

**Memorandum  
Community Economic Development Department**



**To:** City Council  
**Subject:** Downtown Revitalization Plan  
**Date:** June 16, 2014

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In May, CED staff submitted a Request for Proposals for downtown planning services to a list of qualified consultants and advertised the RFP with the American Planning Association as well as the Illinois and Iowa Chapters. CED staff received eight proposals from firms around the US and Canada and three firms were selected for in-person interviews. After thorough consideration, CED staff selected Houseal Lavigne Associates (HLA) to perform the services itemized above. Their proposal and interview stood out among the rest with regard to their community outreach approach, graphic and website capabilities, and their ability to provide concise, implementation-focused deliverables. In addition, HLA will provide interactive, web-based tools for community engagement in addition to traditional outreach approaches at no additional charge. Services outlined within the proposal will meet the advertised budget of \$60,000.

Vendor: Houseal Lavigne Associates LLC  
Payment Amount: \$60,000  
Fund: 201 TIF #1 Downtown  
Department: 312 Economic Development  
Cost Center: 801 General Development  
Object Code: 53112 Consultant Services  
Project: N/A

Requisition Number: R004697

**RECOMMENDATION:** CED staff recommends that the City Council approve Houseal Lavigne Associates for professional consulting services for the preparation of the City's Downtown Revitalization Plan in an amount not to exceed \$60,000 and authorize the City Manager to execute the contract documents.

**Submitted by:** Brandy Howe, Urban Planner  
Jeff Eder, Assistant City Manager, Community & Economic Development  
Director

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**Approved by:** Thomas Thomas, City Manager

City of Rock Island

# Downtown Revitalization Plan Proposal

June 2, 2014







PLANNING

DESIGN

DEVELOPMENT

June 2, 2014

City of Rock Island  
Attn: Brandy Howe, AICP  
1528 3<sup>rd</sup> Avenue  
Rock Island, IL 61201

Dear Ms. Howe:

We are pleased to submit our proposal for the Rock Island Downtown Revitalization Plan. We have a strong understanding of the issues and opportunities in Downtown Rock Island and have conducted considerable research and field reconnaissance to ensure our project team and proposed scope of services is aligned with the objectives of the study.

**Houseal Lavigne Associates** has extensive experience in downtown planning, market and economic analysis, development visualization, and urban design with special expertise in development/redevelopment projects, commercial areas, subarea planning, sustainability, and project financing and implementation. Houseal Lavigne Associates has assisted more than 200 communities across the country on a variety of planning, design, and development related assignments. Our firm's innovative approach to planning, familiarity with contemporary development practices, nationally recognized concept and development visualization, integration of available technology, expertise with market assessment and development economics and analysis, and outstanding community outreach distinguish us from other firms and earned us the American Planning Association's 2014 National Planning Excellence Award for Emerging Planning and Design Firm.

We are joined on this assignment by **Kenig, Lindgren, O'Hara, Aboona, Inc. (KLOA)**. KLOA adds extensive experience to our team in the areas of transportation planning and parking management. We are confident that this alignment of planning professionals will be able to address the key issues and opportunities that will influence Downtown Rock Island's future.

We appreciate the opportunity to be considered for the assignment. We look forward to the possibility of working with the City of Rock Island on this important project. If you have any questions regarding our team, project approach, or cost estimate, please do not hesitate to contact me.

Sincerely,  
**Houseal Lavigne Associates**



John Houseal, AICP  
Principal  
Phone: (312) 372 - 1008 x 101  
Email: [jhouseal@hlplanning.com](mailto:jhouseal@hlplanning.com)

HOUSEAL LAVIGNE  
ASSOCIATES, LLC.  
CHICAGO, IL  
134 North LaSalle Street, Suite 1100  
Chicago, IL 60602  
(312) 372-1008

NAPERVILLE, IL  
114 East Van Buren Avenue  
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[info@hlplanning.com](mailto:info@hlplanning.com)



**SECTION 1**  
**PROJECT TEAM**

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# SECTION 1 PROJECT TEAM

## Project Team

Our Project Team for the Downtown Revitalization Plan assignment is made up of a team of professionals with specialized expertise in all areas of community planning, urban design, economic development, infrastructure and transportation planning, community outreach and engagement, landscape architecture and implementation and funding. Our Project Team will be led by Houseal Lavigne Associates and our team members include KLOA (transportation, parking, and infrastructure). Our Team has been specifically assembled to provide Rock Island with a responsive, effective, creative, and specifically unique downtown plan for the City.



**Houseal Lavigne Associates (HLA)** is a nationally recognized award-winning firm, highly regarded for its integrated and creative approach to community planning. HLA will serve as the lead agency for the Rock Island assignment and brings to the team extensive national, regional, and local experience and expertise.



**Kenig, Lindgren, O'Hara, Aboona (KLOA)** is a premier traffic and transportation planning and engineering firm. KLOA will be leading the transportation, parking, access, mobility, and infrastructure aspects of the assignment.



## SERVICES

Comprehensive Planning

Downtown Planning

Transit Oriented Development

Corridor Planning

Neighborhood & Subarea Planning

Zoning/Regulatory Controls

Design Guidelines

Land Planning and Site Design

Park & Recreation & Trail Master Planning

Market & Demographic Analysis

Fiscal/Economic Impact Analysis

Development Services

Retainer Services

# Houseal Lavigne Associates

## Firm Profile

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

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

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

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

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

## Founding Principles

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

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

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

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

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

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

## Firm Information

### Houseal Lavigne Associates, LLC

134 N LaSalle St., Suite 1100  
Chicago, IL 60602  
Phone: (312) 372-1008  
Fax: (312) 827-9593  
Website: [www.hlplanning.com](http://www.hlplanning.com)

## Firm Contacts

### John Houseal, Principal

[jhouseal@hlplanning.com](mailto:jhouseal@hlplanning.com)  
(312) 372-1008 x 101

### Devin Lavigne, Principal

[dlavigne@hlplanning.com](mailto:dlavigne@hlplanning.com)  
(312) 372-1008 x 102



## RECENT AWARDS

### 2014

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

### 2013

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

### 2012

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

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

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

### 2011

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

### 2010

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

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

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

IL APA - Gold Award - Best Practice  
Planning Mapper

### 2009

GOBCC - Commercial Revitalization Award  
Oak Brook Commercial Areas Master Plan

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

### 2008

Chaddick Institute - Development Control Award  
Algonquin Downtown Plan



# KLOA Kenig, Lindgren, O’Hara, Aboona

Kenig, Lindgren, O’Hara, Aboona, Inc. (KLOA, Inc.) provides transportation and parking consulting services to public and private sector clients. Formed in 1995, KLOA’s mission is to respond to client needs in a timely, professional, and cost effective manner.

KLOA, Inc. is headquartered at 9575 W. Higgins Road in Rosemont, Illinois and has a staff of transportation engineers and planners whom represent a wide array of talent and experience and have solved transportation challenges for both limited and broad scopes.

Our staff represents over 125 years of professional service in various practice areas, including comprehensive plans, multi-modal transportation planning, corridor studies, traffic impact studies, traffic operations analysis, parking demand studies, preliminary engineering, traffic signal design, pedestrian safety studies, Complete Streets adaptations, and context sensitive solutions.

KLOA, Inc. has developed transportation and parking plans for entire communities, downtown business districts, local and regional corridors, regional shopping centers, transit-oriented developments, mixed- or single-use developments, medical centers, and university/ educational campuses. Our staff work collaboratively with architectural and land planning firms, civil engineering consultants, real estate developers, facilities managers, attorneys, public officials, and other technical professionals to develop workable development plans.

KLOA, Inc. is pre-qualified with the Illinois Department of Transportation in traffic studies, safety studies, and traffic signal design services.

