



Village of WILLOWBROOK

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AGENDA

A MEETING OF THE VILLAGE OF WILLOWBROOK COMPREHENSIVE PLAN COMMITTEE TO BE HELD ON TUESDAY, JUNE 6, 2023, AT 5:30 P.M. AT THE WILLOWBROOK COMMUNITY RESOURCE CENTER, 825 MIDWAY DRIVE, IN THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

Written public comments can be submitted by 5:00 pm on Tuesday, June 6, 2023, by emailing aarteaga@willowbrook.il.us.

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. VISITOR'S BUSINESS
5. DISCUSSION – VILLAGE OF WILLOWBROOK COMPREHENSIVE PLAN
6. ADJOURNMENT

Proud Member of the
Illinois Route 66 Scenic Byway

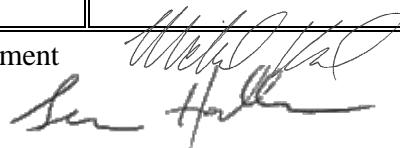
VILLAGE OF WILLOWBROOK

COMPREHENSIVE PLAN COMMITTEE

AGENDA ITEM – HISTORY/COMMENTARY

ITEM TITLE:**VILLAGE OF WILLOWBROOK – COMPREHENSIVE PLAN****AGENDA NO. 5****AGENDA DATE: 06/06/2023****STAFF REVIEW:** Michael Krol, Director of Community Development

Sean Halloran, Village Administrator


Tom Bastian / cm**LEGAL REVIEW:** Tom Bastian, Village Attorney**RECOMMENDED BY:** Sean Halloran, Village Administrator**ITEM COMMENTARY (BACKGROUND, DISCUSSION, RECOMMENDATIONS, ETC.)**

In 2022, the Village Board approved a contract with Houseal Lavigne Associates to facilitate and guide the Village through the Comprehensive Plan review process resulting in a New Comprehensive Plan to guide the Village's land use decisions for at least the next fifteen (15) years. The Village's first Comprehensive Plan was adopted in 1966, which focused on physical growth and development of the community and attraction of new development. From 1966, the Village reviewed the Comprehensive Plan in the following years:

- 1979, the first comprehensive revision to the Plan focused on growth, development, and expansion of the Village.
- 1985, the second comprehensive revision to the plan focused on regulating new development in a manner which more directly promoted Village objectives of stability, improved quality of life, and the low-density residential character of the community.
- 1990, limited plan amendments were made due to the changing demographics and economic conditions within the community.
- 1993, the Comprehensive Plan Amendment shifted to community maintenance and the continued provision of high quality municipal services and facilities.

This project initiation meeting with the Comprehensive Plan Committee and Village staff will set the foundation for the planning process and review and discuss the overall direction and policy issues facing the community. As the community's policymakers, it is important that the Village's elected and appointed officials learn more about the Comprehensive Plan process and have a chance to communicate and discuss their issues and concerns.

The agenda items are provided below:

1. Houseal Lavigne will do an introduction.
2. What is a Comprehensive Plan?
3. Review of Project Timeline and Planning Process.
4. Workshop: Issues and Opportunities
5. Next Steps

ACTION PROPOSED: Provide feedback to staff.

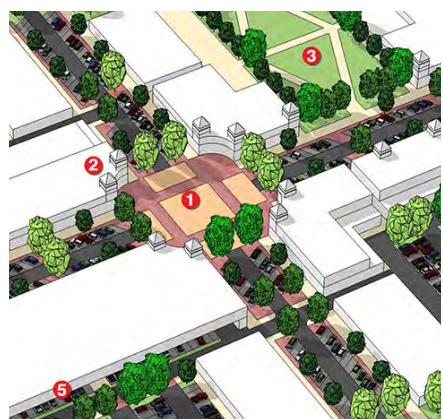
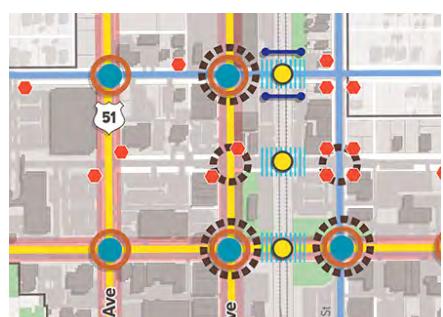
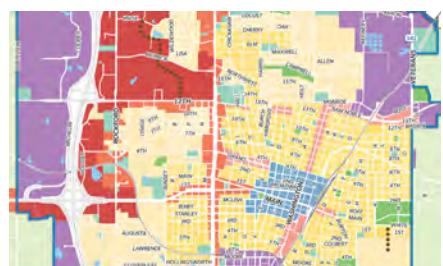
Village of Willowbrook, Illinois

Comprehensive Plan

Proposal

October 11, 2022

**HOUSEAL
LAVIGNE** 





188 West Randolph Street
Suite 200
Chicago, Illinois 60601
312.372.1008

hlplanning.com
info@hlplanning.com

October 11, 2022

Village Administrator's Office
Village of Willowbrook
835 Midway Dr.
Willowbrook, IL 60527

Dear Assistant Village Administrator Arteaga,

Houseal Lavigne is pleased to submit this proposal for the Village of Willowbrook Comprehensive Plan assignment. We are uniquely qualified to undertake this assignment, bringing insight, expertise, and understanding from working with the Village of Willowbrook on the ongoing UDO Update and from working with throughout Illinois and across the United States on Comprehensive Plan updates and rewrites. Our team of professionals provides the skills necessary to create a responsive and visionary Comprehensive Plan that meets the needs of the Willowbrook community. We are excited about the prospect of working with you and the Village again on this important project.

Houseal Lavigne has been an industry leader for nearly 20 years and is recognized nationally for planning, zoning, outreach, geospatial solutions, and graphics. Since our inception, Houseal Lavigne has worked with more than 450 communities in 28 states and developed over 200 comprehensive plans, including planning studies in the nearby communities of Clarendon Hills, Downers Grove, Elmhurst, Glen Ellyn, Hinsdale, Lisle, Maywood, Naperville, Oak Brook, and Westmont. We are nearing the adoption of the updated UDO and our robust engagement with the Village's staff, Plan Commissioners, and Village Board provide our team the experience and insight needed to facilitate productive work sessions and reach consensus on a wide variety of policy topics.

Houseal Lavigne was awarded the National Planning Excellence Award for an Emerging Planning and Design Firm from the American Planning Association (APA). The award specifically noted our innovation, implementation success, creative and effective outreach, integration of technology, industry-leading graphic communication, and our overall influence on the profession of planning in the United States. We have won several APA state awards for our comprehensive plans, community outreach, innovation, corridor plans, technology applications, and implementation. Recently, our innovation in planning was recognized when awarded the APA Technology Division's 2020 Smart Cities Award; and Esri's 2018, 2019, and 2020 Special Achievement in GIS Award.

We appreciate the opportunity to be considered for this important project and look forward to the prospect of continuing our successful partnership with the Village and collaborating with you and the entire Willowbrook community on the development of the new Comprehensive Plan. We are available to undertake the assignment immediately upon selection. If you have any questions regarding this submittal, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink that reads "Nikas Davis". Below the signature, the name "Nik Davis, AICP" is printed in a smaller, sans-serif font.

Principal

Houseal Lavigne
(312) 372-1008 ext. 119
ndavis@hlplanning.com

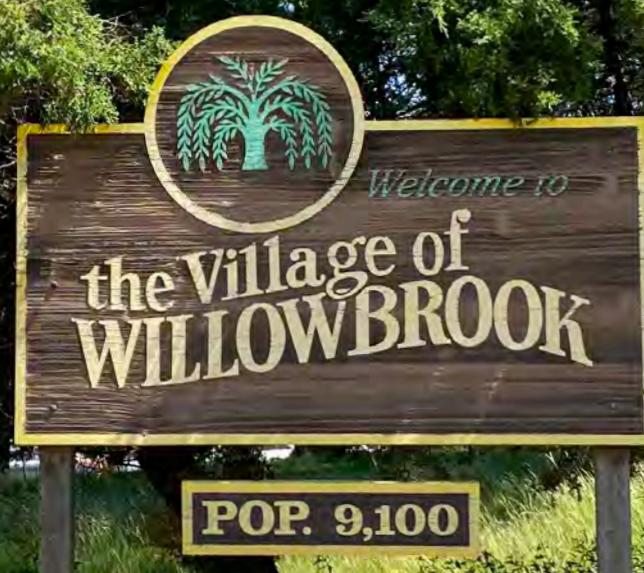
PLANNING

DESIGN

DEVELOPMENT

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SECTION 1

SERVICES PROVIDED

Scope of Services

Houseal Lavigne recognizes the importance of using the planning process to establish community consensus and foster a sense of stewardship for the new Willowbrook Comprehensive Plan that will shape the community's future over the next 15-years. Our Scope of Services ensures that Village staff, residents, business owners, key stakeholders, community leaders, and elected officials are engaged throughout the planning process, helping establish a visionary, purposeful, and implementable plan to guide Willowbrook's future. Our process includes the development of plan recommendations and implementation strategies that are actionable, fiscally grounded, and rooted in citizen engagement.

Our proposed Scope of Services is carefully tailored to address all required chapters, identified issues, and Village goals as addressed in the RFP, in addition to other elements necessary to ensure a robust, responsive, and effective comprehensive plan for Willowbrook. Our proposed process for meetings, work sessions, and draft document refinement is informed by our experience working with the Village on the UDO update. We found that reviewing and refining initial draft documents with Village staff and the Steering Committee then delivering the updated draft documents to the Plan Commission and Village Board ahead of in-person work sessions allowed for robust discussion leading to general consensus on key topics. We propose to carry forward this successful model to the Comprehensive Plan process.

The final RFP deliverable will meet or exceed all state requirements and guidelines. Should the selection committee favor our proposed approach, we will work closely with Village staff and officials to further refine our proposed Scope of Services and community engagement process, ensuring that all local needs and requirements are met. Each step of our proposed Scope of Services is presented in detail on the following pages.





Step 1: Kick-off & Existing Conditions

To “kick-off” the planning process on the right foot, meetings will be conducted with key Village staff, department heads, and elected officials prior to undertaking other community outreach activities. This step will include an assessment of existing conditions and the preparation of an Existing Conditions Memo.

1a. Staff Coordination Call & Data Collection

We will host an initial coordination call with Village staff to review the Scope of Services, project timeline, and upcoming deliverables; and discuss kick-off meeting logistics. We will discuss the preferred rhythm of semi-regular check-in meetings with Village staff to ensure a fluid communication process throughout the planning process. Our intent is to function as a unified and integrated team alongside Village staff.

During the coordination call we will determine the boundaries of the 5 subareas, discuss data needs including, but not limited to, GIS data regarding parcels, building footprints, existing land use, zoning districts and overlays, community facilities (including Village owned properties, schools, parks, etc.), traffic volumes, traffic signals, transit, bike routes and trails, etc.; Village branding guidelines and photos; past plans and studies; and a list of service providers with contact information.

1b. Staff & Steering Committee Kick-Off Meeting & Study Area Tour

A kick-off meeting will be held with Village staff assigned to the Comprehensive Plan project and the project Steering Committee. This first face-to-face meeting will allow us to discuss upcoming meetings and field reconnaissance. We will address any data collection issues and confirm next steps.

1c. Department Heads Meeting

Immediately following the kick-off meeting with Village staff and the Steering Committee, we will host a meeting with representatives from other Village departments. The Comprehensive Plan will have bearing on a wide variety of Village policies and support from all Village departments will be essential to plan implementation. We will work with Village staff to engage other department heads throughout the process to ensure that plan recommendations are meaningful and actionable for all Village departments.

1d. Plan Commission & Village Board Meeting (Mtg #1)

Before planning work begins, a project initiation meeting will be held with the Plan Commission and Village Board to set the foundation for the planning process and review and discuss the overall direction and policy issues facing the community. As the community's policy makers, it is important that the Village's elected and appointed officials learn more about the Comprehensive Plan process and have a chance to communicate and discuss their issues and concerns.

The purpose of this meeting will be to: (a) discuss the Plan Commission's and Village Board's role for the project; (b) review overall project objectives; and (c) solicit the views of the Plan Commission and Village Board regarding their concerns and aspirations for Willowbrook.

This initial dialogue will inform our approach to the planning process and ensure that issues important to the Village are identified on the front end.

1e. Existing Conditions Memo

This task will include the preparation of an Existing Conditions Memo that will serve as the foundational understanding of the issues and opportunities to be addressed in the Comprehensive Plan. The Existing Conditions Memo will be based on issues and opportunities identified in outreach, past plans and studies, information provided by the Village and partner agencies, feedback from community service providers, and reconnaissance conducted by the Project Team. We intend to move through this task efficiently, reserving project budget and resources for visioning, planning, and action. Assessments provided in this task will include both the local and regional context where appropriate.

Relevant Past Plans, Studies & Reports

We will review relevant existing and past plans and policies, including but not limited to the Village's 1993 Comprehensive Plan and plans and studies related to the Village's recently created TIF district. This review process will help determine 1) recently adopted Village projects and policies that need to be reflected in the Comprehensive Plan, 2) status of implementation alongside change within the community that has occurred since the adoption of previous plans, 3) conflicts between or deficiencies within existing plans, and 4) the validity of previously collected data.

The Project Team will work with Village staff to identify any additional current studies and reports that should be reviewed as part of this task.

Demographic & Market Profile

The Project Team will prepare a demographic analysis of the Willowbrook community that will include an analysis of trends in population, households, income, age, labor force, and employment. The Project Team will collaborate with staff to identify up to three comparison geographies to serve as benchmarks for the Village, often including neighboring or similar communities and the county in which the community is located. This analysis will be summarized and presented with an economic profile of market conditions that will provide an overview of supply and demand trends for residential and commercial land uses. This step will be undertaken in conjunction with available information provided by Village staff.

Existing Land Use & Development

Field reconnaissance, aerial imagery assessment, and a review of the Village's GIS data will be used to inventory land use in Willowbrook. An Existing Land Use Map that identifies all existing land uses within the Village will be prepared. Land use and development issues and opportunities will be presented and assessed in this section.

Current Zoning Ordinance & Development Regulations

Through the UDO Update process several topics have been discussed that require additional policy direction through the Comprehensive Plan process. This section of the Existing Conditions Memo will identify those topics as key areas of consideration.

Transportation

The Project Team will prepare an overview of existing transportation conditions in the Village and its planning area. Analysis of existing transportation conditions will include vehicular, transit, bicycle, and pedestrian facilities, including roadway jurisdictions, roadway classification, signalization, sidewalks and multi-use trails, and transit.

Community Facilities & Services (includes parks and open space)

Public and semi-public facilities and services will be inventoried and assessed regarding location, capacity, future needs, and an online Facilities and Services Questionnaire will be developed and sent to all facility and service providers in Willowbrook including but not limited to police, fire, public works, school districts, and parks and recreation providers.

Natural Environment

An inventory and assessment of the natural areas and environmental features will be undertaken as part of this step, identifying components such as wooded areas, valuable habitat, water features and riparian areas, and essential ecological systems.

1f. Staff & Steering Committee Discussion

We will meet with Village staff and the Steering Committee to review feedback gathered during this step along with the Existing Conditions Memo. We will work to ensure that substantive comments provided are addressed before moving into the plan-making phase.

Step 2: Public Engagement

Our approach to Comprehensive Plan processes places a significant emphasis on community participation. We recognize the importance of using the planning process to establish community consensus and foster a sense of stewardship for the Plan. Our creative outreach techniques ensure that residents, business owners, elected officials, and stakeholders have the opportunity to get involved throughout the planning process to help define issues, establish a vision, formulate ideas, and shape solutions.

As a stable community with a high quality of life, it can be difficult to engage Willowbrook residents as they are highly satisfied with the Village. Our experience in the public outreach step of the UDO update has informed our proposed approach to engagement for the Comprehensive Plan. The variety of traditional (face-to-face) and innovative web-based activities we propose will allow us to obtain the broadest levels of participation possible. This approach casts a wide net and fosters an environment for idea-sharing to generate excitement among residents, businesses, and visitors.

2a. Project Website

At the beginning of the project, we will design and host an interactive project website linked to the Village's existing website. We are committed to using the internet to maximize the participation and communication between the Village and its residents. A project website provides a home base for Comprehensive Plan information and will promote and popularize the planning process. The website will be used to post project schedules and meeting dates; display graphics, interactive maps, and draft documents; address frequently asked questions; host map.social; and provide an online community survey.

2b. Online Community Survey

We will prepare an online community survey for the residents and business owners of Willowbrook to offer a community-wide opinion on a range of topics and issues. The business component of the survey will include the opportunity to provide specific input on those issues and concerns most important to the Willowbrook's business community. The online community survey will be easily accessible on the project website. At the close of the survey response period, we will review and summarize results in the Existing Conditions Memo as a gauge of community issues and key themes.

2c. map.social (Online Map-Based Engagement Platform)

The project website will feature map.social, a web-based community issues mapping tool on the interactive project website. Developed by Houseal Lavigne, this tool allows users to identify, map, and comment on geographic areas of concern and valued community amenities. map.social simplifies the mapping process and familiarizes users with all areas of the community in a manner that is intuitive, interactive, and effective. Input from users allows us to create a composite map of community issues to assist with the establishment of community goals and policies.

2d. Key Stakeholder Interviews & Focus Groups (up to 12)

Key stakeholder interviews and focus group discussions allow us to gain insight into the community that we might not otherwise be able to obtain. Confidential interviews/focus group discussions will be conducted to obtain additional information regarding local issues and opportunities. The Project Team will work with Village staff and elected/appointed officials to identify those individuals or groups to be interviewed. We recommend a broad sampling of interviewees who may possess unique perspectives or special insights into the community. Interviewees could include selected property owners, new or lifelong residents, local business owners, school district officials, adjacent communities, and representatives from other government agencies, institutions, and/or civic groups. The interviews and focus group discussions will be conducted in-person during scheduled visits related to other outreach events or via telephone/web meeting during a specific scheduled day for such activities.

2e. Business Community Workshop

This workshop will be targeted specifically to business owners and managers, developers, and Willowbrook's corporate citizens as an important stakeholder group. The purpose of the workshop is to establish a dialogue and obtain feedback from those members of the business community that have a unique insight and perspective and whose assistance and involvement is crucial to the Plan's ultimate success. The workshop will be scheduled to coincide with other in-person engagement activities and can be conducted in the early morning to minimize impacts to business owners or scheduled as part of a regular scheduled event where numerous property owners and business owners are typically in attendance.

2f. Community Visioning Workshop

The purpose of a community visioning workshop is to allow residents and stakeholders to tell us what they think, before plans and recommendations are crafted. The Community Visioning Workshop will involve the Project Team, community staff, elected and appointed officials, community stakeholders and residents.

