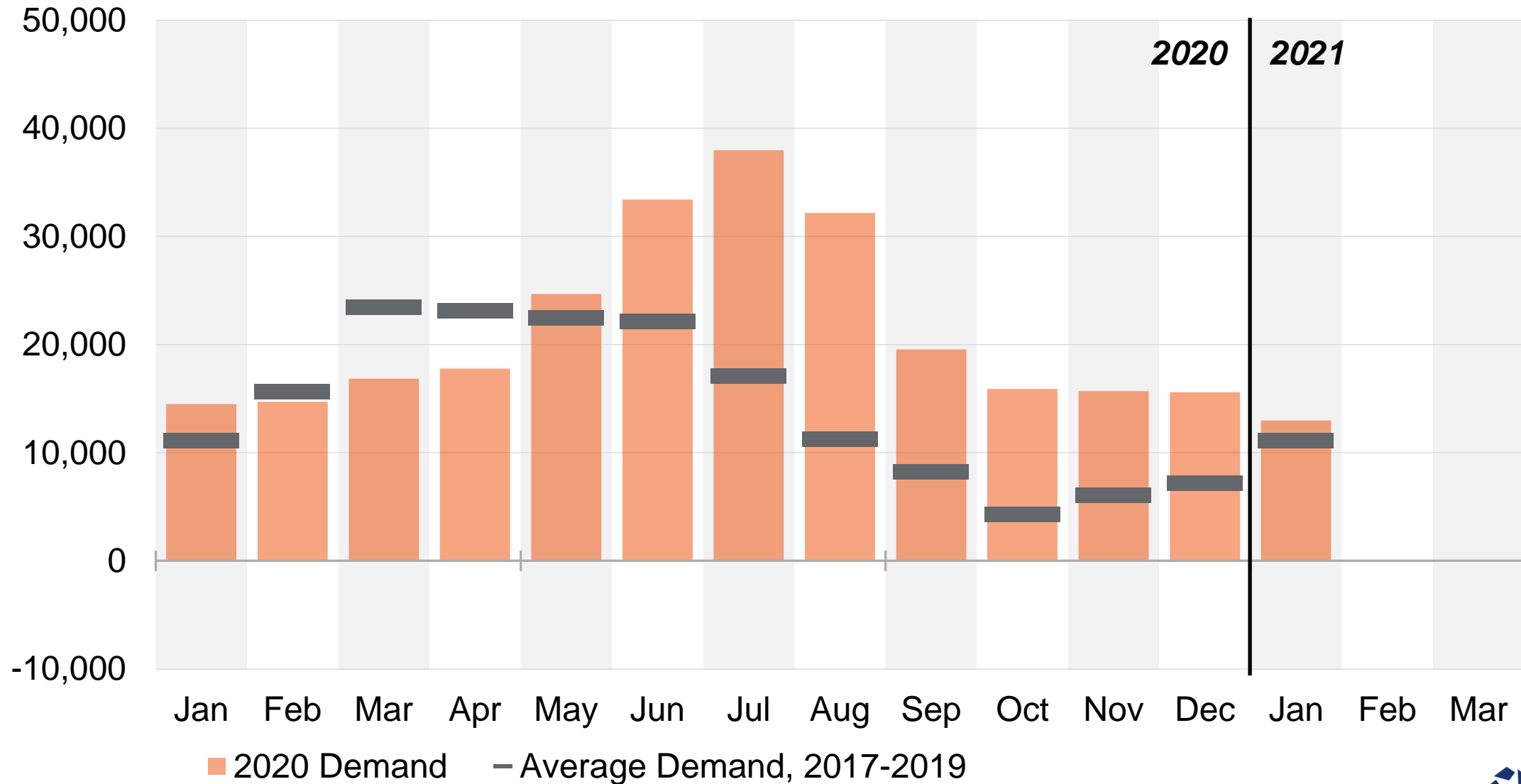
# Home Sales



Sources: Census Bureau, National Association of Realtors



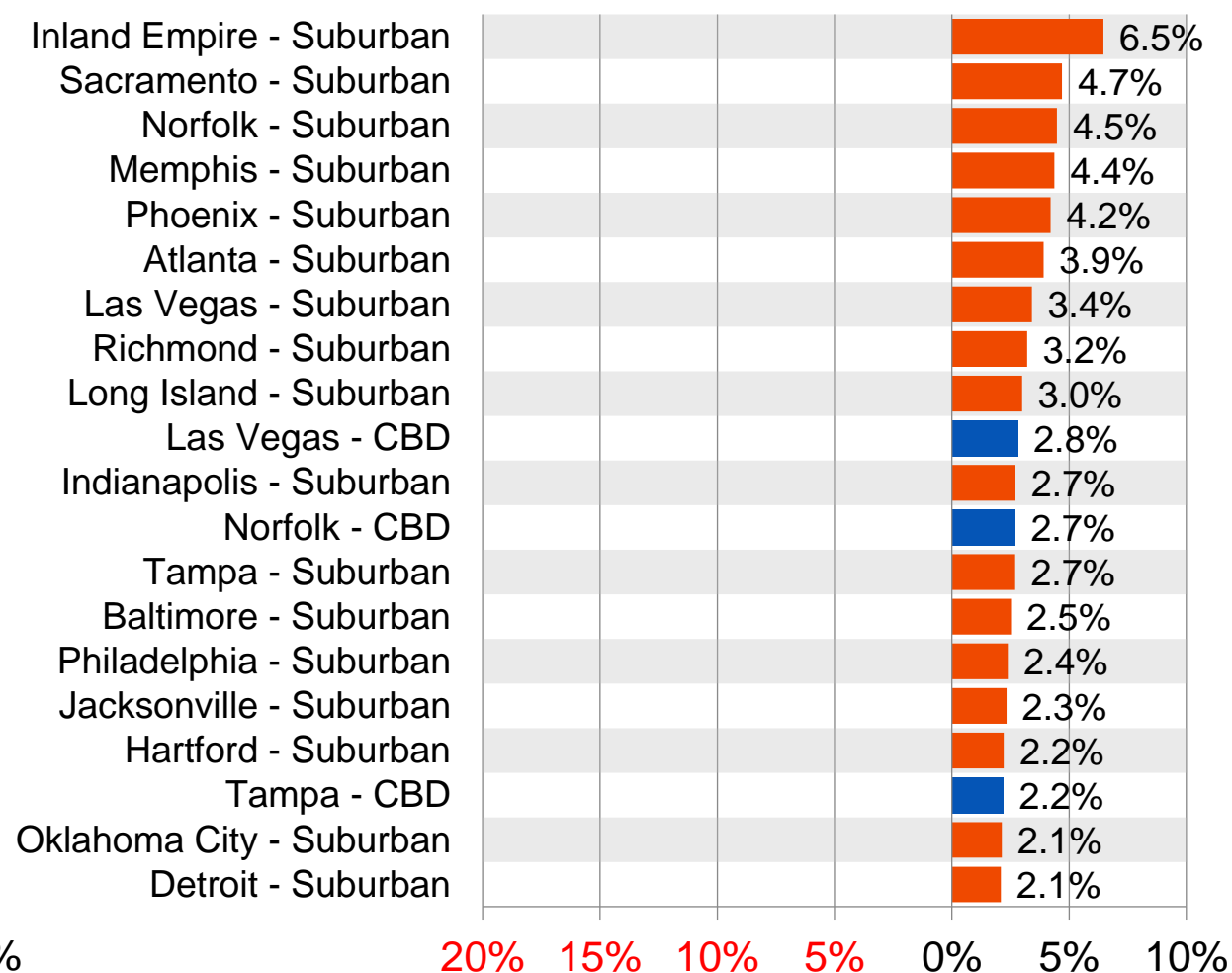
