



SUP # 2013-00029

Administrative Special Use Permit Application

Please type or print legibly

PROPERTY LOCATION: 600 S. Pickett Street, Alexandria, VA 22304

ZONE: I TAX MAP REFERENCE: 067.02-02-11

APPLICANT'S INFORMATION:

Applicant: Strictly Rhythm Dance Center, Inc. Business/Trade Name: Strictly Rhythm

Address: 6120 Franconia Road, Alexandria, VA 22310

Phone: (703)719-6878 Email: srdanz@aol.com

PROPOSED USE:

- Day Care Center
- Light Auto Repair
- Overnight Pet Boarding
- Outdoor Garden Center
- Catering Business
- Valet Parking
- Private School of Dance
- Restaurant
- Outdoor Dining (exclude King Street Retail Overlay)
- Live Theater
- Outdoor Food and Crafts Market Center
- Outdoor Display
- Massage Establishment

Please read and sign after the statement:

I have read and understand the general standards and the requirements for the use for which I am applying and have attached ~~the Worksheet for the use.~~ the requested narrative.

Signature: *Kevin Tinsdale*

Please submit the following with this application form:

Site Plan At a minimum, show and label the subject property, surrounding buildings, and streets. Show, label and give dimensions for all parking spaces, entrances and exits, and trees and shrubbery.

Floor Plan At a minimum, show and label all interim features inside and outside seats, tables, counters, equipment, etc. as appropriate to the use. Show, label and give dimensions for all entrance and exit doors and windows, rooms/areas, staircases, elevators and bathrooms.

Worksheet for specific use from Checklist and Worksheet package. (see narrative attached)

Other materials, as required by specific use (see Guide to Administrative SUPs Checklist & Worksheets).

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PROPERTY OWNER'S AUTHORIZATION

Alexandria, VA 22304

As the property owner, I hereby grant the applicant use of 600 S. Pickett St., (property address), for the purposes of operating a private school of dance (use) business as described in this application.

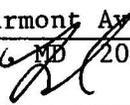
I also grant permission to the City of Alexandria to visit, inspect, photograph and post placard notice on my property.

Name: LRW, LLC

Phone (301)657-2525 ext. 17

Address: 4901 Fairmont Ave., Ste. 200
Bethesda, MD 20814

Email: kcoakley@greenhillcompanies.com

Signature: 

Date: 5/1/13

1. The applicant is the (check one):

- Owner
- Contract Purchaser
- Lessee or
- Other: prospective lessee

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 and the percent of ownership.

Robin Surdam 70%

Kim Denny 30%

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.

USE CHARACTERISTICS

2. Please give a brief statement describing the use:

A family owned and operated dance studio providing dance instruction to students from ages 1 1/2 through adult (see narrative attached).

3. Please describe the proposed hours of operation:

Days	Hours
Daily	

Or give hours for each day of the week

Monday	4:30 - 9 pm
Tuesday	4:30 - 9 pm
Wednesday	4:30 - 9 pm
Thursday	4:30 - 9 pm
Friday	--
Saturday	9 am - 3 pm
Sunday	--

4. 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).

Classes are hourly; total 25 students per hour on a rotating basis

B. How many employees, staff and other personnel do you expect? Specify time period (i.e., day, hour, or shift).

4 employees per evening

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

120 Standard and compact spaces
1 Handicapped accessible spaces
 _____ Other

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APPLICANT'S SIGNATURE

Please read and initial each statement:

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

Initial: RS 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.

Robin Surdam, for Strictly Rhythm Dance Center, Inc.

Print Name of Applicant or Representative

Robin Surdam

5/1/13

Signature

Date

If this application is being filed by someone other than the business owner (such as an agent or attorney), please provide the information below:

Representative's Address: _____

Phone: _____

Email: _____

Fax: _____

STRICTLY RHYTHM DANCE CENTER

Strictly Rhythm Dance Center was incorporated in 1997. Strictly Rhythm is a family owned and operated dance studio providing dance instruction to students from ages 1 ½ through adult. It also houses the Strictly Rhythm Performing Company, a group of 100 competitive dancers. The owners of Strictly Rhythm are a mother and her two daughters. Robin Surdam handles the administrative and business side of Strictly Rhythm; Kim Denny and Kolbie Bowling act as the studio directors. Kim is the Director of the recreational program and Kolbie is the Director of the competitive program. Together they have grown Strictly Rhythm from an unknown neighborhood dance studio to the Top Studio in the country for the past five years.

