



UPTOWN NORMAL RENEWAL PLAN

NORMAL, ILLINOIS

TOWN OF NORMAL

LEED-ND Silver Certified

The visionary Uptown Redevelopment Plan resulted from a collaboration between the Town of Normal, Illinois and Farr Associates. The community's downtown, known as Uptown, had been in a prolonged state of decline, marked by reduced retail choices and deferred building maintenance. An ambitious plan was undertaken to create a sense of place downtown, where there previously had been none. The plan was built around a new traffic circle and plaza anchored by an existing Amtrak facility.

Well into its implementation phase, the redevelopment plan has far exceeded initial goals. The Uptown Circle has become a major civic attraction, with the added benefit of on-site stormwater treatment. Thanks to a TIGER federal grant, a new multi-modal high speed rail facility replaced the undersized Amtrak station in 2012. A new hotel/conference facility and a LEED Silver certified children's museum located downtown. This redevelopment activity has spurred \$211 million in new private sector investment throughout the area and increased property values 73% since 2003.



FARR
ASSOCIATES



HARPER COURT

CHICAGO, ILLINOIS

CITY OF CHICAGO & HARPER COURT PARTNERS

LEED-CS Gold Certified
LEED-ND Gold Certified

In 2014 at the gateway to the 53rd Street retail corridor in Chicago's Hyde Park neighborhood, a transformation began. The corridor, 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.

Farr Associates provided project developers with a Planned Development scheme that ultimately was chosen by the City of Chicago as the best for the site—winning the team development rights for the project.

Sustainability and innovation lie at the center of the plan, with Harper Court achieving LEED for Neighborhood Development Gold certification for the multi-building site.



FARR
ASSOCIATES



WORTH TOD PLAN

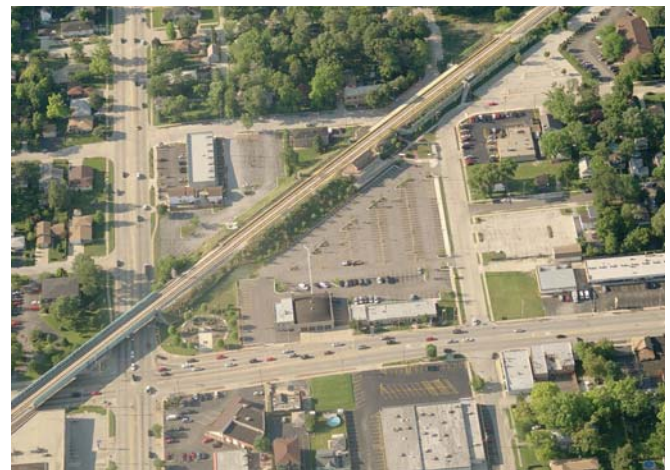
WORTH, ILLINOIS

RTA & VILLAGE OF WORTH

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.

A market analysis for the area concluded there was demand for up to 30,000 sf of new commercial and for strategically placed rental apartments. The master plan incorporates these findings, targeting two perpendicular streets— 111th Street and Depot Avenue, as primary streets for strategic redevelopment for these new uses. As later redevelopment happens, it will spread to adjacent streets.

The team developed a regulating plan to guide any new development in the station area. The new "TOD District" allows for taller buildings and more flexible parking regulations that the surrounding area.



Worth Regulating Plan



Zimmerman / Volk
Associates



DOWNTOWN KALAMAZOO, MICHIGAN

Description of Service: This study -examined the market potential for new urban housing units—created both through adaptive re-use of existing non-residential buildings as well as through new construction—that could be leased or sold in the core Downtown and in several surrounding in-town neighborhoods. The analysis covered the potential for both market-rate as well as workforce and affordable housing units, and provided base rents and prices, unit sizes and configurations, and absorption forecasts for both the downtown and the neighborhoods.



DOWNTOWN SOUTH BEND, INDIANA

Residential market analysis to determine the market potential, and the optimum market position for newly-introduced housing units (both new construction and adaptive re-use) that could be leased or sold in the Downtown over the next five years.

A series of interviews were conducted with various stakeholders knowledgeable about the Downtown, their assessments of current housing demand, and their understanding of the barriers to new developments within Downtown South Bend.



DOWNTOWN WICHITA, KANSAS

Market analysis that provided a detailed analysis of residential conditions within Downtown. The study determined the market potential for newly-introduced housing units (both new construction and adaptive re-use) that could be leased or sold in the Downtown over the next five years.

