



REQUEST FOR PROPOSALS

# CENTRAL-MAIN STREET REDEVELOPMENT PLAN UPDATE

CITY OF WEST CHICAGO

FARR ASSOCIATES



August 25, 2016

John D. Said  
Director of Community Development  
City of West Chicago  
West Chicago, Illinois 60185

Re: RFP- Central Main Street Plan Update

Dear Mr. Said,

Farr Associates is pleased to submit the attached proposal for the Central-Main Street Redevelopment Plan Update. We are excited for the opportunity to work in West Chicago, and our understanding of the necessity and importance of the project is as follows:

**Implementation from Day One**

In the years since the 2007 Plan was adopted, the City has been busy laying the groundwork for redevelopment in the Downtown and Station Area, though, implementation of the plan stalled as a result of the national recession. Now, as the industry recovers, the work done by the City, including a TIF district and the strategic property acquisition make the area primed for redevelopment. And after many years of waiting, the City and residents are ready for something to happen. We will approach this Plan Update with this end in mind. The Plan Update will be a road map for attracting the quality, walkable development that connects downtown with the Station Area and Route 59 for which West Chicago has been waiting. This includes a focus on developer outreach and marketing that will help us craft a implementable and energizing Update.

**A Fresh Look**

Another focus of our approach will be updating the findings of the 2007 Plan. While some plan aspects, no doubt, remain unchanged, much is different- from the economy, to driving habits, to best practice urban planning strategies. Our team will focus on the updated market conditions, working with both its new opportunities and constraints. We are excited to bring with us Laurie Volk of Zimmerman/Volk Associates- a premiere urban market-rate residential analysis firm, with their work specializing in downtowns, city centers, and station areas of all sizes. They utilize a proprietary target methodology that looks at future housing demand, rather than simply studying existing demand, typical of other firms in the field. Their findings generate expected unit demand and absorption forecast by building type- a valuable tool in master planning work. They have a track record to back up their work in cities like Wichita, Kansas, and Kalamazoo, Michigan, where the unit demand came in at their established targets.

We also bring with us Bridget Lane of Business Districts, Inc. who will focus on the commercial market and lead the developer outreach. BDI will also evaluate the City's existing development incentives and recommend any needed changes based on the updated land use plan and new market realities.

Farr Associates' president Doug Farr will serve as principal in charge of the project, overseeing the project team and working with the City to develop the project's big ideas- focusing on quality urban design and developer-ready plans. Grant Hromas will serve as project manager, coordinating day-to-day logistics, schedule and budget for the overall project.

This project offers an exciting chance to kickstart the redevelopment strategy in Downtown West Chicago, and we are inspired to be a part of it. Our response showcases our team's prior experience, and we welcome a discussion with the City to demonstrate how it relates and informs the work to be undertaken on this assignment.

Sincerely,

Doug Farr, FAIA LEED AP  
President, Farr Associates  
doug@farrside.com, (312) 933-66

Contact Phone: (312) 408-1661 x203  
Email: Christina Bader - christinab@farrside.com

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# 1

# COMPANY PROFILE INFORMATION



UPTOWN REDEVELOPMENT, NORMAL, IL

**EXHIBIT A**  
**COMPANY PROFILE INFORMATION**

Each respondent shall complete the following information:

1. Legal name of firm: Farr Associates Architecture & Urban Design, P.C.
2. Doing business under other company name? If yes, name of company: N/A
3. Headquarters address: 53 W. Jackson Blvd. Suite 650
4. City, state and zip code: Chicago, IL 60604
5. Web site address: www.farrside.com
6. Number of years in business: 26 years
7. Total number of employees: 13
8. Total annual revenues separated by last three full fiscal years: \_\_\_\_\_  
2013: \$1,422,070    2014: \$1,877,176    2015: \$2,454,689
9. Major products and/or services offered: Architecture, Urban Planning, Urban Design
10. Other products and/or services offered: \_\_\_\_\_
11. Describe the firm's demonstrated experience in providing services responsive to the scope of services requested in this RFP: Farr Associates has been working successfully with municipalities and the development community for over 20 years to assist cities in attracting the quality development they seek through a combination of planning tools including incentives, regulations, and public private partnerships. We also are adept at convening and managing a team of consultants working in the real estate market, master planning, and stormwater management that this assignment requires.

## 2 FIRM BACKGROUND & STATEMENT OF STAFF EXPERIENCE



HARPER COURT REDEVELOPMENT, CHICAGO, IL



## LEADERS IN THE FIELD

Identified by the New York Times as “the most prominent of the city’s growing cadre of ecologically sensitive architects” and by the Chicago Tribune as “a leader in the anti sprawl movement,” Farr Associates is widely regarded as one of the most sustainable planning and architecture firms in the country. Located in the historic Monadnock Building in Chicago’s Loop since its founding in 1990, Farr Associates’ planners and architects work in integrated design teams to create award-winning plans and designs that are sustainability-minded. This interdisciplinary approach allows us to see the big picture and translate it into actionable implementation.

## DESIGNING SUSTAINABLE PLACES

Our planning studio is driven by creating resilient, vibrant places across the country. Our expertise is urban-focused and includes corridor and neighborhood planning, affordable housing, and site master planning. No two projects are alike for us, and we thrive on identifying the unique challenges and opportunities of the communities where we work and providing thoughtful recommendations in order to achieve shared goals.

## A HIGHLY COLLABORATIVE, STRUCTURED APPROACH

We are especially drawn to clients that approach a given project as a partnership. Our best work results from collaboration with clients on projects that aspire to attain social, economic and environmental goals, often at the crossroads of policy and design. Our team is flexible and nimble and will be there from project interview to plan adoption.



Zimmerman / Volk  
Associates

## RESIDENTIAL MARKET ANALYSIS

**ZIMMERMAN/VOLK ASSOCIATES** has a national reputation for innovative market analysis based on its proprietary target market methodology. The company specializes in the analysis of compact and sustainable development; mixed-income, mixed-tenure redevelopment; mixed-use urban revitalization; and traditional neighborhood developments.

