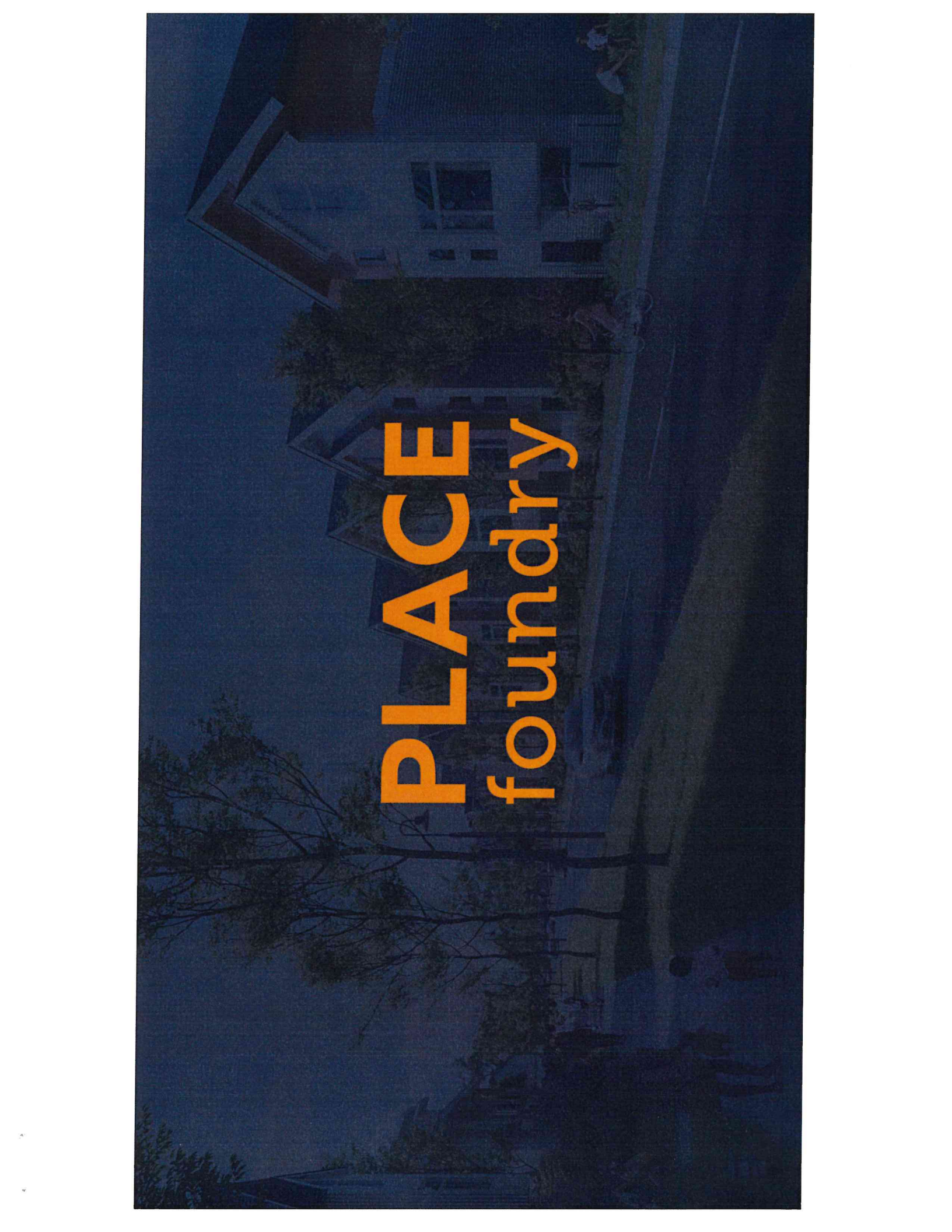




# PLACE foundry

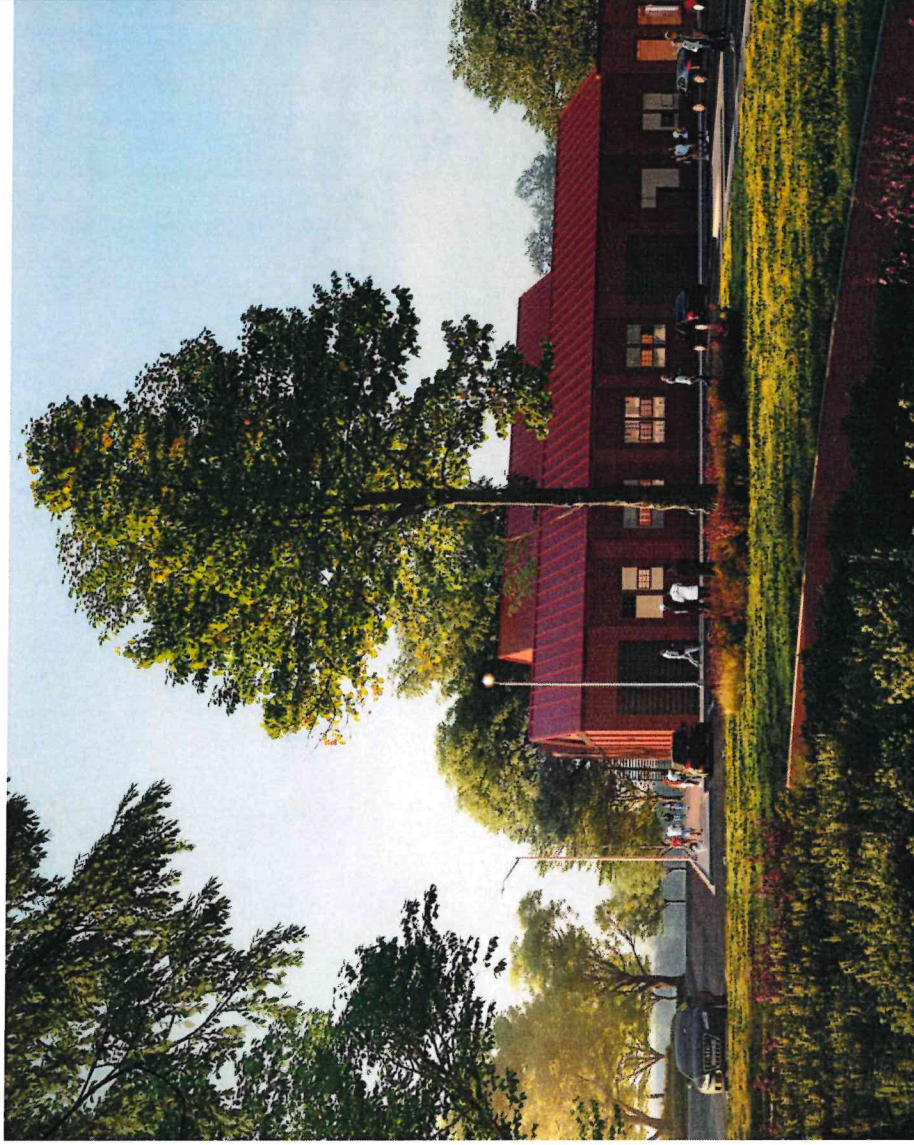


# Overview

## PLACE FOUNDRY | COMPREHENSIVE PLACE DEVELOPMENT SERVICES

- Partnership Review
- Work Accomplished (2024-2025)
- Implementation Initiatives Underway
- Transition: Planning to Implementation
- Implementation Priorities
- Service Delivery Framework
- Team & Next Steps





