

# THE LAKOTA ALLIES GROUP. IN PLACE



## VILLAGE OF TINLEY PARK

DOWNTOWN PLACEMAKING  
STUDY AND TARGETED  
ACTION STRATEGIES



The  
Lakota  
Group

Kristi Trevarrow



## **DOWNTOWN PLACEMAKING STUDY AND TARGETED ACTION STRATEGIES**

### **THE LAKOTA GROUP**

116 W. Illinois Street | Floor 7 | Chicago, Illinois 60654

Project Manager: Kevin Clark

E: [kclark@thelakotagroup.com](mailto:kclark@thelakotagroup.com)

P: (312) 467-5445 x 206





May 19, 2017

Donna Framke  
Marketing Director  
Village of Tinley Park  
16250 S. Oak Park Ave.  
Tinley Park, IL 60477

**Re: Downtown Placemaking Study and Targeted Action Strategies**

Dear Ms. Framke,

On behalf of The Lakota Group and our partner—Kristi Trevarrow (Rochester Downtown Development Authority)—we are pleased to provide our proposal for the development of a Downtown Placemaking Study and Targeted Action Strategies for the Village of Tinley Park.

We understand that the development of such a plan for this downtown plaza is an important opportunity for the Village to look to the future and create an exciting, but achievable, roadmap to guide decisions. It is our intention to assist with the development of a vision that considers placemaking and aesthetics, year-round programming, multi-modal functionality and safety, wayfinding, and sustainability. We have assembled an experienced and proven team to provide a creative, clear, and holistic vision for the future.

The professional staff chosen for this assignment provide complementary skill sets and we understand how to mesh those abilities to achieve the best possible results. We are a highly collaborative group that relishes the opportunity to engage people in finding ways to improve their community. We look forward to working with the Village and other key stakeholders throughout the process to help us understand the unique issues and opportunities of this site and surrounding areas, and to develop strategies for a successful future. As detailed in the enclosed proposal, we have the expertise and experience to create an interactive and successful process. We look forward to discussing our submittal with you and your selection committee in person.

Thank you for your consideration. Please feel free to contact me with any questions you may have. You can contact me directly at [sfreres@thelakotagroup.com](mailto:sfreres@thelakotagroup.com) or at 312-467-5445 x202.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Freres".

Scott Freres, PLA ASLA  
President, The Lakota Group



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





The Lakota team has the skills and expertise necessary to assist the Village of Tinley Park with a successful plaza placemaking process. While other staff members will be used as necessary, the following key staff will be involved in the process.

The Lakota Group



**SCOTT FRERES PLA President** - *sfreres@thelakotagroup.com*  
Scott is the principal and co-founder of The Lakota Group, and has nearly 30 years of experience in design and planning projects. As an industry leader in sustainable urban design, Scott has spoken at numerous conferences for various planning, recreation and conservation organizations. Scott's ability to take a fresh, simple and inclusive approach to problem solving has established The Lakota Group's reputation as a creative leader in the industry. Scott has a Bachelor's in Landscape Architecture from the University of Wisconsin-Madison.  
Scott will be the Principal-in-charge for this process and will provide oversight and quality control.



**KEVIN CLARK PLA AICP Director of Design** - *kclark@thelakotagroup.com*  
Kevin brings 16 years of experience in urban planning and landscape architecture to The Lakota Group, where he oversees the firm's work in urban design projects. He manages the firm's planning process from concept generation through implementation steps. Kevin's work includes downtown, transit-oriented and neighborhood revitalization plans, physical and economic development strategies, and innovative design of open spaces and public places. Kevin is recognized for his focus on community engagement, placemaking, and sustainable, contextual design. He has successfully orchestrated dynamic, interactive public processes that have resulted in the implementation of master plans.  
Kevin will be the team lead, day-to-day contact, and lead designer for this project.



**MARISA SCHULZ ASLA Marketing + Brand Director**  
Marisa is a designer and planner with experience working on a range of community outreach, urban design, and transportation-related projects nationwide. She has successfully written, edited, and branded planning-related studies and articles, which have been covered by such outlets as Bloomberg, the New York Times, and USA Today. Marisa teaches both undergraduate and graduate courses in sustainability, planning, and graphic design.  
Marisa will assist the Team with stakeholder engagement strategy, strategic planning, and graphics creation.



**MICHAEL KRITZMAN AICP Senior Associate**  
Michael is an urban designer and planner with experience working on a range of environmental design and planning projects nationwide. His expertise is in preparing development concepts and strategic plans for both public and private sector projects, with a particular focus on urban revitalization and place-making.  
Michael will assist the team with analysis, facilitating the public workshops, strategic planning, and graphics creation.

Rochester Downtown Development Authority



**KRISTI TREVARROW Executive Director**  
Kristi Trevarrow is the Executive Director of the Rochester Downtown Development Authority (DDA), a Great American Main Street award-winning community. She has over 20 years of experience in downtown development and destination marketing. Her duties include business recruitment & retention, marketing, site development, community relations, fundraising and administration of the award-winning holiday event, The Big, Bright Light Show which annually attracts over one million visitors to Downtown Rochester. Ms. Trevarrow also serves as co-host of Main Street Nation Radio, a monthly radio show dedicated to telling the success stories of downtowns across the nation.





The Lakota Group is a team of professionals who work shoulder-to-shoulder with clients over the long term, going the extra mile, making personal connections, and traveling the long journey together.



# Heart & Soul

The Lakota Group is a team of talented planners, designers, and strategic thinkers powered by a passion to offer creative solutions.

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

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

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

Since the firm's conception in 1993, Lakota (an Illinois Corporation) has completed award-winning master plans in more than 500 towns and cities across the country, gaining recognition for its work in placemaking, planning, and historic preservation.

