

To: Naperville Planning and Zoning Committee
From: Chris & Susan Finck
Date: August 24, 2022
RE: Downtown Design Standards Appeal Request

We are the owners of the connected 212 & 214 S. Main St. commercial buildings in the Downtown and have owned them for 15 years. I am writing you applying for an appeal of the Downtown Design Standards (2011) *in* order to permit the Benefit Cosmetics storefront siding located at 214 S Main Street to remain painted pink.

When we purchased the buildings, they were painted blue on the lower-level siding and the 212 S. Main St. building is still painted blue today. The upper portions of both buildings are a pink / red brick. 13 years ago, Benefit asked to paint their siding yellow. They just renewed their lease for another 10 years and have changed their corporate colors to pink and in the lease, they asked for us to paint the siding pink with a white trim which they are doing with all of their stores. Both us and Benefit think it looks sharp, fits well with the building, and have received numerous complements form residents on how great it looks.

We did not realize there was a code for color selection and apologize for not seeking this appeal prior to painting. We have looked at all the wonderful color siding we have downtown, and we have green, blue, purple, burgundy, yellow, orange, turquoise, multi color and stainless steel. We don't think the pink/white colors are any different that these other building colors and it fits the Benefit Make Up Boutique nicely. In addition, the new Nike store, and several others across the street from us have very vivid, multi color and very large window decals that are much more busy, bright, and bold than our little area of paint. The façade of our two connected buildings is 50% natural red / pink brick, 30% glass windows, 15% blue or pink siding (7.5% of each color) and then 5% blue / white trim.

We have attached pictures of my building and have also attached several other examples of the beautiful colors on other buildings. We hope you will approve our appeal to keep this boutique in its current color. We understand the JoJo's issue being way too much with painting the entire building brick and all. Our building is not that and is no different than all the other 30+ painted siding buildings.

Another important note is that our building is 100% occupied with diverse businesses with 4 of the 5 spots with female owned businesses, 5 of 5 managed by women and two owned with people of color / ethnic diversity. They have ALL struggled with the CV shutdowns and even worse with the Main Street shutdown post CV that severely hurt all 5 businesses. The 5 months of no street /sidewalk the last 6 months has significantly hurt their businesses, and several are seeking rent relief as their sales have

been down worse than CV with the street / sidewalk shutdown. To add fuel to the fire, all their floors and carpet have been destroyed by the hot wet tar and asphalt that was prevalent and on every customer's shoes. We have attached a pic to the permanent carpet damage on brand new \$6,000 carpet. We have paid \$1,200 to try to clean it and will now need to replace the 2-year-old carpet with another \$8,000 of new carpet after inflation. Please don't force us to paint a new color when we have dozens of other buildings with other colors like purple, orange, green, blue, turquoise, etc.

Last, I served Downtown Naperville on the DNA Board for 10 years with 6 as Chairman of the Board. I have also served on several charitable downtown boards including Little Friends and many others. We both give a TON to the Downtown community and all of Naperville. We hope that can be considered in our very small request to help make Downtown Naperville Amazing with a "little' Color... Female and diverse businesses rock! The Pink color is very important in that future path! It should be no different than blue, yellow, green, purple, orange, maroon, multi-color, stainless steel, and the obnoxious colors in the HUGE window decals across the street at Nike and 4 others

We thank you for your consideration!

Chris& Susan Finck