



**We believe. . . every community is unique, all communities have assets from which to build, and accurate data combined with creative, collaborative planning can yield transformative results.**

PLACE Consulting's mission is to help communities achieve tangible results for their business districts and neighborhoods.

The PLACE team has a diverse set of skills and technical expertise in community-based development that allow us to lead dynamic, creative, and collaborative planning processes that result in implementable plans.

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PLACE is an outgrowth of one of Chicago's most successful chambers of commerce that capitalized on local Special Service Area (SSA) funding to improve its community. Founded to use that experience to assist fellow chambers of commerce, community development corporations, municipalities and others with enhancing neighborhoods and commercial districts and local economies, PLACE provides strategic planning services, market analysis, redevelopment tools, business attraction and retention practices, and capacity-building of local leadership.



We are an award winning firm that has supported economic development and placemaking in dozens of communities. We help our clients envision their future, ground their dreams in implementable plans, and organize themselves to achieve their visions. Led by former community development practitioners, PLACE offers its clients intimate knowledge of the challenges confronting economic development organizations and the importance of honoring the input of local stakeholders.

We are committed to developing plans and revitalization strategies that contribute to the development of **People, Livability, Accessibility, Community, and Economic** development.

## Chicago's State Street



PLACE was engaged by the Chicago Loop Alliance (CLA) to guide the organization through a two-year process of renewing and expanding SSA #1 along the landmark downtown retail corridor on State Street. Real estate impacts of the expansion were significant; the exploration involved detailed data analysis and engagement of a variety of stakeholders, including corporate property owners, educational institutions, business owners, the Building Owners and Managers Association, and downtown resident groups. Public meetings were held to share options with the community share information and get feedback prior to submittal of the application to the City.

## Lakeview in Chicago



As lead consultant to the Lakeview Chamber of Commerce, PLACE developed a comprehensive approach for ensuring that the community maintained its commercial vibrancy. Broad community input was gathered through social media, competitions, open houses, a project website, and hosted parties. PLACE teamed with moss design to incorporate sustainability initiatives and develop persuasive visuals illustrating open space, urban agriculture, and enhanced connectivity. Key element of the plan were a sustainability guide for business owners, business attraction materials, an implementation work plan, and a best practices manual. The project received widespread media attention and was awarded the Community Outreach Award from the Illinois Chapter of the American Planning Association and a Merit Award from the International Downtown Association.

## Evanston, IL



PLACE guide the City of Evanston and a group of committed business owners through the process of creating a new SSA in three near downtown commercial areas. Promotion of and special events in these districts was being handled by volunteer merchants associations; the success of their efforts was generating the demand for more work than they could sustain. PLACE helped them understand in detail the benefits and opportunities afforded by an SSA. By training them to be spokespeople for the proposal, PLACE helped build broad support for the proposal. Beyond consensus building for the effort, PLACE helped its client explore potential boundaries, test tax rate alternatives, estimate initial year tax revenue, and draft a work plan to meet the goals and objectives of the SSA.