



## **Matt Nelson, ASLA, LEED AP**

***President***

### **PROFESSIONAL EXPERIENCE**

10 YEARS

### **PROFESSIONAL REGISTRATION**

LEED AP- LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN

### **HIGHLIGHTS OF EXPERIENCE**

Over 10 years of experience in landscape architecture, urban design, land development planning and residential design. Mr. Nelson has a wide range of design and planning experience in residential, commercial, mixed use, active adult, transit oriented design, traditional neighborhood design, urban design, streetscapes, downtown redevelopment/ master planning, corridor beautification studies, signage/ wayfinding design, bridge enhancements, recreational projects, lifestyle centers, urban commercial design, and sustainable/green design.

He has worked with a wide variety of clients and consultants in both private and public sectors. Mr. Nelson is experienced in all levels of project development; from due diligence & analysis phases through construction documentation. He is also well versed in the process of entitlement, and permitting as well as experienced with the public process.

As a LEED accredited professional, sustainable design practice is at the core of every project.

### **EDUCATION**

Bachelors of Landscape Architecture; University of Wisconsin- Madison

### **PREVIOUS EXPERIENCE**

Francissen Landscape Group	Senior Designer / Office Manager
Planning Communities	Senior Planner III / Project Manager
Jacobs Engineering	Landscape Designer III
Hitchcock Design Group	Associate Landscape Architect
Lannert Group	Associate Landscape Architect
Balsamo Olsen Lewis	Intern

### **TECHNICAL ABILITIES**

AutoCAD, Adobe Photoshop, InDesign, Illustrator, Acrobat, Sketchup, MS Word, Excel, Microstation V8 and GIS.

### **PROFESSIONAL ORGANIZATIONS**

ASLA- American Society of Landscape Architects  
ILCA- Illinois Landscape Contractors Association

sustainable landscape design  
residential | commercial | urban

## REPRESENTATIVE PROJECT EXPERIENCE

### **STREETSCAPES, CORRIDOR STUDIES, & DOWNTOWN REDEVELOPMENT- PUBLIC SECTOR**

#### ***DOWNTOWN DEKALB STREETSCAPE IMPROVEMENT PLAN, DEKALB, ILLINOIS***

Downtown DeKalb, which is adjacent to Northern Illinois University, has been in decline for several years. The City of DeKalb initiated an aggressive plan for a major redevelopment of the entire downtown. The redevelopment included 8 streets of varying traffic intensities. Mr. Nelson helped with the Phase I designs and created a report for City approval. The streetscape design was intensive and included traffic re-routing, jurisdictional issues, high end treatments, a full street redevelopment, and conversion of a parking lot into a major public plaza. Close coordination with the City and a special citizens group, as well as public input was required. The results of this effort were the approval of a \$14,000,000 project and overwhelming support from the City and its citizens. *(work performed while employed at Hitchcock Design Group)*

#### ***WOODSTOCK SQUARE STREETSCAPE GUIDELINES, WOODSTOCK, ILLINOIS***

The downtown area surrounding the nationally recognized Woodstock Square has been in decline for several years after a commercial corridor was developed away from the downtown. The City of Woodstock decided to pursue the redevelopment of their downtown area to improve its image and bring in new business. The redevelopment included 11 streets and improvements to the historic square. Initially the project scope was to review village-wide study prepared by another consulting firm, and provide guidance on how to apply their general concepts at a more detailed level for the downtown. After studying report, Mr. Nelson suggested that it was inadequate for use as a basis for the redevelopment of the downtown and a more detailed, site specific design would be more appropriate. He also suggested that a major underlying issue with how the downtown area functions was a lack of wayfinding to the square. The scope of the project was adjusted to reflect these comments, and Mr. Nelson helped prepare the Phase I designs and report for City approval. The design included varying levels of streetscape intensity, wayfinding studies, historic preservation, pedestrian alley redevelopments, parking lot improvements, and improvements to the square. Mr. Nelson worked closely with City officials to gain consensus on the plan and prepare a construction schedule and budget. The result of this effort was the approval of a \$6,000,000 project. The City is ambitiously pursuing the construction of the proposed plan. The identification of major underlying issues as well as the site specific focus helped make this a successful project. *(work performed while employed at Hitchcock Design Group)*

