

DECEMBER 10, 2025

# **VILLAGE OF ROSCOE**

## **PROFESSIONAL CONSULTING SERVICES PROPOSAL FOR: I-90 & ROCKTON ROAD CORRIDOR**

**PREPARED FOR:**

Carol Gustafson, Village President  
Josef Kurlinkus, Village Administrator

**PREPARED BY:**

David A. Sidney | Principal + Founder  
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December 10, 2025

Carol Gustafson, Village President  
Josef Kurlinkus, Village Administrator  
Village of Roscoe,  
10631 Main Street,  
Roscoe, IL 61073

Dear Carol and Joe,

On behalf of Place Foundry, I am pleased to submit our proposal for continuing professional consulting services for the Rockton Road Corridor. Over the past five months, we have worked together to advance what was envisioned as a 12-month planning effort—delivering comprehensive market analysis, engaging active developers, and positioning priority sites for investment. Now, with multiple developers at the table and key property owners receptive to development partnerships, 2026 represents the critical execution year.

This proposal offers two partnership options—Critical Path Foundation Building and Development Readiness—each organized around the three critical decisions your leadership must make to transform the Rockton Road Corridor. Rather than describing consulting tasks, we've structured this proposal around leadership action: infrastructure investment priorities, development standards and incentives, and priority site strategy. We've provided two consulting services plan options.

The groundwork is complete. The market fundamentals are proven: 6.8 million annual visits to the encompassing zip code, 51,000 daily vehicles on I-90 at Rockton Road, \$110,000 median household income, 400,000 people within a 30-minute drive, and two viable land use scenarios ready for execution.

Finally, Jeff Macke will continue to serve as Project Manager.

We appreciate the trust you have placed in Place Foundry and look forward to partnering with Roscoe to transform the Rockton Road Corridor from concept to reality.

Sincerely,



David A. Sidney  
Principal + Founder  
Place Foundry PLLC

# Situation Appraisal

## CURRENT SITUATION

The Village of Roscoe and Place Foundry compressed 12 months of corridor planning into just five months, delivering comprehensive market analysis, two viable land use scenarios, active developer engagement, and property owner receptivity to development partnerships. The August 2025 contract delivered results that typically require a full year—positioning Roscoe for 2026 execution with proven market fundamentals: 6.8 million annual visits, 51,000 daily I-90 vehicles, \$110,000 median household income, and 400,000 people within 30-minute drive.

## THE CRITICAL CHALLENGE

This momentum creates a critical challenge. Without sustained partnership in 2026, active developer interest will move to other I-90 corridor communities, property owner engagement windows will close, and the competitive advantage Roscoe has built will

dissipate. Converting developer interest into development commitments requires sustained facilitation, financial feasibility demonstration, regulatory coordination, and infrastructure planning that positions sites for investment decisions. Infrastructure timing adds urgency—Love Road realignment and Willowbrook Road improvements could add more years from planning through construction, and conceptual infrastructure pathfinding must be completed now to create developer certainty.

## DESIRED SITUATION AND OUTCOMES

By the end of 2026, the Rockton Road Corridor will advance from planning to implementation with infrastructure investment strategies finalized, supportive policies adopted, priority sites actively marketed, and development partnerships advancing toward 2027-2028 construction. Our 2026 partnership accelerates execution by leveraging existing momentum rather than rebuilding it.

# Scope of Work

Place Foundry's scope of work is organized around three critical decisions Village leadership must make to transform the Rockton Road Corridor. Rather than describing consultant tasks, this proposal focuses on leadership action—the strategic choices that will determine corridor success.

## The Three Critical Decisions:

**Decision 1:** Infrastructure Investment Strategy -

Where do we invest public dollars first to unlock private development?

**Decision 2:** Development Standards and Incentives -

What do we want built here, and how do we incentivise it?

**Decision 3:** Priority Site Strategy -

Which properties are we actively marketing, and in what configuration?

Each decision requires leadership action at a specific milestone. Place Foundry completes the analysis, develops recommendations, facilitates discussion, and supports implementation. The difference between our two partnership options is the extent of implementation and positioning the corridor for development readiness.

## DECISION 1: INFRASTRUCTURE INVESTMENT STRATEGY

### The Question Leadership Answers:

Where do we invest public dollars first to unlock private development, and what is the value or return on your investment?

### Why This Matters:

Developers won't commit without infrastructure certainty. The Village must prioritize where to invest limited public resources to generate maximum private investment leverage. This decision determines which sites become development-ready first and establishes the sequence for corridor transformation.

