



CITY OF EVANSTON

RFP #24-67: COMMUNITY ENGAGEMENT AND VISIONING FOR CITY-OWNED PROPERTY

Due: February 25, 2025 at 2:00PM CST

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CITY OF EVANSTON

RFP 24-67 for Community Engagement and Visioning for City-Owned Property

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SB FRIEDMAN DEVELOPMENT ADVISORS

70 West Madison St., Suite 3700

Chicago, IL 60602

T: (312) 424-4250

E: info@sbfriedman.com

sbfriedman.com

1 COVER LETTER

February 24, 2025

Ms. Linda Thomas
Purchasing Specialist
City of Evanston
2100 Ridge Avenue
Evanston, IL 60201

Re: RFP No. 24-67 for Community Engagement and Visioning for City-Owned Property

Dear Ms. Thomas:

SB Friedman Development Advisors, LLC (SB Friedman), together with subconsultants All Together LLC (All Together) and SOM, is pleased to submit this proposal to the City of Evanston to provide community engagement and visioning services.

In our 35th year of operation, SB Friedman is a specialized real estate, community and economic development, and public-private finance advisory firm who understands both the public and private perspectives on development issues. We bring in-depth experience and success in leading citywide and regional housing needs analyses and strategies, and providing development advisory services for publicly-owned property. Our work builds upon decades of experience analyzing the market and financial feasibility of all types of residential and commercial development. Our approach includes finding the intersection of community aspirations and real estate market feasibility to create a community-informed conceptual vision that is rooted in reality. We are currently working on or have completed planning for transformative and complex real estate projects in the Chicago region, including the Bronzeville Lakefront, Schaumburg's 90 North District redevelopment and Uptown Park Ridge. Additionally, we have conducted housing studies across the country, including in Chicago and Cook County (IL), Dane County (WI), Hillsborough, Pasco and Pinellas Counties (FL), and the Berkeley-Charleston-Dorchester region (SC).

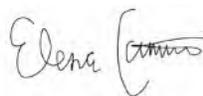
Joining our team is All Together, a female-owned, DBE-certified firm based in Evanston. All Together brings robust experience as a place-based creative agency that weaves together engagement, communications and placemaking. They are experts in breaking down the often complex lingo of planning and zoning through outreach, campaigns, public art and collateral development. Also joining our team is SOM, a world-renowned architecture and urban planning and design firm who transform words to drawings. SOM aspires to help deliver equitable, healthy and resilient spaces informed by a community's goals. We have specifically not included a developer on our team to ensure a process that is unbiased and puts the needs of the community first.

We are excited for the opportunity to apply our local knowledge and national experience to assist the City of Evanston with this project. Our proposal includes all items requested in the RFP, including an appendix containing our exceptions and required forms. We acknowledge the receipt of Addendum 1, issued on February 12. If you have any questions, feel free to contact Ranadip Bose or Elena Caminer. Ranadip Bose is an authorized binding official who is able to answer questions regarding this proposal.

Sincerely,



Ranadip Bose, AICP
Partner
(312) 384-2407, rbose@sbfriedman.com



Elena Caminer
Senior Project Manager
(312) 424-4257, ecaminer@sbfriedman.com

2 QUALIFICATIONS AND EXPERIENCE OF TEAM



SB Friedman Development Advisors, LLC (SB Friedman) is a specialized real estate and development advisory firm based in Chicago. Founded in 1990, we work closely with our clients across the country to: project market and financial feasibility, evaluate development potential and fiscal and economic impacts; identify innovative public private development solutions; and prepare implementable strategies, plans and policies.

Our firm has served hundreds of public, private and non-profit clients throughout the country in planning, financing and developing real estate projects. Our work begins with including all stakeholders to create a shared vision and continues with preparing plans, programs and strategies to execute the vision.

SB FRIEDMAN DEVELOPMENT ADVISORS, LLC
70 W MADISON ST, SUITE 3700
CHICAGO, IL 60602
312-424-4250
INFO@SBFRIEDMAN.COM
WWW.SBFRIEDMAN.COM

STRENGTH IN DEVELOPMENT STRATEGY & IMPLEMENTATION

We are recognized for understanding both the public and private perspectives on development issues. We bring a unique approach to redevelopment analysis and strategy due to our extensive experience in working on the entire predevelopment process from the vision to the deal. This allows us to function as a “proxy developer,” guiding a market-feasible process that results in plans that get built. The product of our analysis is often a development program that forecasts what a developer can realistically build on a site or how a subarea will evolve as sites are developed.

EXPERTS IN HOUSING ANALYSIS AND STRATEGIES

SB Friedman brings in-depth experience in conducting region-wide and site-specific housing needs analyses, formulating housing strategies, and leading policy planning assignments. Our work builds upon our experience in analyzing the market and financial feasibility of all types of residential development, including demand for market-rate and affordable housing. We have conducted residential market assessments throughout the country and in various locational contexts. Our broad housing experience includes:

- » Residential market feasibility analyses, for both market-rate and affordable product, for sites, corridors, communities, counties and regions;
- » Financial deal structuring on behalf of affordable housing developers and organizations, including with structuring a loan fund focused on the preservation of naturally occurring affordable housing; and
- » Implementation assistance for communities seeking to develop action plans, policies, programs and strategies to address housing challenges and unmet needs.

IN-DEPTH EXPERIENCE WITH PUBLIC-PRIVATE PARTNERSHIPS

Our firm has conducted feasibility reviews and tax revenue projections for hundreds of development projects and special districts. We bring deep knowledge in various public assistance structures and gap financing tools through our work conducting financial feasibility analyses, providing independent TIF/special financing tool projections in support of financing, and structuring transactions. We also aid in developer solicitation, preparing RFQ/P documents, evaluating developer qualifications, and guiding negotiations and structuring of term sheets. Over the past 12 years, we have served as analyst and advisor for \$4.9 billion in public-private financing support of \$27.5 billion of projects.



**OUR MISSION IS TO HELP OUR CLIENTS TO CREATE
EQUITABLE, RESILIENT AND WELL-DESIGNED COMMUNITIES
THROUGH THE PRACTICE OF REAL ESTATE ECONOMICS,
DEVELOPMENT FINANCE AND URBAN PLANNING**

OUR SERVICES

MARKET ANALYSIS AND REAL ESTATE ECONOMICS

Real estate markets are driven by demographic and economic trends, attitudes of different population groups, life cycles, and technological change. We analyze these forces to provide an understanding of real estate market trends, financial feasibility of projects, impacts of infrastructure on development, and the relationships between transportation and land use.

Services Include:

- » Market Analysis
- » Fiscal and Economic Impact Analysis
- » Land Use and Transportation Studies
- » Project Financial Feasibility / Pro Forma Analysis
- » Housing Needs Analysis and Affordability Strategies

DEVELOPMENT STRATEGY AND PLANNING

Successful, quality development results from the synthesis of community goals and input, market and financial considerations, and physical constraints. Our work begins with including all stakeholders to create a shared vision and continues with preparing plans, programs, strategies and action steps to execute the vision.

Services Include:

- » Redevelopment Strategy
- » Transit-Oriented Development
- » Comprehensive, Downtown, Corridor and Site Planning
- » Airport Land Planning
- » Economic Development and Policy Studies

PUBLIC-PRIVATE PARTNERSHIPS AND IMPLEMENTATION

Most major community and economic development efforts require public-private partnerships to overcome land assembly, site remediation, market, infrastructure and construction cost issues. SB Friedman is a leader in establishing public-private partnerships and structuring public-private finance transactions for development and infrastructure projects.

Services Include:

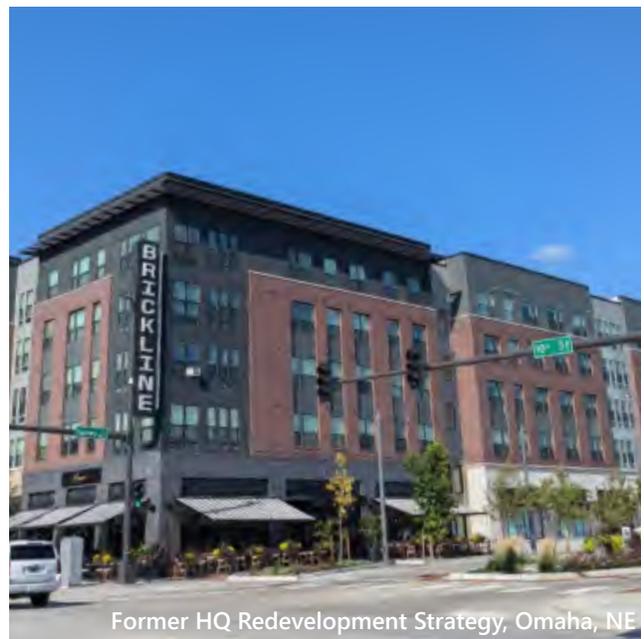
- » TIF and Special Taxing District Consulting
- » New Markets Tax Credit (NMTC) Consulting
- » Gap Financing / "But For" Underwriting
- » Development Incentives
- » Value Capture and Infrastructure Finance
- » Developer Solicitation
- » Deal Structuring and Negotiation Support
- » Bond Feasibility Studies



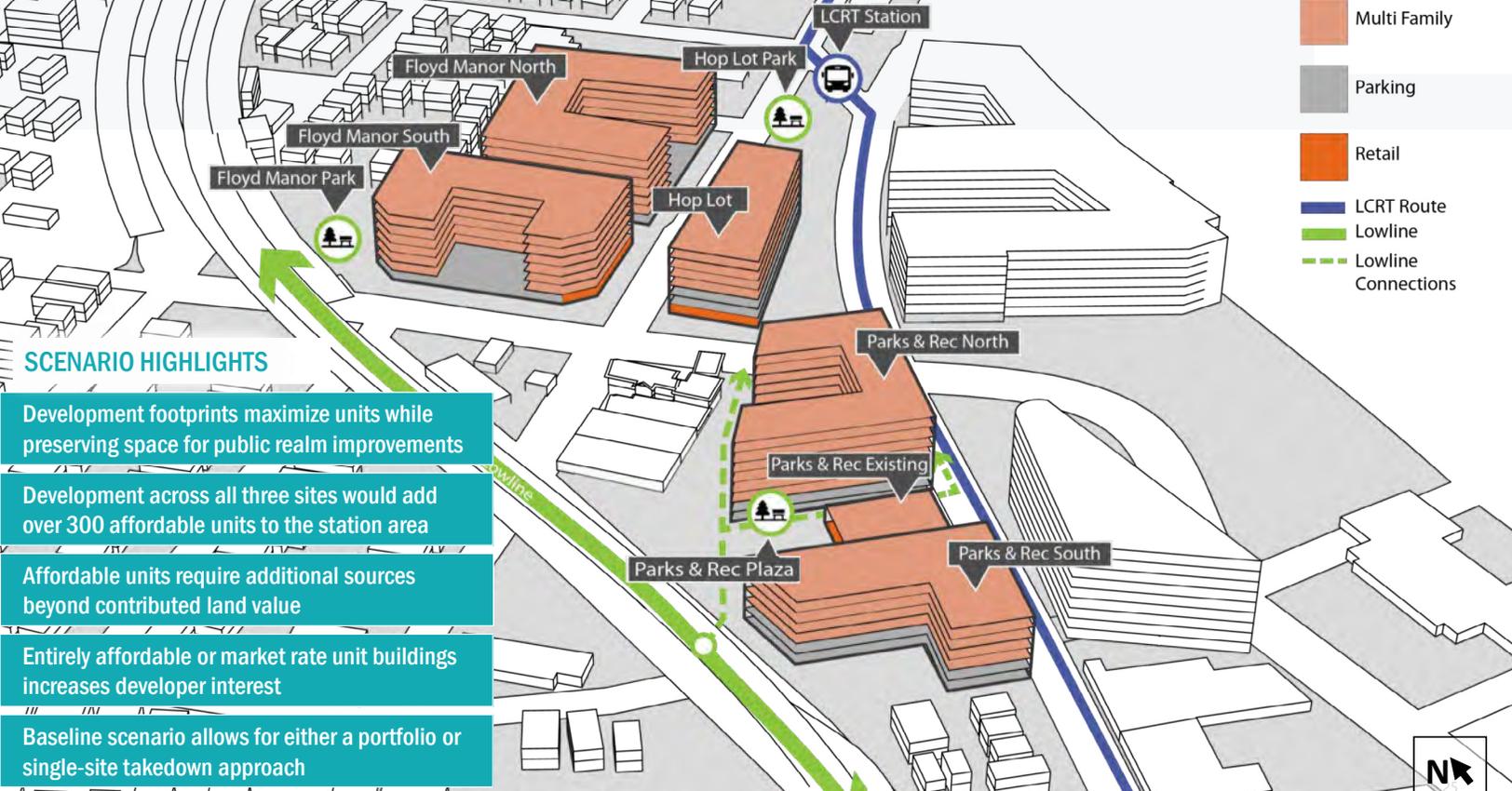
Bronzeville Lakefront Redevelopment, Chicago, IL



Hospital Site Redevelopment Plan, Bloomington, IN



Former HQ Redevelopment Strategy, Omaha, NE



SCENARIO HIGHLIGHTS

- Development footprints maximize units while preserving space for public realm improvements
- Development across all three sites would add over 300 affordable units to the station area
- Affordable units require additional sources beyond contributed land value
- Entirely affordable or market rate unit buildings increases developer interest
- Baseline scenario allows for either a portfolio or single-site takedown approach

DEVELOPMENT STRATEGY FOR PUBLICLY-OWNED LAND

BERKELEY-CHARLESTON-DORCHESTER COUNCIL OF GOVERNMENTS (BCDCOG)

LOCATION
Charleston Region, SC

DATES OF SERVICE
Oct 2021 – Ongoing

REFERENCE
Kathryn Basha
Planning Director
BCD Council of Governments
5790 Casper Padgett Way
North Charleston, SC 29406
(843) 529-2700
kathrynb@bcdkog.com

The BCDCOG, the City of Charleston, and the Charleston County Housing and Redevelopment Authority (CCHRA) each own property adjacent to the proposed Mount Pleasant Street Lowcountry Rapid Transit station. The three public entities engaged SB Friedman to identify a market-feasible development scenario for mixed-income housing on the sites and prepare a developer solicitation strategy.