KLOA, Inc. has been retained by numerous municipalities, universities, medical centers, school districts and park districts to evaluate and plan traffic, transportation and parking systems. Recent downtown area transportation planning and parking demand studies have been completed in Evanston, Blue Island, Park Ridge, Glenview, Bensenville, Manhattan, Tinley Park, and Wheaton. Recent institutional traffic and parking studies have been completed for DePaul University, Loyola University, the University of Chicago, the University of Illinois at Chicago, St. Xavier University, the Illinois Medical District, Firelands Community Hospital, Advocate Christ Medical Center, St. Alexius Medical Center, John H. Stroger, Jr. Hospital of Cook County, the Stevenson and Brighton Industrial Corridors of Chicago, Oak Lawn High School, the Elk Grove Park District, the Woodridge Park District, the Park District of La Grange, and many others.

## Specialized Services

- Community & Neighborhood Planning
- Corridor and Thoroughfares Studies
- Downtown Master Plans
- Redevelopments
- Major Mixed-use Projects
- University and Medical Campuses
- School Districts
- Financial Institutions
- Entertainment Complexes
- Industrial Parks
- Office and Business Centers
- Retail and Commercial Developments

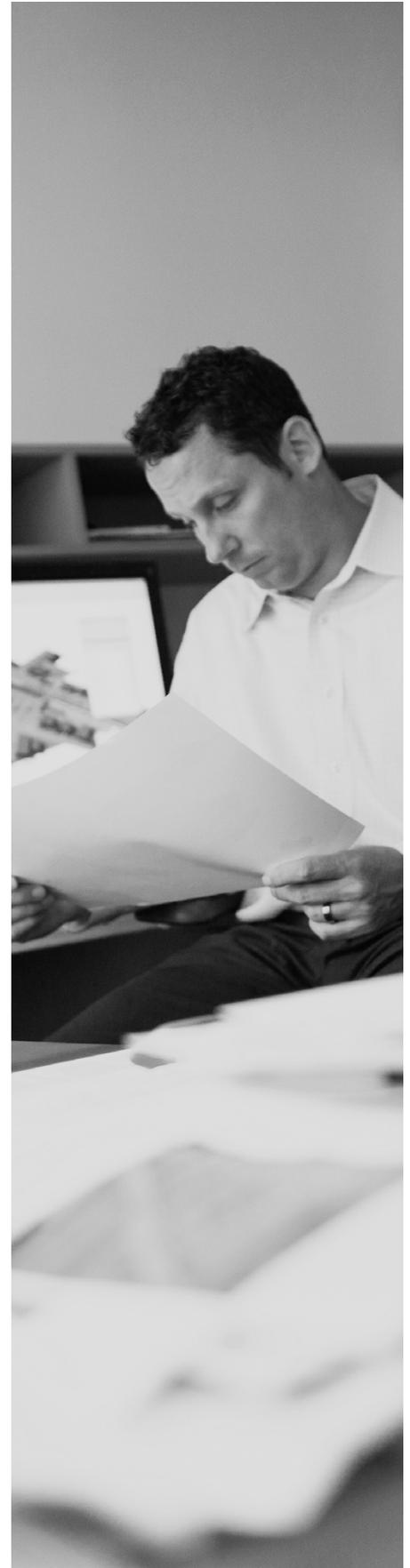
## Firm Location

9575 W Higgins Rd  
Rosemont, IL 60018

## Professional Staff

Our professional staff provides a collaboration of disciplines and is committed to developing creative solutions that ensure compatibility between the existing, new, built, and natural environments. The following pages provide information regarding Houseal Lavigne Associates, and KLOA, and key personnel that will be assigned to the Downtown Revitalization assignment.

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





## **John A. Houseal, AICP** **Principal**

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

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

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

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

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

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

### **Education**

Bachelor of Environmental Sciences  
University of Michigan

Master of Environmental Planning  
Arizona State University

### **Memberships**

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

### **Awards**

"Education in Planning"  
Zoning Seminar for Real Estate  
Professionals, APA IL Chapter, 1998

"Plan" Gold Award  
Carpentersville Comprehensive Plan  
APA IL Chapter, 2007

"Implementation of a Plan" Silver  
Award  
Palos Park Strategic Plan  
APA IL Chapter, 2007

Algonquin Downtown Revitalization Plan  
DePaul University's Chaddick Institute  
for Metropolitan Development, 2008

Strategic Plan Award  
Ogden Avenue Enhancement Initiative  
APA IL Chapter, 2009

Commercial Revitalization Award  
Oak Brook Commercial Revitalization  
Plan  
Greater OBCC 2009

Strategic Plan Award  
River Forest Corridors Plan  
APA IL Chapter, 2010

Daniel Burnham Award  
Downers Grove Comprehensive Plan  
APA IL Chapter 2012

### **Certification Instructor**

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



## **Houseal Lavigne Associates**

November 2004 - Present

### **Education**

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

### **Memberships**

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

### **Awards**

Daniel Burnham Award  
Downers Grove Comprehensive Plan  
American Planning Association  
Illinois Chapter, 2012

Daniel Burnham Award  
McHenry County 2030 Comprehensive Plan  
American Planning Association  
Illinois Chapter, 2010

"Best Practice" Gold Award  
Planning Mapper  
American Planning Association  
Illinois Chapter, 2010

SketchUp Design Award Google.com

"Plan" Gold Award  
Carpentersville Comprehensive Plan  
American Planning Association  
Illinois Chapter, 2007

"Project, Tool, or Program" Gold Award  
Planningprep.com  
American Planning Association  
Illinois Chapter, 2007

Illinois Tomorrow Award  
Outstanding Balanced Growth  
Naperville Park District Open Space &  
Recreation Master Plan

### **Lecturing/Instruction**

#### **UP 426 Urban Design Studio**

University of Illinois at Urbana Champaign  
2012 to present

### **AICP Certification Instructor**

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

## **Devin J. Lavigne, AICP, LEED AP**

### **Principal**

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

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

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

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

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

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

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



## **Daniel T. Gardner**

### **Principal**

Dan Gardner has over twenty years of experience in planning, development, and real estate, with experience in both the private and public sectors. Prior to joining Houseal Lavigne Associates in 2007, Dan was the Director of Consulting Services for a prominent Chicago based real estate advisory firm where he directed numerous complex municipal projects related to fiscal, economic, and market analysis. Dan was also a Senior Manager with the Chicago office of Economics Research Associates (ERA), an international economic and real estate consulting firm where he was responsible for business development and overseeing both national and international projects.

His professional experience has involved projects ranging from the revitalization of large urban areas in Chicago, Milwaukee, and Omaha to small rural communities throughout the Midwest. His past projects include: analyzing market potential for residential, retail, office, entertainment and industrial development; instituting economic development programs and incentives; preparing grant applications for state and federal funds; facilitating community outreach; preparing developer requests for proposals and a range of related assignments.

In addition to his professional experience, Dan has served on several elected and appointed boards, commissions and advisory committees. His combination of professional and government experience gives him a unique perspective that is beneficial to clients. He understands and can relate to issues and concerns facing both private developers and public officials.

Dan was an elected Trustee for the Village of Glen Ellyn, Illinois (population 27,000) from 2003 to 2007, and prior to that served as the Chairman of the Village's Plan Commission. He currently serves on a Process Improvement Team to improve the business and economic climate in the Village. Throughout his tenure the Village maintained a balanced budget and significant cash reserves. From 2007 to 2012 he was a member of the Executive Committee of the Du Page County Community Development Commission and the Du Page County HOME Advisory Group, preparing policy recommendations and overseeing the allocation of millions of dollars in CDBG and HUD funds.

Dan has a Masters Degree in Public Administration (MPA) from the Illinois Institute of Technology (IIT) and a Bachelors of Science from Loyola University Chicago. In 2007 he was inducted into Lambda Alpha International, an organization recognizing career accomplishments in land economics. He is a member of the Urban Land Institute (ULI) where he formerly served on the Chicago Policy Committee and he is an active member of Illinois City/County Management Association (ILCMA) and the Illinois Development Council (IDC).