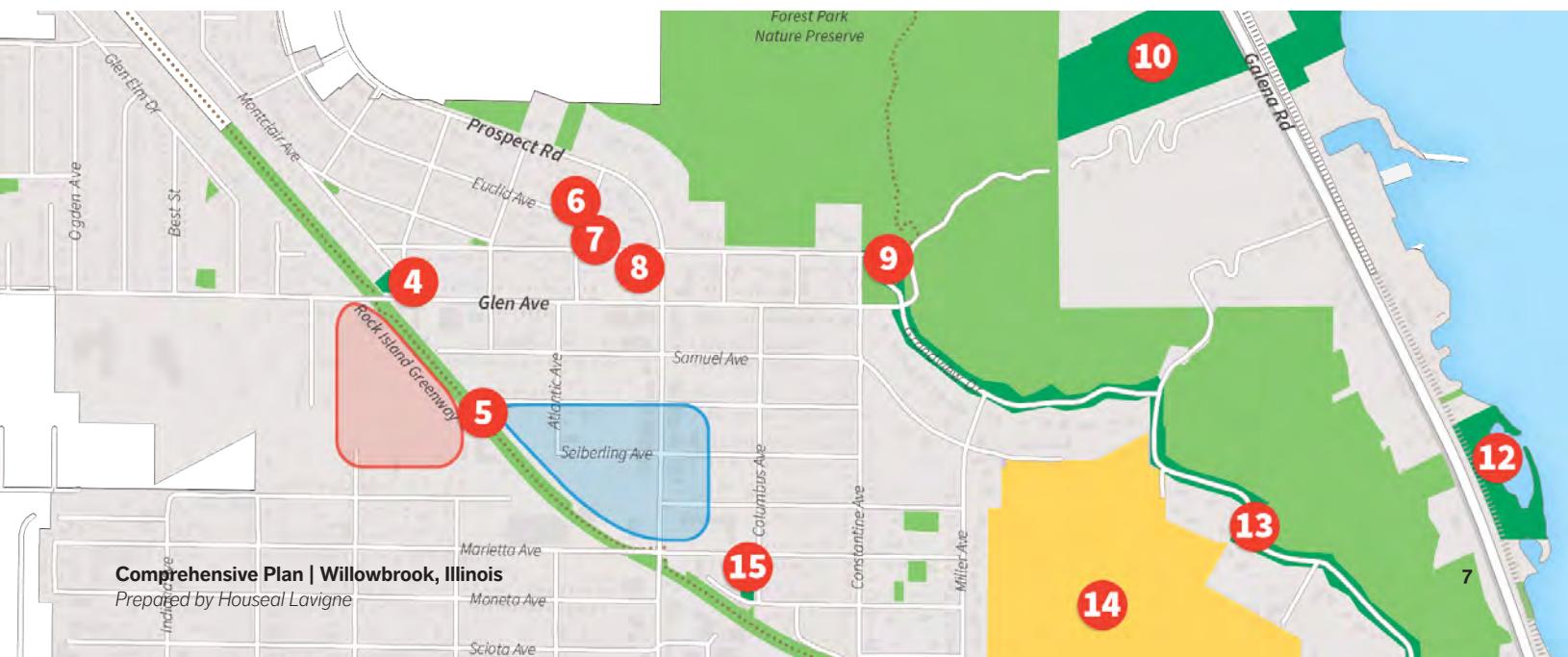
The workshop will begin with a group exercise where participants will work together to identify planning priorities, issues, and opportunities. Participants will then break out into small groups for a mapping exercise where they will put pen to paper and work to develop their "vision" for the future of the community. The workshop will conclude with a general agreement regarding the community's issues and opportunities, key planning themes and principles, the long-term image and identity of Willowbrook, and the projects and improvements that will be desirable in the future.

2g. "Pop-Up" Engagement & Immersive Outreach

Willowbrook hosts several community events, festivals, and activities, such as the Mug Run, Pumpkin Flotilla, Light up the Night, and New Year's Eve Baby Bash. On these occasions, Willowbrook residents gather to interact and enjoy their community. The Project Team will work with Village staff to identify select community events to engage the public. In coordination with the Village staff, the Project Team will provide a presence at select events and engage the public with questionnaires, on-the-spot interviews, idea boards, and other means to engage residents to inform and gather feedback and opinions regarding various planning and community related issues. We would anticipate participation at up to three community events, ideally timed with key engagement efforts throughout the planning process.

2h. Public Engagement Key Themes & Takeaways Summary

This step will conclude with a summary of key themes and takeaways from initial public engagement efforts. This will provide focus and direction for subsequent Comprehensive Plan recommendations and serve as the cornerstone of the consensus building process. The summary will be incorporated into the Existing Conditions Memo delivered as part of Step 1.



Step 3: Plan Visioning & Key Recommendations

The Comprehensive Plan needs to establish an overall "vision statement" for the future of Willowbrook that can provide focus and direction with goals based on analysis and themes identified during community outreach. The vision and goals, combined with a Preliminary Recommendations Memo to direct place-based recommendations for future growth and change, will serve as the "cornerstone" of the consensus-building process and provide focus and direction for subsequent planning activities. Based on previous steps in the planning process, we will prepare the vision statement, goals, and key recommendations memo.

3a. Vision Statement & Goals

We will synthesize all feedback received during the previous steps of the planning process and prepare a vision statement for the Willowbrook Comprehensive Plan. The vision statement will be prepared using feedback from community visioning workshop, community outreach activities, community values/quality of life themes, and observations garnered from the Existing Conditions Memo.

Based on previous steps in the planning process, we will develop visionary community goals to provide more specific focus and direction for planning recommendations such as growth and development, economic development, land use, housing, community facilities, transportation, and community character.

3b. Key Recommendations Memo

Before the preparation of the draft Plan begins in earnest, we will prepare the Key Recommendations Memo outlining the expected recommendations for the Comprehensive Plan. Based on the outcome of the previous steps, the Key Recommendations Memo, including the Draft Future Land Use Map, will provide policies and recommendations for all land use areas in the Village, including residential areas and neighborhoods, commercial/retail, mixed use, professional office and business, industrial/logistics areas, parks and recreation areas, open space, and public and semi-public uses.

The purpose of this Memo is to provide the Village with a summary of key recommendations before significant resources are spent drafting the Comprehensive Plan. This task will also be used to identify any significant problems with elements of the proposed Plan. This deliverable, along with the vision and goals, will form the basis for the development of more detailed recommendations in the draft Comprehensive Plan.

3c. Staff & Steering Committee Review Calls (up to 3)

We will conduct up to three review calls with Village staff and the Steering Committee to review and refine the vision, goals, and the key recommendations memo. Comments provided by Village staff and the Steering Committee will be integrated into the revised document and distributed to the Plan Commission and Village Board for their review.

3d. Regional Coordination/Partner Organizations

We will host a working session with neighboring municipalities, DuPage County, IDOT, and other regional partners to discuss the vision, goals, and key recommendations memo.

3e. Plan Commission & Village Board Meeting (Mtg #2)

We will meet with and present the vision, goals, and key recommendations memo to the Plan Commission & Village Board to gather feedback and input.

Step 4: Draft Code Sections and Review Meetings

This task will entail the preparation of Subarea Plans for the five areas identified in the RFP including:

- Plainfield Rd & Kingery Highway Corridor,
- M-1 District,
- TIF - Quincy St/Executive Dr/Madison,
- Stratford Green Unincorporated Area, and
- Timberlake Unincorporated Area

4a. Subarea Framing – Village Staff & Steering Committee Working Session

The Project Team will conduct a working session with Village staff to review the five subareas and discuss existing opportunities and constraints, examine past and on-going development interest, explore different land use and development scenarios, and work together to establish preliminary objectives, land use, and development frameworks, including the identification of any environmental considerations and constraints for the five areas. This working session will provide additional context, along with community outreach/feedback and previous steps in the planning process and help to facilitate the start of the subarea planning process.

4b. Preliminary Subarea Plans

The Subarea Plans will address important planning considerations and principles for the five subareas identified in RFP. While the nature of recommendations will vary by subarea, they could include appropriate land uses, infrastructure improvements, development characteristics, catalyst development sites, project priorities or phasing, protected areas or environmental features, urban design recommendations, or others. The subarea plans will identify the needs and desires of the neighborhoods the subareas serve, assess the market reality of meeting those needs and desires, and establish strategies to encourage the needed and desired outcomes to provide the Village with a plan that can be relied upon by the Village's staff and elected/appointed officials when making future land use decisions.

The Subarea Plans will make up a concise chapter that can be included within the Comprehensive Plan or could be included as components of the Land Use Plan chapter. Each Subarea Plan will utilize graphics, illustrative plans, and images as needed to demonstrate important local planning concepts.

4c. Staff Review & Steering Committee Review Calls (up to 3)

We will conduct up to three review calls with Village staff and the Steering Committee to review and refine the preliminary subarea plans. During these calls, three to five priority sites will be identified for catalyst site development concepts. Appropriate revisions will be made and the updated documents will be delivered to the Plan Commission and Village Board for consideration.

4d. Plan Commission & Village Board Meeting (Mtg #3)

The Project Team will present the preliminary Subarea Plans to the Plan Commission and Village Board to review and discuss preliminary policies, plan recommendations, and initial maps and graphics and to vet the three to five priority sites for catalyst site development concepts. Appropriate modifications will be made based on feedback prior to integration into the overall draft Comprehensive Plan document in later steps.

4e. Catalyst Site Development Concepts

Based on the feedback received during steps 4c and 4d, sketch plans and illustrative development concepts will be prepared for three to five identified priority sites. Together with the Subarea Plans, these illustrative development concepts will provide a sense of scale, orientation, land use, and development character for key portions of the subarea. Although not rising to the level of a "recommended development plan", these development concepts illustrate the potential of an area in a manner that is market viable and consistent with the aspirations and values of the Willowbrook community. The catalyst site development concepts will be reviewed and refined with Village staff, the Steering Committee, and the Plan Commission and Village Board during step 5b and 5d.

Step 5: Draft Comprehensive Plan Elements

This step will entail the preparation of preliminary Village-wide policies and recommendations for the core Comprehensive Plan elements. The Comprehensive Plan elements prepared in this step will reflect the vision, goals, and preliminary recommendations memo developed in previous steps of the planning process.

5a. Comprehensive Plan Elements

We will prepare the Comprehensive Plan elements using all input obtained in the data gathering, public engagement and review of key recommendations. The Plan will be well-organized and user-friendly, highly illustrative, and visually compelling rather than being too heavy on narrative. Concise text will be combined with attractive and easy-to-understand maps, diagrams, illustrations, and photos to effectively communicate the Plan's policies and recommendations. The following elements will be developed as part of draft Comprehensive Plan:

Land Use & Development

The Land Use & Development element will include recommendations and policies for all land use areas in the Village and its planning area, including residential neighborhoods, commercial areas, industrial areas, open space, natural environment, and public and semi-public uses. This element will identify and address a range of land use topics such as desired development patterns, new growth areas, land use compatibility issues and mitigation strategies, commercial and mixed-use development, industrial development, and conservation areas. This element will also address issues of community wellbeing and safety; culture & educational activities and programs; and community character.

Housing and Neighborhoods

The Housing and Neighborhoods element will focus on neighborhood livability and will prioritize maintaining and improving the Village's established and mature neighborhoods, guiding infill development and reinvestment with a desirable mix of diverse residential unit types, including single-family detached, missing middle housing, mixed-use, and multifamily developments to meet the current and future needs of Willowbrook's residents.

Business and Commerce

The Business and Commerce element will provide detail and guidance regarding Willowbrook's commercial and industrial areas, with policies designed to strengthen employment, job creation, business attraction and retention, and to provide and grow a diverse and thriving sales tax base for the Village. Place-based recommendations will focus on the Village's older existing commercial areas, planned new commercial areas, professional office areas, and industrial and logistics areas.

Transportation

The Transportation element will focus on the alignment of land use and transportation and the need to accommodate safe and efficient transportation for walking, biking, vehicles, freight, and transit. This will include a review and analysis of transportation studies and proposed projects for the state, county, and local transportation jurisdictions that pertain to Willowbrook.

Community Facilities

The Community Facilities element will identify and provide policies and recommendations for municipal facilities, services, and intergovernmental coordination and cooperation with other service providers. The Project Team will work with Village staff to identify and inventory all community facilities in the Village, including schools, places of worship, governmental institutions, and parks and recreation facilities, and include recommendations and policies for municipal facilities and services, parks and open space (passive and active), trail quality and connectivity, and natural areas (waterways, floodplains, wetlands, and environmentally-sensitive areas). The Project Team will coordinate with the Public Works and Water Division and utility providers to help plan for anticipated capital needs and include strategies that focus on infrastructure improvements to ensure future demands on infrastructure do not outpace the Village's ability to extend services or expand capacity based on land use plan recommendations.



5b. Staff & Steering Committee Review Calls (up to 6)

The Comprehensive Plan elements will be submitted to Village staff and the Steering Committee for consideration. Up to six review calls will be conducted to review and refine the elements. Appropriate revisions will be made prior to sending it to the Steering Committee.

5c. Regional Coordination/Partner Organizations

We will host a working session with neighboring municipalities, DuPage County, IDOT, and other regional partners to review and discuss the Comprehensive Plan elements. We will evaluate how these neighboring jurisdictions' goals and plans impact and/or contribute to Willowbrook's success.

5d. Plan Commission & Village Board Meeting (Mtg #3)

The Project Team will conduct a meeting with the Plan Commission and Village Board to review and discuss the Preliminary Comprehensive Plan elements, including preliminary policies, plan recommendations, initial draft maps and graphics, as well as the catalyst site development concepts prepared during step 4e. Appropriate revisions will be made as part of the draft Comprehensive Plan development in the next step.

Step 6: Draft and Final Comprehensive Plan

Based on the previous steps in the planning process, the draft and final version of the Comprehensive Plan will be prepared for review, consideration, and adoption.

6a. Implementation Strategy

The Comprehensive Plan will include a practical and actionable implementation strategy describing the actions required to bring the Plan's goals, policies, and strategies to fruition. Implementation tools and a detailed Action Matrix will include short-, medium-, and long-range strategies and actions, priority improvement projects, zoning and regulatory actions, funding sources and implementation methods, timing and prioritization, and general administration of the Comprehensive Plan. The Action Matrix will serve as a checklist to track implementation progress necessary to realize the vision and goals outlined in the Comprehensive Plan.

6b. UDO Audit

We will review and assess the Village's UDO to provide consistency, support, and compatibility with policies and recommendations as part of the new Comprehensive Plan. The UDO audit can be incorporated into the Implementation Strategy chapter or be a standalone Memo.

6c. Draft Comprehensive Plan Document

Based on feedback received in previous steps the Project Team will prepare the draft Comprehensive Plan document. The plan will be user-friendly, highly illustrative, and visually compelling. Concise, well-written text will be combined with attractive and easy-to-understand maps, graphics, illustrations, and photographs to effectively communicate the Plan's policies and recommendations. The new Village of Willowbrook Comprehensive Plan will meet or exceed all state requirements for comprehensive planning, including all required elements as identified in the Village's RFP.

6d. Staff & Steering Committee Review Calls (up to 3)

The Project Team will submit the draft Comprehensive Plan to Village staff and the Steering Committee in electronic format for final review. Up to three review calls will be conducted to review and refine the document. Appropriate revisions will be made prior to presenting to the Plan Commission and Village Board and the Community Open House.

6e. Plan Commission & Village Board Meeting (Mtg #4)

The final draft Comprehensive Plan will be presented to the Plan Commission and Village Board. Based on review and discussion a revised final draft Comprehensive Plan will be prepared before the Community Open House.

6f. Community Open House – Discuss Draft Comprehensive Plan

A community open house will be held to allow residents to drop in, review the draft Comprehensive Plan, and ask questions of the Project Team and Village staff. The open house format will provide an opportunity to see and learn about the Village's new Comprehensive Plan before the adoption process begins. Open house presentation materials and collateral will be provided so that Village staff can facilitate additional informational meetings as needed. Following the community open house, the final draft Comprehensive Plan will be prepared for the public hearing presentation and the adoption process.

6g. Final Draft Comprehensive Plan to Plan Commission – Public Hearing

In accordance with State statutory requirements, the final draft Comprehensive Plan will be presented to the Plan Commission at a public hearing. Based on review and discussion, and based on public feedback during the public hearing, a revised final draft Comprehensive Plan will be prepared for recommendation to the Village Board.

6h. Final Draft Comprehensive Plan to Village Board – For Adoption

We will present final draft Comprehensive Plan to the Village Board for consideration and adoption. Presentation materials that incorporate any plan revisions will also be provided to Village staff to conduct any additional adoption meetings required at the municipal level.

6i. Final Comprehensive Plan Document

Following the community open house and presentations, the Project Team will work with Village staff to revise the Comprehensive Plan in response to direction given by the Plan Commission and Village Board. The Project Team will provide text and summary files (in editable PDF formats); data, spreadsheets, and survey results; and maps and associated data in ArcGIS format.

Optional Tasks

Based on the previous steps in the planning process, the draft and final version of the Comprehensive Plan will be prepared for review, consideration, and adoption.

Interactive Web-based Plan

The planning process for the Willowbrook Comprehensive Plan will yield a traditional “long form,” PDF that will allow for printing and on-screen viewing and easy distribution, searching, and navigation. In addition, we can use Esri’s ArcGIS StoryMap to create an “webapp”, providing a fully interactive, web-based version of the Comprehensive Plan. Combined with brief text, photos, web links, and other media, ArcGIS Online will power interactive maps that can be explored, providing an engaging, “digital” Comprehensive Plan. Plan content can be interwoven with attractive maps, visuals, and interactive content that simplifies navigation between related, cross-referenced components of the Plan. The development of the StoryMap will take place after the Willowbrook Comprehensive Plan is adopted.

ArcGIS Urban

Houseal Lavigne has worked with Esri to develop GIS technology that focuses on the Community Development workflow over the past 8 years and has been instrumental in their continued development of tools to support community engagement and scenario planning. Through this relationship Houseal Lavigne has had the opportunity to work closely with Esri to implement their newest tools and technologies to support urban planning workflows. If desired by the Village, we can use ArcGIS Urban tool to undertake a new scenario modeling process as part of the land use plan update.

ArcGIS Urban, one of Esri’s newest urban planning tools, is a web-based software application developed to visualize future building projects citywide and increase productivity when creating special area plans by seamlessly incorporating local building typologies and zoning regulations. ArcGIS Urban can interactively demonstrate how changes in policy will impact the resulting design and urban form; visualize potential build out scenarios, and depict planning trade-offs that are often invisible and difficult to explain.

Houseal Lavigne is one of a select few Urban Planning Firms that has been awarded Esri’s ArcGIS Urban Specialty designation. The ArcGIS Urban Specialty designation is given to Esri Partners who have demonstrated proficiency with the ArcGIS Urban Platform and have successfully applied it to planning and community development projects.



SECTION 2

QUALIFICATIONS AND EXPERIENCE

Lead Consultant

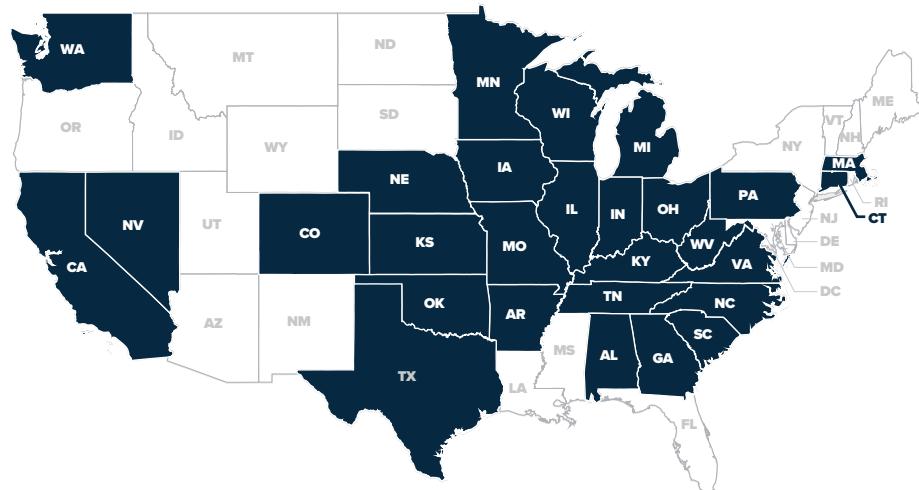


Houseal Lavigne is an innovation-based urban planning and design firm. We pride ourselves on creativity, collaboration, and delivery of quality. Our team approach is built on strong relationships, the exchange of ideas, and a commitment to the integration of technology. Our priorities are to do good, have fun, work hard, and provide responsive, visionary, and viable solutions to our clients and partners.

