

**Village of Oak Park**  
**Madison Street Corridor Plan**  
**Project Approach, Scope of Services and Schedule**  
**Prepared by VANDEWALLE & ASSOCIATES**  
**October 27, 2005**

**PROJECT APPROACH**

The VANDEWALLE & ASSOCIATES Consultant Team proposes a comprehensive approach involving members of the community at-large, stakeholders, and city officials and decision-makers throughout all phases of the project.

**Summary of Work Elements**

The Scope of Services section provides a detailed list of tasks, but in general the project work program is broken into the following three components

Work Element 1: Corridor Inventory

This work element includes project inventory and data management consisting of organizing the Project Steering Committee, refinement of the public involvement process, data collection and synthesis, historic inventory identification, review of existing community plans and ordinances, and the development of an inventory and analysis report.

Work Element 2: Opportunities Analysis and Development Alternatives

The Opportunity Analysis involves conceptualizing “big picture” ideas inspired from the community’s given assets and unrealized potentials as identified in Work Element 1. The purpose of this activity is to identify the relationships and combinations of community attributes that can serve as catalysts for positive change along the corridor. These larger opportunities will then be translated into alternative visions for the future growth and development of the corridor including the generalized land uses, types and scale of development, transportation needs, and extent of Village participation in implementation activities such as the provision public improvements, regulatory changes, marketing, etc. This Work Element will conclude with the selection of a Preferred Vision that then serves as the basis for the development of the Corridor Plan in the final phase of work

Work Element 3: Corridor Plan

The final Corridor Plan will include specific recommendations for up to three sub-areas/segments of the study area and concept plans for up to three key sites. Building on the Preferred Vision, the Plan will provide recommendations and guidelines for: land uses; types and scale of development; character of development and street level activity; transportation system improvements including parking, intersections, and pedestrian amenities; needed regulatory changes; and other implementation requirements.

**Project Management**

Vandewalle & Associates will be responsible for all aspects of project management (including scheduling, budgeting, sub-consultant coordination and client contact) and will provide regular

status reports to the Village. However, in order to meet the Village's timeframe for the completion of the project, it is critical that Village establish a project management and decision making structure of its own to direct the development of work products and determine their final content. Based on extensive discussion with Village staff we recommend the Village employ a structure similar to the following:

#### Project Steering Committee

A Project Steering Committee should be established and given primarily responsibility to guide the activities of the Consultant Team, ensure that the work is complete and on time, and determine the general form and content of the public participation events and work products. The Committee will conduct monthly meetings with the Consultant Team where they will receive full project status reports and provide guidance and direction on the conduct of the public participation events and work products. Accordingly, the Committee should be composed not only of key stakeholders in the project area, but individuals who have the time and interest to dedicate to this critical work.

While representation on the Committee needs to reflect the various interest groups within the community, the size of the group must be kept to a manageable and functional number of no more than 13. Given the number of diverse standing committees/commissions already established by the Village that also may have decision making/recommending responsibilities for aspects of the Plan or its implementation, each of these should have representation along with key stakeholders located within the study area.

As described in the Public Participation section below, ALL stakeholders will have several opportunities to participate in the project to make their views known and influence the final findings and recommendations. Therefore, it is not necessary, nor is it possible, that every interest group have membership on the Steering Committee

#### Board of Trustees

As the final decision makers for the Plan and all of its recommendations, it is crucial that the Trustees actively participate in the plan development process and provide guidance and direction at key project milestones. As indicated in the Project Approach, there is a wide breadth of issues to be addressed in the study. Accordingly, our approach starts with a wide scope at a high level and works to narrow the issues and provide an increasing level of detail. This requires that important decisions get made at key points in the process before the next phase and level of detail is undertaken, and it is at these key points that the Trustees must have an active role. Specifically, joint meetings with the Trustees and Steering Committee are planned at the outset of the process, at the selection of the Preferred Vision, and the development of the final Corridor Plan. In addition, the Consultant Team will make a presentation of the final Plan to the Trustees at the adoption hearing.

In addition to their participation at these key decision points, the individual Trustees also are strongly encouraged to participate in all of the public participation events to share their thoughts and insights as well to hear first-hand the thoughts and insights of their constituents.