ZVA is recognized by the leading practitioners of the New Urbanism as the national expert on the market feasibility of urban redevelopment and New Urbanist communities.

The company's clients range from small builders and developers, including not-for-profit entities, to the subsidiaries of Fortune 100 firms, as well as city, regional, state, and federal government agencies.

## COMMERCIAL MARKET ANALYSIS & ECONOMIC DEVELOPMENT



**BUSINESS DISTRICTS, INC. (BDI)** is the premier provider of business district services to local governments and business district organizations. For over a decade and a half, BDI has developed and implemented effective business district plans in top communities throughout the Midwest and elsewhere. We have created thriving, marquee projects, attesting to both community resilience and to BDI's skill in ensuring long term results. With deep roots in urban planning, commercial development, business management, and commercial district management, BDI uses its flexible, hands-on approach to empower those developing their business district to define, move toward, and attain their aspirations for their districts.

Business districts are as varied as the communities that create and benefit from them. Whether they are commercial nodes, employment centers, traditional downtowns, mixed-use projects, or retail corridors, business districts announce and transmit the values of the communities they dwell in. Developing a business district that answers community expectations and city revenue needs within budgetary and local resource constraints has never been more challenging. Yet never has it been more rewarding. Today's commercial district is not just an economic entity, but also an emotional and social one. It's a gathering place that connects a community's past and future and affirms its values and cultural identity.

## LANDSCAPE ARCHITECTURE & CIVIL ENGINEERING



conservation  
design  
forum

For more than 20 years, **CONSERVATION DESIGN FORUM** has been at the forefront of the ecological design movement, implementing technologies and principles that have helped shape and influence public perception and policy regarding land use, preservation, restoration and benefits of mobilizing natural systems. Based in the Great Lakes region, we see water as the most influential element in the landscape – guiding our approach to site design and resource management. Inspired by its innate beauty and regard for its power, we integrate design and engineering to engage natural water cycles resulting in public and private spaces that are ecologically resilient, appealing and dynamic. Each project begins with a careful exploration and analysis of a site and an understanding of the people it will serve – representing the immediate community or extending to the regional scale. Both the cultural bearing and natural assets of a place are expressed in the design and functional elements.





## DOUGLAS FARR, FAIA, LEED AP

### ROLE: PRINCIPAL IN CHARGE

Doug Farr is the founding principal of Farr Associates, an architecture and planning firm regarded by many as one of the most sustainable design practices in the country. Farr Associates' unique niche is in applying the principles of green building at the scale of the neighborhood and in designing green buildings for urban contexts. Doug is the author of the urban planning best-seller *Sustainable Urbanism: Urban Design with Nature*. He currently is serving as the Executive Board Chair of the Congress for the New Urbanism.

### AFFILIATIONS

AIA Licensed Architect, Illinois, Indiana, Wisconsin, and Massachusetts

U.S. Green Building Council

Congress for New Urbanism - Board Chair

LEED Neighborhood Development - Founding Chair

BioRegional Development Group North America - Board of Directors

STAR Community Index Technical Advisory Committee - ICLEI - Local Governments for Sustainability

Lambda Alpha International, Ely Chapter

### SELECTED DESIGN AWARDS

Metropolitan Planning Council Burnham Award 2010

ITE Transportation Planning Council Best Project Award 2006

"Best Practice" US Department of Housing and Urban Development

CNU Illinois Merit Award, 2012

CNU Illinois Charter Award, 2013

### AUTHORED WORKS

*Sustainable Urbanism: Urban Design With Nature*. Hoboken: Wiley, 2007.

Contributor: Zelinka, Al and Dean Brennan, eds. *SafeScape: Creating Safer, More Livable Communities Through Planning and Design*. Chicago: American Planning Association, 2001.

Contributor: Leccese, Michael, and Kathleen McCormick, eds. *Charter of the New Urbanism*. New York: McGraw-Hill, 2000.

### SELECTED EXPERIENCE

#### *TINLEY PARK 80TH STREET TOD REDEVELOPMENT PLAN, TINLEY PARK, IL*

Farr Associate was retained by the Client of Tinley Park to create a redevelopment plan for a 280-acre site of a former State of Illinois Mental Health Campus that was vacated in 2011. The site, which sits directly adjacent to the 108th Street Metra Station, offers a rare opportunity to pursue TOD on a large-scale blank canvas in the mostly built-out client. The plan proposes three different walkable neighborhood schemes that each feature access to nature via stormwater parks and habitat areas, active living through trails, and community engagement through mixed use centers.

#### *MUNDELEIN PLAZA CIRCLE & IMPLEMENTATION PLAN, MUNDELEIN, IL*

With the addition of commuter rail service, the Village of Mundelein was faced with a decision about redeveloping the area around their new station. Farr Associates master planned the site, which includes a new client hall and urban plaza modeled after beloved historical examples. The station area's walkability had been an issue since train service commenced because of an unsafe at-grade crossing. The project is designed to be phased incrementally, taking advantage of existing parking areas and maximizing infrastructure opportunities.

#### *ORLAND PARK TOD PLAN, ORLAND PARK, IL*

Farr Associates prepared a land use TOD plan for the 29-acre site adjacent to the 143rd St. Metra station. The resulting \$135 million Transit Client is anchored by a mixed-use rail and bus station facing a traditional town square, now called Crescent Park, with more than 1.1 million square feet of adjacent housing, office, restaurants and retail space.

#### *UPTOWN NORMAL RENEWAL PLAN, NORMAL, IL – LEED-ND*

Downtown Normal is home to Illinois State University, with a student and staff population of 22,000. Despite the presence of this large market for goods and services, the downtown has been in a prolonged state of decline, marked by reduced retail choices and deferred building maintenance. The \$211 million redevelopment plan was anchored by a urban design centerpiece circular plaza, an Amtrak multi-modal high speed rail facility, and a new children's museum.

