



***Special Use Permit #2017-0007***  
***5412, 5412A, 5430 Eisenhower Avenue (Parcel address:  
5400 Eisenhower Avenue) – Scramble***

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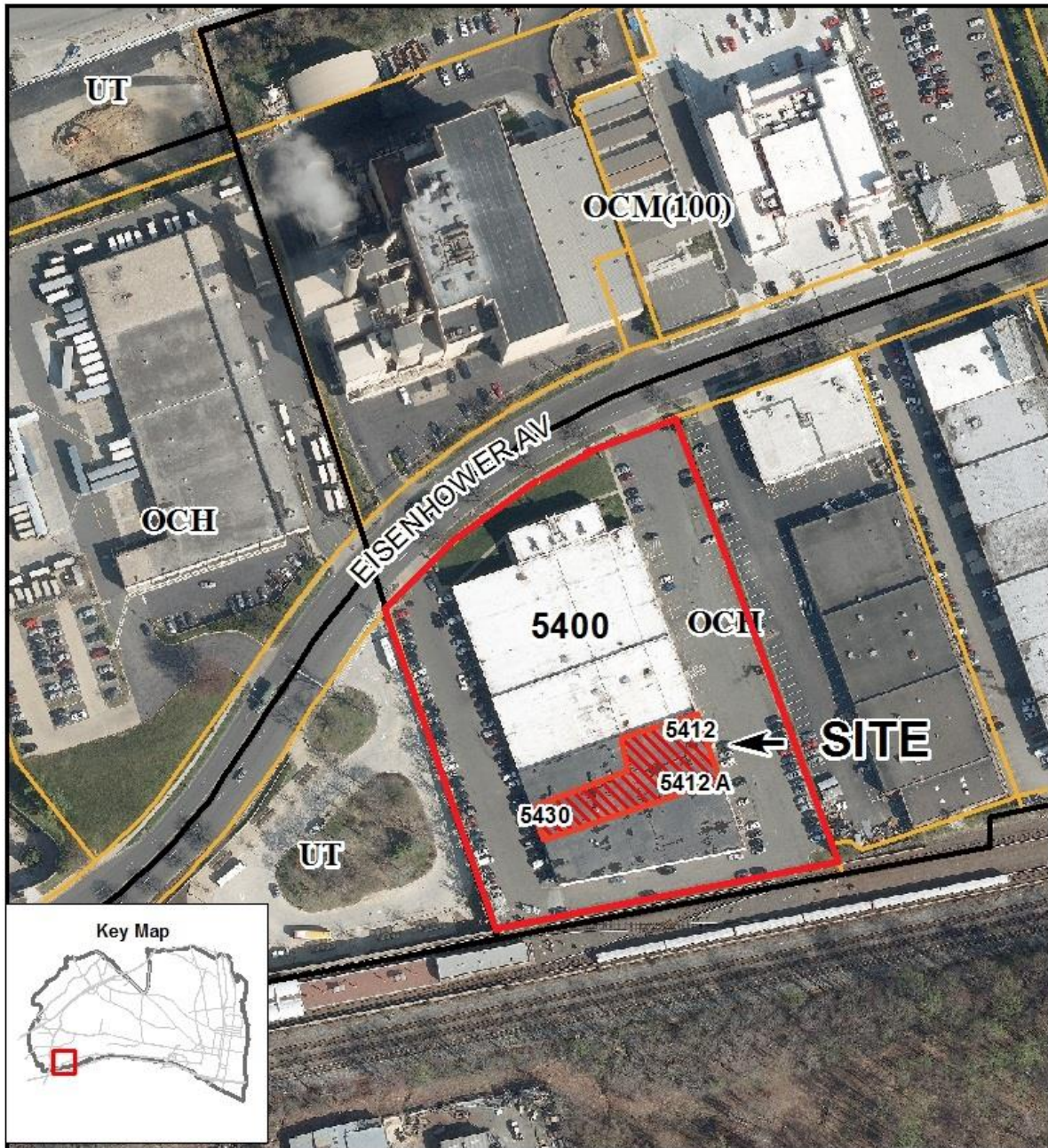
<b>Application</b>	<b>General Data</b>	
Public hearing and consideration of a request to operate an amusement enterprise and for a parking reduction	<b>Planning Commission Hearing:</b>	May 2, 2017
	<b>City Council Hearing:</b>	May 13, 2017
Address: 5412, 5412A, 5430 Eisenhower Avenue (Parcel address: 5400 Eisenhower Avenue)	<b>Zone:</b>	OCH
<b>Applicant:</b> Playopolis, LLC	<b>Small Area Plan:</b>	Eisenhower West

**Staff Recommendation:** APPROVAL subject to compliance with all applicable codes and ordinances and the recommended permit conditions found in Section III of this report.

**Staff Reviewer:** Ann Horowitz, [ann.horowitz@alexandriava.gov](mailto:ann.horowitz@alexandriava.gov)

**PLANNING COMMISSION ACTION, MAY 2, 2017:** By unanimous consent, the Planning Commission recommended approval of the request.

**Reason:** The Planning Commission agreed with the staff analysis.



**Special Use Permit #2017-0007**  
**5412, 5412A, 5430 Eisenhower Av**  
**(parcel address: 5400 Eisenhower Av)**





## I. DISCUSSION

The applicant, Playopolis, LLC requests SUP approval to operate an amusement enterprise, a children's indoor play space, and for a partial parking reduction of 22 spaces.

### SITE DESCRIPTION

The subject tenant spaces are located in a single-story industrial/flex-space building which is located on one lot of record with approximately 375 feet of frontage on Eisenhower Avenue, approximately 475 feet of lot depth, and a total lot area of 164,000 square feet (3.8 acres) (Figures 1, 2). Commercial and industrial uses, including automobile-repair facilities and private commercial schools, are located in the building. The tenants share a 171-space parking lot that surrounds the building.



**Figure 1:**  
5412 and 5412 A Eisenhower Avenue

Commercial, industrial, and transportation-related uses are proximate to the subject parcel. The Covanta waste-to-energy plant and a UPS warehouse facility are located to the north across Eisenhower Avenue. Another industrial/flex-space center, containing several commercial and industrial uses, is located to the east. Metrorail and the Norfolk Southern rail lines as well as the Capital Beltway are located to the south. The Van Dorn Street Metrorail Station is located immediately to the west.



**Figure 2:**  
5430 Eisenhower Avenue

### BACKGROUND

The site was rezoned from I-2/Industrial to OCH as part of the 1992 City-wide rezoning. Some existing uses became noncomplying, such as an automobile sales and general repair facility, and those uses continue to operate on the site today. City Council approved two 'umbrella' SUPs (SUP #97-0107 and SUP #2002-0098) for a parking reduction of 50 spaces as well as for certain special uses to occupy space at the site without a requirement for individual SUP approvals. In 2014, City Council approved four SUPs for private commercial schools and most recently granted SUP #2016-0081 for a private and fraternal club at the industrial/flex-space center. A health and athletic club and an automobile repair business operated in the tenant spaces at the space where the applicant proposes its amusement enterprise.

### PROPOSAL

The applicant, Playopolis, LLC, requests SUP approval to operate Scramble, an indoor child's play space and amusement enterprise, at 5412, 5412A, and 5430 Eisenhower Avenue. Scramble would be located in a 12,600 square foot tenant space. The main entrance would be located immediately outside 5412A Eisenhower Avenue; the employee entrance and fire exit would be

sited at the back of the business at 5430 Eisenhower Avenue. The amusement enterprise would provide an indoor activity space, designed to foster cognitive development and physical fitness for children ages infant to eight. Although the applicant would also offer occasional classes, such as group yoga for parents and children, the facility would predominately provide free-play activities where parents may drop off their children or watch them from adjacent viewing areas. The indoor playground would consist of active play areas (three activity frames and a ball court), three party rooms, as well as a reading and cool down area. An accessory retail book shop and café, serving pre-made snacks and beverages, would also be included at the facility. The applicant estimates that approximately 10 children at any one time would visit Scramble during regular business hours on weekdays and up to 40 children would be on the premises at any one time during peak hours of operation on weekday evenings and weekends. Up to five staff members, daily, would offer instruction, encourage positive interaction among children, and monitor safety. Security cameras at the entrances and exits would provide added safety measures.

