

Response to Standards

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

The objective of this City's B4 District is to provide an opportunity for a retail and service business on street level that creates a shopping destination for pedestrians traffic within this commercial area which is tucked away and hidden.

The square footage of my existing barber shop is around 725 sq ft. The expansion of the med spa/retail wellness shop is planned to be around 1,100 sq ft.

The wellness center would complement my existing barber shop by expanding broader services and retail for my existing clientele and as well to attract new clients for a complete destination for grooming and wellness. It will also support the surrounding businesses with the services and retail offered. Included in my wellness center would be a IV drip center, med spa, chiropractor and a ray of specialty retail including electrolyte drinks, cold press juices, and specialty skin, hair, and scalp care. I am creating a 1 stop shop for our clients and emphasizing on wellness for males instead of most major barber chains that want to promote alcohol.

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

This unique and proposed tenant space does not have right of way frontage, therefore it can be a difficult spot for businesses that rely on pedestrian traffic and visibility to locate in. My existing barbershop is not a "walk-in" shop and more of an appointment only shop. We are tucked away in the "back alley" and sandwich between Washington St and the parking garage where most people have no idea about. The back alley has been neglected for over a decade and I have slowly been trying to make the back into a courtyard destination instead of a "alley". Whenever we have new guest, it is always hard for them to find us. My marketing is solely from SEO and social media.

There is minor improvements that need to be made to the property since I have painted the exterior and kept of with landscaping. We do plan to have signage and hope to string the "French style lights" across the courtyard to make it more inviting which I have spoke to the city and are willing to invest in the lights for us.

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

The wellness center will not impact the tenants front Washington St and will help drive more traffic and benefit their businesses.