#### Staff

In addition to serving as the primary contact for the Village with the Consultant Team, the Village staff will play a significant logistical role in the project. These responsibilities include,

among others: gathering and providing the Consultant Team with existing reports, maps, codes, policies, documents, and data relevant to the project; printing and distribution of materials prepared by the Consultant Team including meeting notices, agendas, newsletters and work products; securing appropriate meeting space; arranging for refreshments, accommodations for persons with disabilities, and other ancillary meeting needs, and; compliance with state and local meeting notice requirements. Further, given their extensive knowledge of the community and planning and development issues, it is anticipated that key members of the staff will serve as ex-officio members of the Steering Committee and generally be available for discussions and brainstorming with the Consultant Team.

### **Public Participation**

Given the high level and diverse interest in this project from residents, property owners, business owners, developers and city officials, a number of highly interactive, yet focused, public participation events are included in our detailed scope of services. These include:

- 1) Stakeholder Interviews/Focus Groups: The Consultant Team will spend two days at the beginning of the process meeting with the full range of stakeholders and interested parties either individually or in small groups. The Consultant Team will prepare a profile of the types to be included, the Village staff and Steering Committee identifying the specific individuals within Oak Park who meet the profile.
- 2) Strengths, Weaknesses, Opportunities and Threats Forum: A facilitated open public forum will be held to have all interested community members identified the key issues facing the corridor and those to be addressed in the process.
- 3) Corridor Visioning Forum: Using a highly interactive process, members of the public will actually participate in the “building” the vision of the corridor.
- 4) Presentation of Alternative Visions: The alternative visions prepared by the Consultant Team will be presented to the public and a facilitated process used to help select a Preferred Vision.
- 5) Presentation of Preferred Vision: The Preferred Vision, as determine by input from the previous public meeting and with direction from the Steering Committee and Board of Trustees, will presented to ensure community support and consent for moving forward with the more detailed Corridor Plan.
- 6) Visual Preference Survey: Members of the public will be asked to critique different development forms and types as to their appropriateness for use along different areas of the corridor.
- 7) Draft Corridor Plan Presentation: The draft plan will be presented and facilitated process used to make refinements and secure support.
- 8) Plan Commission Presentation: The revised plan will be presented to the Plan Commission at a public meeting to increase knowledge and understanding of the plan prior to the Plan Commission’s formulation of a recommendation to the Trustees.

- 9) Adoption Presentation: The final plan will be presented to the Board of Trustee at a public meeting prior to plan adoption.

## **SCOPE OF SERVICES**

The Consultant Team will perform the entire scope of service described below, excluding optional services, for a lump sum fee of \$164,850 to be billed on a percent complete basis. A separate cost estimate for each Work Element is provided for budgeting purposes. Actual costs for each Work Element may vary from those shown; however, the cost for entire scope of services will not exceed \$164,850

### **Work Element One: Corridor Inventory**

This work element includes project inventory and data management consisting of organizing the Project Steering Committee, development of the public involvement process, data collection and synthesis, historic inventory identification, review of existing community plans and ordinances, and the development of an inventory and analysis report.

#### Task 1.1: Project Steering Committee (Harrington, Crowley)

The Consultant Team will conduct a project kick-off meeting with the Project Steering Committee, Board of Trustees and staff. The focus of this first meeting will be the determination of a process for decision making and project progression. The Project Steering Committee will meet on a monthly basis throughout the planning process and is expected to direct the general work program and content of the deliverables.

#### Task 1.2: Public Information and Involvement (Harrington, Crowley, Flisram, Hall, Babula)

The Consultant Team, with direction from the Project Steering Committee and Village staff, will provide project updates and encourage public participation throughout the planning process through a webpage and mailed updates, or some other method determined by the Project Steering Committee and Village staff.

#### Task 1.3: Corridor Conditions Survey (Harrington, Crowley, Curtiss, Maloney)

The Consultant Team will gather various demographic, economic, land use, and mapping data that will provide insight into existing conditions.