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

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Scott Freres, PLA, ASLA

#### President | 1993-Present

As the President and founder of The Lakota Group, Scott brings nearly 30 years of experience to both design and planning projects. As an industry leader in sustainable urban design, Scott has spoken at a multitude of conferences for various planning, recreation, and conservation organizations. Scott's ability to take a fresh, simple, and inclusive approach to problem solving has established The Lakota Group's reputation as a creative leader in the industry.

#### SIGNATURE PROJECTS

##### Willow Road Corridor Plan - Northfield/Winnetka, IL

The Lakota Group led an eight-month collaboration between the villages of Northfield and Winnetka, that resulted in a final corridor plan detailing a shared vision that was used to guide the final design and reconstruction of the roadway. Scott was Principal-in-charge of this project, led steering committee discussions, delivered presentations and developed planning and design concepts.

##### MedQuarter Master Plan - Cedar Rapids, IA

The Lakota Group led a team to develop a master plan for Cedar Rapids MedQuarter, an emerging campus near their downtown with two hospitals and an independent physicians clinic. The goal is to establish Cedar Rapids as a medical destination that will fuel economic development and enhance the quality of life within the community. Scott was Principal-in-charge leading this project.

##### Village Center Master Plan - Wilmette, IL

Lakota and its team of subconsultants prepared a master plan for the improvement and development of Wilmette's traditional downtown and train station area. The plan reorganized inefficient commercial buildings, called for mixed-use development, and enhanced the central village green. Scott was Principal-in-charge and led the development of planning and urban design concepts as well as delivering public presentations.

##### Illinois Medical District Master Plan- Chicago, IL

Lakota assisted in the master plan for IMD which defined significant changes to the area's physical conditions, infrastructure, and streetscape. Lakota was also engaged for nearly 10 years after the master plan completion to provide ongoing planning and design services within the District. Scott assisted with the development of the original master plan and more recently led Lakota in preparation of planning and design concepts.

##### Westminster Place - Presbyterian Homes - Evanston, IL

The Lakota Group developed a master plan for this large congregate care complex owned by Presbyterian Homes. Its mission was to update and add more housing products and care options, while also respecting the natural environment and character of the surrounding neighborhood. Scott was Principal-in-charge and led the development of master plan concepts and coordination with City planning staff.

#### Education

University of Wisconsin - Madison  
Bachelor of Science in  
Landscape Architecture  
(1986)

#### Organizations

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

#### Accreditations

- Professional Landscape Architect - State of Illinois

#### Experience

Years with Lakota: 23  
Years of Practice: 29



Kevin Clark, PLA, AICP

#### **Director of Design | 2005-Present**

Recognized for his focus on community engagement and placemaking, Kevin oversees the firm's work in design projects. His 16 years of experience in landscape architecture and urban planning have ranged from guest lecturing at state and regional conferences to working on multiple award-winning projects.

#### **SIGNATURE PROJECTS**

##### **Ashland BRT - Chicago, IL**

The Lakota Group led a team to create a land use development guide for the future Bus Rapid Transit (BRT) planned for Chicago's Ashland Avenue. The plan outlines BRT opportunities such as mixed-use development and infill, redevelopment, improved multi-modal connections, enhanced accessibility, housing options, and neighborhood character. Kevin served as the project manager and lead planner.

##### **North Clark Street Strategic Plan - Chicago, IL**

Assisted in the development of a strategic plan to promote, attract and retain new and existing business in the North Clark Street Corridor of Chicago's Lakeview neighborhood. Merit Award - 2014 American Society of Landscape Architects - Illinois Chapter. Kevin was the project manager and lead planner/designer for this process.

##### **South Main Corridor Master Plan - Rockford, IL**

Lakota led a team in preparing a revitalization strategy for this corridor. Development opportunity sites were identified, and recommendations were made for improving transportation, market strategies, and signage and streetscape concepts. Kevin served as the project manager and lead planner/designer for this process.

##### **Downtown Master Plan - Evanston, IL**

As project manager, led an intense public engagement process that included a week-long charrette. The final plan called for changing city zoning requirements to a form-based approach and concentrating higher-density, mixed-use development in the downtown core. Kevin served as the lead planner for this project.

##### **Eddy Street Commons Master Planning - South Bend, IN**

After the successful design and completion of the award-winning Eddy Street Commons mixed-use district, The Lakota Group was retained to continue planning the next phase of the neighborhood's revitalization. Working with the University of Notre Dame, Lakota has developed a series of "new urban" mixed-use plans that include a range of land uses, such as commercial, multi-family and single-family residential, office, and community uses. Lakota has remained the planning consultant for the University as a development team refines the mix of uses and works toward implementation. Kevin served as the project manager and land planner for the assignment.

##### **Central District Land Urban Design - Highland Park, IL**

Analyzed underutilized portions of the downtown area and created conceptual developments and zoning amendment recommendations. Strategies call for an increase in residential density for this upscale, lakefront community north of Chicago. Kevin was the project manager and lead planner for this process.

#### **Education**

University of Illinois at Chicago  
Masters in Urban Planning & Policy  
(2006)

University of Kentucky  
Bachelor of Science in  
Landscape Architecture  
(2000)

#### **Organizations**

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

#### **Accreditations/Awards**

- Professional Landscape Architect State of Illinois
- American Institute of Certified Planners
- Featured Alumni Profile, UIC MUPP Student Website

#### **Experience**

Years with Lakota: 11  
Years of Practice: 16



Marisa Schulz, LEED AP

#### Marketing + Brand Director | 2016-Present

Marisa is a LEED AP Certified urban planner, designer, and writer with over ten years of experience working on a broad range of community outreach, planning, and transportation-related projects. From Detroit to Santiago, Chile, Marisa has worked closely with communities to ensure the public plays a vital role in shaping local land use and transportation policies and planning initiatives. She has successfully written and branded studies that have been covered by such outlets as Bloomberg, the New York Times, and USA Today. Marisa has taught both undergraduate and graduate courses in sustainability, planning, and design in Chicago.

