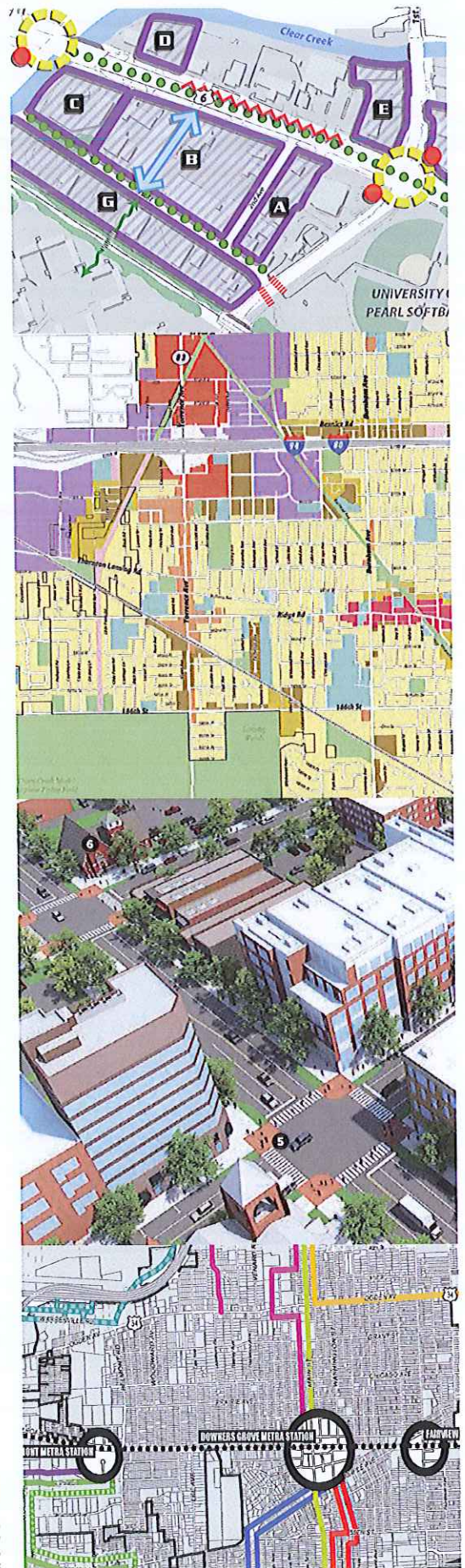


City of West Chicago

Strategic Plan Statement of Qualifications

October 16, 2014





PLANNING

DESIGN

DEVELOPMENT

October 16, 2014

Michael Guttman, City Administrator
City of West Chicago – RFQ Review Committee
475 Main Street
West Chicago, IL 60185

Dear Mr. Guttman:

Houseal Lavigne Associates is pleased to submit this proposal for the West Chicago Strategic Plan. We believe our Firm is uniquely qualified to undertake this assignment, having directed strategic planning, community visioning, and comprehensive planning assignments throughout the region and across the country. Our staff of professionals provides the local and national experience necessary to create a responsive, detailed, creative, and actionable Strategic Plan for the West Chicago community. We are committed to excellence and are available and committed to undertaking this assignment immediately upon selection.

Houseal Lavigne Associates is an award-winning community planning, urban design, and economic development consulting firm with extensive experience in a range of assignments, including strategic planning, community visioning and goal setting, comprehensive planning, outreach and facilitation, project financing and implementation, market assessment and development potential analysis, downtown planning, corridor planning, sustainability, and much more. Houseal Lavigne Associates was established in 2004 and has worked with more than 200 communities across the country. This year, Houseal Lavigne Associates was awarded the 2014 Planning Excellence Award from the American Planning Association for an Emerging Planning and Design Firm, the only firm in the country this year to receive such an award.

We have extensive experience in the communities surrounding West Chicago and intimately understand many of the issues facing the City. In recent years we have directed planning assignments, including strategic planning, in Warrenville, Aurora, North Aurora, St. Charles, Geneva, Bartlett, Wheaton, Winfield, Elgin, and Naperville, just to name a few. We are nationally recognized for our outreach and community engagement, and are leaders in establishing successful implementation strategies and viable and implementable plan recommendations.

We appreciate the opportunity to be considered for this important project and look forward to the prospect of working with you and the City on the West Chicago Strategic Plan. If you have any questions regarding this submittal, please do not hesitate to contact us.

Sincerely,

John Houseal, AICP
Principal

HOUSEAL LAVIGNE
ASSOCIATES, LLC.

CHICAGO, IL
134 North LaSalle Street, Suite 1100
Chicago, IL 60602
(312) 372-1008

NAPERVILLE, IL
114 East Van Buren Avenue
Naperville, IL 60540
(630) 305-0036

134 North LaSalle Street #1100
Chicago, IL 60602
jhouseal@hlplanning.com
312-372-1008 x 101

www.hlplanning.com
info@hlplanning.com

WEST CHICAGO STRATEGIC PLAN

TABLE OF CONTENTS

Section 1	Company Profile Information	1
Section 2	Firm Background & Staff Experience	5
Section 3	Statement of Equal Employment Opportunity	31
Section 4	Scope of Services	35
Section 5	Schedule.....	45
Section 6	References.....	49
Section 7	Concluding Remarks	55
Section 8	Compensation Proposal	59

SECTION 1

COMPANY PROFILE INFORMATION

SECTION 1

COMPANY PROFILE INFORMATION

EXHIBIT A COMPANY PROFILE INFORMATION

Each respondent must complete the following information:

1. Legal name of firm: Houseal Lavigne Associates, LLC
2. Doing business under other company name? If yes, name of company: _____
3. Headquarters address: 134 North Lasalle Street, Suite 1100
4. City, state and zip code: Chicago, IL 60602
5. Web site address: www.hlplanning.com
6. Number of years in business: 9
7. Total number of employees: 13
8. Total annual revenues separated by last three full fiscal years: 2013 - \$1,726,498
2012 - \$1,315,689 2011 - \$1,215,482
9. Major products and/or services offered: Professional consulting services related to community planning,
urban design, economic development, including but not limited to comprehensive plans, corridor plans, strategic plans, zoning and develop-
ment regulation, community outreach and facilitation, market analysis and fiscal impact studies, development visualization, master planning and
site planning, TOD planning, downtown and subarea planning, neighborhood planning, development review assistance, and more.
10. Other products and/or services offered: See above
11. Describe the firm's demonstrated experience in providing services responsive to the
scope of services requested in this RFQ: Houseal Lavigne Associates has assisted more than 200 communities
from across the country in the last nine years on a wide variety of planning and community related assignments. Almost all of our assignments
involve extensive community outreach and engagement, community visioning and goal setting, and detailed implementation strategies. Sev-
eral of our project have received awards and recognition from the American Planning Association, Engineering Organizations, Chambers of
Commerce, and Universities. We have received professional awards for categories including implementation, strategic planning, comprehen-
sive planning, innovation, development, outreach, economic development, and more.

SECTION 2 **BACKGROUND & KEY STAFF**

SECTION 2

FIRM BACKGROUND & KEY STAFF

Consulting Firm Background

Houseal Lavigne Associates is an award winning consulting firm specializing in all areas of community planning, urban design, and economic development, with specialized expertise in all areas of strategic planning, outreach and facilitation, community visioning and goal setting, consensus building, comprehensive planning, downtown and corridor planning, market analysis and development potential analysis, and much more. We strive for a true collaboration of disciplines and talents, infusing all of our projects with creativity, viability, and a dynamic sense of community.

Our firm's innovative and effective approach to planning and community engagement distinguish us from other planning firms. Our team of professionals includes a diverse range of planners and economic development specialists that also benefit from their experience as planning directors, elected officials, appointed officials, plan commission members, city administrators, foundation board members, and not for profit specialists. This deep understanding and experience with all aspects of municipal and community life make our team uniquely insightful and effective. Our interdisciplinary team understands the community's issues and brings national experience and contemporary best practices to analyses and recommendations for the Strategic Plan assignment.



SERVICES

Comprehensive Planning
Downtown Planning
Transit Oriented Development
Corridor Planning
Neighborhood & Subarea Planning
Zoning/Regulatory Controls
Design Guidelines
Land Planning and Site Design
Park & Recreation & Trail Master Planning
Market & Demographic Analysis
Fiscal/Economic Impact Analysis
Development Services
Retainer Services

Houseal Lavigne Associates

Firm Profile

Houseal Lavigne Associates is an award winning consulting firm specializing in all areas of community planning, urban design, and economic development, with expertise in comprehensive planning, corridor planning, downtown planning, neighborhood planning, zoning, market analysis, project implementation and financing, and citizen engagement. We strive for a true collaboration of disciplines and talents, infusing all of our projects with creativity, realism, insight.

Houseal Lavigne Associates provides a fresh approach to urban planning, a strong foundation in contemporary development practices, an insightful understanding of market and economic analysis, and an effective ability to conduct engaging community outreach. Our firm is able to meet the unique challenges of any planning assignment and is able to develop creative solutions that ensure compatibility between both the existing and the new, and the built and natural environments.

Houseal Lavigne Associates provides services ranging from detailed economic analysis to long-term community visioning; from smaller site planning and design projects to larger regional studies; from creating exciting new transit-oriented development plans to revitalizing historic downtowns; and from shaping broad community strategies to creating context sensitive zoning regulations.