In addition to the 41 parking spaces the applicant provides on-site, it requests a partial parking reduction of 22 spaces to satisfy the total zoning requirement of 63 spaces. In its parking management plan, the applicant proposes to encourage parents and employees to travel to the indoor playground by metro or bus as the Van Dorn Street Metro station, located within walking distance (one-third mile) of the proposed business.

A summary of the applicant's proposal is:

<u>Hours of Operation:</u>	8 a.m. – 7 p.m., Monday – Thursday 8 a.m. – 9 p.m., Friday - Sunday
<u>Number of Attendees:</u>	30 children, plus adults, Monday – Thursday 200 children, plus adults, Friday – Sunday
<u>Number of Employees:</u>	Up to 5 at any one time
<u>Food Service:</u>	Accessory café serving beverages and snacks which are prepared off-site
<u>Alcohol:</u>	No alcohol will be served on the premises
<u>Live Entertainment:</u>	No live entertainment will be provided
<u>Noise:</u>	Noise from children playing will be contained within the tenant space
<u>Odors:</u>	None expected as cooking would be off-site
<u>Trash/Litter:</u>	Two bags of trash will be collected weekly. Indoor trash receptacles will minimize outdoor litter.

### PARKING

According to Section 8-200(A)(13) of the Zoning Ordinance, an amusement enterprise use requires one off-street parking space for every 200 square feet of space. An amusement enterprise business with 12,600 square feet of space is, therefore, required to provide 63 off-street parking spaces.

According to the Zoning Ordinance, the existing uses would require 270 parking spaces at the industrial/flex-space center, including the proposed amusement enterprise. This number was reduced by 50 spaces for all building uses pursuant to the parking reduction approved in the umbrella SUPs. In addition, parking reductions were granted for 27 spaces approved in SUP #2014-0066 and SUP #2014-0044 for private commercial schools, reducing the total parking requirement at the site to 193. Given that the parking lot provides 171-spaces for all tenant use including 41 spaces for this proposed tenant, the applicant requires a 22-space parking reduction of the 63 total spaces it is required to provide for the use.

### ZONING/MASTER PLAN DESIGNATION

The subject site is located in the OCH/Office Commercial High Zone and Section 4-1103(A) of the Zoning Ordinance allows amusement enterprises in the OCH zone only with Special Use Permit approval.

The subject site is situated within the boundaries of the Eisenhower West Small Area Plan. The parcel has been designated for mixed-use development in the plan.

## **II. STAFF ANALYSIS**

Staff supports the applicant's request to operate Scramble, an amusement enterprise, and for a parking reduction at 5412, 5412A and 5430 Eisenhower Avenue. The characteristics of the combined tenant spaces suitably accommodate an indoor playground use that requires large, open areas for free-play. Staff does not anticipate noise impacts as the proposed use is surrounded by commercial and industrial uses; the nearest residential community is Summers Grove which is one-quarter mile and across Eisenhower Avenue.

Staff also supports the parking reduction request due to the practical use of the lot. Site visits during weekday business hours and during evenings and weekends revealed several parking space vacancies that would conveniently accommodate the anticipated volume of patrons. At least 30 parking spaces were available on weekdays when the applicant expects 10 children at any one time; approximately 80 excess spaces were available on weeknights and weekends when the automobile-related uses were closed and 40 children at a time would visit Scramble. Additionally, it is anticipated that parents would transport multiple children in their vehicles, especially for birthday parties, reducing the overall need for parking. The applicant's parking management plan that encourages public transportation use and carpooling would off-set the unlikely potential for parking impacts. To ensure that the use of mass transit is promoted, the applicant is required to publicize alternative forms of transportation in Condition #9.

Standard SUP conditions have been included to minimize potential impacts from litter (Condition #12) and exterior noise (Condition #10). Staff has standardized the hours of operation to 8 a.m. to 10 p.m., daily, in Condition #3 to allow the applicant a broader range of operational hours. The standard condition related to the potential redevelopment of sites as anticipated in small area plans is included as Condition #13. It requires an administrative review in May 2022 and a City Council review in May 2027 to re-evaluate the compatibility of the use with the possibility of redevelopment at the site.

Subject to the conditions contained in Section III of this report, staff recommends approval of the Special Use Permit request.

### III. RECOMMENDED CONDITIONS

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

The owner is responsible for ensuring that the following conditions are adhered to at all times. Violation of any of the conditions may result in fines and/or referral by the Director to public hearing by the Planning Commission and City Council.

1. The Special Use Permit shall be granted to the applicant only or to any corporation in which the applicant has a controlling interest. (P&Z)
2. The applicant shall conduct employee training sessions on an ongoing basis, including as part of any employee orientation process, to discuss all special use permit provisions and requirements. (P&Z)
3. The hours of operation shall be limited to between 8 a.m. and 10 p.m., daily. (P&Z)
4. The applicant shall post the hours of operation at the entrance of the business. (P&Z)
5. The on-site snack bar must remain accessory to the overall amusement enterprise use. The snack bar may not operate when the amusement enterprise use is closed and may not have a separate entrance. (P&Z)
6. No live entertainment shall be allowed at the amusement enterprise. (P&Z)
7. No alcohol consumption shall be permitted at the amusement enterprise. (P&Z)
8. The applicant shall encourage its employees to use public transportation to travel to and from work. The business shall contact Go Alex at [goalex@alexandriava.gov](mailto:goalex@alexandriava.gov) for information on establishing an employee transportation benefits program. (T&ES)
9. The applicant shall provide information about alternative forms of transportation to access the site, including but not limited to printed and electronic business promotional

material, posting on the business website, and other similar methods. Contact Go Alex at [goalex@alexandriava.gov](mailto:goalex@alexandriava.gov) for more information about available resources. (T&ES)

10. All loudspeakers shall be prohibited from the exterior of the building, and no amplified sounds shall be audible at the property line. (T&ES).
11. Supply deliveries, loading, and unloading activities shall not occur between the hours of 11:00pm and 7:00am. (T&ES).
12. Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice a day and at the close of business, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the business is open to the public. (T&ES)
13. The Special Use Permit shall be reviewed by the Director of Planning & Zoning, with notice to the community, five years from approval (May 2022) in order to assess the redevelopment potential of the site and the compatibility of the use with other uses in the area. If the Director determines the use to be incompatible with surrounding uses or anticipated redevelopment, the Director shall docket the Special Use Permit for Planning Commission and City Council to take such action as they deem appropriate at the time. Notwithstanding the staff review, City Council shall review the Special Use Permit ten years from approval (May 2027) in order to assess the redevelopment potential of the site and the compatibility of the use with other uses in the area to take such action as they deem appropriate at the time.(P&Z)
14. The Director of Planning and Zoning shall review the special use permit after it has been operational for one year, and shall docket the matter for consideration by the Planning Commission and City Council if (a) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; (b) the Director has received a request from any person to docket the permit for review as the result of a complaint that rises to the level of a violation of the permit conditions, or (c) the Director has determined that there are problems with the operation of the use and that new or revised conditions are needed. (P&Z)

STAFF: Alex Dambach, Division Chief, Department of Planning and Zoning  
Ann Horowitz, Urban Planner

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Staff Note: In accordance with section 11-506(c) of the zoning ordinance, construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a special use permit by City Council or the special use permit shall become void.