The Charleston region is actively seeking to increase the number of legally restricted affordable housing units along a proposed bus rapid transit route. One opportunity to increase the supply of housing is development of affordable residential units on publicly-owned land. SB Friedman assisted the three public property owners mentioned above to understand development feasibility on each respective site. SB Friedman worked with a planning firm, who produced development scenarios to ensure the proposed development program was physically feasible for each site. Our tasks included:

- » Conducting interviews with each property owner, affordable housing stakeholders, and market-rate developers;
- » Analyzing the real estate market potential through an assessment of recent and planned development activity;
- » Preparing a development pro forma to illustrate the residual land value for each development scenario; and
- » Preparing phasing, design and other implementation strategy recommendations for consideration.

This project was part of a larger TOD planning effort along a proposed 26-mile BRT line, for which we provided market analysis, affordable housing strategy, and identification of opportunity sites.

Results: SB Friedman worked with each respective property owner to identify a mutually agreeable highest and best use alternative scenario for the broader station area. The BCDCOG used the analysis to inform conversations with public sector partners about the financial feasibility of equitable TOD.



Image Source: SOM

BRONZEVILLE LAKEFRONT DEVELOPMENT STRATEGY & IMPLEMENTATION

CITY OF CHICAGO DEPARTMENT OF PLANNING AND DEVELOPMENT

LOCATION

Chicago, IL

DATES OF SERVICE

Aug 2012 – Aug 2021

REFERENCE

Tim Jeffries
Deputy Commissioner,
Financial Incentives Division
City of Chicago Department
of Planning and
Development
121 North LaSalle St.
Chicago, IL 60602
(312) 744-0893
william.jeffries@
cityofchicago.org

SB Friedman provided ongoing development advisory services to the City of Chicago as it pursued a \$3.8 billion redevelopment of a major catalytic site in the Bronzeville neighborhood.

The City acquired the former Michael Reese Hospital site as part of its bid to host the 2016 Olympics. When Chicago's Olympic bid failed, the City was left with the underutilized site and debt related to the acquisition. Our work on the site began as part of a master planning effort led by SOM to identify viable anchor development concepts and debt refinancing strategies, necessary infrastructure investments, potential real estate programs, and implementation steps associated with each concept, with a focus on maximizing the economic, fiscal and neighborhood benefits of the site.

The master plan for redevelopment of the site was released by the Office of the Mayor in fall 2013. After approval of the plan, we assisted the City with implementation:

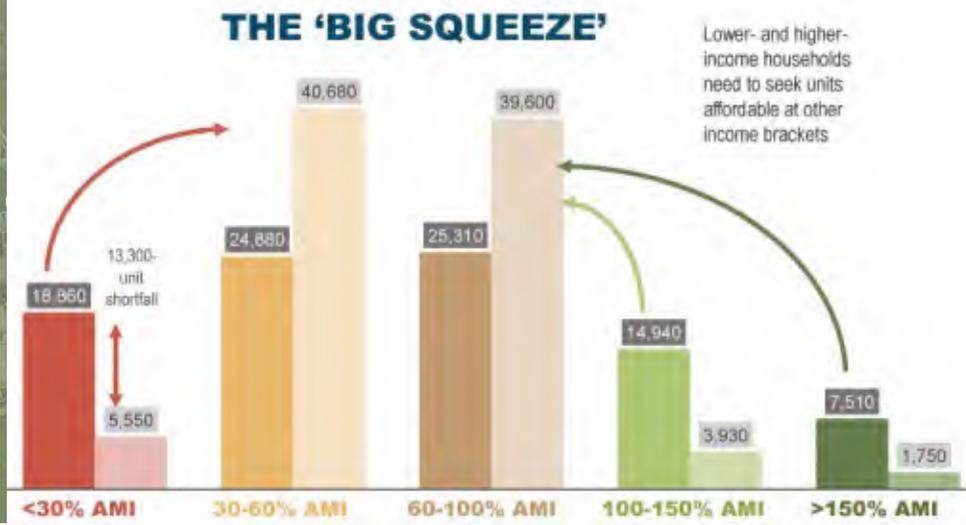
- » Analyzed various anchor development scenarios;
- » Assisted with the solicitation and selection of a master developer;
- » Advised the City on appropriate land pricing and the terms and conditions of a phased land takedown, including various performance protections; and
- » Provided analytical and structuring support through negotiations regarding land ownership, transfer and public assistance scenarios.

Results: A Redevelopment Agreement with GRIT Chicago, LLC was approved by the Chicago City Council in July 2021. The project officially broke ground in spring 2023, with a new road network being built to support a 500,000-square-foot life sciences center, mixed-income residences, office space, roadways, parks and other public amenities.

DANE COUNTY, WE HAVE A PROBLEM

COMMUNITY HOUSING SURVEY

www.danecountyplanning.com/rhs



REGIONAL HOUSING STRATEGY DANE COUNTY

LOCATION
Dane County, WI

DATES OF SERVICE
Aug 2022 – Dec 2023

REFERENCE
Olivia Parry
Senior Planner
Dane County Planning and Development
210 Martin Luther King Jr. Blvd.
Madison, WI
(608) 266-4270
parry@countyofdane.com

SB Friedman led Dane County's Regional Housing Strategy (RHS), a multi-jurisdictional effort to create and preserve affordable housing, improve housing conditions, and support overall housing affordability for county residents and workers.

Dane County, home to Madison, is the fastest-growing and highest-cost county in Wisconsin. The county is facing a critical shortage of affordable and workforce housing. The Regional Housing Strategy serves as a roadmap for municipalities throughout the county to collectively address these housing affordability challenges.

SB Friedman facilitated an 80-member Housing Advisory Committee (HAC) of public-sector, nonprofit, community and private-sector stakeholders, and provided a range of technical expertise around housing market, demographic and economic trends to guide this effort. Our work included:

- » Analyzing overall housing inventory, trends, demographic shifts, and the disparities in housing outcomes across racial and socioeconomic groups.
- » Synthesizing input from HAC participants, focus groups and public surveys to understand the unique housing challenges across geographies and identities.
- » Identifying current housing gaps and projecting future housing needs through 2050 for the County overall and by municipality.
- » Identifying strategies that produce and preserve affordable housing, increase affordability, provide education around housing need, and support tenants and renters.

Results: The [Regional Strategic Action Plan](#) was finalized in December 2023 and launched in April 2024. The County has established a regional advisory group and is advancing strategies identified in the report.



COMMUNITY HUB DEVELOPMENT STRATEGY

CHINESE AMERICAN SERVICE LEAGUE (CONFIDENTIAL PROJECT)

LOCATION
Chicago, IL

DATES OF SERVICE
Apr 2024 – Ongoing

REFERENCE
Jered Pruitt
Chief Operating Officer
Chinese American Service
League
(312) 328-6606
Jered.pruitt@casl.org

SB Friedman is currently serving as a development advisor to the Chinese American Service League (CASL) as it pursues the transformation of a 5.3-acre site into a new social service community hub.

CASL is a social service provider that has been operating in the Chinatown neighborhood of Chicago for over 45 years. In 2023, due to growing demand for its services and to accommodate growth, CASL acquired a 5.3-acre site in the Bridgeport neighborhood. The site will be the future location of a mixed-use social service community hub. SB Friedman was subsequently engaged to assist CASL with crafting a development strategy that incorporates the organization’s goals, CASL programmatic and unmet community needs, and market-supportable land uses. SB Friedman has been supporting the development effort by:

- » Assisting with solicitation efforts to identify a master planning team to develop conceptual designs for the community hub.
- » Assisting with defining current and future CASL programmatic space needs.
- » Conducting a market assessment to identify suitable supporting land uses for the site, including housing and commercial space.
- » Conducting financial analyses and risk assessments related to supporting land uses.
- » Providing strategic advisory services regarding the desired land use mix and development program.
- » Supporting the pursuit of competitive funding opportunities to finance aspects of the proposed development.

Results: CASL is currently in the master planning process and has confirmed the desired land uses for the site. SB Friedman continues to support CASL as the team defines the master plan and outlines an implementation strategy.

IL MUNICIPAL CLIENTS

Below is a list of SB Friedman’s municipal clients in Illinois from the last five years.

- » City of Champaign
- » City of Chicago
- » City of Dixon
- » City of Evanston
- » City of Freeport
- » City of Geneva
- » City of Joliet
- » City of Lockport
- » City of McHenry
- » City of Naperville
- » City of Saint Charles
- » City of Sterling
- » City of Sycamore
- » City of Urbana
- » City of Warrenville
- » City of Waukegan
- » City of West Chicago
- » City of Wood Dale
- » Town of Normal
- » Village of Algonquin
- » Village of Antioch
- » Village of Arlington Heights
- » Village of Barrington
- » Village of Bensenville
- » Village of Berkeley
- » Village of Bradley
- » Village of Brookfield
- » Village of Buffalo Grove
- » Village of Burr Ridge
- » Village of Davis Junction
- » Village of Fox Lake
- » Village of Glen Ellyn
- » Village of Glenview
- » Village of Grayslake
- » Village of Gurnee
- » Village of Hanover Park
- » Village of Hoffman Estates
- » Village of Johnsburg
- » Village of La Grange Park
- » Village of Libertyville
- » Village of Lisle
- » Village of Matteson
- » Village of Monee
- » Village of Mount Prospect
- » Village of Mundelein
- » Village of New Lenox
- » Village of Northbrook
- » Village of Oak Park
- » Village of Orland Park
- » Village of Palatine
- » Village of Pingree Grove
- » Village of Riverwoods
- » Village of Roselle
- » Village of Schaumburg
- » Village of Shorewood
- » Village of Skokie
- » Village of Sugar Grove
- » Village of Tinley Park
- » Village of Villa Park
- » Village of Willowbrook
- » Village of Winnetka
- » Village of Wonder Lake

All Together.

is a design studio focused on community engagement, branding, and placemaking. Our engagement results in joyful experiences for communities and their stakeholders through the built environment, branded communications, or programming that captures the spirit of the place.

COMMUNITY ENGAGEMENT

*From the very beginning of each project, we craft a strategic and fully inclusive **engagement process**—from one-on-one conversations to engaging group conversations to broad-reaching online platforms.*

BRANDING & COMMUNICATIONS

*We work to instill pride in a sense of place and ensure all project deliverables capture the essence of a place and its people through powerful narrative, **creative messaging and beautiful design**.*

PLACEMAKING & STORYTELLING

*We ensure communities **tell their story** through programming and the built environment.*

We engaged the Odawa Tribal Nation to create a vision for economic prosperity...



... and help shaped the future of Chicago with the City's first master plan since the 1960s.



We captured the identity of one of Indy's cultural district with a rich history...



... and brought residents, UW students and the City together to design the Madison Sustainability Plan.



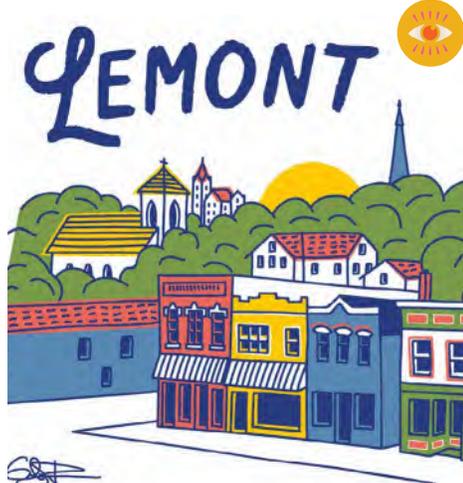
Communications

TELLING THE STORY THAT RESONATES



Market Watch | NBC5 Investigates | Dane News | Newsline | Contact

Weigh in on housing affordability in Dane County



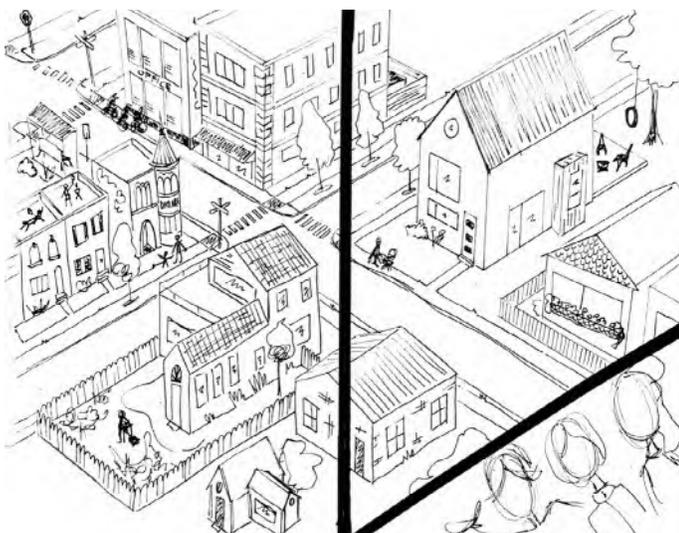
All Together.



HOW CAN WE DESIGN THE MOST USEFUL GUIDE?

What do you find most difficult to navigate in Boise's zoning or planning process?
(check all that apply)

- Understanding how the code supports and advances Boise's values
- Complex terminology
- Connecting the dots between the code and the built environment
- Understanding how and why the code approaches areas within Boise differently
- Knowing how and when public input happens
- Navigating the review process



BOISE GRAPHIC ZONING GUIDE

BOISE, IDAHO

Designing the nation's first zoning code graphic novel that tells the story of the Code.

We all know Zoning Codes are highly technical documents and can be very tough for people unfamiliar with development or law to navigate.

The City of Boise modernized their zoning code and anticipate increased interest from neighborhood residents, first-time developers, and even educators who are looking to wrap their heads around the physical design of their city and how these new regulations will contribute to that design.

All Together is designing a graphic novel that:

- + tells the story of zoning.
- + helps ground critical elements of the code in the reality of the city's built environment.
- + utilize storytelling and illustration to communicate key planning concepts.
- + bring more people into planning efforts.
- + create an educational tool for City staff and developers to use when communicating with the public.