#### SIGNATURE PROJECTS

##### **Airport Corridor Redevelopment and Form-Based Code Master Plan - Austin, TX**

Airport Boulevard was a large arterial corridor in Austin characterized by mid-century parking lots, lack of sidewalks, and a group of residents hungry for redevelopment. The City of Austin worked with a consultant to create a master-plan and form-based code for a three mile stretch of the corridor. Initial outreach consisted of significant coordination with residents, property owners, neighbors, and other community stakeholders on a vision and strategy to revitalize the corridor into Austin's next great urban district. Marisa oversaw the process for the City and coordinated stakeholder engagement for the project.

##### **River North Master Plan - San Antonio, Texas**

The Downtown San Antonio Community Development Corporation led this master planning effort for a 375-acre transit-oriented development immediately north of downtown San Antonio. The San Antonio River flows through the center of the planning area and connects to the historic Riverwalk to the south. The resulting master plan, adopted in 2009, includes a form-based code and a detailed implementation strategy, transforming this underperforming area into a series of downtown-adjacent walkable, mixed-use neighborhoods. Marisa worked closely with the project partners, subconsultants, and stakeholders on engagement and coordination.

##### **Urban Design and Transportation Access Plan - Pudahuel, Santiago de Chile**

Urban Design plan focusing on the redesign of transit stops in a low-income peripheral area of Santiago. This grant-funded project aimed to reduce assault-related crimes in and near informal Marisa worked closely with residents through survey work, focus groups, and interviews to identify challenges associated with safety, wayfinding, and accessibility.

##### **Chaddick Institute Planning Policy Studies - Chicago, IL**

These nationally-renowned policy studies focused on both relevant planning and transportation topics—from the rise of the intercity bus in the United States and its effect on public transit systems, to the accessibility of fresh produce in lower-income areas of Chicago, to the policy and environmental implications of heavy taxation on the carsharing industry. Marisa wrote, branded, and worked with the media on the series.

#### Education

The University of Texas  
at Austin  
Master of Community and Regional  
Planning (2007)

The University of Michigan  
in Ann Arbor  
Bachelor of Arts in English (2005)

#### Organizations

- CNU Central Texas - Board of Directors
- Congress for New Urbanism
- American Planning Association
- Urban Land Institute
- Society for Marketing Professionals

#### Experience

Years with Lakota: 1  
Years of Practice: 11





Michael Kritzman, AICP

#### Senior Associate | 2012-Present

Michael is an urban designer and planner with experience working on a range of environmental design and planning projects, nationwide. His areas of expertise are in preparing development concepts and strategic plans for both the public and private sectors, with a particular focus on urban revitalization and place-making. Michael also brings a valuable and unique skill set in developing and facilitating public workshops that result in dynamic and participatory environments.

#### SIGNATURE PROJECTS

##### Riverfront Neighborhoods Comprehensive Plan Updates - Moline, IL

Lakota coordinated and prepared development framework strategies for three riverfront neighborhoods comprising Downtown Moline. The process included analysis of existing conditions and an extensive public participation campaign. Michael assisted with the development of analysis and land use concepts and prepared graphics for the project.

##### Downtown Master Plan - Green Bay, WI

Lakota led the process to develop a Downtown Master Plan for the City of Green Bay, alongside Goodman Williams Group (market analysis) and T.Y. Lin International (transportation planning). The plan represents a consensus-based vision for the downtown that provides a realistic and achievable road map for the future. It addresses land-use, transportation, parking, and downtown character and aesthetics to achieve sustainable growth that is supported by the needs and desires of the greater Green Bay community. Michael assisted with the development of analysis and land use concepts and prepared graphics for the project.

##### Ashland BRT - Chicago, IL

The Lakota Group led a team to create a land use development guide for the future Bus Rapid Transit (BRT) planned for Chicago's Ashland Avenue. The plan outlines BRT opportunities such as mixed-use development and infill, redevelopment, improved multi-modal connections, enhanced accessibility, housing options, and neighborhood character. Michael assisted with the development of analysis and land use concepts and prepared graphics for the project.

##### Downtown Strategic Development Plan - Kenosha, WI

Lakota led a planning team that included T.Y. Lin International and the CLUE Group in preparing a Downtown Strategic Development Plan for the City of Kenosha, Wisconsin. The Plan addresses land use, urban design, historic preservation, business and real estate development, development opportunity sites, marketing and promotions, and downtown management. It includes a detailed implementation strategy that focuses on "grassroots," community-initiated revitalization efforts for re-using historic buildings, as well as new retail and services businesses. Michael assisted in developing plans and graphics.

##### Six Corners Master Plan - Chicago, IL

Lakota developed a revitalization plan for this northwest Chicago neighborhood. The plan included extensive master planning of new mixed-use developments, adaptive re-use of older buildings, and urban design solutions for improving neighborhood safety and walkability. Michael assisted with the development of analysis and land use concepts and prepared graphics for the project.