**OVER THE LAST 15 YEARS,
WE HAVE WORKED ON MORE THAN 450 PLANS ACROSS MORE THAN
400 COMMUNITIES NATIONWIDE. WE HAVE DIRECTED...**



**OUR NATIONAL EXPERIENCE INCLUDES PLANNING,
DESIGN, ECONOMIC, AND ZONING ASSIGNMENTS IN...**



Services

Comprehensive Planning
Neighborhood & Subarea Planning
Zoning/Regulatory Controls
Downtown Planning
Transit-Oriented Development
Corridor Planning
Design Guidelines
Land Planning & Site Design
Park, Recreation &
Trail Master Planning
Market & Demographic Analysis
Fiscal/Economic Impact Analysis
Development Services
Retainer Services

Office Location

188 W. Randolph Street, Suite 200
Chicago, Illinois 60616
(312) 372-1008
360 E 2nd Street, Suite 800
Los Angeles, CA 90012



GIS & Geospatial Technology

GIS and Geospatial technologies are an integral part of all our services areas, including Comprehensive Planning, Land Planning & Site Design, Visualization, and Community Engagement efforts. Houseal Lavigne Associates (HLA) is an Esri Gold Business Partner and has been designated with the ArcGIS Online Specialty and Release Ready Certifications that recognizes our expertise in the implementation and utilization of the ArcGIS Platform.

HLA is one of a select few Urban Planning firms in the United States that have been awarded the ArcGIS Urban Specialty Designation further exemplifying our commitment to being on the forefront of GIS technology for urban planning.





Founding Principles

Houseal Lavigne began with a set of founding principles that still guide every project we undertake. By continually honoring these principles, we have reliably and repeatedly served our clients, established trust and strong professional relationships, and produced results that exceed expectations, and developed plans that have served as points of pride for communities. By adhering to our founding principles, we have emerged as one of the most respected, trusted, innovative, and effective firms in the industry. Our founding principles are:

Better Community Outreach. We believe strongly in fostering a sense of "community stewardship" by using an inclusive approach to stakeholder engagement as a foundation for all our projects.

Commitment to Creativity. We believe vision and creativity are among the most important components of good planning and design, and we pledge to provide fresh, responsive, and intriguing ideas for local consideration.

Graphic Communication. We believe all planning processes 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. We believe the integration of emerging technologies should be used to improve the planning process and product - improving public engagement and involvement, fostering evidence-based decision-making, and producing more effective documents and recommendations.

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

Award-Winning Innovative Planning

As a testament to our firm's overall approach and project methodologies, Houseal Lavigne is frequently recognized across the country and honored with awards and special recognition. Houseal Lavigne has received multiple awards for "Best Plan" from several state chapters of the American Planning Association (APA) in categories including comprehensive plan, strategic plan, community outreach, innovation, healthy communities, and best tool or practice. Houseal Lavigne has also been awarded the APA's National Planning Excellence Award for an Emerging Planning and Design Firm. Upon receiving the award, the APA recognized our innovative planning approach, targeted implementation strategies, creative and effective outreach, integration of emerging technologies, industry-leading graphic communication, and noted our firm's overall influence on the planning profession across the United States.

We are increasingly recognized for our innovative approach to planning and the strategic use of technology. For example, in 2020 we received the American Planning Association - Technology Division's Smart Cities Award and Esri's Special Achievement in GIS SAG Award for the Land Use Plan and Town Center 3D Scenarios Visualization for the Town of Morrisville, SC. Both awards recognized the innovative use of tools and software including CityEngine and Unreal Engine to visualize and analyze different land use scenarios. In 2021, we were again awarded the Esri SAG Award for our work in developing a 3D immersive model for the Village of Glen Ellyn, IL to review development proposals with its historic downtown.

Recent Awards

2022

CO APA General Planning Award (Honors)
Your El Paso Master Plan

CO APA General Planning Award (Merit)
Picture Cañon City Comprehensive Plan

CA APA Inland Empire Section Excellence Award
Large Jurisdiction Comprehensive Plan Category
Riverside Housing Element

2021

CO APA General Planning Award (Honors)
Gunnison Comprehensive Plan

Special Achievement in GIS Award
Glen Ellyn 3D Immersive Model

2020

Smart Cities Award
American Planning Association
Technology Division
Land Use Plan/Town Center
Morrisville, North Carolina

Special Achievement in GIS Award (Esri)
Land Use Plan/Town Center
Morrisville, North Carolina

2019

CO APA General Planning Award
Aurora Places Comprehensive Plan

2018

IL APA Healthy Active Community Award
Healthy Chicago 2.0

Special Achievement in GIS Award (Esri)
Oshkosh Corporation World Headquarters / Lakeshore
Redevelopment

VA APA - Commonwealth Plan of the Year Award
Bristol Comprehensive Plan

2017

IL APA - Outreach Award
Envision Oak Park Comprehensive Plan

2016

MN APA - Innovation Award
St. Cloud Comprehensive Plan

2015

MI APA - Daniel Burnham Award (Best Plan)
Imagine Flint Master Plan

Approach to Planning

Our philosophy of community planning, visioning, goal setting, and implementation is built on a foundation of professional experience, sound planning and design practices, and a track record of award-winning projects. Our approach combines extensive community outreach and participation, highly illustrative and user-friendly maps and graphics, and utilization of available technologies. Our process will help establish a community vision, set community goals, and foster community consensus. Our approach to this assignment will include and be guided by the following core principles, which will allow us to successfully engage the community, develop viable and visionary solutions, and comprehensively respond to local issues and needs.



Focus on Urban Planning and Community Development

Houseal Lavigne specializes in community planning, urban design, and economic development. It is our focus, it is our passion, and it is our area of expertise. We are a specialized urban planning firm whose efforts are not diluted or compromised by bureaucracy or competing interests. Our focus and size allow us to provide the creativity, flexibility, and responsiveness needed to meet our clients' needs without wasting precious resources.

Foundation of Experience

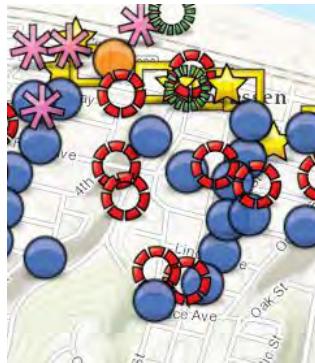
Houseal Lavigne has extensive experience in community planning, visioning and goal setting, implementation strategies, comprehensive planning, economic development studies, urban design, and more. We have directed, managed, and assisted with similar planning assignments for communities across the country.

Engaging Community Outreach

One of our greatest strengths is our ability to design and conduct engaging and effective community outreach. It is a vital part of all of our planning projects, and we believe it is a necessary component of any successful planning process. It is important that all interested persons have the ability to participate in the planning process, and to know they have been heard and their opinion taken into consideration. We believe strongly in fostering a stewardship for the community and achieving a high level of community consensus for planning initiatives.

Illustrative Format and Quality Graphics

All our projects incorporate a highly illustrative and graphic approach to communicating planning and development policies and recommendations. We have developed a distinct design approach to urban planning and community development projects which we incorporate into all our projects. The results of this approach are reports and plans that are attractive, distinctive, and easy to use and understand.



Technology Integration

Integrating appropriate technologies can greatly improve the planning process and product. We specialize in the use of GIS and geospatial analysis, designing and hosting project websites, on-line surveys, interactive real-time polling, and utilizing 3-D rendering to improve planning and development concepts. Our maps and graphics are attractive and compatible with existing and developing information systems. When designed and managed appropriately, these technologies greatly improve communication and involvement with the public.

Vision, Creativity, and Innovation

We believe vision and creativity are among the most important components of good planning and design. Too often, vision and creativity are lacking in the planning process and final planning product. With the help of the community, we will establish a "Vision" that captures the local spirit and character, while presenting new ideas and concepts for consideration. Our fresh approach to planning and development will broaden the range of available options and maximize the potential of community resources.

Targeted Implementation

Identifying the "next steps" to be taken is an important part of any good plan. Plans are not meant to sit on a shelf gathering dust but should be used on a regular and on-going basis as a foundation for decision-making. Our plans identify key implementation steps that should be taken to "jump start" the ultimate realization of the Plan's vision and recommendations. Implementation steps outline the projects and actions to be taken and identify responsibilities, timing, and funding options.

Commitment to Client Satisfaction

Our Firm's primary focus is on client satisfaction. We pride ourselves on our professional relationships, reputation, and client references. We develop strong relationships with our clients and are often considered "an extension of staff." We are responsive to clients' concerns, available at any time to assist with unforeseen events and issues and are committed to doing whatever it takes to serve the client. Many of our "one-time" projects result in long-term on-going professional relationships with client communities.



Community Engagement

Houseal Lavigne has always had a strong commitment to community outreach and engagement, which serves as one of the cornerstones upon which our firm was created. When engagement tools did not exist, we created them. When tools were created by others, we became the experts in using them. For the past 15 years, Houseal Lavigne has led the way in identifying new ways to engage residents, new ways to visualize data, and new ways to communicate plans, designs, and concepts. Creating and embracing innovative methods to engage communities has become a hallmark of our firm and we can pivot as needed between face-to-face and online engagement platforms at any point in a planning process without impacting the project timeline, budget or quality of deliverable.



"Imagine Flint" the Master Plan for the City of Flint, MI, the extensive, multi-phased outreach and Plan branding efforts led to levels of community participation that exceeded expectations at every turn. Over 5,000 individuals participated in the planning process and the Plan was awarded the **MI APA - Planning Excellence Award for Public Outreach in 2014**.



Another example of our award-winning engagement strategy integrated into the comprehensive planning process was "Envision Oak Park" with the Village of Oak Park, IL. The Plan directly evolved from extensive public involvement across an array of mediums and activities and was selected for the **IL APA Community Outreach Award in 2017**.



During the Comprehensive Plan with the City of Aurora, CO, we engaged in conversations with the City's diverse and multi-lingual population to hear the community's under-represented perspectives. Outreach was performed in a total of six differing languages and engaged over 3,000 residents. The Plan would go on to win the **CO APA General Planning Award in 2019**.



The Comprehensive Plan developed for the Village of Downers Grove, Illinois was built on an extensive community outreach campaign. The Plan, due to its successful engagement was awarded the **IL APA Award for Best Plan**. The Plan was also an early example of our innovative web-based engagement tool **map.social**.



map.social is a web-based community issues mapping tool. Developed by Houseal Lavigne, this tool allows website visitors to identify, map, and comment on geographic areas of concern and valued community assets in a manner that is exciting, interactive, and effective. **map.social** was awarded the **Best Practice Award from the IL APA**.

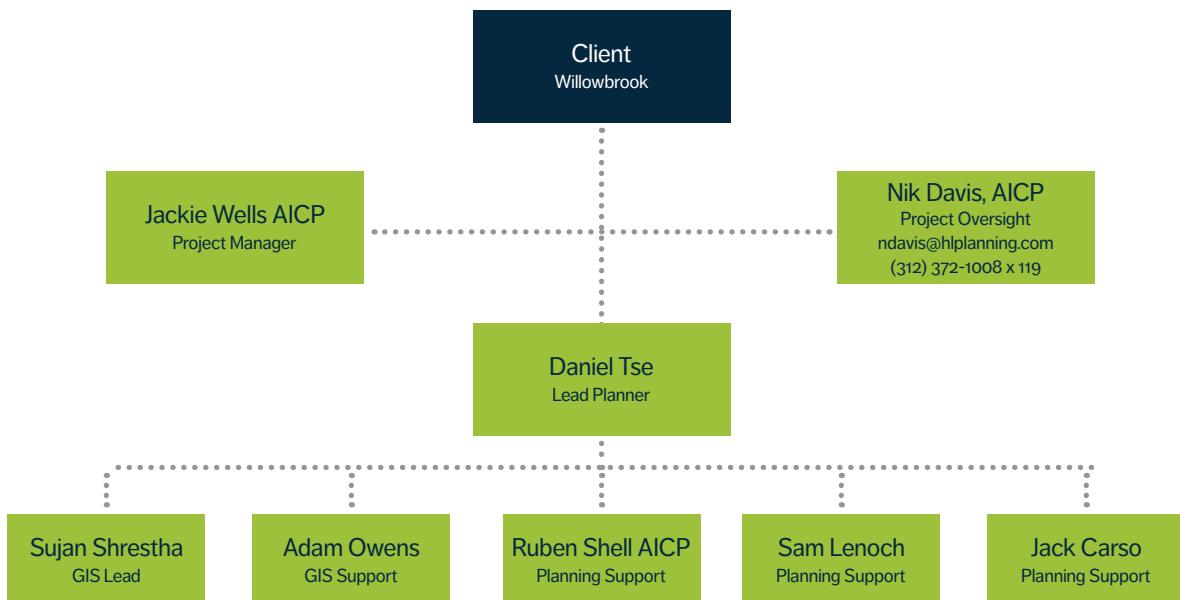
Key Personnel

We strive to develop strong working relationships with our clients and consider ourselves an extension of Village staff, maintaining an open and ongoing dialogue throughout the entire planning process. We will work closely with the Village of Willowbrook to ensure that the final product reflects true collaboration.

Definition & Clarity of Roles

For the Willowbrook Comprehensive Plan assignment, Principal, **Nik Davis** will provide project oversight and Senior Planner, **Jackie Wells**, will serve as the project manager and provide QA/QC throughout the planning project. Senior Planner, **Daniel Tse**, will serve as the lead planner and oversee the development of all plan materials and project deliverables produced by the Project Team. Planner II, **Sujan Shrestha**, and Planner I, **Adam Owens**, will support the GIS data analysis and plan recommendations. Planner II, **Ruben Shell**, and Planner I, **Sam Lenoch**, will support the development of outreach materials, plan recommendations, and concept plans and 3D visualizations. Planner I, **Jack Carso**, will provide research and planning support. Please note resumes for all key personnel assigned to the project team are included in the following pages.

Team Organization Chart





Education

Bachelor of Science in Landscape Architecture,
Purdue University

Memberships

American Planning Association (APA)

Illinois American Society of Landscape Architecture (IL-ASLA)

Certifications

American Institute of Certified Planners (AICP)

ASLA Positions

IL-ASLA Allied Professionals Liaison

IL-ASLA Legacy Project Co-Chair

Past IL-ASLA Public Awareness Chair

Past IL-ASLA External Communications Officer

APA-IL Positions

Co-Chair for the Marketing Committee

Presentations

2015 National APA Planning Conference:
New Tools for Zoning & Development Visualization

2013 National APA Planning Conference:
Putting Zoning on the Map

2012 APA-CMS:
Integrating Sustainability
Into Development Regulations

2011 APA-IL State Conference

Awards

2020 ESRI Special Achievement in GIS Award:
Morrisville Land Use Plan/
Town Center Immersive Experience

2020 APA Smart Cities Award:
Morrisville Land Use Plan

2019 APA-CO General Planning Award:
Aurora Places Comprehensive Plan

2018 APA-VA Plan of the Year:
Bristol Virginia Comprehensive Plan

2018 Special Achievement in GIS Award:
Oshkosh Lakeshore Development

2016 APA-MN Innovation Award:
St. Cloud Comprehensive Plan

2014 APA-MI Public Outreach Award:
Imagine Flint Master Plan

2009 IL-ASLA Honor Award for
Environmental Stewardship:
Winnebago County 2030 Land
Resource Management Plan

Nik Davis AICP

Principal

Nik is a Principal at Houseal Lavigne, bringing with him over 15 years of professional design and planning experience. He manages much of the firm's versatile studio work, as well as hones skill specializations in urban design, planning, geodesign, landscape architecture, site plan development, streetscape design, and Euclidean and form-based development regulations. Nik provides the connection between the plan making process and document creation, focusing on concept and site design, visualizations, document layout, and urban-form 3D modeling, using a breadth of drafting techniques and software tools.

Nik received his Bachelor's degree in Landscape Architecture from Purdue University. Prior to joining Houseal Lavigne, Nik worked for consulting firms specializing in development planning, urban design, streetscape design, zoning, and landscape architecture, where he was awarded recognition in sustainability and environmental stewardship by the Illinois Chapter of ASLA.

Nik enjoys the challenge of ensuring that plan recommendations and zoning ordinances correlate to what gets built, and therefore works to ensure that community goals and urban design expectations are grounded in reality and site-based limitations. He approaches his role as a problem solver, acting to understand how a community's local history and current challenges can be improved through technical tools, such as design guidelines, zoning codes, and development regulations. Through projects like Traverse City, Michigan's corridor master planning project and Baltimore, Maryland's zoning code revision, Nik was able to create graphics and documents that navigate the reader from public input and problem identification, to goal setting and recommended action, in a way that is elevated by high-quality illustrations and document layout.

Project Experience

Comprehensive Plans

- Aurora, CO
- Bentonville, AR
- Des Plaines, IL*
- Elmhurst, IL
- Island Lake, IL
- Homer Glen, IL
- Kenilworth, IL
- New Lenox, IL
- Park Ridge, IL*
- Peoria Heights, IL
- Portage, IN
- Rolling Meadows, IL
- Traverse City, MI
- Bentonville, AR
- Des Plaines, IL*
- Elmhurst, IL
- Island Lake, IL
- Homer Glen, IL
- Kenilworth, IL
- New Lenox, IL
- Park Ridge, IL*
- Peoria Heights, IL
- Portage, IN
- Rolling Meadows, IL
- Traverse City, MI
- Bentonville, AR
- Des Plaines, IL*
- Elmhurst, IL
- Island Lake, IL
- Homer Glen, IL
- Kenilworth, IL
- New Lenox, IL
- Park Ridge, IL*
- Peoria Heights, IL
- Portage, IN
- Rolling Meadows, IL
- Traverse City, MI

Corridor Plans

- Bentonville, AR
- Des Plaines, IL*
- Elmhurst, IL
- Island Lake, IL
- Homer Glen, IL
- Kenilworth, IL
- New Lenox, IL
- Park Ridge, IL*
- Peoria Heights, IL
- Portage, IN
- Rolling Meadows, IL
- Traverse City, MI

Downtown/TOD Plans

- Carbondale, IL
- Carson City, NV
- Elmhurst, IL
- Fort Dodge, IA
- Geneva, IL
- Hudson, OH
- Jackson, TN
- Lynwood, IL
- Maywood, IL
- Muskogee, OK
- New Buffalo, MI
- Oak Park, IL
- Pleasant Hill, IA
- Richton Park, IL
- Sioux City, IA
- St. Charles, IL
- St. Cloud, MN
- Westmont, IL
- Windsor, CO

Streetscape Designs

- Bradley, IL - Broadway Street
- Chicago, IL - 87th & Stony, Lake Street, Uptown-Broadway Avenue, Auburn Gresham-79th Street
- Elmhurst, IL - North York
- Glen Ellyn, IL
- Huntley, IL
- New Buffalo, MI
- Richton Park, IL

Design Guidelines & Standards

- Chicago, IL - Archer & Halsted
- Council Bluffs, IA
- Elmhurst, IL
- Fort Dodge, IA*
- Mundelein, IL
- Pace TOD Guidelines
- Portage, IN
- Richton Park, IL*
- Traverse City, MI

Zoning/Form-Based Codes

- Baltimore, MD*
- Bentonville, AR
- Buffalo, NY*
- Cleveland Heights, OH*
- Council Bluffs, IA*
- Dunwoody, GA
- Flint, MI
- Muskogee, OK

Design Development & Concept Designs

- Bensenville, IL
- Chicago, IL
- Crystal Lake, IL
- Deerfield, IL*
- Lincolnwood, IL
- Mokena, IL*
- New Lenox, IL
- Richton Park
- St. Cloud, MN

*Work conducted in other firms



Education

Master of Urban Planning,
University of Kansas

Bachelor of Arts in Architecture,
University of Kansas

Memberships

American Planning Association (APA)
Rotary International

Certifications

APA National Planning Conference: Leveraging
Technology to Combat the Housing Crisis

APA-IL State Conference: Tackling the Housing
Crisis: Is California's Approach a Model for
Illinois

Presentations

APA-IL State Conference:
A Tale of Two Neighborhoods - Community
Driven Recalibration of Urban Renewal Era
Policy

APA-IL CMS Finding the Middle:
Inclusive by Design

APA-IL State Conference:
Zoning to Balance Gentrification, Preservation,
and Investment

APA Quad State Conference:
Economic Argument for Flexible Parking
Requirements

Jackie Wells AICP

Senior Planner

Jackie is a Senior Planner at Houseal Lavigne where she is focused on working with municipalities to develop actionable plans that reflect the vision and goals of the community and to update their zoning, sign, and subdivision ordinances to ensure they are useful tools in plan implementation. Her experience with both planning and zoning grounds all her work in the realities of the market and effectively balances community aspirations with what it takes to get good development done.

