



Special Use Permit #2017-0013
105 North Washington Street (Parcel Address: 101 North Washington Street) – Tattoo Establishment

Application	General Data	
Public hearing and consideration of a request to operate an amusement enterprise and for a parking reduction.	Planning Commission Hearing:	May 2, 2017
	City Council Hearing:	May 13, 2017
Address: 105 North Washington Street, Suite 301 (Parcel Address: 101 North Washington Street)	Zone:	KR/King Street Urban Retail
Applicant: Roberto and Shanna Sayan	Small Area Plan:	Old Town

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 Reviewers: Sam Shelby, sam.shelby@alexandriava.gov
Alex Dambach, alex.dambach@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 #2017-0013
105 North Washington Street
(parcel address: 101 N Washington)



I. DISCUSSION

The applicants, Roberto and Shanna Sayan, request Special Use Permit (SUP) approval to operate an amusement enterprise, a tattoo parlor, and for a parking reduction at 105 North Washington Street, Suite 301.

SITE DESCRIPTION

The subject site is a corner lot of record with 87 feet of frontage along North Washington Street, 20.4 feet of frontage on King Street, and approximately 2,455 square feet of lot area. A three-and-a-half story commercial building with six tenant spaces occupies the site. A mix of commercial uses surrounds the site on the 100 block of North Washington Street. The block contains several offices, four restaurants, three retail shops, five personal service establishments, and Christ Church Episcopal.

BACKGROUND

Board of Architectural Review records indicate the building was constructed between 1796 and 1799. A number of commercial tenants have leased space in the building over the years. City Council granted a number of SUPs for a restaurant use on the ground floor between 1991 and 2006. An architect's office previously occupied suite 301.

PROPOSAL

The applicants request SUP approval to operate a by-appointment only tattoo parlor on the third floor in suite 301. The tenant space contains approximately 1,181 square feet of floor area. The applicants' proposed layout would include reception and waiting areas where apparel, aftercare products, and artwork would also be sold. The layout would include a private work area with up to three tattoo stations. A second level would be used as an employee-only lounge.

Up to five employees would work at the tattoo parlor: three tattoo artists, a manager, and an administrative assistant. The tattoo artists would provide services by appointment only for approximately 15 clients per week. Appointments would include consultations lasting approximately 20 to 45 minutes and tattoo procedures lasting two to four hours. The tattoo parlor would be open Monday through Saturday from 11 a.m. to 7 p.m. The applicants also request a parking reduction as part of their proposal.

PARKING

Section 8-200(A)(13) of the Zoning Ordinance requires one parking space for every 200 square feet of floor area on all floors for amusement enterprise uses. Based on a floor area of 1,181 square feet, the zoning ordinance requires the applicants to provide six off-street parking spaces. The parking spaces behind the building are currently leased to other businesses. The number of off-street parking spaces within 500 feet of the business site available for this business' exclusive use is very limited. The applicants have attempted to lease the required off street spaces but have been unsuccessful; therefore they are requesting a full parking reduction.

ZONING/MASTER PLAN DESIGNATION

The subject property is zoned KR/King Street Urban Retail. Section 6-702(A)(2)(a) of the Zoning Ordinance classifies tattoo parlors as amusement enterprises. The KR zone allows tattoo parlors only with an approved Special Use Permit. The subject property is also located in the Central Business District. The applicant's request is consistent with the Old Town Small Area Plan chapter of the Master Plan which designates the property for commercial use.

The subject property is also located in the Old and Historic Alexandria District (OHAD). Any exterior alterations that would be visible from a public right-of-way would require review and approval by the OHAD Board of Architectural Review.

II. STAFF ANALYSIS

Staff supports the applicants' request to operate a tattoo parlor at 105 North Washington Street. The proposed use would add diversity to the area's retail and restaurant focus. Minimal neighborhood impacts are anticipated given the relatively low number of clients expected each day. The proposed use would not create odors or noises. Also, in its third floor location, the applicant's proposed space supports the City's goals under the King Street Retail Strategy which encourages the full use of upper floors of buildings.

Over recent years the general perception of tattoo parlors has evolved, and the applicants' proposal would be representative of the newer generation of tattoo parlors; businesses that emphasize artistry, creativity, and professionalism. The applicants have provided testimonials based on their work at the Washington, DC based Cirque du Rouge tattoo parlor. These testimonials praised the applicants' work for its artistry and professionalism.

Further, staff supports the applicants' request for the parking reduction of six spaces given the relatively low number of clients expected each day and the multiple means of transportation available to the site as well as the location's limited supply of parking in the vicinity available for this establishment's exclusive use. The business, while classified as an amusement enterprise, has similar parking needs to a hair salon or a doctor or financial services office where patrons arrive by appointment for session with a professional. Those types of businesses are fully exempt from off-street parking requirements in the Central Business District, where this project is located, in accordance with Section 8-300(B) of the Zoning Ordinance. The business would also be closed in the evening hours, which is the area's time of highest demand for parking according to the 2015 Old Town Area Parking Study.