Houseal Lavigne Associates consists of a team dedicated professionals experienced in community planning and economic development. Collectively, senior staff has worked with more than one hundred communities in several states and brings over one hundred fifty years of professional planning experience to work for both public and private sector clients.

Houseal Lavigne Associates is founded on a set of core principles that, when combined with our professional experience and expertise, creates a consulting firm that stands above the rest. Since the firm's founding in 2004, Houseal Lavigne Associates has established itself as one of the Midwest's premier consulting firms, well positioned to work throughout the nation.

Founding Principles

Houseal Lavigne Associates began with a set of founding principles that still guide every project we undertake. By continually honoring these principles, we have reliably and repeatedly produced plans that don't just meet our clients' needs but are points of pride in their communities. Our principles result in plans that are recognized as some of the best in the industry. Our founding principles are:

Better Community Outreach. Fostering a strong sense of "community stewardship" requires using an inclusive approach to citizen participation as a foundation for our planning projects.

Commitment to Creativity. Vision and creativity are among the most important components of good planning and design, so we provide fresh, responsive, and intriguing ideas for local consideration.

Graphic Communication. All plans and documents should utilize a highly illustrative and graphic approach to better communicate planning and development concepts in a user friendly, easy to understand, and attractive manner.

Technology Integration. The integration of appropriate technologies should be used to improve the planning process and product - increasing communication and involvement with the public, gathering and assessing vital information, and producing more effective documents and recommendations.

Client Satisfaction. Meeting the needs of our clients is a top priority. We strive to achieve this by developing and maintaining strong professional relationships, being responsive to clients' concerns and aspirations, and always aiming to exceed expectations.

Firm Information

Houseal Lavigne Associates, LLC

134 N LaSalle St., Suite 1100
Chicago, IL 60602
Phone: (312) 372-1008
Fax: (312) 827-9593
Website: www.hlplanning.com
FEIN/Tax ID: 13-4287640

Firm Contacts

John Houseal, Principal
jhouseal@hlplanning.com
(312) 372-1008 x 101

Devin Lavigne, Principal
dlavigne@hlplanning.com
(312) 372-1008 x 102



RECENT AWARDS

2014

American Planning Association
National Planning Excellence Award
for an Emerging Planning & Design Firm

MI APA - Planning Excellence Award for Public Outreach

IA APA - Daniel Burnham Award (Best Plan)
Coralville Community Plan

2013

Kane County Plan of the Year Award
City of St. Charles Comprehensive Plan

2012

IL APA - Daniel Burnham Award (Best Plan)
Village of Downers Grove Comprehensive Plan

ACEC Illinois - Merit Award - Studies & Research
IL 47 Corridor Plan

Chaddick Institute - Development Regulation Award
Oak Brook Commercial Areas Master Plan

2011

IL APA - Gold Award - Implementation
Village of Bartlett Town Center

2010

MO APA - Daniel Burnham Award (Best Plan)
City of Jackson, MO Comprehensive Plan

IL APA - Daniel Burnham Award (Best Plan)
McHenry County 2030 Comprehensive Plan

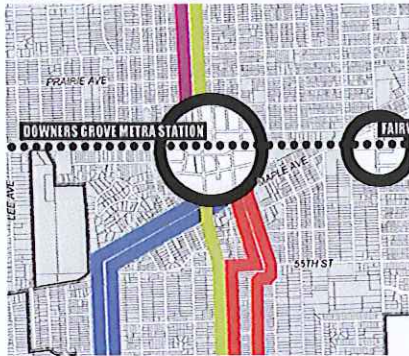
IL APA - Gold Award - Strategic Plan
Village of River Forest Corridors Plan

IL APA - Gold Award - Best Practice
Planning Mapper

2009

GOBCC - Commercial Revitalization Award
Oak Brook Commercial Areas Master Plan

IL APA - Gold Award - Plan Implementation
Ogden Avenue Enhancement Initiative



Approach to Planning

Our philosophy of community planning, visioning, goal setting, and implementation is built on a foundation of professional experience, sound planning and design practices, and a track record of award-winning projects. Our approach combines extensive community outreach and participation, highly illustrative and user-friendly maps and graphics, and utilization of available technologies. Our process will help establish a community vision, set community goals, and foster community consensus. Our approach to this assignment will include and be guided by the following core principles, which will allow us to successfully engage the community, develop viable and visionary solutions, and comprehensively respond to local issues and needs.

Focus on Urban Planning and Community Development. Houseal Lavigne Associates specializes in community planning, urban design, and economic development. It is our focus, it is our passion, and it is our area of expertise. We are a specialized urban planning firm whose efforts are not diluted or compromised by bureaucracy or competing interests. Our focus and size allow us to provide the creativity, flexibility, and responsiveness needed to meet our Clients' needs without wasting precious resources.

Foundation of Experience. The Principals of Houseal Lavigne Associates have extensive experience in community planning, visioning and goal setting, implementation strategies, comprehensive planning, economic development studies, urban design, and more. We have directed, managed, and assisted with similar planning assignments for communities across the country.

Engaging Community Outreach. One of our greatest strengths is our ability to design and conduct engaging and effective community outreach. It is a vital part of all of our planning projects and we believe it is a necessary component of any successful planning process. It is important that all interested persons have the ability to participate in the planning process, and to know they have been heard and their opinion taken into consideration. We believe strongly in fostering a stewardship for the community and achieving a high level of community consensus for planning initiatives.

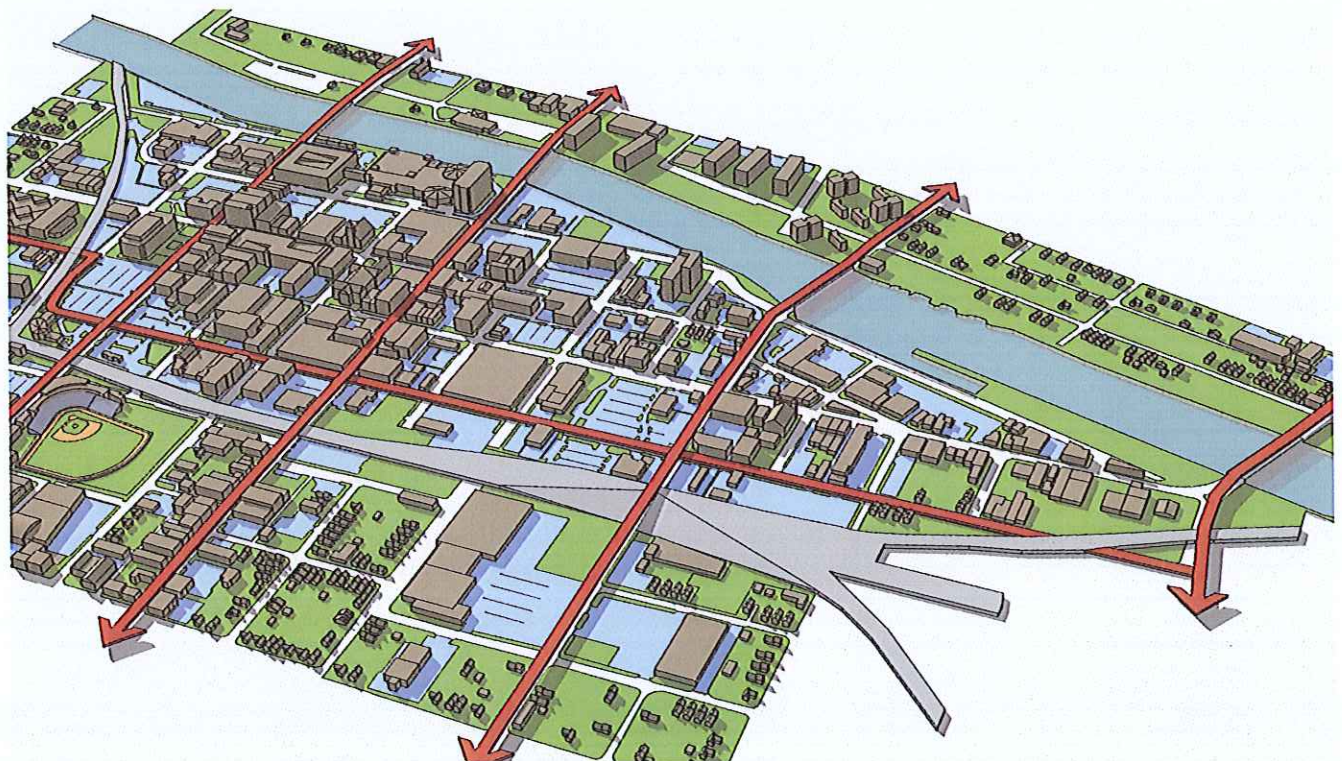
Illustrative Format and Quality Graphics. All of our projects incorporate a highly illustrative and graphic approach to communicating planning and development policies and recommendations. We have developed a distinct design approach to urban planning and community development projects which we incorporate into all of our projects. The results of this approach are reports and plans that are attractive, distinctive, and easy to use and understand.