#### *HARPER COURT TOD, CHICAGO, IL - LEED-ND GOLD*

In 2014 at the gateway to the 53rd Street retail corridor in Chicago's Hyde Park neighborhood, a transformation began. The corridor, served by the 53rd Street Metra and South Shore Line, which serves as the University of Chicago and Hyde Park's "main street" saw renewed investment from the City and private sector for the first time in many years, and a Farr Associates' master plan for the area guided the redevelopment.

**FARR**  
ASSOCIATES



## GRANT HROMAS, LEED AP

### ROLE: PROJECT MANAGER

Grant joined Farr Associates in 2016 as an urban designer and planner. His priorities include designing more attractive, economically and environmentally sustainable communities that create lasting connections between place and people. A background in architecture, as well as streetscape and corridor design, program development, town planning, and zoning and feasibility analysis, round out his diverse experience.

#### AFFILIATIONS

LEED Accredited Professional,  
Neighborhood Development

Urban Land Institute (ULI) Northwest  
Young Leaders Group

#### AWARDS & SCHOLARSHIPS

Metrocenter YMCA Get Engaged  
representative on the Seattle Design  
Commission

ULI | Gerald D.. Hines Student Urban  
Design Competition '1st Runners-Up', 5th  
of 139 teams

Selected as a University of Oklahoma  
College of Architecture Ambassador

Bockus-Payne Scholarship and David L.  
Boren Award Scholarship recipient

#### EDUCATION

Washington University in St. Louis  
St. Louis, MO, Master of Urban Design

The University of Oklahoma  
Norman, OK, Bachelor of Architecture

#### SELECTED EXPERIENCE

##### *"ENVISION EIGHTH" CORRIDOR MASTER PLAN, TRAVERSE CITY, MI*

Eighth Street, an important cross-town connector in Traverse City, suffers from an identity crisis. It is overly wide, promoting speeding traffic through nodes of walkable development, mixed with small-scale strip centers and large front parking lots. Farr Associates led a week-long charrette process that helped unpack a controversial road diet implemented by the City the year prior. The charrette delivered a consensus-based plan for a new street section along the corridor with innovations for bikes, and a master plan for the land uses surrounding the corridor.

##### *DOWNTOWN NORTH IMPLEMENTATION PLAN, MUNDELEIN, IL*

Building on the success of their recently adopted Station Area Plan, the Village turned its focus to the area immediately north. The Downtown North Implementation Plan has several strategic components— including visioning studies for catalytic redevelopment parcels, a streetscape redevelopment plan for the North Hawely, a major route through the study area, and a regional bike trail connection.

##### *TINLEY PARK 80TH STREET TOD REDEVELOPMENT PLAN, TINLEY PARK, IL*

Farr Associate was retained by the Client of Tinley Park to create a redevelopment plan for a 280-acre site of a former State of Illinois Mental Health Campus that was vacated in 2011. The site, which sits directly adjacent to the 108th Street Metra Station, offers a rare opportunity to pursue TOD on a large-scale blank canvas in the mostly built-out client. The plan proposes three different walkable neighborhood schemes that each feature access to nature via stormwater parks and habitat areas, active living through trails, and community engagement through mixed use centers..

##### *WORTH TOD PLAN, WORTH, IL*

Farr Associates is currently finishing a TOD plan for the Client of Worth, a Chicago south suburban community served by RTA Metra service. While the station is well-utilized, the station area is underdeveloped, consisting of mostly surface parking lots and inconsistent strip mall development. Two wide arterials also cross at the station area, acting as physical barriers. The Client sought assistance from Farr Associates to create a station area plan to guide more pedestrian-friendly and mixed use redevelopment in the area.

##### *AUSTIN OAKS REDEVELOPMENT PLAN, AUSTIN, TX*

Farr Associates facilitated a week-long charrette for Spire Realty in Austin, Texas. In 2014, Spire purchased the 31-acre Austin Oaks Business Park with its existing office buildings built in the 1970s and 80s. Initial redevelopment plans for the property were deemed too intense and out of character by neighbors. Farr Associates is leading the charrette in late January 2016 to help the developer and the neighbors arrive at a common vision and a redevelopment scheme all sides favor.



## TIM KIRKBY, AIA, LEED AP

### ROLE: DESIGNER

Tim joined Farr Associates in 2009 as a member of the architecture studio. A registered architect of Illinois and New York, Tim has used his sustainable expertise in the areas of architecture, urban design and historic preservation. He holds LEED accreditation in two areas, including LEED for Neighborhood Development.

### EDUCATION

Yale University  
Master of Architecture, 2006

University of Florida  
Bachelor of Design, 2003

### DESIGN AWARDS

CNU- IL Merit Award - Master  
Redevelopment , Comprehensive Plan  
Mundelein, 2012  
CNU-IL Merit Award - East St. Louis Corridor  
Plan, 2010  
Via Traffic International Design Competition,  
Winner - Vanishing Mosque, 2010  
New York City Department of Transportation  
City Racks Design Competition, Finalist, 2008

### AFFILIATIONS

Planning and Zoning Commissioner, City of  
Park Ridge

Congress for the New Urbanism

### SELECTED EXPERIENCE

#### *HARPER COURT TOD, CHICAGO, IL - LEED-ND GOLD*

In 2014 at the gateway to the 53rd Street retail corridor in Chicago's Hyde Park neighborhood, a transformation began. The corridor, served by the 53rd Street Metra and South Shore Line, which serves as the University of Chicago and Hyde Park's "main street" saw renewed investment from the City and private sector for the first time in many years, and a Farr Associates' master plan for the area guided the redevelopment. A new, 3.1-acre multiphase development called Harper Court contains a Hyatt Place hotel property, a mixed-use office building whose anchor tenant is the University, condominiums, and streetscape improvements. 53,000 square feet of ground floor retail was also added. These changes activated the corridor and transformed the pedestrian experience by adding activity where there were once vast parking lots.

