



City of Highland Park

A GUIDE TO ESTABLISHING A BUSINESS

Welcome!



CITY OF HIGHLAND PARK - OFFICE OF BUSINESS DEVELOPMENT

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ESTABLISHING YOUR BUSINESS

Business Community

Twenty-five miles north of Chicago's Loop, the City of Highland Park is nestled along beautiful Lake Michigan, at the heart of the metropolitan area's most affluent residential markets. Highland Park is a thriving community with a diverse population of over 29,000, a stable economic base, top-rated schools, and a university-affiliated hospital, offering some of the most unique business opportunities in Lake County. It is easily accessible from Route 41, I-94, I-294, and is served by Pace Bus and Metra. From one end to the other, Highland Park's business community is diverse and growing, with nine commercial districts conveniently located throughout the City.

The vibrant downtown shopping district is an upscale urban outdoor shopping center filled with one-of-kind boutiques and shops, as well as national chains, and unique restaurants. The City's eight other business districts range from quaint neighborhoods with retailers, service businesses, and restaurants to frontage along the highway, and lined with car dealerships, service businesses, and national retailers.

Highland Park businesses enjoy the benefit of an active Office of Business Development, Business and Economic Development Commission, Chamber of Commerce, Downtown Highland Park Alliance, Ravinia District and Briergate Business Association District which together help to promote a favorable business climate and community by providing leadership for the improvement of economic, civil, cultural and social interests.

"Rich in tradition and culture, the City of Highland Park is a sparkling example of the good life," says the Chicago Tribune. The City offers excellent business prospects along with a mix of residential tranquility, first-rate cultural and entertainment venues, and the natural beauty of beaches and parks. It is truly great place to establish a business, and to live, work, and enjoy.

Assistance for New Businesses

The City of Highland Park is committed to assisting entrepreneurs and established business owners interested in opening a business in Highland Park. The Office of Business Development helps business owners and their brokers find an available commercial location, assist them through the regulatory and permit process, and provide ways to eliminate costly delays during the new business start-up period. The Office of Business Development staff serves as the primary local government contact and resource for businesses. They can also provide knowledge of the City's zoning regulations and existing business mix. For more information or assistance with establishing your business in Highland Park, please contact the Office of Business Development at (847) 926-1027.

Highland Park's Competitive Advantages

- 25 Minutes from Anywhere in the Chicagoland Area
- Easily Accessible by Highway 41/94 & Tollway 294 Public Transportation and Bicycle/Pedestrian Pathways
- Global & National Connectivity – Close Proximity to the City of Chicago, and O'Hare International Airport & Milwaukee's Mitchell International Airport, & a Lake Michigan Port; Along the I-94 Corridor, the Northernmost U.S. East-West Interstate Highway
- Lower Sales Taxes than Nearby Municipalities in Cook County
- Variety of Commercial Districts Offer Numerous Business Opportunities
- Business-Friendly Environment with Numerous Highland Park Organizations Dedicated to the Success of Local Businesses
- Highly-Educated Workforce including Qualified Financial Advisory, Office, Tech. and Manufacturing Talent
- Excellent Dining, Shopping, and Entertainment which help to Attract Clients and First-Rate Employees
- Renowned for its High Quality of Life, and its Affluent, Highly-Educated and Talented Population
 - 53% are College Graduates (exceeds the national average by 25%)
 - 30% Earn \$100,000 to \$200,000 Per Year
 - 26% Earn Greater than 200,000 Per Year
- Consumer Population Within a 20 Minute Drive-time to Downtown Highland Park is 561,424
 - 41% are in the Key Consumer Demographic – 35 to 64 Years Old

CHOOSING YOUR LOCATION

Finding a Location

The City maintains a list of retail and commercial space for rent or sale on the City's website at www.cityhpil.com. For more information or assistance with finding a space for your business, please contact the Office of Business Development at (847) 926-1027.

Braeside Business District

Located north of the intersection at Lake Cook Road and St. Johns Avenue, and just across from the Braeside Metra train station, the businesses in the Braeside Business District serve the needs of their highly populated residential neighborhood.

- Zoning: B1 – Neighborhood Commercial

Briergate Business District

Briergate Business District is located west of Downtown Highland Park and just west of Highway 41 along Deerfield Road, Old Deerfield Road, and Old Skokie Road. Briergate is primarily home to the service core but also includes a car dealership, home-improvement, furniture, pet supply and communications retailers, as well as a nationally-known grocer, and a popular local restaurant.

- Zoning: I – Light Industrial
- Zoning: B3 Highway Commercial

Central Business District

The vibrant downtown shopping district is an upscale urban outdoor shopping center filled with one-of-kind boutiques, jewelry stores, national retailers, home furnishings specialty shops, unique restaurants, businesses catering to beauty and personal care, and home to the office core. The Central Business District is also host to the Highland Park Hospital complex, the seat of local government, and the City's growing multifamily residential areas. It has always been and continues to be a very special place in Highland Park. For many, it defines the City in a physical sense, and confers a shared sense of community for all Highland Park residents. The Central Business District is approximately 106 acres, home to about 450 businesses, and has a daytime population of close to 10,000. Within a 20 minute drive-time the consumer population increases to 561,424.

- Zoning: B5 – Central Business District
- Zoning: B4 - Service
- Zoning Overlay: POSO – Pedestrian Oriented Shopping Overlay

Crossroads Business District

The Crossroads Business District is located along Highway 41, on Skokie Valley Road between Lake Cook Road on the south, and just past Clavey Road on the north. It is home to a mixture of land uses including automobile dealerships and related services, home improvement and other retailers, food establishments, financial advisors, a hotel, and office users. The district is also home to the Crossroads Shopping Center.