#### Education

Roosevelt University, Chicago  
Walter E. Heller College of Business  
Master of Science in Real Estate  
Expected Completion - May 2018

University of Illinois  
at Urbana-Champaign  
Bachelor of Landscape Architecture  
(2005)

Sigma Lambda Alpha Honor Society  
Inductee, 2005

#### Organizations

- CNU Illinois - Board of Directors
- Congress for New Urbanism
- American Planning Association
- Urban Land Institute
- Illinois Green Business Association  
- Landscape Technical Advisory Committee

#### Experience

Years with Lakota: 4  
Years of Practice: 10

# Kristi Trevarrow

Executive Director, Rochester (MI) Downtown Development Authority  
July 2005 to Present

## Responsibilities:

- Business Recruitment & Retention (Current Occupancy Rate – 97%)
- Special Events (Over 100 event days annually)
- Marketing (\$700,000 annual marketing budget)
- Fundraising (\$450,000 annually)
- Site Development
- Social Media
- Community Relations
- Media Relations

## Special Projects:

### Main Street Makeover

*A total reconstruction of Main Street through Downtown Rochester for 5 blocks including new road, sewers & water services and streetscape improvements. Responsible for project management, downtown business relations, community communications officer, project marketing and streetscape enhancements – design and execution. Total Budget - \$6.4 Million*

### The Big, Bright Light Show

*Annual holiday event with 1.5 million lights covering the buildings of Downtown Rochester. Now in its 12<sup>th</sup> season, this award-winning event attracts over 1 million annual visitors and an average 30% increase in business sales over the duration of the event. The show is aglow the Monday before Thanksgiving through New Year's Day. Total Budget - \$275,000*

### Downtown Parking Platforms

*Construction of (2) Parking Platforms in Downtown Rochester – (1) Three-Level Parking Structure and (1) Tabletop Platform, adding over 500 new parking spaces. Responsible for project management, downtown business relations and communications, project marketing and media relations. Total Budget - \$12 Million*

## In Town Magazine

*Bi-Annual Publication distributed to over 43,000 homes in Rochester and its surrounding area. This 48- page, full color magazine includes editorial, gift guides, advertising, community interest stories and more. Responsible for overall project management including copywriting, selection of merchandise, coordination of photography, imposition and advertising sales. Total Budget - \$68,000*

## Additional Experience:

- Radio Host, Main Street Nation – Monthly radio show on Detroit’s WJR-760 AM
- Blogger & Vlogger – The Downtown Geek
- Associate Professor, Oakland University – Public Speaking, Group Dynamics & Organizational Communication
- Consultant/Presenter for 20+ years:
  - o Main Street Now Conference (10+ years)
  - o Washington Main Street
  - o New Jersey Main Street
  - o Arkansas Main Street
  - o Heritage Ohio
  - o Michigan Main Street Center
  - o Pennsylvania Downtown Center

## Education:

Master of Arts, specializing in Radio, TV & Film Studies  
Wayne State University - Detroit, Michigan

Bachelor of Communications Arts, specializing in Public Speaking and Group Dynamics  
Oakland University – Rochester, Michigan





**THE**  
**LAKOTA** ALLIES  
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PLACE



**PROJECT  
APPROACH**

# OUR APPROACH

The Lakota team envisions an engaging, interactive process that features multiple opportunities for stakeholders to shape the final outcome. Our team will provide focused attention and a streamlined process by immersing ourselves in the community.

Our team's project approach organizes and describes tasks in a linear/timeline format to establish the expected timing of meetings, as well as anticipated deliverables and project milestones.

## phase 1: ANALYZE + ENGAGE

### TASK 1.1: KICK-OFF CONFERENCE CALL

Conduct a conference call with Village staff to discuss dates for the first meeting, identify stakeholders, and coordinate base information and background data/reports/studies.

### TASK 1.2: PREVIOUS STUDY REVIEW

Review recent plans and reports, existing zoning codes, and any other current development or design proposals to gain an understanding of common themes and initiatives from which to build.

### TASK 1.3: BASE MAP PREPARATION

Collect available digital base maps, land use/zoning maps, and aerial photos from the Village for use in preparing exhibits and urban design plans. In addition to aerial maps, these may also include relevant GIS data and CAD drawings.

### TASK 1.4: PROJECT BRANDING

Our team will develop a simple brand for the planning and placemaking process and design of the Plaza. This will include a logo, landmark, and/or wordmark that defines the process.

### TASK 1.5: PROJECT WEBSITE + ENGAGEMENT

#### Website



In order to provide a venue for regular public communication and update of this process, our team will create a Project Website as a place for updates, including plans, graphics, community outreach for workshops, draft reports, and online survey(s).

#### Media-forward engagement .....



Our team's experience in engagement has a multimedia and multifaceted approach that combines video, photography, and utilization of social outlets to share exciting content at key phases of a project. Even as early as the existing conditions process, we can schedule and conduct a video shoot of the study area, interviews, and accompanying audio to provide a high-quality product that can be used by the project team, the Village, and its stakeholders to generate interest and enthusiasm in the project.

### TASK 1.6: MEETING + SITE VISIT (Mtg. #1)

Meet with Village staff and advisory committee to discuss project goals, format/schedule for the visit, gather input from the Advanced Team Evaluation Kits, and engage in a focus group discussion.





Project specific Facebook page

## #tinleyplacemaking contest

Through a project instagram feed, our team will host a competition where residents and visitors can post photos of images and places that inspire them. They will then be put in a weekly raffle for gift cards to various local establishments.

## TASK 1.7: DOWNTOWN ANTHROPOLOGY

The team will conduct an in-depth investigation of the potential plaza/public space sites and surrounding downtown development opportunity sites. We will record general land use, urban design, specific access/circulation, microclimate(s), details, and other placemaking issues/opportunities/constraints raised during this exploration. The team will photo document the focus sites, as well as other key urban places, spaces, and context for reference, as well as observe social patterns of surrounding areas by residents at various times throughout the day. During this exploration, our team members will conduct "People on the Street" intercept surveys, in which residents are asked about their visions for the future plaza space.

Additional field investigations and data collection will be conducted to observe/inventory:

- Key urban spaces, plazas, and parks
- Public art/sculpture locations
- Branding, wayfinding, and signage
- Pedestrian and bicycle network + facilities
- Parking locations
- Nearby open space/greenways
- Development patterns and commercial activity
- Conduct a competitive market analysis

## TASK 1.8: STAKEHOLDER INTERVIEWS/FOCUS GROUP SESSIONS (Mtgs. #2)

Conduct interviews with Village leaders, staff, property/business owners, developers and their architects, and residents to discuss issues, opportunities, and constraints for the focus sites. The schedule and locations of these meetings will be determined in the initial conference call with Village staff and coordinated prior to the visit.