Nonetheless, Conditions 12, 13, and 14 would require the applicants to inform clients of the location of off-street parking in nearby garages as well as transit options. Clients and employees would also have easy access to Metro, King Street Trolley, DASH and WMATA buses, and Capital Bikeshare. Condition 11 requires the applicants to encourage their employees to use public transportation. If their employees drive, Condition 10 requires them to use off-street parking.

III. RECOMMENDED CONDITIONS

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

1. The Special Use Permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. (P&Z)
2. The applicant and all tattoo and body piercing providing staff shall obtain all required state, federal and local licenses and certificates prior to opening its place of business. This establishment must be registered with The Board for Barbers and Cosmetology. (P&Z) (Health)
3. The hours of operation for the business shall be limited to between 11 a.m. and 7 p.m., Monday through Saturday. (P&Z)
4. 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)
5. Trash and garbage shall be placed in sealed containers which do not allow odors to escape and shall be stored inside or in a closed container which does not allow invasion by animals. No trash and debris shall be allowed to accumulate on-site outside of those containers. (P&Z)
6. All waste products including but not limited to organic compounds (solvents and cleaners) shall be disposed of in accordance with all local, state and federal ordinances or regulations. (T&ES)
7. Supply deliveries, loading, and unloading activities shall not occur between the hours of 11:00pm and 7:00am. (T&ES)
8. The use must comply with the City's noise ordinance. All loudspeakers shall be prohibited from the exterior of the building, and no amplified sounds shall be audible at the property line. (T&ES)
9. The applicant shall control any odors, smoke and any other air pollution from operations at the site and prevent them from leaving the property or becoming a nuisance to neighboring properties, as determined by the Department of Transportation & Environmental Services. (T&ES)
10. The applicant shall require its employees who drive to use off-street parking. (T&ES)
11. 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 for information on establishing an employee transportation benefits program. (T&ES)

12. The applicant shall direct clients to the availability of parking at nearby public garages and shall participate in any organized program to assist with both employee and customer parking for businesses that is formed as a result of suggested parking strategies in the King Street Retail Strategy (Old Town Area Parking Study). (T&ES)
13. The applicants shall encourage clients to park off-street through the provision of information about nearby garages on their website and any other advertising. (T&ES)
14. The applicants shall encourage clients to use public transportation to reach the site by providing information about transit options on their website and any other advertising. (P&Z)
15. 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: Sam Shelby, Urban Planner, Department of Planning and Zoning;
Alex Dambach, Division Chief

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 The applicant is required to provide 6 spaces per the Zoning Ordinance requirement for amusement enterprises. The applicant requests a parking reduction for six spaces as the property has no dedicated parking available.
- C-1 The applicant shall require its employees who drive to use off-street parking. (T&ES)
- C-2 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 for information on establishing an employee transportation benefits program. (T&ES)
- C-3 The applicant shall direct patrons to the availability of parking at nearby public garages and shall participate in any organized program to assist with both employee and customer parking for businesses that is formed as a result of suggested parking strategies in the King Street Retail Strategy (Old Town Area Parking Study). (T&ES)
- C-4 The applicant shall encourage patrons to park off-street through the provision of information about nearby garages on advertising and on the restaurant's website. (T&ES)
- C-5 The applicant shall control odors, and any other air pollution from operations at the site and prevent them from leaving the property or becoming a nuisance to neighboring properties, as determined by the Department of Transportation & Environmental Services. (T&ES)
- C-6 All waste products including but not limited to organic compounds (solvents and cleaners) shall be disposed of in accordance with all local, state and federal ordinances or regulations. (T&ES)
- C-7 Supply deliveries, loading, and unloading activities shall not occur between the hours of 11:00pm and 7:00am. (T&ES)
- C-8 The use must comply with the city's noise ordinance. All loudspeakers shall be prohibited from the exterior of the building, and no amplified sounds shall be audible at the property line. (T&ES)

Code Administration:

- R-1 A code consultation is recommended prior to starting alterations for a change in activity for an existing use-group classification.

Health:

No comments received.

Fire Department:

No comments or concerns.

Police Department:

No comments received.

Parks and Recreation:

No comments received.



APPLICATION SPECIAL USE PERMIT

SPECIAL USE PERMIT # 2017-0013

* **PROPERTY LOCATION:** 105 N. Washington St. Suite 301. Alexandria
*Per City Assessor's Office address for entire rowhouse building is
101 N. Washington Street, Alexandria, VA 22314
TAX MAP REFERENCE: 074.02-03.03 **ZONE:** KR

APPLICANT:

Name: Roberto e Shanna Sayan

Address: 6225 Alberta St. Springfield, VA 22152

PROPOSED USE: Tattoo e Art Studio

☒ **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.

Roberto Sayan
Print Name of Applicant or Agent

6225 Alberta St.
Mailing/Street Address

Springfield, VA 22152
City and State Zip Code

[Signature] 12-12-2016
Signature Date

202-341-1409
Telephone # Fax #

robzid@gmail.com
Email address

ACTION-PLANNING COMMISSION: _____ **DATE:** _____

ACTION-CITY COUNCIL: _____ **DATE:** _____

PROPERTY OWNER'S AUTHORIZATION

As the property owner of 101 N. Washington Street, Alexandria, VA 22314, I hereby
 (Property Address) *Property location for SUP is: 105 N. Washington St, Ste 301
 Alexandria, VA 22314 grant the applicant authorization to apply for the Tattoo & Art Studio use as
 (use)
 described in this application.

