

**August 26, 2025**

City of Naperville  
Planning and Zoning Commission  
Naperville Municipal Center  
400 S. Eagle Street  
Naperville, IL 60540

Dear Commissioners,

On behalf of the Downtown Naperville Alliance (DNA), I am writing to express our unanimous support for the variance request to allow Barry's Boot Camp to occupy the first-floor space at 50 S. Main Street, within the Main Street Promenade, located in the B4 district.

This specific space has remained vacant since the Promenade's construction nearly a decade ago. After years of limited leasing success, the opportunity to activate this location with a dynamic brand presents a welcome solution. At a recent broker panel, it was shared that allowing non-retail uses in underperforming spaces not only drives traffic to quieter areas of centers but also increases exposure and sales for surrounding businesses.

Furthermore, according to Placer AI data shared by the Naperville Development Partnership, visitors to Barry's typically engage with several nearby businesses before and after their workouts — patronizing coffee shops, retail stores, and restaurants — extending their economic reach. Additionally, the proposed location will include retail (apparel) sales and a "Fuel Bar," contributing to the city's food and beverage tax revenue.

The business hours of operation — primarily early mornings and evenings — complement traditional retail hours, helping activate the downtown during off-peak times without overburdening daytime parking for office workers and

shoppers, like its neighboring business (2 doors down), Pure Barre, another fitness provider currently operating in a first-floor space.

Thank you for your consideration and your commitment to keeping downtown thriving.

Sincerely,

A handwritten signature in blue ink that reads "Katie Wood". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Katie Wood  
Executive Director  
Downtown Naperville Alliance

cc:

Joseph B. Tota – DNA Chairperson  
Sara Kopinski – Transportation Engineering & Development Group  
Allison Laff – Transportation Engineering & Development