#### ***CERMAK ROAD STREETSCAPE, CHICAGO, ILLINOIS***

Mr. Nelson assisted in the design and construction documentation of what is being touted as Chicago's first "green streetscape". The streetscape covers over 2 miles of roadway in the Pilsen neighborhood. Environmental features included recycled materials, permeable pavers, natural stormwater collection and treatment, bioswales, native plantings, solar street lights, recycling programs, and public transportation enhancements. Many of the design motifs reflect the cultural history of the Latino community which surrounds it. *(work performed as Nelson Design Associates consultant to Wight Co.)*

**OAK BROOK 22<sup>ND</sup> STREET CORRIDOR ENHANCEMENTS, OAK BROOK, ILLINOIS**

22<sup>nd</sup> Street is a high traffic corridor with one of the busiest intersections in the country. The corridor is highly commercialized and includes a regional mall, high-rise hotels, big box retailers, office buildings and several other retail businesses. 22<sup>nd</sup> street is scheduled for a large reconstruction project and Oakbrook requested that a Corridor Enhancements Plan be prepared to guide future growth. Mr. Nelson was involved in the Aesthetic Recommendations portion of the report which included streetscape improvements, median landscaping, circulation improvements, public space design, parking lot buffering and lot configuration recommendations. *(work performed while employed at Hitchcock Design Group)*

**NAPERVILLE OGDEN AVENUE CORRIDOR ENHANCEMENTS, NAPERVILLE, ILLINOIS**

Ogden Avenue is one of the main commercial corridors in Naperville and serves as an important connection between the interstate and historic downtown Naperville. Mr. Nelson worked on the Corridor Enhancement Plan, providing aesthetic recommendations relating to streetscape improvements, median landscaping, circulation improvements, public space design, parking lot buffering and lot configuration recommendations. He was also involved in identifying redevelopment opportunities as well as a redesign of a major mall parking lot. *(work performed while employed at Hitchcock Design Group)*

**ALSIP PULASKI ROAD REDEVELOPMENT PLAN, ALSIP, ILLINOIS**

Pulaski Road is a commercial corridor that has been subject to decades of poor planning and declining business. Alsip does not have a downtown area and recognized the need to redevelop Pulaski Road into one. The Village of Alsip asked for “big plans” for the redevelopment of the corridor. Mr. Nelson worked on a report which detailed an aggressive plan for redevelopment of the corridor. The most important element of the report was the education of what components make up a great pedestrian space. It was important to show the Village and its stakeholders all of the elements required to create a strong, pedestrian oriented downtown. The plan involved an almost complete redevelopment of the buildings and streetscape along Pulaski Road, and identification of the need for special provisions to the Village Code to allow for the aggressive approach. This approach was possible because there is an excessively high amount of vacant land available along the corridor. Educating the Village about the design parameters required to create a true downtown area, and the steps needed to make the vision a reality was essential and helped create overwhelming support from the Village and stakeholders. *(work performed while employed at Hitchcock Design Group)*

**WEST DUNDEE ROUTE 72 STREETScape, WEST DUNDEE, ILLINOIS**

Route 72 serves as the main street through downtown West Dundee. It currently has a highly stylized streetscape, but due to shortsightedness in the original design the surface and structural materials are degrading heavily from road salt. The Village of West Dundee requested a redesign of the streetscape, to include materials that would not degrade from adverse traffic conditions. Mr. Nelson assisted in preparing construction documents for the redesign, which included planters, walls, ornamental railings, landscaping, and pavers. A special effort was made to re-use existing foundations and materials as often as possible to help limit construction costs. *(work performed while employed at Hitchcock Design Group)*

**ROUTE 53 MEDIAN IMPROVEMENTS PLAN, ROMEOVILLE, ILLINOIS**

Route 53 is one of the major roads running through Romeoville. In conjunction with future construction projects, the Village asked for a median enhancement study to be done on the 5-1/2 miles that runs through Romeoville. The study included four distinct median style approaches, a cost comparison, and an analysis of configuration and priority level. The report was organized as a catalogue of options which simplified the decision making for the Village. *(work performed while employed at Hitchcock Design Group)*