He is well versed in public speaking and meeting facilitation, having conducted hundreds of meetings throughout his professional and civic career. He routinely presents to professional organizations and serves as a guest speaker on a variety of topics related to planning and development issues. He has also authored or coauthored articles for professional publications and journals.

### **Education**

Bachelor of Science, Loyola University  
Masters of Public Administration,  
Illinois Institute of Technology

### **Boards and Commissions**

Served on Executive Committee Du  
Page County Community Development  
Commission  
Du Page County HOME  
Advisory Group  
Village of Glen Ellyn Board of Trustees  
Village of Glen Ellyn Plan Commission

### **Memberships**

Urban Land Institute  
Illinois City/County  
Management Association  
Illinois Development Council  
Lambda Alpha International

### **Publications**

"The Importance of Intergovernmental  
Relationships " for ILCMA August 2008  
"Incorporating Technology into Community  
Outreach" for ILCMA October 2009



# Douglas Hammel, AICP

## Senior Associate

Doug joined Houseal Lavigne Associates in 2011 and brings more than thirteen years of professional planning experience to the firm. He builds upon his masters degree in City Planning and specialization in Urban Design to provide comprehensive services resulting in effective recommendations and implementation. Prior to joining Houseal Lavigne Associates, Doug worked for consulting firms specializing in land use, urban design, and economic development planning, and an international transportation consulting firm managing projects involving multi-modal transportation, land use, design, and growth management.

Doug's diverse technical background provides clients with a comprehensive toolbox for addressing planning challenges from beginning to end, including public engagement and visioning, concept development and testing, and policy and implementation. His professional experience in land use, economic development, transportation, design, regulation, and strategic implementation is the foundation for action-oriented plans and policies. He has also managed projects of various sizes and complexities, from city-wide land use and growth management plans to site-specific development plans for private clients.

Doug has worked on various types of assignments throughout the Midwest and United States, including Illinois, Iowa, Indiana, South Dakota, Texas, Louisiana, New York, Georgia, Ohio, Kentucky, and Maryland. Wherever the assignment is, he is able to integrate his understanding of national best practices and the specific challenges of the client community in order to craft locally appropriate and innovative planning recommendations.

In all his work, Doug is able to balance "big picture" issues that affect city or region with detailed challenges related to a specific site or neighborhood. By calling upon his diverse expertise, he assists communities in developing plans that enhance local quality of life, including access to goods and services, a healthy environment, and unique local identity.

### Education

Bachelor of Professional Studies in Architecture, University at Buffalo

Masters of City Planning, Georgia Institute of Technology

### Memberships

American Planning Association

American Institute of Certified Planners

### Publications

Empowering the Local Planner through Effective Design Guidelines

March 2011, Zoning Practice (APA)

### Presentations

Creating Transit-Supportive Communities

GreenTown 2013

What is it Planners do again?

APA 2013 National Conference

Empowering the Local Planner through Effective Design Guidelines

November 2010 APA CMS Monthly Program

Madison Street Corridor Revitalization

March 2008 Tuesdays at APA

Council Bluffs, IA Design Guidelines

2007 Upper Midwest APA Conference

Chicago's Information and Physical Coordination Study: Transit Transfers from the Customer's Perspective

2003 Transportation Research Board National Meeting

## Project Experience

### Comprehensive Plans

- Almon, GA
- Buffalo, NY
- Berkeley, IL
- Council Bluffs, IA
- Decatur, IL
- Itasca, IL
- Macon County, IL
- Mattoon, IL
- Morgan City, LA
- Oak Park, IL
- Palatine, IL
- Richton Park, IL
- St. Charles, IL
- Valparaiso, IN
- Westmont, IL
- Winnebago County, IL

### Neighborhood Plans

- Atlanta, GA
- Chicago, IL - Englewood, Pilsen, South Chicago
- Hopkinsville, KY
- Savannah, GA
- Terre Haute, IN

### Downtown/TOD Plans

- Buffalo Grove, IL
- Fort Dodge, IA
- Geneva, IL
- Grand Forks, ND
- Hopkinsville, KY
- Naperville, IL
- Prairie View, IL

### Corridor Plans

- Chicago, IL - Madison Street, Chicago Avenue, Uptown-Broadway Avenue, Auburn Gresham-79th Street
- Des Plaines, IL
- Kenilworth, IL
- Niles, IL
- Park Ridge, IL
- Rolling Meadows, IL

### Transportation & Transit

- Chicago, IL
- Dayton, OH
- East St. Louis, IL
- South Suburban Chicago, IL
- Winnebago County, IL

### Private Development

- Atlanta, GA
- Chicago, IL
- Marietta, GA
- Covington, GA
- Newton County, GA

### Zoning & Design Guidelines

- Chicago, IL
- Council Bluffs, IA
- Dunwoody, GA
- Fort Dodge, IA
- Galveston, TX
- Hinsdale, IL
- McAllen, TX
- Morgan City, LA
- Mundelein, IL
- Naperville, IL
- Oak Park, IL
- Pace Suburban Bus, IL
- Riverside, IL
- Slidell, LA



## **Eric D. Russell, PE, PTOE, PTP, LEED AP ND**

### **Principal**

Mr. Russell is a traffic and transportation engineer/planner with more than 22 years of experience. Prior to joining KLOA, Inc. Mr. Russell was a Principal Associate with Parsons Corporation (Barton-Aschman Associates). He has served as project manager or project engineer on a variety of public and private sector projects including multimodal transportation planning; traffic impact, parking demand, and shared parking studies; transportation management plans; roadway geometric concept plans; parking facility layout; wayfinding sign and pavement marking plans; traffic simulation and operations analysis; freeway access studies; traffic signal design and warrant studies; pedestrian studies; and bicycle facility planning. Mr. Russell also regularly appears as an expert witness at public hearings.

#### **Education**

Master of Business Administration  
(Real Estate Development),  
George Washington University

Bachelor of Science,  
Civil Engineering  
(Transportation), University of Cincinnati

#### **Registration**

Professional Engineer in State of Illinois

#### **Certifications**

Professional Traffic Operations Engineer

Professional Transportation Planner

Traffic Signal Operations Specialist

LEED Accredited Professional –  
Neighborhood Development

#### **Professional Affiliations**

Institute of Transportation Engineers

American Planning Association

Congress for New Urbanism

#### **Representative Projects**

##### **Transportation Plans**

Grundy County, IL; Will County, IL; Ames, IA; Bourbonnais, IL; Cary, IL; Frankfort, IL; Oswego, IL; Ottawa, IL; Manhattan Village Center, Manhattan, IL; Downtown Tinley Park, IL; Bolling Air Force Base, Washington, DC.

##### **Traffic Impact Studies**

Numerous studies of residential, commercial, industrial, institutional, casinos, parks, event centers, and mixed-use developments throughout greater Chicago, Washington, DC and Detroit, and in Colorado, Indiana, Iowa, Delaware, Maryland, New York, North Carolina, Ohio, Pennsylvania, South Dakota, Virginia, Wisconsin.

##### **Corridor Studies**

Somonauk Rd, Cortland, IL; Golf Rd, Rolling Meadows, IL; 47th St, La Grange, IL; Broadway Rd, Reed Rd, Brisbin Rd & Saratoga Rd, Grundy County, IL; WIKADUKE Trail, Kendall County, IL; IL 53, Will County, IL; Western Ave/Gregory St, Blue Island, IL; Kinzie, Armitage, Burnside, Pullman, & Calumet Industrial Corridors, Auburn-Gresham/79th St, Sheridan Rd & Central (Downtown) District, Chicago, IL; Bolling Air Force Base and Union Station/North Capitol St, Washington, DC.