### **TASK 1.9: COMMUNITY PROMOTION AND OUTREACH**

Our team will develop a simple community promotional outreach toolbox or campaign to assist the Village's marketing team with regular outreach, dialogue, and discussion of the Placemaking planning and design process. This "Virtual Open House" campaign will utilize the Village's new brand and incorporate the project brand for this process described earlier.

This engagement will utilize both traditional and social media outreach methods as a mechanism to drive residents and interested parties to the project website and allow for managed input and dialogue.

We anticipate this outreach and promotion to occur primarily through our Phase 1 work scope, with intermittent use throughout Phase 2.

### **TASK 1.10: COMMUNITY INPUT SUMMARY MANAGEMENT**

Lakota will summarize and assist the Village marketing team with managing input from the community outreach portals, Virtual Open House, and stakeholder interviews into a simple overview report to be submitted to Village staff and advisory committee.

### **TASK 1.11: DOWNTOWN PLACEMAKING ANALYSIS EXHIBIT**

The team will more specifically synthesize and assess relevant documents/plans, stakeholder input, surrounding land use, open spaces, urban design, art installations, physical conditions, streetscape, branding/wayfinding and signage, and other information that contributes to placemaking. This information will be developed into a series of detailed analysis exhibits highlighting issues and opportunities. Our team will also remain aware of parking concerns as they relate to the plaza's concepts, and identify how an improved public space might also improve the walking environment to parking areas.

### **TASK 1.12: DOWNTOWN TARGET DEVELOPMENT SITES LAND PLANNING STUDIES**

As part of the overall Placemaking Plan for the Downtown, our team will more closely study and develop several land planning scenarios for key downtown opportunity sites within the greater transit-oriented study area. The team will more specifically explore mixed-use and multi-family residential opportunities, densities, and product types that will support a successful, transit-supportive downtown and public spaces.

More importantly, these studies will illustrate the desired and appropriate form, massing, orientation, and character necessary to support functional, attractive and activated public space design. This is an inherent need and process necessary to both determine and develop great public places.

These plans and 3D modeling studies will illustrate how appropriately designed and planned new downtown development can provide for the right size public places, plazas, pocket parks, and streetscapes. Each of these components will be integral to this Placemaking Study.

This land planning work scope is an essential determining step in moving forward with more detailed public space design and programming in our *Phase 2 - Envision and Implement* work scope outlined in this proposal.

### **TASK 1.13: STAFF + ADVISORY COMMITTEE CONFERENCE MEETING (Mtg. #3)**

Conduct a conference call with Village staff and advisory committee to discuss the placemaking analysis, land planning scenarios, and next steps in the process. The community/stakeholder summary and placemaking analysis/exhibits will be revised based on comments from the committee, and promotional partnerships with other relevant agencies and organizations.

This meeting will provide the decision-making platform to move forward with more detailed public space design and location, as noted in our Phase 2 work scope. If additional land planning studies, design, or direction is desired by staff or village leadership as an outcome of our work task 1.12 above, Lakota will prepare a simple additional work scope task order and fee estimate for approval as requested by staff.

### **TASK 1.14: VILLAGE BOARD PLANNING CONCEPTS UPDATE MEETING (Mtg. #4)**

Conduct an informal meeting or presentation to the Village Board to present the range of land planning options for key downtown targeted development sites. The overview will touch on site bulk and densities, parking, pedestrian, and traffic impacts. More importantly, each scenario will provide the impacts or benefits to developing successful adjacent public spaces.

*Anticipated Phase 1 timeframe: 1-2 months.*





## phase 2: ENVISION + IMPLEMENT

### TASK 2.1: PLACEMAKING VISION CONCEPTS

Our team will begin to develop a range of alternative physical public space and placemaking/programming concepts for the preferred public plaza site. These concepts will address a range of micro and macro issues and opportunities related to enhancing and reinforcing a cohesive sense of character and “sense of place” for the community. These visions will be developed using a range of 2- and 3-dimensional graphic forms, including plans, vignettes, sections, and photographic representations to more fully describe and illustrate such components as:

- Plaza form, character, circulation, function and structure
- Branding and identity elements and campaigns
- Onsite amenities: indoor and outdoor facilities
- Connections to adjacent land uses/buildings and streets
- Visibility of plaza from primary thoroughfares
- Potential public art locations
- Plaza details, including paving, seating, lighting, furniture and focal point features
- Potential short-term to long-range implementation to envision iterations of this key space
- Ideas will range from temporary, low-cost solutions to permanent redesigned plazas spaces
- Preliminary programming and space planning needs

### TASK 2.2: PLACEMAKING STRATEGIES/PROGRAMMING

In addition to the visioning concepts, our team will develop programming strategies, including recommendations for activating and populating the plaza throughout all stages/phases of its development and seasons. These strategies will relate to the Village's approach and impact on placemaking through a careful review of Village policies, ordinances, and funding. These strategies will begin to create the framework for an overall implementation approach that brands, markets, and programs this key space.

### TASK 2.3: PRELIMINARY PLACEMAKING CONFERENCE CALL

Conduct a conference call with staff and advisory committee to review the preliminary placemaking concepts and strategies and prepare for the second Community Open House. All materials will be provided to staff and the committee in advance of the conference call. The call can include a web-component (such as GoToMeeting) to help in the review and discussion of materials. Locations, dates, and timing for the second visit will be finalized. Any input to the concepts and strategies will be incorporated into the final materials needed for the next visit.