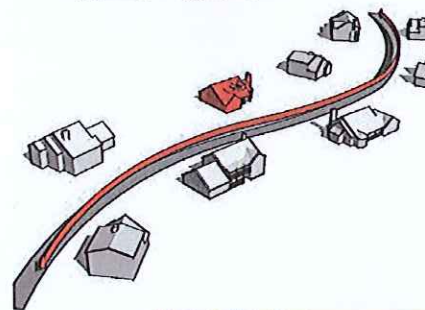
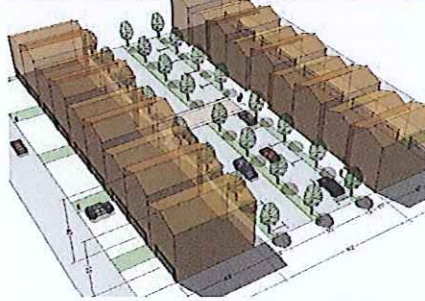
Technology Integration. Integrating appropriate technologies can greatly improve the planning process and product. We specialize in the use of GIS, designing and hosting project websites, on-line surveys, key pad polling, and utilizing 3-D rendering to improve planning and development concepts. Our maps and graphics are attractive and compatible with existing and developing information systems. When designed and managed appropriately, these technologies greatly improve communication and involvement with the public.

Vision, Creativity, and Innovation. We believe vision and creativity are among the most important components of good planning and design. Too often, vision and creativity are lacking in the planning process and final planning product. With the help of the community, we will establish a "Vision" that captures the local spirit and character, while presenting new ideas and concepts for consideration. Our fresh approach to planning and development will broaden the range of available options and maximize the potential of community resources.

Targeted Implementation. Identifying the "next steps" to be taken is an important part of any good plan. Plans are not meant to sit on a shelf gathering dust, but should be used on a regular and on-going basis as a foundation for decision-making. Our plans identify key implementation steps that should be taken to "jump start" the ultimate realization of the Plan's vision and recommendations. Implementation steps outline the projects and actions to be taken and identify responsibilities, timing, and funding options.

Commitment to Client Satisfaction. Our Firm's primary focus is on client satisfaction. We pride ourselves on our professional relationships, reputation, and client references. We develop strong relationships with our clients and are often considered "an extension of staff." We are responsive to clients' concerns, we are available at anytime to assist with unforeseen events and issues, and we are committed to doing whatever it takes to serve the client. Many of our "one-time" projects result in long-term on-going professional relationships with client communities.





Related Project Experience

Houseal Lavigne Associates provides the specialization and nationally recognized leaders in the areas that are most essential for a responsive and effective Strategic Plan for the City of West Chicago. Our firm has been recognized and award-winning in the categories of outreach, implementation, comprehensive planning, innovation and best practice, and influence and innovation.

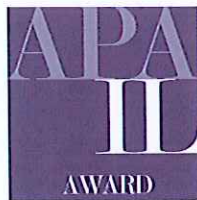
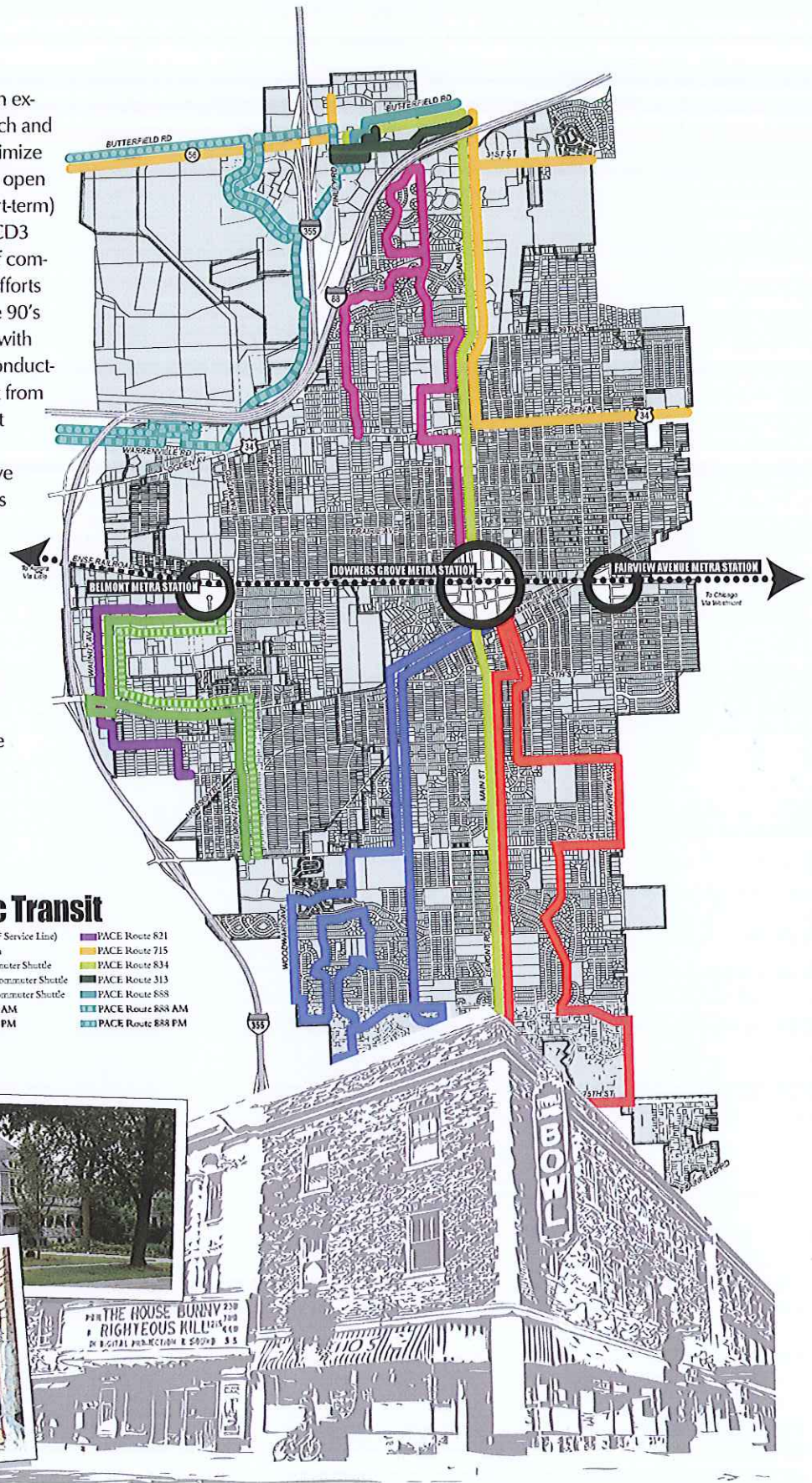
From fully built-out, land-locked urban communities, to rural communities facing considerable development pressure, Houseal Lavigne Associates has prepared strategic plans and community-wide plans that direct local policy and day-to-day decision-making to ensure communities are achieving their long-term goals and realizing their desired potential.

Collectively, the senior staff at Houseal Lavigne Associates has prepared plans for more than 200 communities throughout the nation. All of our assignments, including strategic planning, comprehensive planning, and more, include extensive outreach and engagement, facilitation and consensus building, and detailed and specific recommendations. Our strategic plans are clear and concise, identifying the community's priorities and establishing the specific actions and implementation strategies required for success.

The following pages provide a sample of similar/relevant project experience of Houseal Lavigne Associates. All of the project experience highlighted on the following pages has been used successfully on an on-going basis and each is at various stages of implementation.

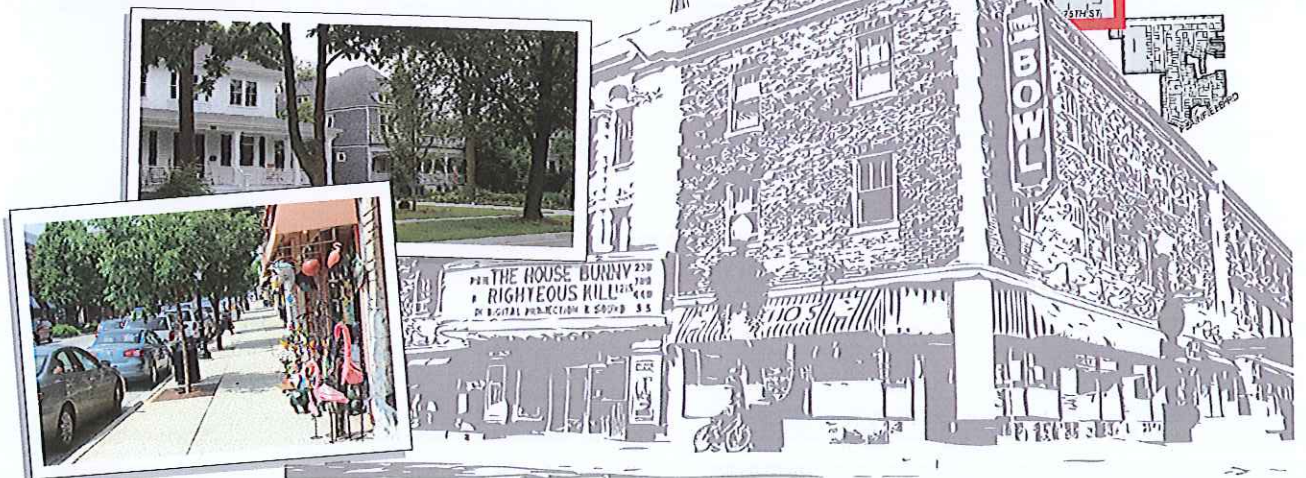
Village of Downers Grove, Illinois Comprehensive Plan & TCD3

TCD 3 (Total Community Development) was an extensive and comprehensive community outreach and resident participation process designed to maximize resident involvement and sustain a healthy and open dialogue about issues (both long-term and short-term) facing the Downers Grove community. The TCD3 process was built upon the Village's heritage of community involvement and is similar to Village efforts undertaken in the 60's (TCD1) and again in the 90's (TCD2). As the consultant assisting the Village with the assignment, Houseal Lavigne Associates conducted numerous outreach activities to solicit input from the community, including an interactive project website with community discussion boards; a resident survey; a business survey; an interactive community mapping tool (55 maps, 600 points of interest); a Project Initiation Workshop (90 participants); 4 Neighborhood Workshops (250+ participants); a Governing Body Workshop Boards and Commissions Workshop; a Business Workshop (55 participants); Student Workshops (elementary & middle school). The results from the TCD3 process were used to formulate community goals, visions, and objectives, and serve as a foundation for future Village initiatives, including those in the short-term, mid-term, and long-term.



