

STATE OF ILLINOIS)
)
COUNTY OF DUPAGE)
)
CITY OF NAPERVILLE)

**PETITION TO THE NAPERVILLE CITY COUNCIL AND PLAN COMMISSION FOR
A VARIANCE FROM CITY CODE SECTION 6-7D-4 TO PERMIT A FITNESS USE TO
OCCUPY THE FIRST FLOOR OF THE PROPERTY LOCATED AT 50 S. MAIN
STREET, SUITE 104 (“SUBJECT PROPERTY”)**

THE UNDERSIGNED Petitioner, Gene A. Beiermann of KRG Naperville Main, LLC, a wholly owned subsidiary of Kite Realty Group LP (hereinafter “the Petitioner”) respectfully petitions the City of Naperville to approve a variance from City Code Section 6-7D-4 to permit a fitness use to be located on the first floor of the Subject Property and such other variances, departures or deviations as may be necessary to develop the property legally described on **Exhibit A** (“Subject Property”), and as depicted on the plans submitted herewith pursuant to the appropriate provisions of the Naperville Municipal Code, as amended (hereinafter the “Code”).

BACKGROUND INFORMATION

1. The Petitioner, KRG Naperville Main, LLC, is the Petitioner and owner of the Subject Property.
2. The Subject Property is located at 50 S. Main Street, Suite 104, consists of 4,266 square feet located within the Main Street Promenade East building which includes a mix of office, retail, convenience and fitness uses.
3. The Subject Property has never been leased since the opening of Main Street Promenade East in 2014, struggles from a lack of pedestrian traffic, and is not viable for retail purposes. Currently, the adjacent Michael Graham Salon and Spa at the corner of Main Street and Benton is also vacant.

4. The Petitioner proposes a fitness studio globally renowned for its signature HITT-powered Red Room experience, high-end amenities, Fuel Bar, and retail shop, known as Barry's. Barry's focus is high intensity workouts including cardio and strength training, often appealing to advanced fitness levels.
5. Barry's also includes a Fuel Bar and retail component located toward the front of the space along Main Street which will be open to the public and help foster a retail appearance and generate sales tax revenues for the City.
6. With 90 studios globally, Barry's typical client demographic ranges from 51% female and 49% male between the ages of 25-34 years old, providing fitness opportunities to those living and working around the downtown area.
7. Barry's anticipates being open daily with hours from 6AM to 7PM Monday through Friday, and 7AM to 1PM Saturday through Sunday.
8. Placer AI, an industry leader in location intelligence and foot traffic data suggests that visitors to Barry's will also visit local retailers and restaurants before or after their workouts supporting the downtown including during non-peak times.
9. A variance allowing Barry's fitness use will benefit downtown and be a viable complimentary use in this challenging location.
10. The existing land uses surrounding the Subject Property are as follows:
 - a. North: "B4" & "TU" – Vacant former Michael Graham Salon and Spa & Residential North of Benton
 - b. East: "B4" – City of Naperville Parking Garage (approx. 898 spaces)
 - c. South: "B4" – Main Street Promenade East uses
 - d. West: "B4" Main Street Promenade & Vacant Land

11. The Subject Property is currently vacant as depicted on **Exhibit B**.

**VARIANCE TO PERMIT A FITNESS USE ON THE 1ST FLOOR OF THE PROPERTY
LOCATED AT SUITE 104, 50 S. MAIN STREET**

- a. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; and*

City Code requires first floor occupancy be retail or service establishments dealing directly with consumers, excluding office and training studios. The proposed variance will provide for optimum use of the Subject Property by allowing for a service/fitness use that will complement the nature of the surrounding area as well as provide additional consumers to the downtown area. Placer AI data suggests there is a strong synergy between fitness uses such as Barry's and visits to nearby retailers and restaurants. In recent years, the City has approved similar variances for Pure Barre and Aerial Fitness to be located in first floor space in the B-4 Zoning District, resulting in reduced vacancy and additional vibrancy and variety in the downtown area. It is also important to consider the fact that the Subject Property has been never been leased since it's opening in 2014, providing evidence that this location is not viable for traditional, foot-traffic reliant retail uses.

Petitioner's fitness use will have a positive impact on the downtown area. Petitioner's fitness studios are active, high-frequency destinations that will contribute to the downtown by driving foot traffic throughout the day and evening, often times during non-peak hours when downtown retailers are slow. Furthermore, Barry's will help achieve a mix of uses within downtown while complementing nearby retail, dining, and residential functions.

Additionally, Barry's has intentionally designed the Subject Property to include both a Fuel Bar and retail component along Main Street, creating an active, street-facing retail environment. The Fuel Bar, which is anticipated to serve made-to-order protein shakes, wellness drinks, and

other grab-and-go items, functions as a health-focused café component that compliments the fitness experience while encouraging social interaction and lingering before and after workout classes. This setup not only reinforces Barry's brand as a fitness lifestyle destination but also helps activate the streetscape and drive consistent foot traffic throughout the day, delivering consumers to the downtown area during early morning, midday, and evening hours.

- b. Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district; and*

There is insufficient pedestrian traffic along this segment of South Main Street for the Subject Property to be viable for retail purposes. Supporting this, the Naperville Downtown 2030 Plans shows the Subject Property categorized within the 'inhibits pedestrian connectivity' category in the Pedestrian Gap Analysis, resulting in this corridor of downtown to be in the "pedestrian dead zone" due to storefront gaps and existing low pedestrian flow. Additionally, with the areas along South Main Street north of Benton developing for residential purposes, it is unlikely there will ever be a critical mass of retail areas in this quadrant of the downtown to support traditional retail at the Subject Property, thereby making retail use very challenging. Despite considerable marketing efforts, the Subject Property has never been lease since it's opening in 2014 and currently provides no meaningful contribution to the activity, vibrancy, or economic vitality of the City's downtown area. Strict enforcement of this title would ensure this property stays vacant due to the lack of pedestrian traffic and interest for retail purposes. Barry's fitness use would bring a new and unique use to an otherwise unusable space along with a captive audience to support the downtown both before and after their workouts. The proposed variance will provide the Subject Property with an opportunity to utilize the space, enhancing the

area and providing a new fitness use along with a Fuel Bar and retail component along Main Street.

c. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.

The variance, if granted, will positively contribute to the essential overall character of the area and will generate benefits for adjacent properties, nearby retailers and restaurants. The proposed variance will allow for a fitness facility to fill the vacant space thus bringing a vibrant and exciting new use to the area and enhancing the sustainability of the adjacent properties. A detailed description of the proposed Barry's fitness use is attached here as **Exhibit C**.

WHEREFORE, by reason of the foregoing, the undersigned Petitioner requests the City Council and Plan Commission take the necessary steps to grant a variance to allow a fitness use to be located on the first floor of Suite 104, 50 S. Main Street and such other variances, departures or deviations as may be necessary to develop the property legally described on **Exhibit A** ("Subject Property"), and as depicted on the plans submitted herewith pursuant to the appropriate provisions of the Naperville Municipal Code, as amended (hereinafter the "Code").

RESPECTFULLY SUBMITTED this 16th day of September 2025.

PETITIONER:

Vincent M. Rosanova

Rosanova & Whitaker, Ltd.
Attorney for the Petitioner