##### **Campus Traffic/Parking Planning**

University of Chicago, University of Chicago Medical Center, DePaul University, Loyola University Chicago, St. Bernard Hospital, University of Illinois-Chicago, St. Xavier University, Illinois Medical District, Vencor (Kindred) Hospital Chicago North campus, and John H. Stroger, Jr. Hospital of Cook County, Chicago, IL; Little Company of Mary Hospital, Evergreen Park, IL; Northern Illinois University, DeKalb, IL; Iowa State University, Ames, IA; Cleveland Clinic, Cleveland, OH

##### **Parking Demand & Shared Parking Studies**

Central business districts, single and mixed-use projects, including Uptown Park Ridge, IL; Courtyard by Marriott, Arlington, VA; Burlington Square Mall and Greektown Casino, Detroit, MI; Genesee Valley Center in Flint, MI; Physicians Memorial Hospital, La Plata, MD; Firelands Community Hospital in Sandusky, OH; Parkway Landing, Fremont, CA; Silver Creek Center, San Jose, CA; NewPark Technology Centre, GNS Plaza, and Thornton Ave Office Complex, Newark, CA; St. Viator High School and International Plaza, Arlington Heights, IL; Uptown Park Ridge, IL; North Grand Mall, Ames, IA; Marriott-McDowell Mountains, Scottsdale, AZ; Maple Court Apartments, Naperville, IL; Walden Woods Apartments, Schaumburg, IL; Celebration Station, Austin, TX; the MURC, Glenview, IL; Fox College, Orland Park, IL; Continental Towers/Hilton Hotel, Rolling Meadows, IL; and Illinois Medical District, DePaul University, Loyola University Chicago, Metra Market, Montgomery Place, and John G. Shedd Aquarium, Chicago, IL.

**SECTION 2**  
**PROJECT UNDERSTANDING**

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# SECTION 2

## PROJECT UNDERSTANDING

In preparation for submitting this proposal, our team reviewed previous plans and conducted field reconnaissance to ensure that our work program aligns with the relevant issues. This section includes a summary of our findings that will allow us to hit the ground running on the assignment.

### Creating Vitality in Downtown Rock Island

Downtown Rock Island hosts several restaurants and bars that create evening and nighttime activity, but lacks residential or employment populations that would enhance vitality during weekdays and weekends. While the Downtown supports several successful festivals and concerts, there are missed opportunities for year-round family-friendly amenities, such as limited bike and pedestrian access to the waterfront, recreation, and entertainment.

### Building on Recent Investment

Recent and on-going investment has provided the foundation for spin-off development. There are several building rehabilitations or conversions taking place, including new MetroLink transit hub, “The Locks” housing development, plaza along 2nd Avenue between 18th and 19th Streets, Schweibert Waterfront Park, “The Landing” boat dock, and several pieces of public art. These investments will result in additional space for office and commercial uses, and create attractions and amenities that can make Downtown Rock Island a local and regional destination.

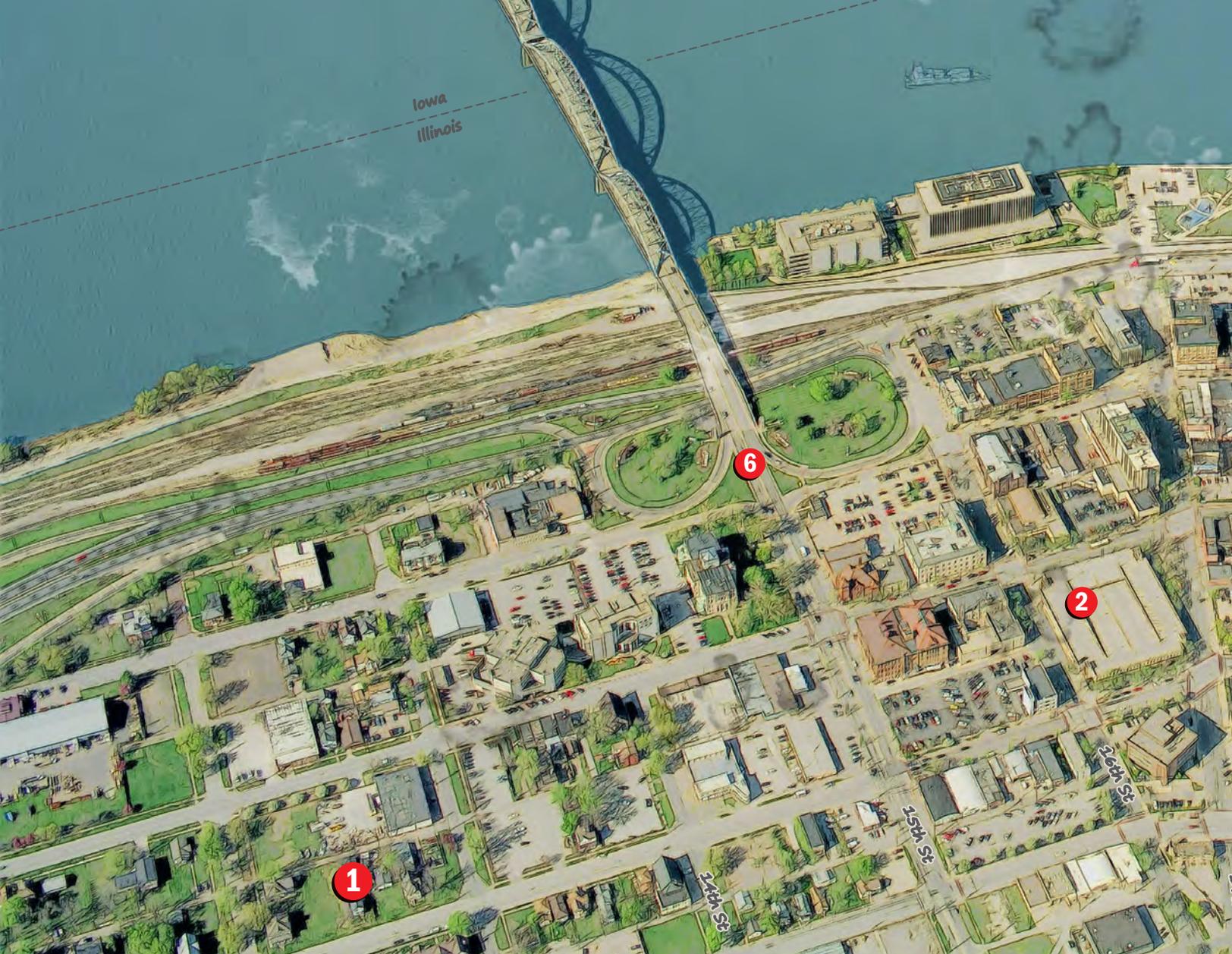
### Stabilizing Downtown Edges

Though not often thought of as part of Downtown, adjacent neighborhoods have a profound impact on the character and marketability of the city center. These areas should reflect the desired character of the community and provide quality housing for those who want to enjoy the benefits of Downtown. Likewise, prominent gateway corridors should provide an attractive and safe entry into the area for motorists, bicyclists, and pedestrians.

### Supporting Multi-modal Mobility

There is a high amount of parking in the Downtown, though it may not be properly located to serve major uses and events. One-way streets create higher-speed traffic patterns that can limit vehicular and pedestrian mobility. The waterfront is isolated from the heart of Downtown by a rail corridor and 1st Avenue. The Plan should address mobility from a multi-modal perspective, balancing vehicular access and circulation with pedestrian safety and comfort, bicycle facilities and parking, and transit services and facilities that provide connections within the Downtown, to surrounding neighborhoods, and to other Quad Cities communities.





**1 Neighborhood Stability.** Neighborhoods in the southwestern and southeastern portions of the Downtown study area have experienced blight and vacancy. The construction of a new police facility along 5th Avenue only increases the importance of the appearance and safety of these areas. The Plan should assess the role of these residential areas in implementing the broader vision of Downtown, and identify strategies to ensure long-term stabilization.

**2 Parking Management.** The Downtown offers ample amounts of parking. However, off-street parking is scattered throughout the Downtown area between five lots and a ramp, and residents/visitors perceive parking as challenging. The Downtown Plan should consider a coordinated parking strategy, including wayfinding, on-line parking tools, strategically located lots, or consolidation of existing spaces into more centrally located sites.