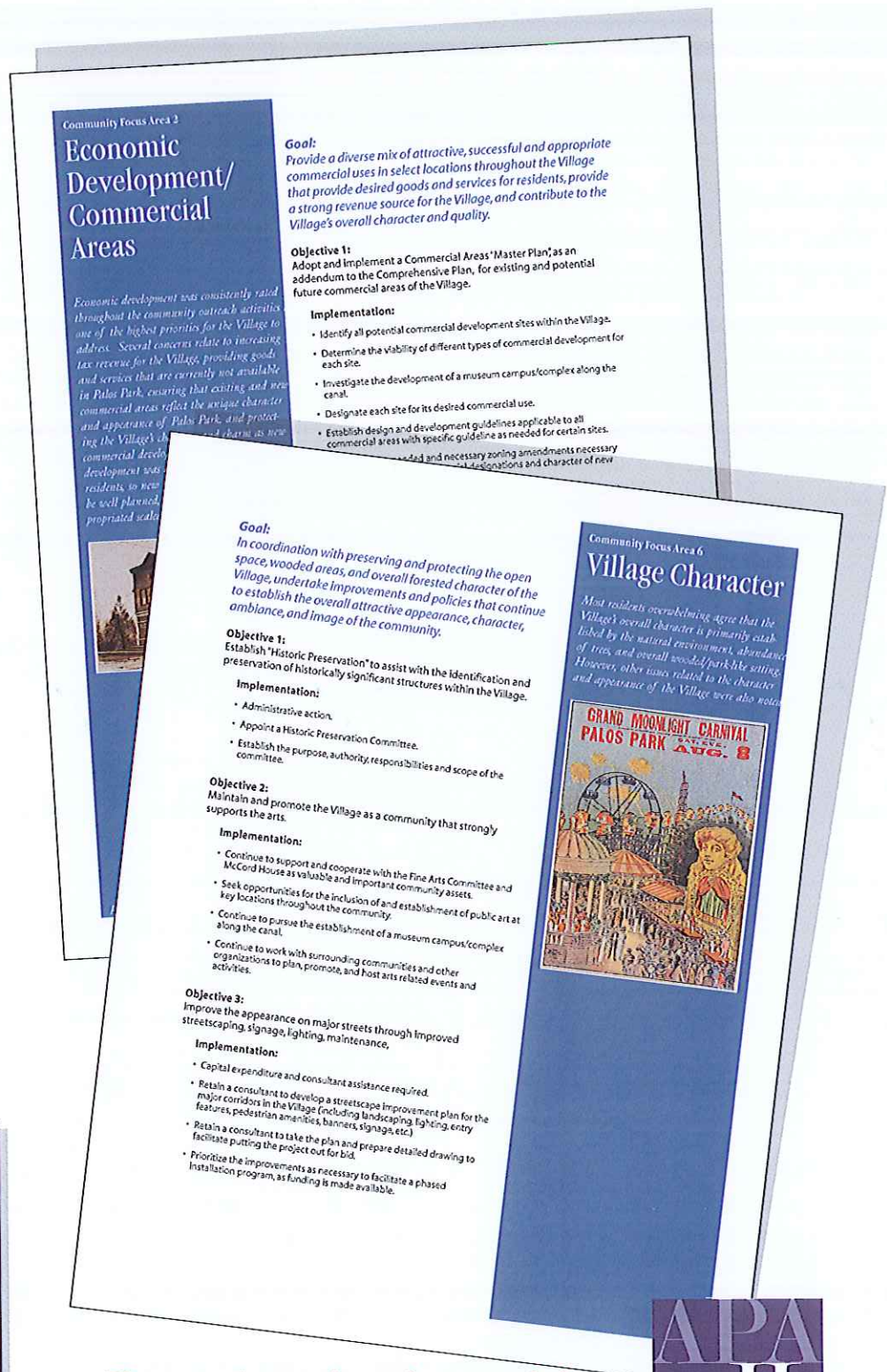
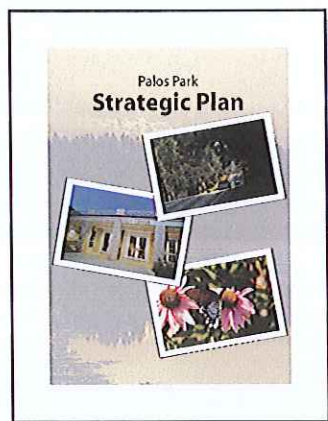
Public Transit

- Metra (BNSF Service Line)
- Metra Station
- North Commuter Shuttle
- Southwest Commuter Shuttle
- Southwest Commuter Shuttle
- West Shuttle AM
- West Shuttle PM
- PACE Route 821
- PACE Route 715
- PACE Route 834
- PACE Route 313
- PACE Route 888
- PACE Route 888 AM
- PACE Route 888 PM



Village of Palos Park, Illinois Palos Park Strategic Plan

The purpose of the Palos Park Strategic Plan, which was directed by the Principals of Houseal Lavigne Associates, was to identify areas of concern that are considered most important to Village residents, establish specific goals and objectives, and provide the detailed guidance the Village needs to begin improving those components that contribute most to the overall quality of life in Palos Park. Eight specific "Community Focus Areas" were defined, including: Zoning and Land Use, Economic Development/Commercial Areas, Traffic and Infrastructure, Village Services, Open Space and Natural Environment, Village Character, Parks and Recreation, and Communications. In total, approximately 800 people participated in the planning process via interviews, small group workshops, community workshops, classroom discussions, and surveys. Detailed goals, objectives, and implementation steps were developed for each of the eight Community Focus Areas.

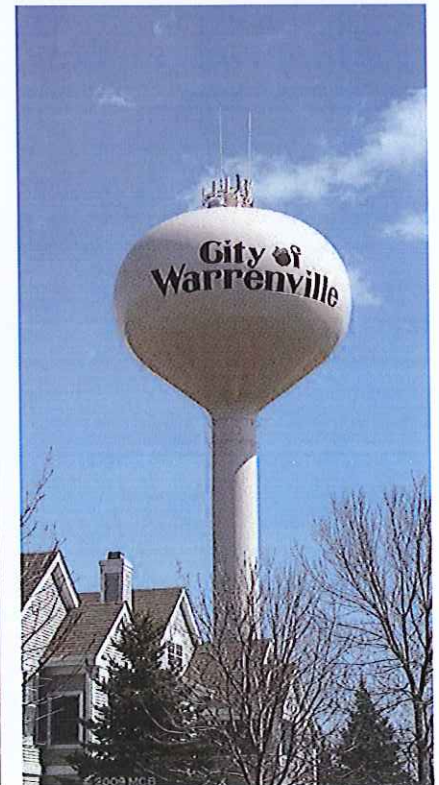
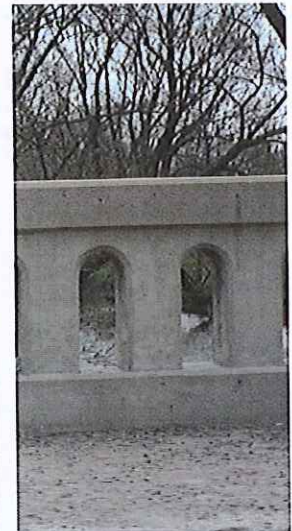
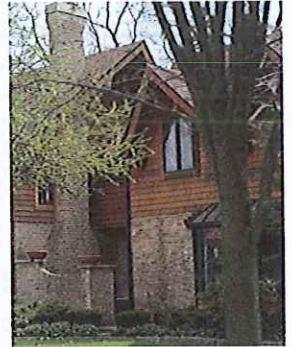


To preserve and maintain the natural environment, develop attractive and unique commercial shopping and service areas that enhance and contribute to the Village's historical and rural character, while improving the quality of residential life.



City of Warrenville, Illinois Warrenville Strategic Plan

Houseal Lavigne Associates was retained by the City of Warrenville to develop a City Strategic Plan that identified community concerns, developed community objectives, and create a detailed implementation strategy to specifically target immediate, short-term, and long term community objectives. Several workshops and interviews were conducted with residents, local officials, City staff, board and commissions, civic group, and more. Using this input as a foundation, Houseal Lavigne Associates developed a detailed, implementation-oriented strategic plan to be used by City staff and officials to guide and directs the City's efforts regarding: capital improvements, staffing, enforcement, regulatory and procedural improvements, resource allocation, and more.