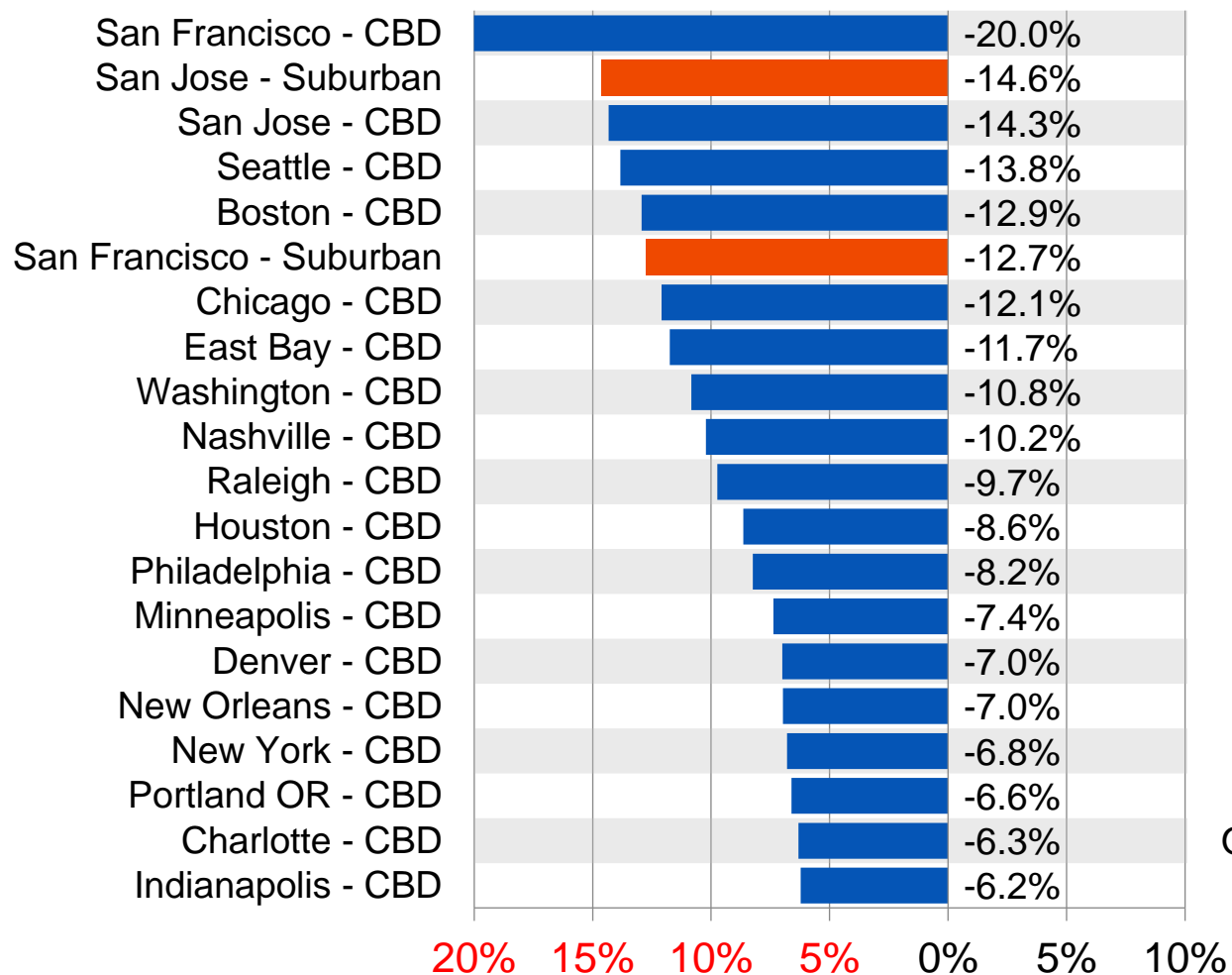
# Estimated Apartment Demand, Suburbs



Includes properties with at least 25 units.