**3 Adaptive Re-Use.** “The District” and Great River Plaza area contain historic buildings contributing to the Downtown fabric. Recent or ongoing investment at the McKessen Lofts, Star Block Lofts, and Riverview Lofts is adding new energy and vitality to the area. Existing vacancies along the 2nd Avenue, 3rd Avenue, and 19th Street represent opportunities to attract new businesses and residents that will diversify the uses in Downtown. Possibilities include niche retail, offices linked to national defense operations at the Rock Island Arsenal, or lofts.

**4 Lot C Re-Development.** The new \$2.1M Metrolink transit center and construction of “The Locks” represents significant investment along 20th Street. Parking Lot C, between both sites, represents a prime redevelopment opportunity to capitalize off of access to nearby transit, office space, and residential offerings. The Plan should investigate potential uses of this site, such as a mixed-use development, boutique hotel, or park/playground space that would make the Downtown more “family friendly.”



**5 Waterfront Access.** Schweibert Riverfront Park, “The Landing” boat dock, and the Great River Trail create a great waterfront experience along the Mississippi River. However, the area is physically disconnected from the Downtown by an active rail line and the four-lane 1st Avenue, and the only pedestrian crossings at 17th and 18th Street are in need of repair. The Plan should identify opportunities to enhance connections between the waterfront with the Downtown area, especially for bicyclists and pedestrians.

**6 Centennial Bridge Gateway.** Centennial Bridge links Rock Island to Iowa and serves as an important gateway into Downtown. However, traffic moves very quickly along 15th Street, as motorists speed off of the bridge or accelerate to get onto it. This traffic flow disrupts the character of the area and divides the County Courthouse complex from the Centennial Bridge Visitor’s Center and heart of Downtown. The Plan should consider gateways, traffic management, and streetscaping as ways to balance mobility with the image of the community upon entry from the north.

**7 Two-Way Street Conversion.** Several roadways, such as 4th and 5th Avenue, operate as one-way streets. This approach favors vehicular traffic flow, but often compromises pedestrian mobility and business development. Based on current IDOT traffic counts (5,400 ADT for 5th Avenue and 3,850 ADT for 4th Avenue), the Plan should consider converting these corridors to two-way streets that balance the overall goals of the community for Downtown Rock Island.



**SECTION 3**  
**SCOPE OF WORK**

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# SECTION 3

## SCOPE OF WORK

### Scope of Work

#### Step 1. Project Initiation

This first step in the process is intended to establish the “footing” and understanding of the project. In addition to interactions between City staff and the consultant team, we recommend the formation of a Downtown Plan Advisory Committee (DPAC). This committee would be responsible for providing guidance related to the public outreach program, draft deliverables, and generating support for the planning effort. Tasks included in this step are:

- Project Initiation Meeting between City staff and the consultant team to review and discuss issues pertaining to the scope of work, project schedule, review responsibilities, and issues pertaining to the contract.
- Downtown Plan Advisory Committee Workshop (DPAC) to review project objectives, scope, schedule, stakeholder participants, and community participation plan. This meeting will conclude with a Project Initiation Workshop intended to solicit DPAC members’ views about Downtown.

#### Step 1 Deliverables:

- Formal project timeline and preliminary public outreach program
- Summary of DPAC Initiation Workshop

#### Step 2. Community Outreach

Community Outreach (public participation) is a cornerstone of our proposed planning process. Our proposed outreach activities will help foster a stewardship for the Plan, the Downtown area, and the community as a whole. Our planning process is designed to promote community involvement and encourage citizen participation. Although community outreach activities are integrated throughout the planning process, this step includes the following initial outreach components.

- Project Website, Web Page Updates, and Newsletter Articles, provided at no charge to the City to maximize communication and participation. The Project Website will host project announcements and updates, web-based tools for community engagement, and a document library for public review of interim analyses, public meeting summaries, and draft plan recommendations.
- Downtown/Community Workshop that will allow residents to tell us what they think, before we begin making recommendations. The workshop will: (a) review the purpose of the Downtown Plan and the process; and (b) secure local views on issues and potentials within Downtown.
- Downtown Business and Property Owner Workshop that will provide an opportunity for the Downtown businesses, developers, realtors property owners, and others to express concerns and aspirations unique to the business community in and around Downtown Rock Island.



- Stakeholder Focus Groups/Key Person Interviews designed to obtain necessary insight into the community and their attitudes and opinions about Downtown Rock Island. Possible interviewees include City Council, Police Department, Fire and Ambulance Department, Planning Commission, Beautification Commission, Library Board, Parks and Recreation Board, Preservation Commission, major employers or business owners, and Downtown advocates or interest groups, including Keep Rock Island Beautiful, Project NOW, Renaissance Rock Island, Quad City Arts, and Quad Cities Chamber of Commerce, among others.
- On-Line Resident and Business Questionnaires, implemented at no cost to the City, designed to solicit community-wide opinions on a range of topics and issues related to the Rock Island Downtown Revitalization Plan. The questionnaires will be open to all residents and business owners and is intended to supplement additional community outreach activities.
- sMap, a web-based tool developed by Houseal Lavigne Associates, that allows visitors to the Project Website to “map” out their likes and dislikes in the Downtown, along with any opportunities or threats.

### Step 2 Deliverables:

- Project website including on-line questionnaires and sMap tool
- Facilitation and summaries of the Downtown/Community Workshop, Business and Property Owner Workshop, and Stakeholder Focus Groups/Key Person Interviews

