



CITY OF WILLOWICK PLAN REVIEW BOARD
APPLICATION FOR PERMIT TO OCCUPY FOR
BUSINESS, COMMERCIAL, INDUSTRIAL, ETC.
YOU MUST FILL OUT ENTIRE APPLICATION
440-516-3000

PERMIT FEE: \$40.00

DATE: 8/26/25

Location of Occupancy: 28904 Lakeshore Blvd. Business Name: Journey Ways Mobile Spa
(ADDRESS)

Business Owner's Name & Address: Tyesha Payne, 287 E. 248th Street.

CITY/STATE/ZIP: Euclid, Ohio, 44123

Telephone Number: 216 548 1041 Fax Number: _____ Federal ID Number: 271-86-4884
Or Social Security Number

OWNER OF PROPERTY/NAME/ADDRESS/TELEPHONE NUMBER: Vincent J Malone
20731 Edge Cliff Dr., Euclid, Oh 44123

SUBMIT NEW DETAILED FLOOR PLAN: 1,155 SQ. FT. HABITABLE FLOOR AREA FOR OCCUPANCY: 1155 *

☒ Building Size: _____ ☒ Total Number Of Employees: 8

Intended Number of Occupants: _____ Total Number of Seating: 8

Site Plan With Number of Paved Parking Spaces: 6 Hours Of Operation: 6A - 9P

Letter of Intent: Y Previous Use: Beauty Salon Proposed Use: Beauty Salon

NAME OF PRINCIPAL OR CONTACT PERSON FOR NEW BUSINESS: Tyesha Payne

Home Address/City/Zip: 287 E. 248th St Euclid Telephone Number: 216 548 1041
OH, 44123

I hereby certify that the above questions have been answered correctly by me and that the premises will be used for the purpose stated above. Any change in the purpose of occupancy will not be made without approval from Lake County Building, Willowick Fire & Willowick Zoning Department. A final approval by The Willowick Building Dept. (440)516-3000 or a representative thereof, must be complied with before opening of business. I do hereby further agree to maintain the above premises in compliance with the ordinances of the City of Willowick.

Applicant's Signature: Tyesha Payne

Date: 8/26/25

OFFICIAL USE ONLY

Zoning District: _____ Authorized Occupants: _____

TEMPORARY APPROVED BY: _____ Date: _____

Zoning Dept. Inspected By: _____ DATE: _____

Zoning Permit #: _____ Zoning Permit Fee \$: _____

Re Dept. Inspected By: _____ Date: _____

CITY OF WILLOWICK APPLICATION FOR COMMERCIAL ESTABLISHMENT LICENSE REQUIRED AFTER APPROVAL

Note* A separate permit is required for all new signs from the Willowick Building Department.

Journey Ways Mobile Spa

Letter of Intent

To Whom It May Concern,

I am writing this letter with intent to formally express my interest in establishing and operating a beauty shop in the city of Willowick. This document outlines my vision, objectives, and the foundational pillars upon which I intend to build this business. It is my hope that this letter serves as a comprehensive introduction to my aspirations, business philosophy, ability to serve and commitment to excellence in the beauty industry.

Background and Motivation

The beauty industry is one of the most dynamic and evolving sectors of our economy, characterized by creativity, innovation, and personal care. My passion for beauty and wellness has been the driving force behind my decision to open a beauty shop. Through years of education, training, and hands-on experience, I have gained a deep understanding of the needs, desires, and expectations of clients seeking beauty services. My intention is to create a space where clients feel valued, pampered, and empowered. I have also committed to going into the community to deliver quality services to the elderly and incapacitated for we believe that everyone deserves to feel pampered.

Business Vision and Objectives

My vision for the beauty shop is to offer a welcoming, upscale, and inclusive environment where clients can access a range of high-quality services geared to their individual needs. The primary objectives of the business are as follows:

- **Client-Centered Service:** To provide exceptional service that exceeds client expectations and fosters lasting relationships.
- **Innovation and Creativity:** To incorporate the latest trends, techniques, and products in the beauty industry.
- **Community Engagement:** To participate in and support local events, charities, and initiatives that promote well-being.
- **Sustainable Practices:** To operate in an environmentally responsible manner, minimizing waste and choosing eco-friendly products.

