

## **EXHIBIT 1: Section 6-3-6:2: Standards for Granting a Zoning Variance and/or Sign Variance**

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

*Explanation: The Zoning Code seeks to improve and protect the public health, safety, comfort, convenience, and general welfare of the people by establishing a uniform set of rules applicable to each zoning district. A variance is a request to deviate from the standard rules. In this response, you should provide an explanation as to how the overall intent of the zoning code (see [Purpose and Intent](#) of the Zoning Code) and the comprehensive master plan (see [City's website](#)) will still be maintained if the specific variance you are requesting is granted.*

**According to the comprehensive master plan downtown core serves as the retail and activity center of downtown Naperville. The first floor is generally reserved for retail businesses. Retail is defined as the general sale of merchandise directly to the consumer, spurring additional spending and activity within the downtown and generating sales tax revenue. Pure Barre Naperville sells clothing and accessories and our retail business has grown by over 400% since I purchased the business in 2017. We are currently limited in our ability to continue to grow this side of our business due to our presence on the second floor. Being situated amongst Evereve, Anthropologie and Lululemon (to name a few) would be a great compliment and drive more business not only to our store with first floor visibility, but also to the surrounding businesses by tapping into our existing membership base.**

**We operate very similarly to a first floor hair salon that is currently categorized as providing a commercial service and is also able to reside on the first floor. Like a hair salon we also offer a core, non-taxable service, in addition to a taxable product. As a long-term client of hair and nail salons in downtown Naperville, the retail footprint is generally quite small compared to what we plan to offer if allowed to operate in the proposed space at 50 S Main Street Suite 112. Based on our initial design, we estimate we will have approximately 250 square feet of retail space - please see the attached drawing and Pure Barre Corporate design specs for reference to see a typical Pure Barre retail setup.**

**General service and office, businesses with no goods sold or inventory available on-site, are not located on the first floor. This description does not describe how we operate at Pure Barre Naperville. Our retail business absolutely necessitates ground floor visibility to attract retail consumers.**

2. 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

*Explanation: Explain how your property is different from others that are zoned and used in a similar manner (i.e., other residential lots) and how these differences make it difficult to comply with the standard code requirements. For example, the location of a mature tree on your property may make it difficult to build an addition onto your home in a location that complies with required setbacks. As a result, you may be seeking a variance to locate a portion of the addition within the required setback in order to preserve the tree. In this case, the tree presents a special condition and unusual hardship for your property that makes compliance with the code difficult. Per the code, hardships should not be self-imposed (i.e., "I would simply like a bigger addition than permitted") and should not be financially based (i.e., "It will be too costly to build in compliance with the Code").*

**In 2017 when I was considering purchasing Pure Barre Naperville, the previous owner and I made the decision to relocate the studio to the second floor. As a new business owner my decision was short sighted. Had I known then what I know now I would have stayed in my original location. Because we were not asked**

to move nor was the business reclassified, I am now requesting to move back to the first floor because of our retail business.

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

*Explanation: Provide details as to how the requested variance, if granted, will not significantly impact the surrounding properties and neighborhood. Questions to ask yourself when preparing this response may include: Will the variance result in an improvement that is out of character or inconsistent with surrounding properties? Will abutting properties be impacted by the variance I am requesting? If so, what considerations/alterations/conditions have been made to protect the adjacent properties from the proposed improvement? Are other properties in the immediate area improved in a similar manner?*

**The neighboring businesses sell services and retail. Pure Barre Naperville will do the same. We do not pack our workout studio with hundreds of clients adding congestion to the area. We operate a small, personalized, boutique fitness experience with early morning through evening classes. We attract a diverse group of fitness enthusiasts and are currently the only barre fitness studio in downtown Naperville. We will offer a convenient, first floor location for nearby residents and downtown Naperville employees, while selling retail to the general public. We strongly feel that our business model fits within the scope of the Downtown Naperville 2030 vision. We look forward to our continued partnership and growth of our community. Thank you for consideration.**