#### IV. CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

##### Transportation & Environmental Services:

- F-1 Staff supports the parking reduction and concurs with the strategies discussed in the applicant's parking management plan. (T&ES)
- F-2 The applicant is strongly encouraged to apply noise and vibration reduction materials in the design of this amusement center. (OEQ)
- R-1 The applicant shall encourage its employees to use public transportation to travel to and from work. The business shall contact Go Alex at [goalex@alexandriava.gov](mailto:goalex@alexandriava.gov) for information on establishing an employee transportation benefits program. (T&ES)
- R-2 The applicant shall provide information about alternative forms of transportation to access the site, including but not limited to printed and electronic business promotional material, posting on the business website, and other similar methods. Contact Go Alex at [goalex@alexandriava.gov](mailto:goalex@alexandriava.gov) for more information about available resources. (T&ES)
- R-3 All loudspeakers shall be prohibited from the exterior of the building, and no amplified sounds shall be audible at the property line. (T&ES).
- R-4 Supply deliveries, loading, and unloading activities shall not occur between the hours of 11:00pm and 7:00am. (T&ES).
- R-5 Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice a day and at the close of business, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the business is open to the public. (T&ES)
- C-1 The applicant shall comply with the City of Alexandria's Solid Waste Control, Title 5, Chapter 1, which sets forth the requirements for the recycling of materials (Sec. 5-1-99). In order to comply with this code requirement, the applicant shall provide a completed Recycling Implementation Plan (RIP) Form within 60 days of SUP approval. Contact the City's Recycling Program Coordinator at (703) 746-4410, or via e-mail at [commercialrecycling@alexandriava.gov](mailto:commercialrecycling@alexandriava.gov), for information about completing this form. (T&ES)
- C-2 The applicant shall comply with the City of Alexandria's Noise Control Code, Title 11, Chapter 5, which sets the maximum permissible noise level as measured at the property line. (T&ES)
- C-3 Section 5-1-42- Collection by Private collectors. (c) Time of collection. Solid waste shall be collected from all premises not serviced by the city at least once each week. No collections may be made between the hours of 11:00 p.m. and 7:00 a.m. (6:00 a.m. from



May 1, through September 30) if the collection area is less than 500 feet from a residential area. (T&ES)

Code Enforcement:

- F-1 The review by Code Administration is a pre-building permit review only. Once the applicant has filed for a building permit, code requirements will be based upon the building permit plans. If there are any questions, the applicant may contact Code Administration, at 703.746.4200
- C-1 New construction must comply with the current – at the time of permit submission - edition of the Virginia Construction Code. A building permit, inspections and plan review are required for this project.
- C-2 This building will need to apply for a change in use-group classification before operating the use described in the SUP application. Contact the permit center to apply for a change of use-group classification.
- C-3 Plans submitted for a change in use group classification will need to be signed and sealed by a registered design professional.

Fire:

- C-1 The proposed occupancy condition appears to be a change of use for the building. Suggest applicant meet with a design professional to determine what if any changes to the property would be required.
- C-2 A fire prevention permit will be required for this use condition.
- C-3 All playground equipment and padding material will require proof of flame spread and smoke development rating required for the use and occupancy condition.

Health:

*Food Facilities*

- C-1 An Alexandria Health Department Permit is required for all regulated facilities. A permit shall be obtained prior to operation, and is not transferable between one individual, corporation or location to another. Permit application and fee are required.
- C-2 Construction plans shall be submitted to the Health Department located at 4480 King Street and through the Multi-Agency Permit Center. Plans shall be submitted and approved by the Health Department prior to construction. There is a \$200.00 plan review fee payable to the City of Alexandria.
- C-3 Construction plans shall comply with Alexandria City Code, Title 11, Chapter 2, The Food Safety Code of the City of Alexandria. Plans shall include a menu of food items to be offered for service at the facility and specification sheets for all equipment used in the facility, including the hot water heater.

- C-4 A Food Protection Manager shall be on-duty during all operating hours.
- C-5 The facility shall comply with the Virginia Indoor Clean Air Act and the Code of Alexandria, Title 11, Chapter 10, Smoking Prohibitions.
- C-6 In many cases, original wooden floors, ceilings and wall structures in historical structures may not be suitable for food service facilities. Wood materials shall be finished in a manner that is smooth, durable, easily-cleanable, and non-absorbent.
- C-7 Facilities engaging in the following processes may be required to submit a HACCP plan and/or obtain a variance: Smoking as a form of food preservation; curing/drying food; using food additives to render food not potentially-hazardous; vacuum packaging, cook-chill, or sous-vide; operating a molluscan shellfish life-support system; sprouting seeds or beans; and fermenting foods.

Parks and Recreation:

No comments received.

Police Department:

No comments received.



## APPLICATION

# SPECIAL USE PERMIT

**SPECIAL USE PERMIT #** 2017-0007

**PROPERTY LOCATION:** 5400 Eisenhower Ave - Spaces 5412, 5412a, & 5430

**TAX MAP REFERENCE:** 077.01-01-03

**ZONE:** OCH

**APPLICANT:**

Name: Playopolis LLC dba Scramble

Address: 5400 Eisenhower Ave

**PROPOSED USE:** Amusement Enterprise

☒ **THE UNDERSIGNED**, hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 4-11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

☒ **THE UNDERSIGNED**, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff and Commission Members to visit, inspect, and photograph the building premises, land etc., connected with the application.

☒ **THE UNDERSIGNED**, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article IV, Section 4-1404(D)(7) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

☒ **THE UNDERSIGNED**, hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

Laurence Smallman

Feb 6, 2017

Print Name of Applicant or Agent

Signature

Date

20 E Chapman St

703-819-0953

Mailing/Street Address

Telephone #

Fax #

Alexandria VA

22301

laurence.smallman@gmail.com

City and State

Zip Code

Email address

**ACTION-PLANNING COMMISSION:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**ACTION-CITY COUNCIL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**PROPERTY OWNER'S AUTHORIZATION**

As the property owner of 5400 Eisenhower Ave, I hereby  
 (Property Address)  
 grant the applicant authorization to apply for the Amusement Enterprise use as  
 (use)  
 described in this application.

Name: See letter from Unity LLP

Phone: 703-881-2200

Please Print

Address: \_\_\_\_\_

Email: unityllp@aol.com

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

1. Floor Plan and Plot Plan. As a part of this application, the applicant is required to submit a floor plan and plot or site plan with the parking layout of the proposed use. The SUP application checklist lists the requirements of the floor and site plans. The Planning Director may waive requirements for plan submission upon receipt of a written request which adequately justifies a waiver.

☒ Required floor plan and plot/site plan attached.

☐ Requesting a waiver. See attached written request.

2. The applicant is the (check one):

☐ Owner

☐ Contract Purchaser

☒ Lessee or

☐ Other: \_\_\_\_\_ of the subject property.

State the name, address and percent of ownership of any person or entity owning an interest in the applicant or owner, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent.

Property owner:

Kianosh Sadeghian, 6620 Madison Dr, McLean VA, 22101 - 50%

Janice Sadeghian, 6620 Madison Dr, McLean VA, 22101 - 50%

Applicant:

Laurence Smallman, 20 E Chapman St, Alexandria VA 22301 - 50%

Julie Smallman, 20 E Chapman St, Alexandria VA, 22301 - 50%



# Unity, LLP

6620 Madison Mclean Dr.

Mclean, Virginia 22101

January 31, 2017

Karl Moritz

301 King Street

City Hall, Room 2100

Alexandria, Virginia 22314

**Re: Consent to File Application for Special Use Permit and Associated Requests**

**Property Address:** 5430, 5412 & 541<sup>2a</sup>/<sub>4</sub> Eisenhower Avenue

**Parcel Address:** 5400 Eisenhower Avenue, TM ID #077.01-01-03

**Dear Mr. Moritz:**

**Unity LLP hereby consents to the filing of applications for a special use permit**

**and any related requests to allow for Amusement Enterprise use on the Property by  
Playopolis, LLC dba Scramble Indoor Play.**

**Very truly yours,**

**Kianosh Sadeghian**

**Unity, LLP**

By: 

**Its: President**

**Date: January 31, 2017**

## OWNERSHIP AND DISCLOSURE STATEMENT

2/16/17

Use additional sheets if necessary

**1. Applicant.** State the name, address and percent of ownership of any person or entity owning an interest in the applicant, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. LAURENCE SMALLMAN	20 E Chapman St, Alexandria VA, 22301	50%
2. JULIE SMALLMAN	20 E Chapman St, Alexandria VA, 22301	50%
3.		