**OLD ORLAND STREETScape, ORLAND PARK, ILLINOIS**

There is a small neighborhood area in Orland Park called Old Orland. The area consists of several specialty shops and other commercial uses. It has never been a priority area for the Village, so has been subject to neglect for several years. With the adjacent developments of a new train station and the Orland Park Triangle project, the Old Orland area has the potential to become a much more important location. Mr. Nelson worked with Orland Park to prepare several plan options to create a vibrant streetscape for the area, which reflects its historic tradition while relating to the new developments in the area. The plan specifically addressed several underlying issues including constrained pedestrian areas, street width and condition, parking organization, rail road buffering, utility restrictions, and business enhancement. *(work performed while employed at Hitchcock Design Group)*

**NAPERVILLE PARKING LOT "GREENWAY", NAPERVILLE, ILLINOIS**

Behind Jefferson Avenue, which is the main commercial street in downtown Naperville, there is an alley and adjacent parking lot. Many businesses have access from the alley, and some even have outdoor dining areas adjacent to it. This area is subject to heavy pedestrian use, but has several issues with vehicular traffic patterns and poor aesthetic quality. The City saw a unique opportunity to convert the alley into a pedestrian greenway, in order to better enhance the access to the businesses. The greenway was treated as a streetscape, with landscaping, street trees, lighting, furnishings and hardscape treatment. Mr. Nelson provided several Phase I options on how to approach the project, which covered several option levels of amenity upgrades, parking impact studies, loading access, garbage pick up solutions, and traffic circulation solutions. *(work performed while employed at Hitchcock Design Group)*

**RECREATIONAL DESIGN/ PARK PLANNING- PUBLIC SECTOR**

**BONEYARD CREEK PARK, CHAMPAIGN, ILLINOIS**

The City of Champaign needed to redevelop an existing park area in order to meet the stormwater requirements of the City. This unique project proposed several intricate stormwater management solutions, while adding major improvements to the existing park. The existing park, which is currently run down and a haven for the homeless, will be converted to a centerpiece on the campus and will act as a unique solution to the City's stormwater issues. Improvements include the creation of a lake, stream restoration, gardens, overlooks, public plazas, art display gardens, an amphitheater, and trail network. *(work performed while employed at Hitchcock Design Group)*

### ***MARKETPLACE DETENTION POND PARK, CHAMPAIGN, ILLINOIS***

The City of Champaign wanted to explore opportunities to improve the area around a regional detention pond into a public park. Mr. Nelson used his background in site planning to create an elaborate park system which also included several commercial properties that took advantage of the park access. The commercial properties also served as a transition to an adjacent regional mall. Mr. Nelson not only delivered the recreational design they'd desired, but also helped create other financial opportunities that weren't foreseen. *(work performed while employed at Hitchcock Design Group)*

### **ENTRANCE MONUMENT/ SIGNAGE DESIGN-PUBLIC SECTOR**

#### ***VILLAGE OF HINSDALE HISTORIC SIGN PACKAGE, HINSDALE, ILLINOIS***

Mr. Nelson worked closely with the Community Development Strategist on the design development and construction documents of a Historic Downtown Wayfinding Sign for the Village of Hinsdale. The sign received a high level of design detail to reflect the heritage and character of the Village. The project was so successful that Mr. Nelson was asked to develop several other Village signs and kiosks to relate to the Historic Sign in order to develop a branded style for the Village. *(work performed by Nelson Design Associates)*

#### ***VILLAGE OF BROOKFIELD SIGNAGE, BROOKFIELD, ILLINOIS***

The Village of Brookfield proposed the creation of Village entrance monuments. Mr. Nelson provided several style options, ranging from historic to zoo-oriented. The Village ultimately chose a classical approach in order to maintain a separate identity from the zoo. The range of options allowed the Village to make many key decisions and helped with the success of the project. *(work performed while employed at Hitchcock Design Group)*