Jackie received her Bachelor's degree in architectural studies and Master's degree in Urban Planning from the University of Kansas. While in school her passion for community engagement was ignited, leading to her award of a research grant to further study the geospatial impacts of public engagement preferences.

Prior to joining Houseal Lavigne, Jackie was the Housing and Development Planning Specialist for a community of approximately 45,000. There she developed, implemented, and monitored the City's five-year Consolidated Plan and Annual Plans; applied for, received, and administered local, state and federal grant funding; acted as a liaison between the City and local community groups; spearheaded the City's targeted efforts in two historically disadvantaged neighborhoods; and planned and facilitated community engagement campaigns and events. Through these responsibilities, she gained valuable experience in program and policy development, engaging community groups, and supporting the establishment of new neighborhood associations. Jackie uses her experience in local government to develop data-driven solutions that manage the needs of elected and appointed officials, department heads, non-profit partners, and residents of the community.

Project Experience

Land Development Regulations

- Ardmore, OK - UDC
- Bloomington, IL - Zoning Ordinance
- Bloomington, IL - R-3B Zoning District Analysis
- Bloomington, IL - Sign Ordinance
- Cañon City, CO - UDC
- Carol Stream, IL - UDO
- Cary, IL - UDO
- Hainesville, IL - Zoning Ordinance Update and Retainer Services
- Jackson, TN - UDO
- Jenks, OK - UDO
- Knightdale, NC - UDO
- Marion, IA - Zoning Code Update
- Oak Creek, WI - Zoning and Sign Ordinance
- River Forest, IL - Sign Ordinance
- Roscoe, IL - Zoning / Regulatory Controls
- Springfield, MO - Grant Avenue Parkway District
- Sunset Hills, MO - Zoning / Regulatory Controls
- Verona, WI - Zoning and Sign Ordinance
- Yorkville, IL - UDO
- Homewood, IL - Zoning Ordinance
- Willowbrook, IL - UDO
- Franklin, WI - UDO
- Fremont, NE - UDC
- Ferguson, MO - UDO
- Kenilworth, IL - Planning Services

Comprehensive & Master Planning

- Bensenville, IL - Parks & Recreation Master Plan
- Cañon City, CO - Comprehensive Plan
- Elk River, MN - Comprehensive Plan
- Jenks, OK - Comprehensive Plan
- Oak Creek, WI - Comprehensive Plan
- Northfield, IL - Comprehensive Plan
- Fairfield, CT - Strategic Plan
- Greenwich, CT - Comprehensive Plan
- Sioux City, IA - Comprehensive Plan
- Eden Prairie, MN - Comprehensive Plan
- Marion, IA - Comprehensive Plan Update
- Riverside, CA - Housing Element
- Hillsborough, CA - Housing Element
- Lenexa, KS - Comprehensive Plan
- South Barrington, IL - Comprehensive Plan
- Riverside, CA - Housing Element
- Hillsborough, CA - Housing Element
- Lenexa, KS - Comprehensive Plan
- South Barrington, IL - Comprehensive Plan

Corridor, Downtown & Small Area Planning

- Hasting, MN - Vermilion Street Corridor Plan
- Lawrence, KS - Downtown Master Plan
- Plainfield/Joliet, IL - Boulevard Place PUD Design Guidelines
- Springfield, MO - Grant Avenue Parkway Corridor Plan
- Holly Springs, NC - Interchange Master Plan
- Hancock County, IN - Buck Creek PUD Entitlement Process

Education

Master of Urban Planning,
University of Illinois at Urbana-Champaign

Bachelor of Arts in Urban Planning,
University of Illinois at Urbana-Champaign

Memberships

American Planning Association (APA)

Certifications

American Institute of Certified Planners (AICP)

Awards

Matteson Streetscape Improvement Plan
2020 APA-IL Award for Best Practice*

Master's Capstone Award
Hong Kong Institute of Planner's
Certificate of Merit

Edmund J. James Scholar Student
James Scholar Research Creativity Award

UIUC Department of Urban and Regional Planning
Outstanding Sophomore Award

Daniel Tse AICP

Senior Planner

Daniel is a Senior Planner with Houseal Lavigne and brings seven years of experience in urban planning and design. One of his specialty is developing illustrative graphics and innovative design work to further planning recommendations and concepts in a manner that is attractive and easy to understand. He is passionate about working with communities to identify issues and opportunities and design visually appealing graphics to create implementable plans. He adeptly incorporates development concept visualization and 3D renderings into planning documents and also concentrates on the mapping of the physical environment, creating and customizing GIS datasets, and using spatial analytic tools to inform policy recommendations in planning projects at all scales.

Daniel received a Bachelor's and Master's degrees in Urban Planning from the University of Illinois at Urbana-Champaign. His professional practice includes working with metropolitan planning organization to update a county's Long-Range Transportation Plan and drafting a bicycle and trails master plan for communities. He also have experience working in a planning and design firm in Asia-Pacific where he helped communities develop city-wide planning and bicycling plans. Prior to joining Houseal Lavigne, Daniel worked at a multi-disciplinary firm in the United States where he expanded his practice and skillset into landscape architecture and architecture through campus master planning, site concept design, golf course facility redevelopment, and railroad underpass design.

His extensive experience in a wide variety of projects, including comprehensive plans, corridor plans, transit-oriented development, bike and trail plans, subarea plans, research park master plans, design guidelines, and zoning regulations has solidified his position as a well rounded urban planner. He is able to tackle the breadth of activities involved in a planning assignment including research, policy writing, design recommendations formulation, project management, community engagement, implementation, and visually cohesive document design.

Project Experience

Comprehensive Plans

- Brookfield, IL*
- Crawfordsville, IN*
- Cary, IL
- Coralville, IA
- Council Bluffs, IA
- Elgin, IL
- Fort Dodge, IA
- Frederick, CO
- Gardner, KS
- Greater Bridgeport Regional Council, CT
- Hudson, OH
- Jackson, TN
- Maywood, IL
- North Aurora, IL
- Oak Park, IL
- Plainfield, IN
- Pleasant Hill, IA
- St. Cloud, MN
- Sunset Hills, MO
- Windsor, CO

Corridor Plans

- Champaign, IL*
- Moline, IL*
- Matteson, IL*
- Bi-State Regional Planning Commission, IL*

Downtown Plans

- Carson City, NV
- Rock Island, IL
- South Holland, IL*

Visualizations

- Crystal Lake, IL
- Lincolnwood, IL
- Monmouth, IL
- Oshkosh, WI
- Pleasant Hill, IA
- Fort Dodge, IA
- Richton Park, IL
- Sterling, IL
- Tulsa, OK

Zoning Ordinances

- Ardmore, OK
- Bloomington, IL
- Canon City, CO
- Jenks, OK
- Knightdale, NC
- River Forest, IL
- Roscoe, IL
- Verona, WI

Station Area Plans

- Crystal Lake, IL
- Prairie View, Buffalo Grove, IL*

Campus Master Plans

- Research Park at the University of Illinois at Urbana-Champaign, Champaign, IL*

Golf Facilities Master Plans

- Indy Parks & Recreation, Indianapolis, IN*

Strategic Plans

- West Chicago, IL
- Brownfield Reuse Plans, Sherman Park, Indianapolis, IN*

Design Guidelines

- Aurora, IL*
- Brookfield, IL*

*Work conducted in other firms



Education

Master of Urban Design,
Carnegie Mellon University

Bachelor of Architecture,
Purbhanchal University

Memberships

American Planning Association (APA)

Presentations/Exhibitions

"An Atlas of Commoning", Miller Institute of
Contemporary Art, Carnegie Mellon University,
2019

ICEE PDRP, "Urban Regeneration of Taulachlon
Tole, Bhaktapur", 2016

ICEE PDRP, "Perception of Residents on
Housing Alternatives in the 2015 Gorkha Earth-
quake Post-Disaster Reconstruction", 2016

Sujan Shrestha

Planner II

Sujan joined Houseal Lavigne in 2019 after receiving his Master of Urban Design from Carnegie Mellon University. As a Planner with the firm, Sujan collaborates with associate planners and project managers to develop meaningful illustrations and visualize data and urban policies across a range of community plans and project scales. Sujan's proficiency in the latest GIS and graphic tools available to planners allows him to incorporate compelling visualizations and efficient workflows into the planning process.

While at Carnegie Mellon University, Sujan worked as a Data Visualization Research Assistant for the School of Architecture's Remaking Cities Institute, which conducts research in placemaking, public participation processes, and sustainable development. His work included participation on the study "3D/ Data Visualization for Urban Design and Planning." A collaborative research with the City of Pittsburgh's Department of City Planning. His primarily role focused on developing comprehensive workflows that would aid planners and designers adopt the appropriate tools to perform a range of tasks valuable to city planning, urban design, and community engagement. Further, his keen interest in community engagement and tactical urbanism led to an independent study focused on developing agency among members of a community to achieve equitable development.

Prior to his studies at Carnegie Mellon, Sujan worked as an architectural designer and project lead for over 4 years on public and private sector projects in Nepal. His professional practice includes building design, site planning and landscape design for various residential, institutional, healthcare and pharmaceutical projects. He also held an adjunct faculty position at Khwopa Engineering College's Department of Architecture, where he helped students research and document historic built environments. Other past experiences includes extensive research and presentations on post-disaster reconstruction of historic cities in Nepal.

Project Experience

Comprehensive Plans

- Fort Wayne/Allen County, IN
- Glen Ellyn, IL
- Grand Junction, CO
- Gunnison, CO
- Jenks, OK
- Naperville, IL
- Northfield, IL
- Oak Creek, WI
- Springfield, MO
- Summerville, SC
- Wyoming, MI

Subarea Plans

- Palos Park, IL - Western Growth Area Plan

Development Services

- Norwegian American Hospital, Chicago, IL
- Naperville, IL Entitlement Fee Study
- St. Joesph, MI - Berrien Hills Development Master Plan
- River Forest, IL - Madison Street Development Concepts

Corridor Plans

- Detroit, MI - Jefferson Chalmers Mainstreet Master Plan
- Aurora, IL - Farnsworth Corridor Plan

Zoning Ordinances

- Bloomington, IL
- Carol Stream, IL
- Knightdale, NC
- Oak Creek, WI
- Sunset Hills, MO
- Verona, WI
- Yorkville, IL



Education

Master of Urban and Regional Planning,
The University of Michigan

Bachelor of Science in Geography,
Central Michigan University

Memberships

American Planning Association (APA)

Ruben Shell

Planner II

Ruben is a Planner I with Houseal Lavigne, where his primary focus is updating and rewriting zoning, sign, and subdivision ordinances to feature user-friendly layouts, align with community planning efforts, and streamline development processes. Ruben also assists in the development of comprehensive plans, corridor plans, downtown plans, and other land use planning projects, providing him with a keen understanding of the intersection of policy and regulation.

He comes to Houseal Lavigne after working for two years as a planner in northwest Michigan. In this capacity, he provided planner of record advisory services and zoning administrator services to cities, counties, and townships throughout the region. This experience helped him gain a hands-on understanding of the ways in which zoning provisions and development process requirements interface with private development. He also helped communities update their zoning ordinances to promote affordable housing, renewable energy, agricultural tourism, and administrative site plan review procedures. Ruben also contributed to and led several comprehensive plans that addressed coastal resiliency, the seasonal tourism economy, and affordable housing options.

Ruben received a Bachelor's degree in geography from Central Michigan University and a Master of Urban and Regional Planning degree from the University of Michigan. While studying, he cultivated strong interests in transportation and land use planning, and zoning and development process approaches that support the local economy.

Project Experience

Development Advisory Services

- Banks Township, MI - Planning Services & Zoning Updates*
- Burt Township, MI - Planning Services & Zoning Updates*
- Little Traverse Township, MI - Planning Services & Zoning Updates*
- Emmet County, MI - Planning Services & Zoning Updates*
- Norwood Township, MI - Planning Services & Zoning Updates*
- Resort Township, MI - Zoning Administrator Services*
- Pleasantview Township, MI - Zoning Administrator Services*
- Kenilworth, IL - Planning Services

Comprehensive Plans

- Iron Mountain, MI - Comprehensive Plan*
- Roseville, MI - Comprehensive Plan Update*
- East Jordan, MI - Comprehensive Plan Update*
- Hudson Township, MI - Comprehensive Plan*
- Charter Township of Filer - Comprehensive Plan Update*
- Project Rising Tide Round Two - Comprehensive Plan Update for 12 Michigan Communities*
- Warren, MI - Comprehensive Plan*
- Lincoln Park, MI - Master Plan*

Land Development Regulations

- Cañon City, CO - UDC
- Jenks, OK - UDO
- Knightdale, NC - UDO
- New Buffalo Township, MI - Zoning Ordinance Rewrite*
- Yorkville, IL - UDO
- Sunset Hills, MO - UDO
- Homewood, IL - Zoning Ordinance
- Willowbrook, IL - UDO
- Franklin, WI - UDO
- Fremont, NE - UDC
- Ferguson, MO - UDO
- Wake Forest, NC - UDO

Subarea Plans & Special Projects

- East Jordan, MI - EJ Ironworks Site Community Design Charrette*
- Charlevoix County, MI - Parks and Recreation Plan*
- Boyne City, MI - Parks and Recreation Plan*
- Boyne City, MI - Avalanche Preserve and Waterfront Open Space Design*

*Work conducted in other firms

Workload Capacity

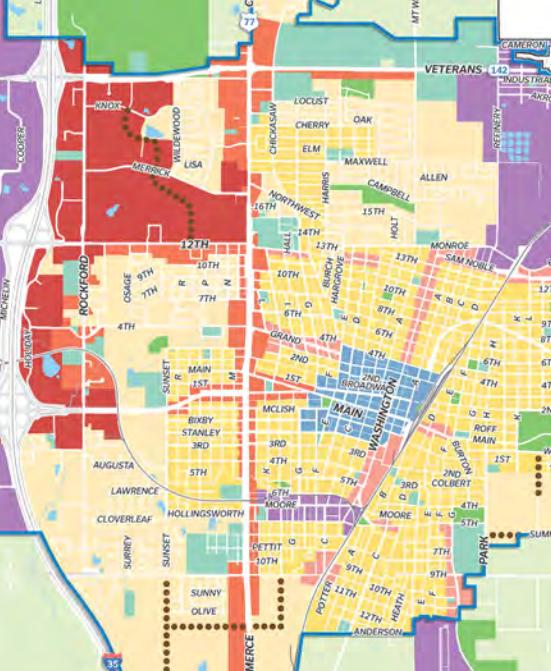
We can begin, and deliver, the Willowbrook Comprehensive Plan within the timeframe identified in this RFP and in the manner described in our proposed Scope of Services. Houseal Lavigne is committed to providing the time and resources of the key personnel assigned to the project. Further, we have additional personnel with a diverse skill set who would provide support based on specific project needs. The resume of the key staff for this assignment are provided on the preceding pages. All personnel indicated have the ability and capacity to perform the services required. In the event of the absence of a member of the identified project team, Houseal Lavigne will assign one of the number of qualified principals, senior planners, and/or support staff who are experts in the field to take their place.





SECTION 3

PROJECT EXPERIENCE

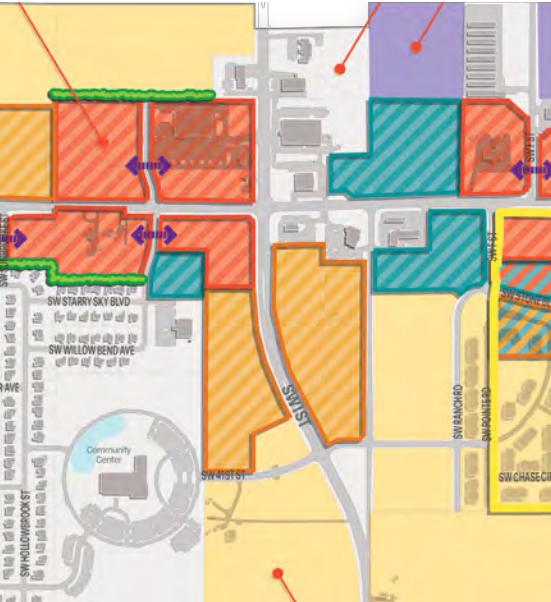


Relevant Projects

Houseal Lavigne has worked with more than 450 communities across the country and developed over 200 comprehensive plans, including planning studies in the nearby communities of Clarendon Hills, Downers Grove, Elmhurst, Glen Ellyn, Hinsdale, Lisle, Maywood, Naperville, Oak Brook, and Westmont. Houseal Lavigne's ongoing experience working with the Village of Willowbrook on the UDO update provides our team with unparalleled experience with the Village's elected and appointed officials and staff and a unique understanding of the issues and opportunities confronting the community. We are well-positioned to deliver a Plan that is clear, concise, user-friendly, easy to administer, and responsive to community issues, opportunities, and aspirations. Below is a list of similar projects we have completed:

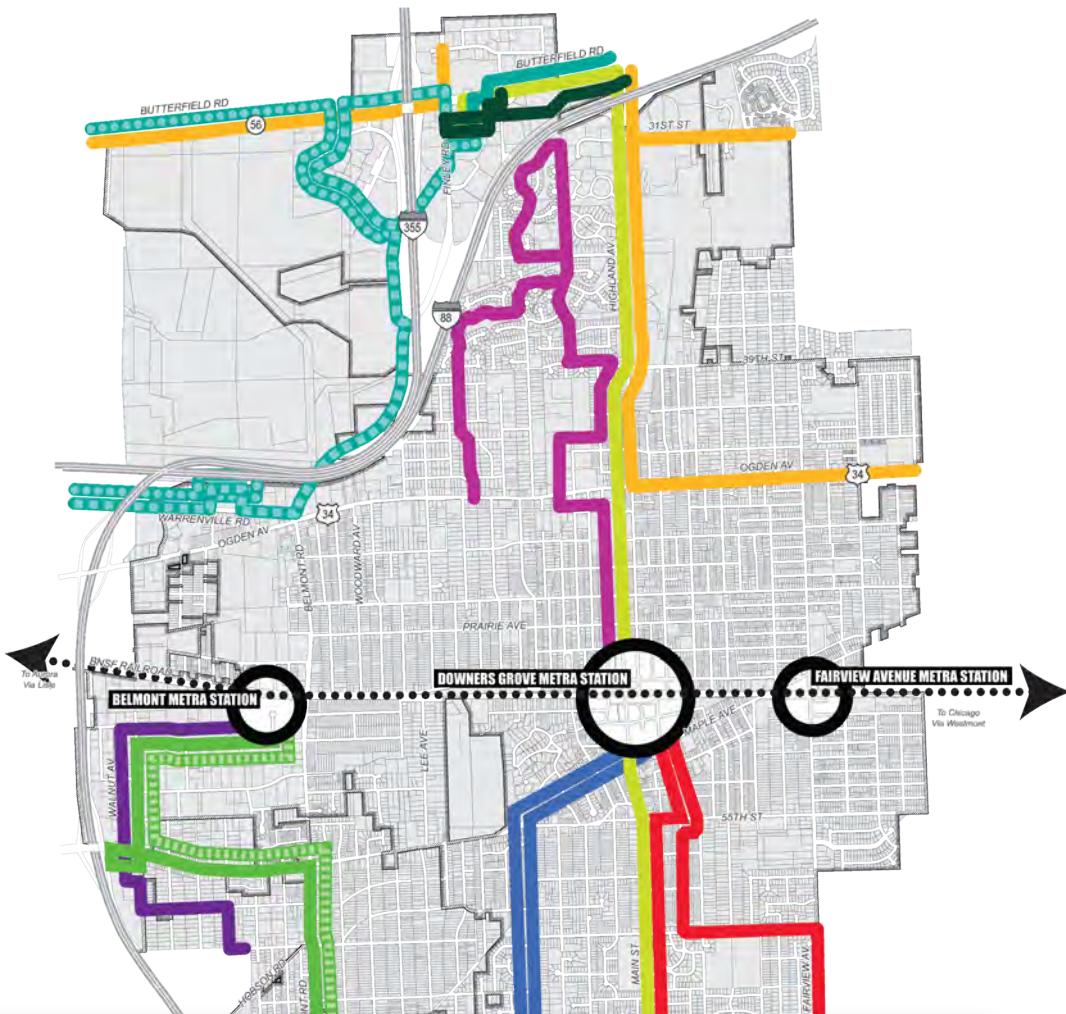
Comprehensive Experience

- Ardmore, OK
- Aurora, CO
- Battle Creek, MI
- Bentonville, AR
- Brentwood, MO
- Benton Harbor, MI
- Brownsburg, IN
- Bristol, VA
- Cape Code, MA
- **Carpentersville, IL**
- **Cary, IL**
- Coralville, IA
- Council Bluffs, IA
- **Countryside, IL**
- Crestwood, MO
- Crothersville, IN
- Culver, IN
- **Downers Grove, IL**
- Eden Prairie, MN
- Edinburgh, IN
- **Elgin, IL**
- El Paso County, CO
- **Fairview Heights, IL**
- Flint, MI
- **Forest Park, IL**
- Fort Dodge, IA
- Fort Lupton, CO
- Frederick, CO
- **Freeport, IL**
- **Galesburg, IL**
- Gardner, KS
- **Geneva, IL**
- Grand Junction, CO
- Greenwich, CT
- Gunnison, CO
- Hudson, OH
- **Itasca, IL**
- Jackson, MO
- Jackson, TN
- Jenks, OK
- **Kenilworth, IL**
- Marion, IA
- **Maywood, IL**
- **Mundelein, IL**
- Muskogee, OK
- New Buffalo, MI
- **North Aurora, IL**
- **Niles, IL**
- **Northfield, IL**
- **Oakbrook Terrace, IL**
- Oak Creek, WI
- **Oak Park, IL**
- **Palos Heights, IL**
- **Peoria Hieghts, IL**
- **Pingree Grove, IL**
- Pleasant Hill, IA
- Plainfield, IN
- **Richton Park, IL**
- **River Forest, IL**
- **Schaumburg, IL**
- Sioux City, IA
- **St. Charles, IL**
- St. Cloud, MN
- Summerville, SC
- Tipton, IN
- Tipton County, IN
- University City, MO
- **Westmont, IL**
- Windsor, CO
- **Woodstock, IL**
- Wyoming, MI

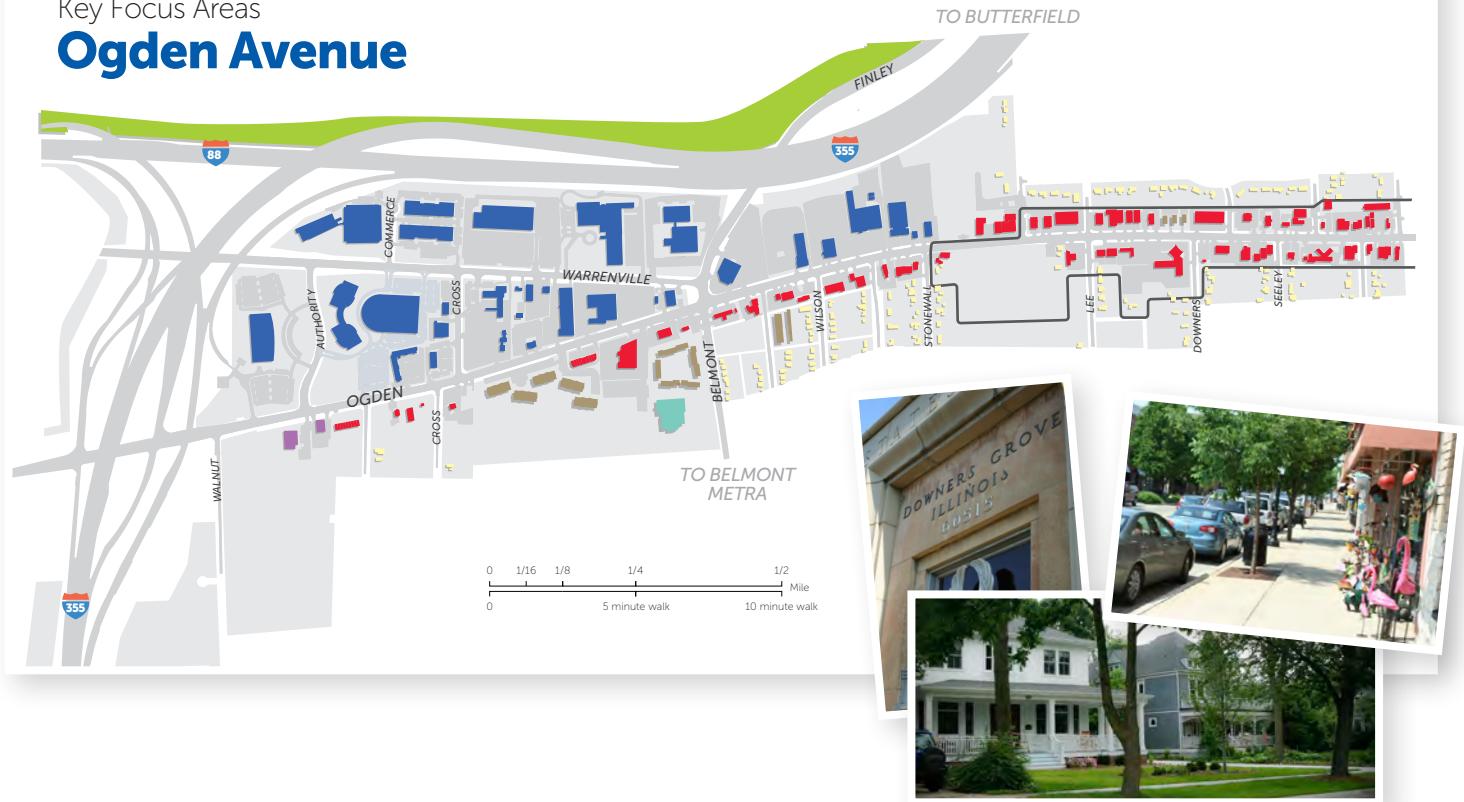


Village of Downers Grove, Illinois
Comprehensive Plan Update

Houseal Lavigne directed both the 2011 Downers Grove Comprehensive Plan, as well as the updated 2016 Plan. The Plan includes focused planning for the Ogden Avenue corridor, Downtown/ Station area, as well as several other subarea plans. The Plan provides detailed recommendations for the Village and several of its key areas. The Downtown Plan further refined the district approach outlined in the original plan, including core, edge, and transitional districts. The Downtown Plan includes the historic downtown and Metra station area and extending out to include the edge of the surrounding traditional neighborhoods. Houseal Lavigne then created downtown zoning districts and standards to implement the plan's recommendations for new infill mixed-use development, pedestrian orientation, traditional historic core, and increased residential density near the heart of the community.



Key Focus Areas
Ogden Avenue



Village of Cary, Illinois

Cary Comprehensive Plan

With the closing of a large school site in the heart of the community's downtown, the Village contracted with **Houseal Lavigne** to create a Comprehensive Plan that would capitalize on this once-in-a-generation opportunity, as well as provide a new vision and direction for the entire community. The new Plan focuses on community-wide growth and reinvestment that will better position Cary to compete with neighboring communities for jobs and tax dollars. The Plan identifies strategies for revitalizing Cary's aging auto-oriented commercial corridor and better defining Downtown Cary as a unique mixed use district. Reinvestment strategies are also complemented by detailed concepts that showcase large opportunity sites the Village has invested in clearing and prepping for redevelopment.

Cary's setting along the Fox River is highlighted in the Plan, outlining best practices that will enable the Village to attract new families and visitors to its unique recreation and natural area amenities.



Commercial Screening Example

US Route 14 is the most prominent roadway in the Village. For many, this corridor provides their only glimpse of the Cary community. The appearance and architecture of developments along US Route 14 has a significant impact on the perception of Cary perceived by visitors. As an established commercial corridor, US Route 14 is the location of several aging commercial properties that could benefit from simple site improvements that would greatly enhance their curb appeal.

The shopping center located on the northeast corner of Cary-Algonquin Road and US Route 14 back itself up to the corner, providing prominent views of service areas, parking lots, and buildings. A simple board on board wood fence and chainlink fence is in place for screening utilities and the loading area. Installing decorative fencing and landscaping could greatly enhance the views of this site and improve overall the aesthetic of the intersection.





Village of Glen Ellyn, Illinois Comprehensive Plan

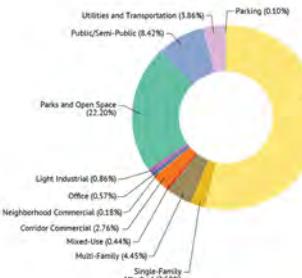
The Village of Glen Ellyn contracted with **Houseal Lavigne** to create a new Comprehensive Plan. As a predominantly built out community, the Plan focuses on promoting growth through context-sensitive redevelopment, reinvestment, and placemaking within the Village's established districts. The updated Comprehensive Plan presents recommendations to strengthen Glen Ellyn's existing residential neighborhoods, commercial corridors, and the Downtown while looking at opportunities for new development and annexation. The Plan also includes three distinct subarea plans for the Downtown, a key neighborhood commercial center, and the primary commercial corridor—areas most susceptible to redevelopment that have the greatest potential to greatly impact the community's character. These subarea plans focused on improving the pedestrian experience and multimodal mobility, maximizing development potential through higher density or mixed-use development, and enhancing their image and character through gateway features and streetscape improvements. The Plan provided illustrative 3D concepts for several sites to demonstrate how subarea plan recommendations could be accommodated within new development.



Future Land Use Plan

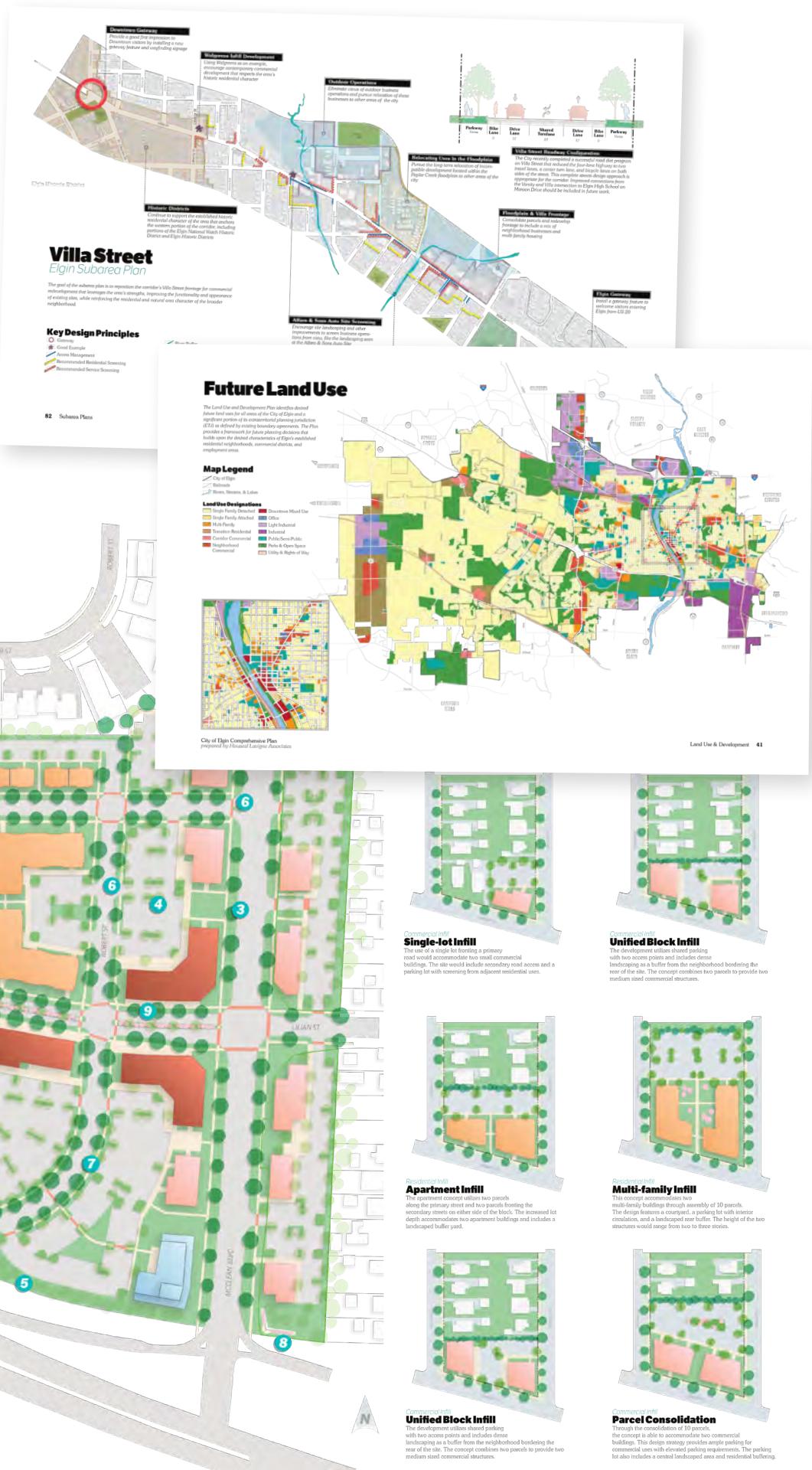


Future Land Use Plan Distribution



City of Elgin, Illinois Comprehensive Plan

Beginning in 2013, **Houseal Lavigne** worked in the City of Elgin, Illinois to develop an updated comprehensive plan for the City and surrounding area. In 2018, Envision Elgin, the new comprehensive plan was adopted. The plan sets forth long-range recommendations for the maintenance and enhancement of existing neighborhoods, commercial and employment areas, and advances strategies for the sustainable development and economic growth of the community. The plan also highlights targeted subareas and specific locations for infill redevelopment and new public investment.

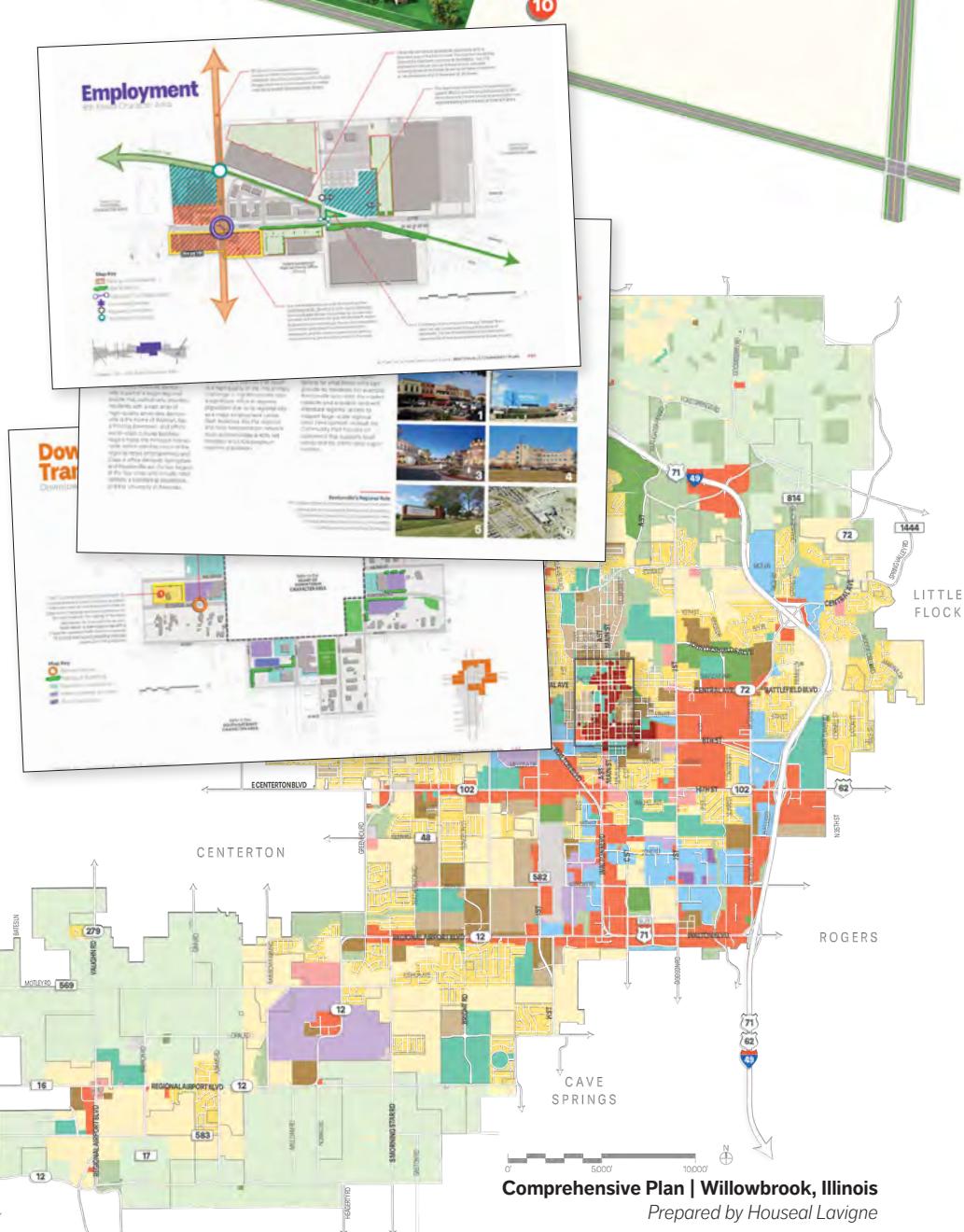




City of Bentonville, Arkansas Comprehensive Plan

The Bentonville Community Plan, developed by **Houseal Lavigne**, is the City's guidebook for becoming the model of a new American town. In 1950 Bentonville became the hometown of the original Walton's 5&10 with its small-town, middle-America charm. Since the opening of the first store Walton's has grown into the global retail chain, Walmart, and Bentonville has grown right along with it. The City has experienced an exponential population flux since 2000 that is expected to continue well into the 2030s. The Community Plan focuses on directing that growth in a manner that benefits the existing residents as businesses as well as the newcomers, all while maintaining its historical, and eclectic charm.