- Zoning: B3 – Highway Commercial

Garrity Square Shopping Center

Located at 1855 Deerfield Road in a high traffic area that is just west of Route 41 between Highland Park's Central Business District and the Village of Deerfield, the 16,000 square-foot Garrity Square Shopping Center is anchored by a nationally-known convenience store, a nationally-known coffee shop, and includes a flooring retailer, a popular local restaurant, and a jewelry store.

- Zoning: B1 – Neighborhood Commercial

Moraine North Business District

Just north of the Central Business District, at a few points on Western and Temple Avenues, lays the Moraine North Business District. It is home to restaurants and service businesses.

- Zoning: B1A – Waukegan-Bloom Neighborhood

North Skokie Corridor Business District

The North Skokie Corridor borders Highway 41 between Old Elm Avenue and Park Avenue. It is lined with car dealerships, national and local retailers, service businesses, and fast food restaurants. The businesses located along Highway 41 enjoy high visibility and a daily traffic count of approximately 74,000.

- Zoning: B3 – Highway Commercial

Old Elm Business District

The Old Elm Business District is located at the intersection of Old Elm Avenue and Western Avenue, and in close proximity to Fort Sheridan. It is home to retail, restaurants, offices, and service oriented establishments that provide for the needs of the dense residential neighborhood. The Old Elm Business District has good accessibility via Route 41, Sheridan Road, and the Fort Sheridan Metra train station.

- Zoning: B1 – Neighborhood Commercial

Ravinia Business District

Located on Roger Williams Avenue between Green Bay Road and St. Johns Avenue, the charming and quaint Ravinia Business District is home to diverse restaurants, unique retailers, arts & crafts shops, service businesses, medical providers, and other office users. The proximity of the beautifully restored Ravinia Metra train station and the renowned Ravinia Festival - a world-class summer venue for the performing arts that draws more than 500,000 attendees over an 87-night season from May until late September - creates wonderful opportunities for unique businesses.

- Zoning: B2 – Ravinia Commercial District
- Zoning Overlay: B2-RW Roger Williams Overlay District

The following is a list of each of the City’s key business districts, which identifies the advantages of locating a business in each district, and includes some of the existing businesses in each district, as well as target businesses for each of those districts:

BRIERGATE

<p>Unique Competitive Advantages</p> <ul style="list-style-type: none"> • Located in a High Traffic Area between Highland Park’s Central Business District and Highway 41; it is the Gateway to the North and Northwest Suburbs – 74,000 cars daily • Easy Access to and from Highway • Railroad Access • Reasonable Rents • Ample Parking • Conveniently Located Near Downtown for Dining, Shopping and Entertainment, which helps to Attract Clients and First-Rate Employees • Home to Many of the City’s Oldest and Most Successful Service Businesses <p>Briergate Business District Existing Businesses</p> <ul style="list-style-type: none"> • Retail <ul style="list-style-type: none"> – Auto Dealer – Ski Equipment – Home Furnishings – National Children’s Toy & Clothing – Pet Supplies & Grooming – Major Regional Grocery Store – Telecommunications 	<ul style="list-style-type: none"> • Food & Drink <ul style="list-style-type: none"> – Casual Upscale Restaurants & Fast Food • Service <ul style="list-style-type: none"> – Storage – Auto Related – Fitness – Plumbing – Printing – Upholstery • Office & Light Manufacturing <p>Briergate Business District Target Businesses</p> <ul style="list-style-type: none"> • Retail/Wholesale <ul style="list-style-type: none"> – Distribution Center • Service <ul style="list-style-type: none"> – Green Tech or Educational Campus • Office <ul style="list-style-type: none"> – Small Office/Medical Office Users
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CENTRAL BUSINESS DISTRICT

- Unique Competitive Advantages**
- Heart of Highland Park
 - Easy Access to Highways
 - Easy Access to Highland Park Metra Train Station
 - Ample Parking Available
 - Conveniently Located to Dining, Shopping, and Entertainment, which helps to Attract Clients and First-Rate Employees
 - Home to a Variety of Cultural Attractions
 - The Art Center
 - Annual Festival of Fine Crafts
 - Music Institute of Chicago
 - Annual Port Clinton Art Festival & Taste of Highland Park
 - Public Art Installations
 - First Run Movie Theatre
 - Art/Independent Film House

Central Business District Existing Businesses

- Retail
 - Accessories
 - Apparel
 - Shoes
 - Luggage
 - Gifts
 - Antiques
 - Home Goods
 - Card & Party
 - Jewelry Stores
 - Hobbies & Toys
- Food & Drink
 - All Types
- Service
 - Financial
 - Legal
 - Medical & Dental
 - Music/Dance Education
 - Fitness Facilities
 - Beauty Salons

Central Business District Target Businesses

- Retail
 - Apparel
 - Accessories
 - Beauty
 - Home & Gift
- Food & Drink
 - Restaurants of All Types

CROSSROADS

- Unique Competitive Advantages**
- Located in High Traffic Area Along Lake-Cook Road and Skokie Boulevard with Easy Access to Hwy. 41, I-94 and 294
 - Close Proximity to Ravinia Festival, the Botanic Garden, and Northbrook Court
 - Home to the Newly Renovated Crossroads Shopping Center
 - Reasonable Rents
 - Ample Parking

