



Subject: Letter of Intent for Conditional Land Use Application

November 26, 2024

City of Madison
Planning Division
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Dear Members of the Planning Division,

I am writing on behalf of The Institute of Beauty and Wellness Madison to formally express our intent to apply for a Conditional Land Use Permit for our proposed new location at 908 E. Main St., Madison, Wisconsin. We are excited about the opportunity to relocate our operations to this address and would like to provide an overview of our plans for the property.

The tenant space we are seeking to lease consists of 8,431 square feet within the WHEDA building at 908 E. Main St. The WHEDA building, constructed in 2022, currently houses raw, undeveloped space. Pending approval of this conditional use application, we plan to begin tenant improvements in early February 2025, with construction expected to be completed by May 2025.

Since our acquisition in 2015, The Institute of Beauty and Wellness Madison has been a proud member of the Madison community. Our current location at 353 E. Campus Mall has allowed us to grow and expand our educational offerings. Originally focused solely on cosmetology, we have since added programs in Esthiology, Manicuring, and Massage Therapy. Our student clinic provides services to the public, including hair, skin, nails, and massage therapy, all supervised by licensed professionals. This hands-on experience is integral to our students' education and professional development.

We currently employ 20 staff members, including 13 faculty members, and our school operates Monday through Friday from 8:00 AM to 9:00 PM, with an early closing time of 4:00 PM on Fridays.

The decision to relocate to 908 E. Main St. stems from our commitment to providing an enhanced learning environment for our students, as the desire to stay near the capital and UW campus. The new facility enables us to continue our mission of excellence in beauty and wellness education.

To date, The Institute of Beauty and Wellness has graduated over 700 students and has helped nearly 500 of them find employment in the beauty and wellness industry, contributing skilled



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professionals to the local workforce and supporting economic growth in the greater Madison area. We believe our new location will enable us to further strengthen our impact on the community.

We respectfully request your consideration of our application for a Conditional Land Use Permit for the property at 908 E. Main St. We look forward to working with the City of Madison to ensure a smooth transition and continued success of our operations.

Thank you for your time and attention to this request.

Sincerely,

Kari Kennedy
Executive Director
The Institute of Beauty and Wellness Madison
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Madison, WI 53715
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