To do so, a Strategic Growth Plan was utilized to inform where and how the influx of new people and proprietors should locate into the expanding City. It identifies short- and long-term decisions that account for a multitude of factors including transportation and infrastructure access, municipal service locations, quality of life amenities, and costs for the City. This calculated planning approach helps Bentonville take advantage of existing resources while identifying and utilizing new opportunities to further its recent cultural, economic, and environmental successes.



Land Use Plan

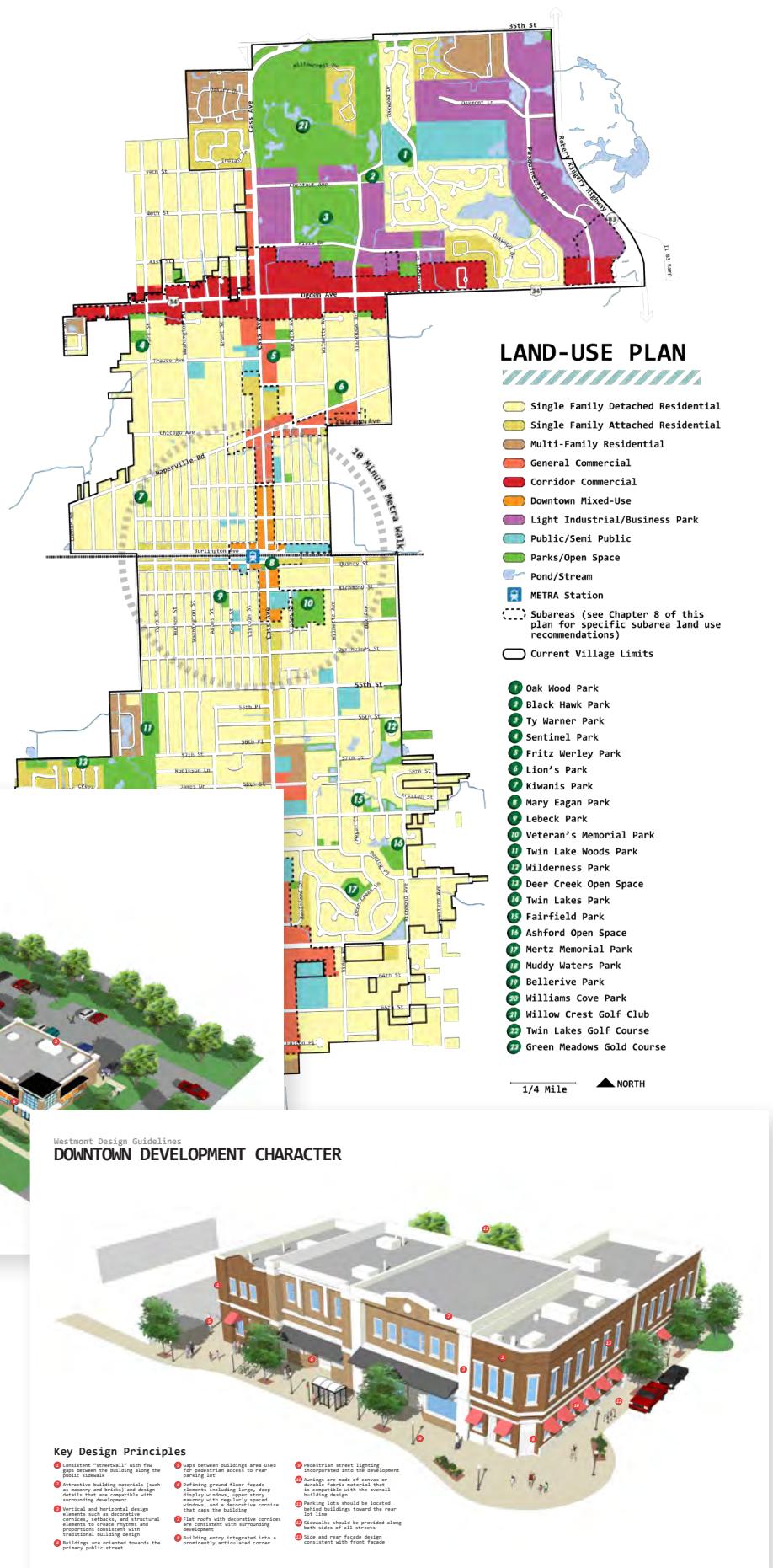
Map Key

Bentonville's Municipal Boundary
Planning Area
Agriculture
Residential Estate
Low-Density Residential
Medium-Density Residential
High-Density Residential
Mixed-Use Commercial
General Commercial

- Downtown Commercial
- Office
- Public / Semi-Public
- Light Industrial
- Heavy Industrial
- Parks
- Open Space
- Utility / Transportation

Westmont Comprehensive Plan and Design & Development Guidelines

For most of the early 20th century, Westmont was largely a bedroom community, attractive to residents because of its affordability. Today, Westmont is a largely built out community with new development taking the form of infill and redevelopment within the Village's established neighborhoods and commercial areas, including a revitalizing Ogden Avenue, home to several luxury car dealerships. The Comprehensive Plan provides long-range policies and recommendations for all areas of the Village, and includes specific actions to be undertaken within 4 key focus areas of the Village, including Downtown, Ogden Avenue, 63rd and Cass, and 63rd and Naperville Road. Design Guidelines for these areas were also prepared to supplement the Comprehensive Plan's recommendations. The Design Guidelines aim to enhance the image of Westmont by articulating desired and compatible development.



City of Naperville, Illinois Comprehensive Plan

The City of Naperville is a vibrant community in the Chicago Metropolitan Region. For nearly 35 years, planning and policy Naperville has been guided by a combination of sector and sub-sector plans. The City of Naperville brought in **Houseal Lavigne**, to develop the 2021 Land Use Master Plan which builds on past planning efforts and provides a unified approach to planning in the community. The Master Plan accounts for current trends, issues, and opportunities to provide recommendations that will guide all components of life in Naperville. Ultimately, the Master Plan establishes a single, forward-thinking, and user-friendly plan for the Naperville community.

Vision

The master plan describes a picture of Naperville in 2040, reflecting the input and desires of its residents, businesses, and visitors. The vision is framed through the lens of sound planning practices.

Ensuring housing is diverse, responsive to community needs, and accessible to everybody.

Guiding Principle #1

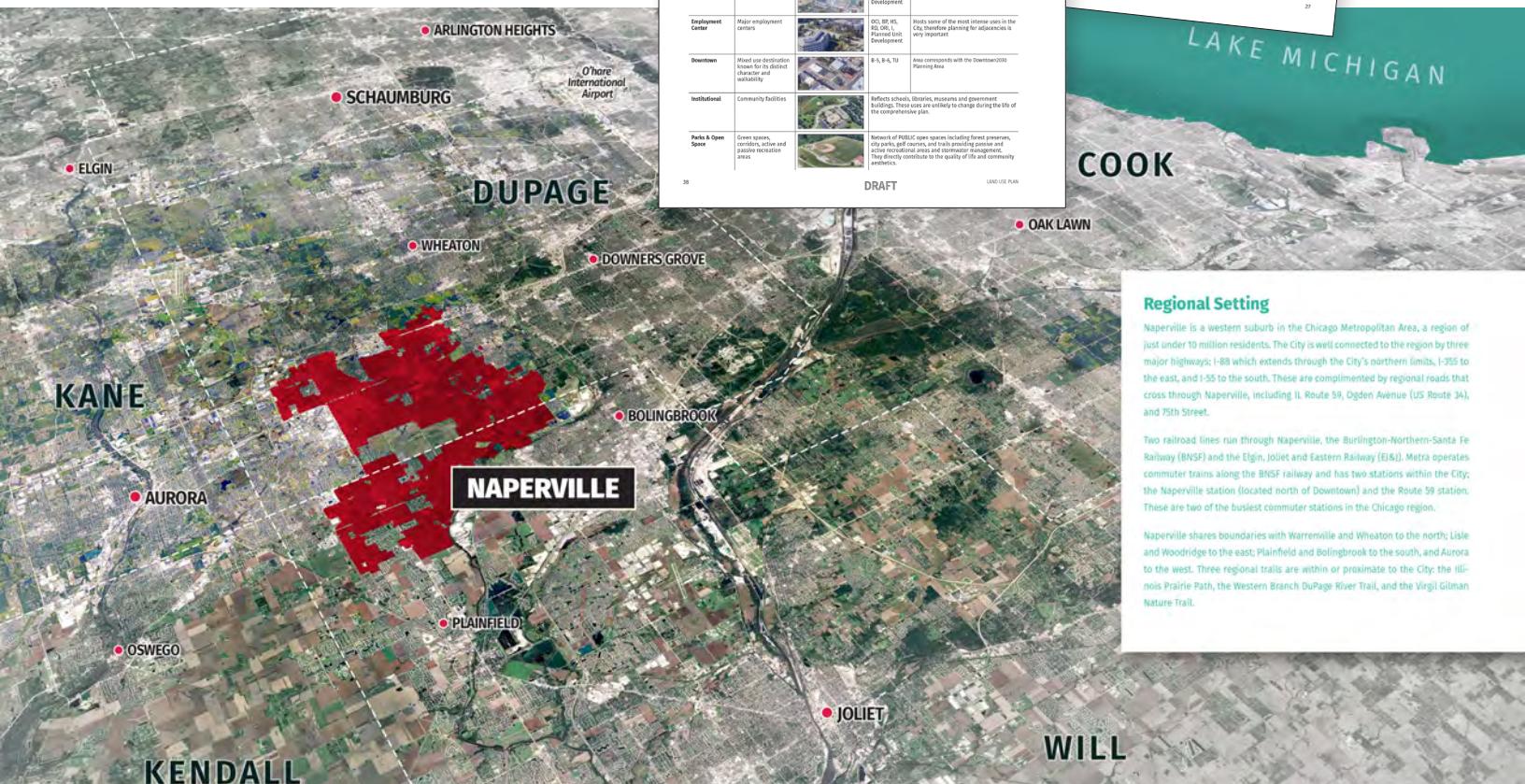
Guiding Principle #2

Place Types

Implementation Measures

DRAFT

Place Type & Designations	Description	Example	Applicable Zoning Districts	Other Notes
Single-Family/ Duplex Residential	Living areas		E-1, E-2, R-1, R-2, R-3, R-4	Respect the character of existing neighborhoods while supporting the City's changing demographics and market
Medium Density Residential			R2, R3	
High Density Residential			R4, R5	
Neighborhood Center	Shopping areas primarily serving the immediate vicinity		B-1, B-2, B-3, C-1, Planned Unit Development	Small pockets of retail or services integrated within, or adjacent to, residential subdivisions
City Corridor	Linear shopping areas oriented to the roadway		B-2, B-3, C-1, T-1, Planned Unit Development	Often characterized by studios, lofts, and apartments, proximity to residential subdivisions
Urban Center	Larger scale auto-oriented shopping areas		B-2, B-3, C-1, Planned Unit Development	Exist along major thoroughfares and at key intersections with abundant parking
Regional Center	Large multi-purpose activity centers		B-2, B-3, C-1, R-1, R-2, R-3, C-2, Planned Unit Development	Feature a diverse mix of uses, drawing customers and visitors from throughout the City and surrounding region
Employment Center	Major employment centers		OC-1, BR-1, HS-1, T-1, Planned Unit Development	Hosts some of the most intense uses in the City, therefore planning for adjacencies is very important
Downtown	Mixed use destination known for its distinct character and walkability		B-1, B-2, T-2	Area corresponds with the downtown2030 Planning Area
Institutional	Community facilities			Reflects schools, libraries, museums and government buildings. These uses are unlikely to change during the life of this comprehensive plan.
Parks & Open Space	Green spaces, parks, and passive recreation areas			Network of public spaces, including forest preserves, city parks, and other green spaces, provide active recreational areas and stormwater management. They also contribute to the quality of life and community aesthetics.

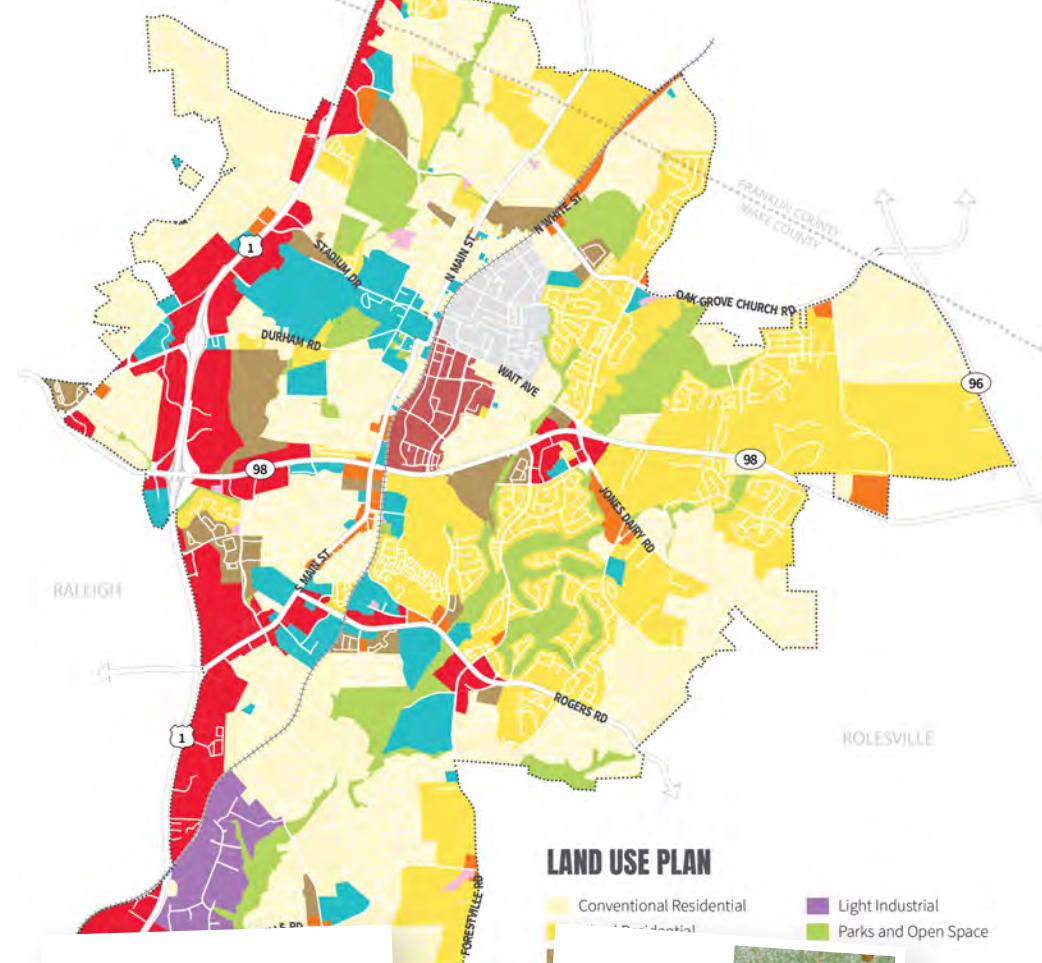


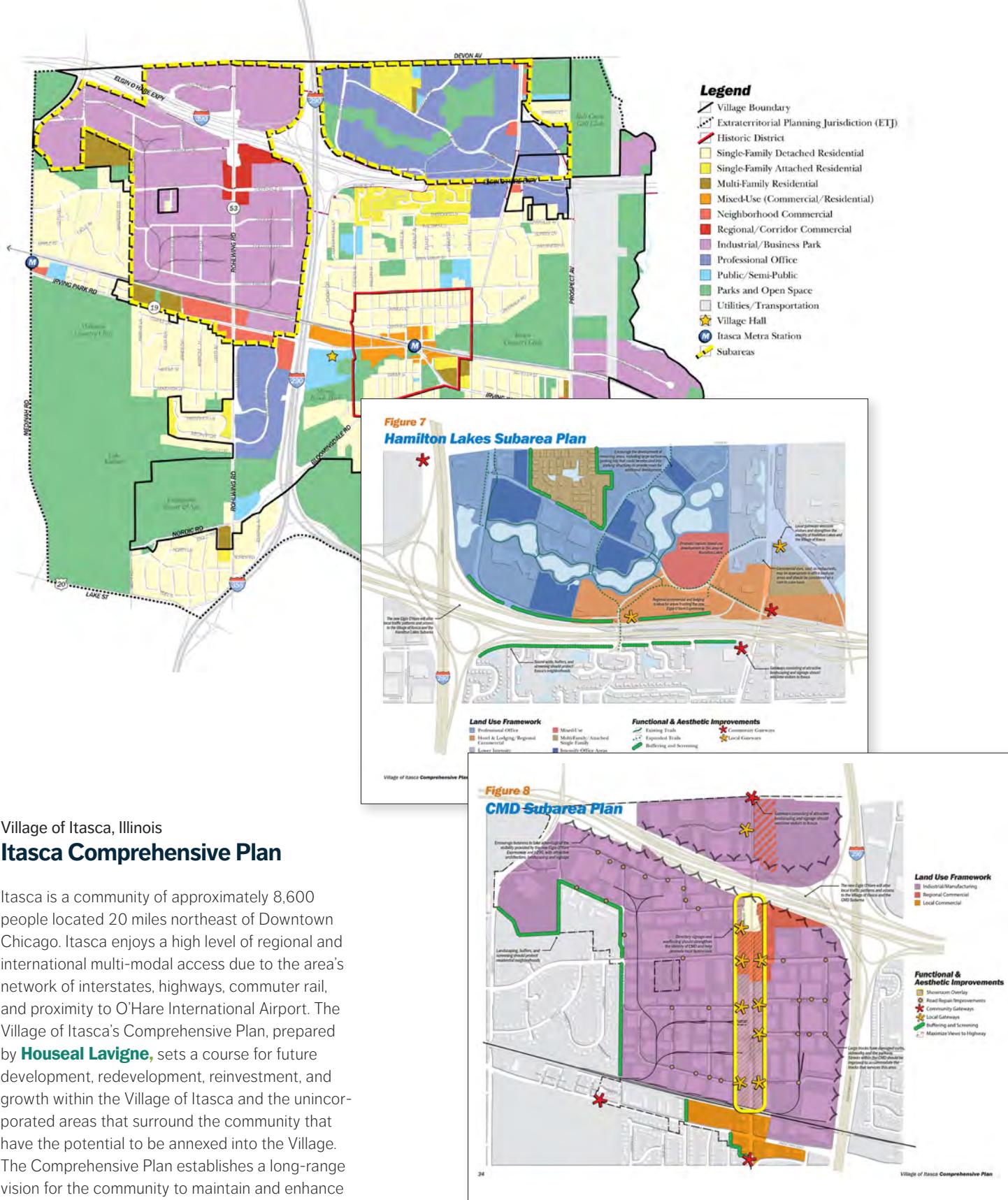
Wake Forest, NC

Wake Forest Community Plan

Part of North Carolina's Research Triangle, the Town of Wake Forest is located on the periphery of one of the fastest-growing research and development hubs in the United States. The Town was experiencing an exponential population increase over the last three decades as new residents flocked to the community from the Raleigh-Durham-Chapel Hill metro area and across the country. The community was in need of clear direction for addressing regional growth pressures and housing demand while preserving its cherished community character and assets.

In 2020, the Town and Houseal Lavigne initiated the Wake Forest Community Plan project to address Wake Forest's continual growth and ensure future development supports a thriving community with a high quality of life. Founded on extensive analysis of existing conditions and robust community engagement, the Plan identifies where and how future development should occur to guide attractive, strategic, and sustainable growth over the long term. One of the key elements was a new Land Use Plan Map, which identifies where each type of future land use should be accommodated and ensures compatibility with the existing context.





