

## Mattingly, Gabrielle

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**From:** Randy Kline <randy.kline@thenowmassage.com>  
**Sent:** Thursday, September 24, 2020 4:02 PM  
**To:** Mattingly, Gabrielle  
**Cc:** James Luy; Fredrick Tennet; Carlie Wilmes; Randall Kline; Randy Kline; Sharon Kline  
**Subject:** Re: The NOW / Central Park Place - City of Naperville Council Meeting

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Hi Gabrielle,

Sharon and myself, along with our entire NOW team, appreciate your articulate preparation of your staff report to the Naperville City Council regarding our Petition for Variance at Central Park Place. We think you have captured what we are wanting to explain EXCEPT we want no confusion on anyone's part regarding The NOW's retail shopping and walk-in customer opportunities versus our other health and wellness services. At the same time, due to the time, money, and energy we have sunk into this variance request and process, we feel it's critical to our launch of The NOW that we get the full understanding out to you and staff on the first request and we really don't want to delay our project with any additional follow up meetings if possible.

Let us express further what we mean by a new shopping dynamic and our efforts to bring an even more desirable pedestrian draw to the area as described. Because The NOW Brand IS UNIQUE in the Health and Wellness space offering unlimited walk-in potentials, it's newness in a traditional wellness industry that usually does not allow walk-in customers, makes it difficult for us to draw on historical perspectives and explanations. However, we want to be very clear and state **WALK-IN BUSINESS FOR SHOPPING OUR PRODUCTS AND SERVICES IS VERY ENCOURAGED** not discouraged. If there was any implication by our presentation to the committee that walk-in was discouraged, it simply is not the case and we feel by stating that again, it is in complete continuity with what was written and presented to you and staff in our early Detailed Description of Variance letter.

Keep in mind, the Health and Wellness industry as a whole is one of the fastest rising industries in the entire world. The NOW Massage Boutique, as indicated in our previous Description Letter, has a very unique twist. After careful considerations, Sharon and myself chose this particular franchise because it is unlike anything else we have seen before in the Health and Wellness industry. As it relates to those other industry spaces in wellness, The NOW brings into Naperville a different all-natural fresh openness. We want to stress far different. Instead of being a traditional clinical look, just imagine an oasis on the beach that also has a retail front room with a multitude of Health and Wellness products for walk-in purchases. As the shopper makes their way around the displays, the very essence of The NOW's nostalgic scents coupled with its design aesthetics will give Central Park Place and the City of Naperville something new and refreshing that has not been experienced before. There are plenty of products offered by The NOW Brand already but as we plan to expand The NOW Brand, additional retail products will continue to grow enhancing the shoppers experiences in both retail sales and services for years to come.

Shoppers want to unwind. They want to enjoy their downtown area. Imagine walking into The NOW and smelling an all-natural Jasmine Coconut Candle specially formulated for The NOW Brand and its shoppers. Using our candle line alone as an example, shoppers can purchase and take home these and other items in all different sizes to enhance their in-home aromatherapy. The shopper can even dip their fingers into the all-natural oils of the candles and apply to their

skin! The Copper Brush line is also a personal favorite of Sharon. The packaging is "State Of The Art" top shelf and upscale. (Please see our Detailed Description Letter for more examples of retail products.) Behind Central Park Place is a beautiful park and of course, the Naperville College Community will be thrilled to see our retail shopping and walk-in services. Shoppers young and old will find what we have richly appealing.

In regard to advantages to co-tenants and other surrounding businesses near Central Park Place, careful considerations have been discussed and agreed upon by all involved. The Central Park Place location is perfect for The NOW Boutique's location and this is why we are requesting the variance for that particular location. Timely walk-in shopping and massage services by The NOW will always draw pedestrians to the new SweetWater Tea Store for example. It is also newly located to Central Park Place so vice-versa, SweetWater would have many benefits by its draw to shoppers wanting to experience The NOW. The Central Park Place Landlord and its broker group Caton Commercial is fully on board as is the NDP (Naperville Development Partnership) citing The NOW "...would be an asset to the tenant mix, especially in the outer rim of the district...facing a public way... will guard against a pedestrian dead-zone and increase retail sales taxes." Additionally, by another unanimous vote, the DNA (Downtown Naperville Alliance) Management Council voted to support the proposed variance request for The NOW.

As Franchisees, we just do not have a desire to be located anywhere else other than Central Park Place if locating in the City of Naperville area. It is true, we have a soft spot for the Naperville community having lived there many years. If given acceptance of variance by Naperville's City Council, we will be an excited part of the City's business mix, active in the Chamber and many other facets of the downtown community. We are very appreciative to the Naperville Planning and Zoning Commission and for its member's time and attention who voted in favor of our Request for Variance as well. Therefore, we look forward to the Naperville City Council's vote in favor of our variance request October 6<sup>th</sup> 2020.

If you have any additional questions, please do not hesitate to ask us. On behalf of the entire "The NOW Massage Boutique Team", thank you again!

Kindest regards,

Randy & Sharon Kline

**RANDALL KLINE**

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**From:** "Mattingly, Gabrielle" <MattinglyG@naperville.il.us>

**Date:** Wednesday, September 23, 2020 at 3:41 PM

**To:** Randy Kline - Naperville <randy.kline@thenowmassage.com>

**Cc:** James Luy <jluy@thenowmassage.com>, Fredrick Tennet <ftennet@thenowmassage.com>, Carlie Wilmes <CWilmes@FischerCompany.com>, Sharon Kline <sharon.kline@thenowmassage.com>, Randall Kline <limosbyrandy@gmail.com>

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