### The Work We Will Complete:

- Love Road realignment conceptual planning and cost estimates
- McCurry Road/Love Road water infrastructure analysis and phasing strategy
- Rockton Road corridor-wide infrastructure assessment
- Grant opportunity research targeting federal and state infrastructure programs
- Infrastructure investment priorities with cost modeling and phasing strategy

### The Deliverable:

- Prioritized infrastructure investment plan, including:
- Cost estimates for each infrastructure component
  - Phasing strategy (2026-2028)
  - Identified funding sources/public incentives
  - ROI analysis showing private investment leverage per public dollar
  - Implementation timeline with dependencies

### Leadership Action Required:

Approve infrastructure investment priorities and authorize grant applications

## DECISION 2: DEVELOPMENT STANDARDS AND INCENTIVES

### The Question Leadership Answers:

What do we want built here, and how do we structure incentives?

### Why This Matters:

Without clear standards and predictable incentives, developers face uncertainty that kills deals. Village leadership must define what quality means and establish an incentive framework that makes projects financially viable while protecting Village interests.

### The Work We Will Complete:

- Draft Overlay District development standards with design guidelines
- Zoning code recommendations streamlining corridor approvals
- Incentive structure development - TIF/ BDD/Enterprise Zone framework with legal documentation positioned for 2027 operational status

### The Deliverable:

Draft ordinances ready for adoption:

- Overlay District ordinance with design standards
- TIF, BDD or Enterprise Zone framework (if pursued)
- Incentive policy with qualification criteria
- Development agreement template

### Leadership Action Required:

Village Board adopts Overlay District policies and approves incentive framework

## DECISION 3: PRIORITY SITE STRATEGY

### The Question Leadership Answers:

Which properties are we actively marketing, and in what configuration?

### Why This Matters:

The corridor contains dozens of potential development parcels. Attempting to market everything dilutes impact. Village leadership must decide which sites become priority focus, what land assembly is required, and which property owners the Village will actively support in bringing sites to market.

### The Work We Will Complete:

- Priority property owner partnership development and coordination
- Additional property owner outreach for site assembly opportunities
- Site parcelization and assembly planning, identifying strategic parcel combinations
- Rockton Road Corridor website development with site marketing content
- Site marketing brochures and professional materials
- Regional economic development coordination with R1PC and Intersect Illinois

### The Deliverable:

Confirmed list of market-ready priority sites, including:

- 5-7 priority sites with property owner commitments
- Site-specific marketing materials and development packages
- Land assembly plans showing parcel combinations
- Property owner partnership agreements or commitments
- Developer prospect list with site matches
- Professional website and marketing strategy

### Leadership Action Required:

Approve priority site list and marketing approach

## ONGOING IMPLEMENTATION SUPPORT

While Village leadership makes these three critical decisions, Place Foundry provides continuous support throughout the contract term. These ongoing activities ensure momentum is maintained, opportunities are captured, and progress is transparent.

### **Communication and Coordination:**

- Bi-weekly email updates to the Village Administrator with developer activity, priorities, and immediate action needs
- Written monthly progress reports to the Village Board, tracking all workstreams
- Board presentations as requested by Village leadership
- Property owner relationship management
- Regional partnership coordination with R1PC and Intersect Illinois

### **Developer Recruitment & Facilitation:**

- Direct outreach to qualified developers (5-15)
- Site tour coordination with professional materials
- Active deal facilitation, moving prospects toward agreements
- Financial feasibility analysis for development proposals

### **Corridor Plan Integration:**

- Rockton Road Corridor Plan updates reflecting leadership decisions
- Plan document printing and distribution

# Partnership Options

Place Foundry offers two partnership options calibrated to different transformation goals. Both options complete the three critical decisions. The difference is how far we take implementation.

## OPTION 1: CRITICAL PATH FOUNDATION BUILDING

### 9 Months

This option positions the corridor for developer recruitment by establishing infrastructure plans, adopting supportive policies, and launching priority site marketing. The 9-month engagement delivers the foundation needed to attract investment—but stops short of signed deals.

#### What's Included:

- All three decisions completed: Infrastructure strategy finalized, policies adopted, priority sites identified, and marketed
- Infrastructure investment plan
- Overlay District and TIF/BDD framework adopted and positioned for 2027 operational status
- 5-7 priority sites confirmed with property owner commitments

#### Leadership Decision Milestones:

- MONTH 3: Infrastructure Workshop
- MONTH 6: Policy Adoption Workshop
- MONTH 9: Marketing Strategy Workshop

## OPTION 2: DEVELOPER RECRUITMENT

### 12 Months

This option completes the full transformation cycle from planning to development implementation starting in 2027.

