



June 19, 2018

City of Madison
Planning Commission
Attn: Matt Tucker
126 South Hamilton Street
Madison, WI 53703

RE: LETTER OF INTENT for 1014 E. Washington Avenue- Barre District Madison Tenant Improvement- CUP Request

Dear Mr. Tucker & Members of the Planning Commission:

This Letter of Intent is for the purpose of requesting a CUP for the Barre District Madison's application to allow a fitness studio into the current TE Zoning in the City of Madison. This is an interior tenant buildout of a 1,172 SF lease space.

Barre District is a lifestyle fitness studio that specializes in barre and barre hybrid classes. Barre District started in Milwaukee, WI. There are currently 5 studios in the Milwaukee area. All Barre District studios are locally owned and operated. Each studio seeks to create a strong community among its clients and to support other local businesses.

The barre workout is a combination of yoga, pilates and ballet conditioning moves set to energetic music. Barre was originated in Europe by Lotte Berk in 1959 and has taken off in the fitness industry in the U.S. in the last 10 years. It continues to gain popularity due to its inclusive style and dynamic full-body workout.

The studio will offer 4-5 classes per day, once established. Classes will be offered at various times throughout the day between the hours of 5:30 A.M. and 9:00 P.M. We will seek to initially hire 3-4 additional instructors to teach classes.

Barre District Madison is very excited to open in the City of Madison and hope that you will accept our request.

Kindly,

Margo Plant
Barre District Madison- owner
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www.barredistrict.com