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February 12, 2020

Planning & Zoning Commission
c/o Ms. Allison Laff
City of Naperville, TED
400 S. Eagle Street
Naperville, IL 60540

Dear Commissioners:

After researching the LoveSac company and visiting its other storefront locations, we believe that a LoveSac store would be a good fit for the retail mix in downtown Naperville. The store does fall into the “showroom” category requiring a variance in the B-4 zoning district, but it is a variance that the Naperville Development Partnership (NDP) supports.

As we all know, the “typical” retail store is changing as online markets continue to grow. We also recognize that over the past decade there was a trend of ‘bricks-to-clicks’, referencing physical stores closing and moving its sales to online platforms. We are now experiencing a new trend, ‘clicks-to-bricks’, as online stores realize the need for a physical presence. This new trend blurs the line between retail store vs showroom. While we agree that certain types of stores remain solidly in the showroom category, we feel others have a foot in both camps.

The NDP’s support for this variance has been vetted with Allison Laff, Deputy Director of TED and Katie Wood, Executive Director of the Downtown Naperville Alliance. We collectively support a retail mix that generates good co-tenancy and avoids pedestrian dead-zones. LoveSac appears to have a very good in-store sales volume generating a good amount of retail tax revenue and they have a number of items that may be purchased and carried out by the store customer.

Thank you for your consideration of this matter.

Respectfully,

A handwritten signature in black ink that reads "Christine D. Jeffries". The signature is written in a cursive, flowing style.

Christine D. Jeffries
President