### **URBAN DESIGN/ PLAZAS- PUBLIC SECTOR**

#### ***VILLAGE OF HINSDALE DOWNTOWN PARKING LOT PLAZA, HINSDALE, ILLINOIS***

Pursuant to a successful relationship developed on previous projects with the Village of Hinsdale, the Community Development Strategist asked Mr. Nelson to help redevelop an area in the downtown into a public plaza. The existing site was adjacent to a Municipal parking lot and consisted of a timber retaining wall and unmaintained landscaping. The site was located at one of the main entrances into the downtown and experiences heavy pedestrian traffic. Mr. Nelson worked closely with the Community Development Strategist to show the Village that the project was much more than just an enhancement to the parking lot and that it would be a key part of the downtown's identity. Mr. Nelson worked closely with the Village and prepared several concepts and graphic models to assist the Village in selecting design options, material selections, and details. Due to Village budget timing issues, a full set of construction documents were quickly produced in order to meet the short timeframe that the Village required in order for the project to happen. The plaza included a masonry retaining wall, ADA accessible ramp, masonry columns, ornamental fencing, bike facilities, seating areas, an informational kiosk, and parking payment structures. There were several issues regarding grading, ADA accessibility, and spatial issues which were resolved in the design. *(work performed while employed at Hitchcock Design Group)*

## **BRIDGE ENHANCEMENTS-PUBLIC SECTOR**

### ***CURTIS ROAD BRIDGE ENHANCEMENTS, CHAMPAIGN, ILLINOIS***

A bridge over the interstate leading into the City and University area is being reconstructed. Since this is such a highly visible entrance to the City, Champaign wanted to take advantage of the opportunity to add architectural enhancements to the bridge. This would create an iconic gateway into the City and the University of Illinois. Mr. Nelson helped create Phase I and Phase II documents for the improvements to the bridge. Improvements included an upgraded parapet wall, masonry columns, ornamental railing, street lighting and landscape improvements. Special considerations were made due to the fact that these improvements were to be done in the middle of a busy interstate. Several of the materials were designed to be prefabricated pieces which could be easily and seamlessly assembled in the field. Many of the materials were made of form-lined concrete panels which were colored to match real masonry materials. *(work performed while employed at Hitchcock Design Group)*

### ***CITY OF CHAMPAIGN BRIDGE ENHANCEMENT STUDY, CHAMPAIGN, ILLINOIS***

After the success of the Curtis Road Bridge project, the City requested that a study be prepared on all of the bridges which pass over the two interstates leading into town. Roughly 20 bridges were reviewed for the study. Mr. Nelson prepared concept plans for several different styles of bridge improvements which related to the Cities identity. The concepts could be interchanged so the project could have either one style of bridge or several styles with related components. Mr. Nelson also reviewed the bike trail routes throughout the city and helped identify locations where bridge improvements could be coordinated with improved bike path circulation. An online survey was created, which allowed the public to go online and provide feedback on design preference. *(work performed while employed at Hitchcock Design Group)*

## **MIXED USE/ URBAN DESIGN- PRIVATE SECTOR**

### ***ORLAND PARK TRIANGLE, ORLAND PARK, ILLINOIS***

The construction of a new train station created an opportunity for Orland Park to propose a major mixed use project. The Village currently does not have a downtown area. Orland Park created a TIF district to encourage a major mixed use/ transit oriented development that would serve as the downtown of Orland Park. Mr. Nelson worked closely with the developer to create an urban site plan which included a high density mixed use area surrounding a large central park. The site design included retail, restaurants, condos, townhouses, and several large interconnected parks. The central core of the site is pedestrian oriented and includes several shops, restaurants and seating areas with direct connection to the new train station. The central plaza was designed to host major community events, and included a flex use stage/plaza area. The stormwater management pond received a high level of design and is incorporated as a major feature of the site as well. The pond includes several fountains, overlooks, architectural walls, and lush landscaping. Mr. Nelson was also involved in the submittal and entitlement process of this complicated project. *(work performed while employed at Hitchcock Design Group)*

***THE RESERVE AT WALTON PASSAGE, ELGIN, ILLINOIS***

Mr. Nelson worked with Balsamo Olson Lewis to pursue an RFP regarding the old library site in Elgin. He helped lead the design initiative by proposing a complex relationship between the building and the landscape. The resulting design was an intensive and exciting mixed use development with a strong street presence. The most important element of the design was the creation of a large park area which related directly to the Fox River and would be viewed as an extension of the Riverwalk. All buildings were designed to maximize visual and pedestrian access to this space. Unfortunately the project was not awarded, due to an aggressive request in funding by the master developer. It is still used as an example of good mixed use design at several firms though it never came to fruition. *(work performed while employed at Lannert Group)*