Name: Kamil Property Management, LLCPhone: (703) 898-3536 (cell)

Please Print

Address: 216 N. Lee StreetEmail: tmacleod@macleodtitle.com (Teresa)Alexandria, VA 22314saidoud@aol.com (Said)Signature: BY: [Signature]Date: 1/23/17Teresa S. Pasiak-MacLeod, Agent for Owner

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.

Roberto Sayan - 6225 Alberta St. Springfield, VA 22152

50% owner

Shanna Sayan - 6225 Alberta St. Springfield, VA 22152

50% owner

OWNERSHIP AND DISCLOSURE STATEMENT

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 Roberto Sayan	10225 Alberta St. Springfield	50%
² Shanna Sayan	10225 Alberta St. Springfield	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 105 N. Washington St. Alexandria VA (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. Kamil Property Management, LLC	216 N. Lee Street	*100%
2.	Alexandria, VA 22314	*Said Oudghiri, Owner
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).

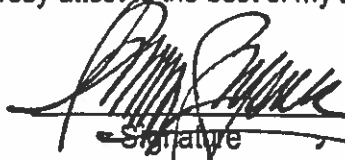
For a list of current council, commission and board members, as well as the definition of business and financial relationship, [click here](#).

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 None Roberto Sayan	None	N/A
² Shanna Sayan	None	N/A
³ Said Oudghiri	None	N/A

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.

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.

12-12-2016 Roberto Sayan
Date 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?

☐ 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.)

Request to open and operate a private,
by Appointment only tattoo Studio.

Our mission is to enhance the customers
experience of the tattoo art process by
creating a work of art that is a
combination of the clients vision blended
with our artist's talented tattooing techniques.
We are committed to making the finest tattoos
by setting high standards, complying with the
D.P.O.R. and providing top quality service.
We always use new equipment and supplies to
provide a safe, clean and professional tattoo
experience.

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).

1 Artist, 1 Manager, 2-3 Clients per day,
5 days a week

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

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

In the future we may have 1-2 more artists
and possibly a front desk employee.

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

Day:

Monday - Friday

Saturday

Hours:

11AM - 7pm

11AM - 7pm

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

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

No noise. The tattoo machines run
low voltage and are low decibel rating.

B. How will the noise be controlled?

No noise to be controlled.

SUP # _____

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

No odors will emanate from the proposed use.

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)
Latex gloves, paper towels, disposable tubes, ink caps, disposable plastic tubes/items & recycling items.

B. How much trash and garbage will be generated by the use? (i.e. # of bags or pounds per day or per week)
1 bag of trash per/day. maybe 5 lbs. of trash per/week.

C. How often will trash be collected?

The building owner provides trash collection services 2 days/week.

D. How will you prevent littering on the property, streets and nearby properties?

We are located on the 3rd floor. We will pick up trash on the street if we see it.

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:

MP- Med Pro Bio Hazard waste disposal provides a box for sharp containers and picks up monthly.

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.

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

Tattoo Ink is applied to the skin. Any left
over is disposed in trash receptacle, closed
and sealed.

12. What methods are proposed to ensure the safety of nearby residents, employees and patrons?

This method does not affect nearby
residents, employees or patrons.

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.

SUP # _____

PARKING AND ACCESS REQUIREMENTS

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

0 Standard spaces
0 Compact spaces
0 Handicapped accessible spaces.
0 Other.

Planning and Zoning Staff Only	
Required number of spaces for use per Zoning Ordinance Section 8-200A	_____
Does the application meet the requirement?	
<input type="checkbox"/> Yes	<input type="checkbox"/> 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?

Street, public parking lots/garages

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? 0

Planning and Zoning Staff Only	
Required number of loading spaces for use per Zoning Ordinance Section 8-200	_____
Does the application meet the requirement?	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

SUP # 2/3/17

- B. Where are off-street loading facilities located? N/A Does not apply to our business.
- C. During what hours of the day do you expect loading/unloading operations to occur? During regular business hours Monday-Saturday 9AM-5pm.
- D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate? No loading or unloading operations. Only mail/supplies delivery 1-2 times per month.
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 to the property.

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? _____ square feet.

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

1181 sq. ft. (existing) + 0 sq. ft. (addition if any) = 1181 sq. ft. (total)

19. The proposed use is located in: (check one)
- ☒ a stand alone building (commercial retail/office rowhouse)
- ☐ 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)

We request 6 (six) spaces for reduced parking permits as we are not permitted to utilize the parking spaces behind our building.

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

We reached out to the Landlord about parking in the space behind the building but they are not willing to include it or rent it out. We will encourage our Clients to use public transportation or the parking garages as well as employees.

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

The on-site parking is unavailable, there is limited street parking. We have contacted the nearby lots/Garages to provide parking for employees and clients. We will direct our Clients to use the garages via our web-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.

