



**THE  
LAKOTA  
GROUP.**

Kimley Horn  
Sightline Planning

# ROOSEVELT ROAD CORRIDOR PLAN UPDATE

VILLAGE OF OAK PARK AND CITY OF BERWYN

Request for Proposal Response • January 29, 2025

**ROOSEVELT ROAD CORRIDOR PLAN UPDATE**  
*VILLAGE OF OAK PARK AND CITY OF BERWYN*

**THE LAKOTA GROUP**

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**OUR SERVICES**

Planning  
Urban Design  
Landscape Architecture  
Historic Preservation  
Community Engagement

January 23, 2025  
Emily A. Egan, Development Services Director  
Village of Oak Park  
via email: [planning@oak-park.us](mailto:planning@oak-park.us)



Re: Roosevelt Road Corridor Update RFQ

Dear Emily:

We're thrilled to be able to offer our approach to creating a vibrant and reimagined Roosevelt Road in Oak Park and Berwyn.

Since Lakota's founding 32 years ago, we have worked with Oak Park and Berwyn at least 10 times to help these respective communities adapt to changing conditions and markets and achieve their visions. Today, we welcome the opportunity to reimagine the Roosevelt Road corridor, with particular focuses on economic vitality, sustainability, and resiliency. Our partners in this process, Sightline Planning and Kimley-Horn, have also worked in these communities and have important knowledge which will help shape and implement the plan's ultimate vision.

Lakota's talented group of planners and landscape architects brings just the right set of skills to this challenge, all in one team:

- » **Scott Freres, Lakota's President, and Kevin Clark, Principal and Director of Design**, have been involved in all of the firm's work in both Oak Park and Berwyn, including transformational projects such as Marion Street, Pleasant District, and Lake Street visioning and redesign. They were also involved in the Depot District streetscape design for Berwyn as well as the Roosevelt Road Form-Based Code and streetscape design that followed the last corridor plan.
- » **Josh Bloom** is a market analyst and former downtown manager. Josh will make sure the visions for Roosevelt Road are tightly connected to economic development strategies and to the quickly-changing trends of retail and other commercial uses.
- » **Alexis Stein** is a planner and designer whose experience with similar challenges will bring critical thinking and progressive planning to help rethink the function and design of this mixed-use corridor.
- » **Hannah Kroll** is a passionate and creative planner who loves reconnecting urban places to their built and natural surroundings.

Lakota works nationally, but our heart is in Chicagoland and has been since the inception of our firm. Throughout Chicago and throughout the nation, we have developed numerous successful comprehensive, downtown, corridor, cultural, open space, and historic preservation plans for communities big and small - urban, suburban, and rural.

Of all the commitments we make to the communities we serve, the most important is listening. We know how critical it is to meet people where they are and to ensure their voices are heard and valued. Engagement is our "special sauce" and we have developed a wide portfolio of tools that provide dynamic, fun, and interactive ways to participate in shaping an achievable plan.

The project sheets highlight some of our work; the Approach narrative more fully describes our philosophy and how we will work with you. Here's why we think we are the ideal partner for this project:

- » **We are creative planners, designers, and strategic thinkers**, experienced in scenario planning that considers short-and long-term actions that address critical issues, including sustainability and resiliency, quality economic development, community design, multi-modal transportation, and local quality-of-life. Our creativity, passion, and expertise are perfectly suited for addressing the needs of this project.
- » **We are multi-faceted**. As our qualifications show, the Lakota Group has significant experience in planning, visioning, and designing downtown, neighborhood, corridor, arts and culture, historic preservation, and economic development plans.
- » **We are approachable**. We roll up our sleeves and work with community leaders, organizations, business owners, residents, developers, and other stakeholders to create positive dialogue from the beginning.
- » **We are realistic**. We ensure our plans are achievable and within a community's means. Our plans and concepts not only generate excitement, energy, and community consensus, they are also accompanied by realistic implementation actions that ensure that the plan vision, goals, and initiatives come to fruition.

Our Team relishes the opportunity to immerse ourselves in this process and work with the Oak Park and Berwyn communities to create an exciting vision forward for Roosevelt Road. As you will see in this proposal, we are passionate about planning and design and we love engaging people to help them improve their sense of place. We look forward to the opportunity to present our team qualifications and approach to you and your selection committee in person. Please feel free to contact me with any questions you may have.

Warm regards,

A handwritten signature in black ink, appearing to read "Scott Freres". The signature is stylized and fluid.

**Scott Freres**, PLA, ASLA  
President, The Lakota Group  
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# *Delve In »»*

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# Team Organization

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# Heart & Soul



We are a team of talented designers, planners and communicators powered by a passion to offer creative solutions.

Our defining attribute is fostered through a team-based approach to project management centered on positive dialogue. Led by our drive to institute change in a sustainable way, Lakota associates abide by a process that combines critical thinking and community engagement. The result? A practice that seeks to produce the most effectively efficient solutions, carefully balancing the real with the ideal.

**Our quest is simple: we want to improve communities.**

By engaging local residents through workshops, discussions and surveys, we strive to pinpoint the opportunities for improvement. We want clients to help us place ourselves in their frame of context: what would we want if we were the ones living in their town? Working in their building? Raising a family in their neighborhood? We want to listen, and we want to talk, and then we want to listen some more. Lakota acknowledges the issues, while also recognizing the strengths, shedding light on the qualities that make a place unique, and brainstorming the ways upon which they can be built.

Since the firm's conception in 1993, Lakota has completed award-winning assignments in more than 500 towns and cities across the country, gaining recognition for its work in streetscape design, corridor plans, form-based codes, downtown master plans, and wayfinding & signage programs.

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***Through its mold-breaking and place-making mentality, Lakota relishes the coalescence between land and community, ultimately demonstrating a practice that perfectly reflects its name: "Allies," the English translation of the Native American word, Lakota.***

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Planning  
Urban Design  
Landscape Architecture  
Historic Preservation  
Community Engagement

## Firm Overview

Since our founding in 1967, Kimley-Horn has provided transportation, development, and infrastructure planning and engineering services across a wide range of locations across the country - from urban centers to suburban and rural communities. We work collaboratively across disciplines and offices, leveraging local staff and national resources, to address challenges in a way that reflects the unique character and context of the surrounding area of each project. At Kimley-Horn, we blend local experience, innovative thinking, and national experts and resources to help ensure a successful project for clients with the proven experience, actionable plans, and cost-effective services. We offer diverse range of engineering and planning experience and technical resources with:



Our staff have enjoyed a long history of positive contributions on numerous projects throughout the Chicago metropolitan region. We leverage relationships with jurisdictional agencies to reach a mutual level of understanding in solving our transportation and infrastructure challenges in a safe, equitable, and effective way.

We offer specialized services in addressing transportation, mobility, and infrastructure planning challenges including:

- Multimodal Access, Circulation + Mobility Planning
- Traffic Engineering
- Parking Assessments, Strategy + Design
- Curbside Management
- Traffic Safety Analyses
- EV Charging Infrastructure Planning + Design
- ADA Transition Planning
- Community Engagement
- Agency coordination
- Civil Engineering
- Infrastructure Assessment + Capital Improvement Planning
- Water Resources + Stormwater Analyses
- Transit Planning + Design
- Entitlements + Permitting
- Roadway, Intersection + Roundabout Design
- Landscape Architecture
- Structural Engineering

Our experience spans from small-scale projects focused on a single parcel to complex analyses involving multiple alternatives, coordination with numerous disciplines and agencies, and consideration of multiple stakeholder perspectives. Projects range from data collection for all modes of transportation; evaluating traffic impacts for hundreds of site development proposals; developing plans for transportation and infrastructure components of downtown, corridor, and transit-oriented development plans in collaboration with other planners, architects, and market analysts; stormwater master planning and feasibility design reviews; technology integration, and municipal engineering projects such as ADA transition plans, public utility design, and design of roadways, intersections, and active transportation routes.



# Sightline Planning and Zoning: Firm Information

## About

Sightline Planning and Zoning is an independent urban planning consulting firm focused on better zoning for communities large and small. We envision a future where better planning and zoning lead to balanced land uses, greater opportunity, paths to economic development, and more inclusive communities. With a strong foundation in land use planning, we help implement your community goals through zoning, subdivision, and land development codes that are easy to understand and use.

## Why Work With Us

Local officials and staff know that their zoning and land development regulations are some of the most important tools in their toolboxes. However, it is incredibly difficult to repair a tool when you're using it every day. Ordinance updates can be complex, intimidating, and time consuming. As a result, they often get neglected and fall to the bottom of your to-do list, which only makes the problems more acute.

Sightline Planning and Zoning works with you to simplify the process by building on your institutional knowledge. We take care of the regulations so that you and your staff can focus on your job: planning for the future. We don't try to be everything to everyone, we don't do it all. We focus on land development regulations and what communities need at this key moment in their evolution.

## Our Approach

Our ordinances are designed with the user in mind, so that they can be easily understood by residents, developers, staff, and local officials. They are written in simple, straightforward language that is legally defensible without being mired in legal jargon. We incorporate design and illustrations to help communicate complex regulations. Our projects include outreach that balances in-person discussions, virtual engagement, and education to communicate the purpose of the ordinance and how it can impact the future of our communities.



# Project Team »



# ISSUES FACING ROOSEVELT ROAD

Roosevelt Road's challenges reflect a combination of local conditions, evolving needs for mobility and parking in traditional business corridors, and continuing macro changes in how people live, work, and shop.

1. **Identity.** Roosevelt Road needs to have more of a sense of place - a physical environment filled with amenities that make people feel comfortable strolling, shopping, dining, playing, and lingering. The streetscape project has helped improve the conditions and safety, but placemaking initiatives would help elevate the corridor's appeal. Placemaking takes many forms, but consists of the combination of infrastructure, creative and artistic interventions, traffic mitigation, shade, and other improvements that, together, make a great street and a great place.
2. **Strategy.** In addition to having an identity, this key segment of Roosevelt Road should also have design and economic development strategies that are tightly integrated and that allow the corridor to better address a particular audience or niche.
3. **Vacancies.** As more retail sales migrate online and consumers tighten their belts, many retailers are reducing their physical footprint. In response, property owners need to think creatively about non-retail uses that also enliven the corridor and generate foot traffic.
4. **Entrepreneurship.** Local entrepreneurship strengthens the local economy and helps to establish a differentiated economic position for the corridor. These have been called "entrepreneurial ecosystems," where tools and incentives are aligned with strategy to support entrepreneurs in growing existing businesses or establishing new ones.
5. **Coordinated management.** While this RFP is not requesting a corridor management plan, the length and interspersed commercial and residential uses along the greater length of Roosevelt Road present a unique challenge. In the course of developing this work, particularly as we address implementation, there may be opportunities to suggest organizational systems that would help advance the plan.
6. **Cohesive Zoning.** In recent years, Oak Park has established the Roosevelt Road Form-Based District in order to facilitate the character it envisions for the corridor. However, Berwyn's zoning has not yet been updated to address this corridor. This process will allow the Communities to align their regulations to set forth a cohesive zoning strategy.

# Planning Philosophy

The Lakota team prides itself on being able to work with a broad range of diverse communities. Our approach is to roll up our sleeves and work with Village/City (“Communities”) staffs, community leaders, organizations, residents, and other stakeholders to create a positive dialogue from the beginning. We strive to pinpoint the qualities that make each place unique and to build ideas and visions from those assets. We want to encourage cultural and ethnic populations to flourish and put their stamps on their neighborhood. We author the plan, but the community guides it.

## **CREATING ACHIEVABLE PLANS.**

Strong plans blend the aspirational with the achievable. They bring excitement, but they focus on a series of projects that can be implemented over time. They call on the cooperation and leadership of multiple parties to help bring them to life. They don’t rely on one big idea or a single person or entity to make them happen. We strive to create multi-faceted plans where the vision and document are not just held by the Communities, but “owned” by all of the public and private partners who will have a role in implementing it.

## **ENGAGING BUSINESS OWNERS AND RESIDENTS THROUGHOUT THE PROCESS.**

Part of our process is to engage business owners and residents to understand issues and seek out appropriate solutions. One of the hallmarks of our firm is creating comprehensive community outreach processes and empowering stakeholders to help create change. We do this by listening. Only then can we form realistic strategies for improving corridors and mixed-use districts. And only then do the strategies and recommendations of the plan speak to the people that will help implement it.

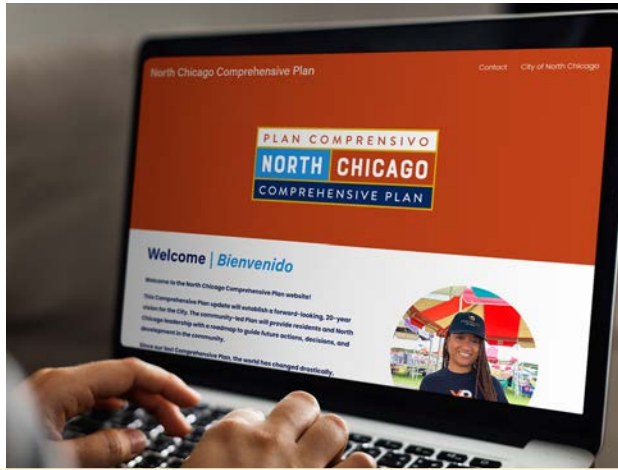
## **EDUCATING ABOUT PLANNING AND COMMUNICATING IDEAS.**

A big component in a planning process is educating people on its value and how they can play a critical role in the plan’s creation. From the very beginning, we identify the appropriate venues and methods for communicating to specific populations. Should we have a project website? Should we post fliers in key locations? Should we have a booth at a street festival? Should we distribute postcards with QR codes at local businesses and faith institutions? We don’t assume that any two places are the same in their needs. We will craft and tailor our communication methods with the Communities from the outset to make sure we maximize our outreach and establish the best ways to communicate ideas and, ultimately, the plan.

# Engagement & Outreach

A successful approach should serve as a catalyst for meaningful dialogue, aiding in decision-making while fostering enthusiasm and support for the ideas under consideration. It should be an enjoyable endeavor, even if it entails embracing some unpredictability. Beyond mere listening, community meetings possess the potential to reshape conversations altogether. We fully acknowledge that a uniform approach is insufficient in addressing the unique dynamics of each situation. As a result, we present a range of tried-and-tested pathways for engagement, harnessing the involvement of diverse stakeholders as collaborative partners in the process, with the overarching objective of ensuring a comprehensive representation of voices. Our collaborative effort with the Village of Oak Park and City of Berwyn will entail creating a tailored engagement strategy that draws from successful past practices, cultivates widespread participation across all sectors, accommodates diverse perspectives, reaches out to hard-to-reach community groups, and aligns harmoniously with the Community's distinctive cultural identities.