**2. Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located at 5400 Eisenhower Ave (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. KIANOSH SADEGHIAN	6620 Madison Dr, McLean VA, 22101	50%
2. JANICE SADEGHIAN	6620 Madison Dr, McLean VA, 22101	50%
3.		

**3. Business or Financial Relationships.** Each person or entity indicated above in sections 1 and 2, with an ownership interest in the applicant or in the subject property are required to disclose any business or financial relationship, as defined by [Section 11-350 of the Zoning Ordinance](#), existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review. All fields must be filled out completely. Do not leave blank. (If there are no relationships please indicate each person or entity and "None" in the corresponding fields).

For a list of current council, commission and board members, as well as the definition of business and financial relationship, [click here](#).

Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1. LAURENCE SMALLMAN	None	None
2. JULIE SMALLMAN	None	None
3. KIANOSH SADEGHIAN	None	None

**NOTE:** Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.

4. JANICE SADEGHIAN NONE NONE

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

Feb 6, 2017

Date

LAURENCE SMALLMAN

Printed Name

  
Signature

If property owner or applicant is being represented by an authorized agent such as an attorney, realtor, or other person for which there is some form of compensation, does this agent or the business in which the agent is employed have a business license to operate in the City of Alexandria, Virginia? **NA**

☐ **Yes.** Provide proof of current City business license

☐ **No.** The agent shall obtain a business license prior to filing application, if required by the City Code.

## NARRATIVE DESCRIPTION

**3.** The applicant shall describe below the nature of the request **in detail** so that the Planning Commission and City Council can understand the nature of the operation and the use. The description should fully discuss the nature of the activity. (Attach additional sheets if necessary.)

See Attached





Scramble™ will be the first indoor play center in Alexandria to offer families with children convenient, flexible, and affordable high quality indoor entertainment. The play environment will be safe and clean. Children will be able to enjoy wholesome and energetic play whatever the weather outside.

Parents and caregivers will be able to bring children from infant to 8 years old to the indoor playground without reserving a space or having to worry about limited class times or restrictive open play periods. A single entrance fee for each child will allow unlimited play during the visit. The play environment will feature a new, exciting and attractive soft-contained play frame from the UK. These play structures are known to be extremely safe and very popular for children 5 – 10 years old. A separate soft play and small frame area will be provided for toddlers (2 to 4 years old) and there will be a further soft play area for infants only. In addition, to compliment the active play, Scramble will offer a comfortable reading and cool down area where specialist children's books from the award winning Usborne Books range will be available. These books are recognized for their ability to attract young children to reading and they make reading seem like play. A wide selection of Usborne Books will be available for purchase from a book retail area located outside the play zone. Scramble will offer parties for birthdays or other celebrations.

As parents bringing up our children in Alexandria, we have a 10-year-old boy and twin 7-year-old girls, my wife and I are always looking for options for good quality and appropriate children's activities locally. My wife, who is a practicing neuropsychologist, has a deeper understanding than most of the importance of play, however, and our Scramble concept will offer children indoor activities designed to improve cognitive development and physical fitness.

Play is a serious subject. Recent advances in the understanding of the importance of play are beginning to emerge in the media and be discussed in schools and other similar venues. This is an excerpt of an article from the New York Times (<http://www.nytimes.com/2008/02/17/magazine/17play.html?pagewanted=all&r=0> accessed January 2017):

Scientists who study play, in animals and humans alike, are developing a consensus view that play is something more than a way for restless kids to work off steam; more than a way for chubby kids to burn off calories; more than a frivolous luxury. Play, in their view, is a central part of neurological growth and development — one important way that children build complex, skilled, responsive, socially adept and cognitively flexible brains.

There are plenty of scholarly articles that explain play too, such as “Playing with the Multiple Intelligences: How Play Helps Them Grow” by Scott G. Eberle writing in the American Journal of Play, Volume 4 (2011)

(<http://www.journalofplay.org/sites/www.journalofplay.org/files/pdf-articles/4-1-article-eberle-multiple-intelligences.pdf> accessed January 2017):

**P**LAYING PAYS DIVIDENDS by developing our mental, physical, and social skills. The insights we derive from “This Little Piggy” and  $E=MC^2$  are both rooted in play. Rarely do we deliberately set out to learn by playing. Yet play educates us broadly and deeply early on and throughout our lives. At the very beginning of our lives, we learn language in game-like interchanges with fluent speakers. Later we sharpen our vocabularies with wordplay. We explore the concepts of number and sequence in games. We tune our ears with song, chant, and rhyme. We play with our sense of space and train our appreciation of color with finger paints and computer graphics. We learn to appreciate our orientation, our location and position, and our sense of the space around us by climbing a tree, catching a ball, casting a lure, or jumping a rope. We explore the natural world by scrambling through a leaf pile, snapping a fragrant sassafras stem, chasing an ant with a stick, toasting a marshmallow, or collecting rocks. At play with others, we negotiate our place in the world and sort out our sense of ourselves as we take stock of our capabilities.

Our concept for Scramble is to use specially designed soft-contained activity frames by the leading UK manufacturer, Soft Brick (<http://www.softbrick.co.uk>). Indoor children’s centers in the UK are very different from those normally found in the U.S. The market for indoor play is different too with greater competition in most areas from several commercial centers. The manufacturing base has evolved to provide a broader range of specialist products that are not seen in North America. In particular, Soft Brick produces a range of frames and built in activities that they call “World of Play”. This range is specifically designed to stimulate children in all types of play, such as those described by Scott Eberle in his article above.

## Scramble™

For example, one part of the activity frame will be themed The Great Wall of China. Initially children will find bricks that they can use to build a wall and information panels in that section will explain more about the actual Great Wall in China. Also printed on the bricks will be Chinese hieroglyphics that can be matched in pairs, with one odd one out. Children will be able to just play as they see fit, work out what to do by themselves, be guided by parents or Scramble team members, or read the instructions. They will also be free to form groups to work together perhaps, or in competition, and they will negotiate the format of play amongst themselves. In this way, with this one simple example, it can be seen that a carefully presented activity can offer children fine motor, social, creative, deductive and cooperative experiences. As far as the children are concerned, this will most likely all be play. For the parents, however, they will appreciate the value of such activity and recognize its importance to the health of their sons and daughters.

Scramble will have the first World of Play system in the U.S. The range of equipment that we will use will offer activity areas for three broad groups of children:

- Infant (crawlers to early toddlers) in a low level soft activity area fashioned after Central Park, New York;
- Toddlers (about 2 – 4 years old) in a role play soft activity area with a small contained adventure frame of about 4 play scenarios;
- Main (children 5 to 10 years old) in a large soft play activity frame of about 20 play scenarios;
- One or more ball courts (hard and soft flooring).

There will be a combination of class and free play sessions for children to use these activity areas. The nature of the equipment and the natural curiosity of children may, for some, be all that is necessary for them to begin to play and benefit. In essence, the developmental value is enhanced if children are allowed to discover, imagine and create their own play experiences. Some children, and perhaps their parents, may need tailored guidance to use the equipment. Scramble staff will be specially trained to provide the right level of instruction and advice to help these guests. There will be no electronic play equipment of any kind in Scramble, either within the World of Play systems or as standalone activities.

Parents will remain responsible for supervision of their children at all times. Scramble team members will be present to guide activities, to monitor safety, and encourage positive interaction between guests. Viewing areas for parents to watch their children will be adjacent to all of the activity areas. The frames will be of one to three levels of about 6 foot each, so adults and team members can easily enter and move around without needing to crawl.

A cool-down area will be provided for children with comfortable seating such as beanbags. In addition, this area will contain a large selection of Usborne Books for children to play with and read. This range of books is specifically designed to draw children in and encourage them to read: these award-winning books are colorful,

fun and imaginative. This is a link to the UK website - <http://www.usborne.com/about-usborne/usborne-publishing.aspx> - but we will buy the books from the U.S. distributor EDC Publishing.