Roberto & Shanna Sayan
Sayan Art & Tattoo Co.
105 N. Washington St. Suite 301
Alexandria, VA 22314
202-341-1409
robzid@gmail.com

To Whom It May Concern:

The Parking Plan for 105 N. Washington Street Alexandria, VA is to utilize the Public Parking Facilities. We are currently trying to lease this building that has one parking space available however, the landlord is not willing to include it or rent it out for our use.

We have applied for a Parking Reduction which requires us to have six parking spaces available for use at the building that is 1181 sq. ft. This will cover ourselves, employees and our clients.

We have contacted the local Parking Garages in Alexandria to see if we can lease or get subsidized parking for our employees and clients. The potential garages are the outdoor lot located behind our building on the corner of Cameron St. & 210 N. Asaph St., Alfred Street Garage Parking at 117 N. Alfred St., Tavern Square Garage at 418 Cameron St., Market Square Garage at 110 N. Fairfax St. We will be able to lease spaces once we are approved by the city and start the lease of the building.

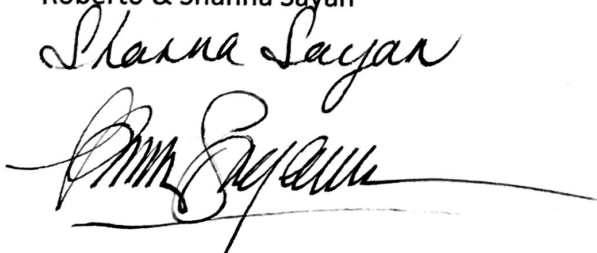
Our plan of action is to encourage our clients and employees to use public transportation such as The Metro, City Bus, King Street Trolley, the Ferry from Georgetown & National Harbor, Uber or Taxi Services. In doing so our clients and employees will not have to utilize public parking facilities thus creating less traffic in Old Town, minimizing potential parking challenges and reducing the travel demand of single occupancy vehicles.

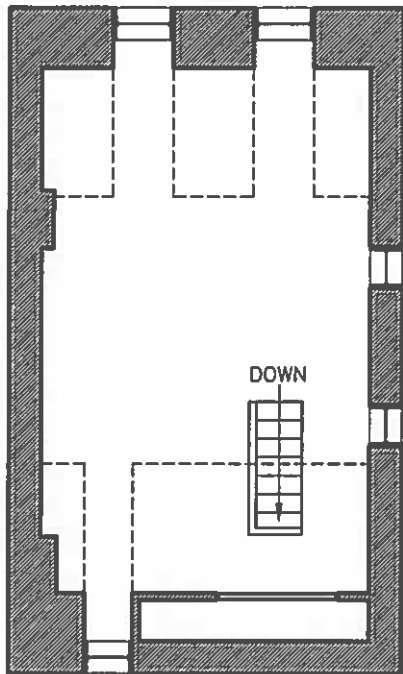
We will post information via our website about Parking and which garages are closest to our Studio. We will also encourage our clients to use public transportation or to carpool.

We will require our employees who drive to park in the garages and NOT use street parking.