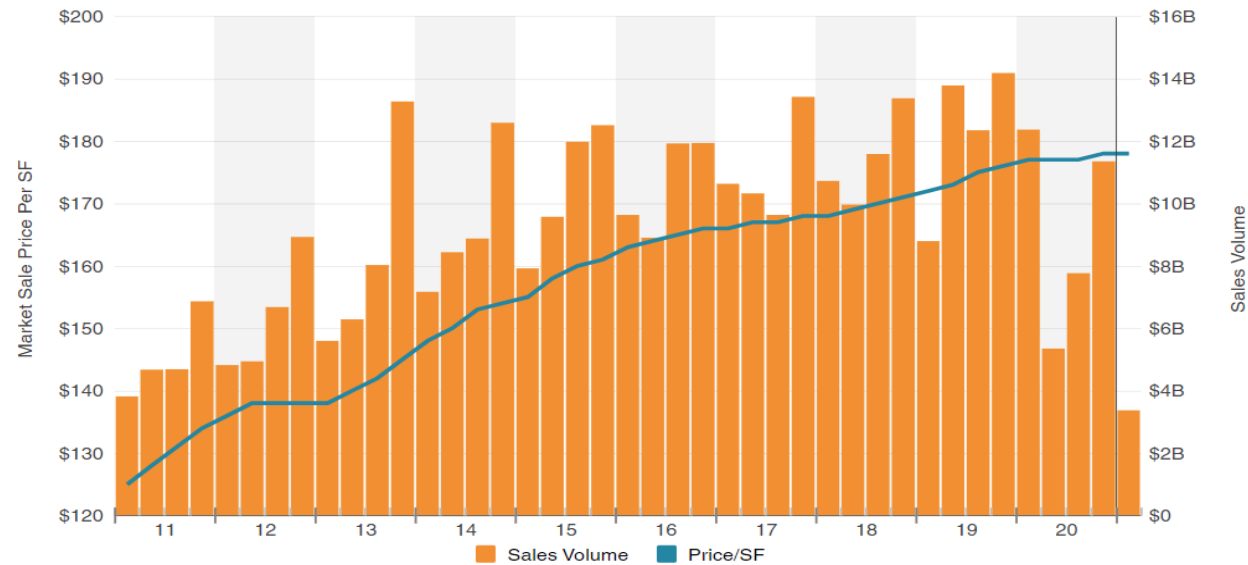
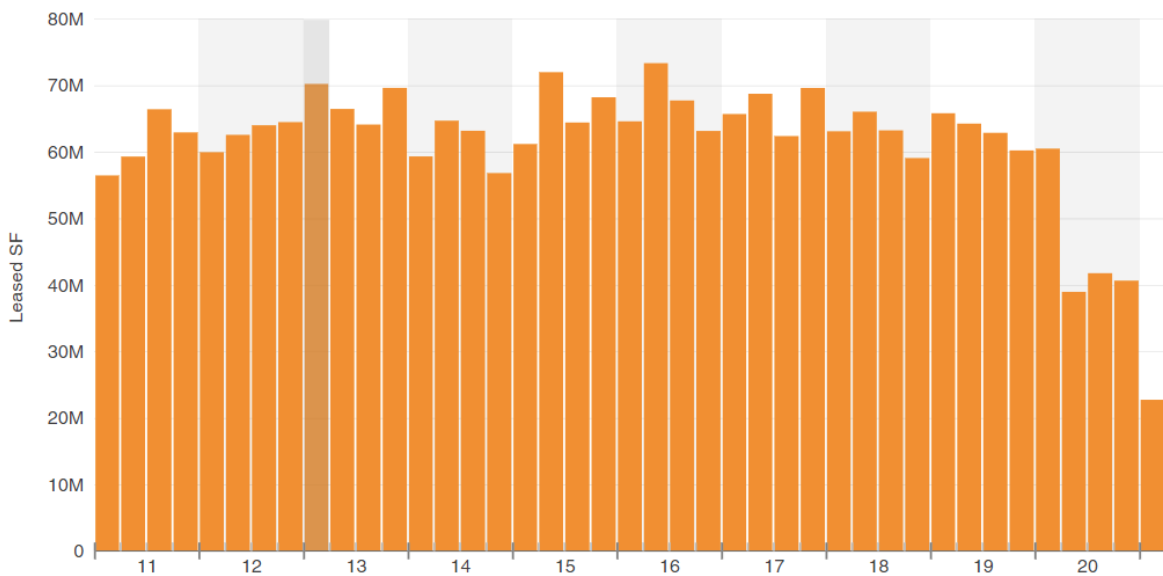
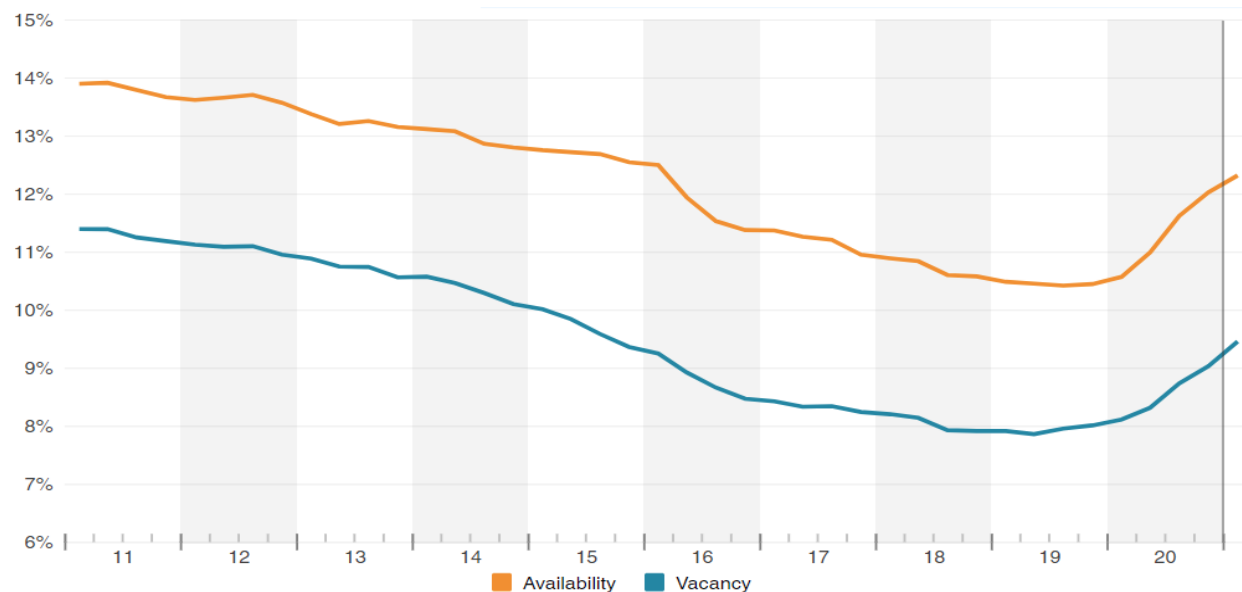
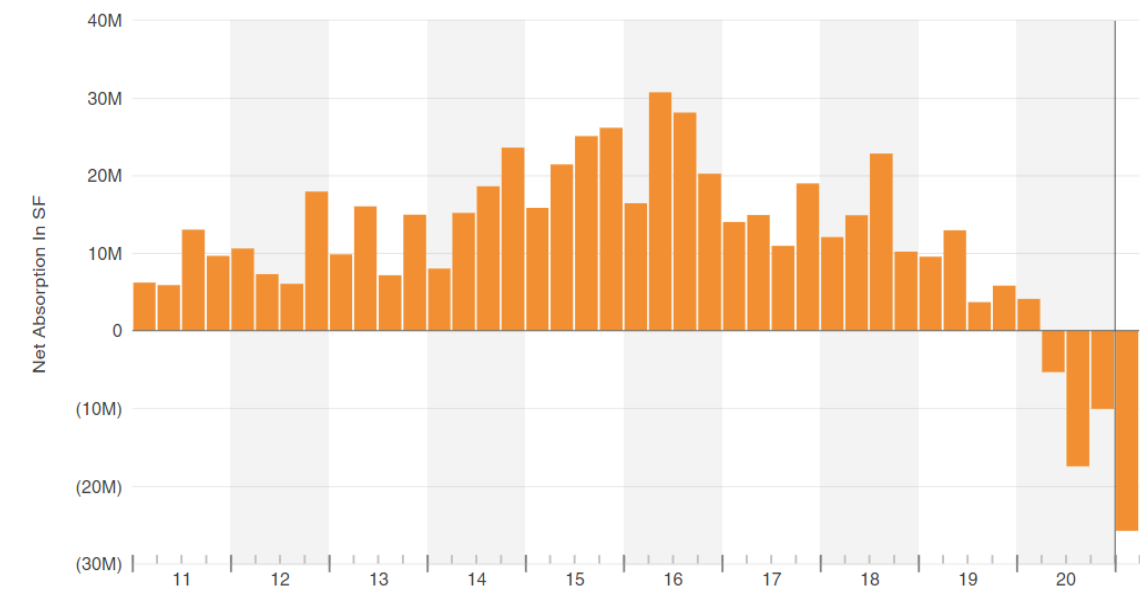
# Change in Asking Rent from March Peak to Dec 31