A series of interviews were conducted with various stakeholders knowledgeable about housing in general to understand their perspective, their assessments of current housing demand, and their understanding of the barriers to new developments within Downtown Wichita.

An update to this study was recently completed.



Mundelein, Illinois

With a 2008 Downtown Plan partially implemented, the Village of Mundelein asked BDI to undertake a Downtown Development Review to guide the Village as it sought to identify opportunities consistent with the current economy. In September 2010 the Village Board adopted the resulting study that focused on improving sales in existing businesses and recruiting new tenants to existing properties. Concurrent with that Plan, BDI reviewed the financial implications of a proposal for utilization of Village owned land adjacent to Mundelein's train station. In 2012, BDI joined a team charged with creating an implementable plan for Downtown property adjacent to Mundelein's Metra Station. The plan proposed a mix of office, retail, and residential that has been jumpstarted by a public private partnership involving a creative combination of municipal and private office uses. In 2013, BDI was asked to assemble a team to promote the Village image in conjunction with the opening of the new Village Hall as a key component of implementing the Village vision for its Metra station development. In 2016, BDI joined a team charged with advising the Village on revitalizing its traditional, walkable, mixed use central neighborhood. The Downtown Master plan can be found at:

[http://www.mundelein.org/pdfs/business/Master Redevelopment Plan.pdf](http://www.mundelein.org/pdfs/business/Master%20Redevelopment%20Plan.pdf)



Lisle, Illinois

With the regionally important Interstates 88 and 355 intersecting its main business corridor, Ogden Avenue, the Village of Lisle engaged BDI to study the development possibilities for key vacant parcels along the corridor. The completed study examines the role of retail, office, light industrial, and residential development in creating a local economy that better serves the residents of Lisle. Both reuse and redevelopment were examined for their impact on Village revenues and owner investment returns. The corridor's role as a gateway that influences the area's regional image was a key consideration in reviewing potential uses. The market study report can be found at:

<http://www.villageoflisle.org/DocumentCenter/View/748>



ann arbor municipal center

ann arbor, michigan



Rainwater art in plaza of Ann Arbor Municipal Center



Decorative rain garden captures, stores, and treats storm water runoff



The path of rain water is displayed artfully using decorative runnels

The development of Ann Arbor's municipal center has transformed the aging civic complex into a pedestrian-friendly, dynamic "green" space that demonstrates the environmental, social, and economic benefits of sustainable design. The re-imagined 2-acre civic campus is comprised of City Hall and most of the city's administrative services, as well as a new police and courts building.

Designed to better serve the citizens of Ann Arbor, the nearby University of Michigan, and over 400 municipal employees, the site is a vibrant urban center with abundant garden spaces, plazas, picnic tables, public art and a green roof promenade. A large glass atrium creates a sense of openness in the new justice center, while a landscaped plaza provides a connection to City Hall. Several sustainable measures optimize the site's ecological performance, with the water and vegetation systems designed to help protect the nearby Huron River.

The use of permeable pavement, rainwater planters and streetscapes, and a rain terrace serve multiple functions, including public seating and gathering space. These and other green infrastructure tools help slow, cleanse and cool rainfall on site, significantly reducing stormwater runoff. Sculptural water features and runnels, some of which have been created by world-renowned artist Herbert Dreiseitl, display moving rainwater as an art form.

client:	City of Ann Arbor
project team:	Conservation Design Forum Quinn Evans Architects InSite Design Studio Stantec Herbert Dreiseitl
completion:	2012
LEED:	LEED Gold
award:	Michigan ASLA Award
cost:	\$750,000

iowa green streets pilot project

west union, iowa



A new amphitheater hosts civic events and provides a focal point for downtown



Original brick pavers from 1914 were recovered and re-used in the intersections



Porous paving and rain garden planters beautify the sidewalks

The Iowa Green Streets Pilot Project is an innovative community-wide sustainability initiative serving as a catalyst for further investment in the historic downtown of West Union, Iowa. The project began with a visioning workshop in October of 2007 when Iowa's Economic Development Authority (IEDA) completed a Technical Assistance Visit to advise West Union about the potential for multi-purpose pedestrian-scaled streetscape improvements. The result of the initial visioning and subsequent Conceptual and Schematic Planning was a Streetscape Master Plan which led to the Pilot Project which was completed in 2013.