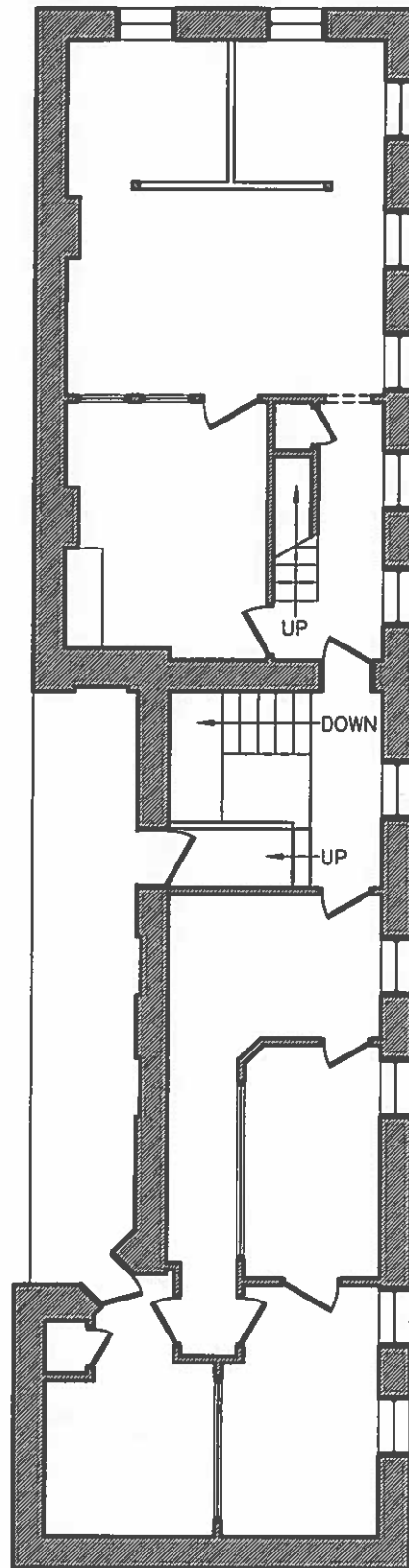
Regards,

Roberto & Shanna Sayan

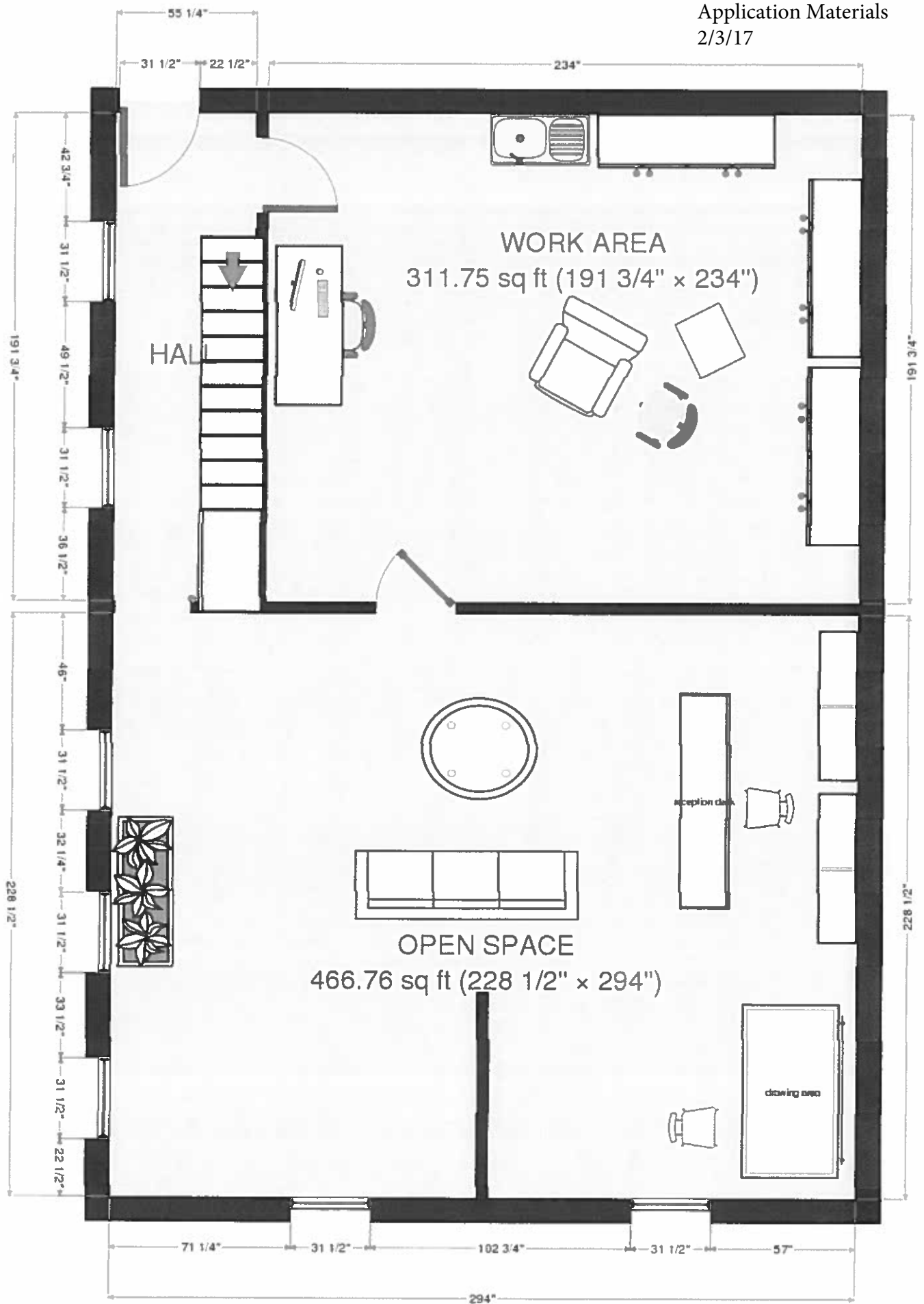
The block contains two handwritten signatures. The first signature, in cursive, reads 'Shanna Sayan'. The second signature, also in cursive, reads 'Roberto Sayan' and is written below the first signature.