Change in Asking Rent  
Since March Peak

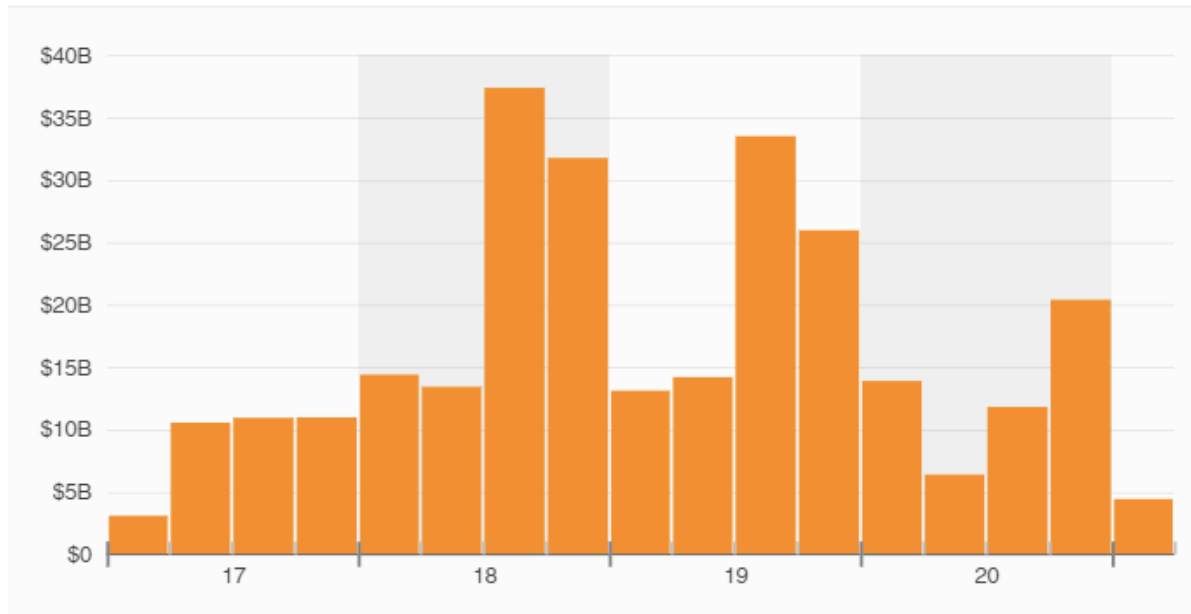
 CBD  
 Suburban

# Suburban Office Market Performance Trends

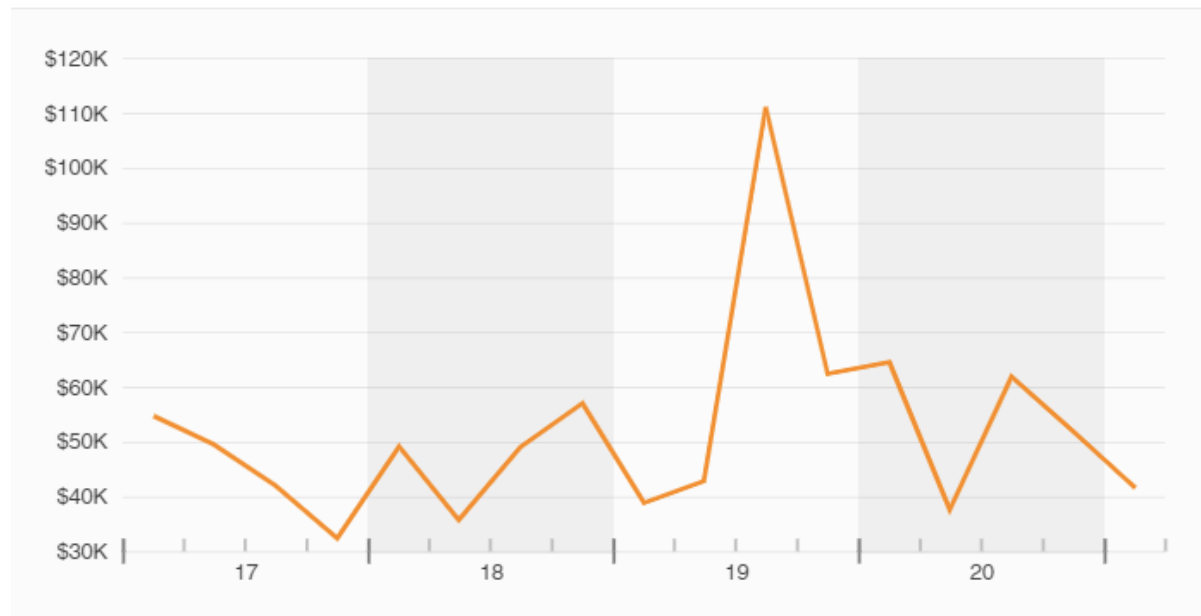


# Suburban Land Sale Trends

Sales Volume

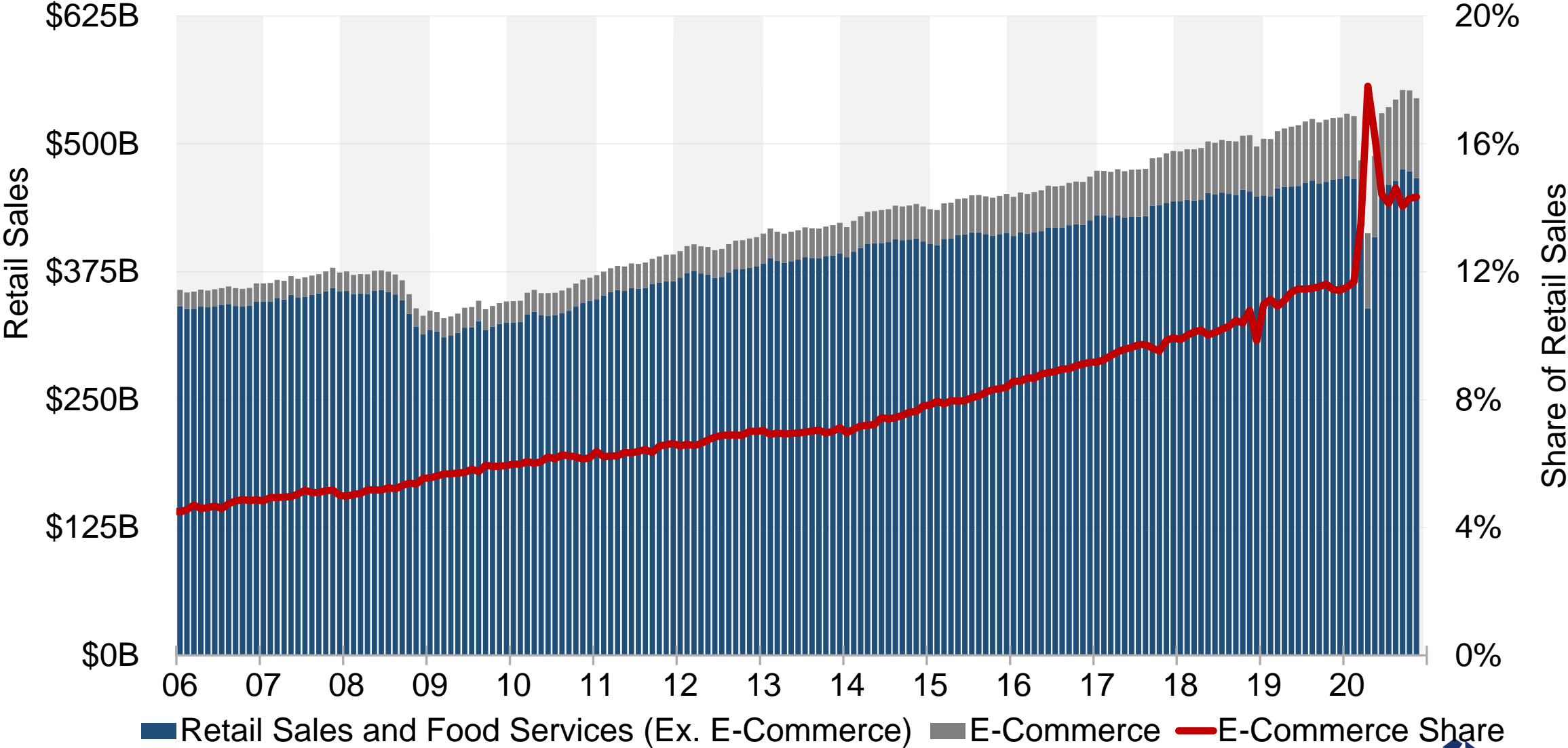


Sale Price Per Acre



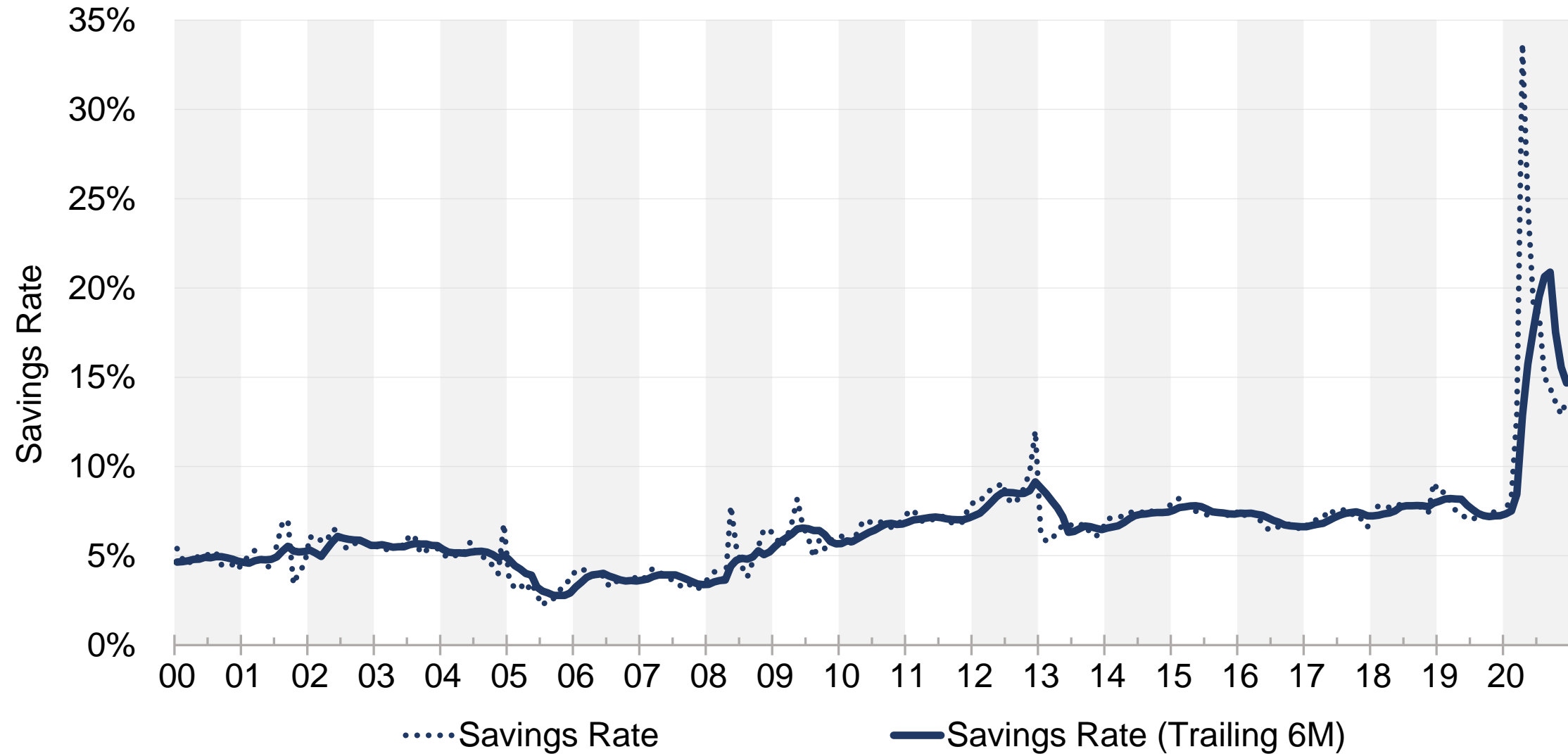


# E-Commerce and Retail Sales



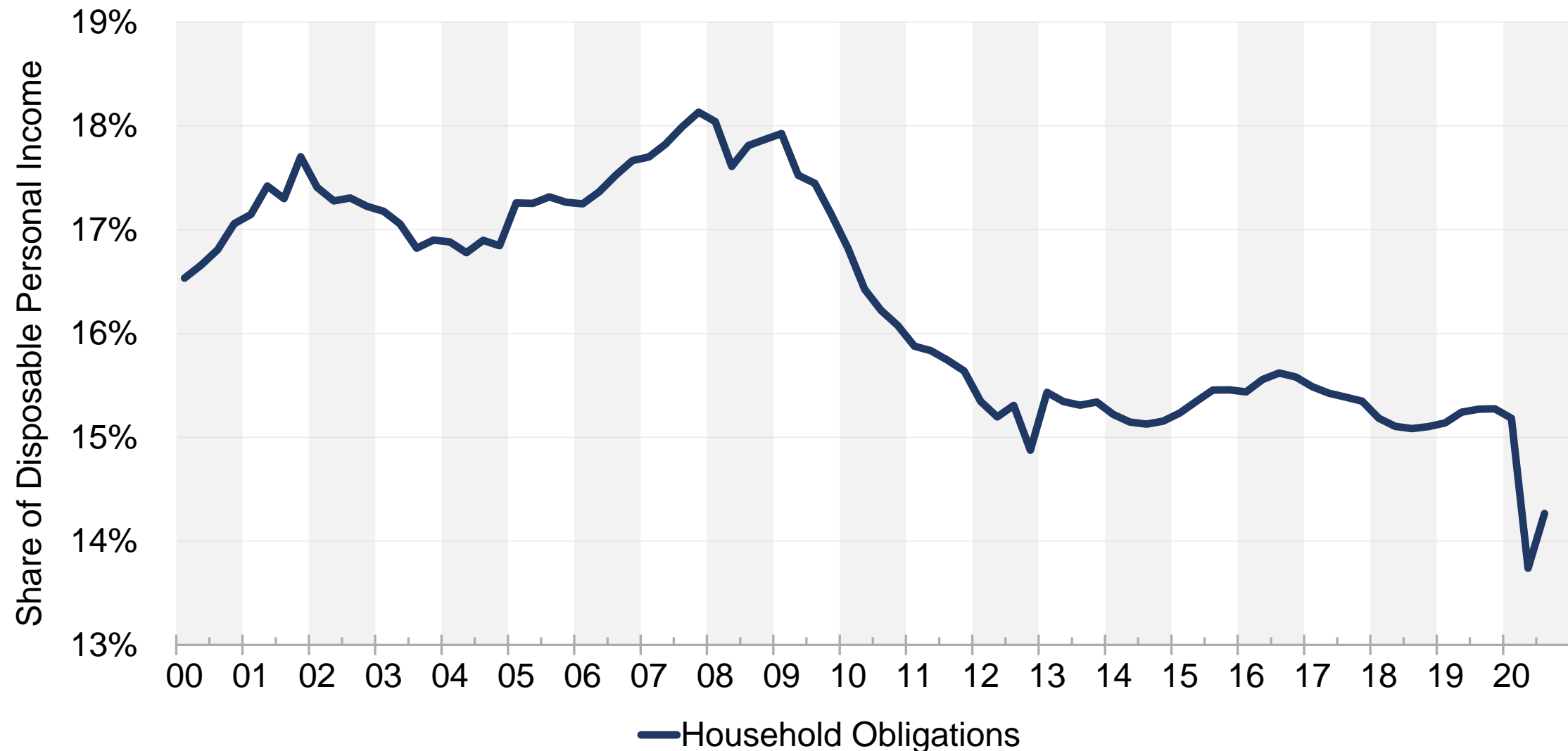
Source: Census Bureau Monthly Retail Sales Report

# Personal Savings Rate



Source: Bureau of Economic Analysis

# Household Obligations Ratio



Source: Federal Reserve Board



# Final Thoughts

1. The aging of millennials into their primary family formation years was already driving growth in the suburbs, a trend which will accelerate. Demographics are destiny in CRE.
2. The pandemic shifted where and how people use space: we started working from home, restaurants and entertainment venues were closed, and a new premium was placed on space, both inside and green.
3. The pandemic has also shifting consumer spending habits, with significant implications for both the retail and industrial sectors.
4. Government support has bolstered consumer balance sheets and contributed to diverging fortunes and “K” shaped recovery, creating significant bifurcation in performance across geographies and property types, while also helping to fuel home sales.