The innovative approaches applied in West Union include six blocks of a porous paving system that infiltrate, cleanse and cool storm water on site; 27,000 square feet of rain gardens; a district geothermal heating and cooling system connected to 60 downtown buildings; LED street lights; building energy audits and energy efficiency incentives; electric vehicle charging stations; improved walkability and accessibility; upper-story housing; public art; increased community awareness of sustainable practices; a community gathering plaza; and a research project studying the environmental, social and economic impacts of the project.

client: City of West Union, Iowa
Iowa Department of Economic Development

project team: Conservation Design Forum
TeKippe Engineering
IBC Engineering

completion: 2013

awards: 1000 Friends of Iowa Best Development Award, 2014
Iowa ASLA Merit Award, 2015

construction budget: \$9.6 million

2 STATEMENT OF EEO PRACTICES



PLAZA CIRCLE, MUNDELEIN, IL

STATEMENT OF EEO PRACTICES

Farr Associates is an equal employment workplace, providing employment opportunities regardless of race, religion, gender, national origin, sexual orientation, or age. Farr Associates is committed to offering equal opportunity in all aspects of employment including recruitment, selection, retention, and promotion.

Farr Associates agrees to the EEO terms provided in the RFP document.

3 SCOPE OF REQUIRED SERVICES



NINETY7FIFTY ON THE PARK, ORLAND PARK, IL

SCOPE OF SERVICES

West Chicago set a vision in 2007 for the Central-Main Street area to strengthen the links between Downtown, the Metra Station Area, and the Main Street/Route 59 area. Unfortunately, the timing for implementation lined up with the recession years. In the subsequent years, much has changed in everything from development financing to downtown plan approached. The 2007 Plan needs a fresh look and an injection of new ideas. Our approach is to work with the City, dialing down to what worked, what didn't, and what's new in the current market economy that impacts today's decision-making.

We believe our team is the perfect partner for City in this endeavor. 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.

This scope is a starting point for a conversation with the City. All tasks are led by Farr Associates unless otherwise noted.

TASK 1: PROJECT INITIATION & DATA COLLECTION

Task 1.1: Project Initiation

The initial phase of the project serves to familiarize the consultant team with the study area, key planning documents, and existing zoning. This will be accomplished through detailed review of plans, codes, the Central-Main Street Redevelopment Plan, West Washington Street Plan, West Chicago Strategic Plan, CMAP Housing Study, and past development proposals in the area, among others.

Task 1.2: Physical Survey

The team will conduct a physical survey of the existing conditions of the study area to collect data related to existing physical conditions, land use, parcels, zoning, infrastructure utilization, findings from prior reports, and economic issues.

Task 1.3: Kickoff Meeting & 2007 Plan Diagnosis Workshop

The team will convene a joint kickoff and 2007 Plan Diagnosis meeting internally with the entire design team, City staff, interested Plan Commissioners, and any members of the City Council Development Committee or larger City Council interested in attending. The kickoff meeting will set a common base of understanding for the project's goals, perceptions, and schedule.

From there, we will focus on an informal diagnosis of the 2007 Central-Main Street Redevelopment Plan. We want to hear from City staff and elected officials first-hand about the successes and challenges of the existing plan, including the strategies undertaken during the recession. We want to learn about the City-investments in the area (such as streetscaping), TIF District background, the decision making process behind land acquisition. We also want to hear the group's opinions about the newer development in the study area (such as the two developments on Main Street near the station). Most importantly, we want to hear the group's ideas and vision for the redevelopment plan.

The design team will facilitate this interactive discussion and will provide all exhibits, maps, photographs, and other materials needed for this session.

Task 1.4: 2007 Plan Evaluation Memo

All information gathered during Task 1 will be compiled into a 2007 Plan Evaluation Memo. This document, which will have a heavy emphasis on graphics, will summarize the findings of the physical conditions survey and highlight the issues and big ideas collected during the Plan Diagnosis Workshop. This summary will not be a report, rather, it will be framed using the existing conditions to pose questions the resulting Plan Update will answer.

TASK 2: RESIDENTIAL MARKET ANALYSIS

Task led by Zimmerman/Volk Associates

ZVA is the premier urban market-rate residential analysis firm. No other firm utilizes their proprietary target

methodology that looks at future housing demand, rather than simply studying existing demand. After their analysis of Downtown West Chicago, they will be able to generate a report that identifies different housing types, such as apartments, condos, townhomes, lofts, etc., and pair them with an expected unit demand and absorption forecast. 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.