The strategies outlined in the subsequent sections focus on a range of outreach possibilities that demonstrate adaptability, fuse tradition with innovation, embrace both predictability and spontaneity, bridge in-person and digital realms, and seamlessly navigate the formal and informal worlds. Our inspiration stems from the diverse cities and clients we've partnered with, igniting our passion to pioneer fresh approaches to engagement. Drawing from our experience with a comprehensive array of tools, we will tailor the most fitting approach to suit the community.



## PROJECT BRAND & WEBSITE

We're all about creating project brands and websites that capture the essence of what the planning process is about. What's the goal? Delivering an accessible process under a cohesive brand and marketing approach that makes the whole journey smooth and fun to be a part of. This platform will serve as the project's clearinghouse of information, where we cultivate inspiration, disseminate information, promote engagement opportunities, capture survey results, and broadcast general announcements. Social media and marketing collateral, designed as expansions of the project brand, will be developed by our graphic team to promote all engagement opportunities.

## VIRTUAL & DIGITAL TOOLS

We're constantly seeking out technologies that expand our outreach and intensify our online presence. Virtual workshops, social media platforms, and interactive forums have transformed how people connect and voice their opinions. An intensive online presence not only ensures that information reaches a wider audience but also enables real-time engagement, allowing participants to join discussions, provide feedback, and actively contribute to the conversation.

## VIDEO CONTENT

Through carefully crafted videos, we share the project's progress, transforming complex information into easily digestible content. We use video content to increase engagement and build enthusiasm for the planning process. Visual storytelling increases public understanding, making information more relatable and captivating. By visually showcasing key strategies, milestones, and insights, we create a compelling narrative that resonates with a wide audience.

## OPEN HOUSES

Such gatherings are vibrant and enjoyable community events that go beyond the dissemination of facts - they are highly interactive and become platforms for celebration, dialogue, and the advancement of the planning process. Imagine a scenario where attending a public meeting isn't just a checkbox on a to-do list, but an eagerly anticipated event. By infusing an element of enjoyment and engagement, public meetings evolve into occasions that resonate with the community. We're not just sharing data; we're transforming the dialogue and crafting an experience that leaves a positive imprint on attendees.





### **POP-UP WORKSHOPS**

Beyond the scope of conventional community workshops, we're all about taking the planning process to where the heart of the village beats. Working with the Communities, we will study the events calendar for a diverse group of engagements, from Wine on the Fox to Sidewalk Sales and Country Market to events at schools, churches, and even setting up a booth at a local grocery store. By converging with these local events, we break free from the constraints of traditional meeting spaces and venture into the heart of the community. We meet people where they're already gathered, tapping into the comfort and familiarity of their surroundings.

### **WALKSHOPS / BIKE TOURS**

Introducing vibrant and community-driven experiences that take engagement to new heights. We'll stroll or cycle through the village, stopping at key sites to discuss issues and opportunities, and scenario planning. It's dynamic dialogue, making urban exploration a catalyst for shaping Roosevelt Road's future. These experiences create connections between spaces and conversations, turning ideas into actions.

### **COMMUNITY BARBEQUES**

An occasion that goes beyond just grilling and gathering. We'll work with the village and local vendors to create a vibrant scene where residents come together in a relaxed and inviting atmosphere. Typically, a local restaurant or the village would sponsor the event. It's a space where we discuss goals, strategies, and action steps to make the village-wide vision a reality. Here, over sizzling grills, we foster vibrant conversations that shape our shared future.

### **LAKOTA ON THE STREET**

Inspired by the infectious energy of "Billy on the Street," we introduce "Lakota on the Street" - an interactive engagement tool that brings spontaneity to community connection. We set up with a video camera rolling and a microphone in hand. We catch people as they're off to brunch, shopping, or strolling downtown, surprising them with quick, thought-provoking questions. It's the unexpected, spirited interaction that adds a vibrant touch to Saturdays and Sundays, making engagement dynamic and memorable. This on-the-spot exchange isn't just about answers; it's about capturing candid perspectives.





### **DYNAMIC URBANISM**

In today's fast-paced world, waiting for long-term plans to materialize can be frustrating. Through urban prototyping, we bring ideas to life immediately, fostering innovation while planning unfolds. This process empowers us to test concepts. It's not just about quick wins - it's about sparking conversations, igniting creativity, and giving life to the village's future. It's about reimagining spaces and activating underutilized areas. From parklets to pop-up exhibits to pavement-to-parks transformations, these experiments allow us to initiate change.

### **STEERING COMMITTEE**

A Steering Committee or Advisory Group will be established to guide the vision and planning process. The Committee would typically consist of a variety of community representatives including property/business owners, institutional and industry leaders, and community residents to provide an opportunity for public guidance and feedback. In many cases, the Plan Commission takes up this role and guides the process to completion. We will meet with this committee throughout the process to discuss key issues and review draft plan documents.

### **FOCUS GROUPS**

In key subject areas, we find that targeted one-on-one or small group interviews and focus groups are the most effective way to explore topics in more depth. Our team will work with the village to determine which key organizations, commissions, and personnel will most logically be approached with this method.

### **EXPERT PANEL**

Think of a panel where we gather thought leaders to participate in a moderated discussion on topics central to Roosevelt Road's future, such as affordable housing or economic development. The panel moderator poses incisive questions and guides the conversation to bring forward the most relevant ideas. When opposing ideas may emerge, it often means we're getting to core issues and it presents an opportunity to engage more deeply. Audience members can step up to a microphone to ask their own questions of the panel, providing a 360-degree format for the free exchange of ideas.

### **COMMUNITY OPEN MIC**

Voices take center stage and stories find a vibrant audience. This is where the spotlight isn't just on performers, but on every community member with thoughts, ideas, and experiences to share. It's a platform that amplifies individual voices, giving them the space to speak their mind. The Community Open Mic isn't just about speaking; it's also about listening. It's about realizing that each voice matters, and that every story contributes to the collective narrative. It's a space where personal experiences intersect with shared aspirations. This tool can be integrated into

# & MORE





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# Scope of Work

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# Work Scope »»

## Phase 1: Engage + Assess

February 2025 - April 2025

*In this first phase of the planning process, we will analyze existing conditions, gain an understanding of opportunities and constraints, and engage with local stakeholders through a variety of online and in-person formats. The focus of Phase 1 is to establish a dynamic corridor planning process that provides a sound, community-informed foundation for land use, urban design, and economic vitality concepts in subsequent phases.*

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### **TASK 1.1: Project Start Meeting**

Conduct a project start meeting with the Village and City staffs (Communities) and steering committee. During this meeting, we will discuss:

- » Planning Mission
- » Project Goals
- » Area Context Strengths/Weaknesses
- » Work Plan and Schedule
- » Previous Plans (including the 2001 Farr Plan and the follow up Lakota/Duncan streetscape and Form-based code, among others)
- » Available Data, Resources, and Resource People
- » Identification of Key Stakeholders
- » Community Engagement Plan

### **TASK 1.2: Community Engagement Plan**

Following guidance from the Communities, we will craft a plan to reach residents, business owners, and local leaders throughout the planning process. Suggested contacts will be used as a starting point, with additional outreach conducted to identify a broad but relevant group of individuals.

### **TASK 1.3: Project Brand, Website, Social Media**

Create a project brand, consisting of a logo/brandmark and/or tagline, as well as a project-specific website that can be used for communicating throughout the planning process. Per the addendum, this website might not be necessary, but our team recommends the creation of a brand for communication about the process. The website could also be linked to both the Village of Oak Park's and Berwyn Development Corporation's websites. Our team will coordinate with marketing and communications staff members for the Communities.

### **TASK 1.4: Key Stakeholder and Focus Group Interviews**

We will conduct key stakeholder and focus group interviews related to the Roosevelt Road study area. We anticipate conducting a series of meetings, set up over a two-day period, with the option to capture additional input via Zoom interviews, if needed. We will work directly with the Communities, who will lead the outreach process to set up time slots once the dates are established.

### **TASK 1.5: Corridor Land Use and Physical Analysis**

We will evaluate existing and proposed land-use mix, current zoning and development standards and patterns, building locations/massing/conditions, multimodal access and circulation, parking, open space, physical conditions, streetscape/facade improvement and adaptive use potential candidates, wayfinding/signage conditions, proposed developments, sustainability, and other related topics.

### **TASK 1.6: Real Estate Assessment**

We will conduct a commercial real estate assessment to document and quantify the level of ground-floor vacancies and the rate of change. We will begin with an inventory of the types of ground floor tenants, categorizing retailers, restaurants, and service businesses. Through surveys of businesses and interviews with property owners, we will provide baseline reporting on trends, recent turnover, current rents, and conditions. We will identify the strengths and weaknesses evident in the commercial inventory. These efforts will allow us to provide a realistic set of business retention and attraction strategies, recovery and support initiatives, and implementation recommendations.

### **TASK 1.7: Market Assessment**

We will provide a retail market assessment for the target area of the Corridor Study, with an expanded look at surrounding nearby retail and residential areas. Our assessment will include:

- » Updated demographic data and projections.
- » Consumer profiles and preferences for adjacent neighborhoods.
- » Visitor profiles of consumers and commuters who come to, or pass through, Roosevelt Road.
- » Most popular shopping destinations for commonly-purchased items like groceries and household goods.

We will use a varied set of data sources to provide a multi-layered analysis of the Roosevelt Road corridor's economy. These will include the Census of Population and American Community Survey, consumer spending data and consumer profiles from the Consumer Expenditure Survey and ESRI, and geofenced data from Placer.ai based on the movement of mobile phones providing origin and destination patterns for shoppers.

### **TASK 1.8: Community Workshop #1**

In collaboration with the Communities (and steering committee, if established), we will host and facilitate a community workshop. This event will provide a casual "Stations-Style" format where our team can discuss topics with stakeholders related to the study area such as market/programming opportunities, physical conditions, placemaking, branding & wayfinding, and urban design. Exhibits will be prepared based on quantitative and qualitative information collected and will be presented at these stations to guide discussions and engage the community. All exhibits from the community workshop will be uploaded to the project website to be accessible to the community at large.

### **TASK 1.9: Online Survey**

Echoing the first community workshop, we will develop an online survey to solicit feedback on key topics, providing members of the Communities an alternative opportunity to engage.

### **TASK 1.10: Summary of Existing Conditions and Engagement**

We will summarize the findings of the Engage + Assess phase, including the input gathered from local stakeholders.

### **TASK 1.11: Steering Committee Meeting**

We will review the summary with the Communities and steering committee and refine before moving into the *Envision* + *Explore* phase.

### **PHASE 1 DELIVERABLES:**

- » Project Schedule
- » Community Engagement Plan
- » Project Brand and Website
- » Corridor Land Use and Physical Analysis
- » Market and Commercial Real Estate Assessment
- » Community Workshop #1
- » Online Survey
- » Summary of Existing Conditions and Engagement

# Phase 2: Envision

May 2025 - July 2025

*In this second phase of the planning process, our Team will explore a range of options to enhance the corridor's built environment and image, and strengthen its ground-floor commercial assets. The focus of Phase 2 is to synthesize the analysis of the first phase and develop alternative concepts for improvements.*

## **TASK 2.1: Conceptual Corridor Enhancement Options**

Working with the Communities, we will explore a range of options to enhance Roosevelt Road's built environment and image, along with solutions for retaining and attracting businesses. These concepts will include:

- » Evaluation of land-use mix
- » Public-Way enhancements/streetscape improvements
- » Urban form improvements (Bulk standard and zoning impacts)
- » Façade improvements and adaptive use potentials
- » Target development opportunity sites
- » Business retention
- » Business attraction and entrepreneurship opportunities
- » Potential parking enhancements/strategies
- » Pedestrian/bicycle safety and circulation enhancements
- » Branding, signage, and wayfinding solutions
- » Programming and event concepts

Lakota is known for its "Min-Mid-Max" approach, which involves testing and evaluating multiple tiers of concepts and creative urban design components for key target sites or areas to help community stakeholders and leaders visualize the physical impact, character, and context of potential planning and design solutions.

Concepts and solutions will be prepared using a combination of plan drawings, photo-simulations (before and after) and 3-D models to illustrate conceptual designs.

## **TASK 2.2: Review Meeting**

We will meet with the Communities and steering committee to review alternative corridor concepts, enhancement solutions, and economic development strategies. This will help guide the development of the plan and refinement of ideas, as necessary, prior to hosting the second community workshop.

## **TASK 2.3: Community Workshop #2**

In collaboration with the Communities, we will conduct a second community workshop to present and discuss design alternatives and planning concepts and solutions for the Roosevelt Road corridor. This format will be an interactive "stations-style" setting and provide breakout round tables for more focused design charrettes and discussions of specific ideas and topics. Multiple activities and exercises will be provided for participants to engage, such as design elements, built environment improvements, target-site enhancements, branding and wayfinding concepts, economic development initiatives, and transportation/mobility enhancements. All exhibits from the community workshop will be uploaded to the project website to be accessible to the Oak Park and Berwyn communities at large.

## **TASK 2.4: Site Development Scenarios**

We will prepare development concepts for three to five priority redevelopment sites within the corridor study area. These will include siting, bulk and massing, and supportable uses based on the market assessment in Phase 1.

## **TASK 2.5: Preferred Concepts and Review Meeting**

Following input from the community, we will refine our initial options to develop preferred concept(s) and ideas, summarized in a presentation to the Communities and steering committee. We will also identify additional public communication tools or exhibits necessary to disseminate planning goals. This may include additional renderings, exhibits, plans, charts, and/or comparative analyses.

### **PHASE 2 DELIVERABLES:**

- » Conceptual Corridor Enhancement Options
- » Community workshop #2
- » Preferred concepts
- » Presentation and review meeting



# Phase 3: Implement

August 2025 - October 2025

The focus of Phase 3 is to develop implementation strategies and prioritize improvements for Roosevelt Road. Following the adoption of the Roosevelt Road Plan, our team will discuss next steps in implementation.

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## **TASK 3.1: Corridor Plan and Implementation Strategies**

We will work with the Communities and steering committee to continue to refine plan components and strategies by addressing needed flexibility through a series of plans/tools.

These will include:

- » Physical streetscape and open space enhancements
- » Economic development strategies and entrepreneurship
- » Business retention strategies
- » Business attraction strategies
- » Facade improvement programs
- » Adaptive use candidates and financing strategies
- » Zoning and land-use refinements
- » Urban form (e.g., bulk and massing standards and transition zones)
- » Mobility enhancements
- » Public space programming and events
- » Signage and wayfinding
- » Funding opportunities
- » Branding efforts, promotion, and marketing strategies

We will facilitate a priorities discussion and begin building an action plan consisting of implementation strategies and plan initiatives.

## **TASK 3.2: Review Meeting**

We will conduct a review meeting with the Communities and steering committee to discuss the draft final plan, opportunity sites, implementation strategies, and preliminary narrative.

## **TASK 3.3: Implementation Matrix**

We will prepare a phased implementation matrix that can be used as a tool for managing improvements to the Roosevelt Road corridor. We will review with the Communities to confirm responsible parties and realistic timeframes.