Details:

Start Date: April 2024

Completed: ongoing

Reference:

Lena Walker

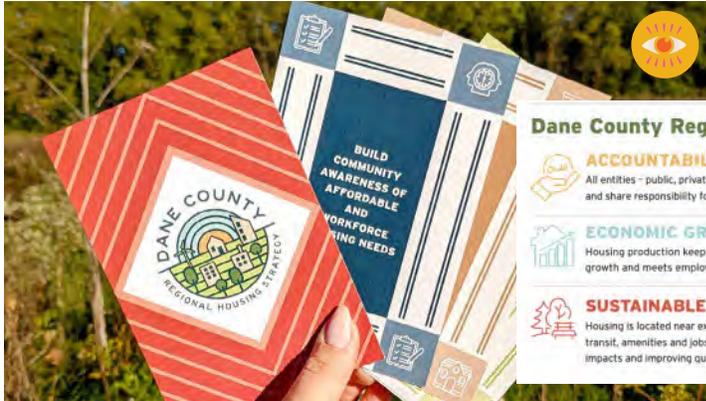
City of Boise Planning & Development Services

walker@cityofboise.org

All Together.

Engagement

STRUCTURING A PUBLIC PROCESS AROUND OUTCOMES



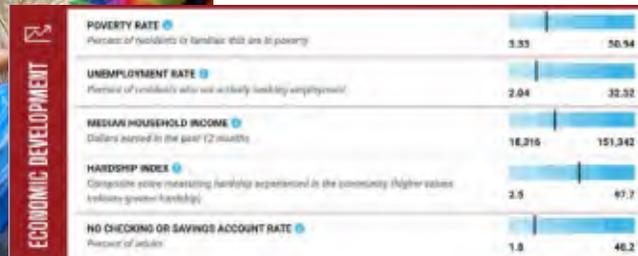
Dane County Regional Housing Strategy Core Values

<p>ACCOUNTABILITY: All entities - public, private, and nonprofit alike - accept and share responsibility for providing attainable housing.</p>	<p>AFFORDABILITY: All people have housing they can afford.</p>
<p>ECONOMIC GROWTH: Housing production keeps pace with employer growth and meets employee needs.</p>	<p>EQUITY: Historically excluded populations and lower-income households have access to quality housing.</p>
<p>SUSTAINABLE DEVELOPMENT: Housing is located near existing services, infrastructure, transit, amenities and jobs, reducing environmental impacts and improving quality of life for all residents.</p>	<p>EMPOWERMENT: Residents, practitioners, and elected officials have a shared understanding of housing needs and are equipped to leverage housing resources and programs.</p>

GAMIFYING ENGAGEMENT TO GET TO VALUES



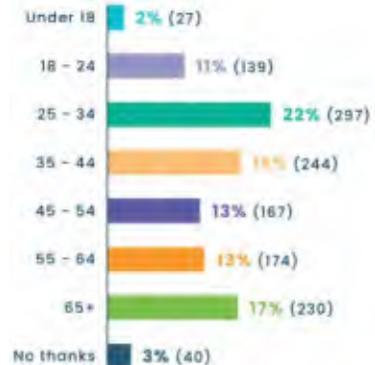
WE WILL CHICAGO



DEFINING SUCCESS AND ENSURING TRANSPARENCY



COMMUNITY SURVEY



ENGAGING ALL AGES, BACKGROUNDS, AND INTERESTS

All Together.



CABRINI NOW

CHICAGO, ILLINOIS

Guiding the future of development at Cabrini.

Since the demolition of the last Cabrini-Green high-rise in 2011, the Cabrini neighborhood has undergone significant transformation. To guide future development and ensure community-driven change, the Chicago Housing Authority (CHA) launched Cabrini Now. This initiative aims to improve the neighborhood through new housing, economic development, and investments on CHA properties.

All Together led communications and engagement efforts. Along with team partners, we designed and facilitated interactive, tactical workshops to actively involve Cabrini residents in shaping the neighborhood's future. Through these workshops, we effectively captured residents' visions, priorities, and concerns to ensure the plan reflected the community's needs and desires.

The result? Hundreds of people from the neighborhood buying-into the future direction because they were a part of the process.



Details:

Start Date: January 2024
Completed: December 2024

Reference:

Rishab Mehan
Director of Development Planning
Chicago Housing Authority
rmehan@thecha.org



All Together.

Client Love

DON'T JUST TAKE OUR WORD FOR IT.

"This has been our best public outreach effort to date in the Planning Department. We're happy to shout from the rooftop how great All Together is, and we're looking forward to working with them on future projects!"

STEPHANIE HUMMEL | PLANNING & PROJECTS, CITY OF GREEN BAY



"Working with the All Together team has been transformative for us. They have given us permission to think big, and the tools and support to make that big thinking actionable. We have connected with our community in new and exciting ways, and our team is energized and ready to keep the momentum going. Most importantly, they've made everything we've done together FUN"

PHIL GREEN | TRANSPORTATION & LONG-RANGE PLANNER, VILLAGE OF HOFFMAN ESTATES



"Marisa and Rachael unlocked a certain spirit that only their creative talents could bring to life. Their work connected people to what they love about Lemont and gave them new ways to celebrate it. Nothing captures that better than Archie the Lemontster - because how many towns in Chicagoland have an actual mascot? - or defending our claim as the Pierogi Capital of Illinois."

JASON BERRY | ECONOMIC & COMMUNITY DEVELOPMENT DIRECTOR, LEMONT, IL



"Working with All Together on the City of Madison's sustainability plan was an inspiring experience. Their creative approach to public engagement not only brought more of the community into the process but also improved the quality and impact of the plan itself. We also loved their branding work so much that it's become a part of our daily lives—appearing on everything from our meeting materials to the mugs we carry to meetings."

JESSICA PRICE | SUSTAINABILITY & RESILIENCE MANAGER, CITY OF MADISON

Skidmore, Owings & Merrill

With more than 80 years of expertise as a multi-disciplinary firm, SOM has developed a portfolio of world-renowned projects and a reputation for delivering the highest quality of service and innovation. We have an enduring and deep commitment to Chicago and all of its communities.

When we say that we design for people, we mean more than meeting the functional needs of a school, a home, a place to work or an efficient means of traveling between them. We believe in design that inspires, delights and opens people's minds; that brings diversity, wonder, curiosity and pride – improving life. Design is about more than people's needs – it is the art of realizing their aspirations, and changing the way they experience the world.

Total design means seamless coordination – protecting the vision that we have been trusted with, and taking it from the dynamic early design stages to the pride in seeing users excited by the end result. We are inspired by the opportunities presented by a site, a brief, a problem. We are also inspired by each other, and by the talented network of people we work with. Collaboration doesn't just mean the creative exchange within each design team, but the sharing of knowledge across the firm. That means access to research of the latest technologies, materials, economic trends, and to specialists in everything from the supertall to signage. The issues facing our cities in the future are complex, and we have built a practice with the depth of resources to address them.

An Interdisciplinary Approach

As an interdisciplinary firm, SOM fosters a collaborative environment. The multi-disciplinary approach—one that SOM helped pioneer—has allowed us to develop new and unique solutions in our designs and deliver superior project management. SOM provides the following services in-house:

- Urban Planning and Design
- Architecture
- Programming
- Interior Design
- Structural Engineering
- Civil Engineering
- High Performance and Low Carbon Design
- Green Certification Administration

An Extensive Portfolio

SOM is responsible for some of the world's most advanced designs. Our portfolio extends from strategic urban thinking to a single piece of furniture. We design spaces that anticipate new ways of living, working and learning, and bring lasting value.



HOPEWELL NEIGHBORHOOD DEVELOPMENT MASTER PLAN
BLOOMINGTON, IN



TAYLOR STREET APARTMENTS AND LITTLE ITALY
BRANCH LIBRARY
CHICAGO, IL



CHICAGO PUBLIC LIBRARY CHINATOWN BRANCH
CHICAGO, IL



63RD AND COTTAGE GROVE STUDY
CHICAGO, IL



LONG BEACH CIVIC CENTER
LONG BEACH, CA



THE STRAND, AMERICAN CONSERVATORY RENOVATION
SAN FRANCISCO, CA



NEW RAPID TRANSIT FOR A GROWING, EQUITABLE ROCHESTER
ROCHESTER, MN



LINCOLN COMMON
CHICAGO, IL

SOM & City Design Practice

The SOM City Design Practice is one of the world's most awarded urban design and planning studio. It has won the respect of its clients and recognition of its leadership from professional urban design organizations, based on its decades-long record of innovative work on many of the world's largest and most complex urban redevelopment projects.



SOM's City Design Practice team is well known for large-scale master plan and urban design projects that enrich the public realm. SOM combines experience in creating long-range plans for entire cities, city centers, mixed-use districts, education, healthcare and research campuses, and vibrant urban neighborhoods to provide thoughtful, sensitive and powerful planning solutions. Designs that maximize the harmony of humanity and nature are a hallmark of our practice.

[←]
Lincoln Common
Chicago, Illinois

Taylor Street Apartments and Little Italy Branch Library

Chicago, Illinois

CLIENT
Chicago Housing Authority

SERVICES
**Architecture, Interior Design
Structural and MEP Engineering**

COMPLETION
2020

PROJECT AREA
89,136 sf

REFERENCE
**Ann Thompson
Executive Vice President
of Design
Related Midwest
athompson@relatedmidwest.com
312.274.3900**

An innovative approach to mixed-use development, bringing together affordable housing and a library designed to serve the whole neighborhood – at a local level, the project has created a valuable community hub; at a conceptual level, it has allowed SOM to explore new ways to create a better, more connected future city.





Working with the City of Chicago, SOM designed one of the city's first co-located Chicago Housing Authority and Public Library branches. The development, on the corner of West Taylor and Ada Streets, includes a one-story public library branch and a mixed-income residential complex, with additional community spaces at street level.

A central aim of its design was to create a synergy between these two distinct programs and enable the building to become a new hub for the neighborhood. The architecture supports this by reflecting the scale and texture of the surrounding streets; the buildings are set back and staggered across the site, creating a new public space while preserving the Taylor Street Farms, a community garden.

Positioned prominently at the corner of the site, with a glass frontage to reveal the library's activities and welcome the

community inside, the Little Italy Branch Library has high, open spaces designed for kids, teenagers and adults next to centralized work spaces for librarians and staff. The library's offerings are diverse, with an Early Learning Play Space to support parents and caregivers in developing early literacy skills in through play; a YOUmedia space for teens to explore digital design, music and recording, technology, 3D and 2D making with the help of skilled mentors; and spaces dedicated to workforce development and technology for adult learners.

Overlooking the library and Taylor Street Farms with views of downtown Chicago, the residential units feature floor-to-ceiling windows to create bright, day-lit interiors. The development has 73 apartments, including 37 Chicago Housing Authority units, 29 affordable units, and seven market rate units. Inside the building, these spaces have been designed with a focus on communal living, with shared amenity areas and green rooftops.

Englewood Connect

Chicago, Illinois

CLIENT
**McLaurin Development
Partners**

SERVICES
Architecture, Planning

COMPLETION
Ongoing

PROJECT AREA
2 acres

REFERENCE
**Zeb McLaurin
McLaurin Development
Partners
zeb@mclaurindev.com
312.263.4660**

As part of the City of Chicago Mayor's INVEST South/West initiative, Englewood Connect will expand upon recent neighborhood investments to create a local commerce and culinary ecosystem, greater connectivity and pedestrian access, and flexible public spaces.





As part of the City of Chicago's INVEST South/West initiative to uplift and revitalize underinvested communities on Chicago's South and West Sides, SOM is designing a mixed-use entrepreneurial and community hub in the city's Englewood neighborhood. A design and development collaboration with TnS Studio, McLaurin Development Partners and Farpoint Development, the multi-phase plan will be a conduit for social exchange and community engagement.

Englewood Connect includes a dynamic mix of community spaces focused around a flexible public space called the Green Street Commons. The Englewood Living Room, a pavilion for markets, co-working spaces, exhibitions, and community gatherings, will activate the site year-round. A culinary center will provide commercial kitchen space for food-based businesses, and hoop houses will grow fresh produce from local vendors in all seasons.

Alongside new architecture, the plan restores and reinvigorates one of Englewood's historic assets. The landmark "castle" Firehouse station, originally built in 1929 and now vacant, will be transformed into a multi-purpose venue tailored to the community's needs. The adaptive reuse project aims to protect the landmark structure and provide spaces for business incubators to cultivate upward economic mobility and local entrepreneurship, amplifying local business growth at all stages.

Sustainable design elements include permeable surfaces, repurposed construction materials, and creative uses of rainwater for urban agriculture and landscaping.

The Englewood Connect team will work alongside local businesses, community organizations, residents, artists, and makers to develop a program informed by Englewood's identity, and designed to serve the community's changing needs.