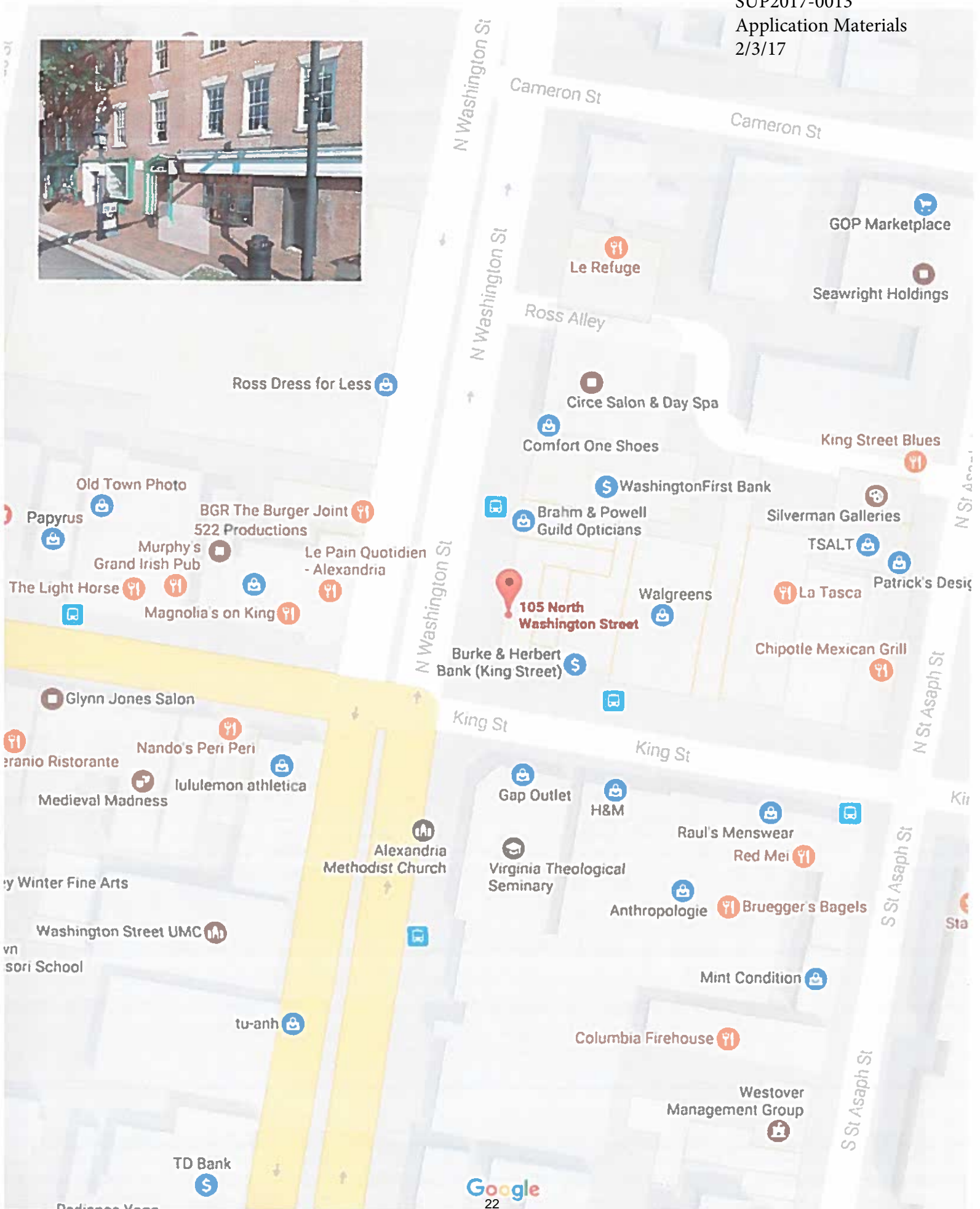


ATTIC PLAN



THIRD FLOOR PLAN







Page 2.

Executive Summary

Sayan Art and Tattoo Company is expanding into our own shop due to our current and future customer growth rate. Robie Sayan has built his excellent art and tattooing reputation in Washington D.C. as an independent contractor out of Cirque du Rouge Tattoo. We will continue to provide our clients with professional, fine quality tattoos with the highest level of safety, knowledge, cleanliness and customer satisfaction in the area.

We are a small, private by appointment only shop that will provide all different ranges and styles of tattoos. We specialize in unique one of a kind pieces as well as Geometrical, Organic Polynesian, Asian inspired, Floral, Mandalas, Traditional, Black & Grey, Color and anything else our customers can think up. We offer a complimentary consultation to meet the customer's specific wants and needs. Our focus is on building lasting relationships with clients through helpful consultations, honest opinions, offering personal, unique, custom body art and friendly customer service. In addition to tattooing we will sell artwork, prints, photos.

We offer one of a kind, custom tattoos which sets us apart from our competitors and gives us the advantage of higher pricing. We have built our reputation and are widely known thus creating more of a demand for our tattoo art and the need to expand into our own building. Customers will have private, one on one attention in a comfortable, safe, clean environment.

Management

At the heart of Sayan Art and Tattoo are the owners, Robie and Shanna Sayan. We are committed to our clients and are responsible for running a successful and detail oriented business. We will adhere and comply to the rules and regulations that are set forth within the state of Virginia, DPOR Department of Professional Occupational Regulations and with those set to the highest industry standards. Robie Sayan has his Master's Degree in Fine Arts and previously worked as the Art Director for CSPAN. In addition, he has over 15 years' expertise in tattooing and 10 years of building tattoo machines. He has a strong passion for doing what he loves and providing only the best art for his clients. I, Shanna Sayan have worked at many companies learning how to run, operate, manage and provide excellent customer service skills. In addition, I am currently studying to obtain my BA degree in business. I am ambitious, very meticulous, well organized and have a passion to succeed.

Sayan Art & Tattoo Co. will be staffed with us the husband and wife team until we grow the new business. Once we are up and running we will seek to expand our shop to another full-time tattoo artist spot. We will promote upcoming and traveling guest artists from around the world. We will also seek a front desk sales associate to provide excellent customer service necessary to run our shop. We will seek to hire an accountant to play an active role in our financial

management and reporting of our business. At the moment, we go through Legal Zoom Services.