- 1) Conduct initial site visit and document land use and physical conditions
- 2) Create base maps
- 3) Collect physical, economic and demographic data
- 4) Conduct a demographic analysis of the study area
- 5) Conduct a preliminary analysis of traffic conditions including pedestrian and vehicular traffic counts on both weekdays and weekends

#### Task 1.4: Historic Inventory Identification

Wiss, Janney, Elstner Associates, Inc. will conduct an architectural survey and photographic documentation of the corridor in order to identify buildings of historical merit. The process will be coordinated with the Historic Preservation Commission to be consistent with similar studies within the Village. The result will be summarized in a summary report and presented to the Historic Preservation Commission.

Task 1.5: Document Review (Harrington, Crowley, Maloney)

The Consultant Team will collect and review all plans, ordinances, and documents prepared by the Village and surrounding jurisdictions related to the corridor. The review will include design guidelines developed for other planning areas within the Village.

Task 1.6: Inventory Report (Harrington, Crowley, Curtiss, Hall)

- 1) Provide an Inventory Report in graphic and written form
- 2) Present the Inventory Report to the Project Steering Committee
- 3) Provide one hard copy and one digital copy of the Inventory Report. The Village will be responsible for reproduction and distribution.

Work Element One Cost Estimate: \$51,050

**Work Element Two: Opportunities Analysis and Development Alternatives**

Task 2.1: Opportunities Analysis The opportunity analysis is an element of the planning process that involves conceptualizing “big picture” ideas inspired from the community’s given assets and unrealized potentials. The purpose of this activity is to identify the relationships and combinations of community attributes that can serve as catalysts for positive change along the corridor. The intent of this analysis is to help the Village recognize and protect its important resources; better manage development and economic development; and identify priority areas for development and public programming

- 1) Regional Assessment (Harrington, Crowley, Vandewalle, Flisram, Maloney, Babula, Proctor)  
The Consultant Team will identify regional and local issues, and forces affecting development along the corridor.
- 2) Public SWOT (Strengths, Weaknesses, Opportunities, and Threats) Forum (Harrington, Crowley, Flisram)  
The Consultant Team will conduct an interactive forum in order to understand the public’s perception of forces affecting development along the corridor, in addition to latent development opportunities.
- 3) Key Stakeholder Interviews/Focus Groups (Harrington, Crowley, Flisram)  
The Consultant Team will conduct interviews and focus group meetings over a two day period with participants designated by the Project Steering Committee.
- 4) Market Assessment  
Goodman Williams Group will update the Arthur Anderson market assessment for the corridor. The update will focus on retail/commercial opportunities in addition to opportunities in the residential market.
- 5) Public Visioning Forum (Harrington, Crowley, Flisram)  
The Consultant Team will conduct an interactive public visioning forum in order to understand the community’s vision for development in the corridor. This forum will allow the public to “build” their vision through mapping exercises, building blocks, or some other options determined between the Consultant Team and the Project Steering Committee.

- 6) Opportunity Analysis Summary (Harrington, Crowley, Curtiss, Maloney, Hall, Babula)  
The Consultant Team will summarize the Opportunity Analysis at the regional and local level through a series of graphics.
- 7) Present the Opportunity Analysis to the Project Steering Committee (Harrington, Crowley)
- 8) Provide one hard copy and one digital copy of the final Opportunity Analysis to the Client.  
The Village will be responsible for reproduction and distribution.

Task 2.2: Vision Alternatives

The Consultant Team will create Vision Alternatives for the corridor based on the feedback and direction from the Inventory and Opportunity Analysis. Recommendations for land uses, relationships, Village participation, and scale and size of development along the corridor will be included in the alternatives.

- 1) Vision Alternatives (Harrington, Crowley, Proctor, Maloney)  
Vandewalle & Associates will create two to four vision alternatives presented in graphic form.
- 2) Present the Vision Alternatives to the Project Steering Committee (Harrington, Crowley)
- 3) Vision Alternatives Public Meeting (Harrington, Crowley)  
The Consultant Team will present the Vision Alternatives at a public forum followed by a highly facilitated discussion aimed at reaching a decision on a Preferred Vision.
- 4) Refine the Preferred Vision with the Project Steering Committee and the Village Board (Harrington, Crowley)
- 5) Preferred Vision Public Meeting (Harrington, Crowley)  
The Consultant Team will present the Preferred Vision at a public forum followed by a highly facilitated discussion aimed at reaching a formal decision on the Preferred Vision.

