

BOW TIE CINEMAS
PROPOSED POP-UP DRIVE-IN THEATER CONCEPT
1301 N. ARTHUR ASHE BOULEVARD
RICHMOND, VA 23230

APPLICANT'S REPORT

Anticipated Number of Employees: 6

Hours of Operation: 7 days, dusk until feature end (between midnight and 1AM, generally)

Vehicular Traffic: 80 cars Fri-Sat, 40 cars Sun, 25 cars Mon-Thu

The pop-up drive-in operation will be installed in part of the parking field of the Movieland at Boulevard Square complex. It will be shielded from any residential view and sound is provided for by car radio systems, so little external noise will be generated.

As for vehicular traffic impact, there will be little to none, as a traditional sold out show at the theater during non-pandemic times would theoretically have more than 80 cars in the parking lot. The drive-in would occupy 80 of the 312 allotted spaces. The main theater would still be well within parking requirements given the allowable parking for the use, and given the current climate when reduced occupancy is mandated.

Since the complex is the city's premiere destination for movies, and since the pandemic has decimated the entire movie exhibition industry, the pop-up drive-in is necessary to sustain the operation of the whole complex. The Movieland operation has suffered severe business losses due to COVID-19.

If approved and constructed in a timely manner, it will also be the home of the popular French Film Festival since they cannot use indoor venues this year.

All concessions and rest rooms will be provided for by the main theater building operation. Guests entering the main building will abide by the protocols set forth in the National Association of Theatre Owners CinemaSafe® program, which can be viewed at www.CinemaSafe.org.

Mainstream movies will be shown, with no detriment to the safety, health, morals, and general welfare of the community.

The drive-in will not cause congestion as the tickets are by and large pre-purchased and determined reserved spaces will be used. As stated above, a sold out show in the main theater during non-pandemic times would have far more than 80 cars.

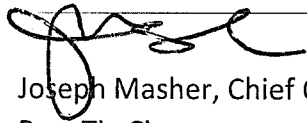
There is no threat of fire danger as open flames or 'tailgating' would not be permitted.

No crowding of land or undue concentration of population would occur with this use.

The operation would also not adversely affect or interfere with public or private schools, playgrounds, water supply, sewage disposal, transportation or other public requirements, conveniences, or improvements.

There would be no light or air pollution generated by this use.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'JMasher', is written over a horizontal line.

Joseph Masher, Chief Operating Officer

Bow Tie Cinemas

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