Jackson Park Station

Chicago, Illinois

CLIENT
**Sterling Bay,
DL3 Realty, L.P.**

COMPLETION
2020

SERVICES
Planning

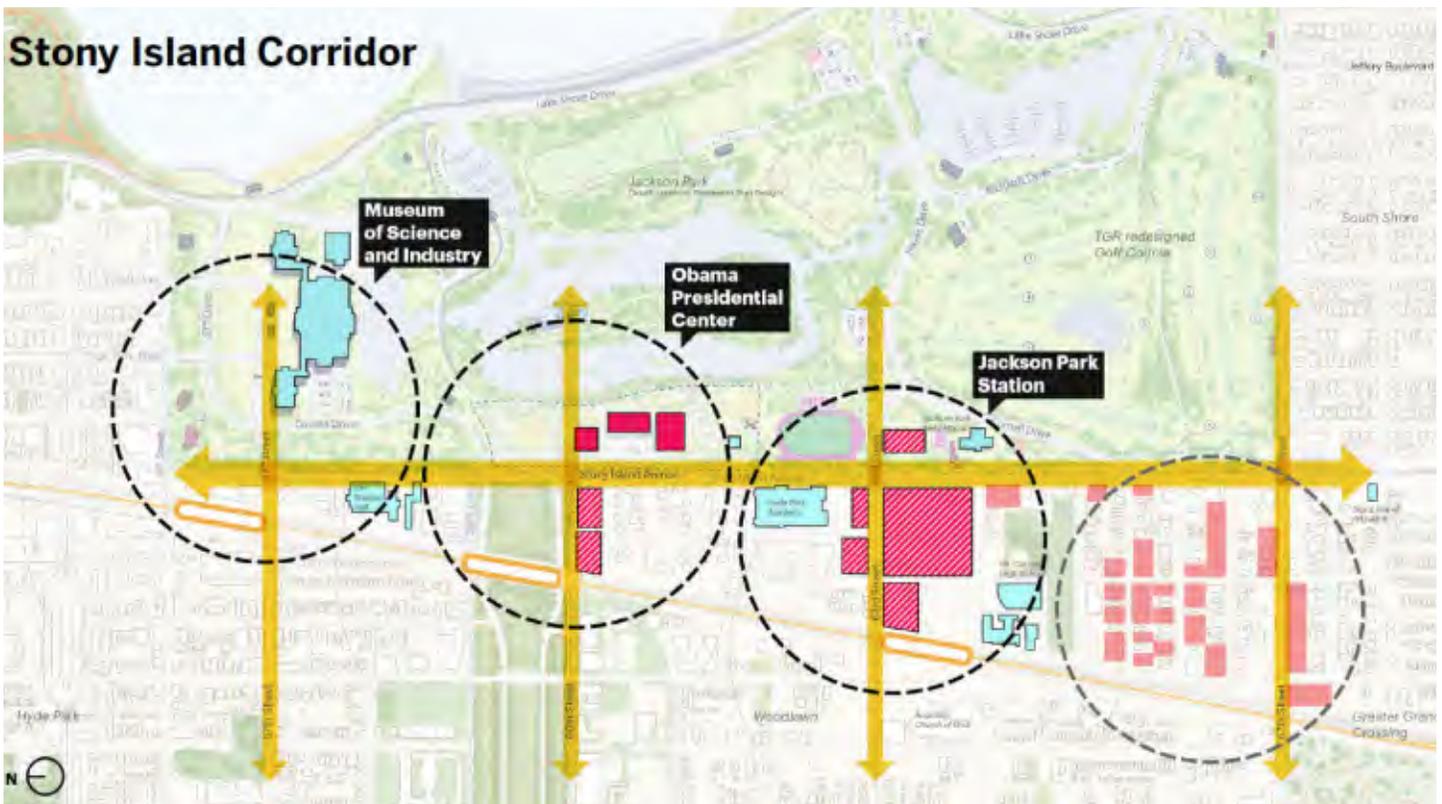
REFERENCE
**Leon I. Walker, Esq.
Managing Partner
DL3 Realty, L.P.
773-643-2793**

SOM was invited to collaborate on a vision for a collection of sites to the east of the 63rd Street Metra Station, and explore a range of scenarios for mixed-use development, institutional and non-profit facilities and a new, walkable setting. Project sponsors included a consortium of Chicago for-profit and mixed-income developers.

In 2019, SOM was asked to explore a series of options for the 63rd and S. Stony Island area by a development consortium considering a multi-site, mixed-use development. The study area included the South Side YMCA site, and neighboring sites across adjacent streets.

This was a speculative design exercise, intended to understand how different program mixes could be allocated, uses co-located and YMCA facilities reprovided. This study included residential, hotel, office and retail uses, among others.

While the initiative led to conceptual options only, and market conditions have changed since that point, the understanding of site conditions and context, alternative frameworks, public amenities and development potential remains useful.



Concept 1: Density along Stony Island



Concept 2: 63rd Street Transit Oriented Development



Concept 3: Woodlawn's Living Room



Hopewell Neighborhood Development Master Plan

Bloomington, Indiana

CLIENT
City of Bloomington

COMPLETION
2020

SERVICES
**Urban Design + Planning,
Community Engagement**

PROJECT AREA
24 acres

REFERENCE
**Mick Renneisen
Deputy Mayor
City of Bloomington, IN
812.349.3569
renneism@bloomington.
in.gov**

Formerly the IU Health Hospital Campus location, the site is slated to become a unique new mixed-use hub in the daily life of Bloomingtonians. An open, welcoming and thriving new neighborhood will connect to adjacent districts through a linear open space Greenway at the heart of the site.





The Bloomington Hospital has been an important landmark in the community for over a century, serving as a beacon of health and well-being as well as a hub for innovation. The SOM team, in close collaboration with the City of Bloomington, looked to the future to envision the transformation of a former hospital campus into a remarkable example of what health, well-being, and innovation can mean in an urban development.

Situated between two established neighborhoods, the Redevelopment Site represented a missing link in the city's existing fabric. As the next generation of high quality, sustainable neighborhood within Bloomington, with housing opportunity for every income and stage of life, the framework plan divides the existing campus mega-block by new and improved roads to break down the scale of the site to create a series of well-scaled, walkable blocks that are flexible for future development decisions.

Working with the city and private developers to create attractive options for private development, the plan prioritizes human scale, safe pedestrian access, and variety of housing types and commercial activities, all while further connecting the former mega-block deeper into the community.

3 AREA/REGIONAL MANAGERS / KEY PERSONNEL QUALIFICATIONS



CAPACITY & ORGANIZATIONAL INVOLVEMENT

SB Friedman maintains a highly-trained staff of 36, including two marketing professionals and three administrative support staff. All of our professional planning staff members regularly provide a range of development advisory services for public- and private-sector clients, affording the firm substantial capacity to respond to tight deadlines and challenging assignments.

SB Friedman has extensive procedures for ensuring that assignments are completed within an appropriate timeframe in a professional and technically accurate manner. Each week, the management team meets to allocate responsibilities and resources as needed to meet deadlines and address the technical requirements of projects. At these meetings, additional staff resources can be added to the project team as needed to provide support.

In addition, our firm structure is highly flexible and affords substantial capacity for completing projects on short timeframes. Staffing teams are assembled on a project-by-project basis and adjusted over the course of projects as necessary to remain on schedule. Our firm is engaged in 50-60 projects with staggered completion dates at any time. This results in additional staff capacity coming available each week.

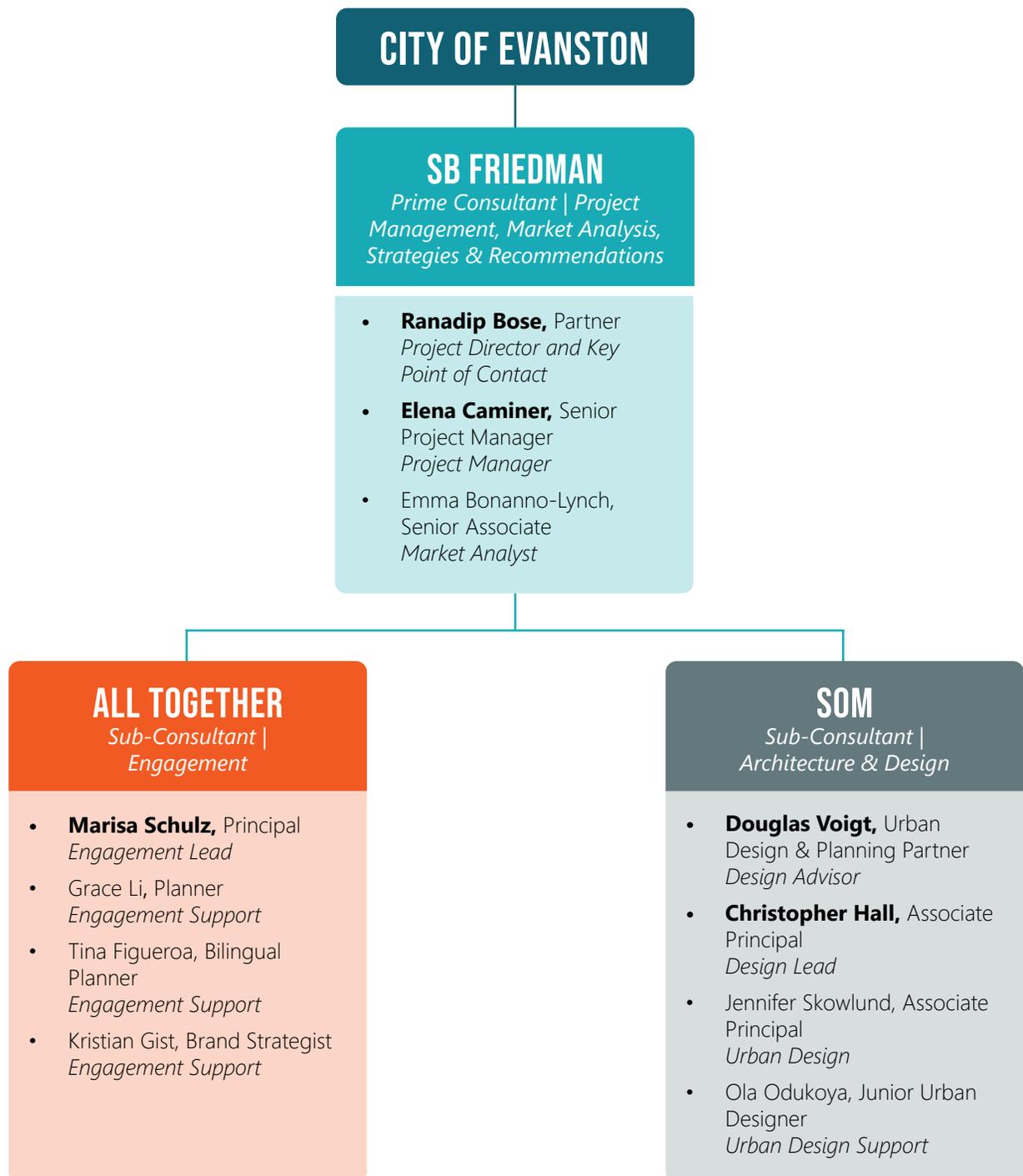
We are actively involved, as members as well as on boards and committees, in numerous planning and economic development/development finance organizations, including American Planning Association (APA), the Council of Development Finance Agencies (CDFA), Lambda Alpha International-Chicago Region Chapter, and Urban Land Institute (ULI), and speak frequently at various conferences and educational events.

Our staff has in-depth experience with various data resources and economic analysis software, including Lightcast, CoStar, IMPLAN, Remi and PlacerAI.

ORGANIZATIONAL CHART

The following key personnel will serve as Area/Regional Managers as shown in bold in the org chart below:

- » Ranadip Bose, SB Friedman - Project Director
- » Elena Caminer, SB Friedman - Project Manager
- » Marisa Schulz, All Together - Engagement Lead
- » Douglas Voigt, SOM - Design Advisor
- » Christopher Hall, SOM - Design Lead





RANADIP BOSE, AICP

PARTNER

Ranadip is an economic development advisor dedicated to the creation of inclusive, high-quality urban environments. He brings over 20 years of experience in market and financial feasibility analysis, economic impact analysis, and development strategy across the country. He led the analysis of redevelopment scenarios for the former Michael Reese Hospital site in Chicago and assisted in structuring a public-private partnership to support redevelopment. He also led a market analysis and development strategy for a former Motorola headquarters site in Schaumburg, IL, including developer solicitation and negotiation support.

EDUCATION

Master's in Urban and Regional Planning
University of Illinois at Urbana-Champaign

Bachelor's Degree in Architecture
Jadavpur University, India

PROFESSIONAL ORGANIZATIONS

American Planning Association (APA)/
American Institute of Certified Planners (AICP)

Lambda Alpha International
Chicago Region Chapter

Urban Land Institute
Public-Private Partnership Product
Council - Blue Flight

SELECT PUBLICATIONS

"The Nexus Between Land Use and Fiscal Balance" (with F. Rood)
APA Zoning Practice, 2019

SELECT PRESENTATIONS

"Financial Analysis for Land Use and Development Decision Making"
Presenter, Fundamentals of Municipal Finance, University of Chicago Harris School of Public Policy & Lincoln Institute of Land Policy, 2024

"One Region Roadmap: Economic Recovery Planning in Charleston"
Presenter, APA National Conference, 2023

"The Rise of Remote Work and What It Means for TOD"
Presenter, Rail-Volution Conference, 2022

SELECT PROJECT EXPERIENCE

Development Strategy for Publicly-Owned Land • Charleston, SC

Led an engagement to identify a market-feasible development scenario for mixed-income housing on each of three sites adjacent to the LCRT Mount Pleasant Street Station in Charleston; preparing a developer solicitation strategy

West Evanston TIF Economic Impact Assessment • Evanston, IL

Led an analysis assessing the economic impact of residential and commercial redevelopment projects within the West Evanston TIF District through a series of comparative TIF revenue projection scenarios

90 N District Development Advisory Services • Schaumburg, IL

Provided market-driven insights and analysis to help the Village of Schaumburg create a visionary and implementable plan that included a transit-supportive and walkable environment on a former Motorola headquarters site; also led the Village through a developer solicitation process for an adjacent site for which a developer was selected and recently broke ground to build a large-scale entertainment district

Bronzeville Lakefront Development Advisory Services • Chicago, IL

Led the analysis of redevelopment scenarios for the former Michael Reese Hospital site in Chicago; assisted in structuring a public-private partnership to support redevelopment

Campus Redevelopment Strategy & Developer Solicitation • Omaha, NE

Served as strategic advisor to a Fortune 500 company as it pursued redevelopment of its former corporate campus into a mixed-use development, including market and financial analyses, developer evaluation and term sheet negotiation

Hospital Site Redevelopment Plan • Bloomington, IN

Led a market evaluation of residential and retail uses on a catalytic redevelopment site south of downtown Bloomington, as part of a larger planning effort focused on defining a mixed-use redevelopment vision for a former hospital site

We Will Chicago Framework Plan • Chicago, IL

American Planning Association, IL Chapter, Daniel Burnham Award for a Comprehensive Plan Winner

Co-led a multidisciplinary team to research and prepare a policy framework through a participatory process for the first citywide comprehensive plan in over 50 years

Chicago Central Area Plan Update • Chicago, IL

Co-led the development of a vision for the City of Chicago's Central Area Plan, including a robust community engagement process and existing conditions report; currently co-leading Phase 2 which includes crafting an implementation plan and visualizing opportunity site improvements



ELENA CAMINER

SENIOR PROJECT MANAGER

Elena specializes in economic development, real estate economics, market feasibility and affordable housing. At SB Friedman, she focuses on helping clients achieve their economic and community development goals responsibly. Elena has prepared an affordable housing toolkit with more than 20 programs, policies and strategies to preserve and add affordable housing in Naperville, IL. She is currently preparing a development strategy to transform a 5.4-acre site in Chicago into a mixed-use social service community hub for the Chinese American Service League.