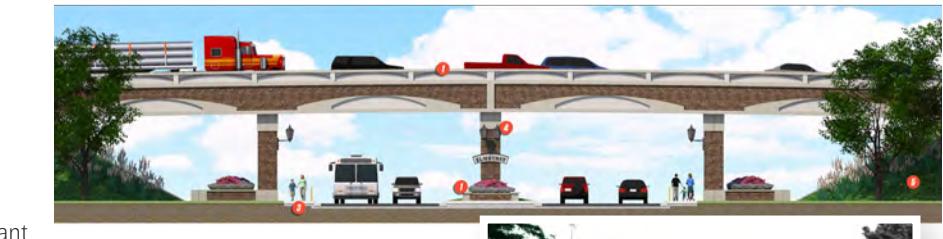


City of Elmhurst, Illinois

North York Street Corridor Plan

North York Street is one of Elmhurst's most important arterial roadways and runs north-south from the City's northern border to its southern border. It links the northern neighborhoods to Downtown Elmhurst and provides connections to I-290. The study area for the North York Street Corridor Plan is considered the City's northern gateway into the community and the Downtown, and is the first impression of Elmhurst that visitors encounter when entering from the I-290 interchange. The North York Street Corridor Plan outlines the City's vision and strategies for improvement, redevelopment, beautification, and overall revitalization of the Corridor.

The North York Street Corridor Plan, prepared by **Houseal Lavigne Associates**, is the product of substantial community input and participation from City residents, elected and appointed officials, City staff, and representatives from the local business community. The Plan establishes a foundation for future decision-making and provides specific recommendations regarding land use and development, design/development guidelines, transportation and access, and streetscape and beautification along the North York Street Corridor.



Recommended Enhancements

① Prominent corners enhanced with low masonry planters with seasonal plantings

② Recommended tree planting and sidewalk enhancements

③ Decorative traffic signal

④ Brick paver crosswalks

⑤ Ladder crosswalks



Peoria Heights, Illinois

Comprehensive Plan

In early 2020, the Village of Peoria Heights tasked Houseal Lavigne with taking an all-inclusive approach to consolidate their recent planning efforts and update their previous guiding plan, a short-form vision document created over a decade ago. The resulting Peoria Heights Comprehensive Plan is wholly original and innovative, developed specifically for the community, built on a tailored community engagement approach, and designed with the end-user in mind. Detailed and graphically rich subarea plans complement the clear and compelling core elements of the document.

The Village was able to use the Plan to pass the first test in securing federal funds for a road diet on Prospect Road, setting in motion many of the recommendations identified in the Downtown Subarea. Additionally, recommendations in the Plan helped the Village to secure support for riverfront improvements and offer informed input to the Illinois Department of Transportation IL 29/Galena Road Highway Improvement Project.

The plan's focus on implementation is underscored by a zoning audit conducted as a scoped part of the planning process. The audit lays the groundwork for anticipated updates to the Village's zoning code and identifies where plan recommendations relate directly to potential zoning actions.

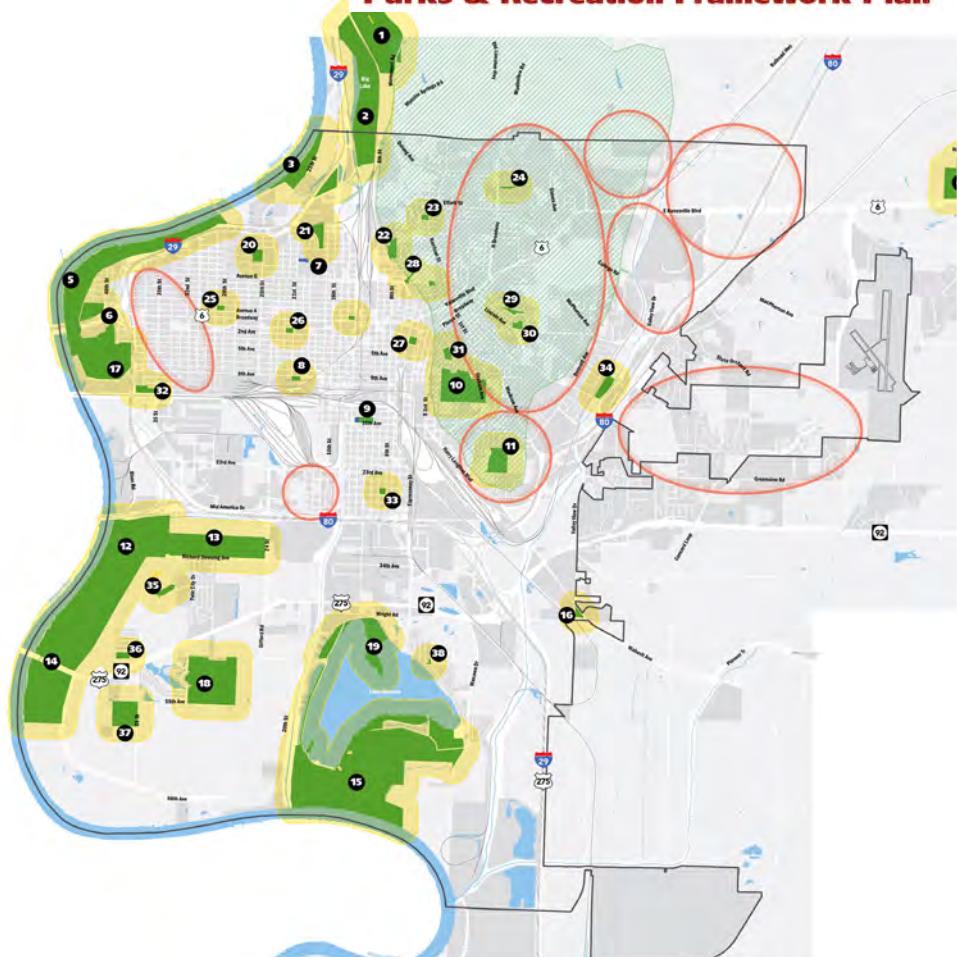


City of Council Bluffs, Iowa

Bluffs Tomorrow 2030 Comprehensive Plan

Council Bluffs, IA is located along the Missouri River across from Omaha. The community is defined by its unique riverfront, dramatic terrain, and historic downtown. The City of Council Bluffs hired **Houseal Lavigne** to prepare an update to its Comprehensive Plan. The process included extensive public outreach, close coordination with City staff and community stakeholders, and the development of plan recommendations that address the priorities of Council Bluffs citizens. The Comprehensive Plan directly addresses the State of Iowa's ten Smart Planning principles, and describes how neighborhood revitalization, flood mitigation, emerging industry, economic development, and major transportation improvements can maximize benefits to local residents and businesses. The Plan includes four subarea plans that address specific challenges in an aging commercial corridor, obsolete industrial area near downtown, disinvested neighborhood, and emerging interchange.

BLUFFS TOMORROW 2030 Parks & Recreation Framework Plan



BLUFFS TOMORROW 2030 WEST BROADWAY SUBAREA PLAN Overall Framework

Overall Framework

West Broadway is one of the City's most valuable east-west arterial through the City. West Broadway connects Interstate 480 and Downtown Omaha. The direction for the improvement for this key gateway Subarea Plan is 2.3 miles in length, extending the west.



The cost of West Bank flights from Omaha, the newscaping of the Lincoln City, however the expense restaurants, and second government opportunities that actually required large bridge gauge elevators and

28 BLUFFS TOMORROW 2030

BLUFFS TOMORROW 2030 KANESVILLE-TINLEY SUBAREA PLAN

Functional Framework Plan

- People frequently use pavements to access residential areas on SW15 Street. Several of these entries should be closed to traffic with bollards so they can continue to accommodate bicyclists and pedestrian circulation.

Large residential user expected west of 10th Street. These users should remain; considerations should be given to impacts on the adjacent neighbors, including parking, truck access, and buffer.

Scans-Büro mit 100% Qualität und hoher

***** Ama Despachos Brasil Ribeirão Preto

 Newgate Cinema

 Truck traffic should be limited to 6th Street, 6th Street and Creek Top in order to minimize impacts on residential blocks. This should be done through signage and strict enforcement.

potential garrisons at the end of 1999 have been subdivided to Line 4 in that are too small to be meaningful. These lists, should I say, are very similar to much earlier

BUS ROUTES
Although the Kamloops-Triple Neighborhood is served by both the Blue and Yellow routes of Metrol, neither the routes nor their stops are passed. The City should work with Metrol to make service revisions in the community, so it makes sense for the community to have its own bus service. The route should be clearly defined, and a consultation should be planned to involve users and user organizations.

SIDEWALK GAPS
The sidewalk system within the Knoxville-Tralee neighborhood is comprehensive, but gaps within the network do exist. The City should work toward eliminating all gaps within the sidewalk network, providing accessibility on both sides of every street.

THEORY OF THE STATE

ONE-WAY STREETS

One-way streets work when in problem-oriented areas, or areas with heavy congestion. While the 4th Street and 7th Street one-way streets in the Kinnelon-Tarzis neighborhood may not appear to warrant this configuration, the one-way "gates" work well and are well-established. Their unidirectional streets could be easily and efficiently converted to two-way traffic if a emergency.

Comprehensive Plan & Downtown Subarea

With a vibrant Downtown along the Mississippi River, a thriving local economy, and home to a major university, St. Cloud is a community that has strong foundation upon which to plan for its future. The City's new comprehensive plan, directed by **Houseal Lavigne**, focuses on revitalizing the core neighborhoods, guiding investment in the commercial corridors and employment areas, enhancing multi-modal connectivity, and establishing a strong economic development strategy. Rich in graphics and illustrations, the Plan includes a detailed Downtown Plan and Division Street Corridor Plan that enhances urban design, sense of place, and overall functionality. The Plan also identifies development opportunity catalyst sites and provides a development program and development visualization for market viable concepts.



North Downtown Riverfront Catalyst Site

Site Characteristics:

- Site: 27,000 SF/0.6 acres
- Parcels: 7
- Zoning: R-6 Multi-Family Residential District
- Existing Development: 90-unit apartment building, 10-unit townhome building, one building: two multi-family buildings; light industrial business; undeveloped right-of-way.

Design Considerations:

As a result of these various design considerations, redevelopment of the North Riverfront site requires a piecemeal approach where development of one component is not dependent on another.

- Located adjacent to the Mississippi, this site presents an opportunity to create a development that complements the surrounding areas and location within the downtown and proximity to the River's Edge Convention Center.
- The site is located by active train railroad tracks, which limit development parcel assembly opportunities. A connection that is located at 5th Avenue and 2nd Street N must remain, as the railroad tracks are located below the site.
- The northern extension of the River's Edge Trail must also be accommodated either in its current alignment or in a new alignment that maintains connections to the north of the site.

Proposed Redevelopment Concept:

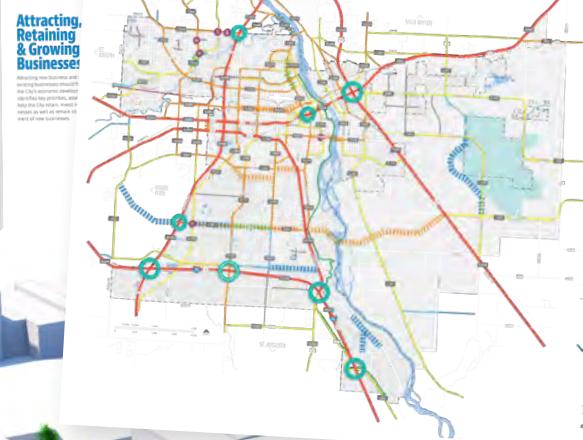
Hotel - 6-8 stories, 65-82 rooms
A hotel with a lobby, restaurant, and event space on floors. The hotel would have a strong orientation to the river with meeting and event space with riverfront views.

Mixed Use - 3-4 stories, 20-30 units
A new mixed use building of similar intensity to the adjacent buildings, located on the riverfront to accommodate multi-level underground parking with residential units on upper floors, facing views of the riverfront. Redevelopment of these properties would allow for the relocation of the trail connection to the originally preferred alignment as an at-grade path along the riverfront north of 2nd Street N.

Multi-family - 5-6 stories, 70-88 units
Assembly and redevelopment of two existing two-story multi-family properties with more intensive multi-family development. The development would accommodate multi-level underground parking with residential units on upper floors, facing views of the riverfront. Redevelopment of these properties would allow for the relocation of the trail connection to the originally preferred alignment as an at-grade path along the riverfront north of 2nd Street N.

Parking Surface - Surface and In-Street
Overall, proposed development components would provide sufficient on-site or related off-street parking. Existing on-street parking on 5th Avenue would likely be converted to angle or parallel parking to facilitate through traffic and access to the trail.

Most parking would be provided via a surface lot immediately adjacent the hotel as well as a new lot located in the area between the utility and railroad tracks.



North Downtown Riverfront Conceptual Visualization

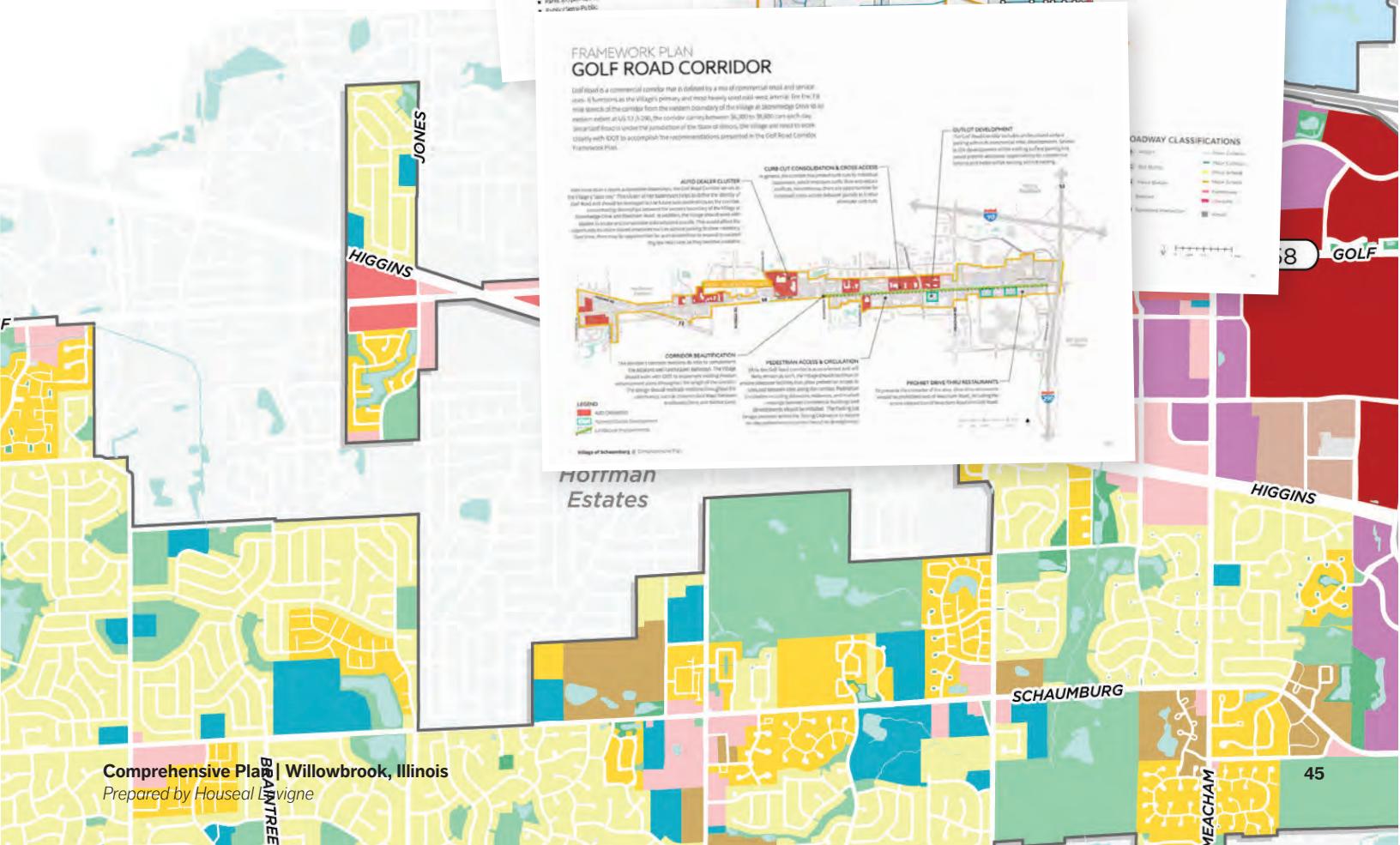
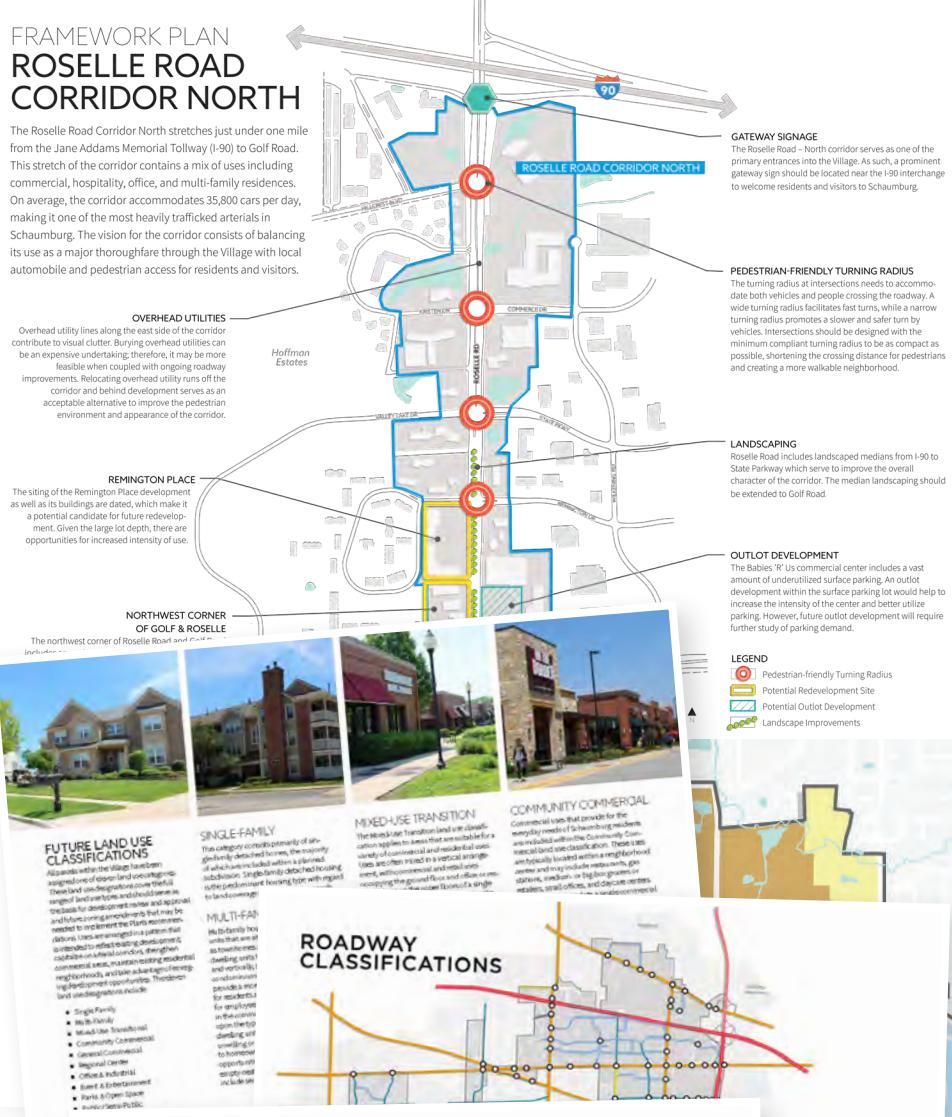
Village of Schaumburg, Illinois **Comprehensive Plan**

Houseal Lavigne developed a Comprehensive Plan with the Village of Schaumburg to serve as the official policy guide to achieve the community's vision for the next 10 to 20 years. This high-level planning project updated the Village's 1996 Comprehensive Plan; building on the principles of extensive public outreach, input from community organizations and local government agencies, and technical analysis to determine realistic opportunities for long-term growth and development.