For this analysis, ZVA will research and evaluate market activity and geo-demographic data relating to the City of West Chicago and the study area. The analysis will establish the depth and breadth of the market for new and existing dwelling units in the city and the Study Area (target market potential), as well as the housing types, building and unit sizes and configurations, and rent and price levels (optimum market position) that will attract the draw area households. The scope of services will determine:

- **Geographic areas for analysis:** the study areas (the Central-Main Street Redevelopment Plan Update Study Area); the draw areas (where the potential renters and buyers of new and existing housing units in the City of West Chicago are likely to move from); and the West Chicago market area (the housing market context; relevant existing rental and for-sale housing units that represent alternatives to new housing in the Study Area).
- **Target markets.** Who currently lives in the draw areas and what they are like, and who would be likely to move within or to West Chicago and the Study Area.
- **Market potential.** How many are likely to move within or to the City of West Chicago and the Study Area if appropriate housing units were to be made available (depth and breadth of the market).
- **Optimum residential mix.** What the housing preferences are in aggregate (rental or ownership, multi-family or single-family) of the target markets for new housing in the Study Area.
- **Optimum residential market position.** What the target markets are able to pay to rent or purchase newly-created dwelling units within the Study Area.
- **Absorption forecasts.** How many new dwelling units can be leased or sold within the Study Area over the next five years.

Task 2.1: Study Area Evaluation

Zimmerman/Volk Associates will evaluate the characteristics, constraints and opportunities of the Central-Main Street Redevelopment Plan Update Study

Area and its potential for new residential development. Residential opportunities will be assessed based on:

- The character of the Study Area
- Identified vacant or under-utilized sites or buildings that would represent opportunities for new mixed-use development
- Existing and potential amenities, including availability of (proximity to) employment, retail, transportation, medical institutions among other community amenities in or near the Study Area
- The potential position of the Study Area within the housing market context

Residential market activity within areas germane to the Study Area and the City of West Chicago will be evaluated.

Task 2.2: Target Residential Market Analysis

To achieve the study objectives and establish the framework for analysis, Zimmerman/Volk Associates will employ its proprietary target market methodology. In contrast to traditional supply/demand analysis—which is based on supply-side dynamics and baseline demographic projections—target market analysis establishes the optimum market position for new housing based on the housing and lifestyle preferences and financial capabilities of households in the draw areas that have the potential to move within or to the neighborhoods.

The Competitive Context: Supply-Side Analysis

Analysis of the competitive context, including information on relevant for-sale developments and relevant rental communities.

Zimmerman/Volk Associates will evaluate the residential context in relation to potential residential or mixed-use development within the Study Area, based on available supply-side data and field investigation by Zimmerman/Volk Associates' personnel. Information will be provided as follows:

- Summary of relevant market-rate rental multi-family properties in the West Chicago market area: building type, unit sizes and bedroom count, rents, amenities and occupancy rates, as available.
- Summary of relevant new market-rate for-sale multi-family properties, if any, in the market area: building type, unit sizes and bedroom count, prices, amenities and sales, as available. If there are no such properties, individual units listed through Multiple Listing Service will be compiled.
- Summary of relevant new market-rate for-sale single-family attached properties, if any, in the

market area: building type, unit sizes and bedroom count, prices, amenities and sales, as available. If there are no such properties, individual units listed through Multiple Listing Service will be compiled.

Draw Area Delineation

Zimmerman/Volk Associates will identify the appropriate draw areas for housing within the City of West Chicago and the Study Area, based on historical settlement patterns, migration and mobility trends, and other market dynamics. The data will cover the most recent five-year period for which the Internal Revenue Service has released data.

Determination of Market Potential

Zimmerman/Volk Associates will determine the depth and breadth of the potential market for the City of West Chicago and the Study Area through target market analysis of households in the draw areas, as follows:

- Current year (2016) household classification by market group within the draw areas.
- Qualification and filtering of the draw area households by relevant criteria including, among others, housing and neighborhood preferences and household mobility rates.
- Identification of those households within the draw areas with the potential to move within or to the City of West Chicago and to the Study Area over the next five years.
- The potential market will be correlated by household group (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); by tenure (rental and ownership); by income; and by housing type (e.g.—multi-family for-rent and for-sale {lofts/apartments}, single-family attached {rowhouses/townhouses/live-work}).