#### *MUNDELEIN PLAZA CIRCLE & IMPLEMENTATION PLAN, MUNDELEIN, IL*

With the addition of commuter rail service, the Village of Mundelein was faced with a decision about redeveloping the area around their new station. Farr Associates master planned the site, which includes a new client hall and urban plaza modeled after beloved historical examples. The station area's walkability had been an issue since train service commenced because of an unsafe at-grade crossing. The project is designed to be phased incrementally, taking advantage of existing parking areas and maximizing infrastructure opportunities.

#### *LATHROP HOMES REDEVELOPMENT, CHICAGO, IL - LEED-ND Target*

Farr Associates developed the master plan and led the public involvement process of the Chicago Housing Authority's redevelopment of Lathrop Homes into a LEED for Neighborhood Development certified project. The 35-acre site along the Chicago River is a historic example of Depression-Era federally funded public housing developments, with low-rise masonry architecture and a Jens Jensen-designed Prairie School landscaped site. Farr is working with the development team to design and certify the site at a Gold level of LEED-ND as mandated by CHA in the redevelopment agreement.

#### *JAZZ AT WALTER CIRCLE TOD, EAST ST. LOUIS, IL - LEED Gold Target*

This project, named Walter Circle, represents the first of three citywide phases of transit-oriented redevelopment designed to retain and consolidate East St. Louis's population in high value locations served by the regional light rail MetroLink. In response to public vision and market demand, Walter Circle consists of a mixed use building with 74 senior units, ground floor community center, retail, community health and office space.



## KAREESHMA ALI, LEED AP

### ROLE: DESIGNER

As an architectural and urban designer, Kareeshma has gained extensive experience working on community-based design projects in the private sector and with non-profit organizations such as Friends of the Parks, the Chicago Botanic Garden, and the Center for Neighborhood Technology. Her design and planning endeavors cover a wide range of issues, including, TOD, affordable housing, post-disaster redevelopment, urban agriculture, bike/ped mobility, and tactical urbanism.

### AFFILIATIONS

National Council of Architectural Registration Boards, Intern Development Program

Architecture for Humanity

Archeworks

### AWARDS AND SCHOLARSHIPS

Archeworks Design Fellow, 2013-2014  
Selected as Next City's "40 under 40 Vanguard" 2013

ULI [Imagine Downtown] Lafayette, First Place, 2013

Nashville Designing Action International Competition, Second Place, 2012

Daniel Burnham Award for a Comprehensive Plan w/Topografis, 2009

Friends of the Park Community Service Award, 2008

### LECTURES + APPEARANCES

"Public Interest Design & Tactical Urbanism" Next City Vanguard Conference, April, 2013.

"Design in Action, Leading by Example" Texas ASLA Conference, 2013

"Design Like You Give a Damn" Architecture for Humanity Conference, October, 2012

"The Last Four Miles". Chaddick Institute for Young Professionals, 2010

### EDUCATION

University of Illinois at Urbana-Champaign  
Master of Architecture, 2007

Master of Urban & Regional Planning, 2008

Bachelor of Science in Architectural Studies, 2005

### SELECTED EXPERIENCE

#### ROCKFORD DOWNTOWN STRATEGIC ACTION PLAN, ROCKFORD, IL

Farr Associates worked with the City of Rockford to create a Downtown Strategic Action Plan that amalgamates the goals and recommendations of multiple planning efforts in the area over the past decade. The results of these prior plans, focused on issues like adding downtown housing, linking open space, and improving mobility choices, often resulted in recommendations that were resource intensive, investment heavy, and had time lines of 15-20 years. The Strategic Action Plan takes these recommendations, refines them, and focuses on phases of implementation through a 'TLC' approach. A [actical], [ean], [limax] approach proposes shorter-term implementation tactics that ultimately lead to high-investment climax conditions.

#### TINLEY PARK 80TH STREET TOD REDEVELOPMENT PLAN, TINLEY PARK, IL

Farr Associate was retained by the Client of Tinley Park to create a redevelopment plan for a 280-acre site of a former State of Illinois Mental Health Campus that was vacated in 2011. The site, which sits directly adjacent to the 108th Street Metra Station, offers a rare opportunity to pursue TOD on a large-scale blank canvas in the mostly built-out client. The plan proposes three different walkable neighborhood schemes that each feature access to nature via stormwater parks and habitat areas, active living through trails, and community engagement through mixed use centers.

#### SOUTH UPTOWN MASTER PLAN & TOD PLAN, NORMAL, IL

After a successful master planning effort of the Uptown area in Normal led by Farr Associates in 2001 that saw over \$211 million in public and private sector investment, the Town hired Farr Associates to develop a plan for the area directly south of Uptown— currently cut off from the area by high speed rail tracks. The plan focuses on how to bring the benefits of Uptown investment south of the tracks through urban design strategies and a centerpiece underpass.

#### "ENVISION EIGHTH" CORRIDOR MASTER PLAN, TRAVERSE CITY, MI

Eighth Street, an important cross-town connector in Traverse City, suffers from an identity crisis. It is overly wide, promoting speeding traffic though nodes of walkable development, mixed with small-scale strip centers and large front parking lots. Farr Associates led a week-long charrette process that helped unpack a controversial road diet implemented by the City the year prior. The charrette delivered a consensus-based plan for a new street section along the corridor with innovations for bikes, and a master plan for the land uses surrounding the corridor.

#### URBAN DESIGN MODULE "WALKABLE ELGIN"- ENVISION ELGIN COMPREHENSIVE PLAN, ELGIN, IL

As part of the Envision Elgin Comprehensive Plan, Farr Associates developed the urban design chapter that address design issues in the City. Looking at the future land use plan for downtown, residential areas, and commercial corridors, Our recommendations for urban design interventions downtown, adjacent to Metra stations focused on land uses, streets, lots, parks, stormwater management, and parking.