Starting in a two dance room, 1,500 square foot facility in Franconia Center, Strictly Rhythm has grown to 400 students and five dance rooms in a 6,000 square foot facility. While we have taken our business from a small neighborhood dance studio to a nationally acclaimed top studio, we have reached our maximum growth potential in our current location.

Strictly Rhythm offers dance classes in tap, jazz, ballet, pointe, hip hop, lyrical, contemporary, and musical theatre, and it houses the largest pre-school dance program in the area. Our classes are offered for students age 1 ½ through adults, beginners through advanced levels. Dancers and their parents drive hours to attend classes with our highly qualified instructors. We have students who travel from Baltimore, Waldorf, and Calvert County in Maryland, and Aldie, Leesburg, and Loudoun County in Virginia.

Our dreams and aspirations for our business cannot be achieved without expanding our facility. We have outgrown our current space, and in order to continue to grow our business, we need a larger facility. We are confident that we can take Strictly Rhythm to the next level if we have the space to accommodate more students and our ideas for the future.

DANCE

Our dance program is one of the most respect in the country. Our students are national winners and we have been named the #1 studio in the country for the past several years. Our students continue to represent us by being selected to work with top choreographers and artists across the country (Mia Michaels, Brian Friedman, Mariah Carey). Our students are accepted to top colleges and dance programs. We consider this quite an accomplishment for a small studio in Alexandria, Virginia. We have competed with the top schools in the US and Canada and have continued to be on top. Our success comes from the drive and determination of the owners and the staff at Strictly Rhythm. We continue to offer the top dance program in the country, but we are also limited because we do not have adequate space to add the additional dance classes that can quickly take our students to the next level.

Our current class size has to be limited because of the space constraints of our dance rooms. Students are placed on a waiting list for classes, and because we are fortunate enough to maintain our enrollment, this means space in classes doesn't open up, and these potential students then go elsewhere or they don't dance at all, thus resulting in lost income for us. We would like to rectify this by increasing the size and number of dance rooms. This would allow us to increase the number of students in a class which, in turn, increases our overall student enrollment and income. Being able to add more students in a class increases our revenue per class.

We also collaborate with collectiveUth, a group out of North Carolina, who brings major choreographers to our area for master classes. We are able to host master classes on a regular basis; however, our income potential is inhibited due to space constraints. If we can host master classes, we can also add to

our income potential. Master classes range in cost from \$20 - \$75 per dancer per hour. By being able to house 75 – 100 dancers in an hour our monthly income could increase significantly.

GYMNASTICS, TUMBLING, FLEXIBILITY FACILITY

Tumbling is an increasingly important component in dance. The majority of my students take tumbling lessons outside of our studio. We would like to be able to offer gymnastics, tumbling, and contortion training in our studio, but there is not enough space in our current location.

We have a relationship with a gymnastics/tumbling instructor who will be the director and oversee this part of our business. The closest gymnastics facility is in Burke. Kingstowne will be a prime location for this type of facility. Competitive dancers and competitive cheerleaders have to hone their tumbling skills on a regular basis by both classes and private lessons. We know that we can build a gymnastics/tumbling/cheer program that will pay for itself in a short period of time.

Flexibility is also a key component for dancers. We currently have on staff a top flexibility and contortion coach, whose daughter is a national champion in contortion. She trains many dancers in our area from our studio and other studios. Because we cannot offer her more than a few hours each week, she currently trains students in her home. A larger space will allow us to have her on staff full-time and she can work out of our facility instead of her home.

FITNESS

We are able to offer all types of fitness classes for children and adults if we have a space that is conducive to a larger group of students. We have a relationship with a full-time Jazzercise owner and instructor who is looking to move her business into our facility. We also have relationships with Zumba, Pilates, and Yoga instructors who will provide instruction once we have a facility that will accommodate their clients. The fitness program will work nicely in conjunction with our other programs, because the fitness program is mainly conducted in the daytime hours – hours where the studio currently sits idle. The fitness program will generate additional monthly income during hours when our existing studio is unused.