## **TASK 3.4: Final Roosevelt Road Corridor Plan**

We will deliver the draft Corridor Plan and Implementation Matrix to the Communities and the steering committee.

## **TASK 3.5: Plan Presentation**

If desired, we will make a presentation of the plan to the Communities, elected leaders, and, if desired, to the respective Oak Park and Berwyn communities.

## **TASK 3.6: Plan/Strategy Refinements; Final Plan**

Following the Board presentation(s) and feedback session, we will finalize the Plan and distribute electronic and hard copies to the Communities.

### PHASE 3 DELIVERABLES:

- » Draft Roosevelt Road Corridor Plan and Implementation Strategies
- » Review Meeting
- » Implementation Matrix
- » Final Corridor Plan and Implementation Strategies
- » Presentation of Plan

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# Our Work

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# Marion Street + Pleasant District Streetscape

*Designs for a district that now defines downtown Oak Park*

Lakota developed plans to open Marion Street to two-way traffic in order to revitalize the deteriorated pedestrian mall in the center of Historic Downtown Oak Park. The overall plan links the mall to another new, pedestrian-friendly street that has several local businesses. The streetscape design focused on rejuvenating this well-known commercial center with a rich variety of materials and flexible outdoor gathering spaces. The design included natural stone, brick street/sidewalk paving, custom site furnishings, a central water feature, new plantings, and custom lighting. Sustainable design techniques, such as an under-sidewalk heat mat and a gray water storage system for irrigation, were used. The project has been integral to creating an active and vibrant commercial district, and has spurred additional streetscape enhancements and economic development within the downtown.

Following the success of North Marion Street, the Village of Oak Park engaged The Lakota Group to develop streetscape designs, plans, and construction documents for South Marion. While the material palette was mostly defined, there were unique challenges and goals associated with this new phase. Wider street widths prompted the use of additional overhead roadway lights. An increased focus on Complete Streets led to subtle modifications to cross-walks and alley crossings. The area as a whole rebranded itself as the Pleasant District during the process and the streetscape design was coordinated to reinforce the new moniker, including a custom gateway signage element. Custom design elements helped connect to an adjacent park and tie the street back to the neighborhood in an authentic way.

## **Client**

Village of Oak Park

## **Reference**

Craig Failor  
Village Planner  
Village of Oak Park  
708-358-5418

Bill McKenna  
Village Engineer  
Village of Oak Park  
708-358-5722

## **Awards**

Honor Award  
American Society of Landscape Architects,  
Illinois Chapter

Gold Award for Implementation  
American Planning Association,  
Illinois Chapter

Charter Award  
Congress of New Urbanism,  
Illinois Chapter

Gold Award  
Brick Industry Association







*“It feels like it’s been there forever, and it feels like it’s going to be there forever. ... It’s kind of a bridge between the past and the future.”*

*Oak Park Mayor Anan Abu-Taleb*







*Downtown Oak Park's Marion Street streetscape designed by The Lakota Group has become the gold standard for streetscape design in the region and is used as a model for leveraging public investment to spur economic development.*



# Roosevelt Road Form-Based Code + Streetscape Design

*A multi-jurisdictional vision becomes reality*

Lakota, along with Duncan Associates, prepared a corridor plan and form-based code for Roosevelt Road, an IDOT roadway within three municipalities—Oak Park, Berwyn and Cicero. With community stakeholders, the team developed concepts that addressed key issues for this busy commercial corridor, such as parking, pedestrian safety, visual character and business access. The concepts, which included road geometry and streetscape improvements, were tested at a series of public workshops.

After the plan and code were completed, Lakota prepared a streetscape design and construction documents for the roadway's construction. Design elements included custom-designed logos attached to the top of light poles, new landscape plantings and outdoor gathering spaces.

#### **Client**

Village of Oak Park, City of Berwyn, Town of Cicero

#### **Reference**

Craig Failor  
Village Planner  
Village of Oak Park  
708-358-5418



# Vision Clark Street Corridor Plan

*A community-led vision to revitalize the heart of Rogers Park*

The Lakota Group was engaged by Rogers Park Business Alliance to create a corridor plan for Clark Street in the heart of the Rogers Park neighborhood. Significant bilingual outreach to residents and business owners was performed to ensure the plan reflected the vision of the overall community. Over 350 people attended the first two community meetings and 500 online and in-person surveys were completed.

The final Corridor Master Plan synthesized all of the feedback received throughout the plan and graphically illustrates the issues and opportunities of the corridor and the vision for its future. Concepts outlined in the plan include economic development strategies, design, signage and wayfinding improvements, multi-modal transportation improvements and the enhancement and preservation of neighborhood character and history. An extensive implementation action plan was included to guide the community in achieving this vision.



#### **Client**

Rogers Park Business Alliance

#### **Reference**

Sandi Price  
Executive Director  
Rogers Park Business Alliance

(773) 508-5885  
sprice@rpba.org

#### **Awards**

Burnham Award for Planning and Analysis  
American Society of Landscape Architects,  
Illinois Chapter  
2020





**Next Door**  
STORE HOURS  
M | 8 AM - 6 PM  
T | 8 AM - 6 PM  
W | 8 AM - 6 PM  
TH | 8 AM - 6 PM  
F | 8 AM - 6 PM  
S | 9 AM - 4 PM  
SU | CLOSED



**ROADSTER DINER**

**BUSINESS HOURS**  
MONDAY 9:00AM - 2:00PM  
TUESDAY 9:00AM - 2:00PM  
WEDNESDAY 9:00AM - 2:00PM  
THURSDAY 9:00AM - 2:00PM  
FRIDAY 9:00AM - 2:00PM  
SATURDAY 9:00AM - 2:00PM  
SUNDAY 9:00AM - 2:00PM

*The Vision Clark Street plan provided strategies for placemaking, as well as concepts for refreshing the identity of this important neighborhood spine.*



*“We partnered with The Lakota Group to create a master plan for Clark Street in Rogers Park, and we could not be more impressed with the outcome. They have without a doubt mastered the art of coming up with creative concepts for a long time neglected commercial corridor, while successfully representing the voice of a very diverse community. ”*

*Carolina Juarez, Special Service Area Manager*



*Residents of the Rogers Park neighborhood have a high interest in sustainable solutions to physical improvements and a DIY spirit, which was captured in the plan.*



*The engagement process was designed to be inclusive for all community members and centered around local food and entertainment to attract people to join in the conversation.*

share your  
**VISION**  
for CLARK STREET

**WE NEED YOUR INPUT!**

Join Us for an Open House

Tuesday, May 30 • 5-8pm • 7004 N

In an ideal world, how would you like to experience Clark Street? Come and share your ideas to help shape the identity and vitality of Clark Street. Your participation will help develop the vision for the future of Clark Street in Rogers Park! Learn more at [facebook.com/visionclarkstreet](https://facebook.com/visionclarkstreet)

**ROGERS PARK BUSINESS ALLIANCE**  
The VISION Clark Street Plan process is led by the Rogers Park Business Alliance, working alongside a consulting firm—a local Chicago firm specializing in community development.

**VISION**  
CLARK STREET

stay involved // mantengase involucrado

facebook.com/VisionClarkStreet  
 thelakotagroup.com/projects/vision-clark-street  
 Carolina Juarez • [cjuarez@rpba.org](mailto:cjuarez@rpba.org)  
 773.508-5885



The project brand was extended into the physical realm to help form a cohesive identity for the area. The RPBA is moving forward with the brand as their new standard.

# Wells Street Corridor Plan

Chicago, IL

The Old Town Merchants and Residents Association (OTMRA) in collaboration with The Lakota Group is developing a Master Plan to envision the future of Wells Street, one of Chicago's most visited corridors. The Wells Street Corridor Plan will establish a compelling vision and revitalization priorities to guide local actions and partnerships in the post-pandemic era. For OTMRA and SSA #48, the Plan will serve to guide decision-making on allocating resources for initiatives aimed at managing a vital District now and into the future. For the broader community – local

businesses, property owners, residents, and local stakeholders – the Plan will serve as a resource for stimulating new ideas and ways of thinking about collaborations that can achieve a stronger community and an active and vibrant street. The Plan will provide the spark for imagination and creativity to once again make Wells Street a compelling destination for locals and visitors. The Final Corridor Plan will identify priority investments and outline the steps necessary to achieve Plan initiatives, investments, and implementation action steps.

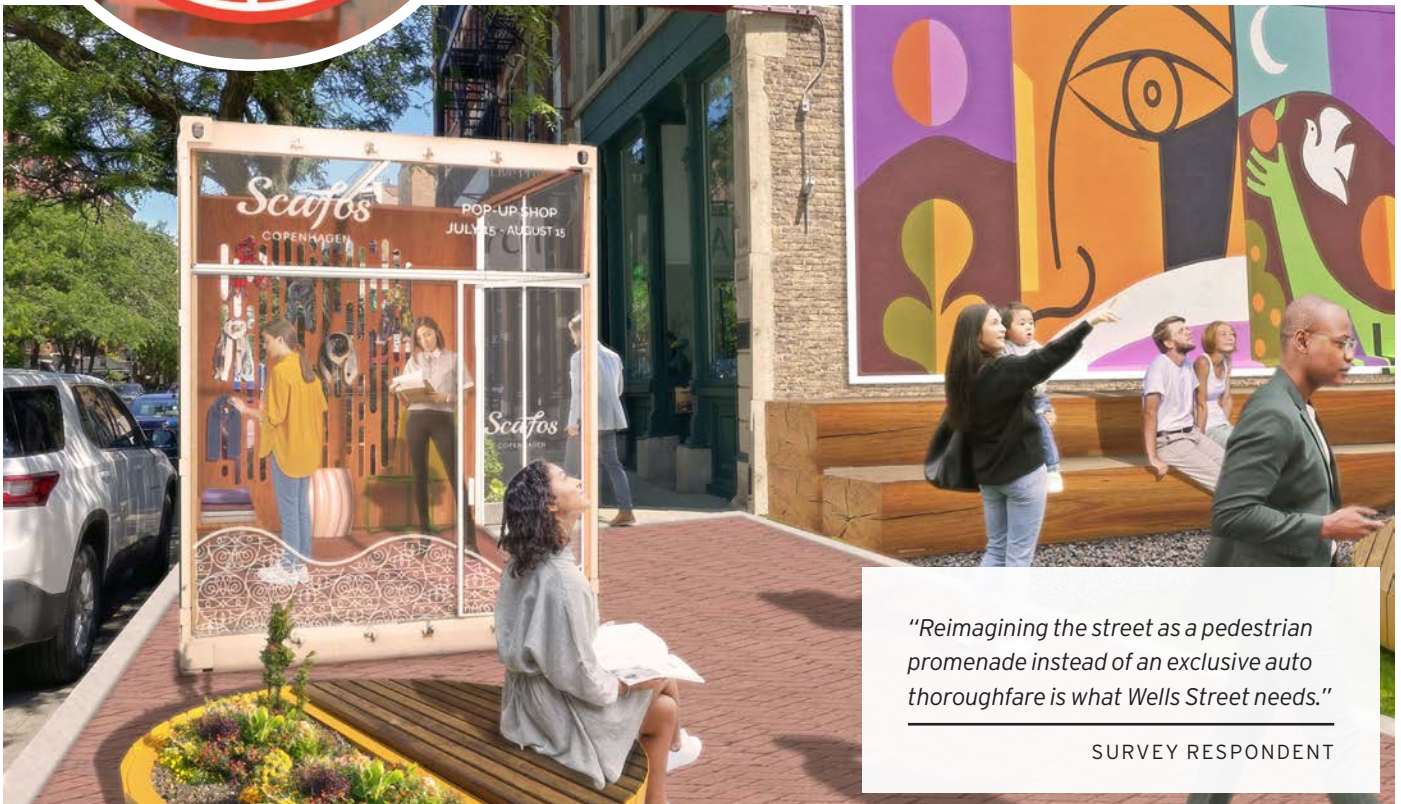
## Statistics

Start Date: April 2021  
Completed: Pending Completion

## Reference

Linda Fleener, Executive Director  
Old Town Merchants and Residents Association  
(312) 685-1533  
lfleener@oldtownchicago.org





*"Reimagining the street as a pedestrian promenade instead of an exclusive auto thoroughfare is what Wells Street needs."*

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SURVEY RESPONDENT



JOIN US FOR

# LAKOTA IN THE STREET

As you stroll down Wells Street, we will stop you for a few quick questions about the future of this unique District.

 SATURDAY, AUGUST 7TH, 2021  
FROM 12 PM - 2 PM



WELLS STREET  
CORRIDOR

TOWN

THE  
LAKOTA  
GROUP.

*The Lakota Street Team engaging folks during the Wells Street project. As part of the process, a video was created documenting the efforts and to summarize the feedback. Senior Associate, Siraj Asfahani, hosts the video, which was linked to social media and the project website.*





[Click here](#) to view the final video!

# Fountain Fletcher Master Plan

*Indianapolis, IN*

The Greater Virginia Avenue Corridor (GVAC) Economic Improvements District (EID) engaged The Lakota Group to develop a Master Plan that will focus on communications, branding, and enhancements to the built environment within the commercial district. GVAC exists to develop, enhance and maintain commercial areas in the Fountain Square, Fletcher Place, and Holy Rosary neighborhoods along Virginia Avenue, Prospect, and Shelby Streets. This Master Plan aims to further elevate this area, and strategic investments in wayfinding and improved

communication will serve as a catalyst for additional investment in the area. The Lakota team rebranded the area Fountain Fletcher to create a cohesive and memorable “place,” including strategies for physical and digital placemaking elements and strategies.

The GVAC is divided by the interstate, but linked by the cultural trail and the EID. The Plan’s comprehensive vision for communications, branding, community outreach, and physical improvements will strengthen the connections within this burgeoning district.