Crossroads Business District Existing Businesses

- Retail
 - Auto Dealerships/Auto Related
 - Gas Stations/Convenience Marts
 - Wine & Spirits
 - Sporting Goods
 - Card & Party
 - Bookstore
 - Music Equipment & Supplies
 - Electronics
 - Telecommunications
 - Electrical Supply & Showroom
 - Marine Supplies
 - Health Food
 - Jewelry Stores
 - Mattresses
 - Vacuum & Allergy Product Supply
- Food & Drink
 - Burgers/Deli/Kosher Middle Eastern/Fast Food
- Service
 - Hotel
 - Dance Education
 - Fitness Facilities
 - Beauty Salons
 - Weight Management
 - Car Wash/Detailing Facility
 - Auto
- Office
 - Small Office Users
 - Medical Office

Crossroads Business District Target Businesses

- Retail
 - Auto Dealerships
 - Electronics
- Food & Drink
 - Casual Restaurants/Casual Restaurant with Amusement Venue

NORTH SKOKIE CORRIDOR**Unique Competitive Advantages**

- High Traffic Count - 74,000 Cars Daily
- Ample Parking
- Convenient
- Reasonable Rents
- Location of the First Stoplight Along Highway
- Curb Cuts Off Highway

North Skokie Corridor Business District Existing Businesses

- Retail
 - Auto Dealerships/Auto Related
 - Discount Department Store
 - Office Supplies
 - Home Improvement
- Food & Drink
 - Fast Food Restaurants
- Service
 - Physical Rehabilitation Facility
 - Auto
- Office
- Light Industrial

North Skokie Corridor Business District Target Businesses

- Retail
 - Home Improvement
 - Furniture
 - Carpet
 - Garden
 - Hobby
 - Sporting Goods
 - Auto Dealerships/Auto Related
 - Cars/Trucks/Motorcycles
 - Auto Supply
- Food & Drink
 - Casual Restaurants
- Service
 - Party & General Rental
- Office

RAVINIA**Unique Competitive Advantages**

- Important Secondary Community Hub
- Affordable Rent
- Ample Parking
- Charming and Quaint Character
- Proximity to Ravinia Metra Train Station
 - Daily Commuters
- Proximity to Ravinia Festival
 - Draws More than 500,000 Attendees In-Season
 - 100+ Employees In-Season and 60+ Employees Off-Season
 - Prime Location to Continue the HP Experience after a Concert
- Seasonal Farmers' Market Draws 100+ Shoppers Weekly June – October
- Proximity to Rosewood Beach, Green Bay Trail and Botanic Garden

Ravinia Business District Existing Businesses

- Entertainment
 - World Class Entertainment Venue
 - Do It Yourself Pottery Design for Children and Adults of All Ages
- Retail
 - Home Goods & Gifts
 - Pharmacy & General Merchandise
 - Convenience Mart
 - Women's Clothing & Accessories
 - Children's Resale
 - Jewelry Design
- Food and Drink
 - Restaurants
 - Bakery/Frozen Custard/Coffee
- Destination Service
 - Interior Design
 - Instrument Repair
 - Knit Shop
 - Beauty Salons
 - Drycleaners
 - Fitness
 - Massage Therapy
 - Insurance
 - Medical/Dental
 - Banking
- Office
 - Small Office Users

Ravinia Business District Target Businesses

- Destination Retail & Service
 - Specialty Grocery
- Food and Drink
 - Casual Dining/Diner

MAP OF HIGHLAND PARK BUSINESS DISTRICTS



Zoning

The Highland Park Zoning Ordinances regulate the use of land within the City to protect the character and stability of residential, business, commercial and manufacturing areas. Prior to choosing a site, please review the Highland Park Zoning Ordinances and the Zoning District Map available online. You may also find it helpful to consult GIS Maps for detailed property information. If you need further assistance to determine if the site you are considering is zoned for your business, please visit the Community Development section of the City's website, or contact the Department of Community Development at (847) 432-0867.

Letter of Intent to Occupy / Permits / Certificate of Occupancy

Once you have selected your space you must submit a Letter of Intent to the Building Division. Submitting a completed Letter of Intent (LOI) form to the Building Division is the first step in the review and approval process to obtain a Certificate of Occupancy. The Certificate of Occupancy is the final step in the process, and it is required in order to open and operate your business. The LOI provides the Building Division with information about the type of business you will be operating so that it may be determined whether the proposed business use conforms to the zoning district regulations. In addition, the LOI process will also let you know the condition of the building and what building permits may be needed for planned interior or exterior changes to the property. The fee is \$150. All businesses are required to go through this process, including existing businesses that have been acquired by a new owner.

1. After you submit your completed LOI to the Building Division, you will be contacted to schedule the required city inspections for compliance with the following Codes: Fire and life-safety, commercial building, electrical, HVAC, and plumbing. The Fire Department conducts Fire and Life Safety inspections of all businesses including establishments where the public might assemble including but not limited to: places of worship, schools day care facilities and public events. For more information, please contact the Fire Department (847) 926-1075.
2. After the inspection process, the Fire Department and Building Division will issue an Inspection Report to the tenant and the property owner specifying requirements, if any, which must be met before a Certificate of Occupancy can be issued. Any required work is the responsibility of the property owner or tenant.
3. One of the elements of obtaining a Certificate of Occupancy is a signed and stamped statement of maximum occupancy load from an architect. If the maximum occupancy load has been established previously for a unit, the fire department will determine based on business use and construction changes if the previous Certificate of Occupancy can be used.
4. Building Permits are required for all construction. For information regarding Building Permits, please contact the Building Division at (847) 432-0808.