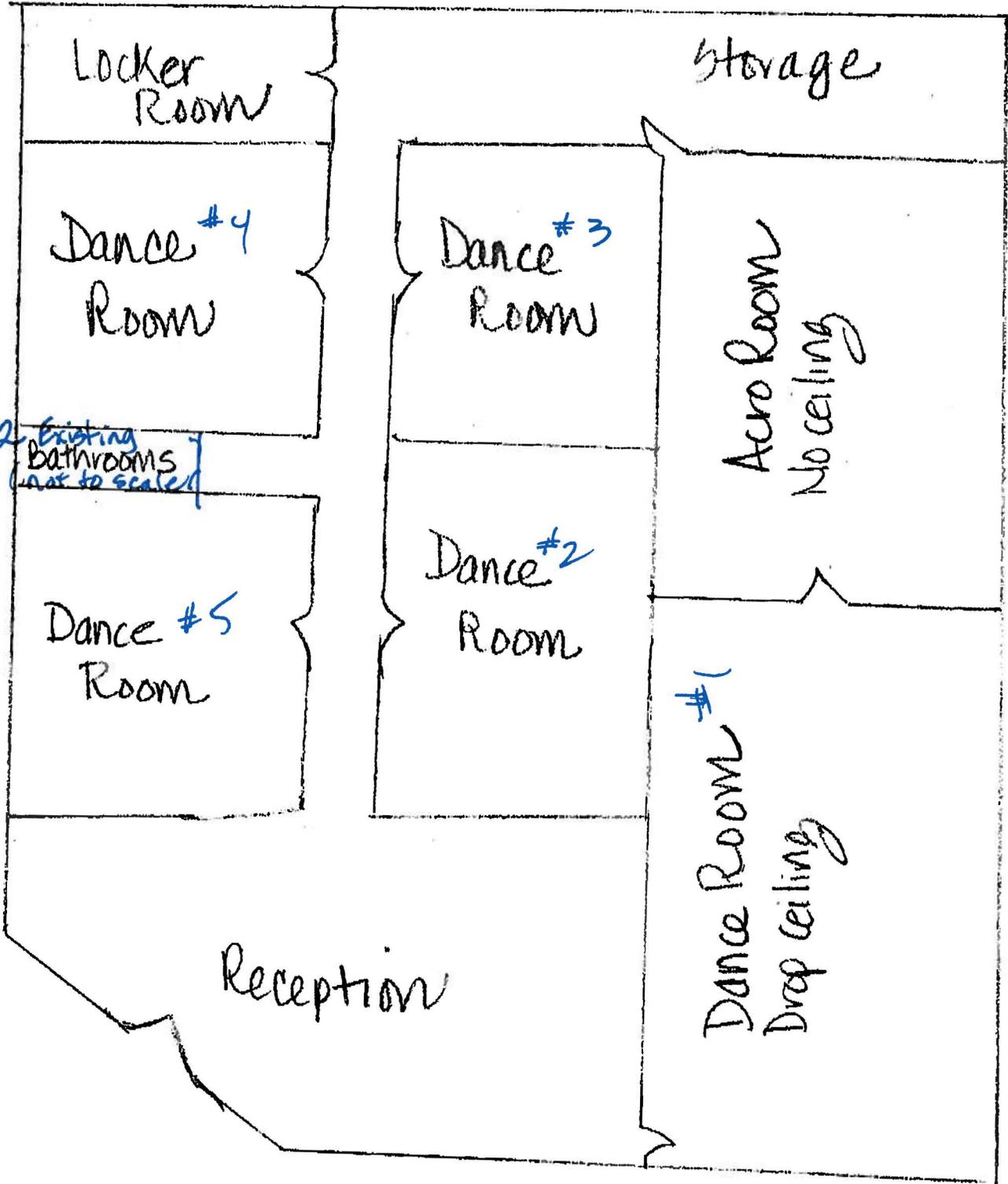
DANCE SUPPLY BOUTIQUE

In our current location, we are able to offer a small selection of dance shoes, dancewear, and tights to our customers. As all of our students need these items, it could generate a large portion of our revenue, however, we do not have space to maintain stock or offer more than just the basics. In a larger space, we will setup a dance boutique that could offer supplies to not only our students, but students from the entire Northern Virginia area. The closest dance supply location is in Herndon, Virginia.