Determination Of Optimum Market Position

Target market data and supply-side data, as well as existing conditions, constraints and opportunities will be correlated and analyzed in order to determine the optimum market position for the Central-Main Street Redevelopment Plan Update Study Area. Market recommendations will include:

- Housing types appropriate within the Study Area;
- The appropriate mix of rental and ownership units, based on target market tenure preferences and financial capabilities;
- Sizes and configurations of units preferred by the potential market;
- General price ranges (for market-rate ownership units);

- General rent ranges (for market-rate rental units);
- Appropriate unit and neighborhood amenities; and
- Annual market capture by value (price and rent) range, over five years (absorption forecasts).

TASK 3: COMMERCIAL MARKET ANALYSIS, DEVELOPER ENGAGEMENT, & DEVELOPMENT INCENTIVE ANALYSIS

Task led by BDI

Task 3.1: Commercial Market Analysis Update

Based on the Market Analysis, BDI will establish market rate investment standards for land, residential, retail, restaurant, and office space in the study area.

Task 3.2: Developer Engagement

BDI will schedule and conduct developer interviews to gather responses and opinions from the development community about strategic questions regarding the Station Area North study area. The team will generate a developer list to be vetted and approved by the Village. To the best of the team's ability, these interviews will be conducted in person over targeted days in the Village. Some interviews will likely need to be scheduled as calls depending on the schedules and availability of participants.

The framework for this investigation includes:

- Parcel-specific recommendations/concerns for redevelopment, with a focus on City-owned properties
- What locations in the Study Area offer the best chance for success?
- Identify reasons for the lack of development interest in the Study Area; generate ideas for attracting development

Task 3.3: Market Analysis Briefing

The consultant team will host a briefing session with the City staff, interested Plan Commissioners, and the City Council Development Committee on the results of the residential and market analysis. We will also share the findings from the developer engagement. Feedback from this meeting will inform next steps in the Land Use Update Task.

Task 3.4: Redevelopment Economic Analysis

Using the review of the land use scenarios from the Plan that determined if they reflect current market conditions, and if they did not, provided alternative land uses/site plan that would work better, BDI will determine the developer return on investment and annual municipal revenues inherent in the proposed development.

If there is a gap between market rate investment returns and the returned expected from the recommended development, BDI recommend incentives to fill the gap and meet the goals of the city. This task will be completed in conjunction with Task 4.3.

Task 3.5: Economic Development Implementation Plan

BDI will create an implementation plan that recommends an approach to the market for the identified projects. That plan will identify local developers who have successfully completed similar projects and a marketing approach for the overall project.

TASK 4: LAND USE SCENARIOS UPDATE

Task 4.1: Land Use & Three Redevelopment Concepts

Armed with information from the existing conditions, the Diagnosis Workshop, the results of the market analyses, and the developer survey, the design team will develop three study area redevelopment concepts focusing on City-owned land. These three concepts will feature big and small ideas for redevelopment sites, based on development feasibility.

We will bring an urbanist eye to this urban design and site planning work that promotes walkability in Downtown West Chicago. We will encourage buildings built close to the sidewalk and corners, smart solutions for increasing density, parking in the rear or sides of buildings, and a connected network of streets designed for multi-modal users. We balance these goals with our first-hand knowledge of the business community's need for proximate parking, easy loading and delivery, and visible signage.

These plans will be distributed to the City and other City leadership ahead of the Three Schemes Workshop (Task 4.2).

Missing Middle Housing

We will also pay special attention to any development products missing from the developer survey. In the places we work, we often find that common "Missing Middle" housing types are absent from market conditions. These include a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the demand for walkable urban living– duplexes, triplexes, small apartment developments, live/work, and small lot-single family. If we discover these housing types are missing from the market, we will work with City to develop strategies to attract their developers.

Task 4.2 Three Schemes Workshop

The team will lead a Three Schemes Workshop where the design team will present three redevelopment schemes to the group, illustrating the big ideas, conceptual details, benefits, and tradeoffs of each. This will be an interactive session, with real-time sketching and testing of ideas. We will record feedback from the group to use in narrowing the options to a preferred plan.

4.3 Preferred Scheme Concept Plan

Based on feedback from the Three Schemes Workshops, the design team will develop a preferred land use and updated redevelopment plan for the study area. The preferred concept may be developed out of one popular scheme, or more likely, a combination of desired elements from multiple schemes.