EDUCATION

Bachelor of Arts in Urban Studies
Barnard College at Columbia University

Bachelor of Arts in Ethics
The Jewish Theological Seminary of America

PROFESSIONAL ORGANIZATIONS

American Planning Association (APA)
Illinois Chapter

SELECT PRESENTATIONS

"Using Bonds & TIF to Facilitate Housing Development"
Presenter, Council of Development Finance Agencies (CDFA), Intro Housing Finance WebCourse, 2024

"Setting the Stage: the Basics of TIF"
Presenter, CDFA, Intro Tax Increment Finance WebCourse, 2024

"Assessing Your Housing Needs"
Panelist, APA IL State Conference, 2023

"Changing Demographics: Planning for Population Decline"
Presenter, APA IL Chicago Metro Section Webinar, 2022

SELECT PROJECT EXPERIENCE

Housing Needs Study, Toolkit & Policy Development • Naperville, IL

Prepared an affordable housing toolkit with more than 20 programs, policies and strategies to preserve and add affordable housing in Naperville; worked with the City to evaluate and structure a potential inclusionary zoning ordinance

Village-Wide Housing Assessment • Glen Ellyn, IL

Analyzed socioeconomic characteristics and trends; assessed current housing conditions; conducted a community engagement process including a steering committee and pop-up events; and identified and quantified unmet housing needs

3400 W Ogden Market & Feasibility Support • Chicago, IL

Evaluated the market feasibility of retail and affordable housing uses on a 1-acre site to advise a team of two affordable housing developers who were responding to a City of Chicago INVEST South/West RFP

Community Hub Development Strategy • Chicago, IL

Supporting the Chinese American Service League in creating and implementing a development strategy to transform a 5.4-acre site into a mixed-use social service community hub

Old Fairgrounds Market Study • Grayslake, IL

Managed a market analysis for residential and retail uses for a former 104-acre fairgrounds site

CSU Housing and Commercial Needs Assessment • Chicago, IL

Managed an analysis of campus housing needs and unmet commercial needs as part of a feasibility study for new development on a CSU-owned property along 95th Street

Lazarus Apartments Market Analysis and Application Support Services • Chicago, IL

Prepared a site and market assessment for Lazarus Apartments in North Lawndale, including identifying the existing inventory within a primary market area and comparison of the amenities, rents, occupancy and target populations for comparable properties; drafted funding applications to the Illinois Housing Development Authority and Chicago Housing Authority for the project

Chicago Central Area Plan Update • Chicago, IL

Managed the development of a vision for the City of Chicago's Central Area Plan including a robust community engagement process and existing conditions and trends report; currently managing Phase 2 which includes crafting an implementation plan and visualizing catalytic public realm improvements



EMMA BONANNO-LYNCH

SENIOR ASSOCIATE

Emma has a background in community and economic development and affordable housing. Her work includes developing housing, economic resiliency and comprehensive plans, conducting real estate market analyses, and analyzing financial considerations related to public-private partnerships. She is currently supporting the preparation of the 2025-2029 Comprehensive Economic Development Strategy and Consolidated Plan for Cook County, and is conducting a market analysis for a comprehensive plan update in Tinley Park, IL. She recently conducted a market analysis of several land uses for a downtown master plan in Little Rock, AR.

EDUCATION

Master in Urban Planning
Harvard University Graduate School of Design

Bachelor of Music in Vocal Performance
DePaul University

PROFESSIONAL ORGANIZATIONS

American Planning Association (APA)

SELECT PRESENTATIONS

“Speed Internships: Choose Your Own Adventure”
Presenter, APA IL State Conference, 2024

PREVIOUS EXPERIENCE

Graduate Analyst
Karp Strategies, 2022 – 2023

AmeriCorps VISTA, Capital Solutions and Communications Analyst (Housing Program Coordinator)
Enterprise Community Partners, 2020 – 2021

SELECT PROJECT EXPERIENCE

Uplift Cook: CEDS and Consolidated Plan • Cook County, IL

Supporting the preparation of the 2025-2029 Consolidated Plan and Comprehensive Economic Development Strategy (CEDS) for Cook County, including conducting regional housing needs, market and industry cluster analyses, and public engagement to create informed economic development goals and strategies for the region

Comprehensive Plan Update • Tinley Park, IL

Currently conducting a residential, retail, office and industrial market analysis as part of a comprehensive planning process for Tinley Park; evaluated key housing trends across housing types and tenures and identified development opportunities and considerations by land use

Citywide Housing Study • Clearwater, FL

Assisted the City of Clearwater in updating their Housing Affordability Assessment by analyzing characteristics and identifying trends in the existing housing stock and conducting demographic, economic, housing affordability and cost burden analyses

Downtown Little Rock Master Plan • Little Rock, AR

Conducted a market analysis (residential, retail, office and hotel) to understand existing conditions and development potential in Downtown Little Rock; identified economic development tools and developed implementation strategies for priority redevelopment projects determined through the master planning process

Northwest Region Commercial Corridors Study • Chicago, IL

Developing a commercial corridors assessment for the City of Chicago’s Northwest Planning Region, including analyzing and aggregating business license, sales tax, commercial real estate, property, permit activity, and other data on retail existing conditions

West Evanston TIF Economic Impact Assessment • Evanston, IL

Analyzing the economic impact of implementing residential and commercial redevelopment projects within the West Evanston TIF District by creating a series of TIF revenue projection scenarios

Economic Diversification and Resiliency Strategy • Emmet County, MI

Developed an economic resiliency strategic plan for the Little Traverse Bay Bands of Odawa Indians, a federally recognized Native American tribe, including conducting existing conditions assessments and developing strategies related to the Tribe’s housing needs, commercial real estate and land use priorities, workforce, and organizational structure and capacity



MARISA SCHULZ LEED NCI

PRINCIPAL

ROLE: PROJECT LEAD

Contact

- 847.261.4047
- mschulz@alltogetherstudio.com
- /marisaschulz
- alltogetherstudio.com

Education

University of Texas - Austin
Master of Community
and Regional Planning

University of Michigan - Ann Arbor
Bachelor of Arts in English
Minor in Spanish

Affiliations

- Adjunct Faculty Member –
DePaul University, Sustainable
Urban Development Program
- Lambda Alpha International –
Ely Chapter
- Congress for New Urbanism
- American Planning Association
- Urban Land Institute
- CNU Central Texas –
Former Board Member

About

Marisa is an urban planner and writer with 20 years of experience working on a broad range of planning, communications, and outreach projects within the public, private, and political sectors. From Detroit to Austin to Santiago, Chile, Marisa has worked closely with communities to ensure the public plays a vital role in shaping the design and policies of places. Her work has been featured in Bloomberg, the New York Times, USA Today, and Next City. Marisa has taught both undergraduate and graduate courses in engagement, planning, and design in Chicago. She is a certified facilitator through the National Charrette Institute.

Relevant Project Experience

- Boise Illustrated Zoning Guide | City of Boise, ID Ongoing
Stakeholder Interviews, Storyboarding & Graphic Novel Creation
- Downtown Durham Blueprint 2035 | Downtown Durham, Inc. | Durham, NC Ongoing
Downtown Planning, Multicultural/Bilingual Engagement, Storytelling
- Moline Riverfront Plan | City of Moline | Moline, IL Ongoing
Downtown Planning, Multicultural/Bilingual Engagement, Adaptive Reuse
- Nassau Florida Vision 2050 | Nassau County | Nassau, FL Ongoing
Vision-based Strategy, Multi-jurisdictional Planning, Countywide Engagement
- Central Area Plan (Phase 1-2) | City of Chicago | Chicago, IL Ongoing
Downtown Planning, Multicultural/Bilingual Engagement
- Cabrini NOW | Chicago Housing Authority | Chicago, IL 2024
Multicultural/Bilingual Engagement, Branding + Communications
- LaSalle Reimagined | City of Chicago | Chicago, IL 2024
Downtown & Corridor Planning, Multicultural/Bilingual Engagement, Adaptive Reuse
- Dane County Regional Housing Strategy | Dane County Department of Planning
and Development | Dane County, Wisconsin 2023
Affordable/Workforce Housing, Multicultural/Bilingual Engagement
- Evanston Thrives Retail Action Strategy | City of Evanston | Evanston, IL 2023
Storytelling, Corridor Planning, Multicultural/Bilingual Engagement
- Clark Street Crossroads Corridor Study | City of Chicago Department of Planning
and Development (DPD) | Chicago, Illinois 2023
Corridor + Transportation Planning, Branding + Communications
- Northeast Kansas City Heritage Trail | MARC, Kansas City, KS 2022
Storytelling, Multicultural Engagement, Neighborhood Planning, Branding/Wayfinding
- We Will Chicago Master Plan | City of Chicago | Chicago, IL 2022
Citywide Planning, Multicultural/Bilingual Engagement
- Wauwatosa Equity Plan - Zoning For All | City of Wauwatosa, WI 2021
Storytelling, Branding + Communications, Engagement
- Pullman National Monument Brand | Historic Pullman Foundation 2021
Storytelling, Branding + Communications
- Calumet Heritage Area | Calumet Collaborative | Illinois / Indiana 2019
Branding, Regional Tourism, Stakeholder Engagement



All Together.

GRACE LI

PLANNER

ROLE: ENGAGEMENT

Contact

- 224.795.9363
- gli@alltogetherstudio.com
- /gracewli
- alltogetherstudio.com

Education

University of Illinois Chicago
Master of Urban Planning & Policy

Jack, Joseph and Morton
Mandel School of Applied
Social Sciences at CWRU
Master of Science in
Social Administration, Community
Practice for Social Change

Case Western Reserve University
Bachelor of Arts in Sociology

Affiliations

- American Planning Association

About

Grace is an urban planner with a background in social work. She's passionate about breaking down the pervasive barriers to participation, forging meaningful partnerships with communities, and ensuring her work is grounded in restorative justice. She also loves baking cookies, volunteering as a mentor for high schoolers, and biking on the Chicago Lakefront Trail.

Relevant Project Experience

- **Madison Parks & Open Space Plan** | City of Madison | Madison, WI *Ongoing*
Multicultural/Bilingual Engagement, Branding + Communications
- **Sun Prairie Zoning Update** | City of Sun Prairie | Sun Prairie, WI *Ongoing*
Multicultural/Bilingual Engagement, Branding + Communications
- **Downers Grove** | Village of Downers Grove | Downers Grove, IL *Ongoing*
Multimodal & Village Planning, Engagement, Branding + Communications
- **Nassau Florida Vision 2050** | Nassau County | Nassau, FL *Ongoing*
Vision-based Strategy, Multi-jurisdictional Planning, Countywide Engagement
- **Green Bay Comprehensive Plan** | City of Green Bay | Green Bay, WI *Ongoing*
Multicultural/Bilingual Engagement, Neighborhood Brands + Communications
- **Madison Sustainability Plan** | City of Madison | Madison, WI *Ongoing*
Graphic Design, Communications, Sustainability Planning, Multicultural/Bilingual Engagement
- **Hoffman in Motion Transportation Plan** | Village of Hoffman Estates, IL *Ongoing*
Multimodal Planning, Multicultural/Bilingual Engagement, Branding + Communications
- **Our Way Forward 2050 Long-Range Transportation Plan** | Will County, IL *Ongoing*
Multimodal Planning, Multicultural/Bilingual Engagement, Branding + Communications
- **Central Area Plan (Phase 1+2)** | City of Chicago | Chicago, IL *Ongoing*
Downtown Planning, Multicultural/Bilingual Engagement
- **Downtown Lemont Communications** | Village of Lemont | Lemont, IL *Ongoing*
Branding + Communications, Collateral Design, Signage + Wayfinding
- **Cabrini NOW** | Chicago Housing Authority | Chicago, IL *2024*
Multicultural/Bilingual Engagement, Branding + Communications
- **Complete Communities Transportation Planning Project*** | Milwaukee County Department of Transportation | Milwaukee County, WI *2023*
Multicultural Engagement, Multimodal Planning

*Completed while at a former planning firm



TINA FIGUEROA

BILINGUAL PLANNER

ROLE: ENGAGEMENT

Contact

- 787.467.6005
- tfigueroa@alltogetherstudio.com
- /juliet-tina-figueroa
- alltogetherstudio.com

Education

University of Illinois Chicago
Master of Urban Planning & Policy
Ongoing

Loyola University
Master of Arts in Digital Humanities

Seton Hall
Bachelor of Arts in History

Affiliations

- Spanish Fluency
- Proficient in HTML/CSS, XML/TEI
- Career Development Committee for Shirley Ryan AbilityLab's Diversity Council

About

Tina is a digital specialist and urban planner whose interests focus on accessibility and equity. She believes in community-centered decision making to design physical and digital spaces beneficial to all. She enjoys playing volleyball, using public transit, and petting every dog or cat she meets.

Relevant Project Experience

- Madison Parks & Open Space Plan** | City of Madison | Madison, WI *Ongoing*
Multicultural/Bilingual Engagement, Branding + Communications
- Downtown Durham Blueprint 2035** | Downtown Durham, Inc. | Durham, NC *Ongoing*
Downtown Planning, Multicultural/Bilingual Engagement, Storytelling
- Sun Prairie Zoning Update** | City of Sun Prairie | Sun Prairie, WI *Ongoing*
Multicultural/Bilingual Engagement, Branding + Communications
- Green Bay Comprehensive Plan** | City of Green Bay | Green Bay, WI *Ongoing*
Multicultural/Bilingual Engagement, Neighborhood Brands + Communications
- Madison Sustainability Plan** | City of Madison | Madison, WI *Ongoing*
Graphic Design, Communications, Sustainability Planning, Multicultural/Bilingual Engagement
- Moline Riverfront Plan** | City of Moline | Moline, IL *Ongoing*
Downtown Planning, Multicultural/Bilingual Engagement, Adaptive Reuse
- Our Way Forward 2050 Long-Range Transportation Plan** | Will County, IL *Ongoing*
Multimodal Planning, Multicultural/Bilingual Engagement, Branding + Communications
- Downtown Lemont Communications** | Village of Lemont | Lemont, IL *Ongoing*
Branding + Communications, Collateral Design, Signage + Wayfinding
- Central Area Plan (Phase 1+2)** | City of Chicago | Chicago, IL *Ongoing*
Downtown Planning, Multicultural/Bilingual Engagement
- Cabrini NOW** | Chicago Housing Authority | Chicago, IL 2024
Multicultural/Bilingual Engagement, Branding + Communications
- LaSalle Reimagined** | City of Chicago | Chicago, IL 2024
Downtown & Corridor Planning, Multicultural/Bilingual Engagement, Adaptive Reuse
- Dane County Regional Housing Strategy** | Dane County Department of Planning and Development | Dane County, Wisconsin 2023
Multi-jurisdictional Planning, Affordable/Workforce Housing, Multicultural/Bilingual Engagement
- Beck Park Redesign** | City of Evanston | Evanston, IL 2023
Storytelling, Multicultural/Bilingual Engagement
- Evanston Thrives Retail Action Strategy** | City of Evanston | Evanston, IL 2023
Storytelling, Corridor Planning, Multicultural/Bilingual Engagement, Custom Illustrations
- Moline Centre Form-Based Code** | Moline Centre + City of Moline | Moline, IL 2023
Downtown Planning, Multicultural/Bilingual Engagement, Communications
- Adventures in Stockton** | Village of Stockton + Galena Country Tourism | Stockton, IL 2023
Storytelling, Downtown Placemaking, Branding + Communications
- We Will Chicago Master Plan** | City of Chicago | Chicago, IL 2022
Citywide Planning, Multicultural/Bilingual Engagement



All Together.