Together, the activity frames, ball courts, books, and cool-down area will offer children a complete and balanced developmental activity opportunity. The general health of children will be improved by cognitive development of the verbal, interpersonal, intrapersonal, logical, spatial, musical, and bodily intelligences (or characteristics). At the same time, children will improve gross and fine motor skills and gain fitness. The medium for achieving this will be enjoyable play.

The concept for Scramble includes accessory uses and accessory service uses:

- A self-service light café offering hot and cold drinks and simple snacks;
- A retail area for the sale of Usborne Books and games;
- Party rooms available for private hire.
- Group yoga or other similar instructional classes for parents and children.

These additional uses will enhance the visit for parents and children.

The accessory uses will each be less than about 10% of the total space: roughly 70% of the space will be used for the children's activities and the associated viewing areas for parents.



## USE CHARACTERISTICS

4. The proposed special use permit request is for (check one):

- ☒ a new use requiring a special use permit,  
☐ an expansion or change to an existing use without a special use permit,  
☐ an expansion or change to an existing use with a special use permit,  
☐ other. Please describe: \_\_\_\_\_

5. Please describe the capacity of the proposed use:

A. How many patrons, clients, pupils and other such users do you expect?

Specify time period (i.e., day, hour, or shift).

Weekdays - average of 30 people daily, spread evenly hourly

Weekends - average of 200 people daily, spread evenly hourly

B. How many employees, staff and other personnel do you expect?

Specify time period (i.e., day, hour, or shift).

Weekdays - 2 employees at any one time

Weekends - 5 employees at any one time

6. Please describe the proposed hours and days of operation of the proposed use:

Day:

Monday, Tuesday, Wednesday, Thursday

Hours:

8 a.m. - 7 p.m.

Friday, Saturday, Sunday

8 a.m. - 9 p.m.

7. Please describe any potential noise emanating from the proposed use.

A. Describe the noise levels anticipated from all mechanical equipment and patrons.

No mechanical noise. Children playground noise contained within  
space.

B. How will the noise be controlled?

Contained within space. Doors will be closed.

8. Describe any potential odors emanating from the proposed use and plans to control them:

No odors are anticipated. No cooking on-site.

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9. Please provide information regarding trash and litter generated by the use.

- A. What type of trash and garbage will be generated by the use? (i.e. office paper, food wrappers)  
Waste and recycling typical for small office, small cafe, and small retail area
- 
- B. How much trash and garbage will be generated by the use? (i.e. # of bags or pounds per day or per week)  
One commercial container of general refuse and one of recycling per week
- 
- C. How often will trash be collected?  
Weekly
- 
- D. How will you prevent littering on the property, streets and nearby properties?  
No litter is anticipated. Information signs, internal trash & recycling receptacles.
- 

10. Will any hazardous materials, as defined by the state or federal government, be handled, stored, or generated on the property?

[ ] Yes.                      [✓] No.

If yes, provide the name, monthly quantity, and specific disposal method below:

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- 11.** Will any organic compounds, for example paint, ink, lacquer thinner, or cleaning or degreasing solvent, be handled, stored, or generated on the property?

☐ Yes.      ☒ No.

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If yes, provide the name, monthly quantity, and specific disposal method below:

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- 12.** What methods are proposed to ensure the safety of nearby residents, employees and patrons?  
 Manufacturer supplied play equipment meets or exceeds ASTM standards.  
Staff trained in safe supervision of play. On-site safety cameras for easy  
oversight of play areas. Security cameras for entrances and exits.

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## ALCOHOL SALES

**13.**

- A. Will the proposed use include the sale of beer, wine, or mixed drinks?

☐ Yes      ☒ No

If yes, describe existing (if applicable) and proposed alcohol sales below, including if the ABC license will include on-premises and/or off-premises sales.

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SUP # \_\_\_\_\_

## PARKING AND ACCESS REQUIREMENTS

14. A. How many parking spaces of each type are provided for the proposed use:

\_\_\_\_\_ Standard spaces

\_\_\_\_\_ Compact spaces

\_\_\_\_\_ Handicapped accessible spaces.

171 Other. (shared parking lot)

Planning and Zoning Staff Only

Required number of spaces for use per Zoning Ordinance Section 8-200A \_\_\_\_\_

Does the application meet the requirement?

☐ Yes ☐ No

- B. Where is required parking located? (check one)

☒ on-site

☐ off-site

If the required parking will be located off-site, where will it be located?

**PLEASE NOTE:** Pursuant to Section 8-200 (C) of the Zoning Ordinance, commercial and industrial uses may provide off-site parking within 500 feet of the proposed use, provided that the off-site parking is located on land zoned for commercial or industrial uses. All other uses must provide parking on-site, except that off-street parking may be provided within 300 feet of the use with a special use permit.

- C. If a reduction in the required parking is requested, pursuant to Section 8-100 (A) (4) or (5) of the Zoning Ordinance, complete the PARKING REDUCTION SUPPLEMENTAL APPLICATION.

☒ Parking reduction requested; see attached supplemental form

15. Please provide information regarding loading and unloading facilities for the use:

- A. How many loading spaces are available for the use? 3

Planning and Zoning Staff Only

Required number of loading spaces for use per Zoning Ordinance Section 8-200 \_\_\_\_\_

Does the application meet the requirement?

☐ Yes ☐ No

- B. Where are off-street loading facilities located? Not applicable
- C. During what hours of the day do you expect loading/unloading operations to occur?  
Not applicable
- D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?  
Not applicable

**16.** Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

Street access is adequate

**SITE CHARACTERISTICS**

**17.** Will the proposed uses be located in an existing building? ☒ Yes ☐ No

Do you propose to construct an addition to the building? ☐ Yes ☒ No

How large will the addition be? 0 square feet.

**18.** What will the total area occupied by the proposed use be?

12,600 sq. ft. (existing) + 0 sq. ft. (addition if any) = 12,600 sq. ft. (total)

**19.** The proposed use is located in: *(check one)*

☐ a stand alone building

☐ a house located in a residential zone

☒ a warehouse

☐ a shopping center. Please provide name of the center: \_\_\_\_\_

☐ an office building. Please provide name of the building: \_\_\_\_\_

☐ other. Please describe: \_\_\_\_\_

**End of Application**



## APPLICATION - SUPPLEMENTAL

### PARKING REDUCTION

**Supplemental information to be completed by applicants requesting special use permit approval of a reduction in the required parking pursuant to section 8-100(A)(4) or (5).**

**1. Describe the requested parking reduction.** (e.g. number of spaces, stacked parking, size, off-site location)

Scramble has the use of 30 shared parking spaces out of the total 171 spaces available at 5400 Eisenhower Ave. An Amusement Enterprise in 12,600sf of space is required by ordinance to have 63 spaces. Zoning analysis indicates 30 remaining spaces, therefore a reduction of 33 is required.

**2. Provide a statement of justification for the proposed parking reduction.**

During the normal business week, used by many of the businesses co-located at 5400 Eisenhower Ave, Scramble expects about 5-10 concurrent customers (for an average of 30 total per day). Numbers are likely to be highest once schools close, conveniently near the end of the normal business day. On weekends, when parking demand is least, Scramble will be busiest with 20-40 concurrent customers (average 200 per weekend day). Site is immediately adjacent to Van Dorn bus terminus and Metro stop. Metro parking, free at weekends, is within 500ft (direct).

**3. Why is it not feasible to provide the required parking?**

5400 Eisenhower Ave was built in the early 70s when current uses and the growth of the City were unforeseen. Metro was added later. The site has been extensively reviewed by staff and City representatives to approve more modern uses ever since. Scramble continues this trend by occupying 2 spaces previously used by an auto repair business. The third space most recently a gym. There is no additional parking to be found at the site.

**4. Will the proposed reduction reduce the number of available parking spaces below the number of existing parking spaces?**

\_\_\_\_ Yes.      ☒ No.

5. If the requested reduction is for more than five parking spaces, the applicant must submit a **Parking Management Plan** which identifies the location and number of parking spaces both on-site and off-site, the availability of on-street parking, any proposed methods of mitigating negative affects of the parking reduction.

