

Congratulations to the 2015 Best of Chicago's Southland

ELEVEN OF THE ANNUAL Best in Chicago's Southland East Region winners were Park Forest businesses! For the last 15 years, the Chicago Tribune (formerly *Southtown Star*) polls their readers asking them for their favorite places to shop, eat, etc. in 60 different categories. All the winners are listed in a special supplement, and receive a framed certificate and window cling noting their winning status to place in their business location.

Support Economic Development Advisory Group's on going **3/50 Project** by Picking 3 Park Forest businesses, Spend \$50 each month and help Support YOUR local economy. Congratulations to all!

CATERING SERVICE

Southland Caterers

www.southlandcaterers.com
319 Main Street, (708) 283-8272

CHIROPRACTIC

Park Forest Chiropractic

www.parkforestchiropractic.com
386 Forest Blvd., (708) 481-1715

DAYCARE

Tender Touch Day Care Center

266 Somonauk St., (708) 283-0782

HOME HEALTH CARE

Nurses Plus Home Healthcare

www.villageofparkforest.com
350 Victory Dr., Lower Level (708) 748-1118

INSURANCE

State Farm, Bree Breedlove

www.breebreedlove.com
2562 Western Ave., (708) 747-2425

State Farm, Mike Jordan

www.mikejordaninsurance.com
308 Forest Blvd., (708) 748-8848

IRISH

Dunagains Irish Pub

90 S. Orchard Drive, (708) 747-0999

KITCHEN/BATH REMODELING

Superior Cabinet & Window

www.superiorcabinet.com
27 North Street, (708) 747-6969

MEN'S FORMAL WEAR

SomeWear Apparel & Tailoring

348 Main St., (708) 747-5052

NEIGHBORHOOD FESTIVAL

Main Street Nights

Village of Park Forest

OIL CHANGE

Lifetime Automotive Repair

10 Norwood Blvd., (708) 747-7337

EDAG Renames Award in Honor of Former Chair

THE VILLAGE OF PARK FOREST established the Economic Development Advisory Group (EDAG) in 1997. Saverio "Sam" Montella was appointed to EDAG its inaugural year and in 1999, Mr. Montella was appointed Chairman. Mr. Montella remained as Chairman until he retired in September 2014. In March 2015, the EDAG voted to rename the Park Forest Business Person of the Year Award to the Sam Montella Business Person of the Year Award.

Sam worked tirelessly to promote the Village of Park Forest, its assets and amenities to recruit, retain and expand commercial enterprises and strengthen housing values. He championed developing an Economic Development Incentive Policy, completed many retention surveys and site visits with existing Park Forest business owners and instituted a Business Person of the Year Award. Sam realized that business owners contribute to a sense of place and are instrumental to a community's vitality. Sam kept himself current on local, regional, and national trends in banking, investment, housing values, and the economy.

In this issue of the Business Newsletter is a nomination form. Feel free to nominate yourself or another Park Forest business owner for the first Sam Montella Business Person of the Year award. ■



Sam Montella
Former EDAG Chair

**ECONOMIC
DEVELOPMENT
& PLANNING
DEPARTMENT**



Business News

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Mayor's Message

Recently, I had the opportunity to speak about one of my favorite topics: the history of the Village of Park Forest.

The occasion came at the opening session of the Park Forest Civic Leadership Academy, a 10-month program in which about 15 local residents will learn virtually everything about our community and its various opportunities and activities. I was paired with former Park Forest Community Relations Director Barbara Moore in speaking about our community's history. Barbara, prior to her retirement a few years ago, was a key player in a number of local programs and actions that promoted diversity. She spoke about the Village's history from that perspective, while I focused more on some of the planning and implementation strategies that our town's founders employed.

History doesn't allow for dishonesty or half-truths, so it's sometimes unforgiving. I realized that when I addressed business-related aspects of our community heritage. The truth is, some of the decisions that were made 60 years ago have had a haunting effect on our Village's ability to attract and hold-on-to businesses.

The decision that's probably posed the greatest impairment to our success in attracting local business was the one to concentrate nearly all of the town's commerce in its center: what used to be called the Park Forest Plaza and what we now refer to as Downtown Park

Forest. That may have been a great idea back in the initial days of our town, when traffic patterns didn't play such a major role in the decision by so many major corporations as to where they want to locate their stores. Today, though, it's too often the proverbial albatross around our necks. Had the town's commercial district been located on Sauk Trail, or up and down Western Avenue, or along Lincoln Highway, we today probably would have much greater luck in attracting major name brands (e.g., Portillo's, Chipotle, Starbucks, etc.) to our town. All those firms have a required minimum for the amount of traffic that flows past their stores; unfortunately, it is very difficult for us to meet those standards.

But just because we can't draw as many of the big names as do our neighboring town, doesn't mean that we should just give up. To the contrary, we must be more creative in our approaches, and – frankly – we must work two and three times as hard, and we must always be surveying the marketplace to learn the latest trends. What we've come to realize from those efforts are a few simple facts as they relate to commerce:

1. Not every business requires high traffic patterns. Some are "destination" businesses, which means that their clientele will follow them nearly anywhere. We can offer some of those businesses more economical rents than what they would pay on the high-traffic routes.

