

From: Kim Guarino <kim@evolvemarketing.net>
Sent: Saturday, May 30, 2015 11:19 AM
To: PlanComm
Subject: Support Escape Room Live to open business in Old Town with parking reduction

I write in support of Escape Room Live's application to open its business in Old Town with a full parking reduction. I support the application because:

- Escape Room will offer additional entertainment activities for both visitors and residents, increasing vitality in this section of Old Town and increasing Alexandria's marketing exposure to new audiences.
- It will provide significant positive economic impact to the surrounding businesses, particularly restaurants, hotels, and retailers in the area who will serve the groups coming to Alexandria for an Escape Room experience. The businesses surrounding Escape Room's Glover Park location have seen significant increases in revenue from Escape Room clients, and surrounding businesses in Alexandria are likely to reap similar increases in business.
- This kind of enterprise is consistent with the King Street Retail Strategy, bringing unique entertainment activities that will strengthen the destination appeal of Old Town.
- The requested parking reduction is consistent with how other businesses with similar client volume in the area are treated and applicant has demonstrated the commitment to arrange for garage parking and heavily promote transportation options besides driving.
- This is the kind of positive commercial economic development we need. Alexandria must welcome new, unique businesses that will enhance the city as a destination for entertainment and will compliment existing businesses.

Best Regards,
Kim Bulger

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[E V O L V E]
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From: Judy Noritake <jnoritake@nka-arch.com>
Sent: Monday, June 01, 2015 10:49 AM
To: PlanComm
Subject: Special Use Permit #2015-0047 - Escape Room Live

Dear Planning Commissioners:

I am writing in support of **SUP #2015-0047**, the SUP you will be considering tomorrow evening for the operation of the Escape Room Live. I support this business's application to operate on King Street, including the full parking reduction requested.

This is a unique opportunity for Old Town Alexandria to support an entertainment venue dedicated to something other than just shopping, eating and drinking along King Street. We don't have many such opportunities available at this time. It's an interesting diversification that will find appeal across a broad range of ages and will serve to strengthen Alexandria's appeal as a destination in the region.

It's important to keep in mind this is a relatively small enterprise in that it will host a limited number of people at any one time for about an hour. It is not going to bring an impact like a concert hall or performance venue. Additionally one might expect that if a group came to use the Escape Room, that either before or after doing so they would sit down for a meal at a nearby restaurant.

The request for the parking reduction should be granted. It is not unlike other businesses in this area and the owners of the Escape Room have made a commitment to work with a nearby parking garage to accommodate some of the use. We also know more and more people come to Old Town via Metro and then hop on the King Street Trolley. They have said they will encourage this for their patrons.

The Escape Room is a positive, unique and - yes - cool new venture. We used to say this was the fun side of the Potomac. It can be if we say yes to the Escape Room and other businesses like it. I fully support that notion and this business.

Judy Noritake

Judy Guse-Noritake, AIA, LEED AP
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From: Kathryn Batey <katy.b.batey@gmail.com>
Sent: Monday, June 01, 2015 10:50 AM
To: PlanComm
Subject: Support for the Escape Room

Dear Planning Commission,

I'm taking the time to write in support of the opening of an Escape Room live in Old Town. I know the commission receives too many form letters on both sides of every issue, but I think that the increased development of these kinds of business provides exactly what Old Town (and Alexandria in general) need to grow and thrive. As a young professional and Alexandria homeowner, this is exactly the kind of business that can provide a positive economic impact to the surrounding business, especially the restaurants, hotels, and retailers around the Escape room itself. As someone who followed the typical path of a young professional who started out living in DC, and then Arlington, before eventually settling into Alexandria, I can say first hand that Alexandria could benefit immensely from unique businesses like the Escape Room. We often have a difficult time convincing friends and co-workers who live in other parts of the DMV to come to Alexandria simply because we cannot offer the same level of entertainment or variety of options as many of the other places thriving in the DMV.

Escape Room has been successful in other DMV loctions, particularly the Glover Park location, which has seen significant increase in revenue for the surrounding businesses. The requested parking reduction is consistent with how other businesses with similar client volume in the area are treated and I believe that Escape Room has demonstrated the commitment to arrange for garage parking and to heavily promote modes of transportation other than driving.

This is the kind of positive commercial economic development we need. As someone who plans to raise a family in the Alexandria community, I want that community to thrive and grow - through positive commercial economic development. Unique and innovative ideas like the Escape Room provide exactly that type of opportunity to grow Alexandria, and particularly Old Town, as well as inject new life into the surrounding businesses and restaurants.

Thank you for your time and your consideration of the proposal.

Kathryn Batey