



07.09.2025

Project: Oak Park, IL – Zoning Update
Scope of Services

Task 1: Project Initiation and Management

1.1 Project Startup & Kickoff Meeting. The Opticos team will prepare for and facilitate an in-person meeting (up to 1.5 hours) with Village staff to kick off the project and confirm project goals, finalize schedules and deliverables, establish protocols for communication, share project information, and coordinate project tasks. This can be an opportunity to refine the scope, consider optional/additional tasks, and discuss outreach goals.

1.2 Background Information Request & Review. Opticos will coordinate with Staff to receive and review background documents, relevant zoning regulations, and GIS layers.

1.3 Engagement & Communication Plan. Meaningful input from the community and decision-makers throughout the project process is key to its success. All Together will design a fully inclusive engagement strategy (in-person and digital) that builds trust, understands community issues, and charts a course throughout the project.

1.4 Project Brand. Create a recognizable project aesthetic tied to the Village's brand, including:

- Easy-to-understand project name (non-jargony)
- Visual identity with colors, typefaces, and graphics for continuity
- Template development for presentations, memos, and reports

1.5 Bi-weekly Meetings with Staff. Opticos will establish a schedule for regular team check-in calls using video conference (biweekly) with Village staff. These meetings will be used to track the timeline, discuss deliverable progress, and gather input from staff on ongoing or upcoming tasks.

Task 1 Deliverables:

- Kickoff meeting notes, including refined scope and schedule (doc)
- GIS data and background information request list (doc)
- Comprehensive engagement strategy & project identity (pdf)

Task 2: Communications

2.1 Project Messaging. Develop messaging that communicates zoning impacts in approachable, inspiring, and accessible ways, specifically addressing:

- Historical intersection of zoning and racial equity in Oak Park's context as a diverse community
- Connection between zoning, housing affordability, and maintaining Oak Park's community character
- Benefits of missing middle housing types in a transit-oriented, built-out community
- Balancing parking regulations with housing needs and sustainability goals
- Relationship between historic preservation and economic vitality/housing goals
- Climate Ready goals within Oak Park's housing stock

2.2 Project Website. Develop messaging that communicates zoning impacts in approachable, inspiring, and accessible ways, specifically addressing:

- Interactive maps and visualization tools
- Educational campaigns and resources
- Surveys and feedback collection tools
- Plan documents and meeting materials
- Multi-language accessibility as needed

2.3 Media Relations. Support press conferences and draft press releases/social media content in coordination with the Village's Office of Communications & Engagement. A target audience analysis will identify key stakeholder groups and craft promotional materials through a communications and marketing lens, including:

- Oak Park neighborhood organizations and resident groups
- Local business owners and property developers
- Historic preservation advocates
- Housing advocates and affordable housing stakeholders
- CTA Green/Blue Line and Metra commuters stakeholders
- Austin neighborhood residents and Chicago border community connections
- Underrepresented communities and voices not typically heard in municipal planning processes

2.4 Zoning Education Materials. Develop graphics paired with educational content to help the community understand:

- What zoning is and how it impacts daily life in a built-out, transit-oriented community like Oak Park?
- Historical context of zoning's relationship to racial equity and exclusion, particularly relevant given Oak Park's diversity and border with Chicago's Austin neighborhood.
- How the implementation of the Strategic Vision for Housing Plan through better zoning code can positively impact Oak Park now and in the future?
- Missing Middle Housing types and their benefits in Oak Park's context as a 100% built-out community.
- Relationship between planning and zoning roles in achieving Oak Park's six strategic priorities.
- Balancing historic preservation, given that one-third of the Village is in a Historic District, with housing and economic goals.

Task 2 Deliverables

- Communications Packets & Media Relations (pdf)
- Project Website (java)
- Educational Content (pdf)
- Assessment of zoning map and ordinance review memo (doc)

Task 3: Existing Conditions Analysis

3.1 Stakeholder Discussions. Conduct interviews (up to 6 hours) with key stakeholders, including elected officials, nonprofit leaders, property owners, business organizations, and community representatives.

3.2 Technical Discussions. Facilitate meetings (up to 3 hours) with builders, architects, developers, and zoning experts familiar with Oak Park's development environment.

3.3 Site and Zoning Analysis. Opticos will conduct a microscale analysis and mapping to understand the physical attributes of different neighborhoods including documentation of typical lots sizes and building types. In addition, the consultant team will review the current ordinance to assess barriers in existing residential districts.