OVERALL

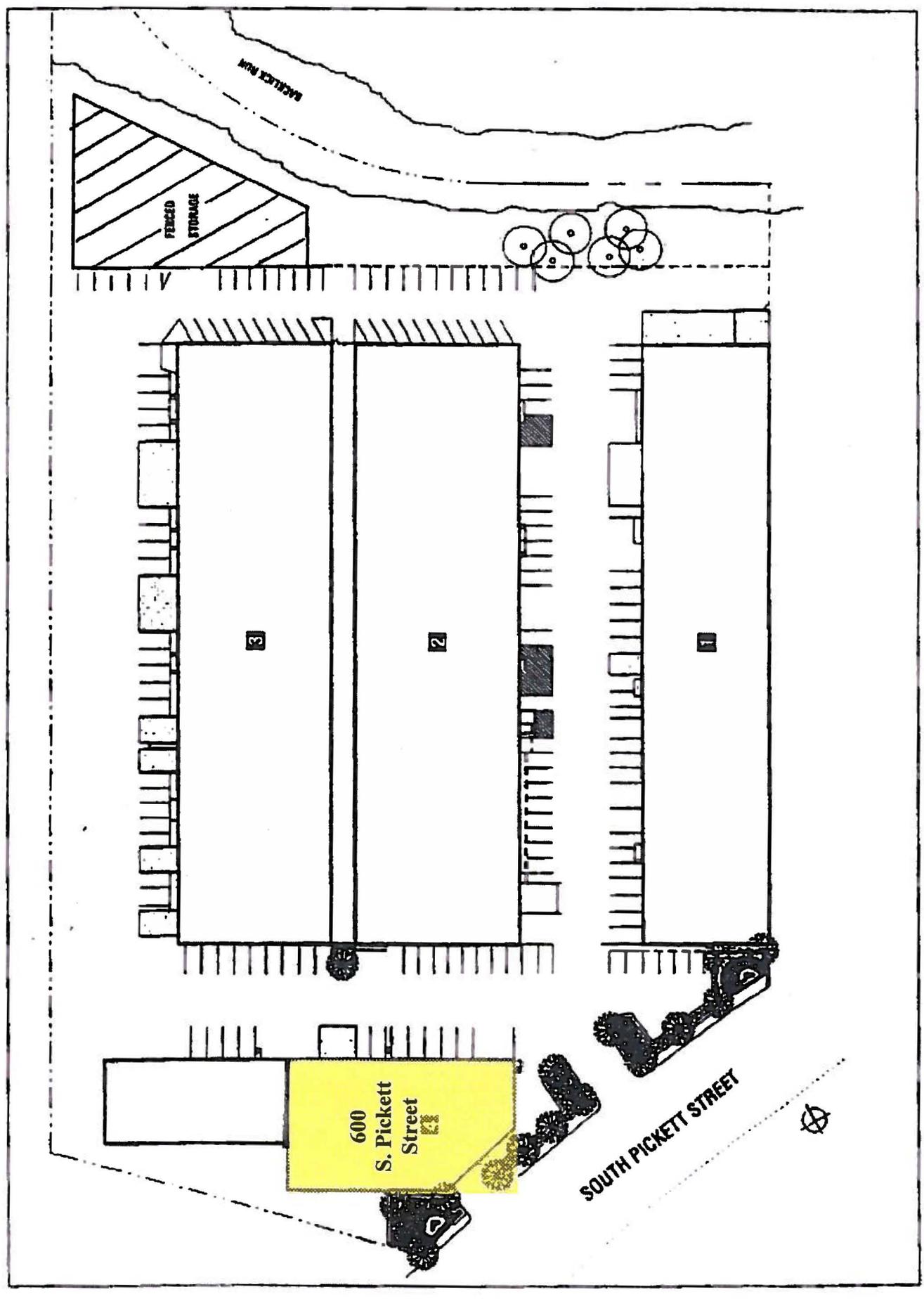
Dance, gymnastics, tumbling, flexibility and fitness classes offer children and adults much needed exercise for a healthy body and mind. We find that our business continues to grow and thrive even in an unpredictable economic environment because everyone recognizes the importance of health and exercise. We now that with the addition of our new programs and a dance supply boutique, Strictly Rhythm will continue to be an industry leader and will bring new and exciting offerings to the Kingstowne area.

Proposed Floor Plan 600 S. Pickett St. Alex, VA



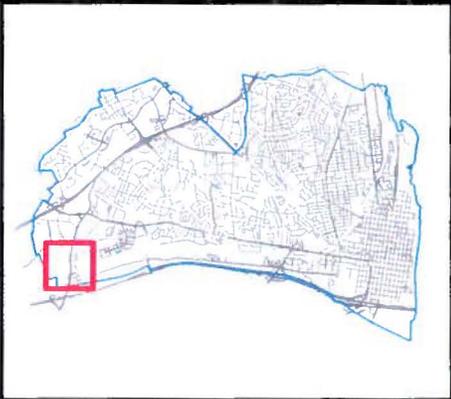
Strictly Rhythm

Cameron Park Industrial Center Alexandria, Virginia **SITE PLAN**





KEY MAP



SUP2013-0029
600 S. Pickett St.