- **Professional Development:** To invest in continuous education and training for staff, ensuring that skillsets remain current and competitive.

Scope of Services

The beauty shop will offer a broad spectrum of services designed to meet the diverse needs of its clientele. Planned services include:

- **Hair care:** cutting, coloring, styling, treatments, and extensions
- **Skin care:** facials, peels, microdermabrasion, and rejuvenation treatments
- **Nail care:** manicures, pedicures, nail art, and enhancements
- **Makeup artistry:** applications for daily wear, special occasions, and photoshoots
- **Consultations:** customized service recommendations

My commitment is to use only high-quality, reputable products to ensure client satisfaction and safety.

Target Market and Location

The beauty shop aims to serve a diverse clientele, encompassing individuals of all ages, backgrounds, and gender identities. The location will be selected based on accessibility, visibility, and proximity to complementary businesses. Market research indicates strong demand for specialized beauty services in neighborhoods with high foot traffic and a vibrant community atmosphere. The shop's ambiance will be carefully curated to create a sense of luxury, comfort, and relaxation.

Operational Plan

The success of the beauty shop depends on the quality and consistency of its operations.

Key components of the operational plan include:

- **Staffing:** Hiring skilled and certified beauty professionals who share my commitment to excellence and client care.
- **Training:** Implementing ongoing professional development to keep staff updated on best practices and industry advancements.
- **Scheduling:** Utilizing efficient booking systems to maximize convenience for clients and optimize workflow.
- **Customer Service:** Creating clear policies for client communication, satisfaction, and feedback.

- **Quality Control:** Conducting regular reviews of services, products, and procedures to maintain high standards.

Financial Projections and Investment

A detailed financial plan has been developed to guide the growth and sustainability of the beauty shop. Key elements include:

- **Start-up costs:** lease, equipment, supplies, initial inventory, marketing, and licensing
- **Revenue streams:** service fees, retail product sales, gift certificates, and package deals
- **Budgeting:** strict management of expenses to ensure profitability and reinvestment
- **Growth potential:** expansion of services and possible addition of new locations based on market trends

I am prepared to invest both capital and personal effort to ensure the success of the venture. Financial partnerships and collaborations are welcomed to further strengthen the business model.

Commitment to Compliance and Ethics

The beauty shop will operate in full compliance with all local, state, and federal regulations governing health, safety, labor, and licensing. Ethical business practices are central to my philosophy, including transparency, honesty, and respect for clients, staff, and the community. I will actively seek feedback and address concerns promptly to foster trust and loyalty with all we encounter.

Sustainability and Social Responsibility

Understanding the importance of sustainability, the beauty shop will prioritize eco-friendly products, waste reduction, and energy-efficient practices. Social responsibility will extend beyond environmental concerns to include fair employment, support for local suppliers, and participation in charitable activities.

Marketing and Branding

A comprehensive marketing strategy will be deployed to establish the beauty shop's brand and attract clients. This will include:

- **Online presence:** website, social media, booking platforms
- **Local advertising:** print media, signage, and sponsorships including surrounding hair school
- **Promotional events:** launch parties, open houses, and collaborations with other businesses
- **Word-of-mouth:** referral programs and client testimonials

The branding will reflect the shop's mission of inclusivity, excellence, and creativity, with a visual identity designed to resonate with contemporary clients.

Timeline and Milestones

The following milestones will guide the development and opening of the beauty shop:

- Finalize location and secure lease
- Procure equipment and furnishings
- Hire and train staff
- Set up supply chain and inventory
- Launch marketing campaign
- Open for business
- Conduct first-year review and plan for future growth

Each step will be carefully managed to ensure readiness and smooth operations from day one.

Conclusion

This letter of intent represents my sincere commitment to launching a beauty shop that stands out for its quality, integrity, and innovation. I am dedicated to creating a business that not only serves clients but also contributes positively to the community and industry. I welcome the opportunity to discuss this proposal further and to collaborate with partners who share my vision.

Thank you for considering my intent and for your time and attention. I look forward to the possibility of bringing this vision to life.