### TASK 2.4: STAFF + ADVISORY COMMITTEE MEETING (Mtg. #5)

The team will meet with Village staff and advisory committee to go through any final preparations for the Community Visioning Open House.

### TASK 2.5: COMMUNITY VISIONING OPEN HOUSE #1 (Mtg. #6)

The Team will conduct an interactive Community Visioning Open House with Village leaders and residents/stakeholders to review our alternate placemaking concepts and strategies.

Following a presentation, which will include the prepared conceptual graphics and images, participants will be free to review concepts at their own pace. The different concepts will be organized into stations to offer opportunities for participants to provide feedback to the team. Members of the team will be circulating around the Open House to answer questions, engage in discussions, and listen to input.

Using the IntuiFace program, Lakota will create an easy-to-use, interactive project interface that houses links to the project's social media pages and organizes key elements of the document for the general public to review. This can be loaded onto tablets or iPads and made available at the public meetings throughout the charrette to allow participants to navigate to specific areas of focus and create an exciting and engaging platform from which to communicate ideas. See pages 22-23 for an example of this program.

The Project Website will be updated with a Virtual Open House that will include the presentation and a survey to help attain additional input from stakeholders unable to attend the open house.

### TASK 2.6: STAFF + ADVISORY COMMITTEE CONFERENCE CALL

Conduct a conference call with Village staff and the committee to discuss the summary memo. The memo will be revised based on input and made available to the public through the Project Website. The call can include a web component to help in the review and discussion of materials.

### TASK 2.7 SITE DESIGN

Based on the input received during the second Community Open House, as well as direction provided by staff and the committee, the team will create preliminary design drawings for the plaza and review with the Village staff and Advisory Committee. Elements of the preliminary plan will address:

- Drainage + slope conditions
- Existing or planned public underground/overhead utilities
- Parking areas, crosswalks, pedestrian wayfinding, emergency, and delivery access
- Access and staging for special events, green room space for performances, temporary structures

- Location of power, water for on-site vendors
- Professional lighting, sound and projection systems
- Water feature/splash pad programming and size
- Ice rink
- Restrooms and equipment booth (for projection, sound, lighting, etc.)
- Staging for public markets and a variety of other events
- Crowd control devices for large events that expand beyond the grounds of the plaza area
- Shade structures, street and plaza trees, raised landscape planters, trash receptacles, on-site signage, crosswalks, night lighting, and security measures
- Interactive musical amenities and rotating exhibits
- Storage for bleachers, seating, umbrellas, tenting, area fencing and other furnishings and fixtures tied to the plaza
- Outdoor children's play environments
- Cultural or heritage features
- Interactive wayfinding or community event signage

Once the preliminary plan direction is approved, these drawings will be submitted to the Village, the Brand Leadership Team, and private property owners who will have properties fronting on the plaza for their review and consideration. The design will include four full-color renderings of the site in plan-view (overhead) and from street view locations. These will be provided in large-scale PDF formats so they are able to be printed and mounted on foam core boards for public display.

Additionally, preliminary site development budget numbers will be developed for the preferred scheme that illustrates order of magnitude costs for construction.

#### **TASK 2.8: OPERATIONS + IMPLEMENTATION STRATEGIES**

The Team will prepare an Implementation Matrix and priority actions. The matrix will organize specific tasks, timeframes, roles/responsibilities, and relative costs for achieving key placemaking objectives. Some of the items addressed in the matrix may include, but are not limited to:

- Programming elements
- Marketing and branding strategies for the plaza (at various stages)
- Priority level, time frames, and parties responsible for initiating key actions
- Key interrelationships/dependencies between projects and organizations

- Coordination and linkage with updated Village codes/ordinances and recommendations
- Integration of public financing tools the Village may need to consider achieving targeted objectives
- Organizational structure for maintenance, management, and programming (if applicable)

#### **TASK 2.9: MARKETING ACTION PLAN**

Prepare the draft Marketing Action Plan, which will include preliminary brand graphics for the plaza, signage and wayfinding for the plaza, advertising, and marketing concepts for programming.

#### **TASK 2.10: STAFF + ADVISORY COMMITTEE CONFERENCE CALL**

Conduct a conference call with staff and committee to review the draft plan. The call can include a web-component to help in the review and discussion of materials. The draft plan will be refined based on input provided.

#### **TASK 2.11: STAFF + ADVISORY COMMITTEE MEETING (Mtg. #7)**

The team will meet with Village staff and advisory committee in the afternoon of the evening public presentation to go through any final preparations for the presentation to the final public presentation. We will also discuss next steps to implementation of some or all the plan components or initiatives.

#### **TASK 2.12: FINAL PUBLIC PRESENTATION**

Present the Final preferred Placemaking/Public Plaza Plan to Village Council for review and comment.

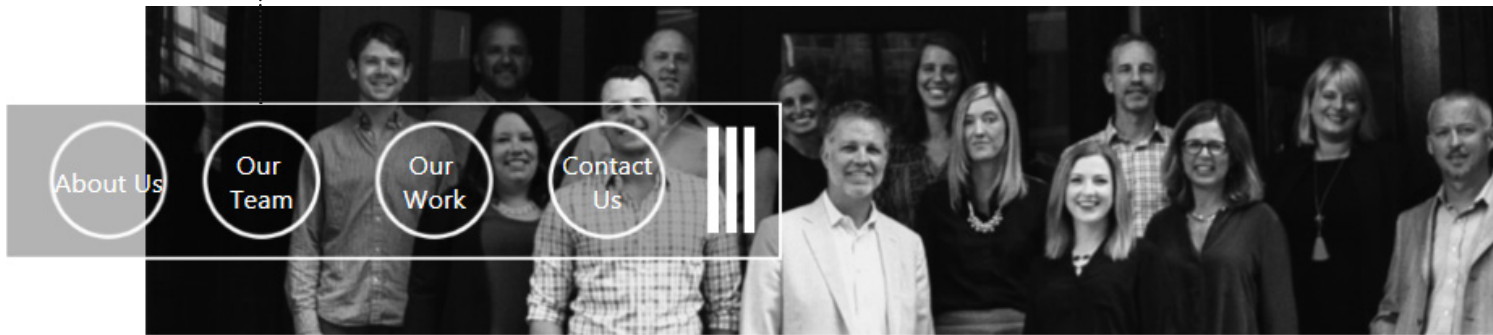
*Anticipated Phase 1 timeframe: 2-3 months.*