FARR  
ASSOCIATES



**LAURIE VOLK's** development of the target market methodology—analytical tools to determine the market potential for downtown housing; for mixed-income, mixed-tenure repopulation and stabilization of fragile inner-city neighborhoods, and for new mixed-use, pedestrian-oriented traditional neighborhoods—has been instrumental in bringing Zimmerman/Volk Associates into national prominence. Since 1988, the firm has completed more than 450 market studies, for properties ranging in size from the redevelopment of half a block to the establishment of a new town on several thousand acres. Volk has conducted more than 60 downtown studies across the country, in cities ranging in size from Petersburg, Virginia (population 32,400) to Detroit, Michigan (population 713,000).

Volk currently serves on the Advisory Board of the Remaking Cities Institute. She was a founding board member, now emeritus, of the National Charrette Institute, and served for more than a dozen years on the Board of Governors of the Seaside Institute. Until recently, she was a member of the Technical Advisory Group for Location and Planning of the U.S. Green Building Council. Volk was recipient of a 2002 Knight Fellowship in Community Building, and has been an instructor on market analysis for the Center for Urban Redevelopment Excellence at the University of Pennsylvania.

She is a graduate of Duke University.

**TODD ZIMMERMAN** was instrumental in bringing market rigor to the New Urbanism within the United States and is now expanding that effort outside the country. Zimmerman was one of the framers of the Charter of the Congress for the New Urbanism, and was a member of the CNU Board of Directors and the CNU executive committee. Previously he served as chairman of the CNU Council of Task Force Chairs.

Zimmerman established a national reputation for his early identification of real estate market trends as Editor and Publisher of Multi-Housing News and Senior Living News, and founding Publisher and Editorial Director of Real Estate Times.

For more than decade in the 1980s and '90s, Zimmerman was program chairman of Multi-Housing World, the nation's largest conference devoted solely to density housing. He was a founding director and executive committee member of the National Association for Senior Living Industries. Zimmerman was also a founding principal of Real Property Resource Company, a consulting and brokerage firm, and a founding director and former president of the North County Conservancy, a non-profit housing developer. He was also a member of the Multifamily Roundtable and served on the advisory board of Affordable Housing Finance magazine.

## Bridget Lane

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### Experience

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Bridget Lane specializes in economic regional positioning strategy, market analysis, development financing review, and retail business development. Her experience as a retailing executive, a professor at University of Illinois Chicago and DePaul University, and manager of Downtown Evanston has established a practical foundation for her market analysis and business development consultations. Recent clients included communities as diverse as Lake Forest, Lisle, West Dundee, Forest Park, Long Grove, and Chicago's Andersonville Neighborhood. Bridget also has led retail business recruitment efforts and workshops in business development for community development leaders.

Bridget conducts the basic research and analysis necessary to create business development and marketing strategies, moderates focus groups, and develops consumer surveys. Residential development impacts, industrial recruitment, retail business development, and mixed-use projects enhancement have all been subjects of Bridget's research and consulting work. She created university courses covering economic development for urban planners, retail management, advertising, introductory marketing, and personal selling. Bridget's profit-improving workshops for independent retailers have been heralded by participants and the sponsoring communities.

Bridget began her retailing career at Jb Robinson Jewelers, where she had line responsibility for sales and profits in the company's largest region. She also sat on the executive committee charged with policy development during the company's rapid expansion. New store location, display, and start-up were under her supervision. Earlier in her career, Bridget was a preservation planner at the National Trust for Historic Preservation in the United States.

### Affiliations

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Bridget Lane has served on various public service committees and boards including a term on her community's Economic Development Corporation, Trustee of the District 64 Elementary Learning Foundation, and treasurer of the Pickwick Theatre Council. Bridget serves on the Urban Land Institute's (ULI) Public Policy Committee. She participated in ULI Development Analysis Panels for Chicago's Argyle Street and Rosenwald Apartments and chaired the Chicago District's Suburban Retail Technical Assistance Panel.

### Publications

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*Retail in Underserved Communities*, Bridget Lane and Maureen McAvey, ULI, 2014

*Reaching for the Future: Creative Finance for Smaller Communities*, Various including Bridget Lane, ULI, 2016

### Education

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Before obtaining a Master's Degree in Business Administration from the Harvard Business School, Bridget graduated from the University of Illinois with a degree in Urban Planning.



## **Bridget Lane**

### Selected Project Experience

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#### *Downtown and Corridor Business Development Action Plans*

O'Fallon, IL; Rockford, IL; Glencoe, IL; South Suburban Retail Investment Patterns; Ridgeland Corridor Development Study; 95<sup>th</sup> Street Corridor Development; DuPage County Corridors Study; Mundelein, IL; LaGrange Park, IL; Lake Forest, IL; DeKalb, IL; Long Grove, IL; Moline, IL; Oconomowoc, WI; Noblesville, IN; Plano, IL; Yorkville, IL; Addison, IL; Chicago Avenue, Oak Park, IL; Lake Street, Oak Park, IL; Mequon/Thiensville, Mequon, WI; Matteson, Matteson, IL; Plainfield, IN; Calumet Corridor, Harlem Avenue Corridor, and Lincoln Avenue Corridor, Route 30 Corridor, Metra Electric Corridor, South Suburban Mayors and Managers Association; Massachusetts Avenue, Indianapolis, IN; Route 30, North Aurora, IL; East Dundee, IL; Frankfort, IL; Madison Street, Forest Park, IL; Roosevelt Road, Broadview, IL; Lake Forest, Lake Forest, IL; South Gateway, South Bend, IN; Lake Bluff, IL; South Bend, South Bend, IN; Lincoln Way West, South Bend, IN; Western Avenue, South Bend, IN; Portage Avenue, South Bend, IN; Grayslake, Grayslake, IL.