## Statistics

Start Date: June 2020  
Completed: February 2021

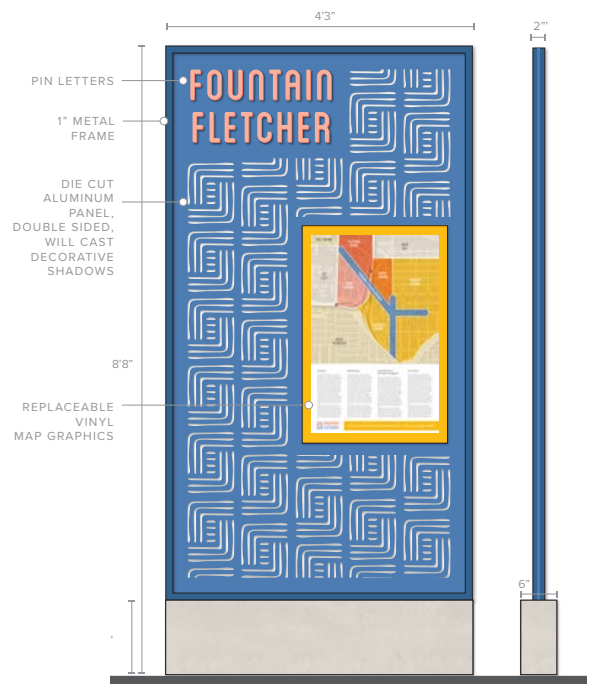
## Reference

Brad Vogelsmeier, Commissioner  
GVAC Board  
(317) 432-0482  
brad.vogelsmeier@milhaus.com





*"Fountain Fletcher's brand is a compilation of design assets that highlights the area's heritage and pride as well as promote the Cultural District. Our goal is to connect the community and tell Fountain Fletcher's story through the developed brand identity."*



# Ravenswood People Spots

*Creating community one People Spot at a time*

The Lakota Group team is working with the Greater Ravenswood Chamber of Commerce to identify locations and to design four People Spots throughout the neighborhood to provide additional community gathering spaces. The process included outreach and discussions with residents, business owners, and other key stakeholders prior to developing the unique public spaces. Once a program was derived for each location, the Lakota team designed a series of options to present to the GRCC Board, Alderman, and community residents. The concepts have been refined and construction documents were developed. Construction of the People Spots is pending in the summer of 2022.

## Statistics

Start Date: February 2021  
Design/Permitting Completed: October 2021

## Reference

Megan Bunimovich  
Executive Director, Greater Ravenswood Chamber of Commerce, Ravenswood  
Community Council  
(317) 432-0482  
megan@ravenswoodchicago.org  
773.975.2088





# Greektown SSA Strategic Plan

*A community-led vision to revitalize the heart of Greektown*

Greektown is a four-block traditional commercial district located in Chicago's Near West Loop neighborhood, a district with a diminishing concentration of Greek restaurants and other related businesses due to business displacement, rapid redevelopment and rising rents. The West Central Association engaged the Lakota Group and the Community Land Use and Economic Group to develop a new strategic plan for the district focused on business development and anti-displacement strategies, marketing and promotions, parking management, and urban design enhancements, including wayfinding, people spots, public art, and the design of a new

flex street/plaza for use for outdoor events and festivals. Key business development initiatives include the development of new business start-up incentives, securing options of prime retail spaces, and establishing a Greek culinary program to spur the establishment of new Greek restaurants.

Additional strategies focused on joint promotion activities with the National Hellenic Museum and ongoing management of the existing Special Service Area - the local business improvement district (BID) managed by the West Central Association.

#### **Client**

West Central Association/  
Chamber of Commerce

#### **Reference**

Rod Burch  
Executive Director  
(312) 902-4922  
rod@wcachicago.com



*The Greektown Strategic Plan provided strategies for unconventional outdoor spaces that activated underutilized parking spaces in the district.*



*The Greektown Strategic Plan proposed digital art installations on a community landmark, as a form of temporary gateway to the community.*

*A branded gateway to the community turned a daunting underpass to a playful branded design element.*





*Placemaking and pedestrian safety concepts were proposed at key intersections.*



*Following the adoption of the Strategic Plan, Lakota was engaged to design greek-inspired planters as a form of placemaking, promoting the district's brand.*



# Lincoln Avenue Revitalization Strategy

*A corridor plan designed to leverage new momentum*

The Lakota Group developed the Lincoln Avenue Revitalization Strategy to guide improvements within this historic corridor in the heart of Lincoln Park. Given the significant changes occurring along Lincoln Avenue in the area, from the redevelopment of the former Children's Memorial Hospital and the ELEVATE mixed-use project, to the construction of the new DePaul Music School, it was a critical time to reassess this corridor and plan for its future.

Lakota completed an assessment of the existing physical, demographic, transportation, and market conditions as a baseline to forming the plan. Concepts and strategies were developed for physical enhancements and placemaking, transportation improvements, branding and marketing, and business attraction. The final plan outlines the vision for the future of Lincoln Avenue – an active, pedestrian oriented commercial corridor that serves the needs of visitors and residents alike.

#### **Client**

Lincoln Park Chamber of Commerce

#### **Reference**

Kim Schilf, CEO + President  
Lincoln Park Chamber of Commerce

(773) 880-5200

[kim@lincolnparkchamber.com](mailto:kim@lincolnparkchamber.com)



*Lincoln Avenue in Lincoln Park is currently moving into the next iteration of its history, beginning with large-scale developments that are changing its complexion.*



*The multi-pronged approach to Lincoln Avenue's revitalization includes new development as well as upgrading the public realm to match the character of that private investment.*



*At the heart of the corridor's identity is embracing its many culture offerings, enhancing the physical character, and developing memorable experiences for all visitors.*





# Lincoln Park Wayfinding + District Branding

## Redefining Lincoln Park and its Cultural Hubs

The Lakota Group worked with the Lincoln Park Chamber of Commerce to develop a custom wayfinding system for Clark Street in Lincoln Park. Through this process, Lakota helped the chamber define identity hubs for different areas within Lincoln Park, using "Lakefront Clark Street" as the test case.

Logos and identities were developed for each hub that highlight the specific character of each area, but still link to the greater identity of Lincoln Park, with its teal arch as a unifying element. From these identities, signage concepts were developed—ranging from pedestrian kiosks to vertical and horizontal gateway options to custom crosswalk options.

### Client

Lincoln Park Chamber of Commerce

### Reference

Kim Schilf  
CEO + President  
(773) 880-5200  
kim@lincolnparkchamber.com



*eclectic  
museums  
lakefront*



*theatre  
music  
nightlife*

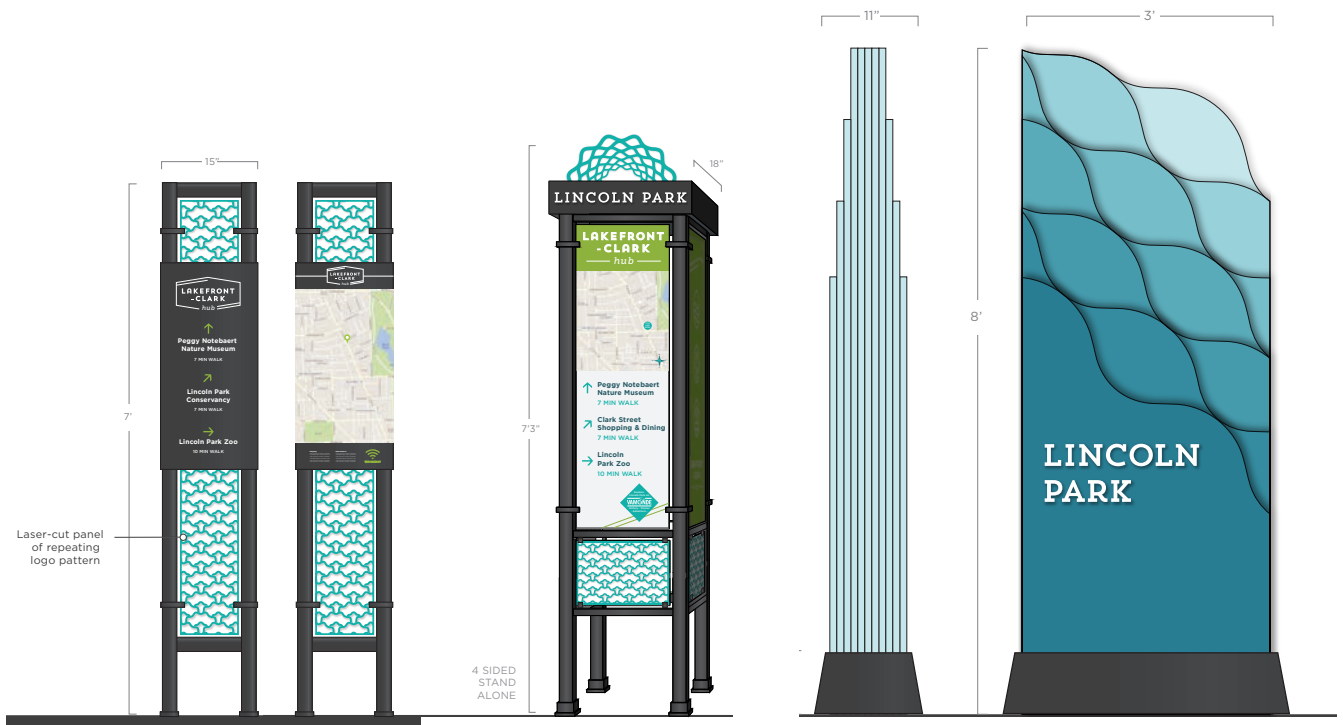
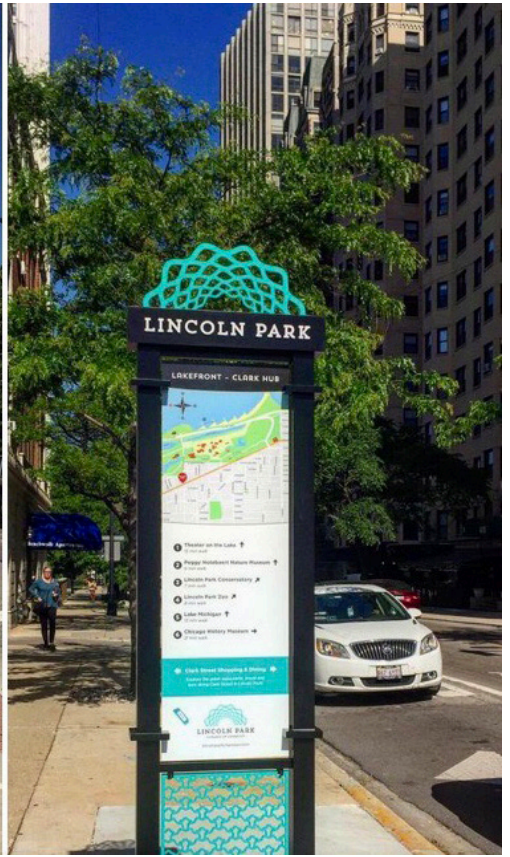
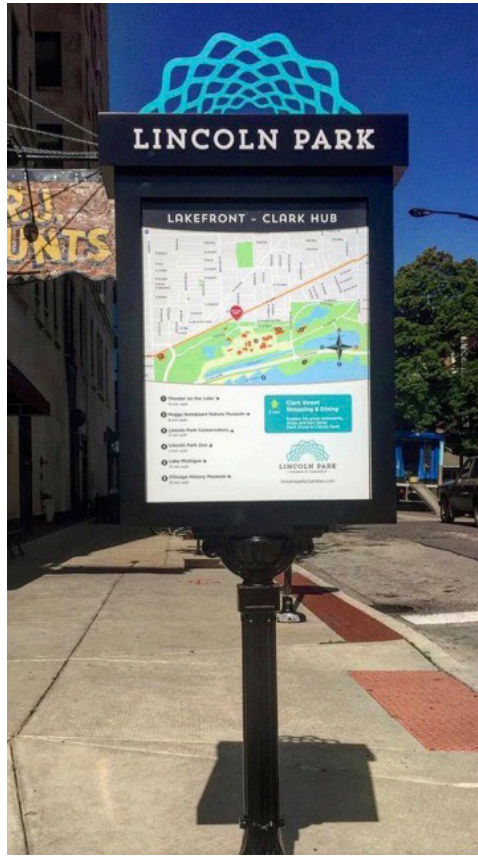


*dining  
fashion  
architecture*



*retail  
entertainment  
luxury*





## Berwyn, IL Zoning and Sign Ordinances

Adopted 2017 – Click here to view the [zoning](#) and [sign](#) ordinances



### Project Summary

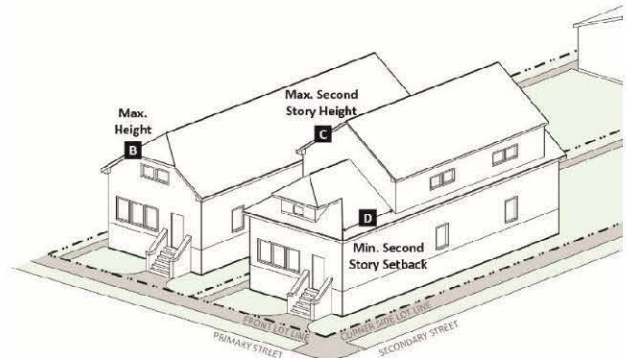
The City of Berwyn is a historic community less than a mile from the western edge of Chicago. Berwyn is a diverse community renowned for its arts community, dining options, and its incredible concentration of historic bungalows. Despite the city’s vitality, its zoning ordinance was outdated and had become an ineffective tool when it came to economic development and preserving community character.

**The completely revamped Zoning Ordinance incorporated more flexible land use categories in commercial corridors as well as commercial district design requirements to ensure that new development preserved and enhanced the look and feel of the community.**

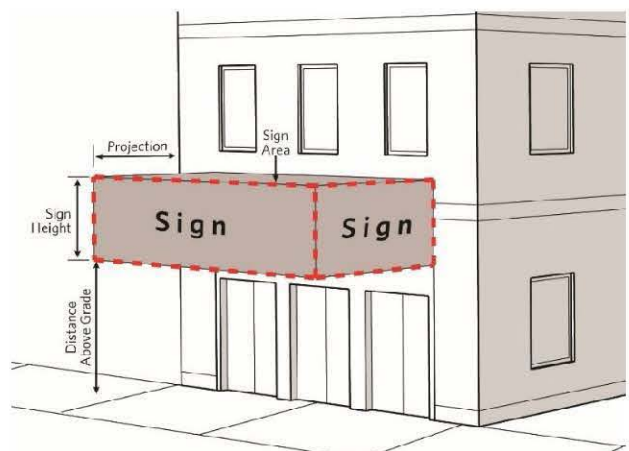
In order to ensure that bungalows evolved with the community, the Zoning Ordinance includes standards for second story additions that allow for an increase in development area while requiring that additions retain historic building materials, and rooflines.

### Reference

Kurtis Pozsgay, AICP  
Former Planner, Berwyn Development Corporation  
Current Director of Community and Economic Development, Village of Bensenville  
12 S Center St, Bensenville, IL 60106  
(630) 350-3413 | kpozsgay@bensenville.il.us



Bungalow district setback and bulk standards



Commercial district sign standards

## Wheaton, IL: Roosevelt Road Corridor Zoning Ordinance

Adoption scheduled for February 2025 – [Click here to view draft ordinance](#)



### Project Summary

The Roosevelt Road Corridor Zoning Ordinance seeks to **ensure the long-term viability** of one of Wheaton’s major thoroughfares. Sightline worked with the City to establish **new zoning regulations that address land use, a shifting development market, and the overall design of the corridor.**

Within the corridor there is a significant change in land use intensity from east to west. **The key to the new Ordinance was a subdistrict-based approach** that directs higher intensity development to the east and lower intensity development to the west.