3.4 Code Testing and Visualization. Opticos will test existing conditions and typical sites within up to five residential zoning districts (1 to 2 lot sizes per zone) to understand what the existing standards encourage. This testing informs how the revised standards need to be adjusted to better align with common site constraints, modern construction, and existing context. Opticos uses a highly graphic methodology of analyzing existing built forms and simulating development scenarios using our robust library of building types. These visualizations allow us to test, communicate, and refine the standards to ensure desired outcomes.

Task 3 Deliverables

- Stakeholder Meeting Summary (doc)
- Lot Analysis Map (pdf)
- Building Type Map and Photo Analysis (pdf)
- Code Testing Visualization Memo (pdf)

Task 4: Public Process

4.1 Pop-ups (up to 4). Strategic outreach at existing community events and high-traffic locations:

- Oak Park Farmers Market and community festivals
- CTA Green Line, Blue Line, and Metra stations
- Oak Park Public Library and community centers
- Madison Street and other commercial corridors
- Gamified activities with prizes and branded materials to encourage participation from Oak Park's diverse population

4.2 Community Workshops (Up to 2). Design and facilitate educational workshops that are accessible, engaging, and family-friendly with the following goals:

- Explain the relationship between zoning and racial equity
- Gather community input on development concerns
- Present draft concepts for feedback

4.3 Engagement Summary. All Together will document all community feedback, participation metrics, and key themes from engagement activities. The summary will also assess engagement effectiveness in reaching underrepresented voices and recommend strategies for improving inclusion.

4.3 Presentations to Plan Commission and Board of Trustees (Up to 4). The consultant team, led by Sightline Planning, will participate in meetings with the Plan Commission and/or Village Board of Trustees to provide project updates, review findings, and solicit feedback on the following key topics:

- Overview of the project and public engagement plan
- Findings of the existing site analysis and code testing

- Initial approach to code recommendations
- Proposed code amendments

In addition, project updates and materials will be provided to Staff to lead additional monthly meetings with the Commission.

Task 4 Deliverables

- Pop-up Engagement Program (PDF)
- Community Workshop materials (PDF)
- Engagement Summary Reports (doc)
- Presentation Slide Decks (PDF)

Task 5: Refining the Regulations

5.1 Approach Memo. The approach memo will summarize the findings of the code assessment and testing, outline potential approaches to code revisions, and summarize relevant case studies. The approach will be discussed at a biweekly meeting and refined by the Consultant team based on feedback provided in that meeting.

5.2 First Draft of Code Recommendations. The first draft of the Zoning Ordinance update will outline proposed amendments that address housing and parking needs identified in the analysis and testing. Feedback from staff will be provided in a consolidated set of comments. One round of revisions is included in this task.

5.3 Second Draft of Code Recommendations. After making revisions in response to comments on the first draft, the second draft of the Zoning Ordinance will be refined for staff review. The draft code of recommendations will be presented at a meeting convened by the Village. One round of revisions is included in this task based on feedback from staff and the stakeholder meetings.

5.4 Meetings with Stakeholders. The Consultant will attend and participate in up to 3 meetings with key stakeholders to explain the details of the draft Zoning Ordinance and obtain further input and comments on the draft code recommendations.

Task 5 Deliverables

- Approach Memo (doc)
- First Draft of Code Recommendations (PDF)
- Second Draft of Code Recommendations (PDF)

Task 6: Approvals Process

6.1 Final Code Recommendations. The consultant team will refine the code recommendations based on feedback from Task 5 and prepare the final Zoning Ordinance update. One round of revision to the Final Draft will be included in this task.

6.2 Public Hearing Presentation. A formal presentation of the Zoning Ordinance update will be given by a member of the Consultant team to the Village of Oak Park's Plan Commission and the Village Board of Trustees.

Task 6 Deliverables

- Final Ordinance Update (PDF)
- Presentation Slide Deck (PDF)

Optional Tasks

The following optional add-ons are recommended to fulfill the project objectives state in the Village proposal. However, these tasks are not currently included in the scope of work and would need to be approved as an amendment to the contract if funds become available:

- **Additional Workshops or Meetings.** Additional meetings, workshops, or presentations above and beyond those listed in this scope may be provided for an additional fee.
- **Feasibility Testing.** It is highly recommended that SB Friedman be included as an additional subconsultant to provide estimates of various construction types and financial feasibility testing of potential zoning changes.
- **Policy Recommendations.** Detailed policy or programmatic recommendations are currently limited to Envision Oak Park, the Strategic Vision for Housing Plan, and the Zoning Ordinance. However, the scope may be expanded to include more detailed review and recommendations related to additional policy documents and programs.