6. The applicant must also demonstrate that the reduction in parking will not have a negative impact on the surrounding neighborhood.

## **Parking Management Plan – 5412, 5412a, 5430 Eisenhower Ave**

### **Site Layout**

Scramble will occupy an L-shaped series of linked units with the “L” laying on its back giving a single unit at the rear and two units at the front. The internal layout of the business will allow staff to park and arrive at the rear. Customers will arrive at the front where the double frontage will provide a greater impact. Coincidentally, because of the shape of the site, there are more parking spaces to the front than at the rear.

### **Likely Periods Needing Parking Management**

Scramble will have access to 30 shared spaces. During the business working week, nominally Monday to Friday, 9 a.m. to 5 p.m., it is expected that Scramble will have 5 – 10 customers each morning, afternoon, and evening for a daily average of about 30 customers. Morning and early afternoon customers will likely be a mother or caregiver bringing their infants or pre-school children for developmental play. Scramble will have a stroller “parking” area in the center to allow those with young children to arrive by public transport or park where there is space and easily enter the business.

It is likely that the busiest part of the Scramble weekday will be after Elementary schools have closed – from about 3 p.m. until the center closes by 7 p.m. At this stage of the day many business workers start to leave their places of work to allow them to avoid the heaviest stages of rush hour. In the unlikely event that the allocated 30 spaces are not enough, other spaces will become available as workers leave for home.

At weekends Scramble is likely to be most busy. An approximate forecast is for 200 customers each Saturday and Sunday spread fairly evenly across the opening hours. This becomes about 20 customers per hour and with a two-hour stay, 40 customers on site at one time. Birthday parties will cause slightly uneven demand and it is likely that Scramble will use more than the allocated 30 spaces during these periods.

### **Mitigating Factors**

- Many families will visit with multiple children per car.
- Van Dorn Bus Terminus is immediately adjacent to 5400 Eisenhower Ave with curb cut sidewalks and a safe route from the bus stops to Scramble.
- Van Dorn Metro station is immediately adjacent on the other side of the bus terminus allowing similar ease of access.
- The Metro parking lot is 480', direct, from the corner of 5400 Eisenhower Ave to the closest usable section of the parking lot. There is a traffic free walking route from the parking lot to Scramble.
- Metro parking is free with abundant space at weekends.



- Scramble's opening hours and likely busy periods fall between the standard business day and the later hours of adult orientated dance or fitness service businesses also on the site.

### **Parking Management**

- The Scramble website will emphasize the proximity and ease of use of public transport and will include ample guidance for those wishing to arrive by bus or Metro.
- Scramble staff will be encouraged to use public transport. The owners are keen cyclists and committed users of buses and Metro.
- Subject to building code/permit approval, Scramble intends to provide shower facilities for staff. This will overcome any hurdles for staff to cycle, run or walk to work as they will be able to shower and change on arrival.
- The Scramble website will encourage use of the Metro parking lot at weekends. Clear guidance will be given on how to walk easily and safely from the Metro lot to Scramble.
- Scramble staff will be required to arrive at work via the rear entrance (which is where the staff facilities will be located). Any that arrive by car will park in the rear area.
- Depending on age, it is likely that most birthday parties for children 5 or 6 and older will be "drop-off". This means that the birthday child parents and perhaps one or two others will host their children and their guests with other parents dropping off and picking up. Scramble staff hosts will encourage this during party planning and assist families to drop-off and pick-up their children safely and easily. Scramble will reserve one or two parking spots immediately in front of 5414 for party drop-off and pick-up.
- Scramble will work with existing businesses at 5400 Eisenhower Ave to identify opportunities for concurrent use of parking. For example, one adult of a family might wish to attend a dance or yoga class while the other adult brings the children to Scramble.

### **Impact of Parking Reduction**

There are no residential units close to 5400 Eisenhower Ave that will be affected.

5400 Eisenhower Avenue is a self-contained flexible use warehouse site, similar to the immediate properties to the east. It is highly unlikely that any Scramble customers will use parking at those properties as access to Scramble is relatively difficult and they are likely to be towed. North of 5400 Eisenhower Ave are the 24-hour Covanta recycling plant and UPS facility. The forbidding entrances make it clear that these are private facilities.

Signage and road layout at the Van Dorn Metro and bus terminus are clear and no parking is allowed.

Parking at the Metro parking lot is far easier and safer. In summary, a parking reduction is unlikely to have any impact.



5340 Eisenhower Ave

Distance from 5400 Eisenhower Ave lot to the Metro Parking lot - 483ft



Imagery ©2017 Google, Map data ©2017 Google 50 ft



Google Maps 5400 Eisenhower Ave - Parking

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Imagery ©2017 Google, Map data ©2017 Google 50 ft



## Main Area

Featuring:

- Wavy Open Slide off 3m
- Ball Pool Feature
- Assault Course Feature
- Rope & Webbing Features
- Agility Features and themed Dangles

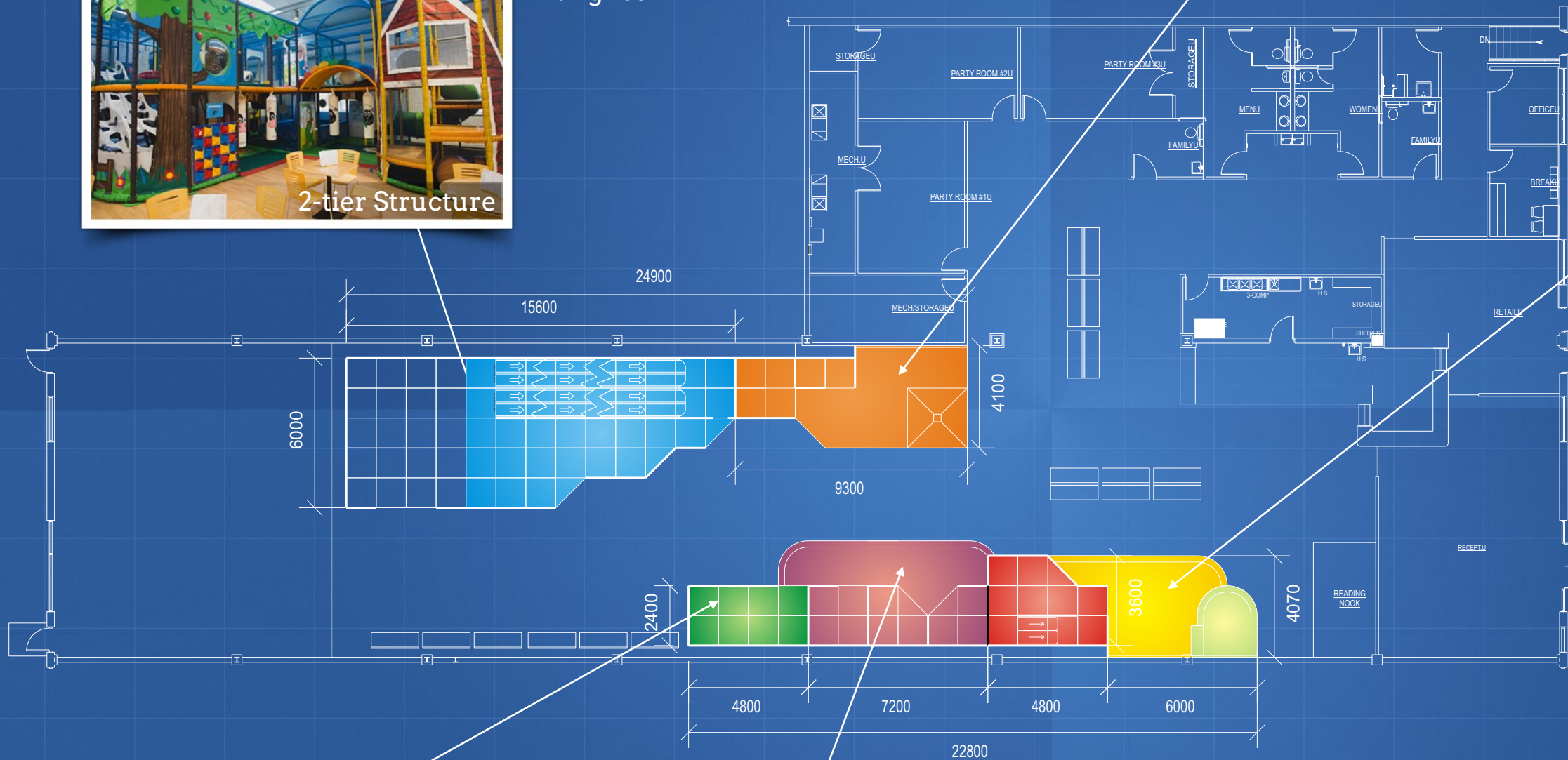


## Main Area Role Play Zone with Teepee, Gold Mine & Pizza Parlour



Featuring:

- Toddler's Twin Lane Slide & Ballpool
- Soft Agility Sets and Activity Panels
- Themed Rockers & Wobbly Characters
- Baby Area inc. Baby Parc and Creche Cradle



## Toddler's Kick Around Area



## Toddler's Role Play

Featuring:

- 3 Role Play Areas e.g. Indy 500 Pit Stop Garage, Supermarket Shop, Burger Bar etc.

