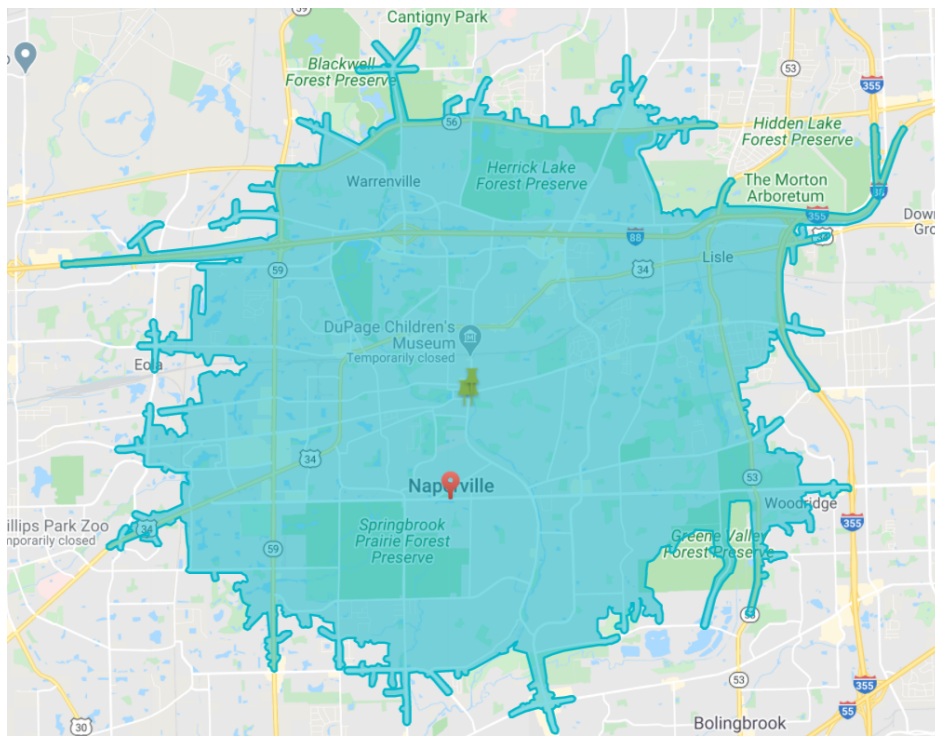


*Standard: The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; and*

Response: Based on our review of the city of Naperville's Master Plan as well as its Purpose and Intent, The NOW Massage's request for variance is in harmony with the cities desire to improve and protect health, safety, comfort, convenience and general welfare of the people. In line with Naperville's identity as a vibrant community focused on its ability to function as a modern city and regional destination, The NOW Massage is intently focused on the wellness of our guests and the surrounding community. As a visionary leader in the massage space, The NOW seeks to provide impeccable service and experiences at an affordable rate to each community we partner with. In particular to downtown Naperville, with its unique mix of residential and retail tenants, creating a destination within the city itself but also drawing from neighboring communities and beyond, The NOW Massage offers a unique get away experience influencing greater and further guest draws. Utilizing our current data, and that of our competitors, along with Buxton software, we are able to identify a minimum 18 minute drive time radius for basic customer interaction, pulling further as the business continues to grow. See representative photo below:



Since The NOW has upscale walk-in retail shopping along with luxury massage services, our customers will be provided a great new use of an equally matched up-scale location. By offering healthy options for residents and other invited shoppers alike, resounding mutual benefits will be achieved making The Now and Central Park Place another premier hotspot for downtown Naperville!

*Standard: 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*

Response: Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to special and unusual conditions given that this building does not provide retail space above the ground level. As we understand, our use is not appropriately zoned for ground floor use, given that there is not retail space to pursue other than on the ground level, we are not able to comply with the standards of this Title as written.

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

Response: The variance, if granted, will not alter the essential character of the neighborhood and will not be substantial detriment to adjacent property. Per our design manual and photo's attached in this application we are seeking to maintain the design of the building and neighborhood. Our simplistic yet elegant interior design will provide luxurious yet welcoming features to all that walk or pass by.