**RESIDENTIAL/ MIXED USE COMMUNITY PLANNING- PRIVATE SECTOR**

***HARBOR SHORES, BENTON HARBOR, MICHIGAN***

Mr. Nelson was part of the design team on a several hundred acre mixed use development along Lake Michigan, which included a Jack Nicklaus golf course and golf university. The site was particularly challenging, including several waterways, wetlands, steep topography, a historic park, and separation by a major highway. The final design created several neighborhoods, each with its own identity, which closely related to the natural areas and golf course. High intensity mixed use areas and resorts were located along the major waterways, which included marinas and a water park. *(work performed while employed at Hitchcock Design Group)*

***UNDISCLOSED SITE, METROPOLITAN CHICAGO***

Mr. Nelson led the design team on a 350 acre site located along the Fox River. The site included large bluffs overlooking the river, old growth forest, wetlands, streams, natural areas, a historic mansion and farmstead, and horse facilities. Mr. Nelson felt it was important to preserve the natural character of the site, while achieving the development goals set by his client. He carefully designed several unique neighborhoods which were highly adaptive to the surrounding context. Building sites were specifically located in order to preserve existing features. Neighborhoods were designed to be highly pedestrian oriented. The farmstead was preserved and converted into a unique retail area. The end result was a design with was harmonious with the land and unique to the area. The family that owns the property has been careful about who they allow to develop the property and have viewed several plans over the years. They have fully endorsed Mr. Nelson's plans and are excited to move forward with this unique development. *(work performed while employed at Hitchcock Design Group)*

***WESTBURY VILLAGE, YORKVILLE, ILLINOIS***

Mr. Nelson was part of the design team for a 1,200 acre mixed use project in Yorkville with approximately 4,000 units. The project included components of single family, town homes, condos, and mixed use buildings as well as a lifestyle center, golf course, multiple clubhouses, and several acres of open space. Mr. Nelson also helped advise on land acquisitions and entitlement process issues. *(work performed while employed at Lannert Group)*

**SADDLEBROOK FARMS, OSWEGO, ILLINOIS**

Mr. Nelson worked closely with a developer who was new to the Oswego area. Having extensive knowledge about the goals of Oswego and details of their new comprehensive plan, he was able to convince the developer to pursue a non-traditional approach. The proposed plan offered a close relationship to open spaces and creation of several large park areas, while providing the developer with the desired number of units. The insight into the Village's vision helped fast track the project and gave the developer several benefits they normally wouldn't have received. The Village used this project as an example of how they would like future projects to be handled. *(work performed while employed at Lannert Group)*

**COMMERCIAL / OFFICE DESIGN- PRIVATE SECTOR**

**ARMY RESEARCH LABORATORY, VEHICLE TECHNOLOGY DIRECTORATE**

Mr. Nelson assisted in the landscape plan design for a new Army research laboratory. The design was created to provide bold design statements which were reflective of the militaristic use of the site, while balancing the need for ease of maintenance, minimal cost, and sustainability. *(work performed while employed at Jacobs Engineering)*

**BP, VARIOUS SITES**

Mr. Nelson worked with BP to develop site/civil and landscape plans for several BP stations located throughout the Midwest. Project scopes included due diligence, site location, site plans, landscape plans and entitlement/permitting. Several projects included taking existing sites and bringing them to compliance with new Chicago fence and landscape requirements. *(work performed while employed at Jacobs Engineering and with Nelson Design Associates)*

**PANDA EXPRESS SITE, CHICAGO, ILLINOIS**

Mr. Nelson worked with Panda Express to develop site plans for a freestanding restaurant with drive-thru on an out parcel site in the far north side of Chicago. The configuration of the property was of particular challenge, and was problematic for locating a drive-thru. Mr. Nelson worked with the client and the City to prepare several plan options to address the desires of both the client and the City staff. *(work performed while employed at Jacobs Engineering)*

**PANDA EXPRESS SITE, MACHESNEY PARK, ILLINOIS**

Mr. Nelson worked with Panda Express to develop and coordinate construction documents and permitting for a freestanding restaurant with drive-thru on an out parcel site in Machesney Park. *(work performed while employed at Jacobs Engineering)*