## Building Layout Laurence Smallman

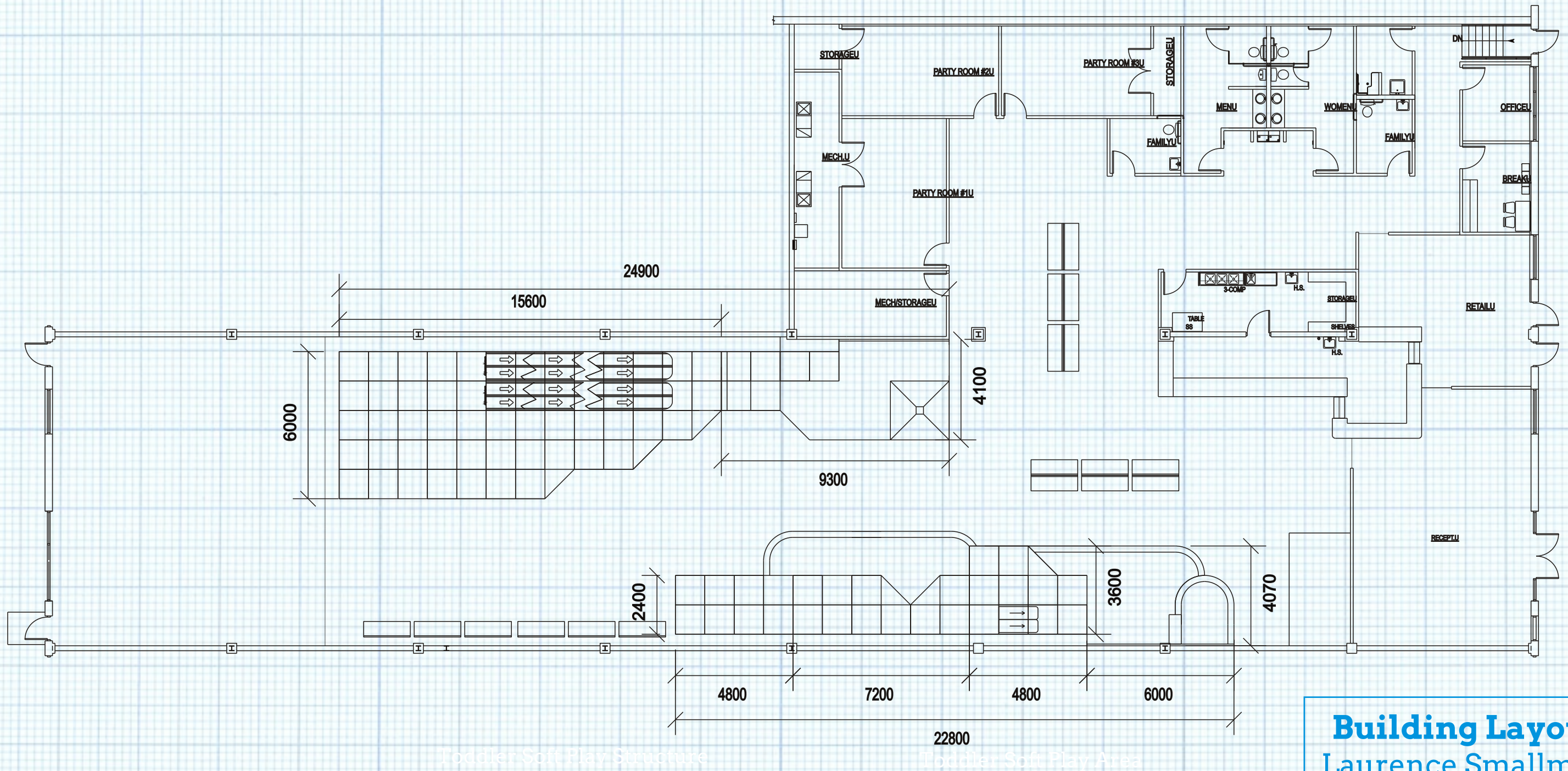
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**Date:** 21/02/17

**Design by:** Sam Collins





## Building Layout Laurence Smallman

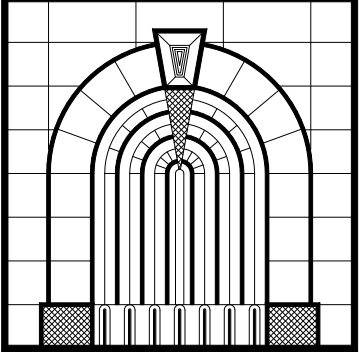
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**Scale:** -