KRISTIAN GIST

BRAND STRATEGIST | STORYTELLER

Contact

✉ kristian@kristiangistcreative.com

in [/linkedin.com/in/kristiangist](https://www.linkedin.com/in/kristiangist)

🌐 www.kristiangistcreative.com

Education

DePaul University
Bachelor of Science in Business
Management and Entrepreneurship

About

Kristian is a brand strategist and copywriter focused on bringing the authentic story of places to life. After a decade years of working in marketing, sales, and strategic planning across industries, Kristian took her passion for connecting people with their communities.

With a focus of working on minority-owned and women-owned businesses, her work has formed first-time deals for clients with major retailers, gained media spotlights for clients on the Today Show and People Mag, and positioned brands to secure millions of dollars in grants and fundraising.

Throughout her work, Kristian has had the opportunity to manage media relations, crisis management, and marketing talent to rewrite the narrative of any brand or initiative.

Relevant Project Experience

- **WEDC Racine Placemaking** | Wisconsin Economic Development Corp | Racine, WI *Ongoing*
Placemaking, Public Realm Installations, Storytelling, Training Workshops
- **Park Ridge Rebrand** | City of Park Ridge | Park Ridge, IL *Ongoing*
Branding + Communications
- **Lemont Downtown Social Media + Blog + Newsletter** | Lemont, IL *Ongoing*
Branding + Communications
- **Downtown Evanston Communications** | Downtown Evanston | Evanston, IL *Ongoing*
Branding + Communications, Collateral Design, Signage + Wayfinding, Downtown Placemaking
- **Global Girls Foundation, + Christina Nairobi Branding + Website** | NYC, NY *Ongoing*
Storytelling, Branding + Communications
- **My Happy Flo Branding + Creative Direction** | My Happy Flo | Atlanta, GA *Ongoing*
Storytelling, Branding + Communications
- **SPACE Branding + Creative Direction** | Miki Clayton Talent | Washington, DC | *Ongoing*
Storytelling, Branding + Communications
- **We Rise Together** | Chicago Community Trust | Chicago, IL 2022-2023
Event Management | Branding + Communications
- **Beck Park Redesign** | City of Evanston | Evanston, IL 2023
Storytelling, Multicultural/Bilingual Engagement
- **Adventures in Stockton** | Village of Stockton + Galena Country Tourism | Stockton, IL 2023
Engagement, Branding + Communications
- **Relentless Achiever Branding + Product Dev.** | Relentless Achiever | London, UK 2022
Storytelling, Branding + Communications
- **High Impact Moments Branding + Product Dev.** | New York, NY 2022
Storytelling, Branding + Communications
- **Today I Did It Right Branding + Product Development** | T/D/R | Lund, Sweden *March 2021*
Storytelling, Branding + Communications
- **Play Like a Girl Rebrand + Email Marketing + Lead Generation** | Nashville, TN 2021
Storytelling, Branding + Communications

DOUGLAS VOIGT, AIA, AICP
Urban Design and Planning Partner



Education

Master of Architecture, University of Wisconsin, Milwaukee

Bachelor of Science, Architectural Studies, University of Wisconsin, Milwaukee

Certificate in Urban Planning, University of Wisconsin, Milwaukee

Professional Registration

American Institute of Certified Planners

Registered Architect in New York and Illinois

Professional Affiliations

Corporate Full US, Urban Land Institute (ULI)

Society of College and University Planning (SCUP), Member

American Planning Association, Member

Chicago Central Area Committee, Executive Committee Member

Openlands, Board Member

American Institute of Architects Chicago, Member

Member, National Council of Architectural

Registration Board

Since joining SOM in 1995, Doug Voigt has focused on complex urban plans and architectural projects. Through his leadership as Urban Planning and Design Partner, he is interested in the capacity of design to build community and connect people to one another. Voigt's work is distinguished by a passionate appreciation for each project's unique challenges and the need for a comprehensive and innovative response. Over the last two decades, he has been able to unite disparate stakeholders under a cohesive vision, transforming abstract ideas into physical realities.

Select Projects

Auburn Gresham - 79th Street Corridor Study

Chicago, Illinois

SOM assisted the City of Chicago in preparing developments concepts and guidelines for public sector land to be included in a request for private sector developer proposal. This consolidated a wider investment framework including a new commuter rail station and engaged community leaders and elected officials in confirming site development approaches.

Hopewell Neighborhood Development Master Plan

Bloomington, Indiana

The team, with the City of Bloomington, its community and private developers, looked at the former IU Health Campus site. The master plan provides recommendations for a new, open, and welcoming neighborhood and a linear central green gateway.

Altenheim Line Development Framework Plan

North Lawndale, Illinois

Working with local communities and the City of Chicago, SOM is developing a plan to advance residential, retail, industrial, commercial redevelopment adjacent to the CSX Altenheim railroad corridor, and create a vision for a new recreational use of the rail spur.

Milwaukee Equitable Growth TOD Planning Study

Milwaukee, Wisconsin

Planning study for 82 acres of Milwaukee's transit corridors that provides a roadmap for equitable growth and development through TOD. With an emphasis on ensuring that the vision is consistent with stakeholder goals

for their neighborhoods, the plan provides a coordinated framework for public and private investment decisions, zoning code updates, and practical implementation strategies.

Western Avenue Corridor Study
Chicago, Illinois

SOM and a team of consultants worked with the City of Chicago to conduct an in-depth analysis of a 5 mile stretch of Western Avenue and develop a "road map" that identified opportunities to increase density, promote a greater mix of land uses, and improve pedestrian safety along Western Avenue.

Cottage Grove Corridor Assessment
Chicago, Illinois

SOM was commissioned to conduct an assessment that focuses on a one and a half mile stretch of Cottage Grove Avenue, from Pershing Road to 51st Street. The purpose of the study was to understand and verify property ownership, identify potential sites for development and establish preliminary recommendations to guide future development.

New Rapid Transit for a Growing, Equitable Rochester
Rochester, Minnesota

Rochester, anchored by the globally recognized Mayo Clinic, is projecting significant growth. SOM led a multidisciplinary team to explore economic development opportunities, affordable housing, transit-supportive land uses, development guidelines, public realm improvements, multi-modal connections and a network of walkable streets linked to public spaces.

Lincoln Yards
Chicago, Illinois

Master planning and architecture services for 55 acres of land which will connect Lincoln Park to Bucktown, two of Chicago's most vibrant urban environments. As the city's dynamic river-centered innovation and lifestyle cluster, Lincoln Yards will provide Chicagoans a mixed-use destination that integrates office, shopping, dining, entertainment, residential and hospitality development.

JENNIFER SKOWLUND, AIA, LEED® AP

Associate Principal
Urban Designer

Jennifer Skowlund is an Associate Principal and Urban Designer in SOM's Chicago office. Her design approach emphasizes the inextricable link between intelligent urban planning and high-quality architecture. With nearly 20 years of professional experience in both architecture and urban planning, Jennifer's expertise covers a wide range of projects including affordable housing, neighborhood revitalization, urban infill, campus planning.

Select Projects

Altenheim Line Development Framework Plan North Lawndale, Illinois

Working with local communities and the City of Chicago, SOM is developing a plan to advance residential, retail, industrial, commercial redevelopment adjacent to the CSX Altenheim railroad corridor, and create a vision for a new recreational use of the rail spur.

Stitching it Together Vision Study Chicago, Illinois

Vision study that explores ways to improve the public realm, support local businesses, reduce impacts of industrial operations, and increase public health and safety for the Brighton Park neighborhood of Chicago.

Chicago State University Facilities Master Plan Chicago, Illinois

Campus planning for CSU's 155-acre campus in Chicago's south side. The team analyzed their campus to propose the highest and best use of academic spaces, land holdings, and athletic facilities to accommodate CSU's projected enrollment growth and strategic priorities.

Lincoln Yards Chicago, Illinois

Master Planning and architecture services for 55 acres of land which will connect Lincoln Park to Bucktown, two of Chicago's most vibrant urban environments. As the city's dynamic river-centered innovation and lifestyle cluster, Lincoln Yards will provide Chicagoans a mixed-use destination that integrates office, shopping, dining, entertainment, residential and hospitality development.

Lakeside Master Plan Chicago, Illinois

Master plan for the redevelopment of 573-acre abandoned and cleared industrial site on Chicago's south lakefront into a mixed use district incorporating residential, commercial, retail and entertainment uses, infrastructure and open space improvements.

Nashville Riverfront Development Nashville, Tennessee

Located three miles north of downtown, at the highest point of the Cumberland River's north bend, SOM is working to transform a 65-acre site into a \$2.6 billion mixed-use neighborhood featuring vast public parks and community gardens overlooked by residential, commercial and retail spaces.

305 South Congress Avenue Austin, Texas

Master planning services for a 19-acre mixed use redevelopment that includes residential and office programs. The site is located in the heart of downtown Austin on the southeast corner of South Congress and Lady Bird Lake.

Booth Street Complex Ottawa, Canada

Planning for a new 7-acre development in Ottawa's Little Italy. The development marries heritage and new development to provide residential, commercial and entertainment amenities to the community.

University of Chicago - Master Plan Chicago, Illinois

Master plan for the 211 acre campus that guides the future growth of the university, and connects the South, West, and Main campuses. The plan increases amenities and revives the 53rd Street corridor as a supporting business district to the university and surrounding Hyde Park neighborhood.



Education

Mississippi State University, Bachelor of Architecture

Professional Registration

Registered Architect in Illinois and the District of Columbia

Professional Affiliations

LEED® Accredited Professional

American Institute of Architects, member

Society of College and University Planning (SCUP), member

Friends of the Chicago River Board of Directors

CHRISTOPHER HALL, MRTPI, AICP

Associate Principal
Urban Strategy Leader

Chris has 30 years of experience leading multi-disciplinary teams within community, design and real estate based organizations and across private and non-profit sectors.

Chris' experience includes large scale spatial planning, master planning, investment frameworks, infrastructure, transit oriented development, development feasibility, strategy, policy planning, zoning and stakeholder and community engagement. He has a long-term focus on low and moderate income communities, and brownfield sites. Chris is recognized for strength across data, infrastructure, economic and social realms, design, and an absolute commitment to implementation.

Select Projects

Auburn Gresham - 79th Street Corridor Study Chicago, Illinois

SOM assisted the City of Chicago in preparing developments concepts and guidelines for public sector land to be included in a request for private sector developer proposal. This consolidated a wider investment framework including a new commuter rail station and engaged community leaders and elected officials in confirming site development approaches

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New Rapid Transit for a Growing, Equitable Rochester Rochester, Minnesota

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Milwaukee Equitable Growth TOD Planning Study Milwaukee, Wisconsin

Planning study for 82 acres of Milwaukee's transit corridors that provides a roadmap for equitable growth and development through TOD. With an emphasis on ensuring that the vision is consistent with stakeholder goals for their neighborhoods, the plan provides a coordinated framework for public and private investment decisions, zoning code updates, and practical implementation strategies.

Cottage Grove Corridor Assessment Chicago, Illinois

SOM was commissioned to conduct an assessment that focuses on a one and a half mile stretch of Cottage Grove Avenue, from Pershing Road to 51st Street. The purpose of the study was to understand and verify property ownership, identify potential sites for development and establish preliminary recommendations to guide future development.

Hyde Park Retail District Plan Chicago, Illinois

Land use, public realm and streetscape strategy for neighborhood core responding to community and university expectations for a higher quality retail offer and the productive re-use of surface car parks.

Chapel Hill North-South TOD Chapel Hill, North Carolina

SOM is currently leading TOD planning for the North-South BRT line through Chapel Hill neighborhoods, downtown and the University of North Carolina. Station Areas encompass a variety of conditions, character and types of future and will play a key role in shaping future growth, and defining how it meets aspirations for: connectivity, equity, distinctiveness and innovative design.

Stitching it Together Vision Study Chicago, Illinois

Vision study that explores ways to improve the public realm, support local businesses, reduce impacts of industrial operations, and increase public health and safety for the Brighton Park neighborhood of Chicago.



Education

Master of Urban Planning and Policy,
University of Illinois-Chicago

BSc (Hons) Government, Politics, History,
Brunel University, London

Professional Registrations

American Institute of Certified Planners

Royal Town Planning Institute (UK),
Chartered Member

Professional Affiliations

American Planning Association, Illinois,
Member

Urban Land Institute (ULI)

Lambda Alpha International

OLA ODUKOYA, ASSOC. AIA, LEED GA
Junior Urban Designer

Ola Odukoya is a Junior Urban Designer in SOM's Chicago City Design Practice. Trained as an architect with a background in urban design, Ola is passionate about how design affects the broader community and environment. He loves working on projects that involve collaboration with stakeholders in the community and local government. Ola's portfolio includes Clark Atlanta University Masterplan, Lawndale Line Development Framework plan and East Lancaster Corridor TOD plan.

Select Projects

Altenheim Line Planning Study North Lawndale, Illinois

Working with local communities and the City of Chicago, SOM developed a plan to advance residential, retail, industrial, commercial redevelopment adjacent to the CSX Altenheim railroad corridor, and create a vision for a new recreational use of the rail spur.

Western Avenue Corridor Study Chicago, Illinois

SOM and a team of consultants worked with the City of Chicago to conduct an in-depth analysis of a 5 mile stretch of Western Avenue and develop a "road map" that identified opportunities to increase density, promote a greater mix of land uses, and improve pedestrian safety along Western Avenue.