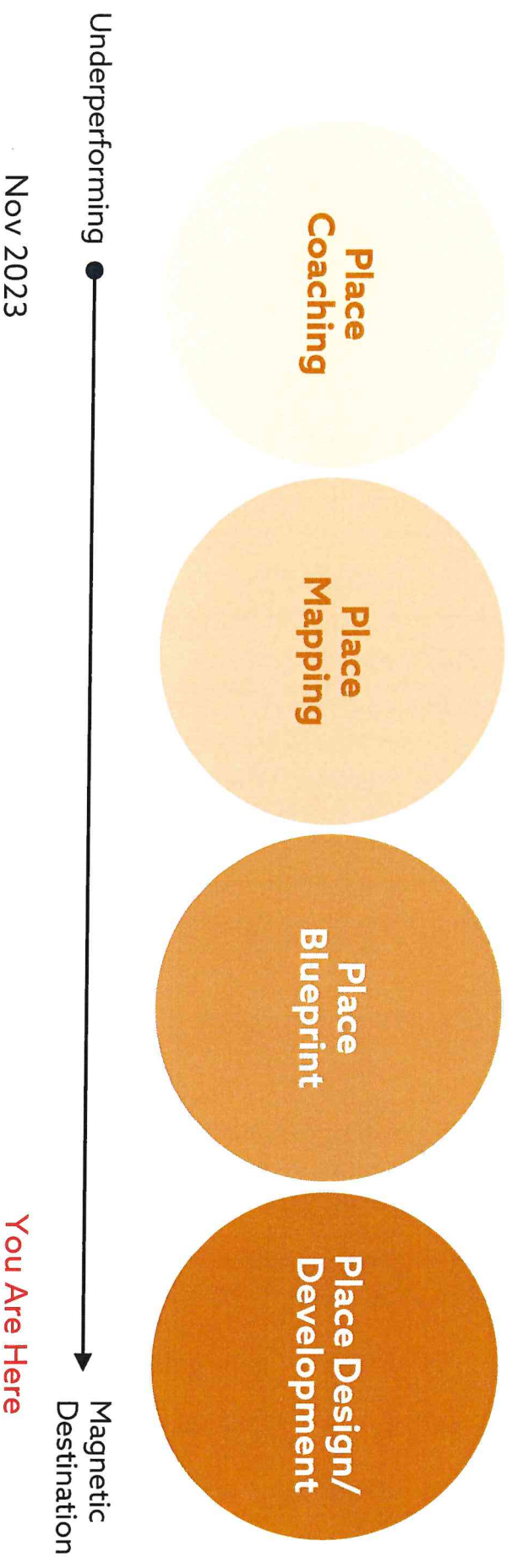
Figuring out how to execute your vision to **transform** a place, business, or community into a higher and better uses shouldn't be a mystery or frustrating.

At Place Foundry, we will be your trustworthy partners and team of experts to help you execute a place development plan that gets you groundbreaking and ribbon-cutting ceremonies.

With practical solutions, your land and buildings will be thoughtfully designed, built, and become a magnetic destination.

