

**ECONOMIC  
DEVELOPMENT  
& PLANNING  
DEPARTMENT**



# Business News

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Fall/Winter 2015

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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

## Do You Have a Business Succession Plan in Place?

### What is Business Succession Planning?

It is the use of legal, tax and insurance strategies to direct the sale, transfer or retention of a business when an owner retires, becomes disabled or dies. At a minimum, a business succession plan should address the systematic transfer of the management and ownership of a business.

### Why plan for succession?

You have invested a great deal in your business. It makes sense to ensure it survives after you are no longer involved. Since ownership and management changes will occur, it is always preferable for the changes to be by design, rather than by default.

### Getting started

Defining clear objectives is an important consideration when beginning to develop a succession plan. Here are several questions that provide a good starting point for your consideration.

- What do you want to happen to the business when you are no longer involved?
- Which events concern you most? Mental incapacity, physical disability, retirement or death.
- Are there family member(s) who now or eventually will participate as an owner or decision maker?
- Are there key employees who must be retained to maintain the value of the business?
- What is the plan to adequately provide for those dependent on income from the business in case of death or disability?
- What is the source of liquidity to continue to fund operations?

### Business Succession Plan Assistance

Business succession planning will most likely require the services of a number of professionals in a variety of disciplines:

- Law – Estate, Corporate, Real Estate
- Tax – Income, Estate
- Insurance – Life, Disability, Long Term Care

Before engaging these professionals for their services, it helps to formulate the desired objectives. First Midwest Bank clients enjoy this guidance at no cost, even if we are not named in the actual succession plan. Our mission is to help prepare business banking clients for the future and see that their succession goals are met.

Check with your current business banking partner to determine if they provide these services. If you need more information, consider contacting your local First Midwest Wealth Management Officer. ■ **Erik Coleman, EDAG Member**

## Business Person of the Year Nomination Deadline is October 30



Last year's winner, Bree Breedlove, State Farm, with Phil Perkins, EDAG Chair.

THE PARK FOREST Economic Development Advisory Group (EDAG) seeks nominees from residents, civic groups, and businesses to recognize a Park Forest business owner who is committed to community service. Do you know a Park Forest business owner who has made a difference for you or someone you know? Submit your completed nomination form to EDAG in care of the Village of Park Forest no later than **October 30, 2015**.

Past recipients of the Business Person of the Year award are: Janet Fiorenzo, Tower Cleaners; Alan Franklin, Muzicnet Performing Arts Center; Jim McDannel, Lifetime Automotive Repair; Mike Jordan, State Farm Insurance; Earl and Alia Davis, Quality Classic Health and Fitness Center; and Bree Breedlove, State Farm Insurance.

The EDAG Business Person of the Year award is an annual award to recognize Park Forest business owners for their contributions to the community through charitable work, service and making a difference. EDAG members are: Phillip Perkins, Chair; Shelia Friday, Vice Chair; Andre Ahouissoussi, Bree Breedlove, Erik Coleman, Mike Jordan, Bettie McReynolds and Zerex Veal. The Trustee Liaison is Georgia O'Neill. ■



Economic Development Advisory Group  
c/o The Village of Park Forest  
350 Victory Drive  
Park Forest, IL 60466

Affix  
Postage

Additional information:

Fold here

Fold here

Apply tape or staple to seal

## 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](mailto: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](http://www.fosterskennel.com)

## Average Location Attendance Jumps to 91 During Madness

ECONOMIC DEVELOPMENT & PLANNING continues the tradition of hosting DownTown visitors to promote the Park Forest business community every third Wednesday in July through DownTown District MidSummer Madness event. This year's event took place on July 15 from 5-7PM with more than 150 attendees coming from 16 different communities...averaging a fantastic 91 attendees at each business location! Attendees received an extra chance to win a raffle at each of the 26 business locations they visited *in addition* to the fabulous gift baskets on display at the Dining on the Green Banquet Hall, which was the "base of operations". The Jolly Trolley continues to be used more and more every year to assist with transportation as 200 rides were given due to the extended DownTown business border.

We want to thank the 29 Co-Host locations, all the wonderful Park Forest business sponsors and outside Village vendors for supporting this popular yearly event. Want to get involved by participating next year? Contact Monica DeLord at (708) 283-5617 or [mdelord@vopf.com](mailto:mdelord@vopf.com). ■



### THANK YOU, 2015 Sponsors!

Aunt Martha's Early Learning Center	Park Forest Auto Repair, Inc.
Baxter & Woodman Consulting Engineers	Park Forest Chiropractic, LTD
C. Vaseff, Avon Products	Park Forest Historical Society
Cedarwood Cooperative	Park Forest Tennis & Health Club
Economic Development & Planning Department	Pass First Hoops
eNews Park Forest, Inc.	Peerless Midwest, Inc.
Exclusive All Star Dance Team	Quality Classic Health & Fitness Center
First Midwest Bank	Recreation & Parks Department
Foster's Kennel	Salon Arts Gallery
Freedom Hall	Sauk Trail Rose Society
Garden Club of Park Forest	Sebis Direct, Inc.
Grande Tours by Grizzard	South Suburban Food Coop
Harvest Promotions	Southland Caterers
Home Helpers	SPAA Theater
Illinois Philharmonic Orchestra	State Farm—Bree Breedlove
Imageworks Manufacturing, Inc.	State Farm—Mike Jordan
Lady Lyke Fashions	Tall Grass Arts Association
LUX 223	TEM Services, Inc.
OAI, Inc, Chicago Southland	Tower Cleaners
	Tri K, Inc.