#### *Transit Oriented Development Plans*

River Grove, IL; Northbrook, IL; Hanover Park, IL; Midlothian, IL; Western Springs, IL; Plainfield, IL; Lombard, IL (2011 Strategic Plan Award for Downtown Plan); South Suburban Transit Development Overview; Mundelein, IL; Matteson, IL; Hazel Crest, IL.

#### *Comprehensive Plans*

Long Grove, IL; Plainfield, IL; Matteson, IL; Hoffman Estates, IL; Villa Park, IL (2010 Illinois APA Burnham Award winner); Hanover Park, IL; Mokena, IL.

#### *Retailer Development*

##### *Communities:*

Elmwood Park, IL; Forest Park, IL; La Grange, IL; Plainfield, IL; Princeton, IL; Elmhurst, IL; Andersonville Neighborhood, Chicago, IL; Edgewater Neighborhood, Chicago, IL; Zion, IL; Libertyville, IL; Blue Island, IL; Nappanee, IN; Evanston, IL; Glen Ellyn, IL; Homewood, IL; Highland Park, IL; Park Ridge, IL; Hyde Park, Chicago, IL; Woodstock, IL.

#### *Community Surveys*

Rockford, IL; Oak Forest, IL; O'Fallon, IL; Hobart, IN; Mundelein, IL Northbrook, IL; Hanover Park, IL; DeKalb, IL; Grayslake, IL; Western Springs, IL; St Charles, IL; Kenilworth, IL; Rockford, IL; Broadview, IL; Clarendon Hills, IL; Park Ridge, IL; Olympia Fields, IL; Plainfield, IL; LaGrange Park, IL; Lake Forest, IL; Andersonville Neighborhood, Chicago, IL.

### College Level Courses Developed

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University of Illinois, Chicago: Economic Development Studio

DePaul University, Chicago: Introduction to Marketing; Personal Selling; Retail Management; Advertising; Advertising Campaigns.



# thomas h. price PE

principal civil engineer/hydrologist



## education

### University of Wisconsin

Master of Science, Civil Engineering, 1985

### University of Wisconsin

Bachelor of Science, Civil Engineering, 1983

## professional experience

### Conservation Design Forum

Elmhurst, Illinois, 2000 - present

### Northeastern Illinois Planning Commission

Chicago, Illinois, 1990 - 2000

### US Army Corps of Engineers, Chicago District

Chicago, Illinois, 1988 - 1990

### Donohue and Associates, Inc.

Itasca, Illinois, 1985 - 1988

## registration

Professional Engineer - IL, IA, IN, MI, MO, WI

## professional affiliations

American Society of Civil Engineers

Illinois Association for Floodplain and Stormwater Management

## select presentations

Instructor, Wisconsin DNR Introduction to Permeable Pavement for Stormwater Management, Webinar, 2015

Instructor, Wisconsin DNR Advanced Permeable Pavement for Stormwater Management, Webinar, 2015

"Water, Stormwater, and Waste Water Best Management Practices Template", 9th Annual Iowa Water Conference, 2015

"Midwest Case Studies and Cost Design Considerations", U.S. EPA Workshop on Post Development Stormwater Runoff Performance Standards, 2014

"Using Green Infrastructure to Protect Water Quality", 3rd Annual Fox River Summit, 2014

In over 20 years of practice, Tom has been involved in a wide variety of stormwater and non-point source pollution management activities. These have included assisting watershed organizations in preparing watershed management plans, planning, designing, and implementing stormwater best management practices, and teaching courses on designing and implementing BMPs, ranging from naturalized detention basins to bioretention to streambank and shoreline restoration. A significant emphasis of Tom's work has been addressing the hydrologic impacts of watershed development through integration of stormwater drainage and retention systems into the overall development plan.

As Principal Civil Engineer/Hydrologist, Tom is responsible for the oversight of all engineering aspects and the integration of this discipline into every project at CDF. Working closely with other design professionals, Tom continues to identify and implement innovative stormwater management and stream and wetland restoration techniques to prevent and mitigate the impacts of urban development. He routinely presents at workshops, conferences, and seminars on sustainable development topics.

## representative projects

**30th Street Industrial Corridor Sustainable Stormwater Management Strategy**  
Milwaukee, Wisconsin

**Charles City Permeable Streetscape**  
Charles City, Iowa

**Iowa Green Streets Pilot Project**  
West Union, Iowa

**Woodlawn Center South**  
Chicago, Illinois

**Chicago Sustainable Streets Guidelines**  
Chicago, Illinois

**Carbon Cliff Green Streets Phase II**  
Carbon Cliff, Illinois

**Ann Arbor Municipal Center**  
Ann Arbor, Michigan

**Chicago Industrial Corridor Planning Assistance**  
Chicago, Illinois

**Detroit East Riverfront District Sustainable Urban Design & Redevelopment Guidelines**  
Detroit, Michigan

**Kane County Stormwater Technical Guidance Manual**  
Kane County, Illinois

**Chicago Park District Chicago River Master Plan**  
Chicago, Illinois

**Cedar Rapids Riverfront & Sustainable Community Development Master Plans**  
Cedar Rapids, Iowa



# jason cooper

RLA, LEED AP  
principal, landscape architecture and planning



## education

### University of Michigan

*Master of Landscape Architecture, 2000*

### University of Illinois

*Bachelor of Arts, Anthropology, 1994*

## professional experience

### Conservation Design Forum

*Elmhurst, Illinois, 2006 - present*

### Thompson Dyke & Associates

*Chicago, Illinois, 2000 - 2006*

### University of Michigan

*Ann Arbor, Michigan,*

*Graduate Student Instructor, 1998-2000*

### Panoramic Landscape Management Company

*Itasca, Illinois, 1995 - 1998*

## registration

Landscape Architect - IL

LEED Accredited Professional

## professional affiliations

American Society of Landscape Architects, *member*

Illinois Chapter ASLA, *member*

Illinois Association of Park Districts, *corporate member*

Sigma Lambda Alpha - Landscape Architecture  
Scholastic Honor Society

Village of Lombard - Environmental Concerns  
Committee, *member*

Jason's work as a landscape architect has expanded the integration of green infrastructure systems and restorative design principles across the realms of neighborhood redevelopment, higher education, public parks, healthcare facilities, corporate campuses, and sustainable agriculture projects – around the Great Lakes region and beyond.