Welcome to  
the  
Metroburb



everybody rolled their eyes



**“What if the office became  
a place to live, create, play,  
research, entertain,  
connect, dine, incubate,  
film, broadcast, mentor,  
muse, learn, party, invent?”**

– David Rockwell







# Metroburb

*(Noun)* /metroburb/

An urban hub. A little metropolis in suburbia.

Value Creation through  
Adaptive Reuse of The  
Suburban Office Campus

This **architectural masterpiece** by the mid-century modern architect Eero Saarinen was the former home of **Bell Laboratories**, the scientific research arm of Bell Telephone Company.

Historic **discoveries** were made in the halls of Bell Labs including...

- + the technology for the cell phone
- + the laser
- + the Telstar satellite
- + radio astronomy
- + fiber optics

8 Nobel Prizes were won at Bell Labs!



## The **experience** of Bell Works is created by...

- + the open walkways and bridges that creates spontaneous interactions
- + diverse roster of office and retail tenants
- + our daily visitors, people of all ages (furry friends too!)
- + exploring the rich history being represented throughout the property



The 2 million square foot building is roughly the size of the Empire State Building tipped on its side.

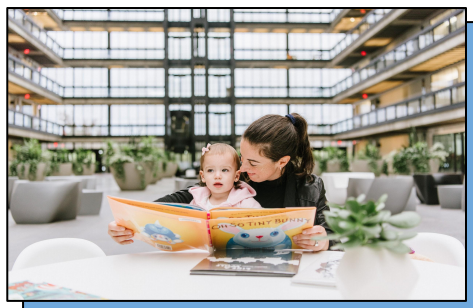
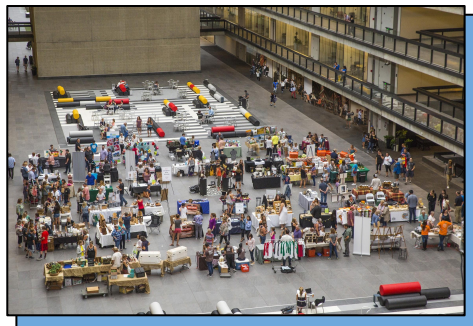






# On The Block

work. shop. eat. play.



live. learn. move. care.



the

# Largest Mirror

in the world

There are 1,100 foot long prism of reflective glass, the first use of its kind in the world, is set in a natural landscape of mature trees and meadows.

World's largest photovoltaic  
skylight in the country!





back then  
& **today**

# The importance of Biophilic Design





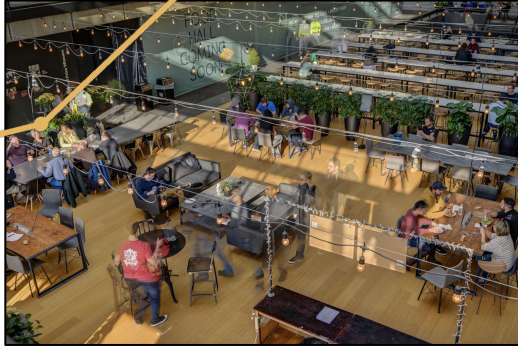
In 1931, a physicist and radio researcher, Karl Jansky, recorded radio signals from **beyond Earth**, for the first time in history!

At a wavelength of 14.6 meters, these radio signals reached the center of the galaxy, **from Bell Labs**!

This sculpture is oriented as his antenna was on September 16, 1932 at 7:10pm, a **moment** of maximum signal.

This piece represents the ground-breaking discovery by Jansky, announced in 1933 - **the birth of radio astronomy**!

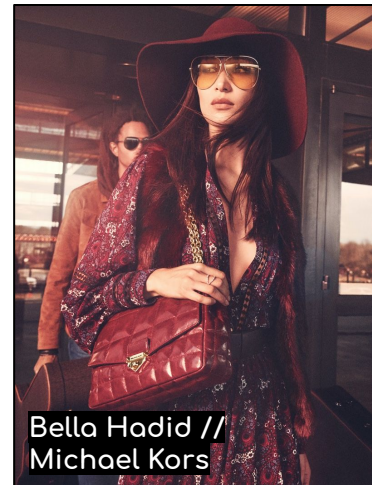




“A large scale mixed use building, with great access, office, retail, entertainment, hospitality, residential, health, wellness, fitness, everything you would find in a metropolis but in a great suburban location. If you build it, you will have more demand than you can possibly supply.”