Work Element Two Cost Estimate: \$46,750

**Work Element Three: Corridor Plan**

The Consultant Team will develop the overall Corridor Plan based on the Preferred Vision. This task will include the development of draft plans for up to three sub-areas, design guidelines, and implementation requirements.

Task 3.1: Draft Corridor Plan

- 1) Visual Preference Survey (Proctor, Harrington, Crowley)  
Vandewalle & Associates will conduct a Visual Preference Survey in order to allow the community to comment on the style of development recommended in the character plan.
- 2) Transportation System

KLOA, Inc. will assess transportation considerations associated with the implementation of the Preferred Vision. This will include access control, vehicle access, parking, pedestrian crossings, transit accessibility, and potential bike lane and lane reductions.

- 3) Design Guidelines (Proctor, Maloney, Harrington, Crowley)  
Vandewalle & Associates will create design development guidelines for the corridor.  
Vandewalle & Associates will consult existing design development guidelines in the Village.
- 4) Key Sites Detailed Plan (Proctor, Maloney, Harrington, Crowley)  
Vandewalle & Associates will create conceptual redevelopment designs for up to three key sites. The plan will include detailed recommendations on building use, configuration, site planning, and traffic and fiscal impacts of development. *Optional Service: Additional sites can be added at the Client's request on a time and materials basis.*
- 5) Implementation Strategies (Harrington, Vandewalle, Crowley, Maloney)  
The Consultant Team will develop strategies for implementing the Preferred Vision that involve implementation structure, financial and traffic considerations, and a specific approach focused on managing and maximizing the use of the existing tax increment financing district.
- 6) Present the Draft Corridor Plan to the Project Steering Committee. (Harrington, Crowley)
- 7) Draft Corridor Plan Public Meeting (Harrington, Crowley)  
The Consultant Team will present the Draft Corridor Plan at a public forum followed by a highly facilitated discussion aimed at reaching decisions on the basic elements of the plan.
- 9) Revise Draft Corridor Plan with input from Project Steering Committee and Village Board (Harrington, Crowley)

#### Task 3.2: Final Corridor Plan

- 1) Final Corridor Plan Public Presentation to Plan Commission (Harrington, Crowley)  
The Consultant Team and the Project Steering Committee will present the Final Corridor Plan to the Plan Commission.
- 2) Final Corridor Plan Public Presentation to Village Board (Harrington, Crowley)  
The Consultant Team and the Project Steering Committee will present the Final Corridor Plan to the Village Board.
- 3) Provide one hard copy and one digital copy of the Final Corridor Plan. The Village will be responsible for reproduction and distribution.

Work Element Three Cost Estimate: \$55,100

### **Work Element Four: Project Management and Meetings**

#### Task 4.1: Project Team Coordination (Harrington, Crowley)

This task includes the ongoing coordination, scheduling, correspondence and contract management for the various members of the Project Team.

Task 4.2: Project Management (Harrington, Crowley)

This task includes the project administration and internal coordination throughout the planning process. The task includes intra-office meetings, project scheduling, and day-to-day administrative tasks.

Task 4.3: Project Steering Committee Meetings (Harrington, Crowley)

This task includes the monthly Project Steering Committee meetings.

Work Element Four Cost Estimate: 11,950

***Optional Work Tasks***

*At the request of the Client, the following additional services will be performed by the Consultant Team on a time and materials basis or a fixed fee as negotiated between the Village and the Consultant at the time of the request.*

*Additional Key Sites: Prepare concept plans for additional key sites as described in Task 3.1.4)* (Proctor, Maloney, Harrington, Crowley).

*Additional Meetings: Attend/ conduct additional Steering Committee, Board of Trustees, stakeholder, and/ or Public Meetings* (Harrington, Crowley).

*Ordinance Preparation: Prepare the ordinance amendments recommended by the plan* (Harrington, Crowley).

*Implementation Assistance: Assist with implementation activities including, but not limited to: TIF district amendments; public improvement design; identification of public and private funding sources; developer recruitment; development proposal review; and developer agreement negotiations* (Harrington, Crowley).

*Other Assistance: Assist the Village with other planning and development activities as requested* (Harrington, Crowley).

**PROJECT SCHEDULE**

(See the attached spreadsheet.)