2. More and more sales are occurring on the internet. That means that location is becoming less of a factor for many companies. One of my grandsons is a skateboard enthusiast and he makes lots of purchases from a company called Supreme. The company does an incredible business over the internet, but has only two stores across the entire U.S. Recently he was on a trip to California with my wife and me and he asked if we could visit the Supreme store in Los Angeles (the other one is in New York City). I was absolutely shocked to find this highly successful enterprise located in a small storefront far from the city's major business district!
3. Mom-and-Pop stores are on the rise and many of those new start-ups cannot afford the high costs associated with areas where traffic patterns are strong and lots of other businesses are located.



SEE MAYOR, Back Page



Who is Your Park Forest Business Person of the Year?

This Economic Development Advisory Group Award recognizes current Park Forest business owners for excellence in community service and making a difference.



Nominee's Name: _____

Business Name: _____

Business Address: _____

Phone Number: _____

Nominee must meet the following criteria:

- In good standing In business three years

Describe nominee's contributions to enhancing the quality of life for residents and business owners in Park Forest. (If photos are available, attach photos.)

1. List and describe the nominee's community service participation and affiliations.

2. Describe your personal experience with the nominee and the nominee's impact on you (or on those around you).

3. Tell how the community has benefited from the nominee's business being here.

If you need more space, add additional pages and/or pictures as needed.

Nominator's Name: _____

Address: _____

Phone &/or E-mail: _____

Return this nomination form by e-mail to szoellner@vopf.com, in person at the Office of Economic Development, 2nd Floor of Village Hall, by Village Hall Drop Box, or by regular mail to Economic Development Advisory Group, c/o Village of Park Forest, 350 Victory Drive, Park Forest, IL 60466. No later than October 30, 2015.

Zoning and Subdivision Ordinances Receive Re-write

Village staff and the Park Forest Plan Commission are working with the Chicago Metropolitan Agency for Planning (CMAP) to undertake a complete re-write of the Village's zoning and subdivision ordinances. This effort is an outgrowth of the adoption of several elements of the Village's comprehensive plan, including the *Park Forest Sustainability Plan*, which noted a long list of development ordinance revisions that would require and/or incentivize more sustainable development. In their review of the Village's development ordinances, CMAP also noted a number of provisions in the ordinances that are outdated and need to be addressed in order to allow for more a business friendly development climate. CMAP is conducting their work as part of their free technical assistance program to implement the goals of the regional GOTO2040 Plan.



In mid-August the Village received the draft Uniform Development Ordinance (UDO), which includes all draft revisions related to the zoning elements of the new ordinance. The subdivision administration and improvements elements are forthcoming. Staff and the Plan Commission are currently reviewing this document. In summary, the draft UDO does address the following major issues:

- ▶ The administrative processes and procedures are more clearly defined and uniformly applied.
- ▶ Tables, charts, and illustrations, as well as simplified language, are incorporated.
- ▶ Standards found elsewhere in the Village Code that are more appropriately addressed in the UDO are moved to the UDO.
- ▶ The zoning districts are updated to eliminate districts that are not mapped, a new residential district is created that allows for compact, diverse housing types, and a new mixed-use district is created for the DownTown, the transit oriented development area, and other areas of the Village.
- ▶ New design requirements are created for each zoning district in order to implement goals for walkable, diverse development.
- ▶ New principal and accessory uses are added to the UDO to address sustainability, such as live/work dwelling units, accessory dwelling units, apiaries and chicken coops, small wind and solar energy systems.
- ▶ Parking standards are updated to lower the required number of spaces and be more consistent with sustainable concepts. This includes the establishment of bicycle parking requirements, maximum parking limits and trade-offs for shared parking and on-street parking.
- ▶ Landscaping standards for multifamily, commercial, and manufacturing uses are established to help with storm water management and beautification.
- ▶ The sign regulations are updated to provide greater flexibility, particularly with temporary signage and the amount of signage allowed within commercial developments.

Once Village Staff and Plan Commission review is completed, and the draft UDO is revised based on input from this review, a series of public meetings will be conducted. These meetings will specifically include at least one public meeting focused on commercial and manufacturing businesses and property owners. These meetings are likely to be held early in 2016. Ultimately, the Plan Commission will conduct a formal public hearing and the UDO will be presented to the Board of Trustees for consideration. If you want more information about the draft UDO, feel free to contact Hildy Kingma at hkingma@vopf.com or (708) 283-5622.

Welcome New Businesses!

JMF Interior Design

Interior Design, Decorator, Home Staging
(312) 593-7664

Watson Geriatric Services

Geriatric Care Manager, Patient Advocate, Money Manager
(708) 805-4095



Photo taken by Sandra Zoellner, EDAG Staff Liaison

On September 12, **Foster's Kennel** celebrated their grand opening with family & staff at 2348 Western Avenue. They offer everything for your canine companion from daycare to extended boarding stays, training classes, professional grooming, private consultations and more! Mayor Ostenburg and Village Trustees Mae Brandon, JeRome Brown, Tiffani Graham and Theresa Settles along with Phil Perkins, EDAG Chair and Tom Mick, Village Manager, were present. (708) 748-0022 www.fosterskennel.com