

October 15, 2025

Roscoe Trustees
Village of Roscoe
10631 Main St,
Roscoe, IL 61073

Re: Rockton Road Corridor Study
Project Update

Dear President Gustafson and Trustees,

I am pleased to provide this comprehensive update on the Rockton Road Corridor Project, which has achieved significant momentum since our contract extension began in August. Our team has completed foundational research and analysis, engaged key stakeholders, and established a clear path forward for transforming the corridor into a regional economic destination.

Project Progress:

Comprehensive Market Analysis Completed

Place Foundry has completed an extensive Existing Conditions Report that provides the analytical foundation for all future development decisions. This 30-page report synthesizes demographic data, market analysis, traffic patterns, business performance metrics, infrastructure capacity, and development opportunities across the 1,200-acre study area.

Key findings from this research demonstrate exceptional development potential:

- The area receives 6.8 million annual visits— demonstrating its economic relevance to go along with the high quality of life experienced by residents
- Interstate 90 carries approximately 51,000 vehicles daily past the Rockton Road exit, providing exceptional access to regional markets
- The local community's median household income of \$110,000 is significantly higher than the state average of \$82,000
- Within a 30-minute drive, approximately 400,000 people represent potential employees and customers for destination businesses

The report identifies four primary development opportunities: **Commercial/Retail Development** that fills identified market gaps, **Hotel Development** to serve the absence of lodging despite substantial visitor traffic, **Industrial Development** that complements existing operations while capitalizing on highway access, and **Residential Development** that addresses housing demand.

Strategic Property Owner Engagement

Our team has scheduled two meetings with property owners controlling key development sites within the corridor. These engagements represent the transition from analysis to implementation, as property owner participation is essential for development success.

For these meetings, we have prepared presentation materials that communicate development opportunities, market demand, financial feasibility, and available Village support. Additionally, we have developed preliminary site plans for parcels owned by these property owners, demonstrating how their land could accommodate various development scenarios aligned with market opportunities.

These visual tools provide property owners with concrete illustrations of development potential rather than abstract concepts, facilitating productive discussions about next steps and partnership opportunities.

Execution Plan: October Through December

Phase 1: Place Blueprint Development (October - November)

Building upon the completed Existing Conditions Report, we will develop the Place Blueprint document that translates analysis into actionable development strategies. This deliverable will include:

- Refined development scenarios with detailed financial feasibility analysis
- Site-specific development prospectuses for priority parcels
- Infrastructure coordination recommendations that identify capacity constraints and improvement priorities
- Regulatory and zoning optimization strategies that streamline development approval processes

The Place Blueprint will serve as our primary tool for developer recruitment, providing prospective investors with comprehensive information about opportunities, market support, and implementation pathways.

Phase 2: Property Owner Partnership Development (November)

Following our initial property owner meetings, we will work intensively to help owners understand the incentives and benefits of development partnership with the Village. This phase includes:

- Financial analysis demonstrating projected returns on various development scenarios
- Explanation of available Village incentives, including potential tax increment financing, expedited permitting, or infrastructure support
- Coordination with Village staff to address property owner questions and concerns

- Facilitation of preliminary development agreements that establish frameworks for moving forward

Our goal is to secure commitments from property owners to actively pursue development on their parcels, creating momentum that attracts additional private investment.

Looking Ahead: Foundation for Long-Term Success

This five-month engagement establishes critical foundations for the corridor's transformation, but we recognize that major development projects require sustained effort beyond our contract period. Our work positions the Village to:

- Continue developer discussions with professional materials and analysis supporting negotiations
- Pursue public-private partnerships with clear understanding of development feasibility and market demand
- Make informed infrastructure investment decisions based on comprehensive capacity analysis
- Market development opportunities to additional property owners and investors using proven materials

The Rockton Road corridor represents Roscoe's most significant economic development opportunity, leveraging exceptional accessibility, strong demographics, substantial visitor traffic, and available land. With appropriate planning and sustained implementation effort, the corridor can evolve from its current role as a convenient stopping point to a destination that generates economic activity, provides employment, and enhances community amenities for both residents and visitors.

We appreciate the Board's continued support for this initiative and look forward to reporting on additional progress at our next presentation.

Respectfully submitted,

David Sidney
CEO & Founder Place Foundry LLC

Attachments

Rockton Road – Existing Conditions Report