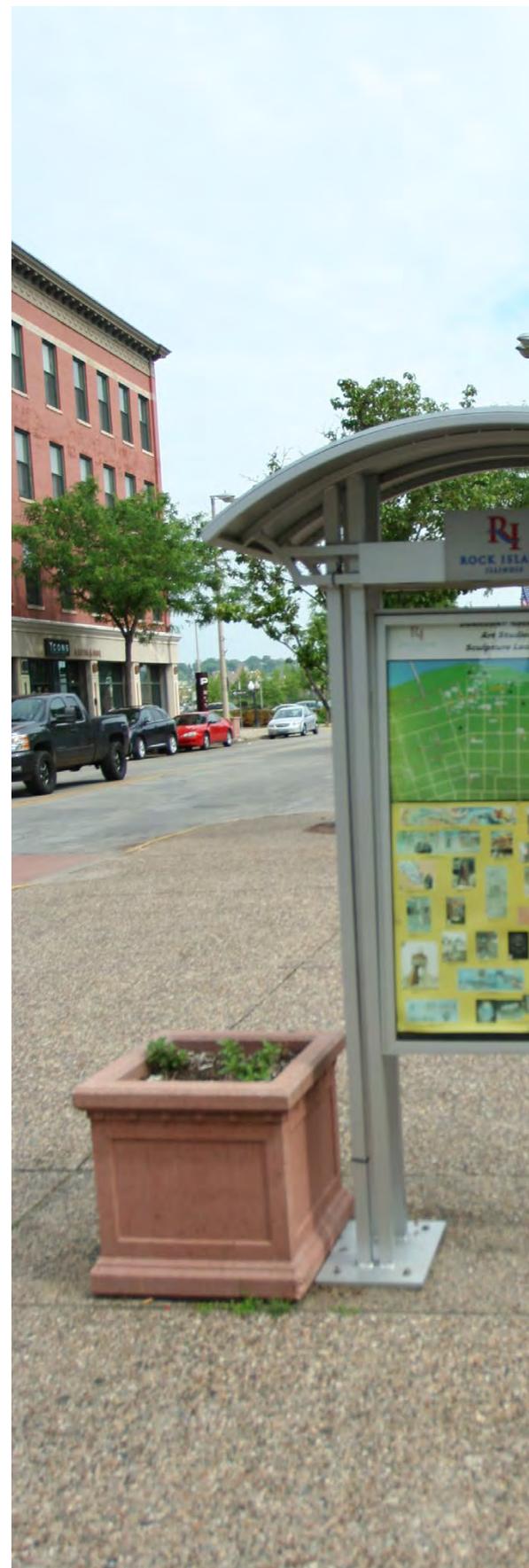
### Step 3. Market Analysis

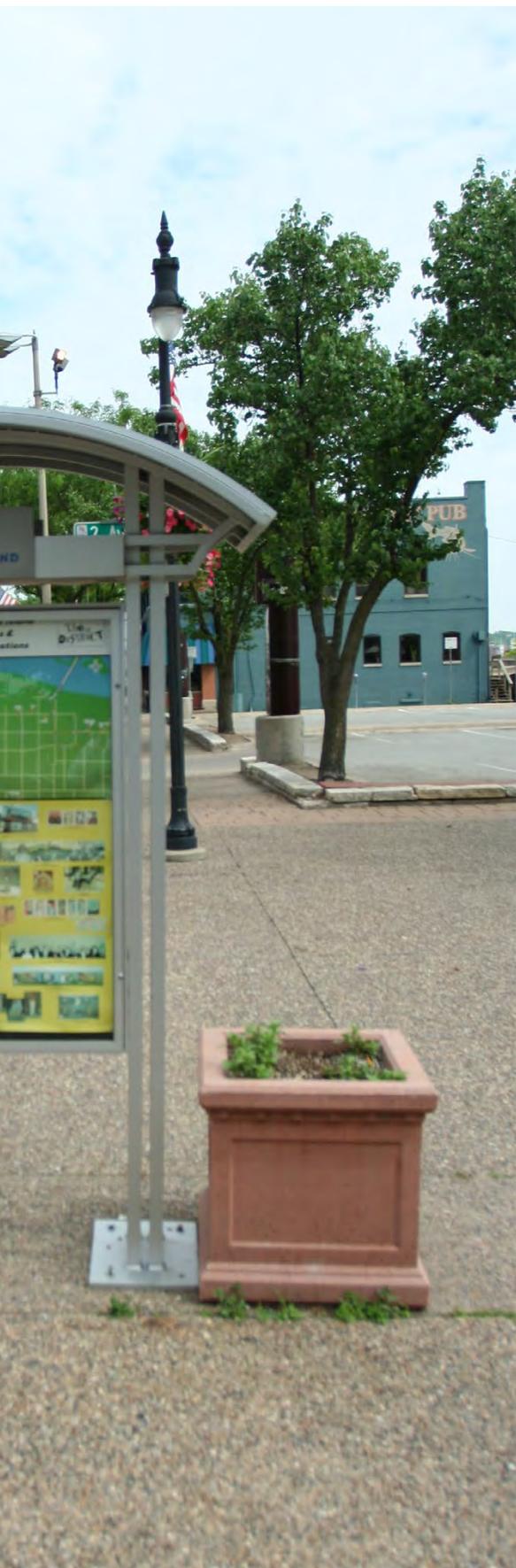
Plan recommendations must be founded upon a realistic understanding of market capacity and development feasibility. This step will establish parameters for future land use that reflect attainable thresholds for various types of Downtown development. It will also provide context for strategic recommendations related to economic development and housing aimed at creating a balanced mix of uses that support activities throughout the day and week. Activities in this step include:

- Analysis of data resources related to demographics, housing, and employment to establish the baseline characteristics for Downtown Rock Island and its standing within the community and Quad Cities region.
- Assessment of development constraints that may limit the capacity for certain types of development, or enhance capacity for others.
- Identification of target uses or development types that should be considered as future plan recommendations are formulated.

### Step 3 Deliverables:

- Market Analysis Summary report to be included as part of the deliverable in Step 4.





## Step 4. Existing Conditions Analysis

This step provides a detailed assessment of the existing conditions and influencing factors within the Downtown and surrounding area. The information and analysis gathered from this phase and the previous phase will be brought together into an Existing Conditions Report for review by City staff and the DPAC, and ultimately for public review. Activities to be included in this step are:

- Review of past plans and studies that articulate a vision relevant to Downtown Rock Island, including the current Comprehensive Plan, Arsenal Gateway Revitalization Plan, Downtown Strategic Plan, and others, and a review of the zoning regulations related to the B-2, B-3, R-6, R-4, and R-2 Districts that are currently in place in and around Downtown.
- Existing land use and development characteristics, including an inventory of ground floor and upper floor uses, vacancy, built character, scale, and other relevant elements.
- Community facilities and infrastructure, including government offices, social services, utilities, open spaces, and other elements that may influence the potential for related investment in private development and public systems.
- Transportation, mobility, and parking characteristics, including access to Downtown Rock Island, vehicular mobility throughout the planning area, connections to key destinations or attractions, traffic management techniques (i.e. signalization, one-way streets, etc.), parking capacity, location and policies, pedestrian accessibility and safety, bicycle facilities and storage, transit services and facilities provided by Metro and the Quad Cities Loop, and rail activity that impacts Downtown access, mobility and character.
- Parks, open spaces and environmental features, including Schwiebert Riverfront Park, Mississippi River, and plazas integrated into private development and community facilities.
- Existing Conditions Report that will summarize the key findings related to the items described above and public input gathered in Step 2.
- DPAC meeting to review the Existing Conditions Report and ensure that it serves as a sound footing for future plan recommendations for Downtown Rock Island.

### Step 4 Deliverables:

- Data collection, analysis and summaries related to the topics described above
- Existing Conditions Report that summarizes public outreach and technical analysis completed in Steps 2, 3 and 4
- DPAC meeting to review the Existing Conditions Report

## Step 5. Vision, Goals, Objectives, and Strategies

The purpose of this step will be to establish an overall “vision” for Downtown Rock Island that can provide focus and direction for subsequent planning activities, and be the “cornerstone” of the consensus building process. Based on the Vision and previous steps in the planning process, Preliminary Goals and Objectives will also be prepared. This step will include the following activities:

- Visioning session/Downtown charrette that will allow residents, business owners, community facility providers, and others to work together in small groups to identify specific projects or characteristics in Downtown Rock Island that can set the stage for subsequent plan recommendations.
- Vision statement that will build on the steps completed thus far, including feedback received from community outreach activities and Visioning Charette, and describes the intended future of the Downtown area as a whole and its unique districts or characteristics.
- Preliminary goals, objectives, and strategies which will provide more specific focus and direction for planning recommendations related to land use and development, transportation and mobility, sustainability, character and urban design, and other relevant topics.
- DPAC meeting to present the preliminary vision, goals, objectives and strategies, and gain feedback from the group to ensure that they represent a good foundation for subsequent plan elements.

### Step 5 Deliverables:

- Vision session/community charrette and summary of input
- Preliminary vision, goals, objectives and strategies
- DPAC meeting to review the preliminary vision, goals, objectives and strategies





## Step 6. Downtown Framework Plans

This step will entail the preparation of preliminary framework plans that build off of previous steps and articulate specific projects, policies and strategies for achieving the community's vision for Downtown. This step will include the following elements:

- Land Use and Development Framework Plan that will describe appropriate land use patterns throughout the Downtown area, delineate sub-districts within the Downtown based on function and character, identify key development sites that offer potential for catalytic investment, and establish development objectives or parameters for those key development site. This element will also consider the needs and roles of community facility providers and public entities in providing important local services and serving as an anchor for supporting private development, as well as development and infrastructure techniques that can be implemented to advance sustainability through land use and design.
- Transportation, Mobility, and Parking Framework Plan that will include recommendations related to access to and throughout Downtown Rock Island, traffic management strategies, pedestrian safety and comfort, bicycle mobility, transit services, infrastructure, and facilities, and parking capacity and location. An emphasis will be given to parking capacity and location and its relationship to proposed land use and development characteristics.
- Urban Design and Character Framework Plan that illustrates desired characteristics related to private development, the public street environment, gateways, wayfinding, and open spaces. This section will also highlight techniques for utilizing marketing and branding to support the objectives of the Downtown Revitalization Plan.
- Implementation Plan that will include specific actions that should be taken to achieve the community's vision for Downtown, including policy and regulatory amendments, strategic partnerships and collaborations, economic development and business attraction/retention strategies, catalytic actions or projects, and potential funding sources specifically related to different kinds of investments or actions.
- DPAC meeting to present the preliminary framework plans, and gain feedback from the group to ensure that they represent the vision established in previous steps in the process.