Customizing Your Business Site

Construction

If you intend to build a commercial structure, a preliminary plan review with the City's Site Plan Review Team is highly encouraged prior to finalizing working drawings and permit submission. If you intend to build a Planned Development, please contact the Planning Manager in Community Development at 847.432.0867 to request an outline of the Planned Development Process. For a full list of requirements and to schedule a meeting, please contact the Planning Division at 847.432-0867.

Exterior Changes

To make changes to the exterior design of your building, you will need design review approval. If the changes are minor, they may be eligible for an administrative review by City Staff in the Department of Community Development. Major exterior changes may be referred to the Plan and Design Commission. Exterior changes are evaluated within the context of the commercial area and the Design Standards in the City Code. The Design Standards are intended to ensure a high standard of appearance for Highland Park's business community. Design reviews cover lighting, awnings, exterior design (including paint color), landscaping, and off street parking design for all commercial buildings. City Planning Staff in the Department of Community Development are available to help prospective businesses and landlords refine their proposals, understand City Regulations and help prepare for design review.

Plan and Design Review Application

To begin the design review process for exterior changes to a commercial building in Highland Park, please submit a completed Design Review Application and the associated fee to the Department of Community Development. If you have questions about the applicable fee, or for more information regarding the design review process, please visit the Plan & Design Commission's webpage and contact a member of the City Planning Staff at 847.432-0867.

Registration, Licenses and Permits

Business Registration

Registration Requirements

Every business located in a commercially zoned building, including not-for-profit entities, is required to register with the City of Highland Park. Businesses may register after they receive their Certificate of Occupancy from the Building Division. Each year after the initial registration, business owners are required to update business information and pay an annual fee. Not-for-profit entities must also update their business information but are not required to pay an annual fee. To register, please complete a Business Registration Application and submit it along with the associated fee to the Office of Business Development.

The information obtained from the application will assist the City in its efforts to maintain accurate public safety data, establish future economic development and public infrastructure plans, jointly market City businesses, and disseminate information of critical interest to the local business community in a timely fashion.

Business Registration is not for the purpose of licensing or regulation. Please note that the information obtained from your application will only be used for official City business and will not be made available except as expressly required by law. For more information regarding Business Registration, please contact the Office of Business Development at 847.926.1027.

Home Occupations

Regulations

The City does not require a business license or registration for home occupations. However, guidelines have been established to allow for this important part of the local economy as well as to preserve the residential character of Highland Park's neighborhoods.

Guidelines for Home Occupations

- The business must be of an accessory use and service character conducted within the dwelling by the resident.
- The business is clearly a secondary use to the residential use of the dwelling.
- The business does not change the exterior character of the building other than the existence of a nameplate not more than one square foot in area.
- Not more than one person shall be employed.
- Not more than three pupils, clients or customers shall be present at the same time.
- Home care and group home businesses must register with the City. Day care businesses do not need to register with the City but should contact the state and county for necessary licenses and inspections.

A full set of guidelines for home occupations may be found in the Highland Park Zoning Code.

Licenses And Permits

Outdoor Dining

Restaurants that choose to offer Outdoor Dining on public or private property are required to obtain an Outdoor Dining License. For more information, please contact the City's Office of Business Development at 847.926.1046.

Outdoor Display Licenses

Businesses that choose to place outdoor displays of merchandise in front of their business on public or private property are required to have an Outdoor Display License. For more information, please contact the City's Office of Business Development at 847.926.1046.

Temporary Outdoor Display Licenses

Businesses that desire to have a temporary display of seasonal items or art work on the public right of way are required to have a Temporary Outdoor Display License. Please contact the Executive Assistant in the City Manager's Office at 847.926.1006.

Liquor, Food and Tobacco Licenses

Licenses are required for the sale of certain items. These are the sale of liquor, the sale of food and the sale of tobacco. For more information, please contact the City Clerk's office at 847.926.1034.

Landscaper Licenses

Landscapers working in Highland Park are required to have a license. For more information, please call the City's Administrative Intern at 847.926.1043. These licenses may be obtained at City Hall, 1707 St. Johns Avenue.

General Contractor Licenses

General contractors doing construction in Highland Park are required to have a license. For more information, please contact the Building Division at 847.432.0808.

Fire Alarm Permit

The Fire Department requires annual Fire Alarm Permits for businesses using a Fire alarm system. For more information, please contact the Bureau of Fire Prevention at 847.926.1075.

Burglar Alarm Permit

The Police Department requires annual Burglar Alarm Permits for businesses using a Burglar alarm system. For more information, please contact the Police Department Alarm Coordinator at 847.926.1087.

Special Event Permit

A Special Event Permit is required for events on public property. Please contact the Executive Assistant in the City Manager's Office at 847.926.1006.

Parking Permits

Prior to opening your business, please contact the City's Manager's Office at 847.926.1000 to discuss parking regulations in your business district. For more information about parking in Highland Park please visit the Parking section of the City's website.

Sign Permits

A Sign Permit is required prior to installing a temporary or permanent sign in the window, awning, or façade of your commercial space. For permanent signs, there is currently a \$75 base fee and an additional charge of \$1 per square foot. For temporary signs, there is currently a flat fee of \$75 (\$60 if less than 12 square feet). It is recommended that you familiarize yourself with Highland Park's sign regulations as you design your business's sign with your sign contractor. Sign regulations are established in Chapter 20 of the Zoning Code. Once you have reviewed the City's Sign Regulations, please contact the Building Division at 847.432.0808.