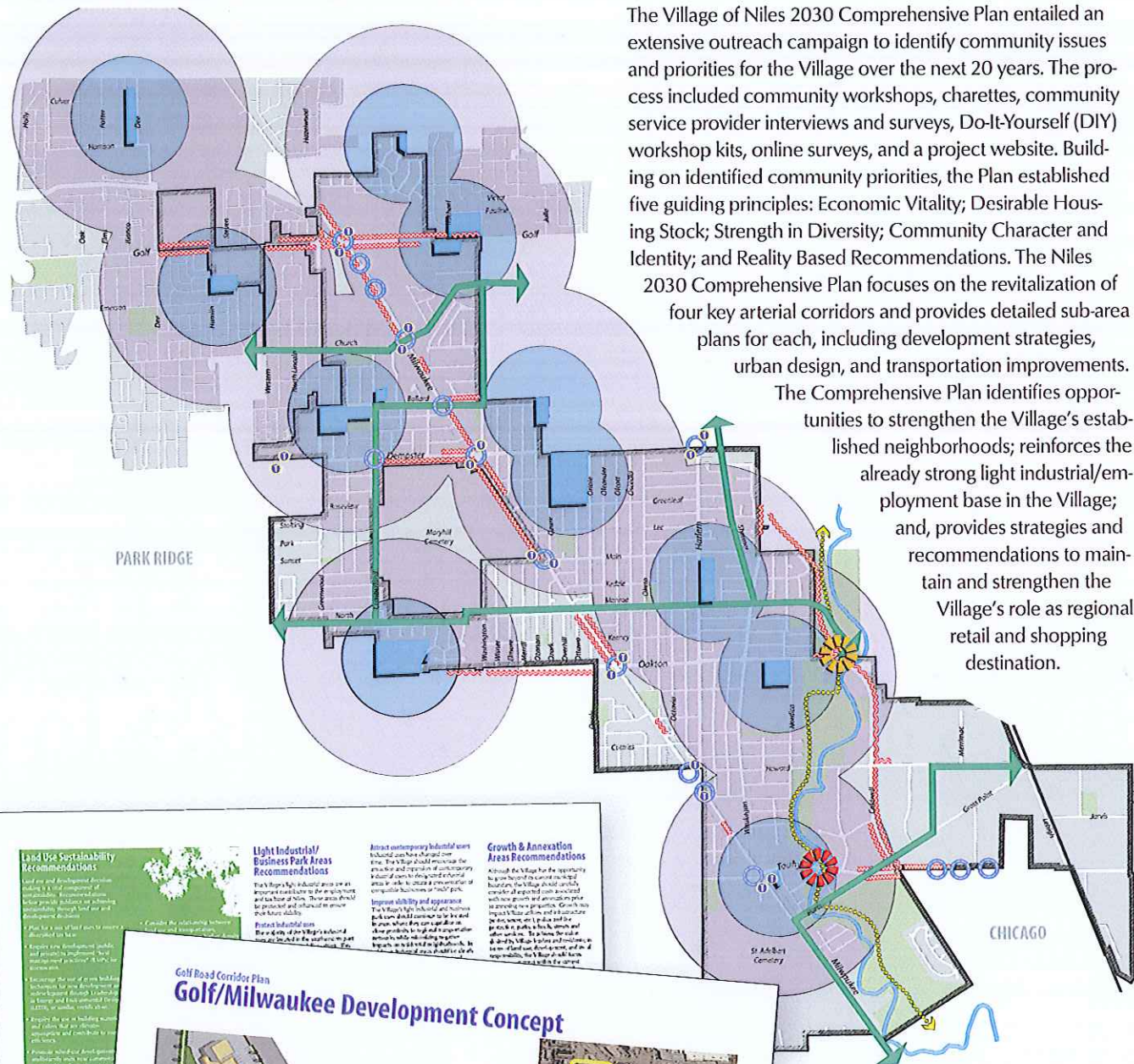


Village of Niles

Niles 2030 Comprehensive Plan

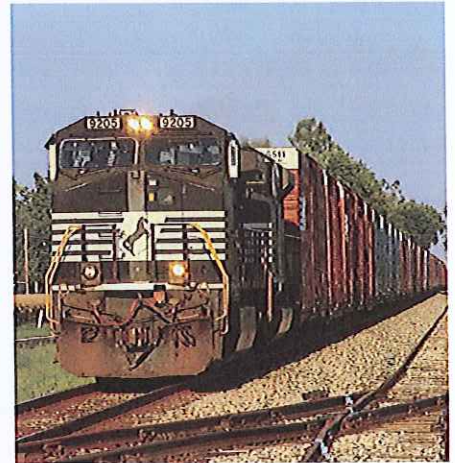
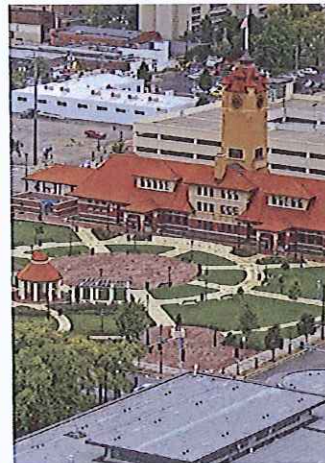
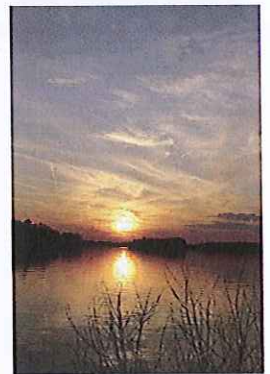
The Village of Niles 2030 Comprehensive Plan entailed an extensive outreach campaign to identify community issues and priorities for the Village over the next 20 years. The process included community workshops, charrettes, community service provider interviews and surveys, Do-It-Yourself (DIY) workshop kits, online surveys, and a project website. Building on identified community priorities, the Plan established five guiding principles: Economic Vitality; Desirable Housing Stock; Strength in Diversity; Community Character and Identity; and Reality Based Recommendations. The Niles 2030 Comprehensive Plan focuses on the revitalization of four key arterial corridors and provides detailed sub-area plans for each, including development strategies, urban design, and transportation improvements.

The Comprehensive Plan identifies opportunities to strengthen the Village's established neighborhoods; reinforces the already strong light industrial/employment base in the Village; and, provides strategies and recommendations to maintain and strengthen the Village's role as regional retail and shopping destination.



Sangamon County, Illinois Regional Comprehensive Plan

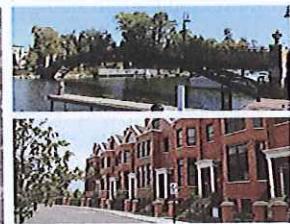
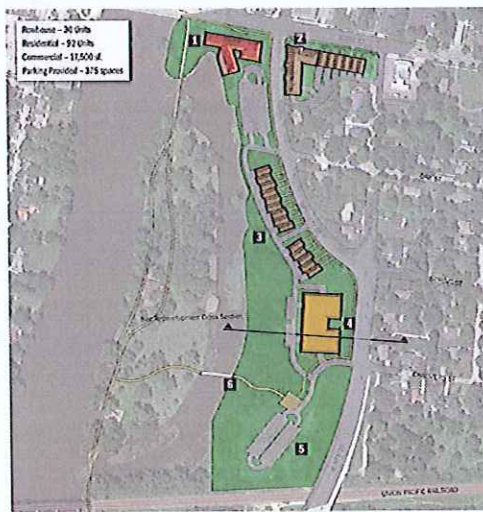
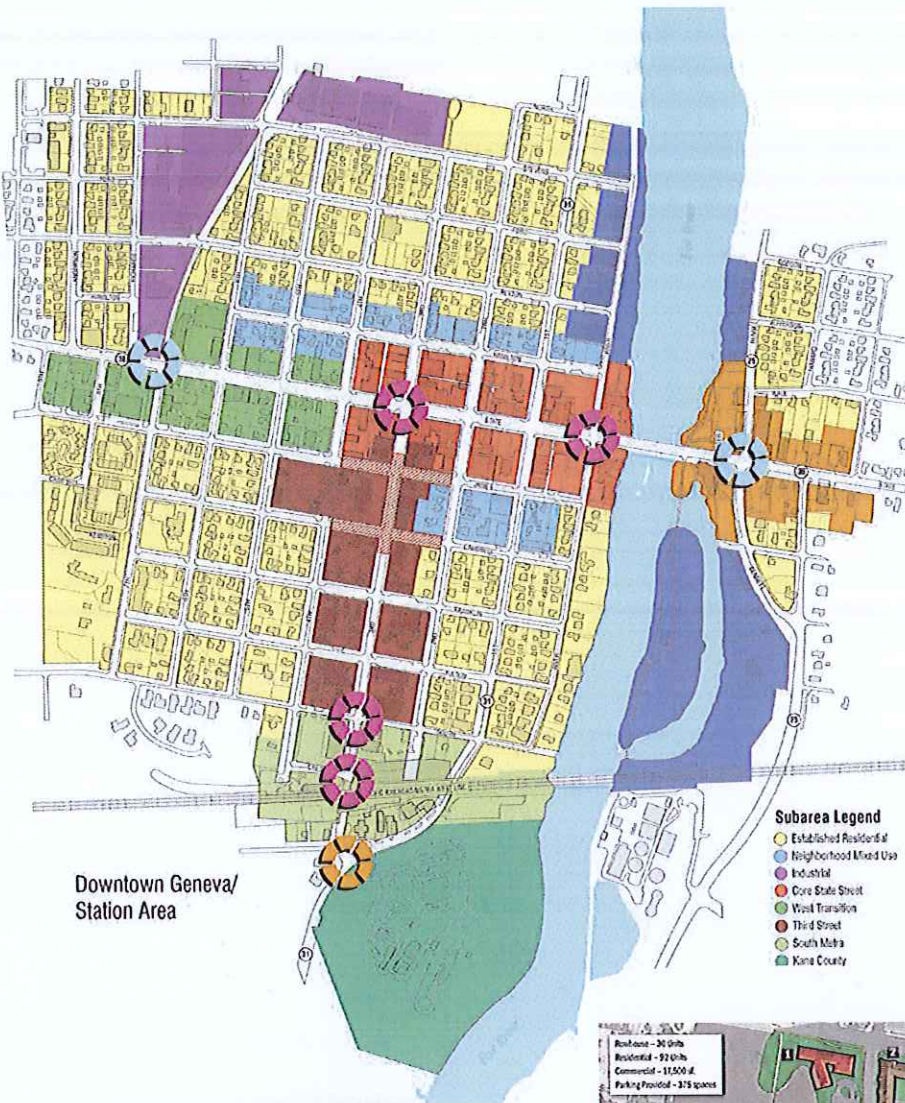
Houseal Lavigne Associates is currently working with the Springfield-Sangamon County Regional Planning Commission (SSCRPC), assisting with the development of a Regional Comprehensive Plan for Sangamon County, Illinois. The planning area covers all of Sangamon County, which has 26 Villages and Cities as well as the unincorporated area. The process has a high-degree of public and stakeholder outreach, including multiple local citizen "workshops" and public engagement activities. Five municipal workshops were held throughout the County to strategically reach out to all constituents. In addition, student workshop kits were developed for the schools, workshops were held with elected officials, major-employers, economic development entities, study groups, and transportation providers. Social media and postcards were used to help popularize the study, and an interactive website and email blasts helped maintain transparency and keep the public informed.