### Step 6 Deliverables:

- Preliminary Framework Plans related to Land Use and Development; Transportation, Mobility, and Parking; Urban Design and Character; and Implementation
- DPAC meeting to review the preliminary framework plans



## Step 7: Final Downtown Rock Island Revitalization Plan

This step includes the preparation of the Draft and Final versions of the Downtown Rock Island Revitalization Plan, including final revisions and the City's public hearing process. It includes the following actions:

- Creation of the Draft Downtown Rock Island Revitalization Plan document, including the introduction, summary of public input (completed in Step 2), recap of market opportunities and development potential (completed in Step 3), summary of planning influences (completed in Step 4), vision, goals objectives and strategies (completed in Step 5), and Downtown Framework Plans (completed in Step 6).
- Community Workshop to review the Draft Downtown Rock Island Revitalization Plan document and receive comments that may warrant edits prior to the formal adoption process.
- DPAC meeting to present the findings of the Community Workshop and discuss final edits prior to the formal adoption process.
- Final Plan report to the Plan Commission (as part of a formal public hearing) to consider official recommendation to City Council, including any appropriate edits resulting from the Plan Commission public hearing.
- Final Plan presentation to City Council for consideration for adoption, including any appropriate edits resulting from the City Council hearing.
- Delivery of ten hard copies and one electronic version of the Final Downtown Rock Island Revitalization Plan, including any materials developed by the consultant during the planning process.

### Step 7 Deliverables:

- Draft Downtown Rock Island Revitalization Plan document
- Community Workshop and summary of comments
- DPAC meeting to discuss final edits to the Draft Plan
- Final Draft Plan document and Plan Commission hearing
- Final Plan document and City Council hearing
- Ten hard copies and one electronic version of the adopted Plan, as well as related materials

**SECTION 4**  
**PROJECT EXPERIENCE**

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**City of Geneva**

**Geneva Downtown/Station Area Master Plan**

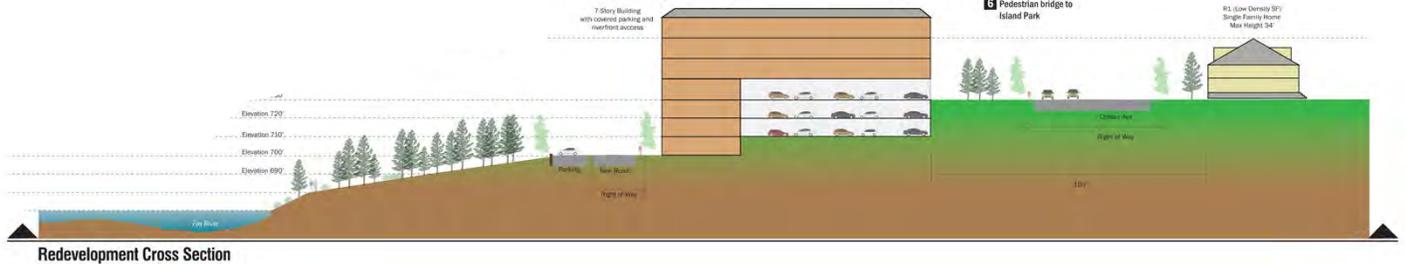
Beautiful and historic Downtown Geneva is situated along the shores of the Fox River and includes an active Metra station, shops and restaurants and historic neighborhoods with tree lined streets. The Master Plan includes infill redevelopment scenarios and 3-D renderings for more than twenty-five identified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



Example Character Images



- 1 A reconstructed Mill Race Inn with river-view terrace/patio and expanded parking
- 2 A multi-family building at the corner with staggered row houses move east up the hill
- 3 Row houses with rear ally fronting Bennett Street
- 4 A multi-story building (residential or other) nestled into the hill-side
- 5 Public open space with a parking lot and trailhead
- 6 Pedestrian bridge to Island Park



**Village of Bartlett  
Bartlett Town Center**

In 2003, construction began on the Bartlett Town Center, a desired mixed-use development to serve as a community focal point, and a place to live, work, shop and dine. However, due to a combination of project related issues, timing and the downturn in the economy and the real estate market, the final phase of development was never completed. In 2010 the Village retained the services of Houseal Lavigne Associates to identify TIF eligible improvements at the Town Center site. The focus of the analysis and redevelopment concepts were on actions that could be implemented quickly without significantly impacting the physical structure of the existing commercial and residential uses, but carry forward “lost” objectives. To date many of the plan’s recommendations have been completed earning the study the 2011 APA-IL Chapter Planning Award for Plan Implementation.

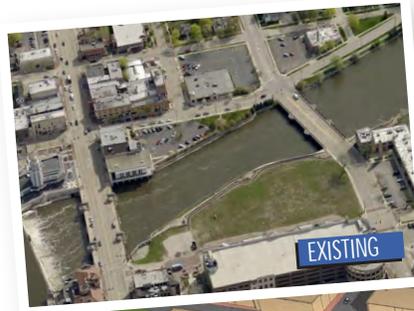




**City of St. Charles**

**Downtown Subarea Plan**

Downtown St. Charles is, and should continue to be, a vibrant place with several systems working in concert with one another. The Subarea Plan, prepared by Houseal Lavigne Associates as a component to the City’s Comprehensive Plan, provides recommendations for improvement and action to assist City in guiding improvements and developments that ensures the area will evolve in a way that is consistent with the community’s vision. The Downtown Subarea Plan includes a series of recommendations aimed at preserving and enhancing this important part of the City of St. Charles and capitalizing on specific advantages that make it one of the Chicago region’s great places and a source of community pride.



**Potential Improvements**

- 1 Existing City Hall
- 2 Main Street Bridge
- 3 Retrofit Harris Bank Building
- 4 Existing Arcada Theatre
- 5 Proposed Riverfront Park
- 6 Approved First Street Downtown Redevelopment: Building #1
- 7 Approved First Street Downtown Redevelopment: Building #2
- 8 Approved First Street Downtown Redevelopment: Building #3
- 9 Approved First Street Downtown Redevelopment Parking Deck with Rooftop Park
- 10 Approved First Street Downtown Redevelopment: Building #9
- 11 Existing First Street Development Parking Deck
- 12 Illinois Street Bridge
- 13 Existing Chord on Blues Building
- 14 Proposed Riverside Avenue Mixed-Use Redevelopment
- 15 Proposed Parking Garage on 2nd Street
- 16 Proposed Mixed-use Redevelopment Fronting on Riverside Promenade
- 17 Proposed Gateway Mixed-use Redevelopment Fronting on Riverside Avenue Promenade
- 18 Proposed Riverside Promenade on former Riverside Avenue

**Bluestone Development – Omaha, Nebraska  
Market and Feasibility Study**

Houseal Lavigne Principal Dan Gardner performed a market and feasibility analysis on behalf of Bluestone Development for a proposed mixed use project located in the popular North Omaha (NoDo) neighborhood. His analysis included projections for phasing, pricing, square footage, number of units and overall feasibility. The development program, which now includes the “9ines” and “22 Floors” residential components; the “Slowdown” music venue; and several retail shops and restaurants, was adjusted per the market study’s recommendations. The development ultimately built-out in alignment with the proforma prepared for the study.