While the City Code allows a wide variety of signs, some businesses desire a sign that is bigger or taller than what is permitted by code. For sign concepts beyond what the code allows, a variation may be necessary. The Plan and Design Commission reviews sign variation requests and works on a case-by-case basis to safeguard the character and aesthetic quality of the community. Its decisions work to enhance property values, taxable values and the health, safety and welfare of the City.

To schedule an appearance at a Plan and Design Commission meeting, please submit a completed Design Review Application and the associated fee to the Department of Community Development. There is currently a \$500 fee associated with variation requests. For more information, please contact the Planning Division at 847.432.0867.

Some commercial buildings in Highland Park have Sign Packages on file with the City that control what their signs can look like. Please confirm with your landlord whether or not your lease space is governed by a Sign Package and if so, what restrictions it may put on the signs that may be installed. If you need additional assistance please contact Community Development at 847.432.0867.

Fees

Document	Fee	Department	Contact
Letter of Intent to Occupy	\$150	Community Development	Building Division– 847-432-0808
Business Registration	\$35	City Manager's Office	Business Development – 847-926-1027
Licenses	Fee	Department	Contact
Restaurant Licenses	Varies	City Clerk's Office	Administrative Assistant– 847-926-1036
Food Service License	\$100	City Clerk's Office	Administrative Assistant– 847-926-1036
Outdoor Dining License	\$75	City Manager's Office	Business Development Assistant 847-926-1046
Outdoor Display License	\$75	City Manager's Office	Business Development Assistant 847-926-1046
Temporary Display License	\$75	City Manager's Office	Executive Assistant – 847-926-1006
Tobacco License	\$500	City Clerk's Office	Administrative Assistant – 847-926-1036
Liquor License	Varies	City Clerk's Office	Deputy City Clerk – 847-926-1034
Special Event License	\$60	City Clerk's Office	Deputy City Clerk – 847-926-1034
Landscaper License	\$100 - \$125	City Manager's Office	Administrative Intern – 847-926-1030
License to Operate	\$75	Fire Department	Fire Inspector – 847-926-1075
Permit	Fee	Department	Contact
Building Permit	Varies	Community Development	Building Division – 847-432-0808
Sign Permit	Varies	Community Development	Building Division – 847-432-0808
Fire Alarm Permit	\$35	Fire Department	Alarm Coordinator – 847-926-1075
Burglar Alarm Permit	\$35	Police Department	Alarm Coordinator – 847-926-1087
Employee Parking Permit	Varies	City Manager's Office	Executive Assistant – 847-936-1006

Fire Prevention Inspections

The Fire Department's Bureau of Fire Prevention conducts regular inspections of businesses to assure compliance with fire prevention and life safety codes, including practices related to storage and housekeeping, fire alarms, fire extinguisher maintenance, exits and safety. For more information, contact the Fire Department at (847) 433-3110.

Smoking Ordinance

Penalties for smoking in a prohibited area range from \$100 - \$750 for each offense. Additionally, any owner, occupant, or lessee of places where smoking is prohibited shall be subject to a fine of not less than \$250 nor more than \$750 for the first offense, not less than \$500 nor more than \$1,000 for the second offense within any 12-month period, and not less than \$2,500 nor more than \$3,000 for the third and each subsequent offense within any 12-month period. E-cigarettes are regulated in the same way as tobacco cigarettes.

A copy of the approved ordinance is available online. If you have any questions regarding the ordinance, please contact the Office of Business Development, at 847-926-1027.

Enclosed and Unenclosed Public Areas and Places of Employment Where Smoking is Prohibited

- Any enclosed area of any building or vehicle that is used by and open to the public (whether publicly- or privately-owned);
- Any place of employment;
- Common or public areas (including without limitation lobbies, hallways, reception areas, public restrooms, and elevators) of apartments, condominiums, dormitories, nursing homes, long-term care facilities, or multiple family residential structures;
- Outdoor eating areas open to the air that are accessory to a restaurant;
- Outdoor events, including musical, dance, theatrical, dramatic, entertainment or performance events, or community fairs, parades, or events to which members of the general public are invited;
- Outdoor venues, including theaters, amphitheaters, plazas, streets, or other improved areas, including parking lots located thereupon, that are used as public venues or forums to which the public is invited to listen, view, or otherwise participate;
- Parks or playgrounds and attendant parking lots owned or operated by the City, Park District, or School Districts 112 & 113 to which members of the public have been granted a right of access;
- Vehicle and railroad loading areas and platforms, and loading docks and areas;
- Public beaches, golf driving ranges, miniature golf courses, and within 25 feet of the first tee on any public golf course;
- City-owned parking lots and the City Hall/Public Library campus generally bounded by Laurel, St. Johns, and Hazel Avenues;
- School grounds;
- Public meetings;
- Buhai Plaza/Port Clinton Square, the unenclosed areas of Renaissance Place, and public sidewalks within 25 feet of an outdoor eating area, unless one is temporarily in such area for the sole purpose of walking or traversing through such area;
- The area within 25 feet of an entrance to a place where smoking is prohibited; and Gasoline or fuel stations.

Enclosed and Unenclosed Public Areas and Places of Employment Where Smoking is Not Prohibited

- Semi-private rooms in nursing homes or long-term care facilities occupied by one or more persons who have requested in writing a room where smoking is permitted;
- Hotel or motel rooms designated as smoking, provided that no more than 10% of the available rooms for rent in any single building shall be designated as smoking rooms;
- Established smoking areas that are incidental to the sale of tobacco in tobacco shops only, provided that such smoking areas were in existence and operational as of April 25, 2005; and
- Home-based businesses.