- Ralph Zucker  
President, Somerset Development

# Art, Music, Fashion + Film







Gather. Marvel. Mingle.





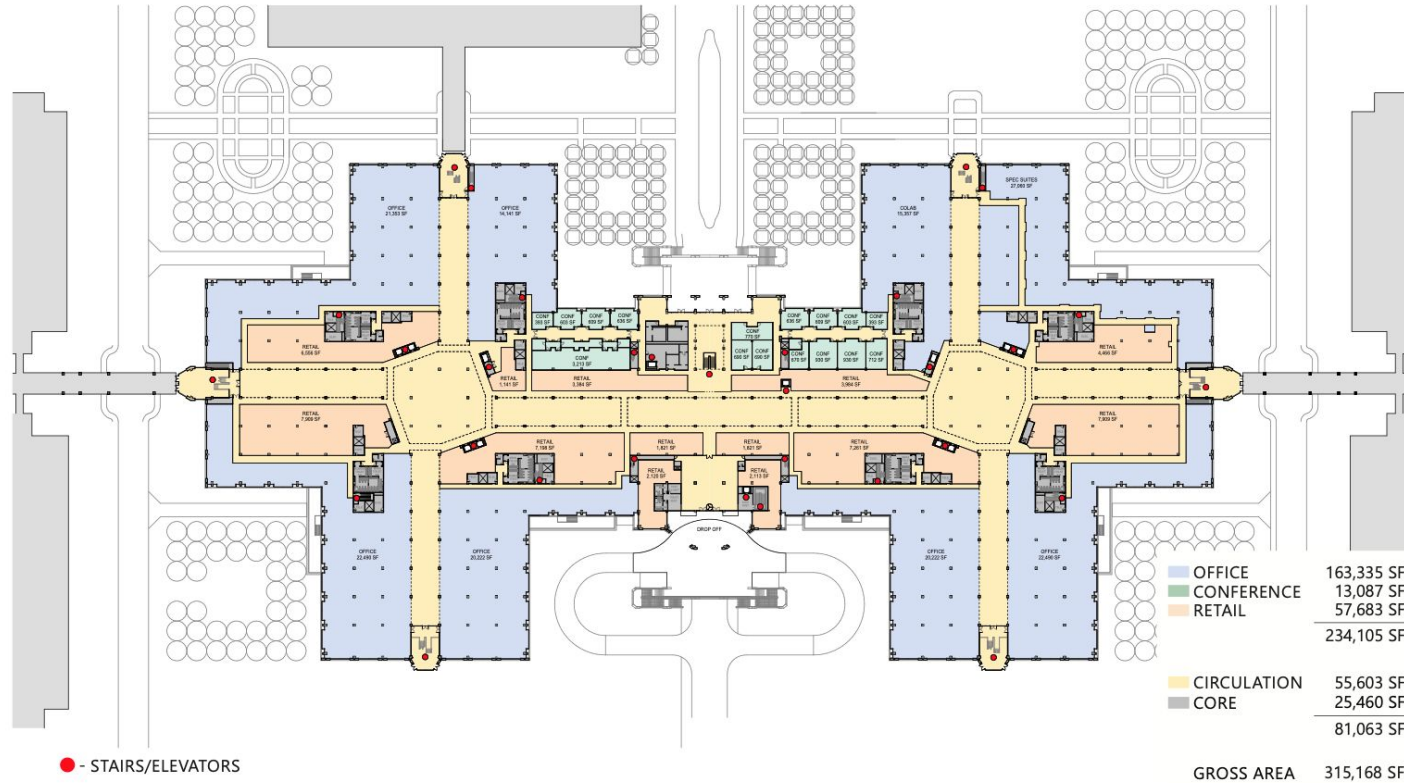
# Bell Works

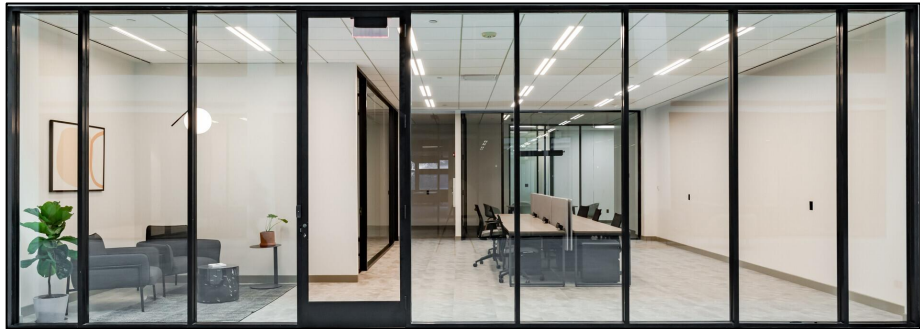
CHICAGOLAND





# TENANT DEMISING PLANS FLOOR PLANS - LEVEL 02









# Thank you!





# Suburban Design in the New Era

Creating Great Spaces for the Future

Lamar Johnson  
Collaborative ↗

# Lamar Johnson Collaborative

## Fully Integrated Design Firm

LJC is a next-generation design practice redefining client-focused integrated project delivery.

**\$65M**

TOTAL REVENUE  
IN 2019

**20**

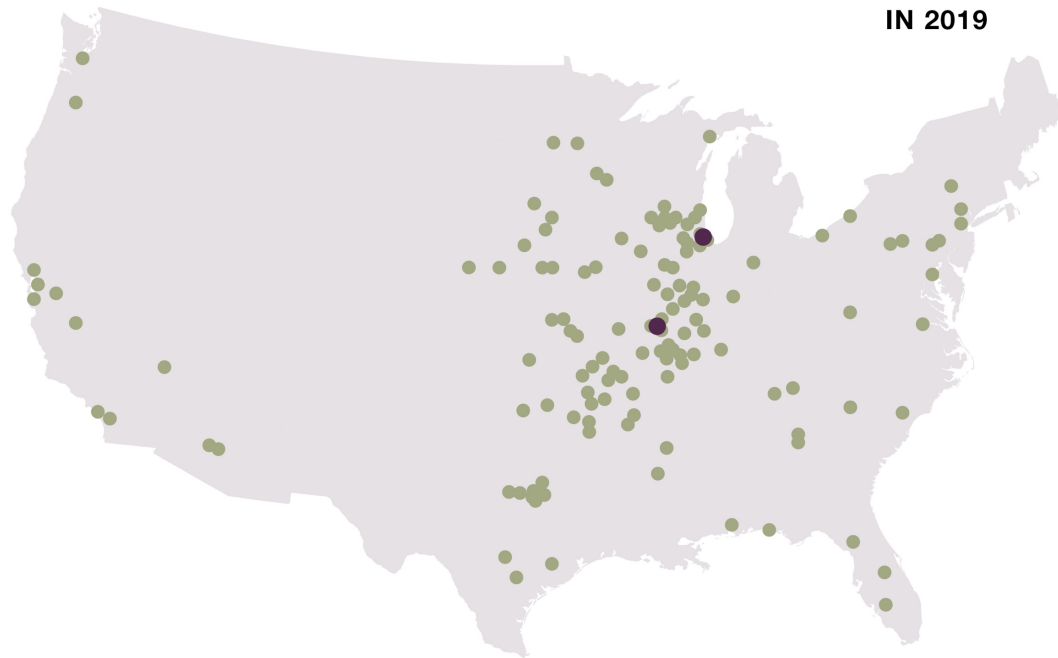
YEARS

**210+**

EMPLOYEES

**100+**

DESIGN AWARDS  
OVER LAST 5 YEARS



**2 Locations**

2 States | 2 Cities

**120+ Projects**

30+ States

● **OFFICES:**  
Chicago, IL & St. Louis, MO

● **CURRENT PROJECTS**

We elevate the art and science of architecture, providing integrated delivery and full turnkey solutions, across a multitude of industries:

**Institutional | Commercial | Industrial | Community | Residential**



# Paradigm Switch

## Post-Pandemic Design Thinking

Where We Were

**Homogeny**

**Exclusive**

**Silo**

**Individual**

**Space**

**Definition**

**Extraction**

Where We're Going

**Diversity**

**Inclusive**

**Integration**

**Community**

**Place**

**Meaning**

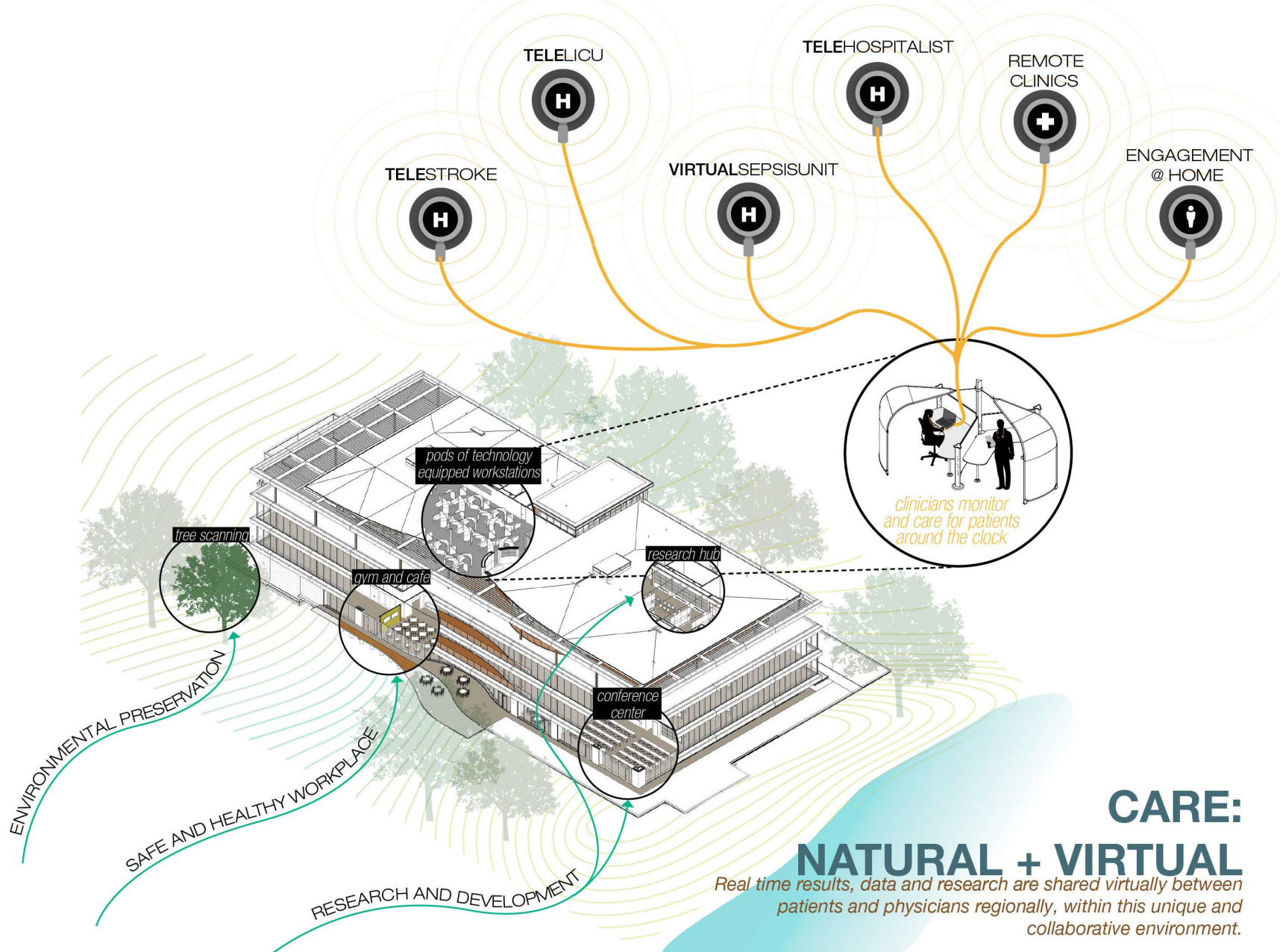
**Resilience**





## Defining Moments

- « Population, Geographic Differentiation
- « Safety and Health Considerations
- « Changing Value Systems
- « Opportunity
- « Reckoning with the Past



## Defining Impact

- « Transportation
- « Market Sectors
- « Social Environments
- « Jobs and Employment
- « Health and Wellness

**Suburban Design in the New Era**  
Creating Great Places of the Future



## Element 1: Community

**Case Statement:** Maintain the health and safety of people in dense environments with strategic guidance and responsive solutions that enhance quality of life.

## Element 2: The Value of Connection

**Case Statement:** Respond to new societal norms with post covid-19 strategies to maintain social connections.

## Element 3: Being Flexible

**Case Statement:** Challenge the design of architecture and public space with future uses in mind that are responsive to the impact of externalities.

## Element 4: Equity

**Case Statement:** Implement inclusive design processes that acknowledge structural barriers, embrace difference, and seek design solutions that promote equity.



# Design Opportunities

Responsive Placemaking

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## Transit 2050

Chicago, IL





RENDERING COURTESY OF RATIO

## Prairie View TOD

Buffalo Grove, IL





RENDERING COURTESY OF RATIO

## Prairie View TOD

Buffalo Grove, IL





**Wildhorse**  
Chesterfield, MO





**Wildhorse**  
Chesterfield, MO





**Pop Courts**  
Chicago, IL



RESTAURANT SEATING

RETAIL EXTENSIONS

CASUAL CAFE

FARMERS MARKET

FOOD TRUCK



WORK SPACE

CASUAL DINING

FITNESS - YOGA

HAIR CUT/BARBER

DOG RUN

RENDERING COURTESY OF RATIO

## Reimagining Streets





## Reimagining Streets





## Reimagining Streets

# Welcome to the Future

Thank you!

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