

# VILLAGE OF ROSCOE

## AGENDA ITEM - STAFF REPORT



**Agenda Item:** Discussion of Proposed 2026 Professional Consulting Services Agreement with Place Foundry, LLC – I-90 / Rockton Road Corridor.

**Date:** December 12, 2025

**Meeting:** Village Board – 1/16/2025

**Prepared by:** Josef Kurlinkus

**Department:** Administration

### Overview/Background Information

In August 2025, the Village Board approved a limited-term professional services agreement with Place Foundry, LLC to assist with economic development planning and early implementation activities for the I-90 / Rockton Road Corridor. That effort significantly accelerated what was originally anticipated to be a 12-month planning process into approximately five months, resulting in market analysis, preliminary infrastructure concepts, developer outreach, and identification of viable land use scenarios for the corridor.

As a result of that work, the Village is now positioned to move from corridor planning into an implementation and execution phase. At the conclusion of the 2025 engagement, the Village Board requested that Place Foundry prepare a proposal outlining potential professional services for 2026, focused specifically on advancing the I-90 / Rockton Road Corridor toward development readiness.

Place Foundry submitted a proposal dated December 10, 2025, outlining two alternative partnership options for 2026. Both options are structured around three key decision points for Village leadership:

1. **Infrastructure Investment Strategy** – prioritizing public infrastructure investments that unlock private development;
2. **Development Standards and Incentives** – establishing overlay standards, zoning tools, and incentive frameworks to reduce uncertainty for developers; and
3. **Priority Site Strategy** – identifying and actively marketing a limited number of development-ready sites within the corridor.

The proposal emphasizes implementation support, including infrastructure planning coordination, policy and ordinance development, property owner engagement, developer recruitment, and ongoing reporting to the Village Board.

### Action Required/Recommendation

#### Summary of Proposal Options

The proposal presents two engagement options for Board consideration:

**Option 1 – Critical Path Foundation Building:** A nine-month engagement focused on finalizing infrastructure priorities, adopting supportive policies, and launching priority site marketing, positioning the corridor for future developer recruitment.

**Option 2 – Developer Recruitment:** A twelve-month engagement that includes all elements of Option 1, plus extended developer outreach, marketing implementation, and project positioning intended to advance developments toward the 2027–2028 construction cycle.

Both options are intended to build directly on the work completed in 2025 and maintain momentum with developers and property owners already engaged in the corridor planning process.

### Attachments

- Place Foundry Proposal – I-90 / Rockton Road Corridor (December 10, 2025)