The plan will illustrate building footprints, parking locations, urban design elements and open space. It will break down the following information:

- Proposed Land Uses
- Target square footage numbers for new commercial space
- Target number of new dwelling units by type (condos, town houses, apartments, etc).
- Target density
- Target parking ratios
- Appropriate building types
- Open space recommendations
- Phasing & Implementation Information

Task 4.4: Stormwater Management Evaluation

Task led by CDF

For the Preferred Scheme, CDF engineers and landscape architects will review all DuPage County

and City stormwater management requirements and recommend site-specific solutions. Their evaluation will include probable costs of implementing the strategies, possible stormwater treatment locations, and determine if the original recommendations are still the best/most viable options.

TASK 5: MAIN-CENTRAL PLAN UPDATE

Task 5.1: Central-Main Street Plan Update Draft

A draft Central-Main Street Plan Update will be developed made up of the deliverables of each prior task. The draft update will include sections based on:

- Existing Conditions
- Residential & Commercial Market Analyses Summary
- Developer Engagement Summary
- Preferred Scheme Concept Plan
- Zoning and Regulatory Recommendations
- Development Incentives Recommendations
- Stormwater Management Recommendations
- Phasing & Implementation Plan that clearly communicates the roles of City Council, City staff, and outside parties (stakeholders, the public, developers) in the plan implementation.

The Plan Update will establish linkages with other City planning efforts, including the West Washington Street Redevelopment Conceptual Plan, the City's Strategic Plan and CMAP Housing Study. It will establish and maintain consistency of policies and recommended physical improvements among documents, and provide opportunities for connecting action steps from each.

The Draft Plan Update will be distributed to the City and other City leadership ahead of the Draft Plan Update Presentation (Task 5.2).

Task 5.2: Draft Central-Main Street Plan Update Presentation

The consultant team will present the Draft Plan Update to the City staff, interested Plan Commissioners, and the City Council Development Committee. The City will be responsible for collecting comments, suggestions, and questions from this meetings and consolidating them into a series of clear action items for Farr Associates revision or response.

Task 5.3: Final Central-Main Street Plan Update

A final draft of the Central-Main Street Plan Update will be developed incorporating the feedback, comments, and revisions from the client review. Farr Associates will issue the final report document in all the forms requested by the City– a reproducible document, including electronic copies.

Task 5.4: Leadership Training

In order to provide sustained project support, community leaders need to be able to articulate the benefits and costs of a given project and to defend its design approach. It can be difficult for leaders when they are learning these things alongside the community. We propose up to two Leadership Training Sessions to give Board, Commission, and Council members the opportunity to learn the finer points of the project, to hone their arguments, and ask questions.

Task 5.5: RFP for Development

Task led by Farr Associates with assistance from BDI

If the City is interested, we will lead the development of a developer RFP for any of the redevelopment sites, in close coordination with the City. We will prepare the document, and review and refine with City staff. We will present the draft RFQ/P document to the City Council and refine per their feedback.

4 PROPOSED SCHEDULE



HARPER COURT REDEVELOPMENT,
CHICAGO, IL

PROPOSED SCHEDULE

TASK	OCT	NOV	DEC	JAN '17	FEB	MAR	APR	MAY	JUN	JUL
1.1 Project Initiation										
1.2 Physical Survey		S								
1.3 Kickoff Meeting & 2007 Plan Diagnosis Workshop		DW								
1.4 2007 Plan Evaluation Memo			EM	EM						
2.1-2.2 Residential Market Analysis										
3.1 Commercial Market Analysis Update										
3.2 Developer Engagement										
3.3 Market Analysis Briefing						MB				
3.4 Redevelopment Economic Analysis										
3.5 Economic Development Implementation Plan										
4.1 Land Use & Three Redevelopment Schemes										
4.2 Three Schemes Workshop										
4.3 Preferred Scheme Concept Plan										
4.4 Stormwater Management Evaluation										
5.1 Central-Main Street Plan Update Draft										
5.2 Draft Central-Main Street Plan Update Presentation										
5.3 Final Central-Main Street Plan Update										
5.4 Leadership Training										LT
5.5 RFP for Development										LT

City Review

Farr Associates Revisions

Deliverable Draft

5 REFERENCES



PRAIRIE CROSSING, GRAYSLAKE, IL

EXHIBIT B COMPANY REFERENCES

Submit a completed client profile information sheet for each company reference. Provide a minimum of three references.

