Aftereffects

The first urban Parade of Homes still providing boost to city, buyers, builders

By John Handley

Chicago's Parade of Homes turned out to be a dream come true for Mattie Perkins.

"I found my dream home and I bought it," Perkins said proudly. "I went through all nine show homes and this is the one I fell in love with."

Her choice — the $120,000 Phoenix — also was popular with many of the 8,000 others who visited the Parade. It won the People's Choice award for best home at the event, held Sept. 5 to 23 in the Uptown neighborhood on the city's Near South Side.

The whole Parade turned out to be a winner. Sponsored by the Home Builders Association of Greater Chicago, this was the first showcase of new homes in the city. Previously, Parades had been a suburban phenomenon.

"It was a wonderful example of bringing new housing back into Chicago," said Mayor Richard Daley, who added that he hopes another home show will be held in the city in 1993. Valerie Jarrett, city planning commissioner, called the Parade an incredible boost to the home with her 17-year-old daughter, Ramona.

Perkins, a communications specialist with the Chicago Transit Authority, said her new home is only a 10-minute drive from the Merchandise Mart, where she works. A 2-car garage is being built on the alley in back of the residence.

A key role in the Parade was played by the Illinois Institute of Technology. The IIT campus is just west of the nine show homes, five of them built on Indiana Avenue and four on Prairie Avenue.

Lowery Kennedy, IIT's assistant vice president for community relations, said IIT sold the nine lots to the builders for $12,000 each, provided parking and additional security for the event.

"Although the attendance was not as high as we hoped for, the Parade was a success," Kennedy said. "Word is spreading that the community is on the move and that the residents are involved."

He said IIT plans to sell at least nine more lots to builders. Kennedy added that the event sparked the interest of IIT's architectural department, which may become more involved in future Parades.
Mayor Lorraine Poppeita, a widow, puts in full-time hours on a part-time salary because she enjoys the activity.
Student home builders earn an A

Students of Maryville Academy in southeast suburban Des Plaines have completed a project that makes the usual stack of homework insignificant. They've helped to build a house with the help of trained professionals, the approval of the appropriate unions and the cooperation of The Kennedy Group, an Arlington Heights-based home building firm.

"The house they started last September has been finished, and was sold just like any other house we build," said Steve Zoll, general sales manager for Kennedy. "Although we may build more than a hundred homes a year, to the students this was a massive project, the only house in town. And now that goal has been achieved."

The 1,900-square-foot, three-bedroom, three-bathroom St. Regis townhouse is one of 107 single-family homes at Kylesmore Greens, Kennedy's 52-acre community near the school in Des Plaines.

The project involved as many as 12 students, working under the auspices of a Maryville teacher and contractor in the various fields of expertise. The youths — 16, 17 and 18 years old — worked three to four hours a day on most weekdays since September of 1991, when the St. Regis foundation was poured.

The student involvement program is the latest result of a long-standing commitment by William W. "Bill" Kennedy, founder and CEO of The Kennedy Group, to bring the many aspects of home building to students.

A home for dependent and neglected youth since 1883, Maryville is affiliated with Catholic Charities of Chicago.

The first urban Parade of Homes, held in the Gap area on Chicago's Near South Side, showcased homes by nine builders. The Firecracker (below) is the only one still unsold.

Parade

Continued from page 1

its design was not borrowed from the past," said Daniel Whitman, president of Whitman Architecture & Construction.

"The neighborhood was receptive to the Parade because it was felt that it would have a positive impact on property values," Whitman said, noting that lots that were $12,000 to $15,000 before the Parade are now priced from $20,000 to $25,000.

The Gap always needed a catalyst for redevelopment, and the Parade might be it. People have been asking about the Parade since last summer."

The Parade is sponsored by the Chicago Association of Suburban Builders.

The Parade was held on 15th Street from Lake Shore Drive to Fullerton Avenue on the north, and from the Chicago River to Green Street on the east. The Parade was open to the public from 11 a.m. to 8 p.m. on Thursday, Friday and Saturday.

///

Models of Success.
Models of Success.

Now Open! 3 New Condominium Models
the likes of which the North Shore has never seen!

Come lose your heart. New floor plans — new models! See a 2-bedroom unit with a 36-foot living room featuring a massive bay window area. There's a 3-bedroom unit that has both an indoor winter garden and an outdoor terrace of the size of a roof garden. And also a model with 3-bedrooms plus library that will hold you spellbound. See why the best just got better.

2 Bedrooms from $275,000
1,539 sq. ft. to 2,022 sq. ft.
3 Bedrooms from $465,000
2,641 sq. ft. to 3,064 sq. ft.

46% SOLD!

Directions: Take Edens Hwy. (Rte. 41) to Central Ave., go east to First St. Turn south on First St., and turn left.

HIGHLAND PARK
601 Mulberry Place...just south of the downtown train station
Open 7 days 11-5, or by appointment. Phone (708) 333-6320

$129,000 Firecracker model, sleek modern design, price includes interior. The only Parade home still for sale.

"We had a contract on it during the Parade, but the deal fell through. Later, we had another contract that also didn't work out," Walsh said.

He described those who toured the Parade houses as "60 to 70 percent black, mostly young professional couples, both working very sophisticated potential buyers who were currently living in rental units in the South Loop or Hyde Park. They were surprised and excited that new homes were being built in the area."

Walsh said all the builders took a risk coming into the City, which includes some brownstones, vacant structures. "But the neighborhood has really taken off," he said.

He added that the builders learned a lot at this first city home show. "We should have had a larger site, maybe a square block. The key is to have a well-contained site, so we could create a little neighborhood."