Each subdistrict includes specific requirements regarding land use, bulk, yard, and building design. Regulations are tailored to each subdistrict so **new development is appropriately buffered** from adjacent residential neighborhoods. The design requirements ensure that **new development enhances the character of the corridor** through standards for building materials, facades, and windows.

### Reference

Jim Kozik, AICP  
Director of Planning and Economic Development  
City of Wheaton  
303 W Wesley St, Wheaton, IL 60187  
(630) 260-2008 | [jkozik@wheaton.il.us](mailto:jkozik@wheaton.il.us)



Commercial and office development near Main St

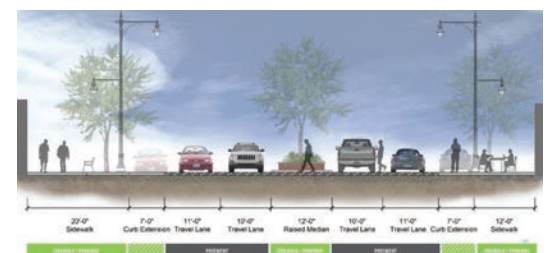
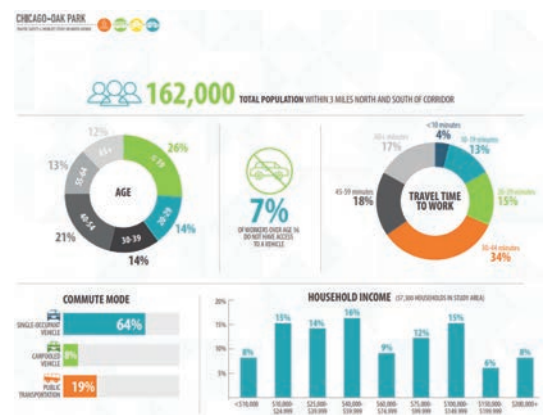
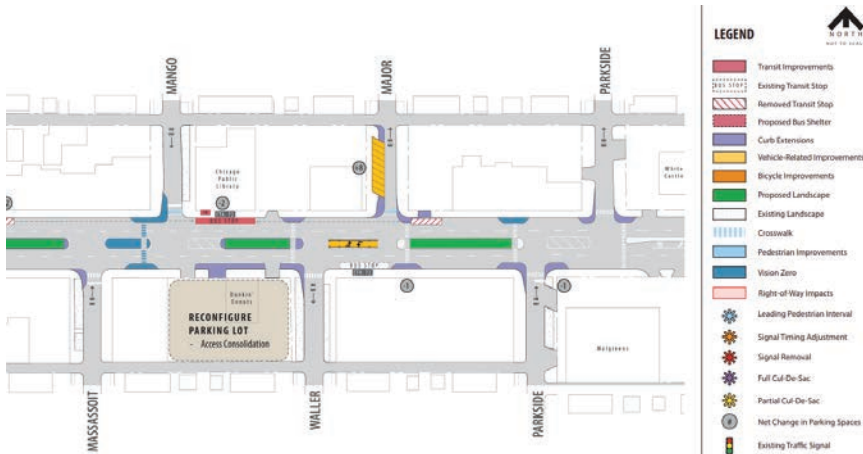


Commercial and office development near Chase St

## North Avenue Multimodal Safety and Mobility Plan

Chicago, Illinois

Kimley-Horn led a multimodal corridor plan with the Chicago Department of Transportation (CDOT) along a two-mile stretch of North Avenue between Harlem Avenue and Central Avenue that forms the border of Chicago and Oak Park. In addition to the two neighboring communities, the project included several agencies and stakeholders including IDOT, CTA, Pace, and CMAP among local community organizations. Completed in 2021, a key focus of the study included enhancing pedestrian safety and level of comfort along and across the busy state route. Elements of the plan include increasing pedestrian crossing locations, installing new medians and pedestrian refuges, constructing curb extensions and widened pedestrian spaces, establishing new corner plazas and public people spaces, adding bus stop amenities, and leveraging transportation to create opportunities that enhance the quality and experience of the pedestrian realm while supporting broader community goals relating to economic development, safety, character, and sustainability.



## Ogden Avenue Corridor Master Plan

Brookfield, Illinois

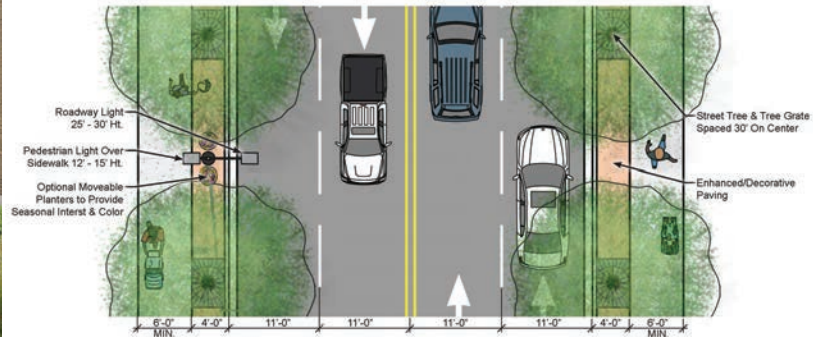
Kimley-Horn planners and engineers assisted the Village of Brookfield with a Corridor Master Plan process for Ogden Avenue. The project team conducted analysis and extensive community engagement to evaluate the corridor and then developed a series of recommendations for both private and public enhancements. Kimley-Horn refined those recommendations through a public workshop and input from Village staff. A series of “Toolkits” were then prepared that provide guidance and resources for various private and public enhancements to improve walkability, support and encourage economic development, and enhance aesthetics along the corridor. Recommendations for public projects included streetscape, access management, and enhancement of bus stops. Private enhancements focused on elements such as building façades, business signage, and parking lot improvements.



### ACCESS MANAGEMENT OPPORTUNITIES TO IMPROVE ACCESS



### ANGLED PARKING OPPORTUNITIES TO ADD NEW SPACES

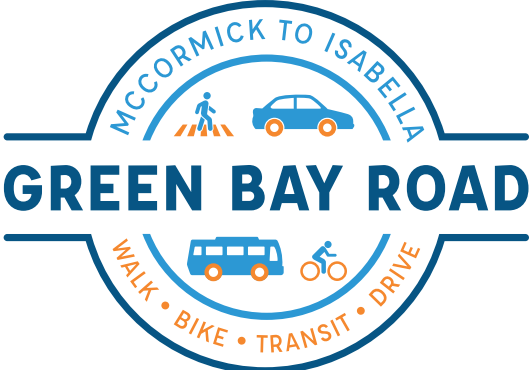


## Green Bay Road Corridor Improvement Plan

Evanston, Illinois

Kimley-Horn performed Phase I planning and design services for the City of Evanston along the Green Bay Road corridor. The study corridor at the northern end of the City includes two schools, the thriving Central Street business district, multiple CTA and Pace bus routes, and the Central Street Metra station. In partnership with the City to comprehensively improve the corridor through a range of components including sidewalk widening and improvements, traffic signal modernization, utility and lighting upgrades, streetscape and public realm enhancements, improved transit access and bicycle facilities, and overall pavement rehabilitation, the plan will create a safe corridor for residents and visitors of all ages and abilities while also satisfying ADA requirements.

The project is entering Phase II design and when implemented, will provide significant improvement that will address current deficiencies within the public realm, enhance safety, and positively contribute to the quality of life for residents, businesses, and visitors in the area.



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# Resumes

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# SCOTT FRERES PLA ASLA

PRESIDENT | 1993 - PRESENT

## HOMETOWN

Northbrook, Illinois

## EDUCATION

University of Wisconsin-Madison

Bachelor of Science in Landscape

Architecture

Madison, WI

(1986)

## ORGANIZATIONS

- American Society of Landscape Architects
- American Planning Association
- American Institute of Architects
- Wisconsin Alumni Association - Alumni Park Design Committee
- Lambda Alpha International
- Urban Land Institute
- Illinois Park & Recreation Association
- Society for Environmental Graphic Design
- Winnetka Parks Foundation
- Teaching Professional Architect - State of Illinois
- Village of Winnetka Plan Commission & Design Review Board - Former Member
- Skokie/Crow Island/Hubbard Woods Schools - Former Member

## EXPERIENCE

Years with Lakota: 32

Years of Practice: 39

Scott is the President and co-founder of The Lakota Group, and has over 30 years of experience in designing and shaping communities and open spaces around the country. As an industry leader in sustainable design, Scott has worked with cities, towns, developers, institutions, and non-profit agencies, using his skills placemaking and urban design to create beautiful and engaging places. Scott's ability to take a fresh, simple, and inclusive approach to problem solving has established The Lakota Group's reputation as a creative leader in the industry.

## SIGNATURE PROJECTS

### Streetscape & Urban Design

- Marion Street Streetscape - Oak Park, IL
- Pleasant District Streetscape - Oak Park, IL
- Roosevelt Road Streetscape - Oak Park, Berwyn, Cicero, IL
- Downtown Open Space and Streetscape - Homewood, IL
- Lockport Street Streetscape - Plainfield, IL
- Park Ridge Uptown Streetscape - Park Ridge, IL

### Landscape Architecture & Site Design

- Park Avenue Beach & Boating Facility Master Plan - Highland Park, IL
- Irish Green - Notre Dame, IN
- Lake Forest Place Landscape Design - Presbyterian Homes - Lake Forest, IL
- North Shore County Day School Master Plan - Winnetka, IL
- Fox Meadow Site Plan & Landscaping - Northfield, IL
- Heatherfield Site Plan & Landscaping - Glenview, IL

### Urban & Regional Planning

- Illinois Route 53/120 Land Use Strategy - Lake County, IL
- Riverfront Neighborhoods Comprehensive Plan Update - Moline, IL
- MedQuarter Master Plan - Cedar Rapids, IA
- Downtown Strategic Development Plan - Kenosha, WI
- Illinois Medical District Master Plan - Chicago, IL
- Willow Road Corridor Plan - Northfield/Winnetka, IL
- State of Oregon Main Street Revitalization Services - OR
- Village Center Master Plan - Wilmette, IL
- San Antonio Strategic Historic Preservation Plan - San Antonio, TX

### Open Space and Park District Planning

- Park District of Highland Park Comprehensive Plan - Highland Park, IL
- Hubbard Woods Park Master Plan - Winnetka, IL
- Skokie Playfields Master Plan - Winnetka, IL
- Lakefront Master Plan - Winnetka, IL
- FCEC Feasibility Study - Chicago, IL

THE  
LAKOTA ALLIES  
GROUP. IN  
PLACE





# KEVIN CLARK

PLA AICP

PRINCIPAL & DIRECTOR OF DESIGN | 2005 - PRESENT

## HOMETOWN

Louisville, Kentucky

## EDUCATION

### University of Illinois at Chicago

Master of Urban Planning and Policy  
Chicago, IL  
(2006)

### University of Kentucky

Bachelor of Science in Landscape  
Architecture  
Lexington, KY  
(2000)

## ORGANIZATIONS

- American Planning Association
- American Society of Landscape Architects, Awards Jury (2014)
- Congress for New Urbanism
- American Institute of Architects, Associate Member
- American Planning Association Mentorship Program
- Lambda Alpha, ELY Chapter
- Uptown Development Partners
- Greentown Advisory Committee (2014)
- UIC Professional Development Panel (2010)

## EXPERIENCE

Years with Lakota: 19  
Years of Practice: 24

Kevin brings over 20 years of experience in urban planning and landscape architecture to The Lakota Group, where he oversees the firm's urban design projects. His award-winning portfolio spans downtown, transit-oriented and neighborhood revitalization plans, physical and economic development strategies, and innovative design of open spaces and public places. He is passionate about dynamic and interactive public processes and works to integrate innovative technology throughout all of Lakota's projects.

## SIGNATURE PROJECTS

### District & Corridor Planning and Design

- South Main Corridor Master Plan - Rockford, IL
- Whitman Street Interchange Study - Rockford, IL
- Activate Church and Main - Rockford, IL
- Keith Creek Corridor Study - Rockford, IL
- Highcrest Multi-Use Path Community Engagement - Rockford, IL
- Ravenswood People Spots - Ravenswood, Chicago, IL
- Oak Street Promenade - Gold Coast, Chicago, IL
- Vision Clark Street Corridor Plan - Rogers Park, Chicago, IL
- Wells Street Corridor Plan - Old Town, Chicago, IL
- Fountain Fletcher District Master Plan - Indianapolis, IN
- Eddy Street Commons Master Plan - South Bend, IN
- Triangle Neighborhood Master Plan - South Bend, IN
- The District at Latimer Square - Bloomington, IN
- North Topeka Arts District Revitalization Plan - Topeka, KS
- Peoria Avenue BRT Land Use Framework - Tulsa, OK

### Streetscape & Urban Design

- Lake Street Streetscape - Oak Park, IL
- Marion Street and Pleasant District Streetscape - Oak Park, IL
- Ontarioville Plaza and Streetscape - Hanover Park, IL
- La Placita - Belmont Cragin, Chicago, IL
- Lockport Street Streetscape - Plainfield, IL
- Uptown Park Ridge Streetscape - Park Ridge, IL
- Algonquin Downtown Streetscape - Algonquin, IL

### Open Space & Park Design

- North Orleans Park - Old Town, Chicago, IL
- Howard Park - South Bend, IN
- Century Center Island Park - South Bend, IN
- Hubbard Woods Park - Winnetka, IL
- Skokie Playfiends - Winnetka, IL
- Swedish Heritage Park - Loves Park, IL
- City Commons - Park Ridge, IL
- University of Notre Dame Irish Green - Notre Dame, IN
- University of Notre Dame Hesburgh Library Plaza - Notre Dame, IN
- Waters School Campus/Landscape Design - Chicago, IL

**THE**  
**LAKOTA** ALLIES  
**GROUP.** IN  
PLACE



# J O S H U A B L O O M

DIRECTOR OF COMMUNITY STRATEGIES | 2022 - PRESENT

## HOMETOWN

**South Orange, New Jersey**

## EDUCATION

**University of Pennsylvania**

*Masters in Historic Preservation*

*Philadelphia, PA*

(1998)

**Columbia University**

*Bachelor of Arts*

*New York, NY*

(1985)

## EXPERIENCE

Years with Lakota: 3

Years of Practice: 32

Josh is a leader in the revitalization of historic commercial districts and held senior positions at Main Street America and The Community Land Use and Economics Group prior to joining Lakota. He uses local data to craft market-based strategies that help cities and communities build economically differentiated, dynamic places. He also has deep interest in social enterprise and community-owned businesses. He is currently vice president, and is a past president, of Weavers Way Cooperative Association, a \$40 million retailer in Philadelphia with four grocery stores, a pet supplies store, two health-and-beauty aid stores, a "Mercantile" gift shop, and 11,000 member-owner households.

