



June 29, 2020

Naperville Planning and Zoning Commission
400 S. Eagle Street
Naperville, IL 60540

Re: Variance for NOW at Central Park Place

Dear Members of the Naperville PZC:

Over the past few years, the Naperville Development Partnership (NDP) has been involved in many development projects in the downtown Naperville central business district. While we support and wish to sustain the unique zoning (B4) for the area we also feel there may be some businesses that, while not a permitted/conditional use, would be an asset to the tenant mix, especially in the outer rim of the district. With this in mind, and with the shared support of the city staff and the Downtown Naperville Alliance (DNA), the NDP firmly supports the variance for "NOW" at the proposed location on the east side of Washington Street.

Factors that affirmed the NDP's support include the location; the east side of Washington continues to need greater pedestrian draw, which we feel the Central Park Place retail/commercial mix will enhance. The NOW allows for walk-ins, so unlike many spas that are appointment-based, customers in the downtown will feel welcome to stop in. Last, but not least, the NOW stores have a retail showcase facing the public way and this will guard against a pedestrian dead-zone and increase retail sales taxes.

Thank you for your consideration of the NDP's support for a variance for NOW at Central Park Place.

Respectfully,

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

Christine D. Jeffries
President

June 29, 2020

Planning & Zoning Commission
City of Naperville
400 South Eagle Street
Naperville, IL 60540

Dear Members of the Planning & Zoning Commission,

At a recent meeting of the Downtown Naperville Alliance (DNA) Management Council, we were presented with an opportunity to review The Now, A Massage Boutique, as a potential tenant for the Central Park Place development.

With unanimous vote, the DNA Management Council voted to support the proposed variance request to allow The Now to operate on the first floor of Central Park Place, at 110 S. Washington Street.

We thank you for allowing us to submit our perspective. And, we thank you for your service to the City of Naperville Planning & Zoning Commission and for your careful consideration of this topic.

Sincerely,



Kim Coyne
Chairperson of the Board
Downtown Naperville Alliance



Katie Wood
Executive Director
Downtown Naperville Alliance

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