**SONIC RESTAURANT SITE INVESTIGATION REPORTS**

Mr. Nelson prepared and coordinated Site Investigation Reports for ten potential Sonic restaurants throughout the Midwest. His reports were part of the due diligence process and investigated approval and permitting processes, project scheduling, site photography and analysis, and investigation of potential issues. These reports were prepared in a very short timeframe of three weeks, which included site visit and photography, research, and report preparation for sites located in four different states. *(work performed while employed at Jacobs Engineering)*

## **ACTIVE ADULT RESIDENTIAL DESIGN- PRIVATE SECTOR**

### ***THE TRADITIONS- ACTIVE ADULT COMMUNITIES, VARIOUS LOCATIONS***

Mr. Nelson worked closely with Burnside homes over several years to help them develop and brand their trademark active adult communities called “Traditions”. He was involved from the start and worked closely with the developer and architect to develop a “flex-pod” concept for lotting. This allowed for interchangeability in product, depending on market trends and conserved open space. Mr. Nelson helped develop the branding of entrance monuments, clubhouse design, community layout, and other features which can be found in every Traditions site. His involvement in the entitlement stages was key to getting the projects approved quickly, even though most cities codes had not foreseen this type of product yet. Mr. Nelson was involved in leading several Traditions projects located in Illinois, Wisconsin, Indiana, Michigan and Ohio. *(work performed while employed at Lannert Group)*

## **TRANSIT ORIENTED DESIGN- PRIVATE SECTOR**

### ***VILLAGE STATION, NEW LENOX, ILLINOIS***

A large parcel of land was donated to Silver Cross Hospital. Mr. Nelson worked with the hospital to locate a proposed train station on the site and develop plans for a transit oriented design community. The plan was brought from schematic design level to an entitled parcel plan. This allowed Silver Cross to sell off portions of the project to several builders, while providing design controls for a unified final product. Components of the design included residential design, a mixed use area, retail design, big box development, train station area design, and an extensive park and trail system. *(work performed while employed at Lannert Group)*

## **LAND RECLAMATION/ RESIDENTIAL DEVELOPMENT- PRIVATE SECTOR**

### ***LAKEVIEW ESTATES, BLACKBERRY TOWNSHIP, ILLINOIS***

Mr. Nelson assisted a first time developer in developing plans to convert a mining operation into a residential community. He worked with the developer to use his existing trucking companies to coordinate with IDOT’s interstate projects, and provide fill removal services. The fill was then used to structurally refill the mining site and create a basis for the addition of residential lots. This unique project created excellent financial opportunities for the client which normally wouldn’t be realized. *(work performed while employed at Lannert Group)*

## **LAND RECLAMATION/ END USE PLAN- PRIVATE SECTOR**

### ***VALLEY RUN STONE RECLAMATION PLAN, LISBON, ILLINOIS***

A major quarry was looking to expand its operations. In order for permitting, an end-use plan had to be provided. Mr. Nelson worked with the company to create a large park system, which included several large connected lakes, hiking and camping opportunities, as well as beach access. *(work performed while employed at Lannert Group)*

## **SUSTAINABLE DESIGN**

### ***MORTON ARBORETUM SUSTAINABLE SITES FACILITATION, LISLE, ILLINOIS***

Mr. Nelson is in charge of facilitating the application for SITES certification for the Meadow Lake/Main Parking Lot of the Morton Arboretum. SITES is the equivalent of LEED in a whole site development oriented approach. Mr. Nelson uses his knowledge of the LEED certification process to help lead this effort for the Arboretum. He is also preparing the Arboretum process standards and general project approach standards to assist in future SITES based projects. Mr. Nelson will be responsible for all future SITES related initiatives within the arboretum as well as general consultancy for environmental design policies. *(work performed with Nelson Design Associates)*

### ***DOROTHY DRENNON PARK, OAKBROOK TERRACE, ILLINOIS***

Mr. Nelson prepared conceptual plans for the redevelopment of Dorothy Drennon Park. The goal of the design was to be as sustainable as possible in all aspects of the design. Sustainable features include wind/solar based energy, permeable paving and walkways, green roof shelters, native plantings/ prairie/ wetland restorations, habitat creation, environmental play opportunities, environmental education programs, etc. The City is excited about the plans vision and is hoping to start implementing phases of the plans as soon as possible. *(work performed as Nelson Design Associates consultant to Design Perspectives)*

### ***CERMAK ROAD STREETScape, CHICAGO, ILLINOIS***

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