**Date:** 21/02/17

**Design by:** Sam Collins



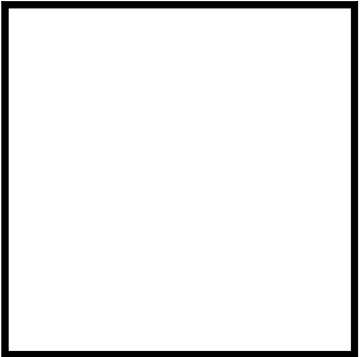


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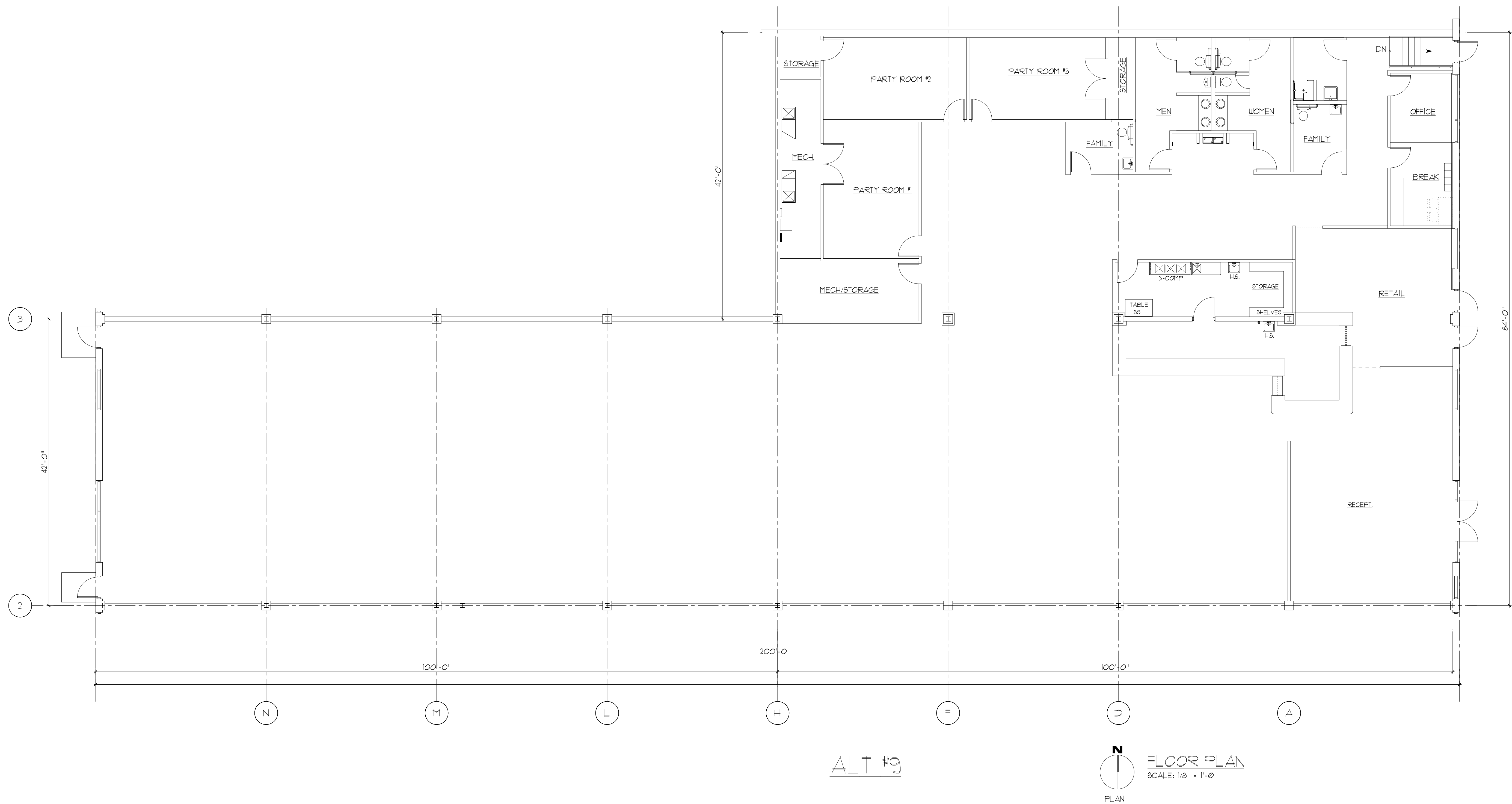
FLOOR PLAN  
VAN DORN METRO BUSINESS CENTER  
5412 EISENHOWER AVENUE  
ALEXANDRIA, VIRGINIA 22304

DRAWING LEGEND  
NEW FLOOR PLAN

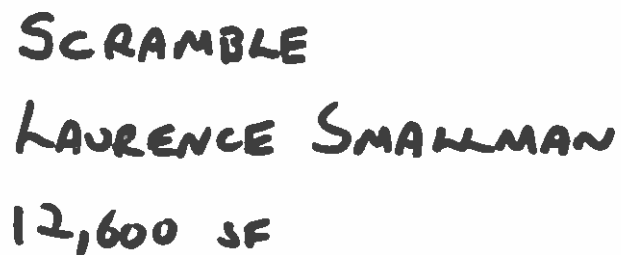
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	DATE	02 15, 2017
	DRAWN BY	PMH
	CHECKED BY	
	PROJECT #	



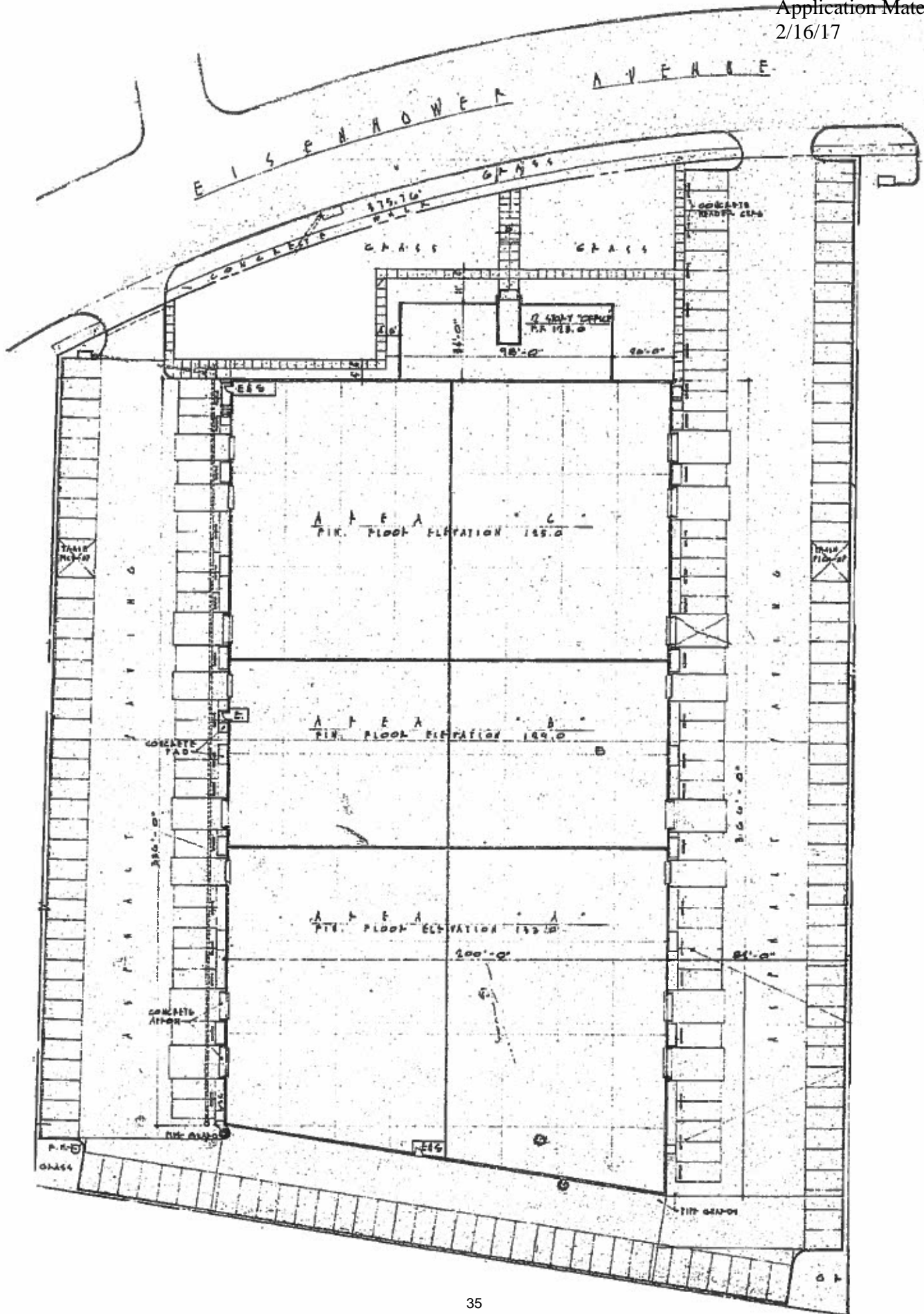
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City of Alexandria, Virginia

5400 Eisenhower Ave - Proximity to Metro



### Legend

- M** Metro Stations
- Metro Lines**
  - Blue
  - Yellow
  - Yellow Blue
- City Boundary
- Rail Lines
- Parcels
- Buildings
- Surface Water
- Streams
- Parks
- City of Alexandria

### Notes

376.2 0 188.08 376.2 Feet

WGS\_1984\_Web\_Mercator\_Auxiliary\_Sphere  
City of Alexandria, VA

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

**THIS MAP IS NOT TO BE USED FOR NAVIGATION**



City of Alexandria, Virginia

5400 Eisenhower Ave - Units 5412, 5414, & 5430



### Legend

- Fire Stations
- Addresses
- M Metro Stations
- Metro Lines**
  - Blue
  - Yellow
  - Yellow Blue
- City Boundary
- Rail Lines
- Parcels
- Buildings
- Surface Water
- Streams
- Parks
- City of Alexandria

1: 1,128



188.1 0 94.04 188.1 Feet

WGS\_1984\_Web\_Mercator\_Auxiliary\_Sphere  
City of Alexandria, VA

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### Notes





# 5412~~1a~~ = 5414~~1a~~ 2a