Target Market

Sayan Art & Tattoo Companies primary target market includes people ages 25 to 45 with a higher household income. Our secondary target market are people ages 18 to 24 and older 45 to 65 that may be new to getting tattoos thus seeking smaller less expensive tattoos. Our primary work location will be based out of a historic building in Old Town Alexandria Virginia. Our current clients travel range is from local, other states and even other countries. Which will also bring an increased revenue to surrounding business as they will need a place to stay, dine and shop while visiting the city of Alexandria.

In 2015 IBIS World Market Research Report shows that the tattoo industry has grown at a rate of 13% annually and has earned over \$1 billion in revenue last year. They have expressed that due to contrary belief the industry has grown due to a rise in popular culture, T.V. reality shows and the populations need to have more intricate one of a kind, piece of art on the body. They also expect that it will continue to grow as the need for talented artists is in high demand.

Competitive Positioning

Similar businesses exist all over the world. However, Sayan Art & Tattoo Co. will be the only private, by appointment only shop in the Old Town Alexandria area. Our customers will enjoy the atmosphere of a new, upscale shop that is dedicated to their personal tattooing needs and delivering the most unique and highest quality art available.

There are a few other shops in the area such as ArtBot Gallery and Great Southern Tattoo Co. which are open to the public and offer different styles of tattoos.

Sayan Art & Tattoo Co. will differ in that we are a more personalized shop that will focus on our own abilities and client's specific requests rather than that of our competitors. Our promotional strategies will be based on personal client relationships, word of mouth and social media marketing. We will be offering a promotional price to new clients and a discount to military service professionals. As well as donating to the breast cancer foundation and offering a tattoo to a breast cancer survivor per year. As we have current clients who are in the process of covering up their mastectomy scars and feel that it is important for women to embrace what they want.



1-31-2017

To whom it may concern

I have known Roberto Sayan for 9 years. During that time I have hired him on multiple occasions not only for his freelance design services in my business but for his tattoo work as well.

At all times I have found Roberto to be dependable, reliable, hard-working, conscientious, honest, and extremely meticulous in his appearance as well as the way he carries himself as a professional.

As a member of the Alexandria business community for 13 years, I have zero doubt in my mind that he will be an absolute asset to our great town.

I'm happy to provide further information if required. Feel free to contact me directly.

Sincerely.

Daniel Lichens

703-966-3057 (cell)

Ladies and Gentlemen of the City of Alexandria,

We are writing you to give our endorsement of Sayan Manufacturing Company and it's owners, Mr. and Mrs. Roberto Sayan. We highly recommend them to be considered as valuable and contributing members to the fabric of the City of Alexandria's many professional ventures. My husband and I have worked with Mr. Sayan on professional and personal levels for almost 10 years. He is meticulous as an independent contractor and deeply devoted to upholding the highest professional standards and behavior as a professional Tattoo Artist.

During our years of building our own studio, Cirque Du Rouge, here in Washington DC, Mr. Sayan was instrumental in leading a large group of artists to follow his high standards as both an illustrator and a representative of expert level custom personal artwork. He has always maintained his training and certifications in critical health codes and universal precautions, even before it was a requirement here in the District of Columbia. He continues to be a highly respected member of the Tattoo Arts community and strives to separate the reality of quality custom body art from it's former and unfortunately perpetuated stereotype.

We have the utmost confidence that Mr. and Mrs. Sayan's contribution to the Alexandria business community will be a model of next level personal art in a modern, safe, private setting. We also know from experience they will be active in the community at large in both their charitable contributions and educational outreach.

We truly hope you consider including the Sayan's proposed venture as part of the City of Alexandria's professional collective.

Sincerely,
John and Cynthia Rudzis
Cirque Du Rouge Tattoo and Gallery
Washington, DC

Appendices

Customer Reviews on Yelp.com

Jose C. Fairfax, VA

5.0 Star Rating

1/6/2016

Robie Sayan started working on my second (and biggest) tattoo. He was professional, down-to-earth, and a very personable artist.... he was also able to roll gracefully with my delayed arrival and helped to make the sometimes painful process a lot easier with his friendly and attentive "bedside" manner. I am extremely happy with the work he did so far and can't wait to come back to finish the rest of my tattoo. KUDOS!

2/12/16

Continued working on my tattoo. Did only shading today because of impending bad weather (Safety first!!)...shading was a little more intense for a neophyte like me.... As usual, Robie was awesome and made the process a lot more comfortable for me. Next time will be the coloring stage.... I am a very happy customer....

Stephanie D. Davis, CA

5.0 star rating

9/21/2015

I was tattooed by Robie last week and it was a fantastic experience. It was a pretty long waiting process (about 5-6 months from when i made my first consultation appointment), and fairly expensive, but well worth it. During the consultation I gave him some reference pictures but was admittedly pretty vague, but he managed to come up with the most beautiful design. Robie is incredibly talented and friendly and professional. I could not be happier with my tattoo and would definitely recommend!