## SIGNATURE PROJECTS

### **New Town Center Market Study - Homer Glen, IL (2023)**

In 2023 Homer Glen, a semi-rural Southwest Chicago suburb of large-lot homes, embarked on a long-held intention to create a town center. Josh's market analysis revealed several important drivers needed to make the mixed-use town center viable and helped the community coalesce around a shared vision. He then assessed eight potential locations for ownership, land cost, visibility, traffic counts, and utility access. Through the market and location analysis, Village leaders agreed on a central 485-acre site. The market study served as the foundation for four land-use concept scenarios developed by Lakota's planning team.

### **Tacony Market Analysis + Strategy - Philadelphia, PA (2023)**

Tacony is a working-class neighborhood in Northeast Philadelphia that was developed as a company town by Disston Saw Works in the mid-19th century. Josh produced a market analysis and economic development strategy for the neighborhood, providing demographic, retail, consumer mobility analysis, and revitalization strategies. Tacony faces significant obstacles, including pervasive crime. Josh's work helped to better-align the Tacony Community Development Corporation's work and spurred an initiative to directly convert vacant storefronts to incubator spaces. Using business recruitment cut-sheets produced as part of the market analysis, within a year Tacony CDC achieved its first success in the direct recruitment of a new cafe.

### **Grandmont Rosedale Restaurant Feasibility Analysis - Detroit, MI (2022)**

Grandmont Rosedale Development Corporation engaged The Lakota Group to provide market research and a feasibility analysis for developing a restaurant on the ground floor of its new senior housing apartments, Minock Park Place, on the West Side of Detroit. Josh led this project which included community engagement, market analysis, and business planning. The feasibility analysis included sizing of the space, kitchen formats for cost efficiency, alternative ownership models (e.g., social enterprise), and projected restaurant operating revenues and expenses. The study included a five-year operating pro forma.

### **Arts and Culture District Plan - Galveston, TX (2022)**

Galveston, a city of 50,000 located on the Texas Gulf Coast, has long been a destination for beachgoers. Less well-known are Galveston's arts assets like the Grand 1894 Opera House or the nationally-competitive Galveston Artist Residency program, or its cultural history as the birthplace of Juneteenth. Josh led Lakota's planning work to establish a new arts and culture agency - which the City and partners have already committed to fund - and a framework for growing an expansive and inclusive arts economy that includes fine arts, performing arts, culinary arts, history and culture, and creative manufacturing and makers.



# ALEXIS STEIN

PROJECT MANAGER | 2021 - PRESENT

## HOMETOWN

Denver, Colorado

## EDUCATION

### University of Illinois

Master of Urban Planning and Policy  
Chicago, IL  
(2019)

### DePaul University

Bachelor of Arts  
International Studies and Geography  
Chicago, IL  
(2016)

## ORGANIZATIONS

- American Planning Association
- Women in Planning & Development

## EXPERIENCE

Years with Lakota: 4  
Years of Practice: 6

Alexis is a planner and designer who has experience working on a wide range of project types, from mixed-use development master planning to placemaking initiatives to community-informed framework plans. She has worked on numerous comprehensive planning projects, assisting with all stages of plan development from community engagement to analysis to final plan writing and design. She believes that innovative planning is best achieved through comprehensive public engagement processes and is committed to working alongside communities to cultivate places that are sustainable and livable.

## SIGNATURE PROJECTS

### Palatine Comprehensive Plan - Palatine, IL

The Village of Palatine is a Chicago suburb with a growing population, but little room to expand its boundaries. It is also defined by commercial corridors along State highways and an established downtown. The Lakota Group worked with property owners, students, and community leaders to identify growth priorities, future housing needs, and a vision for their downtown, key corridors, and development opportunity sites throughout the Village. Palatine Comprehensive Plan. Alexis is co-managing this ongoing planning process and is assisting with community engagement, formation of goals and strategies, design, and mapping.

### Wheeling Restaurant Row Corridor Plan - Wheeling, IL

The Village of Wheeling engaged the Lakota Group to create a Corridor Plan for Restaurant Row in order to enhance connectivity, encourage economic development, and create a vibrant streetscape along Milwaukee Avenue and the western edge of the Des Plaines River. The plan built a dynamic vision for the corridor that emphasized walkability, placemaking, and revitalization. Alexis was responsible for the first phase of planning, including analyzing existing conditions and gathering stakeholder feedback. She was responsible for creating key strategies and action items and assisted with the creation of maps and graphics.

### Hobart Comprehensive Plan - Hobart, IN

The City of Hobart worked with the Lakota group to update its Comprehensive Plan to help guide the future of development, recreation, sustainability, housing, and other key community initiatives. The Plan helps the City to address economic, demographic, environmental, and physical changes occurring within Hobart and harness the opportunity to create a resilient, well-designed, and livable community. Alexis assisted with the overall land use strategy, as well as planning strategies and action items. She also supported the production of master planning concepts, graphics, and maps for the final Plan.

### Keith Creek Corridor Plan - Rockford, IL

Region 1 Planning Council engaged the Lakota Group to create a corridor plan for the Keith Creek neighborhood that addressed mobility, economic development, flood mitigation, and sustainability through urban design, placemaking, and transportation planning. The result was a plan for a vibrant and resilient neighborhood with plenty of recreational opportunities, community gathering places, economic development opportunities, and flood mitigation strategies. Alexis was responsible for project management, goal and strategy creation, and the production of graphics, maps, and writing for the final plan document.



# H A N N A H K R O L L

ASSOCIATE | 2024 - PRESENT

## HOMETOWN

St. Louis, Missouri

## EDUCATION

**University of Kansas**

*Master of Urban Planning  
(2020)*

*Bachelor of Arts*

*Architectural Studies and Geography  
(2019)*

*Lawrence, KS*

## ORGANIZATIONS

- American Planning Association

## EXPERIENCE

Years of Practice: 4

Hannah is an associate at The Lakota Group, where she brings a diverse and interdisciplinary background in architecture and human geography that shapes her comprehensive approach to urban planning. Her expertise lies in understanding the dynamic relationships between communities and their environments, allowing her to create thoughtful and place-based solutions. Hannah believes that transparency and accessibility are critical to fostering positive change, and she is dedicated to making complex data clear and approachable through tailored verbal, written, and visual communication strategies.

Throughout her career, she has worked on a broad spectrum of projects, ranging from small-scale area plans to expansive, county-wide comprehensive plans. She is experienced in every phase of the planning process, including conducting detailed existing conditions analyses, developing compelling project branding and marketing strategies, leading public engagement sessions, performing site visits, and providing actionable recommendations that inform long-term implementation strategies. Hannah's work is marked by her commitment to inclusivity, collaboration, and creating plans that reflect the distinct needs and aspirations of each community she serves.

## SIGNATURE PROJECTS

### **Woodridge Growing Forward Comprehensive Plan - Woodridge, IL**

The Woodridge Growing Forward Comprehensive Plan is designed to guide the community through a future-oriented planning process that targets key focus areas for potential development. With an emphasis on specific opportunity sites, the plan will balance growth while preserving Woodridge's identity as a tree-lined community. It will explore innovative development strategies to address housing, retail, transportation, and infrastructure needs while focusing on seven priority subareas. The plan's goal is to create opportunities that push the community forward, fostering sustainable growth while maintaining its core values and unique character. Hannah is supporting the team in the analysis and crafting of strategies for Woodridge.

### **Fox Lake Community Reflections Comprehensive Plan - Fox Lake, IL**

The Fox Lake Community Reflections Comprehensive Plan focuses on shaping the Village's future by building on its strong connection to water, community identity, and recent investments. The plan is structured in three phases: understanding current conditions, defining a shared vision for the future, and determining actionable steps to achieve that vision. Key themes include enhancing economic vitality, improving housing and placemaking, and leveraging Fox Lake's recreational assets. Through extensive public engagement, including stakeholder listening sessions and community events, the plan reflects the community's desire to move away from its resort-town image while positioning Fox Lake as a family-friendly destination for both residents and visitors. Hannah is supporting the team in the analysis and crafting of strategies for Fox Lake.



# Jacob Seid AICP Founding Principal

For more than 15 years, Jake has partnered with communities large and small on a wide array of planning and zoning projects. Jake’s work focuses on zoning ordinances, land use planning, and authentic community outreach and engagement.

During the course of his career, Jake has honed unique skills and abilities in zoning and land use regulations. He has made a significant impact by crafting easy-to-use zoning codes that implement community goals and provide greater land use flexibility and housing choice.

Jake is dedicated to his community and to his profession, serving for ten years on the Executive Board of the Illinois Chapter of the American Planning Association, including two years as President. Throughout his career, he has been a frequent speaker on topics around modernizing and improving zoning with engagements at the national, state, and local level.

## SIGHTLINE PLANNING AND ZONING

### Education

Master of Urban Planning and Policy,  
University of Illinois at Chicago

Bachelor of Arts in History,  
Rutgers University – Summa Cum Laude

### Professional Affiliations

American Planning Association (APA)

### Certifications

American Institute of Certified Planners (AICP)

### Professional Volunteer Service

American Planning Association, Illinois Chapter:

- Past President 2022
- President 2020-2021
- President Elect 2019
- Treasurer 2013-2018

### Awards and Honors

Notable Leader in Community Development  
Crain’s Chicago Business, 2022

Top Ten Episode of the Year  
GovLove Podcast, 2021

### Contact

jseid@sightlineplanning.com  
312.339.7992

### Work Experience

Chicago Metropolitan Agency for Planning (CMAP), Chicago IL  
>> Senior Planner, 2017-2023; Associate Planner 2013-2017

Camiros, Chicago IL, Associate Planner 2008-2012

City of Highland Park, Highland Park IL, Planning Intern 2007-2008

**Project Experience:** Work completed at Sightline, CMAP, and Camiros.

#### Land Development Ordinances

##### >> As Project Lead

- Alsip, IL: Zoning Analysis
- Bensenville, IL: Zoning Ordinance
- Berwyn, IL: Zoning Ordinance
- Elburn, IL: Zoning Ordinance
- Elmwood Park, IL: Zoning Analysis
- Montgomery, IL: UDO
- Norridge, IL: Zoning Analysis
- North Aurora, IL: Zoning Ordinance
- Oswego, IL: UDO
- Park Forest, IL: UDO
- South Elgin, IL: UDO
- Wheaton, IL: Corridor Ordinance

##### >> As Project Team Member

- Baltimore, MD: Zoning Ordinance
- Buffalo, NY: Green Code
- La Grange Pk., IL: Zoning Ordinance
- Lincolnshire, IL: Sign Ordinance
- Maywood, IL: Zoning Ordinance
- Mundelein, IL: Zoning Ordinance
- New Orleans, LA: Zoning Ordinance
- Waukegan, IL: UDO
- Wilmette, IL: Zoning Ordinance
- Winnebago County, IL: UDO

#### Comprehensive Plans

- Cook County, IL: Maine-Northfield Township Comp Plan
- North Chicago, IL: Comp Plan

#### Regional Planning Liaison to Consultant Team

- Carol Stream, IL: UDO
- Harvard, IL: UDO
- Richton Park, IL: Zoning Ordinance
- Sugar Grove, IL: Comp Plan
- Summit, IL: Zoning Ordinance

#### Additional Planning Projects

- Chicago, IL: 107<sup>th</sup>/Halsted TIF Eligibility Study
- Chicago, IL: Roseland Medical District Existing Conditions Report
- Chicago Ridge, IL: Comprehensive Plan Amendment
- La Grange, IL: Special Events Ordinance Analysis
- Rockford, IL: Ellis Heights Choice Neighborhoods Plan





## Peter Lemmon, P.E., PTOE

### *Senior Transportation Engineer*

Peter has more than 25 years of experience managing and preparing numerous multimodal transportation and mobility planning, traffic engineering, parking analysis, data collection, access/circulation, and subarea planning studies. Peter demonstrates a focus on multimodal sensibilities to safely balance the needs of vehicles, pedestrians, cyclists, and transit. His project experience blends transportation with land use planning, economic development, and design disciplines to provide comprehensive solutions that incorporate “big picture” ideas and balance a wide range of project considerations. Peter regularly engages with both technical and non-technical audiences while collaborating with stakeholders to solicit input and gain broad support on plans that factor various perspectives and viewpoints.

### Professional Credentials

**Purdue University**  
Bachelor of Science,  
Civil Engineering

#### Professional Engineer:

- Illinois
- Indiana

#### Professional Traffic Operations Engineer

### Representative Project Experience

- North Avenue Traffic Safety and Mobility Plan, Chicago, IL – *Project Manager*
- Kenosha Innovation District Neighborhood Master Plan, Kenosha, WI – *Transportation Lead*
- Green Bay Multimodal Corridor Improvements Plan, Evanston, IL – *Transportation Engineer*
- Sheridan Road Corridor Pedestrian Crossings Evaluation, Wilmette, IL – *Project Manager*
- CBD Infrastructure Assessment and Improvement Plan, Lake Forest, IL – *Transportation Lead*
- Prairie View Transit-Oriented Development Plan, Buffalo Grove, IL – *Transportation Lead*
- Master Bike and Active Transportation Plan Implementation Strategy, Wilmette, IL – *Project Manager*
- Illinois Road and Lake Avenue Bike Route Feasibility Studies, Wilmette, IL – *Project Manager*
- Navy Pier Centennial Master Plan and Implementation, Chicago, IL – *Project Manager*
- Union Station Redevelopment Transportation Management Plan, Chicago, IL – *Project Manager*
- Purdue University Third Street Pedestrian Greenway, West Lafayette, IN – *Project Manager*
- Downtown Transportation Plan, West Lafayette, IN - *Transportation Lead*
- Downtown Parking Study, Noblesville, IN - *Transportation Engineer*
- Hobart Comprehensive Plan, Hobart, IN – *Transportation Lead*
- Hickory Hills Comprehensive Plan, Hickory Hills, IL – *Transportation Lead*



## Justin Opitz, AICP

### *Transportation Planner*

Justin has performed professional transportation and mobility planning work on a multitude of comprehensive plans and corridor plans/studies, regularly exploring a wide range of alternatives tailored to each study area and shared through extensive public outreach efforts. He also manages the production of traffic impact studies of all sizes for private development and public institutions, such as schools and municipalities. Justin provides in-depth mobility analysis on each study, including planning for the circulation of automobiles, trucks, bicycles, and pedestrian traffic. He has helped craft mobility plans for a number of municipalities, regularly focusing on connectivity and safety for pedestrians and cyclists. Justin has worked with clients on more than 250 studies and planning efforts throughout the Chicago metropolitan area and the Midwest.