1. Client name: Village of Mundelein, Illinois
2. Address: 300 Plaza Circle
3. City, state, zip code: Mundelein, IL 60060
4. Project manager: Amanda M. Orenchuk, AICP
5. Telephone number: 847-949-3252
6. E-mail: aorenchuk@mundelein.org
7. Number of employees in client organization: _____
8. Project scope of services/goals: Following the adoption of the Village's Comprehensive Plan, the Village sought to implement multiple strategies within their station area– develop a master plan for the site focused on Mundelein's new Village Hall, urban design for the station area with the creation of Plaza Circle, and develop a phasing plan that would attract new private residential and mixed use development in the TOD area.
9. Contract award date: 1/2012 Cutover date: 8/2012
10. Initial contract amount: \$ 150,000 Final contract amount: \$ 150,000
11. Describe the project, its similarity to the services requested herein, and how goals were met: After purchasing a former industrial property, the Village owned 10.5 acres of prime transit-adjacent land and needed a strategy for redevelopment. Their recently adopted comprehensive plan called for creating a mixed use station area, which the community favored, but the Village wanted to ensure quality development and urban design in the area.
12. What were the costs of the project? Costs of the project included professional services fees for urban planning, market analysis, transportation planning, and civil engineering.
13. You may attach any reports or studies completed for the project.

EXHIBIT B COMPANY REFERENCES

Submit a completed client profile information sheet for each company reference. Provide a minimum of three references.

1. Client name: Village of Tinley Park, Illinois

2. Address: 16250 South Oak Park Avenue

3. City, state, zip code: Tinley Park, IL 60477

4. Project manager: David Niemeyer

5. Telephone number: 708-444-5000

6. E-mail: dniemeyer@tinleypark.org

7. Number of employees in client organization: _____

8. Project scope of services/goals: Master plan for 200 acre site of former State of Illinois campus adjacent to the 80th Street Metra Station. The project is serving to assist the Village with the decision of whether to purchase the site and lead the community through envisioning what new development and civic amenities could look like over the next 20+ years in the mostly built-out village.

9. Contract award date: 12/2015 Cutover date: Ongoing

10. Initial contract amount: \$ 445,000 Final contract amount: \$ Ongoing

11. Describe the project, its similarity to the services requested herein, and how goals were met: While the scale of the project is much larger than this assignment, the Farr Associates team worked with market consultants on extensive developer outreach to understand the products the development community believed would be successful on the site and how long absorption would likely take. We also noted what kinds of housing was missing from the survey and are developing strategies with the Village to encourage a diversity of housing types on the site.

12. What were the costs of the project? Costs of the project included professional services fees for urban planning, market analysis, developer outreach, transportation planning, and civil engineering.

13. You may attach any reports or studies completed for the project.

EXHIBIT B COMPANY REFERENCES

Submit a completed client profile information sheet for each company reference. Provide a minimum of three references.

1. Client name: Town of Normal
2. Address: 100 E. Phoenix Ave
3. City, state, zip code: Normal, IL 61761
4. Project manager: Mercy Davison, AICP
5. Telephone number: (309) 454-9590
6. E-mail: mdavison@normal.org
7. Number of employees in client organization: _____
8. Project scope of services/goals: The charge from the Town in their planning services RFP was "we want to do something in Uptown." Farr Associates crafted an award-winning plan that spurred \$240 million in redevelopment activity over the next 16 years, including new mixed use residential, 2 new hotels, a museum, and the new Uptown Station, with no signs of slowing down yet.
9. Contract award date: 11/1999 Cutover date: 8/2000
10. Initial contract amount: \$ 100,000 Final contract amount: \$ 100,000
11. Describe the project, its similarity to the services requested herein, and how goals were met: We created a plan that identified several catalytic redevelopment sites on the most development-attractive parcels in Uptown combined with prescriptive form-based design regulations– of which, all but one has been redeveloped to date. This created the beloved Uptown Circle and surroundings that continue to spur private redevelopment activity nearby.
12. What were the costs of the project? Costs of the project included professional services fees for urban planning, market analysis, and transportation planning.
13. You may attach any reports or studies completed for the project.

6 COMPENSATION PROPOSAL



UPTOWN CIRCLE, NORMAL, IL

**EXHIBIT C
COMPENSATION**

Submit a compensation proposal in a separate sealed envelope. The compensation shall be broken down by Plan Update component.