His role in numerous award-winning projects often encompasses community engagement, project visioning, design development, and project management; resulting in completed landscapes that optimize performance benefits as well as engage the human spirit. His design portfolio is comprised of headquarters for Fortune 500 companies, more than 50 park and recreation facilities, numerous downtown streetscapes, and many natural area restoration projects.

Over the past 15 years, Jason has collaborated with a wide range of industry professionals, community groups, government agencies, and cause-based foundations – leading multiple consultants and stakeholders through complex design projects that range from single-site partnerships to regional scale alliances. He is versed in the broader green technologies, with significant practice in the integration of multiple applications such as bioretention, rainwater harvesting systems, permeable paving, LED lighting, and clean energy delivery systems on both public and private lands. With experience in proposal writing and grant applications, he has established cooperative agreements and economic support for a number of pilot green infrastructure projects.

Jason is a recognized authority on the design of green and complete streets, green roofs, green infrastructure, and green schoolyards and is a frequent presenter at conferences and workshops. His work has been recognized with awards of excellence from the American Society of Landscape Architects (ASLA) – Illinois and Iowa Chapters, Wisconsin Landscape Contractors Association (WLCA), 1000 Friends of Iowa, and the U.S. Green Building Council (USGBC).

## representative projects

### Iowa Green Streets Pilot Project

*West Union, Iowa*

### Charles H. Shaw Technology + Learning Center

*Chicago, Illinois*

### Park West and Hawk Prairie Development

*Oregon, Illinois*

### Space to Grow: Greening Chicago Schoolyards

*Schmid, Grissom, Orozco, and Gunsaulus Elementary Schools*

*Chicago, Illinois*

### Sylvan Slough Trailhead Park

*Moline, Illinois*

### Johnson Controls Corporate Headquarters

*Glendale, Wisconsin*

### Marquette Park Field House

*Chicago, Illinois*

### Goodyear Headquarters

*Akron, Ohio*

# STAFFING PLAN

## FARR ASSOCIATES

URBAN DESIGN  
LAND USE PLANNING



### DOUG FARR, FAIA, LEED AP

PRINCIPAL IN CHARGE

Doug will serve as the principal in charge of the project, working with the City to develop the project's big ideas with a focus on quality urban design and developer-ready plans. He will oversee the project team, leading staff and subconsultants to achieve the project vision and goals.



### GRANT HROMAS, LEED AP

PROJECT MANAGER

Grant will serve as the project manager, coordinating day-to-day logistics, schedule and budget for the overall project. He will attend all meetings and ensure deliverables are completed on schedule. He will also coordinate all level of subconsultant involvement and deliverables.



### TIM KIRKBY, AIA, LEED AP

URBAN DESIGNER

Tim will serve as a project urban designer, assisting in deliverable production, with a special focus on visualization.



### KAREESHMA ALI, LEED AP

URBAN DESIGNER

Kareeshma will serve as a project urban designer, assisting in deliverable production, with a special focus on the right-of-way, streetscape, and land use.

## ZIMMERMAN / VOLK ASSOCIATES

RESIDENTIAL MARKET  
ANALYSIS



### LAURIE VOLK

PRINCIPAL & PROJECT MANAGER

Laurie will serve as the the principal and project manager for the residential market analysis. She will conduct target market analysis based on ZVA's methodology, and she will issue the report of findings to the team and City.



### TODD ZIMMERMAN

PRINCIPAL

Todd will provide assistance to Laurie during the marketing analysis and during report development.

## BUSINESS DISTRICTS, INC.

COMMERCIAL MARKET  
ANALYSIS & ECONOMIC  
DEVELOPMENT



### BRIDGET LANE

PRINCIPAL

Bridget will lead the commercial market analysis for the study area and provide an economic analysis on development incentives. She will also coordinate developer outreach and provide marketing strategies for the study area.

## CONSERVATION DESIGN FORUM

LANDSCAPE ARCHITECTURE



### TOM PRICE, P.E

CIVIL ENGINEER

Tom will serve as the civil engineer at CDF, completing the development stormwater analyses and formulating the recommendations.



### JASON COOPER, RLA, LEED AP

LANDSCAPE ARCHITECT

Jason will serve as Principal Landscape Architect from Conservation Design Forum and will also be CDF's Project Manager. He will be the primary point of contact from CDF and will be responsible for CDF's work items.

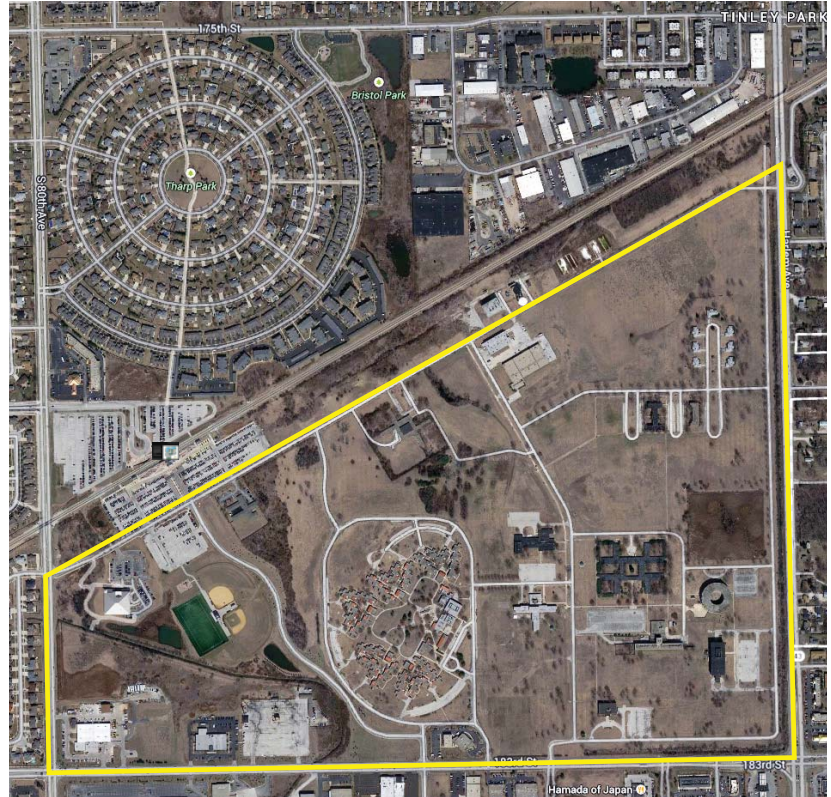
# TINLEY PARK 80TH STREET TOD MASTER PLAN