The Comprehensive Plan defines a collective vision for both current residents and business owners. This includes policies and directives to guide land use and development, improve transportation and mobility of vehicles, cyclists, and pedestrians; support public facilities and amenities, promote tourism and recreation, and enrich community character. In addition, the Plan features detailed framework concepts for specific areas of the Village intended to address key issues and support implementation of the community's vision. This includes the Woodfield Hub, a potential location for high density, mixed-use development in response to the Village's desire for a walkable, urban district within the community.

FRAMEWORK PLAN ROSELLE ROAD CORRIDOR NORTH

The Roselle Road Corridor North stretches just under one mile from the Jane Adams Memorial Tollway (I-90) to Golf Road. This stretch of the corridor contains a mix of uses including commercial, hospitality, office, and multi-family residences. On average, the corridor accommodates 35,800 cars per day, making it one of the most heavily trafficked arterials in Schaumburg. The vision for the corridor consists of balancing its use as a major thoroughfare through the Village with local automobile and pedestrian access for residents and visitors.



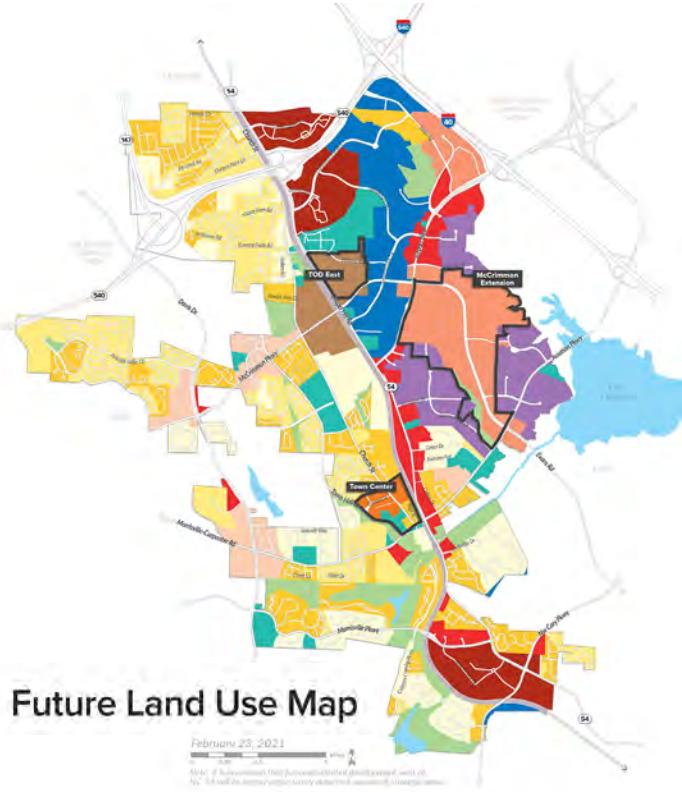
Town of Morrisville, North Carolina

Land Use Plan

The Town of Morrisville is a rapidly growing community in the heart of North Carolina's Research Triangle, one of the fastest developing regions in the country. Over the past few decades, Morrisville has transformed from a small, rural town to a highly desirable, diverse area due in part to the community's regional location and proximity to the Research Triangle Park, which has supported major investment and an expanding employment base.

In response to these significant changes, the Town and Houseal Lavigne initiated an update to the Morrisville Land Use Plan in February 2018. The three-year planning process engaged the community, analyzed the changing landscape, and identified the distinct issues and unique opportunities facing Morrisville. Together, these factors helped establish a vision for the future of land use and development in the Town and informed the policies and recommendations that will guide the community as it continues to evolve.

The Morrisville Land Use Plan brought together a range of community stakeholders, citizens, agency representatives, business representatives, and elected officials to establish the framework for Morrisville's development over the next 10 to 20 years. Going forward, the Plan will help the Town continue to move beyond the status quo and put forward innovative development policies that position Morrisville as a leader for communities seeking a better way to grow.



Future Land Use Map



Smart Cities
2020 Award Winner



Special Achievement in GIS
2020 Award Winner



Comprehensive Plan | Willowbrook, Illinois
Prepared by Houseal Lavigne

REFERENCES

List below other organizations (users of similar size and structure to the Village of Willowbrook preferred) for which these or other similar services have been provided since January 1, 2015.

Municipality/Agency: Elmhurst _____

Address: 209 N York St _____

City, State, Zip Code: Elmhurst IL 60126 _____

Contact Person/Telephone Number: Michael Kopp (630) 530-3010 _____

Dates of Service/Award Amount: Adopted June 20, 2016 / \$51,290 _____

Municipality/Agency: Downers Grove, IL _____

Address: 801 Burlington Ave, _____

City, State, Zip Code: Downers Grove Illinois, 60515, _____

Contact Person/Telephone Number: Stan Popovich (630) 434-6893 _____

Dates of Service/Award Amount: Adopted October 4, 2011 / \$177,900 _____

Municipality/Agency: Wake Forest, NC _____

Address: 301 S Brooks Street _____

City, State, Zip Code: Wake Forest NC 27597 _____

Contact Person/Telephone Number: Jennifer Currin (919-435-9517) _____

Dates of Service/Award Amount: Adopted April 19, 2022 / \$199,980 _____

Municipality/Agency: Cary, IL _____

Address: 4901 N. Prospect Rd _____

City, State, Zip Code: Peoria Heights, IL 61616 _____

Contact Person/Telephone Number: Brian Simmons (847) 474-8073 _____

Dates of Service/Award Amount: Adopted January 20, 2015 / \$100,000 _____

Municipality/Agency: Peoria Heights, IL _____

Address: 4901 N. Prospect Rd. _____

City, State, Zip Code: Peoria Heights, IL 61616 _____

Contact Person/Telephone Number: Sarah Witbracht (309) 686-2385 _____

Dates of Service/Award Amount: Adopted May 18, 2021 / \$95,201 _____



SECTION 4

PROPOSAL PRICING

SUMMARY PROPOSAL HOURS & FEES

Houseal Lavigne hereby agrees to furnish to the Village all necessary equipment, materials and labor to complete the Work as outlined below in accordance with the provisions, instructions and Specifications described herein for the following not-to-exceed cost as follows:

	Hours	Fees
Develop Comprehensive Plan	1,346	\$178,325
Sub-Area Plans for:		
Plainfield Rd & Kingery Highway Corridor	80	\$15,000
M-1 District	80	\$15,000
TIF - Quincy St/Executive Dr/Madison St	80	\$15,000
Stratford Green Unincorporated Area	80	\$15,000
Timberlake Unincorporated Area	80	\$15,000
Total	400	\$75,000

TOTAL PROPOSAL FEES AMOUNT IN WORDS: one-hundred seventy-eight thousand three-hundred twenty five

NOTE: Scope steps and fees associated with sub-area plans built into larger Comprehensive Plan process, resulting in efficiencies not otherwise achievable if conducted separately.

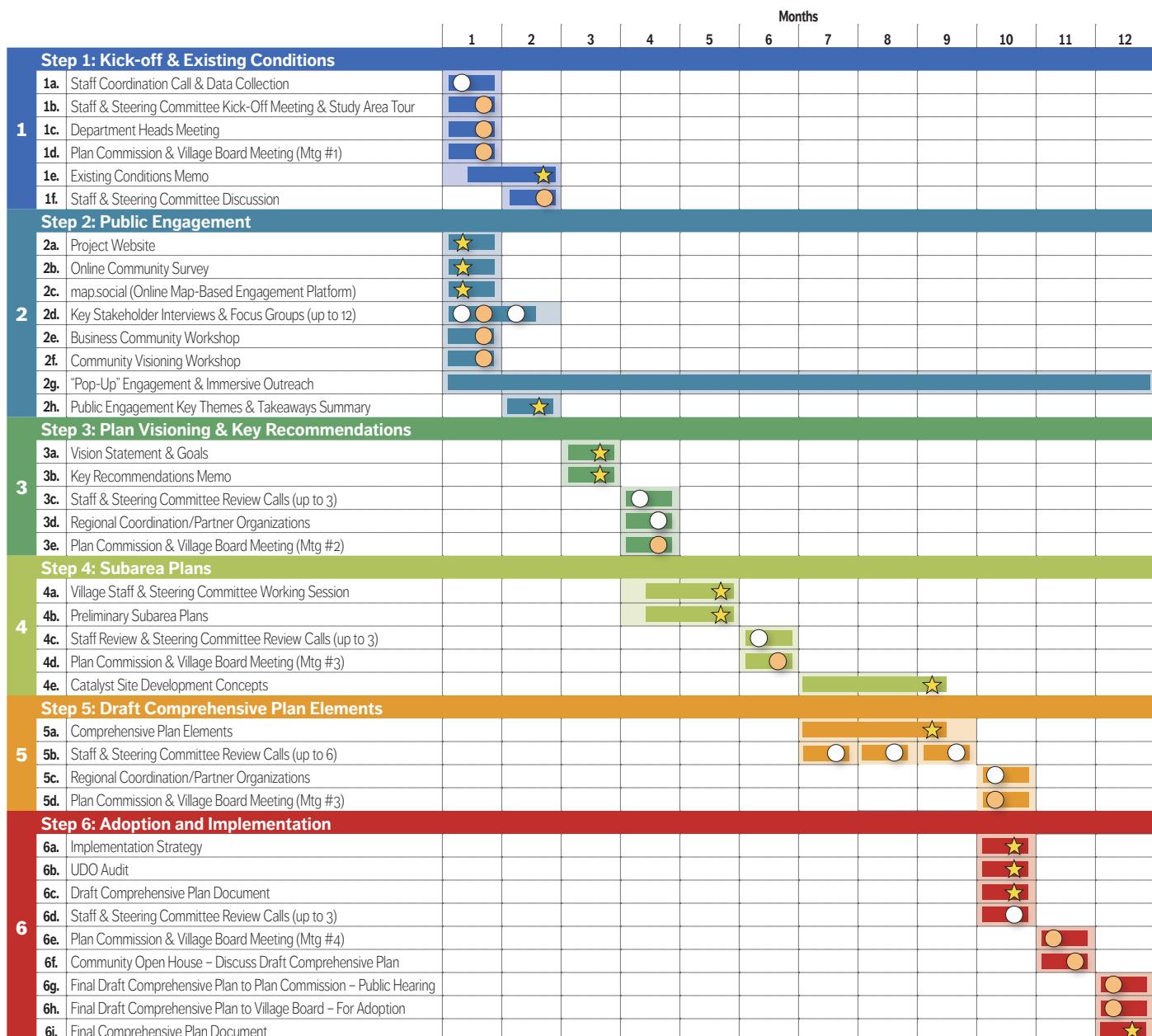


SECTION 5

PROJECT TIMELINE

Project Schedule

The timeline below provides an overall framework to complete each step outlined in our proposed Scope of Services. We understand the Village is looking for a 12-month process to complete the Comprehensive Plan. We are ready to begin work immediately and committed to devoting the proposed personnel and resources for the entire length of time necessary to complete the Willowbrook Comprehensive Plan. Should the selection committee favor our basic approach, we will work with Village staff to refine this Scope of Services and project schedule in a manner that is most advantageous to the assignment.



○ Denotes Meetings to be conducted In-Person

○ Denotes Meetings to be conducted Virtually

★ Denotes Deliverables to be produced by our Team



SECTION 6

APPENDIX



SUBMISSION INFORMATION

Village of Willowbrook
835 Midway Dr
Willowbrook, IL 60527

INVITATION: #006
BID OPENING DATE: October 11, 2022
TIME: 11:00 A.M. Local Time
LOCATION: Village Hall

COPIES: One (1) original, three (3) copies, and one (1) electronic (USB or compact disc)

REQUEST FOR PROPOSAL INFORMATION

Company Name:

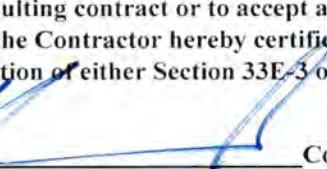
Address:

City, State, Zip Code:

THE SECTION BELOW MUST BE COMPLETED IN FULL AND SIGNED

PROMPT PAYMENT DISCOUNT: _____ % _____ DAYS

The undersigned hereby certifies that they have read and understand the contents of this solicitation and agree to furnish at the prices shown any or all of the items below (Exhibit A), subject to all instructions, conditions, specifications and attachments hereto. Failure to have read all the provisions of this solicitation shall not be cause to alter any resulting contract or to accept any request for additional compensation. By signing this proposal document, the Contractor hereby certifies that they are not barred from proposing on this contract as a result of a violation of either Section 33E-3 or 33E-4 of the Illinois Criminal Code of 1961, as amended.

Authorized Signature:  Company Name:

Typed/Printed Name: Date:

Title: Telephone Number:

E-mail: Fax Number: _____

ANTI-COLLUSION AFFIDAVIT AND CERTIFICATION

John Houseal, being first duly sworn, deposes and says that
he is Partner
(Partner, Officer, Owner, Etc.)

Of Houseal Lavigne Associates
(Contractor)

The party making the foregoing proposal or proposal, that such proposal is genuine and not collusive, or sham; that said Contractor has not colluded, conspired, connived or agreed, directly or indirectly, with any Contractor or person, to put in a sham proposal or to refrain from proposing, and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference with any person; to fix the proposal price element of said proposal, or of that of any other Contractor, or to secure any advantage against any other Contractor or any person interested in the proposed agreement.

The undersigned certifies that he is not barred from proposing on this contract as a result of a conviction for the violation of State laws prohibiting proposal-rigging or proposal-rotating.

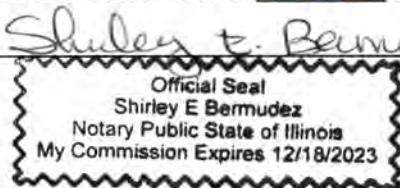
(Name of Contractor if the Contractor is an Individual)

(Name of Partner if the Contractor is a Partnership)

(Name of Officer if the Contractor is a Corporation)

The above statements must be subscribed and sworn to before a notary public.

Subscribed and sworn to this 6th day of October, 2022.



Notary Public

Failure to complete and return this form may be considered sufficient reason for rejection of the proposal.

TAX COMPLIANCE AFFIDAVIT

John Houseal _____, being first duly sworn, deposes and says that
he is _____ Partner _____
(Partner, Officer, Owner, Etc.)

Of _____ Houseal Lavigne Associates _____.
(Contractor)

The individual or entity making the foregoing proposal or proposal certifies that he is not barred from contracting with the Village because of any delinquency in the payment of any tax administered by the Department of Revenue unless the individual or entity is contesting, in accordance with the procedures established by the appropriate revenue act. The individual or entity making the proposal or proposal understands that making a false statement regarding delinquency in taxes is a Class A Misdemeanor and, in addition, voids the agreement and allows the Village to recover all amounts paid to the individual or entity under the agreement in civil action.

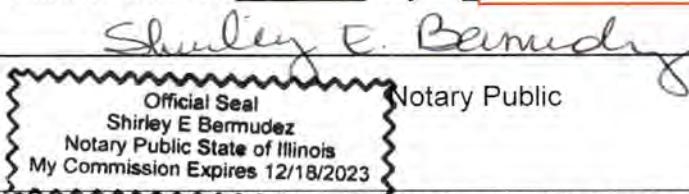
(Name of Contractor if the Contractor is an Individual)

(Name of Partner if the Contractor is a Partnership)-

(Name of Officer if the Contractor is a Corporation)

The above statements must be subscribed and sworn to before a notary public.

Subscribed and sworn to this 6th day of October, 2022.



Failure to complete and return this form may be considered sufficient reason for rejection of the proposal.

CONFLICT OF INTEREST

John Houseal, hereby certifies that it has conducted an investigation into whether an actual or potential conflict of interest exists between the Contractor, its owners and employees and any official or employee of the Village as identified herein.

Contractor further certifies that it has disclosed any such actual or potential conflict of interest and acknowledges if Contractor has not disclosed any actual or potential conflict of interest, the Village may disqualify the proposal or may void any award and acceptance that the Village has made.

(Name of Contractor if the Contractor is an Individual)

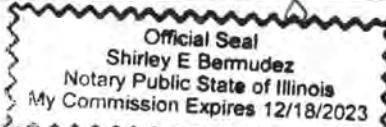
(Name of Partner if the Contractor is a Partnership)

(Name of Officer if the Contractor is a Corporation)

The above statements must be subscribed and sworn to before a notary public.

Subscribed and sworn to this 6th day of October, 2022.

Shirley E. Bermudez



Notary Public

Failure to complete and return this form may be considered sufficient reason for rejection of the proposal.

DISQUALIFICATION OF CERTAIN CONTRACTORS

PERSONS AND ENTITIES SUBJECT TO DISQUALIFICATION

No person or business entity shall be awarded an agreement or subagreement, for a stated period of time, from the date of conviction or entry of a plea or admission of guilt, if the person or business entity:

- A. Has been convicted of an act committed, within the State of Illinois or any state within the United States, of bribery or attempting to bribe an officer or employee in the State of Illinois, or any State in the United States in that officer's or employee's official capacity;
- B. Has been convicted of an act committed, within the State of Illinois or any state within the United States, of proposal rigging or attempting to rig proposals as defined in the Sherman Anti-Trust Act and Clayton Act 15 U.S.C.;
- C. Has been convicted of proposal rigging or attempting to rig proposals under the laws of the State of Illinois, or any state in the United States;
- D. Has been convicted of an act committed, within the State of Illinois or any state in the United States, of price-fixing or attempting to fix prices as defined by the Sherman Anti-Trust Act and Clayton Act 15 U.S.C. Sec. 1 et sig.;
- E. Has been convicted of price-fixing or attempting to fix prices under the laws of the State of Illinois, or any state in the United States;
- F. Has been convicted of defrauding or attempting to defraud any unit of state or local government or school district within the State of Illinois or in any state in the United States;
- G. Has made an admission of guilt of such conduct as set forth in subsection (A) through (F) above which admission is a matter of record, whether or not such person or business entity was subject to prosecution for the offense or offenses admitted to;
- H. Has entered a plea of nolo contendere to charges of bribery, price fixing, proposal rigging, proposal rotating, or fraud, as set forth in subparagraphs (A) through (F) above

Business entity, as used herein, means a corporation, partnership, trust, association, unincorporated business or individually owned business.

By signing this document, the Contractor hereby certifies that they are not barred from proposing on this contract as a result of a violation of either Section 33E-3 or 33E-4 of the Illinois Criminal Code of 1961, as amended.

(Signature of Contractor if the Contractor is an Individual)

(Signature of Partner if the Contractor is a Partnership)

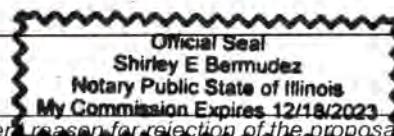
(Signature of Officer if the Contractor is a Corporation)

The above statements must be subscribed and sworn to before a notary public.

Subscribed and sworn to this 6th day of October, 2022.

Shirley E. Bermudez

Notary Public



Failure to complete and return this form may be considered sufficient reason for rejection of the proposal.