Other Governmental Requirements

Lake County Health Department

If you plan to sell food, in addition to a food service or restaurant license, you will need a Health Department Certificate from Lake County. For more information, please visit the Lake County Health Department website, or call (847) 377-8023.

State of Illinois Liquor Control Commission

If you plan to sell liquor, in addition to a local liquor license, you will need a State of Illinois Liquor License. For more information, please visit the Illinois Liquor Control Commission website, or call (312) 814-2206.

Department of Children and Family Services

If you plan to operate a day care facility, please visit the Department of Children and Family Services website, or call (877) 746-0829.

Federal Tax Registration

Federal law requires partnerships, corporations and sole proprietorships to obtain a Federal Employer Identification Number (FEIN). To apply for a FEIN, please visit the IRS website or call (800) 829-1040. For more information, please visit the Official U.S. Government Business Website at www.Business.U.S.A.gov.

State of Illinois Business Registration

Businesses operating in Illinois that plan to hire employees, to buy or sell products at wholesale or retail, or to manufacture goods, must register with the Illinois Department of Revenue. For more information, please visit the Illinois Department of Revenue website at www.revenue.state.il.us, or call (800) 732-8866.

Assumed Name Act

When the business name is different from the owner's full legal name, the "Assumed Name Act" requires you to register the business name with the County Clerk's Office, regardless to the structure of the business. For more information, please visit the Lake County Clerk's Office website at www.lakecountylil.gov, or call (847) 377-2400.

Starting a Business in Illinois

If you have any questions about starting a business in Illinois, please visit the IEN Business Information Center website, or call (800) 252-2923. If you have employees (whether a sole proprietor or corporation) you must file with the State to contribute to the unemployment fund (this will be sent to you, once Form NCU1 is filed). For more information, please visit the Illinois Department of Employment Security website at: www.ides.state.il.us.

Professional Certification

Your profession may be regulated and licensed by the State of Illinois. For more information, please visit the Illinois Department of Professional Regulation website, or call (217) 782-8556.

Business Taxes – Monthly Reporting & Payment

State of Illinois Taxes

The State of Illinois imposes business taxes on businesses within the State of Illinois. These taxes must be paid directly to the State of Illinois. For more information concerning general merchandise sales tax please visit the Illinois Department of Revenue's website at: www.revenue.state.il.us.

- State of Illinois general merchandise sales tax is 8%.

City of Highland Park Taxes

In addition to the 8% State of Illinois General Merchandise Tax, the City of Highland Park imposes business taxes on businesses within the City of Highland Park. The City tax must be paid directly to the City and the appropriate tax return must be completed and submitted with payment. Payment of these taxes is the responsibility of the business. For more information, please contact the City of Highland Park's Finance Department at 847.432.0800. For more information about sales taxes, or to download/print tax forms, please visit the City's website at: www.cityhpil.com. City of Highland Park taxes are as follows:

- A food and beverage tax of an additional 1% is assessed upon food and beverages prepared and sold for immediate consumption provided that facilities are available to consume the food on the premises, regardless of whether the consumption occurs on the premises or not.
- A package liquor tax of an additional 1% is assessed on alcoholic beverages sold in original containers.
- A motor fuel tax is an additional two cents per gallon or a fraction thereof, sold at retail.

Required Forms

- Complete and signed tax return(s)
- A copy of the Illinois Department Revenue ST-1 form
- If the business is part of multiple locations then the ST-2page that includes the Highland Park location must accompany the completed City of Highland Park tax return.
- Motor fuel tax returns should include a copy of the PST-2, if applicable
- When mailing payment, please include ATTN: FB/PL TAX on the outside of the envelope

Payment Deadline

Reporting and remittance of taxes collected are due to the City of Highland Park on the last day of each calendar month for the immediately preceding calendar month. For example, the tax for the liability month of March is due to the City by April 30.

Methods of Payment

Currently, the City of Highland Park is equipped to receive funds paid by cash or check, or if paying in person, by credit card.

Utilities Contact Information

AT&T

Phone: 800.288.2020

Comcast

Phone: 866.594.1234

ComEd

Phone: 800.334.7661

North Shore Sanitary District

Phone: 847.623.6060

Peoples Gas

Phone: 866.556.6001

Commercial Recycling and Refuse Program – Lakeshore Recycling Systems

Phone: 773.685.8811

For additional information concerning the commercial franchise agreement, please contact the Administrative Intern in the City Manager's Office at 847.926.1030.

BUSINESS RESOURCES

City of Highland Park Office of Business Development

The City of Highland Park is committed to assisting entrepreneurs and established business owners interested in opening a business in Highland Park. To help business owners or their brokers find an available commercial location and to assist them through the regulatory and permit process, as well as to eliminate costly delays during the new business start-up period, the Office of Business Development staff serves as the primary local government contact and resource for businesses. Business Development professional staff can also provide knowledge of the City's zoning regulations and Highland Park's existing business mix. For more information or assistance with establishing your business in Highland Park, please contact the Office of Business Development at (847) 926-1027.

Highland Park Chamber of Commerce

The Highland Park Chamber of Commerce is a private, non-profit business association whose membership includes businesses, service organizations and individuals. Their mission is to promote, support and assist the local business community through effective communication, ongoing education, and quality programs and services. They serve as the "Voice of Business" at the federal, state and local levels of government. For more information, please contact the Chamber at (847) 432-0284, or via email at info@chamberhp.com, or visit their website at www.chamberhp.com.