Sincerely,

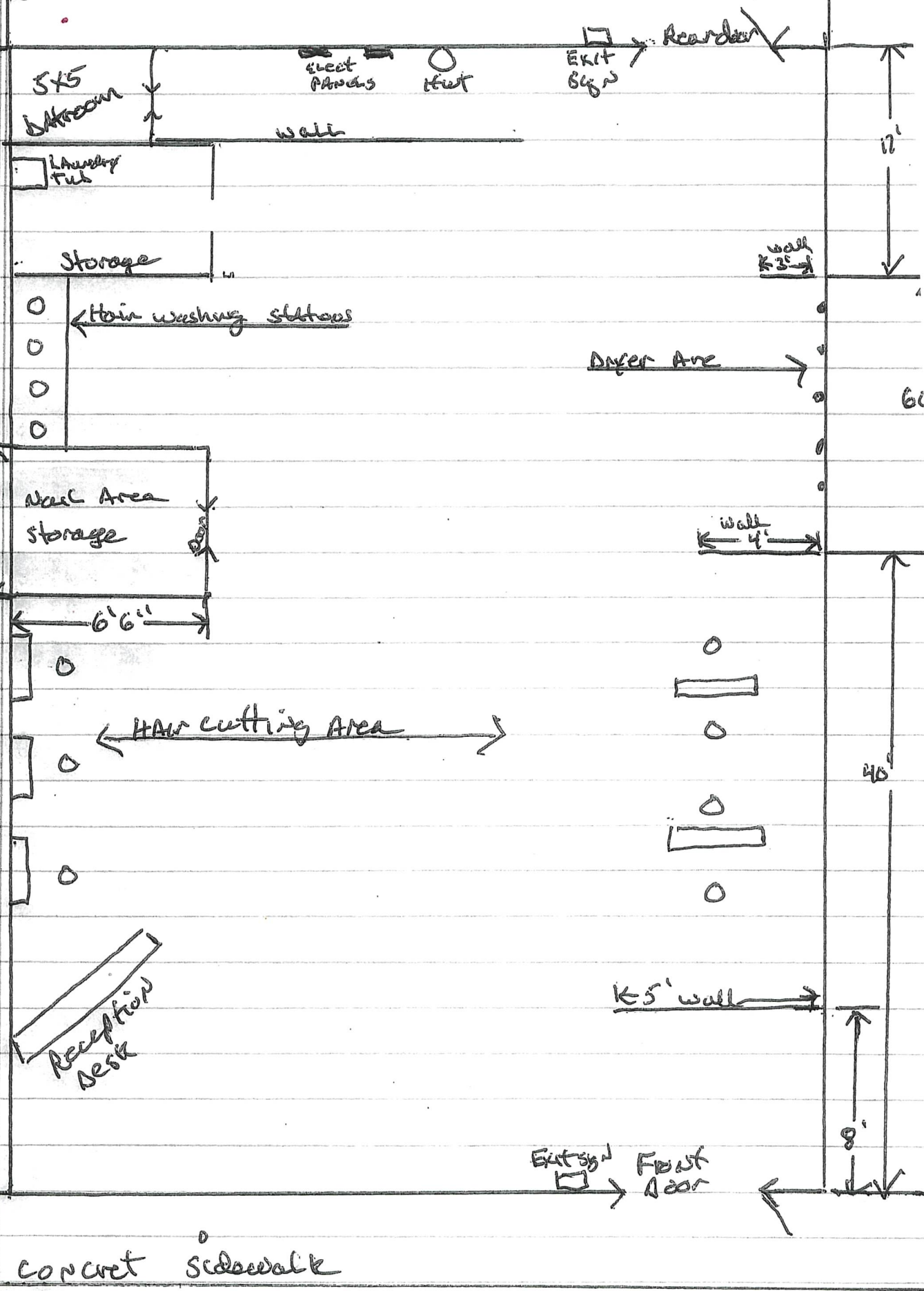
Mrs. Tyesha Payne LPN

(216)548-1041



approx
1,155.00
S. Ft.

28904 Lakeshore Blvd Willowick 15'



28904

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