

Dear Mayor and Village Board,

Thank you for your consideration of our business license application. We are happy for the opportunity to be a part of such an amazing, growing town! My name is Dannielle and my husband, Andrew, are hoping to open a small business hair salon at 110 S. Cass Ave., called Ethos Salon. The salon would be an Aveda concept salon (Aveda is already on board!). We seek four salon stations, for a maximum of three service technicians at a given time. We would be operating at standard salon business hours, Tuesdays through Saturdays. Our mission is:

*To serve the community as a salon-spa, as well as, on a higher conscious level; to empower people with knowledge on all matters related to beauty, health, and well-being. Based on a cultural set of principles, that balances the ethos, fosters well-being, and inspires public service.*

As leading experts in the industry, we at Ethos Salon, will emphasize a healthy way of life and beauty routine. The salon is going to be more exclusive, in that, we will offer all-inclusive, customized services for our customers, from services to products. All salon services will be provided by three licensed cosmetology technicians. An equal focus will be placed on specialized retail items; we plan to dedicate a large area of space to sell Aveda retail products and other health and beauty related materials. My husband and I will be salon owner operators and will focus on marketing/accounting/retail inventory/sales. We have chosen to partner with one of our closest colleagues who currently rents a salon suite in Westmont. Andrew and I have worked toward opening a salon for a very long time. I worked professionally 12+ years behind the chair and used this skill to pay for my college, ultimately receiving a PhD in Biochemistry and Molecular Genetics; I look forward to helping teach people about a healthy beauty routine. My husband researched the downtown area of Westmont for many years and really sees the value of the double lot with extra parking. Also, we intend to work with the village to take advantage of the façade expense reimbursement that helps business owners revitalize the buildings; with this work done, we can then plan to put up an exterior logo/sign. With the partnership of the village, Ethos Salon will be a great compliment to the south end of the downtown B-1 business district!

Andrew and I are excited to partake in such an amazing adventure of owning a salon in beautiful downtown Westmont. We are happy to work hard to achieve our dreams, as the development potential at the location is really inspiring. We also plan to have a grand opening event and look forward to being able to contribute through community-based outreach initiatives.

Thank you kindly, Dr. Dannielle DeWaal

SOUTH LINE OF RICHMOND STREET

FOUND CROSS NOTCH  
2.0' E. ON LINE EXT.

FOUND IRON PIPE  
AT CORNER

EDGE OF ASPHALT  
12.12' W.

30.00'

IRON PIPE  
ON LINE

NO IRON PIPE  
CORNER

WIRES

9 O.H. WIRES

LOT 3

LOT 4

LOT 5

LOT 6

RECORD = 90.00'

BACK OF WALK  
0.88' E.

2.87' N.

ASPHALT  
S. FACE  
CURB 0.12' S.

2.96' N.

ASPHALT  
S. FACE  
CURB 0.08' N.

CONCRETE DRIVE

152.87'

GRASS AREA

8 REGULAR PARKING SPACES

CONCRETE CURB

152.82'

ASPHALT PARKING LOT

6 REGULAR PARKING SPACES

CONC.

CONCRETE CURB

CONC. 0.12' N.

152.77'

0.75' CONCRETE CURB

ASPHALT

0.33' W. & 0.07' S.

1 O.H. WIRE

WOOD FENCE

1.47' N.

4.77' S.

4.78' S.

2 STORY BRICK BUILDING #114

2 STORY BRICK BUILDING #110

1.72' N.

1.45' N.

0.05' E.

50.16'

50.12'

50.10'

0.34' S.

0.14' E.

0.67'

6.15'

5.67'

12.87'

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