Downtown Highland Park Alliance

Downtown Highland Park is managed and promoted by the Downtown Highland Park Alliance. The Alliance was founded in 2008 to enhance the economic vitality of the central business district of Highland Park. The operations and promotions of the Alliance are funded by a Special Service Area commercial property tax within Downtown Highland Park. For more information, please call the Downtown Highland Park Alliance at (847) 780-4293, or visit their website at www.downtownhp.com.

Illinois Small Business Development Center

The College of Lake County's Illinois Small Business Development Center (SBDC) assists in assessing the viability and developing business ventures within the Lake County. Our services include:

- One-on-one consulting by noted experts
- Assistance in developing business plans
- Support in securing loans
- Referrals to small business service provider
- Access to our small business resource library
- Interactive workshops

For more information, please call the College of Lake County Small Business Development Center at (847) 543-2033, or visit their website at www.clcillinois.edu

SCORE - Counselors to America's Small Businesses

Counselors to America's Small Business (SCORE) is a non-profit association dedicated to entrepreneur education and the formation, growth and success of small businesses in the U.S. SCORE provides free business counseling, workshops, and low cost management consulting. They also provide templates for business plans, advice on how to develop a business plan and obtain a business loan. SCORE counselors can help the entrepreneur start a business or a small business owner grow their business and prosper. They also counsel by email. For more information, please call (312) 353-7724, or visit their website at www.scorechicago.org.

CommerceConnect

CommerceConnect supports U.S. businesses by cataloging government and non-profit enterprise assistance resources by matching them to specific business needs and streamlining access to the programs and services needed most. The goal of CommerceConnect is to help emerging entrepreneurs and established companies around the country overcome challenges, exploit opportunities and connect to the right resources to advance their objectives. For more information about CommerceConnect contact 1-888-728-4190.

BUSINESS INCENTIVES

Sales Tax Rebates

The City Council, in cooperation with the Business & Economic Development Commission (BEDC), developed a sales tax rebate program to facilitate business attraction and retention. New businesses making minimum capital investments of \$250,000 and generating a minimum of \$1,000,000 in sales tax dollars annually may be eligible for rebates. Existing businesses investing a minimum of \$75,000 in capital improvements and generating a minimum of \$1,000,000 in sales tax dollars annually may be eligible for rebates. Prospective applicants are encouraged to thoroughly read the Sales Tax Rebate Guidelines and Application. All applicants are required to submit a completed application along with a non-refundable \$5,000 application fee to the Office of Business Development for review and processing. Applications will be reviewed by the City Council for final approval. For more information, please contact Carolyn Hersch, Business Development Manager at (847) 926-1027.

Small Business Façade Improvement Program

The City of Highland Park recognizes the importance of independent merchants to the City's image and tax base. The Small Business Façade Improvement Program (SBFIP) was established to provide both assistance and incentive to property owners and local businesses to improve the look and functionality of their property and place of business. The SBFIP represents a terrific opportunity for businesses to save money on exterior storefront improvements, as well as to improve the appearance of the City's various business districts.

The SBFIP is available for use by small business operators and commercial property owners citywide. For more information, please contact Carolyn Hersch, Business Development Manager at (847) 926-1027.

In 2016, the City funded Program with \$10,000. The City's contribution is a grant in the form of a rebate for 50% of eligible improvements up to \$5,000. Grants from the City are paid out when the project is complete and disbursement is approved by the City Council. Additionally, the project must be completed within one hundred and twenty days of approval of the application.

Eligible improvements include improvements made on a frontage of a building or a Right-of-Way. These improvements include: installing new awnings, building cleaning, repairing building deterioration and restoring original building materials, making exterior accessibility improvements, painting exterior, repairing or upgrading exterior lighting, replacing or repainting of windows, installing new, replacing, repainting, or restoring of permanent signs and replacing, repainting, or restoring of trash enclosures, but only if undertaken as part of a comprehensive façade improvement. For a full list of eligible improvements please visit City's website to review Chapter 107 of the Highland Park Code, Small Business Façade Improvement Program.

If you have any questions about the SBFIP please contact Carolyn Hersch, Office of Business Development at (847) 926-1027 or via e-mail at chersch@cityhpil.com.

CHECKLIST FOR OPENING A BUSINESS

- It is Advisable, but not a City Requirement to Prepare a Business Plan that Will Suit your Short and Long Term Goals
- Determine How our Business Will Be Structured: Sole Proprietor, Partnership, Limited Liability Corporation (LLC), C Corporation, S Corporation
- Review the City's Zoning Ordinance
- Find a Location
- Submit a Letter of Intent to Occupy to the Building Department and Schedule a Site Inspection with the Building and Fire Departments
- Sign Lease
- Contact City Planning Staff Concerning Design Review for Exterior Changes or Improvements Including Signs and Awnings
- Complete a Design Review application, if applicable
- Apply for Building and Sign Permits
- Contact Utilities
- Commence Improvement or Construction Phase
- Final Inspection
- Receive Certificate of Occupancy from the Building Department
- Advertise & Market your Business
- Register your Business with the Appropriate Government Branches
- Register your Business with the Office of Business Development
- Apply for and Receive an Outdoor Accessory Use License for Outdoor Displays Prior to Placing a Display on the Public Right-of-Way, if Applicable
- Contact the Finance Department regarding monthly reporting and payment of the following business taxes: food & beverage; package liquor; and motor fuel.
- Contact the Executive Assistant in the City Manager's Office to Learn about the City's Parking Regulations
- Open for Business

