

VILLAGE OF LOMBARD  
REQUEST FOR BOARD OF TRUSTEES ACTION  
For Inclusion on Board Agenda


\_\_\_\_\_ Resolution or Ordinance (Blue) \_\_\_\_\_ *Waiver of First Requested*  
\_\_\_\_\_ Recommendations of Boards, Commissions & Committees (Green)  
  X   Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Hulseberg, Village Manager

DATE: March 26, 2013 (B of T) Date: April 4, 2013

TITLE: Temporary Special Event Permit – 345 W. Roosevelt Road

SUBMITTED BY: Department of Community Development 

BACKGROUND/POLICY IMPLICATIONS:

Please find attached a memorandum requesting approval to grant a Temporary Special Event Permit to Rhea Lana's of West Chicagoland from April 7 through April 12, 2013 on the property located at 345 W. Roosevelt Road (former K-Mart building) in order to allow the consignment of children's items for a profit with the unsold items donated to charity.

Staff recommends approval of this request.

Please place this item on the April 4, 2013 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X \_\_\_\_\_ Date \_\_\_\_\_  
Finance Director X \_\_\_\_\_ Date \_\_\_\_\_  
Village Manager X \_\_\_\_\_ Date \_\_\_\_\_

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



## MEMORANDUM

**TO:** David A. Hulseberg, AICP, ICMA-CM, Village Manager

**FROM:** William J. Heniff, AICP,  
Director of Community Development *WJH*

**DATE:** April 4, 2013

**SUBJECT:** **Temporary Special Event – 345 W. Roosevelt Road (K-Mart Building)**

### **BACKGROUND**

Rhea Lana's of West Chicagoland has submitted an application for a Temporary Special Event Permit to be held in the former K-Mart building located at 345 W. Roosevelt Road. The applicant's business is a locally owned franchise that holds bi-annual sales within the western suburbs of Chicago to allow local families to sell their children's items on consignment for a profit. Whatever is not sold gets donated to charity. Two documents describing the business are attached.

The special event will run from April 7 through April 12, 2013 for a period of six days. According to Section 110.47 of the Lombard Code of Ordinances, Temporary Special Event permits are valid only for three days. (While secondhand stores and rummage shops are considered a conditional use in the B4APD district, they can be considered for approval as part of a special event.). As such, staff is forwarding this item onto the Village Board for consideration.

### **RECOMMENDATION**

Staff recommends that the Village Board grant a Special Event Permit to Rhea Lana's for the period of April 7 through April 12, 2013 so that they may hold their special event as described above.

# Rhea Lana's®

A Children's Consignment Event in West Chicagoland

[www.rhealana.com](http://www.rhealana.com)

Rhea Lana's of West Chicagoland is a locally owned franchise that helps thousands of families throughout the Chicago area every year. We are a children's consignment event which holds bi-annual sales within the western suburbs of Chicago. We are part of a national franchise company known as Rhea Lana's Inc. which currently has 62 locations in 20 states. Rhea Lana's, Inc. was recognized as one of the top 50 franchises in 2011 by Franchise Business Review.

Our sale provides a venue for local families to earn money by selling their gently used children's items. Items are priced by consignors at our suggested price of 25%-30% of retail. Families within the community are then invited to shop – saving them a significant amount of money on all their children's needs. We hold the highest standards, ensuring that all items are like new and only gently used and in complete working condition. Items we accept on our drop off days include clothing, toys, books, baby equipment, such as, high chairs, strollers, maternity items and more. At the conclusion of the sale consignors are given the option to pick up their unsold items with their check or we donate them to local charities. In the past we have donated thousands of items to Family Shelter Services of DuPage, Care Net Pregnancy Services, and Easter Seals.

Although we are run solely by volunteers, this is not your average sale! We set up space like a retail store, with clean floors, wide aisles, metal clothing racks, quality tables, and decorations. All items are marked with bar codes and are scanned at check out. We accept credit, debit, check or cash, just like a long standing store. This allows our consignors to track their sales online throughout the duration of the sale and receive payment from us for their sold items immediately on the last day of the sale! We always return the space to the condition which we found it, or cleaner. We carry \$1,000,000 in liability insurance. We are licensed in the state of Illinois, have been helping local families for almost three years and have held five sales prior to our upcoming Spring event. Our first three sales were held in Villa Park at the Odeum Sports and Expo Center, followed by two sales in a vacant store in the Villa Oaks Shopping Center on Roosevelt Rd in Lombard.

In addition, we do extensive marketing once we secure our location. We run billboard advertising on major highways that include the sale dates and location. We were featured on WGN news last fall and expect a very large turn out this sale. We distribute 10,000 color postcards to area daycares and preschools, doctor's offices and family friendly businesses. This will all bring vibrance and life to the area during our sale!

I encourage you to view our website, [www.rhealana.com](http://www.rhealana.com) for information on our parent company, or [www.wchicagoland.rhealana.com](http://www.wchicagoland.rhealana.com) for our direct website. If you have any questions or concerns please feel free to call me, Christine DeGraf at 630-728-5255.

# Rhea Lana's®

A Children's Consignment Event in West Chicagoland

[www.rhealana.com](http://www.rhealana.com)

Rhea Lana's of West Chicagoland works with local charities every sale. Consignors have the option to pick up their unsold items on the last day of the sale or donate their items. Many choose to donate. We've donated thousands of items to local charities since our first sale in the Fall of 2010.

## Spring/Summer 2013 Charities benefiting from the sale

### 1. CareNet Pregnancy Services of DuPage

[www.carenetdupage.com](http://www.carenetdupage.com)

Carenet provides counseling, unconditional love, parenting service through the Bridges Program. They provide material goods as well as mentoring & spiritual support.

### 2. Easter Seals Dupage and the Fox Valley Region

[www.eastersealsdfvr.org/](http://www.eastersealsdfvr.org/)

Easter Seals provides services and support for children and adults with disabilities.

### 3. Family Shelter Service of DuPage

[www.familyshelterservice.org/](http://www.familyshelterservice.org/)

Providing help and hope for victims of domestic violence in DuPage County.

### 4. Woman's Choice Services

[www.womanschoiceservice.com](http://www.womanschoiceservice.com)

Our mission is to provide outreach, counseling and referrals to create a culture where no pregnant woman will feel forced to have an abortion, to provide support for these women who decide to have their babies, and to help in healing for those who have been personally impacted by abortion.