TINLEY PARK, ILLINOIS

## VILLAGE OF TINLEY PARK

Farr Associates has been retained by the Client of Tinley Park to create a redevelopment plan for a 280-acre site of a former State of Illinois Mental Health Campus that has been vacant since 2012. The site, which sits directly adjacent to the 108th Street Metra Station, offers a rare opportunity to pursue TOD on a large-scale in the mostly built-out client.

The plan highlights what makes the site attractive to developers, including its transit-served location and good access to downtown Chicago. Redevelopment schemes focused on breaking up the quarter-mile mega-blocks that currently exist on the site into more pedestrian-scaled and TOD appropriate sizes. Attracting a mix of uses to the site is also a high project priority.



One of three schemes developed for the site.



# MUNDELEIN PLAZA CIRCLE IMPLEMENTATION PLAN

MUNDELEIN, ILLINOIS

## VILLAGE OF MUNDELEIN

In July 2012, the Client of Mundelein purchased a 10.5 acre property occupied adjacent to the Client's Metra station. Understanding the importance of developing a vision for this strategic property in the center of downtown, the Client Board hired Farr Associates to prepare a viable redevelopment plan for the site. This plan included a central square— named Rockefeller Square, and a partnership with Weston Solutions to redevelop portions of the site, which includes a 35,000 square foot office building housing Weston Solutions and Client Hall. Additional lots available for redevelopment are flexible and may include commercial, office, residential, and parking. New zoning was put into effect in order to require more traditional mixed-use development patterns.

Within ten months from the plan kick off, the site redevelopment was complete. Old industrial buildings were razed. Utilities were laid, and the street infrastructure completed. The Client Hall/ Weston Office building opened in Summer 2014. A retail component along Hawley Street is planned, and additional lots are available for office, retail, or residential construction.

The project is designed to be phased incrementally, taking advantage of existing parking areas and maximizing infrastructure opportunities. This plan won a Charter Award from CNU-IL in 2012.



*A three stage phasing plan allows for buildings to gradually infill around the central Rockefeller Square.*



*The mixed use development called Ninety7Fifty opened in 2014.*

# ORLAND PARK TOD PLAN

ORLAND PARK, ILLINOIS

## RTA & VILLAGE OF ORLAND PARK

A consultant team headed by Farr Associates was hired to prepare a land use plan for the 29-acre site adjacent to the 143rd St. Metra station. The public input process revealed a desire for a town center, a feature of community life missing from the community. The resulting \$135 million transit village plan is anchored by a mixed-use rail and bus station facing a traditional town square, now called Crescent Park, with more than 1.1 million square feet of housing, office, restaurants and retail space. In 2014, a developer of one of the largest parcels in the plan opened a mixed use building called Ninety7Fifty on the Park with 295 apartments and ground story commercial.



**FARR**  
ASSOCIATES



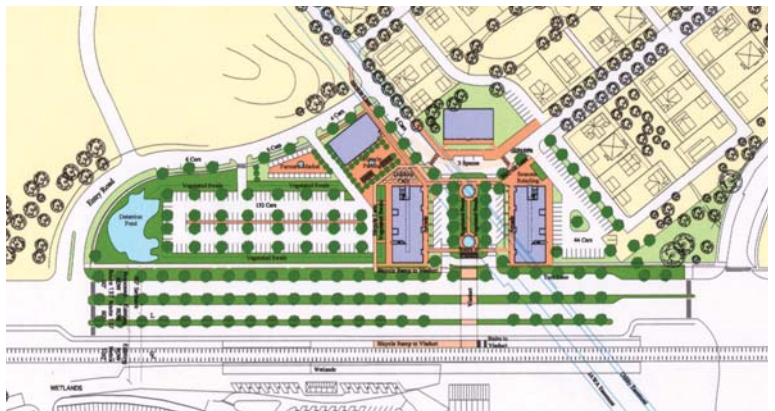
# PRAIRIE CROSSING- PHASE V

GRALYSLAKE, ILLINOIS

PRAIRIE HOLDINGS CORPORATION

LEED-ND Pilot Project

Farr Associates served as urban designers for the Prairie Crossing Development, which certified under the LEED for Neighborhood Development rating system. Mixed uses, sidewalk cafes, fountains, outdoor markets, and convenient links to regional rail will establish the vitality of this village center. The development illustrates features of green urbanism—balancing pedestrians and bicycles with appropriate car parking, prefiltering stormwater with vegetated swales allowing on-site groundwater recharging, tree shaded paving, reduced evening light pollution, and car sharing. Forethought on the architecture allowed reduced HVAC equipment, district energy efficiencies, geothermal heat sinking, and electricity generated by the sun. Performance is optimized by the scale of the place rather than the building.



*Plan of station with pedestrian link to trains, offices, and village green*



**FARR**  
ASSOCIATES