

July 7, 2025

Town of Haymarket
15000 Washington Street
Haymarket, VA 20169

Subject: Proposed Use of Residential/Commercial Property

Dear Town Council Members and Planning Department,

I hope this letter finds you well. My name is Kelsy Dominick Hall. I have been operating DiDomenico Design, a custom bridal and dress boutique, since 2015. During its development, I traveled worldwide for new sources of fabrics, and creative inspirations. My clientele base has grown rapidly, and I am now seeking to establish a long-term place of business along with my family here in Haymarket.

On behalf of my Family Team, I would like to share our proposal for a property located at 14841 Washington St. that we have under contract. We are very excited about this opportunity to contribute to the ongoing legacy of our beautiful and growing town.

Our vision is to establish a creative, place of business that will not only provide various high-end craftsmanship and artistic expression but will also serve as a cultural attraction for Town residents and visitors alike. We believe this is one of the things that every Town should include... strong, visible platforms for the arts and modern cultural expressions. Our hope is to help bridge that gap—respecting the Haymarket's important history while nurturing a vibrant, creative future.

The goal for our atelier is to become a beacon of creativity, community interaction, and culture expression. In a region full of fast-paced professionals and families, we want to offer a respite... a place where imagination is honored, and individuality is celebrated. Our multipurpose place of business will include:

- An anchor boutique for custom made bridal gowns, dresses and men's suiting
- A professional photography studio that will also be offered for short term use by local creatives and professionals.
- A production workshop that produces custom made jewelry and unique creations
- An Italian styled gelato and espresso bar, open to the public, fostering family and friends connecting in a relaxing and hospitable environment.

We have drawn inspiration by the model of Chip and Joanna Gaines, who brought a small Texas town to the forefront by intentional investment, meaningful storytelling, and authentic design. We envision something similar for Haymarket on a much smaller scale—a place where culture, heritage, and progress go hand in hand. Already, our bridal gown and dress clients travel from all parts of the country. Because this is not a retail business, our clients are scheduled by private appointment only. This ensures minimal disruption and a peaceful experience for both our clients and the surrounding community.

We respectfully ask for your support and consideration as we work to bring this vision to life. We are eager to invest not only financially, but also emotionally, artistically, and civically in the future of our town.

Positive Impacts of the Custom Dress & Suit Atelier in Haymarket:

- **Cultural Revitalization:** Introduces a strong creative and artistic presence in the Historic District.
- **Small Business Investment:** Encourages more boutique, local entrepreneurship in contrast to national franchise chains.
- **Tourism Boost:** Attracts regional and national clientele, increasing foot traffic and tourism revenue.
- **Historic Preservation:** Honors Haymarket's historic past of independent small business establishments while securing its future.
- **Job Creation:** Offers employment, opportunities in fashion, hospitality, photography, visual art and design services.
- **Community Engagement:** Creates opportunities for meaningful local interaction through our multipurpose, shared spaces concept.
- **Youth Inspiration:** Offers internship and mentorship possibilities for local students interested in design, photography, and business.
- **Creative Expression:** Serves as an outlet for creative individuals seeking inspiration, collaboration, and growth.
- **Economic Ripple Effect:** Draws additional investment, new business concepts, and artisan vendors to the area.
- **Civic Identity:** Positions Haymarket as a culturally progressive, welcoming, and dynamic small town on the national map.

We would welcome the opportunity to further present our proposal and receive your comments, insights, and recommendations. Thank you for your time and for your dedication to our community's future. We are excited about the possibilities for this project and for Haymarket at large.

Warm Regards,

Kelsy Dominick Hall

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