HUBBARD WOODS PARK MASTER PLAN | WINNETKA, IL



USER TAPS NAVIGATION CHOICE



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

Our defining attribute is fostered through a team-based approach to project management centered on positive dialogue. Led by our drive to institute change in a sustainable way, Lakota associates abide by a process that combines critical thinking and community engagement.

The result? A practice that seeks to produce the most effectively efficient solutions, carefully balancing the real with the ideal.

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







INTERACTIVE ELEMENTS: CAN SWIPE PHOTOS WITH FINGER TO SELECT

## MEET OUR TEAM

**THE  
LAKOTA  
GROUP.**



WITH JUST A TAP CAN ACCESS MORE INFO, GRAPHICS + VIDEO



RETURN TO OUR TEAM

**THE  
LAKOTA  
GROUP.**

**Scott Freres** PLA, ASLA  
President | 1993-Present

As the President and founder of The Lakota Group, Scott brings nearly 30 years of experience to both design and planning projects. As an industry leader in sustainable urban design, Scott has spoken at a multitude of conferences for various planning, recreation, and conservation organizations. Scott's ability to take a fresh, simple, and inclusive approach to problem solving has established The Lakota Group's reputation as a creative leader in the industry.

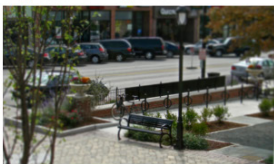
### Experience

Years with Lakota: 23  
Years of Practice: 29

### Accreditations

Professional Landscape Architect  
- State of Illinois

### Signature Projects



Park Ridge Uptown Streetscape  
Park Ridge, IL



Village Center Master Plan  
Wilmette, IL



University of Notre Dame Irish Green  
South Bend, IN



Skokie Playfields  
Winnetka, IL

CREATE  
WITH  
INTUIFACE



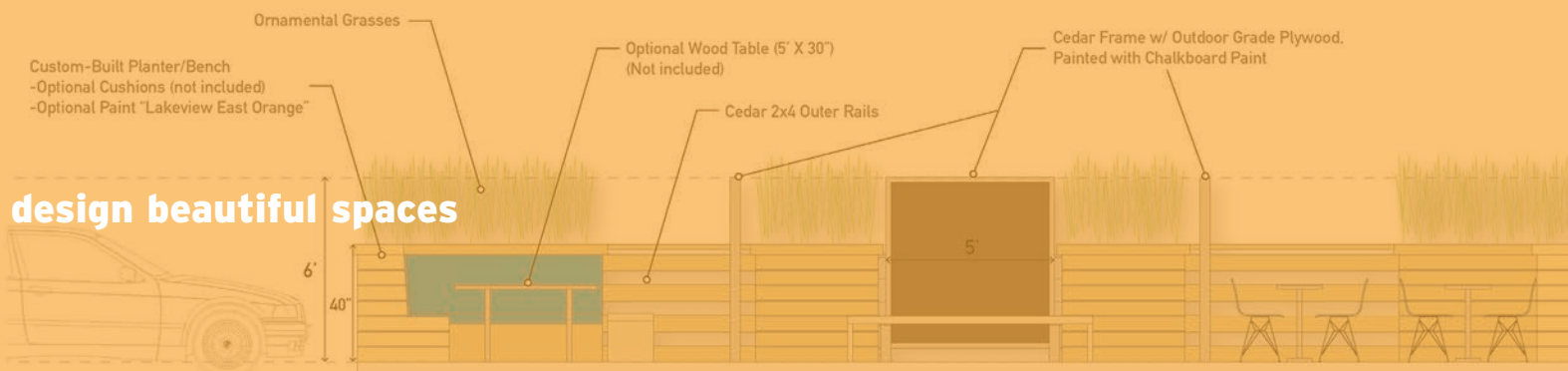
**THE**  
**LAKOTA** ALLIES  
**GROUP.** IN  
PLACE





**our projects...**

**envision the possibilities**



**and ultimately  
create people places**





# THE LAKOTA ALLIES GROUP. IN PLACE

Planning  
Urban Design  
Landscape Architecture  
Historic Preservation  
Community Engagement



## **City Commons** Park Ridge, Illinois

As part of a larger redevelopment of Uptown Park Ridge, Lakota devised an open space and streetscape design for City Commons. This key feature functions as a “front yard” for the landmark Pickwick Theater by framing an elliptical lawn on the opposite side of Prospect Avenue. The library’s main entrance is flanked by a new “reading garden” with enhanced paving materials, site furniture, landscape planting, site lighting, and signage inspired by the Art Deco architecture of the Pickwick Theater. The overall development addresses the pedestrian-oriented, downtown character of the Uptown District by providing new circulation that connects a highly-visible intersection to the new Uptown development across Touhy Avenue and the traditional main street that it borders.

## **Statistics**

Start Date: 2005  
Completed: 2007

## **Reference**

Juliana Maller  
Former Deputy City Manager of  
Park Ridge

Village Manager  
Village of Hanover Park

(630) 823-5600  
jmaller@hpil.org



# THE LAKOTA ALLIES GROUP. IN PLACE

Planning  
Urban Design  
Landscape Architecture  
Historic Preservation  
Community Engagement



## **St. Cloud Placemaking Plan** St. Cloud, Minnesota

Lakota led a team that identified placemaking strategies and opportunities to enhance the community's quality of life. The process built upon several of the city's placemaking components mentioned in previous planning projects. The goal was to create a clear, documented, and shared vision for placemaking that would set the stage for private and public activities to better establish St. Cloud's "sense of place."