Sunny T. Bonita Springs, FL

5.0 star rating

5/25/2014

I got my first tattoo here last week and it was a great experience. The overall vibe is laid back and creative. There's no rushing around or weird tough vibe. The receptionist was really great, too!

I specifically chose Robie after looking at a few dozen local artists and hundreds of examples of their work. I wanted feathers done and they're pretty easy to mess up, so I went with Robie because he has by far the best line/shading work for the style I wanted.

From the initial consultation to the final product, I was very pleased. It's only been a few days and people are seriously amazed at how well it's healed. There was zero scabbing and I'm just getting a few flakes now. Really, incredibly well done.

The feather work is so amazing, several people have already asked for Robie's information. He gets pretty booked up, but is never get another tattoo from anyone else. Definitely worth the wait.

I'll definitely recommend Robie to everyone.

Ross M. Washington, DC

5.0 Star Rating

11/17/2014

My tattoo artist Robie Sayan is a truly gifted designer and artisan. I get compliments all the time on the tattoo he did for me. I brought in an obscure, ancient image from the Book of Kells; asked him to design a sleeve for me, and he created such a beautiful, colorful and detailed piece that I have never even once regretted getting it (this is my first one). Everyone there is super nice, especially Shannon; and professional. The setting is funky, fashionable, urban and there's tons of unusual brick a brack to catch the eye.

Robie is truly dedicated to his art. He takes great pride in his work, and it shows; so much so that I feel like I'm wearing a priceless museum piece on my right arm. Everyone there is great (just take a look at all the artists' portfolios) but Robie is a master.

Stacie H. Laurel, MD

5.0 Star Rating

7/20/2015

I have to say I absolutely love this shop. Everyone I came in contact with were extremely nice and professional. This might be the cleanest shop i have even been in. It took me 6 months to find a new tattooist that i thought would do my newest piece justice. Robie Sayan is simply a genius. We did 3.5 hours of a half sleeve that incorporated two animals i volunteered with while traveling, I can't wait to go back to finish it. The amount of work he was able to do and the attention to detail is unreal. He is also very sweet and made me feel comfortable right away.

Kara M. Washington, DC
5.0 Star Rating
4/26/2015

This review is 2.5 years overdue, but is necessary nonetheless. Robie did an amazing job with my tattoo. He was patient with me, first meeting for a simple consultation to discuss the quote I wanted done on my side, and then drawing up 3 different possible fonts. He worked meticulously and I was amazed by how painless the whole experience was. I highly recommend this shop and Robie in particular, who I hope to work with again in the near future!

May 1, 2017

Ladies and Gentlemen of the City of Alexandria Business Council,

I have been notified that Robie Sayan and Cirque De Rouge are applying for a Business License in the City of Alexandria and wanted to take a minute to personally submit a letter of support. I have lived with my family within a block of where Robie Sayan has worked for about 8 years. In addition I own and operate a retail business a block away from Cirque de Rouge on H Street NE. Over these years everyone associated with Cirque de Rouge, especially Robie Sayan and Cyn Rudzis, have been nothing less than stellar neighbors and business owners. They really cared for the community as a whole and not just their space. They are the kind of neighbors you hope to run into on the street when walking to and from work or home or for a coffee. The kind of people that everyone knows and says "hey" to. As a business owner and property owner in the neighborhood myself, I'm well aware of businesses who don't do their part to care for the neighborhood as a residential center as well as a business center. Cirque de Rouge would always keep a tidy space and their building added ambiance and value to the block. They have added great value to our community as kind, responsible, tidy, business owners. Any community would benefit from their presence in the neighborhood.

Sincerely,
Anna Lappas-Collins
anna@metromuttsDC.com
Metro Mutts
508 H Street NE
Washington DC 20002
202-450-5661

Ladies and Gentleman of the Alexandria City Business Council,

I have worked at Boundary Road, the restaurant/bar next door to Cirque du Rouge, since 2013. In that time, the shop - including all staff and management - have been nothing other than the best possible neighbors. Robie is a regular, grabbing meals between (and with) clients and is always quick with a friendly wave and banter. They maintain their property (both inside and out) and I have never encountered an issue that has involved sharing a wall with them - and, as the general manager of a restaurant in an old building in DC, I have encountered most old building related hurdles. They are trusted and welcome neighbors that I count amongst my friends on the block. I couldn't ask for better people to work next to!

Thank you for your time.

Mary Kate Wrzesniewski
General Manager
Boundary Road
414 H Street NE
Washington, DC 20002

Ladies and Gentlemen of the City of Alexandria Business Council:

This letter is a recommendation for Cirque Du Rouge, Cynthia Rudzis, and Robie Sayan. My name is Brad Walker, and I opened a restaurant next to the studio in 2012 named Boundary Road. From before our opening, through until I left the restaurant in 2015, they were excellent neighbors, artists, and members of our community on H St NE. Throughout, Cirque Du Rouge were the epitome of professional business owners, actively engaging the neighborhood in positive ways. Any community lucky enough to host them would be better for it. Please do not hesitate to contact me for further information.

Brad Walker
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Seattle WA 98115