Ground Floor Commercial Design Guidelines

Chicago, Illinois

Design guidelines for renovated and new commercial ground floors in Chicago's commercial corridors.

City of Harvey TOD Master Plan Harvey, Illinois

A plan focusing on land use, housing, office/retail, and connectivity to transit for the area surrounding the Harvey Transportation Center and the Harvey Metra Station.

Clark Atlanta University Campus Master Plan

Atlanta, Georgia

Aligning with Clark Atlanta University's (CAU) 5-year strategic plan, SOM has developed a campus plan that will preserve and evolve the HBCU's student experience through strengthening core spaces, integrating ecology and technology, and designing a connected walkable network through CAU.

Chapel Hill North-South TOD Plan Chapel Hill, North Carolina

TOD Plan for the North-South BRT line through Chapel Hill neighborhoods, downtown and the University of North Carolina. Station Areas encompass a variety of conditions, character and types of future and will play a key role in shaping future growth, and defining how it meets aspirations for: connectivity, equity, distinctiveness and innovative design.

East Lancaster Corridor TOD Plan Fort Worth, Texas

SOM, in collaboration with Kimley Horn, worked with Trinity Metro and the surrounding community to create a Transit-Oriented Development Plan for a 7.2 miles stretch of East Lancaster Avenue's proposed Bus Rapid Transit Corridor. The plan aimed to improve interconnection and access to transit within and around Fort Worth.



Education

Bachelor of Architecture with a minor in Urban Studies, Illinois Institute of Technology

Professional Registrations

LEED Green Associate

National Council of Architectural Registration Boards (NCARB)

Professional Affiliations

Associate AIA

National Organization of Minority Architects (NOMA), Member

LEED Green Associate

4 PROJECT UNDERSTANDING AND PLAN

OUR TEAM

We have assembled a team of accomplished firms that bring the full range of expertise needed to successfully complete this project. SB Friedman Development Advisors, LLC (SB Friedman) will lead the team, manage all aspects of the project, and provide real estate market, housing and strategic development advice. All Together, an Evanston-based DBE firm, will manage the community engagement, and SOM, a world-renowned architecture firm, will conduct the conceptual site design and architectural visualizations.

Our entire team has offices in the Chicago region and has an extensive knowledge of Evanston, both professionally and personally. Our team members have worked together on multiple projects in recent years and are currently collaborating on preparing Chicago's Central Area Plan 2025.

- » SB Friedman is a real estate and economic development advisory firm with national expertise in housing studies, strategies and policies. SB Friedman has over 30 years of experience providing innovative and customized community and economic development advice to public and private sector clients and has worked on numerous projects aimed at enhancing equity and quality of life.
- » All Together brings robust experience as a place-based creative agency that weaves together engagement, communications and placemaking. As a collective of planners and creatives, All Together brings a mastery of breaking down the often complex lingo of planning and zoning through outreach, campaigns, public art and collateral development.
- » SOM is a world-renowned design and architecture firm with teams of architects, engineers, urban designers and planners, among others who transform words to drawings. SOM aspires to help deliver equitable, healthy and resilient spaces informed by a community's goals.

We have specifically not included a developer on our team to ensure a process that is unbiased and puts the needs of the community first. We strongly believe that the inclusion of a developer in the team is likely to create an appearance of conflict. It also frees our team to leverage our extensive network of relationships with national and local for-profit and non-profit developers and gauge the housing market in Evanston and the Emerson and Jackson site. We will coordinate closely with the team selected for "Putting Assets to Work" so they have the information to conduct a developer solicitation process that is reflective of the community vision.

OUR APPROACH

Housing, while a basic human right and need, is not universally accessible to people in our nation, including in Evanston. Nearly 40% of Evanston households are "cost-burdened", meaning that they pay more than 30% of their income on housing and, in effect, have affordability challenges. Expanding affordable housing in Evanston is one of the top priorities of the Evanston City Council and using City-owned property to deliver accessible housing to the community is a step to achieving that priority. We also recognize the highly-charged community conversations around housing and the need for educating the public. The goals of this project are to:

- » Demystify the funding and production of market-rate and affordable housing;
- » Design educational materials and collateral that the City can use on an ongoing basis;
- » Engage Evanston residents to create a shared vision for a one-acre City lot; and
- » Create a mixed-use, mixed-income housing development concept that will guide a future developer solicitation process.

DEMYSTIFYING HOUSING FUNDING AND PRODUCTION

Ensuring the community can engage in ongoing housing discussions is crucial for accomplishing long-term housing goals. Establishing a common vocabulary around types of housing, housing affordability, and funding sources and programs can help elected officials, city staff, developers, advocates and community members communicate effectively. By providing context around housing design, funding and production, the community can better understand the breadth of housing options and make informed decisions.

DESIGNING EDUCATIONAL MATERIALS AND COLLATERAL

Communication and engagement materials need to be both accessible and compelling. Affordable housing doesn't have to be scary. We will work hand-in-hand with City staff, our illustrators and key stakeholders to understand how to adapt the current policy into a more exciting and engaging format that tells a story. Educational materials will include:

- » Key messaging that addresses misconceptions and terminology/processes that would benefit clarification.
- » A Housing Guide, that includes highly accessible graphics around housing typology and processes (designed for print and digital).
- » Individual assets from the Housing Guide that can be used for social campaigns, within presentations, etc.

ENGAGING EVANSTONIANS TO CO-CREATE A DEVELOPMENT VISION

We are committed to a community-driven vision for the City-owned one-acre site. At the beginning of the project, our team will design a fully inclusive engagement strategy to build trust, educate on key issues, and chart a course forward. We will partner with the City and other guiding stakeholders to offer opportunities to engage community members throughout the project— at various scales. We recognize the fatigue of frequent participation in planning processes—especially within the Fifth Ward— and aim to make it convenient, valuable and enjoyable for people to contribute. We will listen carefully to the community's needs and aspirations through workshops, advisory groups and other creative engagement techniques. Our commitment is to identify diverse voices, ensure they know about the process, and then work to create safe spaces that foster honest and important dialogue about the broader topics of housing and the more specific opportunities, challenges and vision related to the site.

VISUALIZING THE DEVELOPMENT IN THREE DIMENSIONS

Collaboration with the City and community will explore the development potential of the Jackson and Emerson site and consider how this can serve as an example of how to meet wider City of Evanston community objectives. Planning and design outputs will evolve to the level where they communicate the ambition for the site, help promote the opportunity to potential development partners, and provide opportunities for future developer creativity and input. The outputs can be included in guidance for how other similar sites in Evanston can meet community objectives or be included in Requests for Qualification(s) and/or Proposal(s) for any development and/or re-development projects.

PROPOSED SCOPE OF WORK

PROJECT KICKOFF AND PROJECT MANAGEMENT

We will hold a virtual kickoff meeting with the City of Evanston staff to introduce the project team; confirm project goals and objectives; and discuss the overall timeline and points at which we will check in with Evanston staff. We will also confirm our proposed engagement plan and discuss the makeup of the advisory group. After reviewing existing plans and data sources available online, we will prepare a data request.

PHASE ONE: EXPLORATION OF HOUSING TYPES AND AFFORDABILITY

Expanding affordable housing in Evanston is one of the top priorities of the Evanston City Council and using City-owned property to deliver housing that is accessible to the community is a step to achieving that priority. SB Friedman will analyze existing housing conditions and identify unmet housing needs.

1. Exploring Housing Types and Affordability

- a. **Analyze existing housing conditions and needs in Evanston.** SB Friedman will conduct the following analyses to provide content on Evanston's existing housing conditions and needs:
 - » Assess demographics and housing stock characteristics.
 - » Understand the types of households that are housing cost-burdened, spending more than 30% of their household income on housing-related costs.
 - » Inventory the various kinds of affordable housing, including legally-restricted and naturally occurring affordable housing units.

We will draft charts and maps that clearly identify key takeaways from our analyses.

- b. **Develop educational materials.** Our team will develop educational materials on the following topics based on early conversations with Evanston staff:
 - » History of housing in Evanston and the nation
 - » Key housing terminology
 - » Existing housing conditions and needs in Evanston
 - » Common housing typologies (single-family detached, townhomes, two-flats, courtyard apartments, high-rise multifamily)
 - » The housing affordability spectrum, including the various types of housing from affordable to market-rate (public housing, LIHTC, naturally-occurring affordable, Inclusionary Housing affordable units, market-rate)
 - » Common housing financing tools for for-sale and rental affordable housing including, LIHTC, TIF, and HOME funds

All Together will lead the design of the materials to ensure the content is legible for everyday residents of Evanston.

2. Education on Housing Types and Affordability

- a. **Meet with advisory group.** Our team will work with the City to engage an advisory group of key stakeholders, including residents, local businesses, community organizations and city officials, to guide this initiative. The group will provide valuable insights

into local housing needs and affordability, share their vision for the site, and inform the development of educational materials. If desired, our team will work with City staff to organize a tour of successful affordable housing developments in the Chicago region for the group.

- b. Conduct Community Housing Workshop.** We will conduct a citywide workshop to promote community understanding of housing types, affordability and development financing. We will broadly market the workshop through City and community organizations, and will coordinate with the City on the best communications around the event (tying it into existing concerns and opportunities).

The workshop will provide educational resources in multiple formats, such as affordable housing image galleries and scale models, and create opportunities for participants to ask questions and discuss their priorities. Expert guest speakers may also be featured to share insights on affordable housing.

PHASE TWO: CONCEPTUALIZING SITE DEVELOPMENT

Planning, engagement and design processes will advance the use-case analysis for the Jackson and Emerson site. As part of the site development conceptualization, we will analyze market conditions and facilitate a visioning workshop. Informed by the vision statement and market findings, SOM will develop three scenarios for the site that advance community policy goals. We will refine one scenario based on public engagement, real estate market and implementation directions that will ultimately be included in a recommended site plan that can be used in Requests for Qualification(s) and/or Proposal(s) for any development and/or re-development projects.

1. Visioning for the Development of the Site

- a. Analyze market conditions of the site.** SB Friedman will conduct a market assessment to ensure a market-realistic vision for the site. This assessment will include an understanding of:
 - » What forms of housing are currently being delivered in Evanston
 - » Affordable housing proposals and general success of competitive 9% LIHTC projects in Evanston
 - » Sale prices/rents for various housing products particularly in the 5th Ward
 - » High-level assessment of retail/restaurant feasibility
 - » High-level qualitative assessment of economics based on interviews with housing developers

The market assessment will inform the type of housing products and affordability levels that are likely to be successful at the site.

- b. Facilitate Site Visioning Workshop.** We will facilitate a visioning workshop to gather input on the desired type of development for the site. We will gamify input collection, making it fun for all ages and backgrounds to learn and participate. We often pair food, music, kids' activities, and art with our events. We will design a series of interactive exercises that help the team and the City to identify issues and priorities and the policy and design solutions to address them.
- c. Draft vision statement.** Community input from the advisory group and public workshop will lead to the development of a vision statement for the site that will inform the development of conceptual drawings.

2. Visual Representation of Proposed Development

- a. Develop three scenarios.** With insights gained from preparatory work, SOM will outline site design scenarios that explore potential options covering different mixes of use and a range of densities and heights of development. Initial steps will address the fundamental parameters of the scenarios, including:
 - » Site extent / coverage, easements;
 - » Footprints, massing, parking;
 - » Open spaces, public realm, amenities; and
 - » Outline of circulation: pedestrian, bike, auto; the potential role of any adjacent sites.
- b. Meet with advisory group to review scenarios.** We will present the scenarios and use a set of hands-on processes to:
 - » Compare approaches to the site;
 - » Establish essential site requirements for the future;
 - » Identify elements that are optional, or flexible in terms of location; and
 - » Confirm items that can be set aside.

The discussion with the advisory group will draw from the market analysis. Workshop tools will include examples of similar developments from elsewhere, in Chicago, Cook County and around the country. Base plans and 3D digital tools will place options within the neighborhood context. SOM will facilitate discussions to review the merits and potential challenges of each scenario, incorporating feedback to refine the plans further. We anticipate the workshop will engage stakeholders from across City of Evanston departments.

- c. Facilitate one public workshop on scenarios.** SOM will refine three scenarios to share at a public workshop. We will facilitate a workshop to review and gather feedback on the draft scenarios for the site. We will design a series of interactive exercises that help the team and the City identify a preferred scenario.

- d. **Advance preferred scenario.** Based on public engagement, real estate market and implementation directions, SOM will prepare exhibits for a preferred scenario that will illustrate the development and adjacent public realm.
- e. **Meet with advisory group to share preferred scenario.** A second engagement event will present the preferred scenario, including the relationship to the surrounding street framework and other developments in the neighborhood. We will engage the advisory group around the concepts and brainstorm strategies for implementation.
- f. **Draft recommended site plan. Following final directions, SOM will prepare a** recommended site plan addressing development, amenities, public realm, circulation and neighborhood context for use in future developer recruitment processes. This will include diagrams, plan views and 3D model visualizations to communicate neighborhood relationships, the site framework and development footprints, massing, orientation, frontages, uses/program, and parking. Summary narratives will also be provided. Materials will be provided for use in Requests for Qualification(s) and/or Proposal(s) for any development and/or re-development projects.

ADDITIONAL SERVICES

We have estimated a fee based on the scope of work described in this proposal. Our team is open to the opportunity for additional services in support of the development of the site. Some additional services could include:

- » Additional meetings and engagement.
- » Additional concepts or renderings.
- » Pro forma analysis to understand the financial feasibility of the proposed scenarios.

If desired, we will work with you to estimate a fee to complete any additional services.

PROPOSED PROJECT SCHEDULE

Our proposed scope of services is anticipated to take approximately 7 months to complete from the time we receive approval to proceed from the City. The timeline, outlined below, relies on prompt receipt of data and input from City staff, availability of key stakeholders/informants for interviews, and scheduling of meetings. We will work with the City to achieve any deadlines for the project.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
Project Kickoff and Project Management							
PHASE ONE: EXPLORATION OF HOUSING TYPES AND AFFORDABILITY							
Exploration of Housing Types and Affordability							
Education on Housing Types and Affordability							
PHASE TWO: CONCEPTUALIZING SITE DEVELOPMENT							
Visioning for the Development Site							
Visual Representation of Proposed Development							

5 FEES

Please see separately submitted price proposal, uploaded on DemandStar.