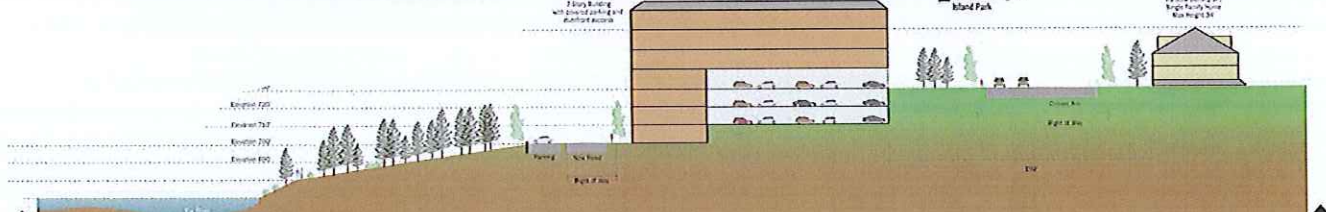
City of Geneva

Geneva Downtown/Station Area Master Plan

Beautiful and historic Downtown Geneva is situated along the shores of the Fox River and includes an active Metra station, shops and restaurants and historic neighborhoods with tree lined streets. The Master Plan includes infill redevelopment scenarios and 3-D renderings for more than twenty-five identified opportunities sites with the Downtown, including priority locations for new structured parking for both shoppers and commuters, and targeted higher density residential development to increase the Downtown population and improve housing options within the City. The Plan also provides recommendation to improve pedestrian and bicycle mobility throughout the area and strengthen the Downtown's economic position within the region.



Example Character Images

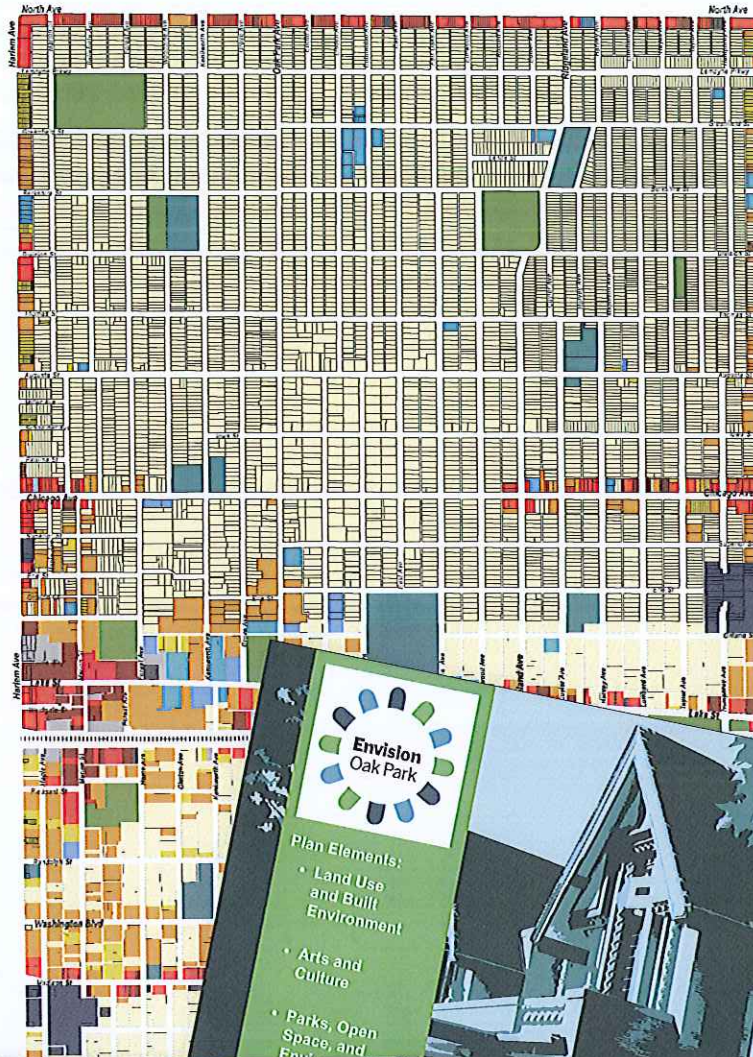


The City of St. Charles, which straddles the picturesque Fox River, is a community with a rich history, an engaged citizenry, historic architecture, and strong sense of community pride. Adopted in September 2013, the City's new plan sets a course to guide land use decisions to improve upon its legacy with an eye toward the future. Historically, St. Charles has experienced much of its growth through annexation. However with limited opportunities for outward growth, the Plan's emphasis was placed on improving the City's existing neighborhoods and commercial centers, providing policies and recommendations to address infill development and revitalization. In addition to a Land Use Plan, plans and policies for the City's residential and commercial areas were prepared, along with detailed subarea plans for Randall Road, Main Street/IL Route 64, Kirk Road/IL Route 25, and Downtown. This plan was awarded the 2013 Kane County Plan of Year Award.



Village of Oak Park, Illinois Envision Oak Park

Envision Oak Park is the Village's new Comprehensive Plan. Built upon a foundation of four core principals – 1) urban sustainability; 2) diversity, 3) cooperation and coordination, and 4) respecting Oak Park's Heritage, the Plan is directly evolving from intense public engagement and resident involvement. In addition to more common elements such as land use and transportation, the plan includes elements ranging from education and community life and engagement, to governmental excellence and arts and culture. participation. Additional, benchmarks and community score cards are being developed to measure the Village's implementation success over time.



Village of Oak Park Land Use



- Single Family
- Single Family Attached
- Multi-family
- Commercial
- Mixed-use
- Community Facility
- School
- Medical
- Place of Worship
- Park

**BE PART OF
PLANNING
OAK PARK'S
FUTURE.**

**NEIGHBORHOOD
WORKSHOPS
SERIES**

Envision Oak Park is a community-based process and plan for the future of Oak Park. Get together with your neighbors. Let your voice be heard as we talk about issues important to you...neighborhoods, economy, environment, diversity, education, and so much more.

www.envisionoakpark.com

What is Envision Oak Park?

Envision Oak Park is the name of the process, and ultimate product, to create the Comprehensive Plan for the Village of Oak Park. The Plan will address a wide number of issues related to local quality of life.

How can I get involved?

- Village will be hosting a Work Group Series that will include three workshops
- The public is invited to participate in the workshops and offer input regarding any of the 11 plan elements
- All workshops will be held at Oak Park-River Forest High School, from 7:00-9:30 p.m., on the following dates:
 - April 23:** Vision and "Importance and Understanding" Narrative
 - May 14:** Goals and Objectives
 - June 5:** Metrics and Benchmarks of Success

How can I stay informed?

- Check out envisionoakpark.com for ways you can stay informed, provide input, and review documents.
- Other inquiries can be made to **Craig Fallor, Village Planner**, at (708) 358-5418, or fallor@oak-park.us.

Statement of Staff Experience

Our professional staff provides a collaboration of disciplines and is committed to developing creative solutions that ensure compatibility between the existing, new, built, and natural environments. The following pages provide information regarding our team's key personnel that will be assigned to the West Chicago assignment.