# The Process

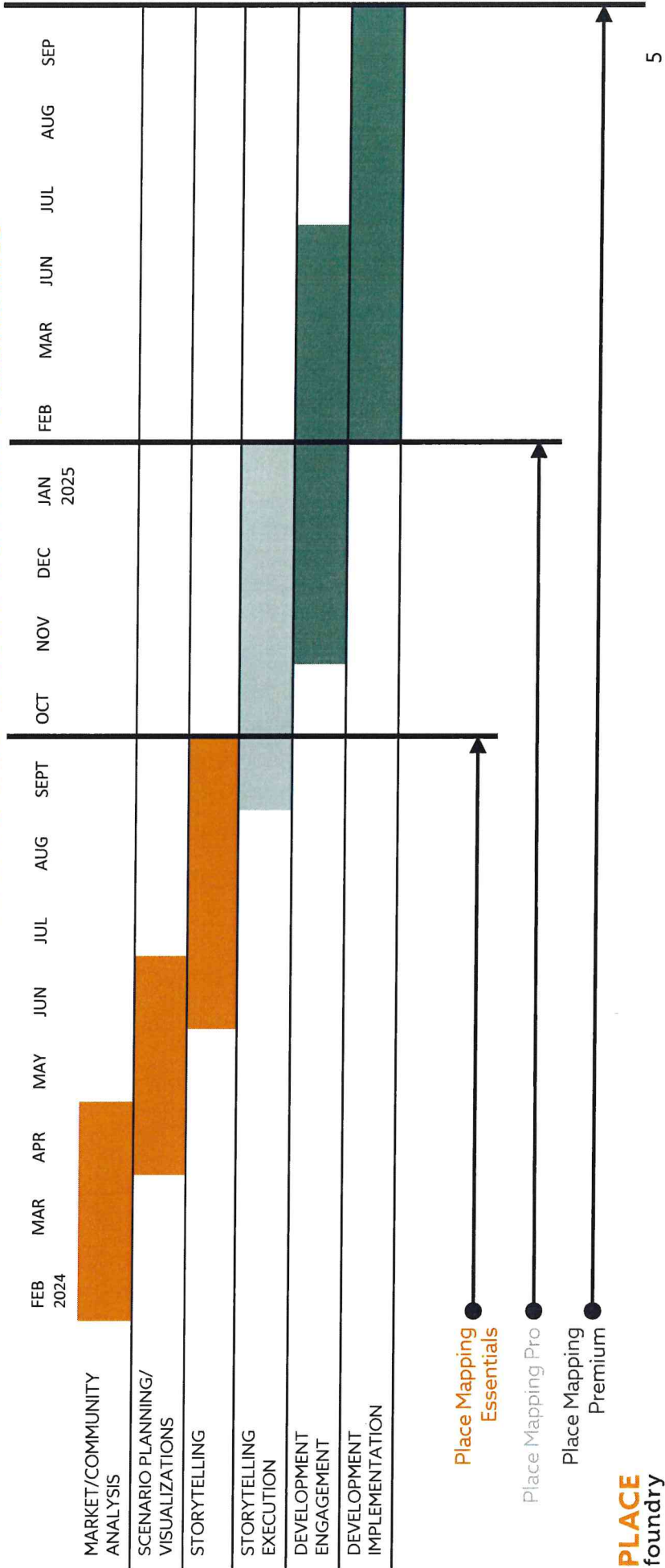
LEADING TO GROUNDBREAKING AND RIBBON CUTTING CEREMONIES





# 2024-2025 Project Timeline

## LEADING TO GROUNDBREAKING AND RIBBON CUTTING CEREMONIES



# CONSULTING SERVICES

## Place Coaching

- Market Analysis
- Strategy Development
- Stakeholder Alignment
- Concept Planning and Visualizations

### CLIENT PROFILE:

Real Estate Entrepreneur,  
Municipalities, Chamber/EDO's

## Place Mapping

- Market Analysis
- Development Feasibility
- Scenario Planning
- Zoning/Policy Analysis
- Brand Development
- Stakeholder Engagement
- Developer Recruitment