6 CONTRACT EXCEPTIONS

CONTRACT EXCEPTIONS

Please see section 7 of this proposal, Appendix: Forms, Exhibit J, Professional Services Agreement Acknowledgement Page.

7 APPENDIX: FORMS

Exhibit A

DISCLOSURE OF OWNERSHIP INTERESTS

The City of Evanston Code Section 1-18-1 *et seq.* requires all persons (APPLICANT) seeking to do business with the City to provide the following information with their proposal. Every question must be answered. If the question is not applicable, answer with "NA".

APPLICANT NAME: SB Friedman Development Advisors, LLC

APPLICANT ADDRESS: 70 West Madison Street, Suite 3700, Chicago, IL 60602

TELEPHONE NUMBER: (312) 424-4250

FAX NUMBER: NA

APPLICANT is (**Check One**)

- Corporation
- Partnership
- Sole Owner
- Association

Other () _____

Please answer the following questions on a separate attached sheet if necessary.

SECTION I CORPORATION

1a. Names and addresses of all Officers and Directors of Corporation.

NA

1b. (**Answer only if corporation has 33 or more shareholders.**)

Names and addresses of all those shareholders owning shares equal to or in excess of 3% of the proportionate ownership interest and the percentage of shareholder interest. (Note: Corporations which submit S.E.C. form 10K may substitute that statement for the material required herein.)

NA

1c. **(Answer only if corporation has fewer than 33 shareholders.)**

Names and addresses of all shareholders and percentage of interest of each herein. (Note: Corporations which submit S.E.C. form 10K may substitute that statement for the material requested herein.)

NA

SECTION 2 PARTNERSHIP/ASSOCIATION/JOINT VENTURE

2a. The name, address, and percentage of interest of each partner whose interests therein, whether limited or general, is equal to or in excess of 3%.

SBF 2 Corp (Stephen B. Friedman)- 91%; Anthony Smith- 3.27% (as of Dec. 31, 2023)

All Partners are located in our sole office at 70 West Madison Street, Suite 3700, Chicago, IL 60602.

2b. Associations: The name and address of all officers, directors, and other members with 3% or greater interest.

NA

SECTION 3 - TRUSTS

3a. Trust number and institution.

NA

3b. Name and address of trustee or estate administrator.

NA

3c. Trust or estate beneficiaries: Name, address, and percentage of interest in total entity.

NA

SECTION 4 ALL APPLICANTS - ADDITIONAL DISCLOSURE

4a. Specify which, if any, interests disclosed in Section 1, 2, or 3 are being held by an agent or nominee, and give the name and address of principal.

NA

4b. If any interest named in Section 1,2, or 3 is being held by a "holding" corporation or other "holding" entity not an individual, state the names and addresses of all parties holding more than a 3% interest in that "holding" corporation or entity as required in 1(a), 1(b), 1(c), 2(a), and 2(b).

NA

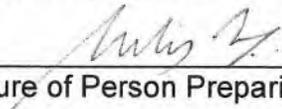
4c. If "constructive control" of any interest named in Sections 1,2, 3, or 4 is held by another party, give name and address of party with constructive control. ("Constructive control" refers to control established through voting trusts, proxies, or special terms of venture of partnership agreements.)

NA

I have not withheld disclosure of any interest known to me. Information provided is accurate and current.

February 12, 2025

Date



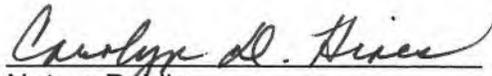
Ranadip Bose

Signature of Person Preparing Statement

Partner

Title

ATTEST:


Notary Public

Commission Expires:

6/24/2028

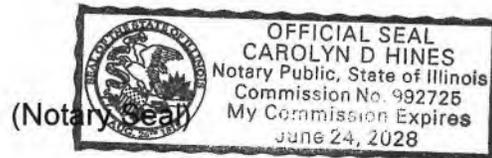


EXHIBIT B

ADDITIONAL INFORMATION SHEET

Proposal Name: Community Engagement and Visioning for City-Owned Property

Proposal Number #: 24-67

Company Name: SB Friedman Development Advisors, LLC

Contact Name: Ranadip Bose

Address: 70 West Madison Street, Suite 3700

City, State, Zip: Chicago, Illinois 60602

Telephone/FAX: # (312) 384-2407

E-mail: rbose@sbfriedman.com

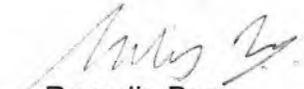
Comments: _____

Exhibit C

CONFLICT OF INTEREST FORM

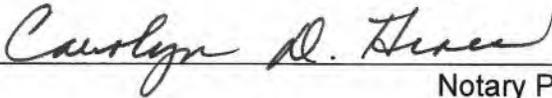
SB Friedman Development Advisors, LLC, hereby certifies that it has conducted an investigation into whether an actual or potential conflict of interest exists between the bidder, its owners and employees and any official or employee of the City of Evanston.

Proposer further certifies that it has disclosed any such actual or potential conflict of interest and acknowledges if bidder/Proposer has not disclosed any actual or potential conflict of interest, the City of Evanston may disqualify the bid/proposal.


Ranadip Bose

(Name of Bidder/Proposer if the Bidder/Proposer is an Individual)
(Name of Partner if the Bidder/Proposer is a Partnership)
(Name of Officer if the Bidder/Proposer is a Corporation)

The above statements must be subscribed and sworn to before a notary public. Subscribed and Sworn to this 12th day of February, 2025



Notary Public



Failure to complete and return this form may be considered sufficient reason for rejection of the bid / proposal.

Exhibit D

ACKNOWLEDGEMENT OF UNDERSTANDING

THE SECTION BELOW MUST BE COMPLETED IN FULL AND SIGNED

The undersigned hereby certifies that they have read and understand the contents of this solicitation and attached service agreements, and agree to furnish at the prices shown any or all of the items above, subject to all instructions, conditions, specifications and attachments hereto. Failure to have read all the provisions of this solicitation shall not be cause to alter any resulting contract or to accept any request for additional compensation. By signing this document, the Proposer hereby certifies that they are not barred from bidding on this contract as a result of bid rigging or bid rotating or any similar offense (720 ILCS S/33E-3, 33E-4).

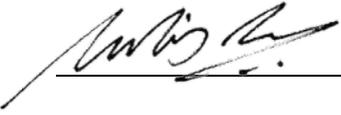
Authorized Signature:		Company Name:	SB Friedman Development Advisors, LLC
Typed/Printed Name:	Ranadip Bose	Date:	February 12, 2025
Title:	Partner	Telephone Number:	(312) 384-2407
Email:	rbose@sbfriedman.com	Fax Number:	N/A

Exhibit E

ANTI-COLLUSION AFFIDAVIT AND PROPOSER'S CERTIFICATION

Ranadip Bose, being first duly sworn,
deposes and says that he is Partner
(Partner, Officer, Owner, Etc.)
of SB Friedman Development Advisors, LLC
(Proposer)

The party making the foregoing proposal or bid, that such bid is genuine and not collusive, or sham; that said bidder has not colluded, conspired, connived or agreed, directly or indirectly, with any bidder or person, to put in a sham bid or to refrain from bidding, and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference with any person; to fix the bid price element of said bid, or of that of any other bidder, or to secure any advantage against any other bidder or any person interested in the proposed contract.

The undersigned certifies that he is not barred from bidding on this contract as a result of a conviction for the violation of State laws prohibiting bid-rigging or bid-rotating.

Ranadip Bose
Ranadip Bose
(Name of Bidder if the Bidder is an Individual)
(Name of Partner if the Bidder is a Partnership)
(Name of Officer if the Bidder is a Corporation)

The above statements must be subscribed a sworn to before a notary public.

Subscribed and Sworn to this 12th day of February, 2020

Carolyn D. Hines
Notary Public

Commission Expires: 6/24/2028



Failure to complete and return this form may be considered sufficient reason for rejection of the bid.

EXHIBIT G

M/W/D/EBE PARTICIPATION COMPLIANCE FORM

I do hereby certify that

All Together LLC (Name of firm) intends to participate as a Subcontractor or General Contractor on the project referenced above.

This firm is a (check only one):

 Minority Business Enterprise (MBE), a firm that is at least 51% managed and controlled by a minority, certified by a certifying agency within Illinois.

 Women’s Business Enterprise (WBE), a firm that is at least 51% managed and controlled by a woman, certified by a certifying agency within Illinois.

Disadvantaged Business Enterprise (DBE), a firm that is at least 51% managed and controlled by a disadvantaged, certified by a certifying agency within Illinois.

Evanston Based Enterprise (EBE), a firm located in Evanston for a minimum of one year and which performs a “commercially useful function”.

Total proposed price of response \$ 248,000
Amount to be performed by a M/W/D/EBE \$ 60,000
Percentage of work to be performed by a M/W/D/EBE 24.2 %

Information on the M/W/D/EBE Utilized:

Name All Together LLC

Address 2625 Park Pl, Evanston, IL 60201

Phone Number 847.261.4047

Signature of firm attesting to participation  Ranadip Bose, SB Friedman Development Advisors, LLC

Title and Date Partner, 2/24/2025

Type of work to be performed Community Engagement

Please attach:

1. Proper certification documentation if applying as a M/W/D/EBE and check the appropriate box below. This M/W/D/EBE will be applying with documentation from:

- Cook County State of Illinois Certification
- Federal Certification Women’s Business Enterprise National Council
- City of Chicago Chicago Minority Supplier Development Council

2. Attach business license if applying as an EBE



CITY OF CHICAGO

DEPARTMENT OF PROCUREMENT SERVICES

JAN - 3 2025

Marisa Schulz
All Together LLC
2625 Park Pl
Evanston, IL 60201

Dear Ms. Schulz:

The City of Chicago has reviewed your annual Declaration of Eligibility and supporting documentation and is pleased to inform you that your firm, **All Together LLC**, continues to meet the **Disadvantaged Business Enterprise ("DBE")** program certification eligibility standards set forth in 49 CFR Part. 26. Your next Declaration of Eligibility is due **November 1, 2025**.

This certification allows your firm to participate as a DBE in the Illinois Unified Certification Program (IL UCP). The participating agencies include the City of Chicago, Illinois Department of Transportation, the Chicago Transit Authority, Metra and Pace.

If there is any change in circumstances during your certification period that affect your ability to meet size, disadvantaged status, ownership, or control requirements or any material change in the information provided in your initial application, you must provide written notification to this agency within **thirty (30) days** of the occurrence of the change. Failure to provide this information is grounds for denial of certification based on failure to cooperate pursuant to 49 CFR 26.109(c).

Your firm's name will appear in the IL UCP DBE Directory under the following category name(s):

NAICS Code(s):

541320 – Urban Planning Services

541430 – Graphic Design Services

541611 – Strategic Planning Consulting Services

The Directory is used by prime contractors/consultants, as well as other agencies, to solicit participation of DBE, and ACDBE firms. The Directory can be accessed on the Internet at <https://webapps.dot.illinois.gov/UCP/ExternalSearch> .

121 NORTH LASALLE STREET, ROOM 806, CHICAGO, ILLINOIS 60602

EXHIBIT G

M/W/D/EBE UTILIZATION SUMMARY REPORT

The following Schedule accurately reflects the value of each MBE/WBE/DBE/EBE sub-agreement, the amounts of money paid to each to date, and this Pay Request. The total proposed price of response submitted is \$248,000.

MBE/WBE/DBE/EBE FIRM NAME	FIRM TYPE (MBE/WBE /DBE/EBE)	SERVICES PERFORMED	AMOUNT OF SUB- CONTRACT	PERCENT OF TOTAL CONTRACT AMOUNT
All Together LLC	DBE & EBE	Community Engagement	\$ 60,000	24.2%
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
			\$	
TOTAL			\$ 60,000	24.2%

EXCEPTIONS TO SPECIFICATIONS

We would like to propose the following alternative/additional language or obtain clarification on specific clauses in the Professional Services Agreement, as described below.

V. GENERAL PROVISIONS, H. Ownership of Documents and Other Materials:

We would like to add the following language to the end of paragraph H:

"Notwithstanding anything to the contrary contained in this Agreement, it is understood and agreed that Consultant shall retain all of its rights in its proprietary information including without limitation, its methodologies and methods of analysis, ideas, concepts, expressions, know how, methods techniques, skills, knowledge and experience."

Rationale: While the documents prepared as work product become the property of the City, SB Friedman requests the above clarifications and limitations regarding ownership. Including this proprietary methodology clause protects our intellectual property and our unique approach to delivering our services.

V. GENERAL PROVISIONS, L. Insurance:

We would like to propose changing the \$3,000,000 combined single limit for comprehensive general liability coverage to \$2,000,000 as shown in red below.

"... (2) comprehensive general liability coverage, and designating City as additional insured for not less than **\$2,000,000** combined single limit for bodily injury, death and property damage, per occurrence..."

Rationale: Our current insurance policy covers up to \$2,000,000.

We also propose the following edit in red:

"Consultant's certificate of insurance shall contain a provision that the coverage afforded under the policy(s) will not be canceled or reduced without thirty (30) days prior written notice (~~hand delivered or registered mail~~) to City."

Rationale: We typically provide this notice electronically (via email).

V. GENERAL PROVISIONS, N. Use of City's Name or Picture of Property:

We would like to add the following language to the end of paragraph N:

"... except with the written approval of the City. Exceptions will be the use of the project description and services performed by the Consultant for the purposes of a response to a request for proposal and for inclusion as a sample project on Consultant's website."

Rationale: When relevant, we would like to include a summary of our work in responses to Requests for Proposals/Qualifications. We would also like to include a project summary and representative image on our website. We will obtain the City's prior written approval before using/posting and remove any confidential details as requested.

Exhibit J

Consultant Certification and Verification

I certify in accordance with the Professional Services Agreement, the agents, employees and subcontractors of [CONSULTANT FIRM] are in compliance and will comply with City work rules and policies applicable to City employees while they are on City property, including the City's Workplace Harassment Policy; COVID-19 Vaccination Policy; and Sexual Harassment Policy. I further certify that the agents, employees and subcontractors of [CONSULTANT FIRM] are in compliance with OSHA emergency temporary standard to protect workers from coronavirus.

CONSULTANT: SB Friedman Development Advisors, LLC

By Ranadip Bose 

Its: Partner

FEIN Number: 36-3743752

Date: February 12, 2025