

October 15, 2026

TO: President Gustafson & Roscoe Village Trustees
FROM: Scot Wrighton, Interim Village Administrator
RE: October 20, 2026 - Committee-of-the-Whole Agenda

Main Street & Village Center Project

It is requested that the governing body provide direction leading to a restart of the Village's Main Street development goals and objectives, specifically the creation of a mixed use and walkable "village center" district, beginning with parcels adjoining Main Street between Bridge Street and Williams Street, or perhaps as far north as Glenn or Reimer Drives. By way of background:

- The Village retained Place Foundry to conduct market analysis, project phasing and designate best land uses for a Main Street project (see attached)
- As a companion initiative to the Place Foundry work, the Village contracted with Vandewalle & Associates to create new zoning district overlays (and to rezone selected parcels) to provide a legal and regulatory mechanism for consistently implementing the project's goals over time
- The Village separately retained Fehr-Graham to design reconstructed public spaces on the Main Street right-of-way to match & enhance adjacent private property developments they hoped to incentivize into a new Roscoe village center. This engineering assignment was halted at the 85% completion point, but it is sufficiently advanced to serve as a guide to adjacent developers about how they should tie-in their private developments with public spaces
- At different times, the Village acquired three (3) separate and disconnected land tracts, all on the east side of Main Street. While these parcels now serve as public green space, they can be sold or discounted as part of an economic development agreement with a prospective developer(s) if project proposals are found to be compatible with the Village Board's goals & vision
- In May 2025 the Village released a Request for Proposal (RFP) for prospective development of the 2.57-acre lot at 11243 Main Street (the LaBree site). However, while the Village received two proposals, it was not able to reach an agreement with any developer at that time.

Before recommencing efforts to recruit one or more developers to Roscoe's Main Street, it would be useful to discuss the following points:

1. Fehr-Graham's draft design of public right-of-way improvements was intended to attract adjoining private development in the Main Street District. It includes new decorative street lights, new sidewalks, drainage, a different parking arrangement, bump-outs and other streetscape enhancements from Bridge Street to Elevator Road. The current estimated cost of this reconstruction is about \$22 million. This amount of capital investment {even if grants were secured to defray part of the cost} is not feasible at this time, and would take years to realize. Furthermore, some of the project's design features and access cuts would be based on guesswork, as village leaders do not yet know how or where many adjacent public and non-public parcels will eventually be developed—meaning additional infrastructure work would be required later to fully integrate right-of-way improvements with new adjoining private projects.
2. Because of this first point (#1 above), and to jump-start the Main Street Village Center project, it may be more appropriate to begin by incentivizing private development now, and then, when the shape and “vibe” of an altered Main Street becomes clearer, the Village can reconstruct the public right-of-way in phases [this is now conceptually envisioned in the new Capital Improvement Plan (CIP) recently discussed at a Committee-of-the-Whole meeting].
3. The work of Place Foundry included reasonable and practical recommendations for phasing Main Street improvements, and for the siting and placement of different land uses which, in the aggregate, would eventually comprise a new Main Street Village Center. Although the Village of Roscoe is no longer using the consulting services of Place Foundry, the Village Board need not reinvent this work; the Place Foundry work product is owned by the Village, and it is still a good point from which to re-launch Main Street development at this time. However, Place Foundry's work did not adequately bring the Village Board to a consensus about what the “look and feel” of any new private building facades should be, and therefore, the May 2025 RFP did not sufficiently communicate to potential developers parameters of the Village's Main Street-facing building appearance expectations. Developers were largely left to devise for themselves what their Main Street-facing private building facades should look like. If the Village wants some semblance of compatible building styles with common setbacks, only the Village can enforce such broad design parameters.
4. In the 4th Quarter of 2026, the Village Board directed staff to begin the process of creating a new tax increment financing (TIF) district in Roscoe to include all or most

of the Main Street village center project area—as laid out by Place Foundry. The Village has advertised for TIF development consultants, and hopes to formally launch a new TIF district during the 2nd Quarter of 2027. Having all or most of the **Main Street village center** in a new TIF district will also give the Village government greater legal flexibility to acquire, sell and transfer land for development projects aligned with the new TIF Redevelopment Plan.

Since the governing body wishes to move forward with Main Street District development as soon as possible, it is recommended that the Village Board take the following two steps:

- Complete a force-choice exercise, as a group, that will give staff a better idea of the kind of Main Street-facing private building facades they believe should be incorporated into RFPs for development of village-owned tracts. This information can subsequently be incorporated into RFPs, and be stipulated in development agreements for projects incentivized with TIF and other economic development inducements. During the October 20 committee-of-the-whole meeting, Hilary Rottmann will conduct this group survey exercise, and a subsequent discussion, intended to produce a list of broad parameters for building setbacks, façade appearances and overall style of private developments such that it conveys to pedestrians and developers the general “look and feel” the Board desires. Reduced to words, these parameters will be added to development RFPs.
- Help staff to make final revisions to a new RFP intended to solicit development proposals for both the LaBree and Liberty lots. A draft RFP document is attached. It is shorter than the May 2025 version, and was written to give prospective developers wide flexibility in designing and building new projects on land currently owned by the Village, so long as they conform to a fairly short list of design guidelines. These are likely to include:
 - Minimum of 2 stories, and a maximum of 4 stories
 - Maximum setback from the ROW of 15 feet (and minimum of zero feet)
 - Mixed uses, with residential and commercial on the same site
 - Constructed so as to complement the Village’s general design scheme for the Village Center District and to protect adjacent property investment
 - Encourage more off-street parking
 - Allow developer flexibility as to number of buildings, construction materials and stylized designs so long as it conforms to the general concepts approved by the Village Board
 - Preferred mix of condo vs. rental residential (e.g., 50/50)

Main Street Core District Medium Term Plan 3-6 YEARS





Labsee Lot

Liberty