Professionals with our firm are members of the following professional organizations: the American Planning Association, the American Institute of Certified Planners, the American Society of Landscape Architects, the Urban Land Institute, Lambda Alpha International, National Trust of Historic Preservation, Congress for the New Urbanism, National Recreation and Parks Association, U.S. Green Building Council, National Association of Photoshop Professionals, the Illinois GIS Association, the Illinois City/County Management Association, and the Illinois Development Council.

The following pages contain full professional resumes for key personnel assigned to the project.

Staff Member	Position
John Houseal	Principal/Project Manager
Devin Lavigne	Principal
Daniel Gardner	Principal
Doug Hammel	Senior Associate
Brandon Nolin	Senior Associate

Project Management

For the City of West Chicago Strategic Plan assignment, John Houseal will be the Project Director/Manager. John will be the primary project contact and responsible for overall project oversight and direction.

John is a Principal and Co-founder of Houseal Lavigne Associates and has established himself as one of the nation's top urban planning professionals. John's reputation and expertise within the profession as a leader in urban planning, contemporary development practices, and community outreach has garnered him wide recognition and numerous planning awards. John has been a featured speaker at national, regional, state, and local events and conferences for issues related to urban planning, zoning, transportation, context sensitive design, and environmental issues and has been recognized as one of the top community facilitators, consensus builders, and citizen participation experts in the nation.

John Houseal, AICP - Principal

Houseal Lavigne Associates
134 N LaSalle Street, #1100
Chicago, Illinois 60602

Phone: (312) 372 - 1008 x 101
Email: jhouseal@hlplanning.com



Education

Bachelor of Environmental Sciences
University of Michigan

Master of Environmental Planning
Arizona State University

Memberships

American Planning Association
American Institute of Certified Planners
National Trust for Historic Preservation
Lambda Alpha International

Awards

"Education in Planning"
Zoning Seminar for Real Estate
Professionals, APA IL Chapter, 1998
"Plan" Gold Award
Carpentersville Comprehensive Plan
APA IL Chapter, 2007
"Implementation of a Plan" Silver
Award
Palos Park Strategic Plan
APA IL Chapter, 2007
Algonquin Downtown Revitalization Plan
DePaul University's Chaddick Institute
for Metropolitan Development, 2008
Strategic Plan Award
Ogden Avenue Enhancement Initiative
APA IL Chapter, 2009
Commercial Revitalization Award
Oak Brook Commercial Revitalization
Plan
Greater OBCC 2009
Strategic Plan Award
River Forest Corridors Plan
APA IL Chapter, 2010
Daniel Burnham Award
Downers Grove Comprehensive Plan
APA IL Chapter 2012

Certification Instructor

AICP Certification Instructor
2005 to present APA Illinois Chapter
2008 Missouri and Kansas Chapters
2012 & 2103 National APA Conference

John A. Houseal, AICP

Principal

John is a Principal and Co-founder of Houseal Lavigne Associates and has established himself as one of the region's top urban planning professionals. John's reputation and expertise within the profession as a leader in urban planning, contemporary development practices, and community outreach has garnered him wide recognition and numerous planning awards. John has been a featured speaker at national, regional, state, and local events and conferences for issues related to urban planning, zoning, transportation, context sensitive design, and the environment. John is recognized as one of the top community facilitators, consensus builders, and citizen participation experts in the region.

John maintains professional memberships with Lambda Alpha International, American Planning Association, the American Institute of Certified Planners, the National Trust for Historic Preservation, and Urban Land Institute. John received a Bachelor of Science in environmental sciences from University of Michigan and a Master of Environmental Planning for environmental and urban planning from Arizona State University. John is also an AICP certification instructor and has been responsible for preparing planners for professional certification since 2005.

Prior to co-founding Houseal Lavigne Associates, John was a Principal and the Director of Urban Planning for URS Corporation, a global multi-disciplinary engineering firm based in San Francisco, California. Working from the Michigan Avenue office in Downtown Chicago, John oversaw and directed the firm's urban planning and community development projects, often coordinating on assignments throughout the country. Prior to being the Director of Urban Planning for URS Corporation, John was a Principal with Trkla, Pettigrew, Allen and Payne (TPAP), a prominent planning and economic development firm in Chicago. While a Principal at TPAP, John directed a wide range of urban planning and community development assignments throughout the Midwest.

From revitalization plans for Chicago's south side neighborhoods to regional highway corridor studies, John has directed, managed, and assisted with a wide range of planning assignments. John has directed a number planning and development related assignments in several states, including comprehensive plans, corridor plans, downtown plans, neighborhood plans, master development/site plans, and more. John has also directed the zoning updates and amendments, as well as the creation of entirely new zoning ordinances, sign ordinances, planned unit development ordinances, overlay districts, and design and development guidelines.

Several unique and very significant assignments have been directed by John and provided significant momentum in his career, including the IDOT SWS Tools for Balanced Growth Study, which was the State of Illinois' first balance growth initiative; the Cap the Ike Study, which was a study examining the creation of "new land" by capping the Eisenhower Expressway for approximately 1.5 miles; and an FAA funded study to examine land use compatibility and the O'Hare Modernization Project (OMP). As project director, John's leadership skills and planning and design expertise were pivotal to the success of these, and many other assignments.

John has received several professional planning awards and distinctions, including an ILAPA Gold Award for Planning; an ILAPA Silver Award for Plan Implementation; an ILAPA Award for Planning Education; ILAPA Awards for Strategic Planning; the DePaul University Chaddick Institute Development Award; the Greater OBCC Commercial Revitalization Award, and induction into Lambda Alpha International, an international honorary fraternity for professional excellence in the field of land economics.

John A. Houseal, AICP

Highlighted Experience

Comprehensive Plans

50+ Comprehensive Plans including:

- Benton Harbor, MI
- Brookfield
- Brownsburg, IN
- Byron
- Carpentersville
- Council Bluffs, IA
- Countryside
- Davis Junction
- Downers Grove
- Edinburgh, IN
- Evergreen Park
- Fairview Heights
- Flint, MI
- Forest Park
- Geneva
- Glen Ellyn
- Hammond, IN
- Harwood Heights
- Homer Glen
- Jackson, MO
- Kenilworth
- Lynwood
- Lansing
- Marion, IA
- Mattoon
- Maywood
- Melrose Park
- Montgomery
- Morton Grove
- Mundelein
- Niles
- Oakbrook Terrace
- Oak Park
- Palos Heights
- Palos Park
- Prairie Grove
- River Forest
- St. Charles
- Sugar Grove
- Tipton, IN
- Tipton County, IN
- Westmont
- Whiting, IN

Corridor Planning

50+ Corridor Plans including:

- Bellwood - Mannheim Road Corridor; 25th Avenue Corridor Plan
- Brookfield - Ogden Ave. Corridor Plan; 47th Street Corridor Plan; 31st Street Corridor Plan
- Carpentersville - IL Route 31 Corridor Plan; IL Route 25 Corridor Plan; Randall Road Corridor Plan
- Countryside - LaGrange Road Corridor Plan; Joliet Road Corridor Plan; Road Corridor Plan
- Davis Junction - IL Route 172 Corridor Plan
- Hinsdale - Odgen Avenue Corridor Plan
- IL 47 Corridor Study
- Kenilworth - Green Bay Road Corridor Plan
- Lockport - I-355 Corridor Master Plan
- Melrose Park - Lake Street Corridor Plan; Broadway Avenue Corridor Plan; North Avenue Corridor Plan
- Melrose Park Broadway Avenue Corridor Plan
- Montgomery - Montgomery Road Corridor Plan; Blackberry Creek Corridor Plan
- Naperville - Ogden Avenue Enhancement Study
- Oak Brook - 22nd Street Corridor Plan
- Palos Heights - Harlem Avenue Corridor Plan
- River Forest Corridors Plan - Madison Street Corridor Plan; North Avenue Corridor Plan; Lake Street Corridor Plan; Harlem Avenue Corridor Plan
- Traverse City, MI - Eight Street Corridor Plan; East Front Street Corridor Plan; West Front Street Corridor Plan; Garfield Avenue Corridor Plan; 14th Street Corridor Plan

Downtown Planning

25 Downtown Plans including:

- Algonquin Downtown Plan
- Downers Grove Downtown Subarea
- Forest Park Madison Street Corridor
- Geneva Downtown Master Plan
- Huntly Downtown Master Plan
- McHenry Downtown Plan
- Melrose Park Historic Broadway Avenue District Plan
- Morton Downtown Master Plan
- Round Lake Downtown Plan
- Winfield Downtown/TOD Plan

Zoning & Design Guidelines

30 Zoning & Design Guidelines

Assignments, including:

- Benton Harbor, MI
- Brookfield
- Carpentersville
- Chicago
- Dunwoody, GA
- Fairview Heights
- Geneva
- Harwood Heights
- Hinsdale
- Kenilworth
- Marion, IA
- McHenry
- Melrose Park
- Montgomery
- Muskogee, OK
- Murray, KY
- Northbrook
- Oak Brook
- Oakbrook Terrace
- Pace TOD Guidelines Manual
- Palos Park
- Palos Heights
- Prairie Grove
- River Forest
- Winnetka
- Wilmette