In addition to facilitating conversations with a range of stakeholders, such as property owners, city leaders, business owners, and citizens, Lakota used a short documentary-style video to educate participants about the placemaking process. In the end, Lakota developed a plan that will cultivate St. Cloud's vitality and sense of place through both short- and long-term placemaking initiatives.

The St. Cloud Placemaking Plan won a Merit Award for Communication from the Illinois Chapter of the American Society of Landscape Architects in 2015.

## **Statistics**

Start Date: February 2013  
Completed: November 2013

## **Reference**

Jennifer Penzkover  
St. Cloud Arts Commission Coordinator  
  
(320) 650-3148  
jennifer.penzkover@ci.stcloud.mn.us



# THE LAKOTA ALLIES GROUP. IN PLACE

Planning  
Urban Design  
Landscape Architecture  
Historic Preservation  
Community Engagement



## **Marion Street Streetscape Design** Oak Park, Illinois

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

Lakota has received the following awards for the Marion Street project: Honor Award from the American Society of Landscape Architects Illinois Chapter; Gold Award for Implementation from the American Planning Association Illinois Chapter; Charter Award from the Congress of New Urbanism Illinois Chapter and Gold Award from the Brick Industry Association.

## **Statistics**

Start Date: September 2006  
Completed: November 2007

## **Reference**

Loretta Daly  
Business Services Manager  
Village of Oak Park

(708) 358-5640  
dalyl@oak-park.us





## **The Irish Green Of Notre Dame** Notre Dame, Indiana

The University of Notre Dame Irish Green is a major new open space created on the south edge of campus along Edison Street. This 20-acre park provides a front door to the campus and a physical link between Notre Dame and South Bend's Northeast Neighborhood. Framed by the University's new Performing Arts Center, it complements the building's architecture with its simple, organic design. The Green was created as a place for students, local residents, and visitors to come together in an elegant setting and experience a variety of spaces, including multiple gardens, a shaded bosque, large playground, campus Christmas tree, donor recognition area, and performance/pep rally lawn. The same palette of materials (such as stone walls, outcropping stone boulders, brick paver banding, benches, and lighting) are used throughout these individual spaces to create a cohesive open space.

The Green was built in multiple phases over a period of three years to align with the University's budget and the desire to keep portions of the park open during the school year.

## **Statistics**

Start Date: June 2009  
Completed: June 2012

## **Reference**

Doug Marsh  
Vice President  
Facilities Design and Operation  
University of Notre Dame

(574) 631-4200  
dmarsh@nd.edu



# THE LAKOTA ALLIES GROUP. IN PLACE

Planning  
Urban Design  
Landscape Architecture  
Historic Preservation  
Community Engagement



## **The Village of Homewood Downtown Open Space Plan** Homewood, Illinois

The Lakota Group worked with the Village of Homewood to lead a study of Homewood's downtown and determine the feasibility of a new open space to serve the public. The needs and desires for the downtown area were determined by engaging project stakeholders and the local community. Based on that study's findings Lakota led a multi-disciplinary team through design and construction for two critical blocks of the downtown. The recently-constructed project includes flexible streets that can be used for community events, additional plantings, entry monuments, overhead tivolli lights, and a fire feature. Downtown Homewood's character was maintained and enhanced by highlighting an existing mural and designing monuments that reflect the art deco design of the existing village hall.

## **Statistics**

Start Date: November 2013  
Completed: May 2016

## **Reference**

Jim Marino  
Village Manager  
Village of Homewood

[jmarino@village.homewood.il.us](mailto:jmarino@village.homewood.il.us)

# Our Allies.

## **Eddy Street Commons Master Plan (South Bend, Indiana)**

Greg Hakanen, Director  
Northeast Neighborhood Redevelopment  
(574) 631-9979  
ghakanen@nd.edu

## **Ashland Avenue BRT (Chicago, Illinois)**

Benet Haller  
Director, Chicago Dept. of Planning & Development  
(312) 744-2850  
c\_benet.haller@cityofchicago.org

## **NOTO Arts District Master Plan (Topeka, Kansas)**

Anita Wolgast  
Co-Chair  
NOTO Arts Center  
(785) 408-8996

## **St. Cloud Placemaking Plan (St. Cloud, Illinois)**

Jennifer Penzkover  
St. Cloud Arts Commission Coordinator  
(320) 650-3148  
jennifer.penzkover@ci.stcloud.mn.us



# Fee Proposal

*The Lakota Group has developed the following costs based on our project understanding and the work scope outline. Any additional meetings, presentations, or substantial changes to the approved design direction shall be considered an additional service and billed according to our current hourly rates.*

Phases	
Phase 1: <i>Analyze + Engage/Downtown Land Planning</i>	\$33,400
Phase 2: <i>Envision + Implement</i>	\$42,500
<b>Professional Fee Sub-Total</b>	<b>\$75,900</b>
<b>Expense Estimate (5%)</b>	<b>\$3,795</b>
<b>Total Project Cost</b>	<b>\$79,695</b>

## EXPENSES

- Reimbursable expenses will be billed at direct expense. Reimbursable expenses related to this project will include:
- Travel (mileage/tolls/parking/cabs/meals)
- Delivery (postage/messenger/express)
- Copying/Reproduction
- Computer Plots/Prints
- Miscellaneous (municipal documents, special reports, data)







**THANK YOU**

**THE  
LAKOTA ALLIES  
GROUP. IN  
PLACE**

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