#### Everything in Option 1 PLUS:

- Extended implementation support: Professional website and marketing materials launched
- Active developer and retail recruitment initiated with 4-5 qualified prospects
- Projects positioned for the 2027-2028 development cycle, with developers advancing due diligence
- Village capacity building for ongoing implementation

#### Leadership Decision Milestones:

- MONTH 3: Infrastructure Workshop
- MONTH 6: Policy Adoption Workshop
- MONTH 9: Marketing Strategy Workshop

# Pricing

Place Foundry offers two partnership options that complete the three critical decisions for I-90 and Rockton Road Corridor. The difference is implementation depth—Critical Path Foundation Building delivers the foundation needed to attract investment, while Developer Recruitment adds intensive developer outreach and targets signed development implementation in 2027.

<b>Option</b>	<b>Duration</b>	<b>Monthly Rate</b>	<b>Total Investment</b>
Option 1: Critical Path Foundation Building	9 months	\$8,500/mo	\$76,500
Option 2: Developer Recruitment	12 months	\$7,700/mo	\$92,400

# Risks & Assumptions

## ASSUMPTIONS

- Village staff provide active support and timely feedback (within five business days)
- Josef Kurlinkus serves as the primary coordination contact
- Property owners maintain engagement in discussions
- Village leadership maintains strategic support and facilitates Board decision-making at appropriate milestones
- Access to data, meeting spaces, and internal coordination

## RISKS & MITIGATION

### **Economic Conditions:**

Interest rates or costs may impact viability. We mitigate through monitoring, flexible scenarios, and a diversified pipeline.

### **Developer Timelines:**

Corporate priorities may shift. We maintain 3-4x more prospects than targets and persistent follow-up.

### **Property Owner Decisions:**

The owner's circumstances may change. We maintain multiple site options and regular communication.

### **Board Engagement Timing:**

Board availability and decision timing may vary. We build flexibility into schedules, work closely with Village leadership to facilitate appropriate Board engagement, and provide clear decision frameworks to support timely action when Board input is needed.

# Contract Agreement

This Contract Agreement ("Agreement") is entered into between the Village of Roscoe, Illinois ("Village") and Place Foundry LLC ("Place Foundry"), an Illinois Corporation. The Agreement extends the professional consulting relationship between the Village and Place Foundry for the Rockton Road Corridor development.

## **Scope:**

Professional services per the Scope of Work section, organized around three leadership decisions with milestone workshops and presentations.

## **Expectations:**

We agree that honesty, confidentiality, and innovation are critical to the success of this consulting relationship.

## **Key Personnel:**

Place Foundry shall assign Jeff Macke as the "Key Person" to perform the work and other obligations outlined in this Agreement. The Place Foundry team members will assist Jeff Macke and collaborate with the Village to carry out tasks and deliverables as defined in the scope of work.

## **Conflicts of Interest**

Place Foundry agrees to be responsible for ensuring that it does not have any ethical impediment to working on matters and to confirm that it does not have a conflict of interest in serving the Village by the terms of this Agreement. Place Foundry will keep the Village informed should any such disputes arise later.

## **Additionally:**

All invoice payments are Net 30. Unpaid invoices after 60 days shall constitute a material default of this Agreement for which Place Foundry LLC has the right to cease performing all its work and recover termination costs and damages.

Place Foundry will charge an hourly rate of \$145/hour for travel outside the Rockford, IL, MSA area or otherwise, as required. Place Foundry does not charge for regular business expenses except messenger/overnight services.

The Village may terminate this Agreement upon fifteen (15) days written notice to the Chief Executive Officer. In the event of termination, the Chief Executive Officer shall be compensated for all services performed to the termination date and reimbursable expenses incurred.

Place Foundry will maintain a record-keeping system to track monthly services and deliverables to

# Acceptance

**THE CONTRACT/AGREEMENT IS NON-TRANSFERABLE AND NON-REFUNDABLE.**

I/we authorize Place Foundry PLLC to provide professional consulting services outlined in this proposal and accept all terms, scope, deliverables, pricing, risks, assumptions, and contract conditions.

**PARTNERSHIP OPTION SELECTION (Check ONE):**

\_\_\_\_\_ OPTION A: Critical Path Foundation Building - 9 months at \$8,500/month = \$76,500 total

\_\_\_\_\_ OPTION B: Developer Recruitment - 12 months at \$7,700/month = \$92,400 total

CLIENT: Village of Roscoe


CONSULTANT: Place Foundry PLLC

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SIGNATURE

[Redacted Signature]

SIGNATURE



DATE ACCEPTED

[Redacted Date]

NAME

David A. Sidney

TITLE

[Redacted Title]

TITLE

Principal + Founder

DATE ACCEPTED

[Redacted Date]

DATE PROPOSED

December 10, 2025

**PLACE**  
foundry

**Place Foundry LLC**  
728 North Prospect Street  
Suite 101  
Rockford, IL 61107