Special Area Planning

30 Special Area Plans, including:

- Bellwood TOD master Development Plan
- Bellwood St. Charles Road Corridor/TOD Plan
- Countryside Dansher Industrial Park Subarea Plan
- Glenview The Glen Parcel 24 Master Plan
- Island Lake Commercial Areas Master Plan
- Marengo TOD & Western Corridor Planning Area
- Melrose Park Rose trail Neighborhood Master Plan
- Montgomery Preserve Subarea Master Plan
- Naperville Martin Mitchell Campus Master Plan
- Oak Brook Commercial Areas Master Plan
- Oakbrook Terrace Unit 5 Area Master Plan
- Palos Park Commercial Areas Master Plan
- Prairie Grove River Front Vision
- Rolling Meadows Golf Road Corridor Mobility Plan
- South Chicago Heights Station Area Plan
- Skokie Dempster Station Area Plan

Retainer Services

- Brookfield
- Davis Junction
- Harwood Heights
- Kenilworth
- Lockport
- Melrose Park
- Montgomery
- Oakbrook Terrace
- Palos Park
- Prairie Grove
- River Forest
- Round Lake
- Winnetka



Houseal Lavigne Associates

November 2004 - Present

Education

Bachelor of Science
School of Urban and Regional Planning
Ryerson Polytechnic University

Memberships

American Planning Association
American Institute of Certified Planners
National Trust for Historic Preservation
Congress for the New Urbanism
Urban Land Institute

Awards

Daniel Burnham Award
Downers Grove Comprehensive Plan
American Planning Association
Illinois Chapter, 2012
Daniel Burnham Award
McHenry County 2030 Comprehensive Plan
American Planning Association
Illinois Chapter, 2010
"Best Practice" Gold Award
Planning Mapper
American Planning Association
Illinois Chapter, 2010
SketchUp Design Award Google.com
"Plan" Gold Award
Carpentersville Comprehensive Plan
American Planning Association
Illinois Chapter, 2007
"Project, Tool, or Program" Gold Award
Planningprep.com
American Planning Association
Illinois Chapter, 2007
Illinois Tomorrow Award
Outstanding Balanced Growth
Naperville Park District Open Space &
Recreation Master Plan

Lecturing/Instruction

UP 426 Urban Design Studio

University of Illinois at Urbana Champaign
2012 to present

AICP Certification Instructor

2005 to present APA Illinois Chapter
2008 APA Missouri & Kansas Chapters
www.planningprep.com - site co-creator

Devin J. Lavigne, AICP, LEED AP

Principal

Devin is a Principal and Cofounder of Houseal Lavigne Associates with special expertise in urban design, land-use planning, site planning, land planning, land-use regulation, graphic illustration and development visualization, geographic information systems, and web development. Devin received his Bachelor of Science from the School of Urban and Regional Planning at Ryerson Polytechnic University in Toronto Ontario.

Devin is regarded as one of the profession's top designers and graphic specialists. Devin has presented at both national and state planning conferences about the importance in graphics and instructed on how best to communicate plans and planning concepts as well as the importance of development visualization. Devin has garnered national attention and has helped distinguish the firm's body work. At the American Planning Association's 2010 National Conference his presentation Better Graphics, Better Plans was regarded as "best in show" and at 2008 National Conference, Devin's SketchUp! portfolio was presented by Google to show planners how the software can be used by the profession.

In 2005 Houseal Lavigne Associated completed a project for NAVTEQ (Chicago Landmarks & Districts Study), the world's largest employer of map making professionals. Houseal Lavigne Associates was hired to identify key corridors and community areas for more detailed mapping in portable GPS devices. NAVTEQ used the final product to secure additional capital for research and development, and has applied mapping styles presented by Houseal Lavigne Associates into mapping programs to better present data.

Prior to co-founding Houseal Lavigne Associates, Devin was the Senior Planning Manager for URS Corporation, a global multi-disciplined engineering firm based in San Francisco, California. Working from the Michigan Avenue office in Downtown Chicago, Devin managed, directed and provided technical assistance to numerous studies. Devin joined URS through their acquisition of Trkla, Pettigrew, Allen and Payne (TPAP) a prominent planning and economic development firm in the City of Chicago.

Devin has managed, directed, authored and contributed to more than 100 planning studies, including a number of downtown plans, corridor plans, subarea plans, park master plans, and comprehensive plans throughout the country.

In addition to his responsibilities at Houseal Lavigne Associates, Devin is an adjunct lecturer at the School of Urban and Regional Planning at the University of Illinois in Champaign-Urbana. In 2011 Devin was asked by the school to revive the program's urban design studio, UP 426. The program introduces both graduate and undergraduate students to urban design and includes instruction on urban design analysis and planning graphics.

Devin maintains professional memberships with the American Planning Association, the American Institute of Certified Planners, the Congress for New Urbanism, the National Trust for Historic Preservation, Urban Land Institute and the National Association of Photoshop Professionals.

Devin J. Lavigne, AICP, LEED AP

Project Experience

Comprehensive Plans

40 Comprehensive Plans Including:

- Brookfield
- Brownsburg, IN
- Carpentersville
- Countryside
- Council Bluffs, IA
- Downers Grove
- Flint, MI
- Itasca
- Kenilworth
- Machesney Park
- Marion, IA
- McHenry County
- Melrose Park
- Muskogee, OK
- Niles
- Oakbrook Terrace
- Palos Park
- Prairie Grove
- River Forest
- Sugar Grove
- St. Charles

Downtown Planning

20 Downtown Plans including:

- Downers Grove, Downtown Subarea Plan
- Downers Grove Pattern Book
- St. Charles Downtown Subarea Plan
- Geneva, Downtown Plan
- Huntley, Downtown Plan
- McHenry, Downtown Plan
- Murray, KY, Downtown Plan
- Morton, Downtown Plan
- Round Lake, Round Lake Downtown Plan
- Winfield, Downtown Marketing & Capacity Study

Design and Development Guidelines

15 Guidelines including:

- Downers Grove
- Prairie Grove
- St. Charles
- Kenilworth
- McHenry
- Huntley
- IL Route 47
- Brookfield
- Round Lake
- Westmont
- Hinsdale
- Travers City, MI

Corridor Planning

50 Corridor Plans including:

- Brookfield, Ogden Avenue Corridor Plan
- Carpentersville, IL Route 31 Corridor Plan
- Countryside, LaGrange Road Corridor Plan
- Downers Grove, Ogden Avenue Corridor Plan
- Hinsdale, Ogden Avenue Corridor Plan
- Illinois Route 47 Corridor Plan
- Kenilworth, Green Bay Road Corridor Plan
- Melrose Park, Broadway Avenue Corridor Plan
- Montgomery, Orchard Road/Blackberry Creek Corridor Plan
- Naperville, Ogden Avenue Enhancement Study
- Oak Brook, 22nd Street Corridor Plan
- River Forest, Corridors Plan
- St. Charles, Main Street & Randall Road
- Westmont, Ogden Avenue Corridor Plan
- Traverse City Corridors Master Plan

Visualization & Illustration

25 assignments including:

- Firestone Retail Development
- Westfield, Old Orchard Signage
- Naperville Park District, Naperville Riverwalk 3D Illustration
- Peoria River Trail Development Visualization
- Forest Park Shopping Plaza Redevelopment Sketch
- Center, Chicago Grove Shopping Center Redevelopment Sketch
- Plaza, Maywood River Pointe Plaza Rendering
- HOA, Las Vegas, NV, Taos Estates Entry Monument Render
- Machesney Park, Machesney Mall Redevelopment Concept
- Kenilworth, Green Bay Road Redevelopment Site Illustration
- Bellwood, TOD Development Visualization
- Hanover Park/Irving Park Road Development Concepts

Zoning & Regulatory

10 Studies including:

- Chicago, Broadway Avenue Zoning & Market Study
- City of Countryside Landscaping Ordinance
- City of Hammond, IN Landscaping Ordinance
- Westfield Old Orchard Signage Plan
- Westfield Hawthorn Woods Signage Study
- Green Bay Road Shadow Study
- Oakbrook Terrace Zoning Revisions

Parks & Recreation

10 Parks and Recreation assignments including:

- Geneva, Open Space & Recreation Master Plan
- Naperville Park District, Parks, Open Space & Recreation Master Plan
- Homer Glen, Open Space & Recreation Master Plan
- Naperville Park District, Naperville Trails Master Plan
- Robbins Green, Community Plan
- Machesney Park, Open Space Plan

Special Area Planning (TOD, Neighborhoods, Special District)

8 Special Area Plans including:

- Chicago, Stockyards Market & Land Use Analysis
- Countryside, Dansher Industrial Park Subarea Plan
- Oak Brook, Oak Brook Commercial Areas Master Plan
- South Chicago Heights, Station Area Plan
- Marengo, Transit Oriented Development Plan
- Naperville, Martin Mitchell Campus Master Plan
- Oakbrook Terrace, Unit 5 Area Master Plan
- Winfield, Downtown Winfield Marketing & Capacity Study
- Dunwoody, Village Master Plan
- Dunwoody, Georgetown/North Shallowford Road Master Plan

Special Projects

- NAVTEQ Chicago Landmarks & Districts Study
- IDOT Tools for Balanced Growth

Strategic Planning

3 Strategic Plans, including:

- Oak Brook
- Palos Park
- Warrenville