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December 19, 2025

Mayor Wehrli & City Council Members
Planning and Zoning Commissioners
City of Naperville
400 S. Eagle Street
Naperville, IL, 60540

RE: Request to amend Title 4, Health and Sanitation, Chapter 7, Body Art, Tattooing, and Body Piercing of the Naperville Municipal Code

Dear Mayor Wehrli & City Council Members,

Rowan, Inc. is leasing the parcel property located at 50 S Main Street, Suite#136, Naperville, IL, 60540. The property is currently zoned in the B4 PUD, Central Business District PUD. Rowan, Inc. is a jewelry retailer that offers an accessory ear piercing option performed by licensed nurses with both needle and device. Rowan, Inc. is backed by a medical board - please see letter attached.

Rowan, Inc. has over 60 studios throughout the United States, 3 of which are located in Downtown Chicago, as well as one located in Oakbrook, IL. We are looking forward to expanding into the city of Naperville. Rowan follows all state requirements for piercing as we hold Body Art Establishment Permits in each location.

Rowan, Inc. is requesting that the City of Naperville modify the City's definition of body piercing to exempt ear piercing with a piercing gun as well as sterilized needle from the restrictions of Title 4, Health and Sanitation, Chapter 7, Body Art, Tattooing, and Body Piercing of the Naperville Municipal Code. Rowan is requesting the amendment redefine Body Piercing in Section 4-7-1 of the Naperville Municipal Code to exempt practices that are considered medical procedures or the puncturing of the outer perimeter or the lobe of the ear using pre-sterilized, single use, stud and clasp ear piercing system or a sterilized needle, thus allowing Rowan and other businesses to pierce ears as part of a retail business downtown and in other locations of the city.

We are seeking the earliest possible date for public hearing on this City initiated text amendment before the Planning and Zoning Committee. If you have any questions or concerns, I would be happy to address them. Thank you for your attention to this matter.

Best,

Rachel Cohen
Director, New Studio Openings

