

Section V.

Zoning of Property: B4

Area of Property: 2,154 sf inline space

Detailed Description of Variance:

As described...The NOW Massage is a luxury establishment seeking a variance of "general service use" per section 6-7D-4 of the Municipal Code.

The NOW, a new concept massage boutique, has quickly become the hottest new wellness destination for locals and globe-trotting influencers alike. The NOW reinvents the way people think about and experience massages by creating a luxury service in an accessible and affordable manner in an inspiring environment.

The NOW design aesthetic incorporates raw elements and natural materials that conjure nostalgic smells and scenes from remote and exotic hideaways. Natural wood surfaces, cement, exposed beams coupled with sheep skins and raw-hides – everything aligns with nature, allowing guests to be transported. An oasis in the middle of the city, the boutique is a blend of bohemian chic and tranquility, evoking a soothing environment to unwind in and take a moment for you. The NOW experience truly gives you the feel of a luxurious spa destination.

In addition to a carefully "Curated Menu" consisting of aromatherapy and customizable enhancement options for healthy massage services, there is truly something for everyone. As shown in The NOW's pictures, the front view shows a very upscale entry. There is a front "Retail Area", then a "Transition Room", and then the "Journey Rooms". For example, guests may enter The NOW boutique store front with or without appointments to shop the many beautiful items on display. Attractively shelved and showcased, Naperville shoppers will find Jasmine Coconut Candles, Nourish By The Now Classic Body Oils, Lip Salves, Copper Dry Brushes, Jade Crystal Rollers, Refresh Eye Masks, Gold Jewelry by Gara Danielle, Harlequin Quartz on display, muscle recovery balm called "Calm Balm", The NOW's Hand Sanitizers infused with aromatherapy and essential oils, and by special design, The NOW's Face Masks.

Those items are a few examples of our retail showcase. However, The NOW is not just limited to those said items for walk-in customers. To further explain The NOW's differences in its retail showcased items verses both scheduled and unscheduled massage therapies with enhancements, The NOW's diversity is very unique to the healthy massage and wellness industry. We want to stress The NOW's retail component would not be the only aspect of our business that allows for walk-in customers. For example, if a Journey Room was open and available and a Massage Therapist was open, a walk-in customer would be very welcome to that service without an appointment if available. To be fair in this explanation, the percentage of walk-in customers for just that part of our business is expected to be lower by comparison to appointments scheduled but it is important to note and understand, those same walk-in customers are never excluded. Given the fact other customers may have made appointments, it's hard to say what the percentage in

comparison would be exactly but rest assured, The NOW always makes it possible for walk-in customers to purchase gift certificates and other fun, individually selected, enhancements to their upcoming massage therapies when requested right on the spot!

So, The NOW's diverse walk-in opportunities will definitely insure against any concerns regarding pedestrian dead free zones at Central Park Place. Co-Tenants will be enhanced with The NOW's quiet serene presence and valued pedestrian draw. The NOW Massage Boutique's standard operating hours currently are 10:00 AM to 10:00 PM.

In summary, as The NOW's Franchise Owners we would like to stress a final point. It is our belief that optimal Co-Tenants to The NOW are health and wellness minded businesses or just quieter use brands, maybe business like a designer clothing store. We always look for tranquil inviting businesses that are unique for The NOW to operate near when and where possible. So...whether shoppers are walking or driving by, we believe Central Park Place is the perfect location for our new upscale concept. Using a great example, Sweetwater Tea, who is coming and opening soon, would be a great neighboring Co-Tenant at Central Park Place and certainly would be further enhanced by The NOW's location beside them. Likewise, The NOW would be enhanced by Sweetwater's location if our request for variance is accepted. Both will optimize shopper's experiences creating certain discoveries of uniqueness. We expect a synergy of wellbeing to be talking points in Naperville about Central Park Place and we will be a favorite of the downtown area for sure:

It is with great appreciation to all involved that we are making this request for variance. We look forward to further enhancing the Central Park Place location and the entire Naperville downtown community. We love the City of Naperville and look forward to engaging with all it's wonderful people.

Warmest regards,



Representing,

Sharon & Randall Kline and Dr. Stephen Squinto
Franchise Owners of The NOW Massage Boutique