**City of Sterling, Illinois**  
**Downtown Riverfront**  
**Redevelopment Plan**

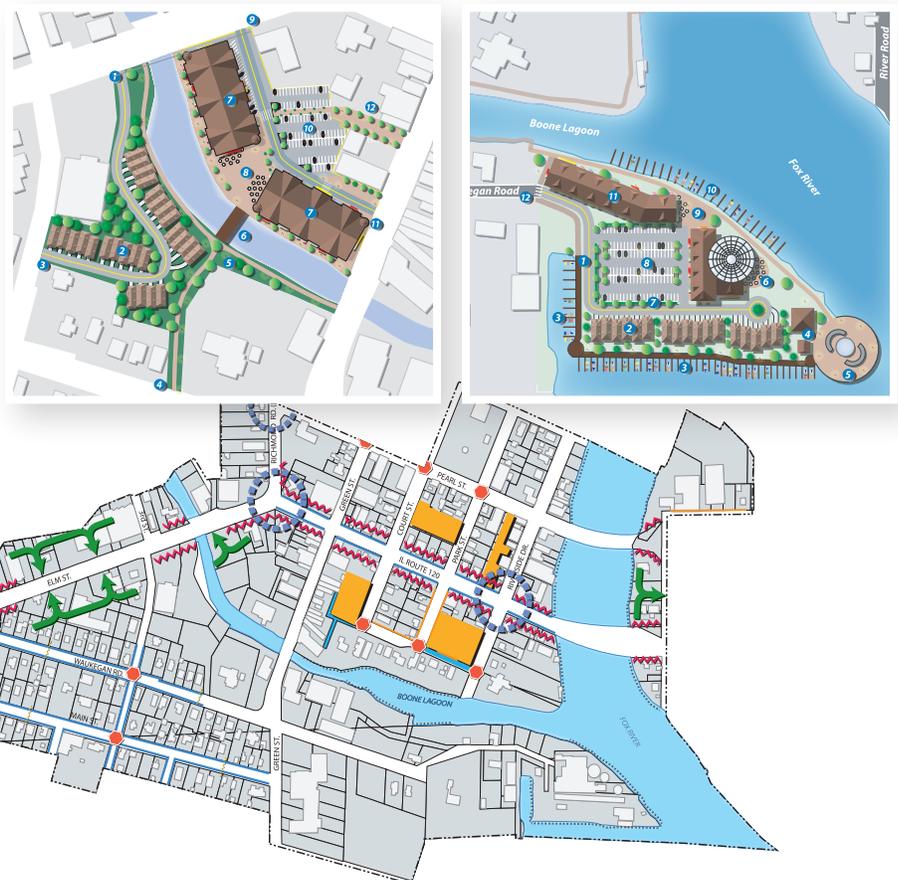
The City of Sterling is located along the Rock River in Whiteside County, Illinois, approximately 100 miles west of Chicago. Once a thriving industrial area, decades of declining and shifting market conditions have left the area a virtual wasteland on the shoreline of the beautiful Rock River, adjacent to Downtown. The Plan by Houseal Lavigne Associate, Gewalt Hamilton, and **Gary Weber Associates**, provided detailed recommendations for stronger connections to both the Rock River and Downtown Sterling, adaptive reuse and historic preservation of landmark buildings, context-sensitive redevelopment, pedestrian mobility, gateways and streetscapes, and reconfiguration of the one-way street network throughout the area.



**City of McHenry, Illinois**  
**Downtown Plan**

In conjunction with the development of an exciting Riverwalk Project, the Principals of **Houseal Lavigne Associates** assisted the City of McHenry with the development of a Downtown Plan.

The Plan identifies the location, intensity, and character of new development – including retail, restaurant, mixed-use, residential, and recreational. Design guidelines were established to direct public and private investment, and an implementation program was adopted to transform the existing Downtown into a vibrant pedestrian-oriented destination.



**City of Blue Island, Illinois**  
**Downtown Parking & Traffic Study**

**KLOA, Inc.** was retained by the City of Blue Island to prepare a Traffic Study to evaluate the conversion of the existing Western Avenue-Gregory Street one-way couplet in downtown Blue Island to bi-directional operation. The project limits extended from 127th Street on the north to the Calumet Sag Channel on the south.

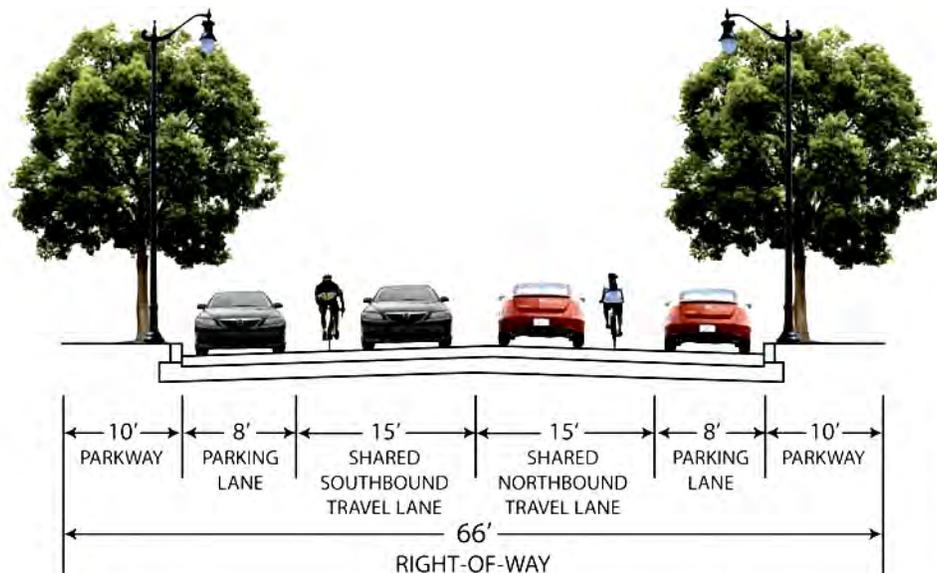
KLOA conducted traffic counts at 10 intersections, inventoried on-street parking and bus stop locations and amenities, reassigned traffic volumes for the two-way conditions, and developed 20-year traffic projections. KLOA also developed alternative conceptual geometric plans for the reconfiguration of the roadways and intersections depicting two-way traffic flow, auxiliary lanes, on-street parking locations, bicycle accommodations and pedestrian safety features. Intersection capacity analyses were performed and the corridors were modeled using SYNCHRO and Sim Traffic animation software.

As a follow-up to the downtown traffic study KLOA conducted a parking inventory and utilization survey of the on- and off-street parking areas serving Blue Island’s central business district, known locally as Uptown Blue Island.

KLOA conducted parking occupancy surveys within Uptown’s 62 public and private parking lots and garages, with a combined capacity of 3,431 spaces, and along Uptown’s 76 block faces, with a combined capacity of 534 spaces. Peak off-street parking occupancy occurred from 11:00 A.M.-2:00 P.M. when 55.8% of the total off-street parking capacity was utilized. The Metro South Medical Center lots and Metra commuter lots experienced the highest use at over 90%. Peak on-street parking occupancy occurred during the 11:00 A.M.-2:00 P.M. period when 51.9% of the total on-street parking capacity was utilized.



Figure 2  
 Uptown On-Street Parking Areas





**SECTION 5**  
**BUDGET & TIMELINE**

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# SECTION 5

## BUDGET & TIMELINE

### Budget and Timeline

The Request for Proposals identifies a timeline of 6-9 months and a budget of \$60,000. We are confident that the project scope included in this proposal will be completed within those parameters. However, we are willing to work with City staff to discuss modifications to the scope in order to more closely align with community objectives, resources, or scheduling constraints.

Step	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Estimated Cost
Step 1: Project Initiation							\$ 4,000
Step 2: Community Outreach							\$ 8,000
Step 3: Market Analysis							\$ 7,500
Step 4: Existing Conditions Analysis							\$ 12,500
Step 5: Vision, Goals, Objectives, and Strategies							\$ 6,000
Step 6: Downtown Framework Plans							\$ 17,000
Step 7: Final Downtown Tock Island Revitalization Plan							\$ 5,000
<b>TOTAL BUDGET</b>							<b>\$ 60,000</b>