### Professional Credentials

#### **Iowa State University**

Bachelor of Science,  
Community and Regional  
Planning

#### **American Institute of Certified Planners (AICP)**

#### **American Planning Association (APA) Member**

### Representative Project Experience

- Washington Comprehensive Plan, Washington, IL – *Transportation Lead*
- Hobart Comprehensive Plan, Hobart, IN – *Transportation Planner*
- Hickory Hills Comprehensive Plan, Hickory Hills, IL – *Transportation Planner*
- Algonquin Comprehensive Plan, Algonquin, IL (ongoing) – *Transportation/Infrastructure Lead*
- Onalaska Comprehensive Plan, Onalaska, WI – *Transportation/Infrastructure Lead*
- Harvey Comprehensive Plan, Harvey, IL – *Transportation/Infrastructure Lead*
- Kirchoff Road Corridor & Northwest Industrial District Planning Study, Rolling Meadows, IL (ongoing) – *Transportation Lead*
- Fox Lake Comprehensive Plan, Fox Lake, IL (ongoing) – *Transportation/Infrastructure Lead*
- Woodridge Comprehensive Plan, Woodridge, IL (ongoing) – *Transportation/Infrastructure Lead*
- IL Route 92 Corridor Study, Illinois Quad Cities – *Project Manager – Project Manager\**
- Avenue of the Cities Corridor Plan, Moline, IL – *Transportation Lead\**

\* Project complete prior to joining Kimley-Horn



## Sofia Camp, EIT

### *Transportation Analyst*

Sofia is a transportation analyst with project experience in a range of multimodal transportation engineering and planning studies focused in the Chicago area and Midwest. Her experience includes pedestrian and bicycle infrastructure feasibility evaluations, data collection and analysis, parking demand and needs studies, traffic impact studies and site transportation assessments for private and institutional developments, transportation demand management planning for hospital and higher-education clients, community outreach/engagement activities, and transportation planning for stadium/special event venues. Sofia has worked with a variety of client types ranging from private developers to healthcare/higher-education institutions to municipalities. She applies her skills using software including ArcGIS, Synchro/Sim Traffic, Illustrator, and InDesign to prepare technical reports and graphics/exhibits for agency review, public-facing plans, and client-oriented planning guides.

### Professional Credentials

**McGill University**  
Bachelors,  
Civil Engineering

### Engineer In Training:

- Maryland

### Representative Project Experience

- Master Bike and Active Transportation Plan Implementation Strategy, Wilmette, IL – *Project Analyst*
- Illinois Road and Lake Avenue Bike Route Feasibility Studies, Wilmette, IL – *Project Analyst*
- Kirchoff Road Corridor & Northwest Industrial District Planning Study, Rolling Meadows, IL (ongoing) – *Project Analyst*
- Fox Lake Comprehensive Plan, Fox Lake, IL (ongoing) – *Project Analyst*
- Woodridge Comprehensive Plan, Woodridge, IL (ongoing) – *Project Analyst*
- Downtown Transportation Plan, West Lafayette, IN - *Project Analyst*
- Downtown Parking Study, Noblesville, IN - *Project Analyst*



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# Our Budget

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# Project Budget »

Roosevelt Road Corridor Plan Update	The Lakota Group				Kimley Horn			Sightline
Monday, January 27, 2025								
	Staff Hours				Staff Hours			Staff Hours
Work Scope/Phases/Tasks/Hours/Fees	A	B	C	D	A	B	C	A
<b>Engage &amp; Assess</b>								
TASK 1.1: Project Start Meeting	2	2	2	2	2	2		2
TASK 1.2: Community Engagement Plan			2	2				
TASK 1.3: Project Brand & Website			2	4				
TASK 1.4: Key Stakeholder and Focus Group Interviews	2	8	8	8		2		2
TASK 1.5: Corridor Land Use and Physical Analysis	2	4	6	8		12		4
TASK 1.6: Real Estate Assessment		12						
TASK 1.7: Market Assessment		12						
TASK 1.8: Community Open House	2	2	6	6			2	2
TASK 1.9: Online Survey			2	6				
TASK 1.10: Summary of Existing Conditions and Engagement	comp	8	8	24	2	2	12	10
TASK 1.11: Steering Committee Meeting	2			2	2			
Subtotal Phase 1 Hours	10	46	36	62	6	18	14	20
Subtotal Phase 1 Fees	\$3,250	\$11,040	\$7,560	\$9,300	\$2,100	\$4,410	\$2,590	\$4,800
<b>Total Phase 1 Fee: \$40,250</b>		<b>\$31,150</b>			<b>\$9,100</b>			<b>\$4,800</b>

<b>Envision</b>								
TASK 2.1: Conceptual Corridor Enhancement Options	4	2	12	24	2	8	16	2
TASK 2.2: Review Meeting	2		2	2		2		
TASK 2.3: Community Workshop #2	2	4	6	6		2		2
TASK 2.4: Site Development Scenarios	2	4	6	12		2		4
TASK 2.5: Preferred Concepts and Review Meeting	2		2			2		2
Subtotal Phase 2 Hours	12	10	28	42	2	16	16	10
Subtotal Phase 2 Fees	\$3,900	\$2,400	\$5,880	\$6,300	\$700	\$3,920	\$3,920	\$2,400
<b>Total Phase 2 Fee: \$27,020</b>		<b>\$18,480</b>			<b>\$8,540</b>			<b>\$2,400</b>

<b>Plan &amp; Implement</b>								
TASK 3.1: Corridor Plan and Implementation Strategies	2	4	6	24			12	2
TASK 3.2: Review Meeting	2	2	2	2		2		2
TASK 3.3: Implementation Matrix	2	2	2	4		4		2
TASK 3.4: Final Roosevelt Road Corridor Plan		2	6	12	2	4	10	4
TASK 3.5: Plan Presentation	2	2	2	4		2		2
TASK 3.6: Plan/Strategy Refinements; Final Plan		2	4	12			2	
Subtotal Phase 3 Hours	8	14	22	58	2	12	24	12
Subtotal Phase 3 Fees	\$2,600	\$3,360	\$4,620	\$8,700	\$700	\$2,940	\$5,880	\$2,880
<b>Total Phase 3 Fee: \$28,800</b>		<b>\$19,280</b>			<b>\$9,520</b>			<b>\$2,880</b>

Fee By Firm

<b>\$68,910</b>	<b>\$27,160</b>	<b>\$10,080</b>
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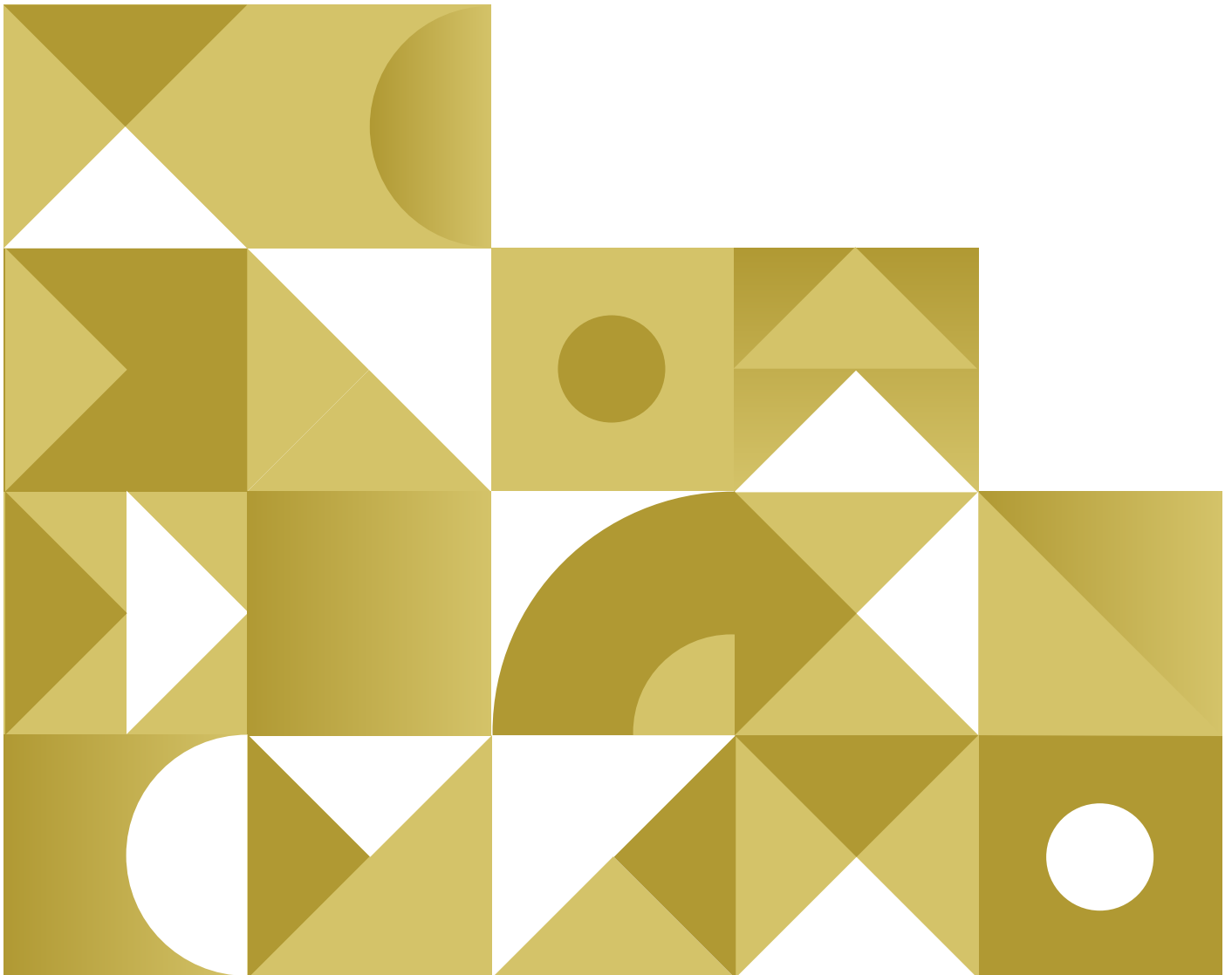
Project Fee Total =	\$96,070	A. Principal	\$325	A. Principal	\$350	A. Principal	\$240
3% Expense Estimate =	\$2,882	B. Vice President	\$240	B. Senior Associate	\$245		
<b>Total Project Budget =</b>	<b>\$98,952</b>	C. Senior Associate	\$210	C. Associate	\$185		
		D. Associate	\$150				



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# Proposal Forms

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**SECTION VI**  
**ORGANIZATION OF FIRM**

**Please fill out the applicable section:**

**A. Corporation:**

The Contractor is a corporation, legally named The Lakota Group and is organized and existing in good standing under the laws of the State of Illinois. The full names of its Officers are:

President Scott Freres, PLA, ASLA

Secretary \_\_\_\_\_

Treasurer \_\_\_\_\_

Registered Agent Name and Address: \_\_\_\_\_

The corporation has a corporate seal. (In the event that this Proposal is executed by a person other than the President, attach hereto a certified copy of that section of Corporate By-Laws or other authorization by the Corporation that permits the person to execute the offer for the corporation.)

**B. Sole Proprietor:**

The Contractor is a Sole Proprietor. If the Contractor does business under an Assumed Name, the

Assumed Name is \_\_\_\_\_, which is registered with the Cook County Clerk. The Contractor is otherwise in compliance with the Assumed Business Name Act, 805 ILCS 405/0.01, et. seq.

**C. Partnership:**

The Contractor is a Partnership which operates under the name \_\_\_\_\_

The following are the names, addresses and signatures of all partners:

Signature	Signature

(Attach additional sheets if necessary.) If so, check here \_\_\_\_\_.

If the partnership does business under an assumed name, the assumed name must be registered with the Cook County Clerk and the partnership is otherwise in compliance with the Assumed Business Name Act, 805 ILCS 405/0.01, et. seq.

**D. Affiliates:** The name and address of any affiliated entity of the business, including a description of the affiliation: \_\_\_\_\_

\_\_\_\_\_  
Signature of Owner

[THIS SPACE LEFT INTENTIONALLY BLANK]

**SECTION VII**  
**COMPLIANCE AFFIDAVIT**

I, Kevin Clark, (Print Name) being first duly sworn on oath depose and state:

1. I am the (title) Principal of the Proposing Firm and am authorized to make the statements contained in this affidavit on behalf of the firm;
2. I have examined and carefully prepared this Proposal based on the request and have verified the facts contained in the Proposal in detail before submitting it;
3. The Proposing Firm is organized as indicated above on the form entitled "Organization of Proposing Firm."
4. I authorize the Village of Oak Park to verify the Firm's business references and credit at its option;
5. Neither the Proposing Firm nor its affiliates<sup>1</sup> are barred from proposing on this project as a result of a violation of 720 ILCS 5/33E-3 or 33E-4 related to bid rigging and bid rotating, or Section 2-6-12 of the Oak Park Village Code related to "Proposing Requirements."
6. The Proposing Firm has completed the M/W/DBE status indicated below on the form entitled "EEO Report."
7. Neither the Proposing Firm nor its affiliates are barred from enter into an agreement with the Village of Oak Park because of any delinquency in the payment of any debt or tax owed to the Village except for those taxes which the Proposing Firm is contesting, in accordance with the procedures established by the appropriate revenue act, liability for the tax or the amount of the tax. I understand that making a false statement regarding delinquency in taxes is a Class A Misdemeanor and, in addition, voids the agreement and allows the Village of Oak Park to recover all amounts paid to the Proposing Firm under the agreement in civil action.
8. I am familiar with Section 13-312 through 13-3-4 of the Oak Park Village Code relating to Fair Employment Practices and understand the contents thereof; and state that the Proposing Firm is an "Equal Opportunity Employer" as defined by Section 2000(E) of Chapter 21, Title 42 of the United States Code and Federal Executive Orders #11246 and #11375 which are incorporated herein by reference. **Also complete the attached EEO Report or Submit an EEO-1.**
9. I certify that the Firm is in compliance with the Drug Free Workplace Act, 41 U.S.C.A, 702

Kevin Clark

<sup>1</sup> Affiliates means: (i) any subsidiary or parent of the agreeing business entity, (ii) any member of the same unitary business group; (iii) any person with any ownership interest or distributive share of the agreeing business entity in excess of 7.5%; (iv) any entity owned or controlled by an executive employee, his or her spouse or minor children of the agreeing business entity.



Signature: *K Clark*

Name and address of Business: The Lakota Group, 1 E. Wacker Dr., Chicago, IL 60601

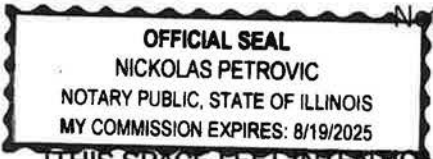
Telephone 312-467-5445

E-Mail kclark@thelakotagroup.com

Subscribed to and sworn before me this 23<sup>rd</sup> day of JANUARY, 2025.

*Nickolas Petrovic*  
Notary Public

Notary Public Seal -



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**SECTION VIII**  
**M/W/DBE STATUS AND EEO REPORT**

Failure to respond truthfully to any questions on this form, failure to complete the form or failure to cooperate fully with further inquiry by the Village of Oak Park will result in disqualification of this Proposal.