### CLIENT PROFILE:

Municipalities, Chamber/EDO's,  
CDC's

**Village of Roscoe, IL**

## Place Blueprint

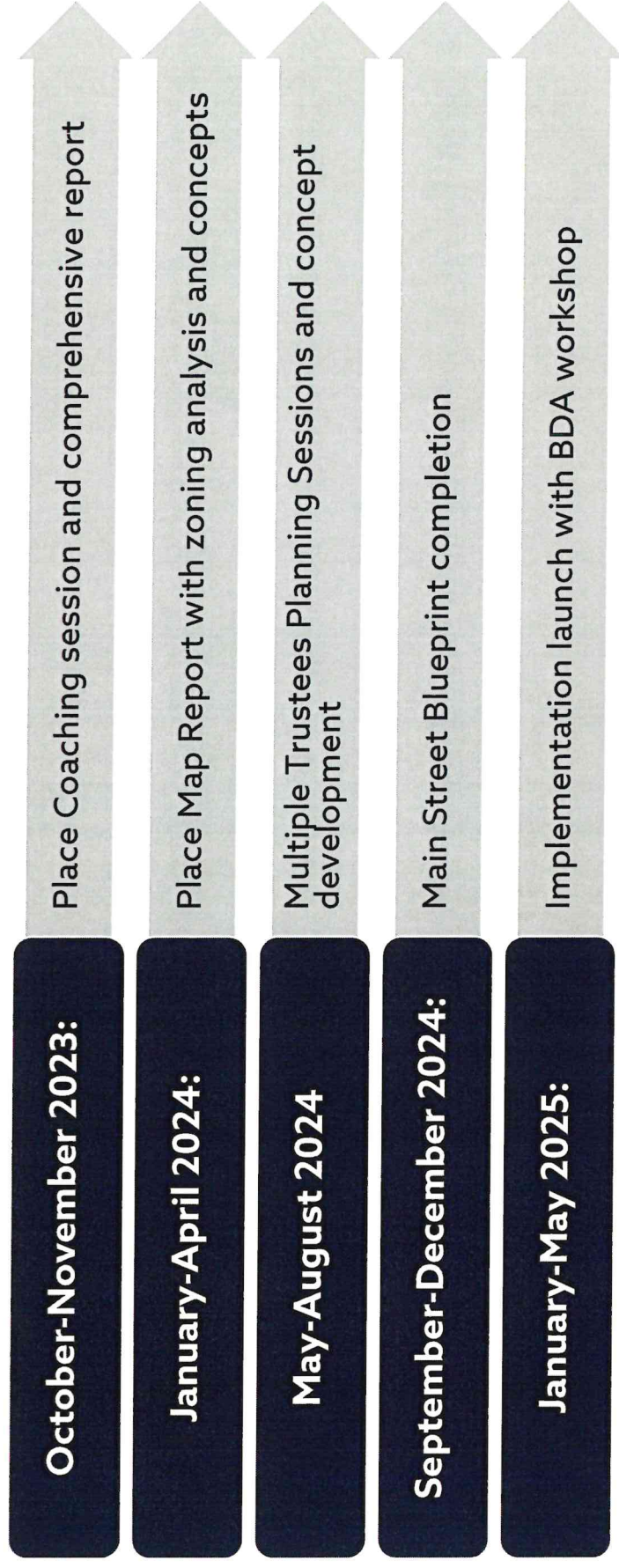
- Property Assessment
- Market Analysis
- Development Master Planning
- Financial Proforma
- Brand Development/Execution
- Stakeholder Engagement
- Entitlements Coordination
- Project Management

### CLIENT PROFILE:

Property Owner, Developer, CDC's



## PARTNERSHIP REVIEW





## PARTNERSHIP REVIEW

### Community/Stakeholder Engagement:

- 5 Trustees Planning Sessions and Public Workshops
- NorthPointe Stakeholder Meeting (Rockton Road) – November 2024
- Stateline YMCA (Main Street) – February 2025
- Main Street District Overview Session (March 13, 2025)
- BDA formation workshop (April 16, 2025)
- BDA follow-up workshop (May 28, 2025)





# KEY ACHIEVEMENTS: MAIN STREET DISTRICT



## Place Map Report:

Comprehensive market analysis, property assessment, and demographic research

## Zoning Framework:

Detailed recommendations for the Downtown Core and Edge Districts

## Design Concepts:

Bridge Street parking lot and community space

## Pop-Up Retail & Playscape:

Conceptual design for Hodges Run location

## Main Street District Blueprint:

Comprehensive strategy document completed Q4 2024

## Stakeholder Engagement:

Multiple Trustee planning sessions, property owner discussions



## KEY ACHIEVEMENTS: I-90 & ROCKTON ROAD



### **Market Analysis:**

Comprehensive retail void assessment and demographic study

### **Property Inventory:**

Assessment of development-ready sites

### **Land Use Planning:**

Multiple development scenarios for key parcels

### **Stakeholder Framework:**

Strategy for property owner and developer engagement



# IMPLEMENTATION PROGRESS (2025)

## **Business District Alliance:**

Formation workshop held March 13, 2025

## **Labree Property:**

RFP completed and released

## **Bridge Street Project:**

Bid package preparation, construction documentation, and construction

## **Grant Applications:**

AARP Community Challenge (3/5/2025)  
T-Mobile grant for Pop-up Retail program (3/31/2025)

