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New Community Enterprises

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NEWS RELEASE

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Announce Town Center Plans For Park Forest South

Plans were unveiled today for a unique three-mile long town center to serve as the commercial, municipal, cultural heart of the new town of Park Forest South, Illinois. Planned by Harry Weese and Associates and Barton-Aschman Associates, Inc., along with the in-house team of the developer, New Community Enterprises, the town center, already under construction, promises a number of remarkable innovative features:

- .a linear design, rather than that of a traditional shopping center "island"
- .an outdoor sculpture garden
- .the developer's Entrance-Exhibit building designed by the Weese firm
- .a mass transit system to connect with Governors State University and the Illinois Central Commuter terminal
- .pedestrian access to the center via landscaped greenways
- .landscaped parking "rooms" rather than vast parking lots
- .a municipal complex in a campus setting
- .a hockey rink and indoor tennis courts housed in prefabricated modular fiber glass buildings
- .a bazaar and open market setting for small businesses

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ADD 1-1-1

The town center, which the planners have nicknamed the "Main Drag," is conceived in a linear style and planned to extend nearly three miles through the town on the north side of Exchange Avenue from Western Avenue on the east to Governors State University and the future Illinois Central commuter terminal at U.S. Highway 54 and Stuenkel Road. Along this axis will be located the major municipal, commercial, educational and recreational activities of the community.

The planners of the new town chose the linear concept because of the developer's commitment to the creation of a workable mass transit system. They believe that economical and attractive bus service can be provided along this activity spine more successfully than in a conventional city in which major facilities are scattered far and wide. Traffic lanes reserved for buses through the town center have been designed with this service in mind.

The planners also believe that the linear design will foster the development of a more humane environment than may be found in the traditional shopping center in which the commercial activity is segregated from the true life of the community by a barren wasteland of concrete parking lots. In Park Forest South smaller landscaped lots, or "parking rooms," interspersed with greenway fingers, will cater to automobile traffic. A typical parking room will accommodate between 500 and 750 cars.

The emphasis, however, will be on mass transit and on the creation of an exciting and enjoyable pedestrian experience. The entire greenway system, with its network of lighted walkways and bicycle paths meandering through the community, will come to focus in the town center.

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ADD 2-2-2

In Phase One, now under construction, a landscaped plaza and sculpture garden will provide an exceptional setting for shops, restaurants, recreation buildings, and the developer's "Entrance Building." This outdoor gallery, the first of its kind, will be partially financed by a grant of \$60,000 from the National Endowment for the Arts. It will feature Mark DiSuvero's monumental sculpture "Yes," contributed by developer Lewis Manilow, and other works of significant American artists. Covered walks around and through the sculpture garden will link the various commercial facilities in Phase One with the Entrance Building, which will function as the general information center for the town.

The Entrance Building introduces a contemporary "barn style" of architecture which will set the architectural tone for the nearby restaurant and commercial buildings. Commercial facilities in the east section of Phase One, to be developed first, will initially occupy approximately 143,000 square feet with expansion potential to 190,000 square feet. They will include a large supermarket-drug store, a department store, shops, and an enclosed bazaar comprised of boutiques and specialty shops in a colorful open-market atmosphere. The west section, to be developed later, will offer 162,000 square feet of commercial space. Buildings in Phase Two, to the west, will contain 100,000 square feet for offices and municipal services.

The center is being managed and leased by New Community Enterprises. According to Jack Rashkin, vice president for commercial development,

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ADD 3-3-3

negotiations are now in progress with a large food chain, a drug chain, a restaurant, a junior department store, and several owners of small shops complementary to this type of center.

The hockey rink, a gleaming white arch of prefabricated fiber glass modules, manufactured by the Uni-Tensile Corporation of Salt Lake City, has already attracted national attention for its innovative design. A similar building will contain indoor tennis courts.

The original plan for Park Forest South was created by Carl Gardner & Associates of Chicago and Arcop Associates of Montreal. The linear town center is being planned by Harry Weese & Associates along with Walter Stephen Lincoln and Herbert Kashian of the developer's team.

Park Forest South is the nation's largest federally-endorsed new community. New Community Enterprises is a joint venture of Lewis Manilow and his associates in partnership with Mid-America Improvement Corporation, a wholly-owned subsidiary of Illinois Central Industries, Inc., and United States Gypsum Urban Development Corporation, a wholly-owned subsidiary of United States Gypsum Company.

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