### THANK YOU, 2015 MidSummer Madness Co-Host Locations!

**Aunt Martha's Y/S Center/ Early Learning Center**  
*Dining on the Green Vendor*  
**Children's First Learning Academy**  
 94 S. Orchard Drive  
**Commerce ARC, EDAG Committee**  
 298 Main Street  
**Country Squire Foods**  
 120 Orchard Drive  
**DownTown Management Office**  
 226 Forest Blvd., 2nd Floor  
**Dunagains Irish Pub**  
 90 S. Orchard Drive  
**Exclusive All Star Dance Team**  
 310 Main Street  
**First Midwest Bank**  
 2 Main Street  
**Home Helpers**  
 244 Main Street

**Johny's II Restaurant**  
 347 Liberty Drive  
**Lady Lyke Fashions**  
 290 Victory Drive  
**OAI, Inc. Chicago Southland**  
 214 Forest Blvd.  
**One More Thing Resale Shop**  
 343 Main Street  
**Park Forest Auto Repair, Inc.**  
 84 S. Orchard Drive  
**Park Forest Chiropractic, LTD**  
 386 Forest Boulevard  
**Park Forest Historical Society**  
*Dining on the Green Vendor*  
**Patricia Moore Studio**  
 274 Main Street, 2nd Floor  
**Quality Classic Health & Fitness Center**  
 295 Main Street  
**Salon Artists Gallery**  
 294 Main Street

**SomeWear Apparel & Tailoring**  
 348 Main Street  
**South Suburban Food Co-Op**  
 208 Forest Boulevard  
**Southland Caterers**  
 319 Main Street  
**SPAA Theatre**  
 371 Artists Walk  
**State Farm—Mike Jordan**  
 308 Forest Boulevard  
**Stateline Wireless II**  
 110 S. Orchard Drive  
**SterDy Built, Inc.**  
 110 S. Orchard Drive  
**Tall Grass Arts Association**  
 367 Artists Walk  
**Trinity Heating Cooling & Appliances**  
*Dining on the Green Vendor*  
**Victory Centre of Park Forest**  
 151 Main Street

## 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



## VILLAGE OF PARK FOREST

Economic Development & Planning Department

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Visit us on the web!  
[www.villageofparkforest.com](http://www.villageofparkforest.com)

### Village of Park Forest Economic Development Advisory Group

Phillip Perkins  
*Chair*  
Shelia Friday  
*Vice Chair*

Andre Ahouissousi  
Bree Breedlove  
Erik Coleman  
Mike Jordan  
Bettie McReynolds  
Zerex Veal

Trustee Georgia O'Neill  
*Board Liaison*

Sandra Zoellner  
*Staff Liaison*

EDAG is Looking for Members

Discusses Economic  
Development Issues in  
the Village.

Meets on the 2nd Wednesday  
of the month at 7:00 p.m. in  
Village Board Conference Rm

The Public is Welcome!

#### **December 31st is the deadline...**

to submit your 2016 Business  
Registration application.  
Invoices will be mailed  
approximately  
second week in November.

Questions, contact Monica  
DeLord at (708) 283-5617  
or [mdelord@vopf.com](mailto:mdelord@vopf.com)

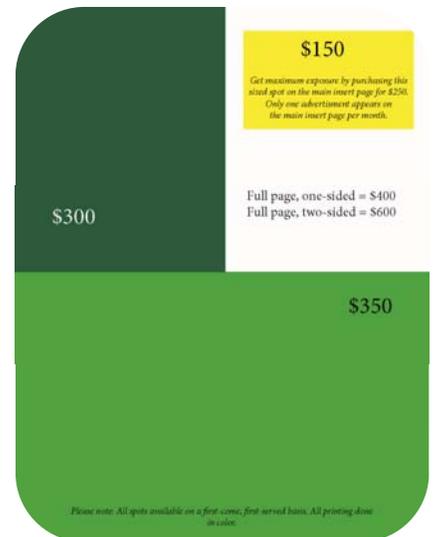
## Water Bill Insert Marketing Opportunity

GREAT NEWS...your Park Forest business will again have the opportunity to advertise in the monthly water bill insert going to 8,100+ households in Park Forest.

You have several advertising options available depending on the size of your ad and the amount of money you want to spend.

This opportunity does vary from month to month depending on available space in the mailing. It's a first come, first serve basis. Costs vary from \$150 for a business card spot to a full page two-sided ad at \$600.

Ads are due the 28th of each month along with payment. (Billing is not available.) Accepted art is in the form of a jpg or PDF. If interested, please contact Sandra Zoellner at (708) 283-5623 or [szoellner@vopf.com](mailto:szoellner@vopf.com) for additional details. ■



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## MAYOR

The Village of Park Forest wants to partner with those start-ups and help them find fulfillment of their dreams. We believe we can help them keep their overhead costs down.

As time goes on, purchasing patterns more than likely will change many times again. As such, Park Forest and other communities need to be attentive to identify more and better ways to collaborate with our business partners. One of the reasons behind our quarterly business breakfast sessions is to keep aware of what we need to do to accommodate business needs in our town. At the same time, we're also trying to help our businesses by using the sessions as opportunities for them to learn new things about marketing, product-identification, etc.

We value each and every one of our local businesses and we want to see them all succeed. If we can help in that regard, we're eager to do so. ■

John A. Ostenburg  
Mayor