## **Main Street District Zoning Implementation:**

Coordination with Vandewalle & Associates

## **Website & Marketing:**

Initial concept development for Main Street District



# PROJECT TIMELINE (2025 - PRESENT)

Q1 2024

Q2 2024

Q3 2024

Q4 2024

- ☐ Project kickoff
- ☐ Market analysis
- ☐ Initial stakeholder engagement

- ☐ Place Map Report
- ☐ Zoning analysis
- ☐ Tactical project planning

- ☐ Blueprint development
- ☐ Development scenarios
- ☐ Bridge Street concepts

- ☐ Blueprint finalization
- ☐ Property owner engagement
- ☐ Rockton Road analysis

Q1 2025

Q2 2025

- ☐ Grant applications
- ☐ BDA formation workshop
- ☐ Labree Property RFP
- ☐ BDA implementation
- ☐ Stakeholder engagement
- ☐ Bridge Street bid package



# CRITICAL TRANSITION POINT

## Current State:

- Maintaining momentum with stakeholders
- Converting concepts to buildable projects
- Coordinating multiple initiatives simultaneously
- Establishing sustainable organizational structures
- Managing competing priorities across corridors
- Navigating complex funding environments

**Opportunity:** Consolidate efforts under a comprehensive implementation framework



# COMPREHENSIVE SERVICES APPROACH (ON-CALL)



|                                 |                          |
|---------------------------------|--------------------------|
| <b>Economic Development</b>     | Developer recruitment    |
|                                 | Business attraction      |
|                                 | Incentive development    |
|                                 |                          |
| <b>Planning &amp; Design</b>    | Zoning implementation    |
|                                 | Design guidelines        |
|                                 | Public space activation  |
|                                 |                          |
| <b>Implementation Support</b>   | Project management       |
|                                 | Stakeholder facilitation |
|                                 | BDA development          |
|                                 |                          |
| <b>Marketing &amp; Branding</b> | District identity        |
|                                 | Promotional materials    |
|                                 | Digital presence         |
|                                 |                          |



# RECOMMENDED PRIORITIES: MAIN STREET DISTRICT

## Business District Alliance:

Complete 501(c)(3)  
formation (Q3 2025)

Facilitate Workshops and  
meetings

Implement quarterly  
programming

## Tactical Projects:

Bridge Street  
implementation and  
construction support

Pop-Up Shop & Playscape  
development

Grant implementation  
(pending awards)

## Property Development:

Labree Property marketing  
and developer recruitment

Main & Bridge Street  
property strategy

TIF/BDD district evaluation  
and recommendations

# RECOMMENDED PRIORITIES: I-90 & ROCKTON ROAD

## Anchor Development Strategy:

Large property owner engagement  
(First Midwest Group, All World  
Machinery, E ZEE Rentals)

Site-specific recruitment

Developer recruitment materials

## Marketing & Promotion:

District identity development

Property marketing materials

Digital presence creation

## Infrastructure Coordination:

Public infrastructure planning

Funding strategy development

Phasing recommendations



# INVESTMENT, VALUES, AND DECISION POINTS

## On-Call Partnership Investment:

12-month agreement with flexible resource allocation

All professional services are included without additional hourly fees

## Value Creation Metrics:

\$47M+ retail capture opportunity

15%+ potential property value increase

Enhanced tax base through strategic development

Reduced administrative burden on Village staff

## Board Decision Points:

Approve comprehensive services agreement

Identify top 3 priority initiatives for immediate focus

Preferred reporting cadence to the Board



# Why Work with Place Foundry?



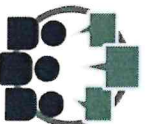
We are Strategists, Planners,  
Visual Designers, and Architects



We Understand Real Estate Budgets  
and Return on Investment



We Find a Way to Make Projects Go



We Engage in Meaningful  
Stakeholder Engagement



# Roscoe | Place Development Team



**DAVID  
SIDNEY**  
CEO/Project Principal



**JEFF  
MACKE, P.E.**  
Place Director/Project Manager



**JOHN  
ASHWORTH**  
Place Designer



**MICHELLE  
SIDNEY**  
Creative Director



WE LOOK FORWARD TO PARTNERING!

—  
**THANK YOU!**

David A. Sidney | CEO

[dsidney@theplacefoundry.com](mailto:dsidney@theplacefoundry.com)

**PLACE**  
foundry