1. Contractor Name: The Lakota Group

2. Check here if your firm is:

- Minority Business Enterprise (MBE) (A firm that is at least 51% owned, managed and controlled by a Minority.)
- Women's Business Enterprise (WBE) (A firm that is at least 51% owned, managed and controlled by a Woman.)
- Owned by a person with a disability (DBE) (A firm that is at least 51% owned by a person with a disability)
- None of the above

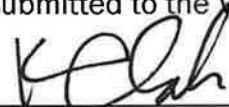
[Submit copies of any M/W/DBE certifications]

3. What is the size of the firm's current stable work force?

20 Number of full-time employees

0 Number of part-time employees

4. Similar information will be requested of all sub-contractors performing work pursuant to the applicable agreement. Forms will be furnished to the lowest responsible contractor with the notice of agreement award, and these forms must be completed and submitted to the Village before the execution of the agreement by the Village.

Signature: 

Date: 01/25/25

## EEO REPORT

Please fill out this form completely. Failure to respond truthfully to any questions on this form, or failure to cooperate fully with further inquiry by the Village of Oak Park will result in disqualification of this Proposal. An incomplete form will disqualify your Proposal.

**An EEO-1 Report may be submitted in lieu of this report**

Contractor Name The Lakota Group  
 Total Employees 20

Job Category	Total # of Empl.	Males							Females				Total Minorities
		Total Males	Total Females	Black	Hispanic	American Indian	Alaskan Native	Asian & Pacific Islander	Hispanic	American Indian	Alaskan Native	Asian & Pacific Islander	
Officials & Managers	5	3	2										1
Professionals	13	6	7		1								1
Technicians													
Sales Workers													
Office & Clerical	2	1	1										
Semi-Skilled													
Laborers													
Service Workers													
Management Trainees													
Apprentices													

This completed and notarized report must accompany your Proposal. It should be attached to your Affidavit of Compliance. Failure to include it with your Proposal may disqualify you from consideration.

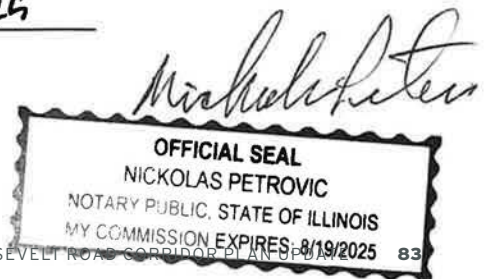
Kevin Clark, being first duly sworn, deposes and says that he/she is  
 (Name of Person Making Affidavit)

Principal of THE LAKOTA GROUP, INC and that the above EEO  
 (Title or Officer)

Report is true and accurate and is submitted with the intent that it be relied upon.

[Signature]  
 (Signature)

01.23.25  
 (Date)



**SECTION IX  
REFERENCES AND LIST OF ENTITIES  
FOR WHICH SERVICES HAVE BEEN PERFORMED**

Contractors shall furnish at least three (3) entities, preferably municipalities, that have used the Contractor's for similar services within the last three (3) years.

**REFERENCES:**

**1. Name of Entity** Greater Virginia Avenue Economic Improvement District

**ADDRESS** \_\_\_\_\_  
\_\_\_\_\_

**CONTACT** Brad Vogelsmeier, Commissioner

**PHONE AND EMAIL ADDRESS** (317) 432-0482 brad.vogelsmeier@milhaus.com

**WORK PERFORMED** Corridor Plan, signage design, branding  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2. Name of Entity** Rogers Park Business Alliance

**ADDRESS** 1448 W. Morse Street, Chicago, IL 60626  
\_\_\_\_\_

**CONTACT** Sandi Price, Executive Director

**PHONE AND EMAIL ADDRESS** (773) 508-5885 sprice@rpba.org

**WORK PERFORMED** Corridor Plan, branding, urban design

**3. Name of Entity** Village of Oak Park

**ADDRESS** 123 Madison Street, Oak Park, IL 60302

**CONTACT** Craig Failor, Village Planner

**PHONE AND EMAIL ADDRESS** (708) 358-5418

**WORK PERFORMED** Streetscape design, Corridor Plan, Form-Based Code

**LIST OF MUNICIPALITIES OR GOVERNMENT AGENCIES FOR WHICH THE CONTRACTOR HAS PROVIDED SERVICES DURING THE PAST FIVE (5) YEARS IF NOT NAMED ABOVE.**

**1. Municipality** See project examples in qualifications package.

**ADDRESS**

**CONTACT**



## Addendum

Addendum Number:	1
Addendum Date:	January 14, 2025
Project Name:	Roosevelt Road Corridor Plan Update
Project Number:	N/A.
Prepared By:	Emily Egan / Craig Failor
To:	All RFP Recipients

This addendum does not amend the original RFP.

Proposers must acknowledge receipt of any and all addenda as required by the General Requirements of the RFP and in Section 4 of this document. The acknowledgement page should be signed and included in the proposal document.

All requirements of the Contract Documents remain unchanged.

### Part 1 – Amendments to the RFP - None

### Part 2 – Attachments - None

### Part 3 – Questions & Answers

- 1.) We cannot find any definition of “Item V. Proposal Submittals” out specified on page 2. Is there another document that outlines what materials are required in addition to the forms included in the RFP?
  - a. **ANSWER:** *The Section V. lists items to be submitted under the title, “Statement of Work to be Performed”, page 5 of the RFP.*
- 2.) Are there any DBE participation goals established for the project?
  - a. **ANSWER:** *No. However, it is important and encouraged that DBE or WBE firms submit proposals for this project.*
- 3.) Can you share the budget for the project?
  - a. **ANSWER:** *The total budget is divided between the City of Berwyn and Village of Oak Park. A \$100,000 total has been set.*
- 4.) Is there a preference for firms with prior experience working with the Village of Oak Park or City of Berwyn?
  - a. **ANSWER:** *No.*
- 5.) Would the project owners be amenable to a "tactical" planning approach?
  - a. **ANSWER:** *Yes, this is an acceptable but not exclusive approach type.*
- 6.) How will Contractor proposals be scored and evaluated?
  - a. **ANSWER:** *Staff evaluation will be based on a firm’s experience with similar projects, proposal methodology, public engagement approach, demonstration of the understanding of the connection between economic vitality and land use and Planning principals, response to RFP requirements and firm expertise.*
- 7.) Is there a preferred or maximum page length for the proposal?
  - a. **ANSWER:** *No more than 100 pages.*
- 8.) Are there specific formatting guidelines, such as font size, margins, or document structure, that we should follow?
  - a. **ANSWER:** *No, not for the RFP response, but we may conduct interviews to discuss for the final product.*
- 9.) Could you clarify the type of experience or qualifications you are prioritizing in the evaluation process?
  - a. **ANSWER:** *See response to # 6 above.*
- 10.) Are there particular projects or skill sets that would make a team stand out?

- a. ANSWER: See response to #6 above.
- 11.) In Part A of Engagement Objectives, the RFP refers to the Economic Vitality Plan and Strategic Financial Plan currently in process within the Village and leveraging work already conducted by Camion. Will draft deliverables or similar resources be available for use by potential respondents?
- a. ANSWER: Yes, once publicly available.
- 12.) Can you please confirm that the Professional Services Agreement was provided for informational purposes only?
- a. ANSWER: Yes.
- 13.) Can you please confirm which forms need to be filled out by a) the prime respondent only and b) all firms represented in the RFP?
- a. ANSWER: No forms are to be completed at this time. These are examples for the selected firm.
- 14.) Will the Village's consultant Camion be reasonably available to answer questions during the project stages?
- a. ANSWER: Yes. We can make the contact if needed.
- 15.) Please provide clarification about the level of coordination expected with IDOT?
- a. ANSWER: There is not expectation of coordination with IDOT for this project.
- 16.) Have there been recent similar projects to this that were well- or not well-received?
- a. ANSWER: The 2005 adopted plan was extremely well received. A similar project for North Avenue with the City of Chicago was also received very well. The plan can be found on our website under Planning & Urban Design.
- 17.) Would new roadway configurations be considered, as appropriate?
- a. ANSWER: No.
- 18.) What data is available for non-motorists?
- a. ANSWER: Very limited. The Village does not keep pedestrian counts.
- 19.) Is there an expectation for public engagement including number of workshops, survey, etc.?
- a. ANSWER: Yes, but we don't not have the exact numbers at this time. We will evaluate each proposal's, but may need to negotiation for more if not satisfactory for the project.
- 20.) Have the municipalities identified a steering or advisory committee for the project? Is this desired?
- a. ANSWER: No not at this time. We will however wish to do so.
- 21.) Is there current information and data on the corridor including GIS, traffic, bike and pedestrian counts, roadway geometry, and other spatial or evaluative data sets that can be shared with the selected consultant?
- a. ANSWER: In short, yes. We can provide when needed.
- 22.) Has a market analysis been completed in recent history for the project area?
- a. ANSWER: No
- 23.) Is a detailed budget required for the proposal?
- a. ANSWER: A fairly detailed budget would be helpful, but can be discussed further upon selection.
- 24.) Is there any flexibility on overall approach and project timeline (which is fairly aggressive)?
- a. ANSWER: We wish to keep to this timeline as much as possible as we have other initiatives to pursue this fiscal year, but we understand there may need to be some flexibility in all such projects.
- 25.) Would it be permissible to include additional qualifications, such as a firm overview, resumes, and relevant project experience, alongside the completion of Sections V through IX?
- a. ANSWER: Yes, that would be appropriate.
- 26.) Is there any legislative, funding, or planning milestone driving the project timeline?
- a. ANSWER: No, the funding is through municipal budgets.
- 27.) Are the Communities open to a proposal for a slightly longer project schedule?
- a. ANSWER: It would be best to keep with the proposed schedule as other projects are anticipated for us this fiscal year. However, we understand scheduled need to change at times.
- 28.) What does coordination between the Village of Oak Park and the City of Berwyn currently look like? Are the project managers for this initiative already meeting and coordinating regularly? Do City engineers/DPW frequently collaborate?
- a. ANSWER: We are in close communication, but are too preliminary at this point to start meeting regularly on this project, but we anticipate all efforts, plus, mentioned will be conducted.


- 29.) Will the City of Berwyn have a staff member assigned to this project or will the primary Berwyn stakeholder be the Berwyn Development Corporation (BDC)?
- a. **ANSWER:** *At this time, we understand BDC will be the project contact for Berwyn.*
- 30.) Can you share a little more about the key priorities for types of plan recommendations? For example: policy and zoning, programs, community branding/identity, streetscape/urban design, business attraction campaign, etc.
- a. **ANSWER:** *The project is intended to provide an update to the previous Plan for the corridor and include traditional land-use, zoning analysis and more that is commonly seen in a corridor Plan. Additionally, a review of economic development / vitality policies, which may include streetscaping, and business and residential attraction campaigns is sought.*
- 31.) Can you explain the difference between these two Required Reports: Assessment of the corridor's condition and context in the region and SWOT Analysis?
- a. **ANSWER:** *The corridor has several different municipalities and stakeholder groups. It is a regional asset and should be viewed in a regional context. Similar information may be in both, but a focus of the current plan's implementation and progress should be included in the assessment of the corridor's condition and context report.*
- 32.) Is this plan update examining the streetscape within the curbs?
- a. **ANSWER:** *This is not a primary initiative of this project, but if upgrades or enhancements are needed, it should be stated.*
- 33.) Have the Village and/or City identified any priority sites that you hope this plan will specifically address?
- a. **ANSWER:** *Not fully, but we each have experience with challenged areas that would need special attention and/or innovative solutions for development.*
- 34.) Of the strategies for implementing the 2005 Roosevelt Road plan that have been accomplished, which are considered to be the most significant?
- a. **ANSWER:** *All developments that have occurred on Roosevelt Road have been significant. This is a corridor that has many constraints and hurdles.*
- 35.) What objectives from the 2005 Roosevelt Road plan have been the most challenging to make progress toward?
- a. **ANSWER:** *One of the most challenging is the lack of economic development incentives.*
- 36.) What concerns about the corridor do the communities most often hear from residents and businesses?
- a. **ANSWER:** *A better mix of commercial businesses and those that support the neighborhoods are needed. The pedestrian and non-motorized vehicles may have challenges with a high-traffic volume corridor.*
- 37.) Engagement, as listed in the RFP, can be done in many ways. Does the committee have a targeted level of engagement opportunities or otherwise a budget for this work to best fit our response?
- a. **ANSWER:** *We expect a high level of public engagement that can be accomplished within the proposed budget.*
- 38.) Can staff help assemble lists of individuals which may be great to reach out to for the public engagement piece of the project?
- a. **ANSWER:** *Yes.*
- 39.) Does the RFP expect social media account or websites in addition to accounts already in use? Or can the respondent assume use of existing social media/websites but with new content for this project?
- a. **ANSWER:** *Most Communication efforts will be coordinated with the Oak Park Communications Department and the BDC. These efforts will be supported by staff. We will need to discuss if hosting a website or page is most appropriate since there will be two communities involved.*
- 40.) Can you confirm that this a collaborative project between different municipalities?
- a. **ANSWER:** *Yes, at this time Oak Park and Berwyn are the two municipalities subject to the project. We have been in touch with Cicero, and Chicago, but cannot confirm their exact type of involvement at this time.*
- 41.) Our MBE/WBE application is in progress. Can we self-identify for Section VIII and indicate as such?
- a. **ANSWER:** *Yes.*



- 42.) Can the Village please provide more information on the expected scope of work for the form-based code?  
 We are reading this as a high-level analysis of the FBC application, not a rewrite of the code. Is that correct?
- a. ANSWER: *In general, it would be more of a review of how its working and should/could it be strengthened or not.*
- 43.) Can you share the expected outputs for the intended scope for the project? For example, are you looking for new roadway configurations, place-making strategies, land use proposals and development strategies in the plan? Other?
- a. ANSWER: *The project should focus on economic development strategies and that impacts zoning, etc. Less attention should be paid to the roadway itself. Reviewing streetscape for upgrades, enhancements, placemaking opportunities is appropriate.*
- 44.) How are you defining similar corridors (Section IV/F, "how it compares to similar corridors in the region"? Is that from a business composition perspective? Demographics? Traffic counts? A mix of these? Other?
- a. ANSWER: *This statement is more associated with business / residential composition.*
- 45.) When you refer to the region (Section IV/D, "Analyze[...] historic patterns of urbanism and economic development in the surrounding region."), how wide of a region are they thinking?
- a. ANSWER: *The Chicagoland area is sufficient.*

## Part 4 – Acknowledgement

I acknowledge the receipt of this addendum for the referenced project by signing the acknowledgement and returning it with the proposal. This acknowledgement must be signed and included with proposal.

Addendum Number:	1
Date:	January 27, 2025
Name:	Kevin Clark
Signature:	
Company:	The Lakota Group.

End of Addendum



**THE  
LAKOTA  
GROUP.**