


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: Scott R. Niehaus, Village Manager
DATE: May 5, 2015 (B of T) Date: May 7, 2015
TITLE: Yorktown Temporary Event – Season’s Produce and Specialty Market
SUBMITTED BY: Department of Community Development 

BACKGROUND/POLICY IMPLICATIONS:

The Department of Community Development transmits for your consideration a memorandum requesting approval of a time extension for additional days and alternate fee schedule for the Season’s Produce Temporary Event Permit at Yorktown. (DISTRICT #3)

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: Scott R. Niehaus, Village Manager

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

DATE: May 7, 2015

SUBJECT: Yorktown Temporary Event – Season’s Produce and Specialty Market

Season’s Produce and Specialty Market is seeking a Temporary Event Permit for a Farmers Market at Yorktown Center.

BACKGROUND

Yorktown is seeking additional uses and activities to drive potential customers to the center and to stimulate additional interest in the center as a shopping destination. To this end, they have brought on additional staff resources to market the center and seek out interested parties that can help them facilitate their longer goals.

One of the latest efforts is to expand upon the Framers Market that has operated at the center over the past few years on Wednesday afternoons. Per YTC staff, the Farmers Market is a way to attract more visitors to the mall, especially during the time of the year when the weather is such that people would rather be outside, than in.

Season’s was sought out by Yorktown to advance this concept and attached is a letter of support. They sell fresh produce and some specialty items, such as vinegars, oils, or bread. No cooking is done on-site. The market would take place in a tent at the southern portion of the Yorktown Mall parking lot between Buca di Beppo and Capital Grille. An aerial photograph is attached showing the location.

Season’s currently operates in Bartlett and South Barrington. Village staff spoke with both communities and found no issues in their operation. Neither community had any problems or complaints. Both found Season’s easy to work with and beneficial to their shopping areas.

OPERATIONS

Season’s staff would arrive around 5:00 a.m. and the market would be open by 10:00 a.m. The market would close at approximately 7 p.m. and Season’s staff would leave by 9 p.m. The market could be open up to seven (7) days per week. Season’s staff would be present seven (7) days per week. While their focus will be on weekends, the market will there throughout the entire period.

The tent will have graphics, similar to the example attached. When the market is operating, the tent sides will be up and the graphics will only be visible when the market is closed. An on-site truck, providing the market power and refrigeration, will have two banners at six (6) feet by ten (10) feet. Yorktown would be designing the graphics to ensure they are in-line with overall Yorktown advertising and branding.

Village staff met with YTC and Season's to discuss this event as it varies from current Code provisions on Farmer's Markets and Temporary Events. Should the market be successful, Village staff anticipates Season's coming back in the following years, and possibly expanding the market in regards to dates, items sold, etc. This would entail further review at that time.

ACTIONS REOTESTED

In order for this concept to be favorably considered, two actions will need to occur:

1. Season's intends to operate from June 25, 2015 to October 25, 2015, which exceeds the three day event limit, per Section 110.47 of the Village Code. The market would be operating approximately one hundred and twenty-three (123) days.
2. Temporary events are charged a fee of \$50.00 per day, per Section 110.45. At approximately one hundred and twenty-three (123) days, the fees would be \$6,150; which is cost prohibitive for the vendor and would exceed the anticipated costs to the Village in the administration of the inspection and review of the event operations. Staff estimates there would two (2) inspections per week. At eighteen (18) weeks, and the \$68 minimum fee for commercial inspections, the cost would be \$2,448. Staff can support an alternate approach to the fee schedule based upon the unique nature of this request and the service demands that are anticipated as part of the market.

Staff also notes that the Village Board can consider this matter on a trial basis based upon the concept being advanced at this time. Should the program be successful, staff can advance code amendments to the relevant sections to memorialize this type of activity.

RECOMMENDATION

Please place this item on the May 7, 2015 Village Board agenda for consideration. Staff recommends the Village Board grant the time extension for the requested additional days and alternate fee schedule for the Season's Produce Temporary Event Permit at Yorktown, so the above event may be held as described.

Dear Sir/Madam:

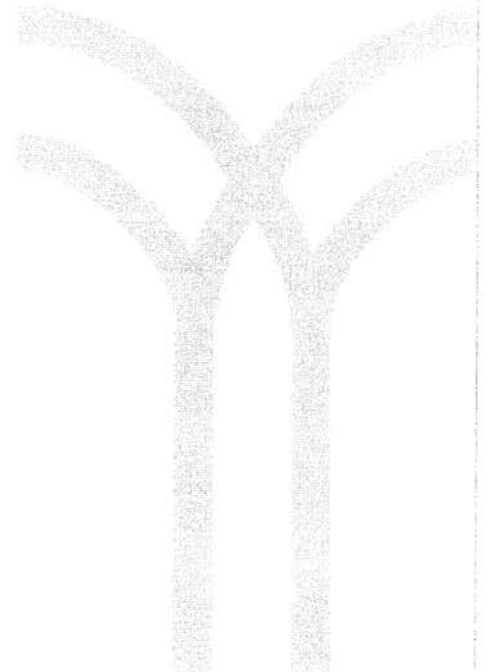
Season's Produce & Specialty Market – John Kapadoukakis has permission to obtain the permits to host a Produce Tent on the property, Yorktown Center, located at 203 Yorktown Center in Lombard for the dates starting May 30 running through potentially the end of the year.

Please contact me with any questions as we look forward to having this wonderful event at our property.

Best Regards,



Maggie Pawelek
Specialty Leasing Manager
Yorktown Shopping Center
203 Yorktown Center
Lombard, IL 60148



Aerial Photograph



GRAPHICS (example)

**SEASON'S PRODUCE
MARKET**

OPENING THIS WEEKEND!

HOURS: FRIDAY: 12-6 · SATURDAY: 11-6 · SUNDAY: 10-6

Located under the tent in front of Chico's