For Restaurants & Food Service Only

- If you are Opening a Restaurant or Food Service, you Must Apply for and Receive your Lake County Health Department Certificate Prior to Applying for your Restaurant or Food Service License
- If you are Opening a Restaurant or Food Service, and Intend to Sell Food, Beverages or Cigarettes, Contact the City Clerk's Office to Apply for a Restaurant, Food Service, or Cigarette License
- If you Intend to Sell Liquor, Contact the City Clerk to Apply for a Liquor License, at Least Six Weeks Prior to your Expected Date of Opening
- If you Intend to Offer Outdoor Dining, you Must Apply for and Receive an Outdoor Accessory Use License

If you have any questions or need assistance with establishing your business, please contact the Office of Business Development at (847) 926-1027.

City of Highland Park
Office of Business Development
1707 St Johns Avenue
Highland Park, Illinois 60035
Phone 847.926.1027 Fax 847.432.7625

Business Registration Form

Please complete **ALL** sections of this form and return it to the address above with a \$35 check made payable to the City of Highland Park for the annual registration fee. After July 1, the fee is prorated to \$17.50.

PLEASE PRINT

Business Name: _____ D/B/A: _____

Business Address (include suite#): _____ Highland Park, IL 60035

Business Location Phone: _____ Fax: _____

Business E-Mail: _____ Website: _____

Business Location (check one): Ground Floor Above/Below Ground Floor Other: _____

Mailing Address (if different): _____ Mailing Phone: _____

Illinois Business Tax Identification Code: _____

Description of Business: _____

Number of Employees (including independent contractors) Full-Time: _____ Part-Time: _____

Days and Hours of Operation: _____

Type (check one): Corporation LLC PC Individual Partnership Other: _____

Name of Owner: _____ Name of On-Site Manager: _____

Emergency Contacts for Police, Fire, or Other:

1. Contact: _____ Phone: _____ Cell: _____

2. Contact: _____ Phone: _____ Cell: _____

Alarm Systems (check one): Yes No Type(s) check all that apply: Fire Theft

Property Owner or Management Co.: _____ Phone: _____

Lease Expiration Date: _____ Square Footage: _____ Expected Date of Opening: _____

Please include business information on/in: City's Website: Yes No

City of Highland Park
 1150 Half Day Road
 Highland Park, IL 60035
 Phone 847.432.0808 Fax 847.926.8885

Letter of Intent for Occupancy

- An existing business is changing ownership.
- A new business is opening for the first time.
- An existing business is relocating
- An existing business is changing ownership

\$150 Non-Refundable Filing Fee

Please note: The City of Highland Park is happy to assist prospective business owners in completing all documents needed to successfully open a business in Highland Park. Please complete this form and turn it into the Building Division with the \$150 inspection fee; at that time your required inspections will be scheduled. Inspections are performed to confirm that the space is code compliant. Please be advised all inspections must pass prior to occupancy of the space. At that time a Certificate of Occupancy will be issued allowing you to move in. This is also an ideal time to ask questions if you will be remodeling or altering the space and what is required to do so. Once you receive your Certificate of Occupancy, please register your business with the Office of Business Development. For more information about Business Registration, please call the Office of Business Development at 847.926.1027, or visit them at City Hall, 1707 St Johns Avenue.

General Information:

Name of Proposed Business: _____

Retail Occupation Tax Number: _____

Address of Proposed Business: _____

Zoning District: _____

Name, Home Address & Phone # of New Tenant:

Name of Previous Tenant: _____

Name, Home Address & Phone # of Property Owner:

The selling of food, alcohol or tobacco will require one or more of the following licenses:

Lake County Health Department Approval	<input type="checkbox"/> On File	<input type="checkbox"/> Needed
Highland Park Food Dispenser License	<input type="checkbox"/> On File	<input type="checkbox"/> Needed
Tobacco Sales License	<input type="checkbox"/> On File	<input type="checkbox"/> Needed
Liquor License	<input type="checkbox"/> On File	<input type="checkbox"/> Needed

Briefly describe any changes that will be made to the exterior: (please note that permits may be required; contact the Building Division)

Signs: _____

Parking: _____

Landscaping _____

Refuse: _____

Façade Remodeling: _____

Briefly describe any changes that will be made to the interior: (please note that permits may be required; contact the Building Division)

Remodeling: _____

Electrical: _____

Plumbing: _____

Will a basement be used? _____

Site Specific Information:

Gross Square Foot Area of Space to be used: _____

Gross Floor Area of Storage Space: _____

Number of Employees: _____

Date of Planned Opening: _____

What Type of Equipment will be used in Conjunction with the Occupancy? _____

What Type of Flammables will be used? _____

Maximum Occupant Load _____

*** (Architect's Calculation Must Be Received Prior To Issuance of Certificate of Occupancy)***

Name of Proposed Use as Shown in the Table of Permitted and Conditional Uses, Article IV,

Chapter 150 (available on the City website under City Code): _____

Describe Proposed Business: _____

I/We, the undersigned, agree to comply with all the ordinances of the City of Highland Park. I/We agree to obtain and submit all required permits and plans, call for all required inspections, request a final inspection 72 hours in advance of opening, and obtain a Certificate of Occupancy from the Building Department prior to opening for business.

Signature of Applicant: _____ Date: _____

Applicant's Phone Number: _____