

**IN RE: APPEAL OF ALEXANDER
HEREDIA RELATIVE TO A
PROPERTY LOCATED AT 1215 N.
11th STREET, CITY OF READING,
BERKS COUNTY, PENNSYLVANIA**

**: BEFORE THE ZONING HEARING
: BOARD OF THE CITY OF READING,
: PENNSYLVANIA
:
: APPEAL NO. 2602-0003
:
: VARIANCE, INTERPRETATION
: AND/OR SPECIAL EXCEPTION**

**DECISION OF THE ZONING HEARING
BOARD OF THE CITY OF READING**

AND NOW, this 8th day of April, 2026, a hearing having been held on March 11, 2026, upon the application of Alexander Heredia, notice of such hearing having been first sent and advertised in accordance with the provisions of the Pennsylvania Municipalities Planning Code and the City of Reading Zoning Ordinance, as amended, the Zoning Hearing Board of the City of Reading (hereinafter referred to as the “Zoning Board”) renders the following decision:

FINDINGS OF FACT

The Zoning Board finds the following facts:

1. Applicant is Alexander Heredia, an adult individual who resides at 1024 Rivercrest Drive, Reading, Berks County, Pennsylvania 19604 (hereinafter referred to as the “Applicant”).
2. Applicant has a leasehold interest in the property located at 1215 N. 11th Street, City of Reading, Berks County, Pennsylvania (hereinafter referred to as the “Subject Property”).
3. The fee simple owner of the Subject Property, Acquire Property Investment, LLC, has granted Applicant permission to seek the requested zoning relief.
4. The Subject Property is located in the R-3 Residential Zoning District as that term

and district is defined by the Zoning Ordinance of the City of Reading, as amended (hereinafter referred to as the “Zoning Ordinance”).

5. Applicant seeks a special exception to use the existing building on the Subject Property as a content creative studio with personal services (barber shop). In the alternative, Applicant seeks any other relief required to use the space for the proposed use.

6. The Subject Property consists of a three-story commercial building with the first floor consisting of commercial flex office suites and the second and third floors for storage warehouse.

7. Applicant proposes using the first floor space for his private professional barbering services which is more like a creative personal studio wherein he will perform more personal services than a typical barbershop like hair replacements, colors, etc., which services will be by appointment only.

8. The second and third floors will have individual content creation rooms for the making of videos and podcasts for brand content promotions to be used on platforms like Facebook, Instagram and YouTube and will also include a client creative lounge for social media and photography which will also be by appointment only.

9. Applicant testified there would be no employees at the Subject Property other than himself.

10. The hours of operation would be from 9:00 a.m. to 7:00 p.m. by appointment only.

11. Applicant stated there would be no alcohol at the Subject Property.

12. Applicant stated the proposed use is consistent with the character of the existing commercial building, the use is professional in nature with normal business hours, and there will

be minimal impact on traffic.

13. Applicant stated he would comply with all other relevant rules and regulations of the City of Reading.

14. Jack Gombach, Managing Director for the City of Reading, spoke in favor of the requested relief on behalf of the Mayor stating the Subject Property has been underutilized for quite some time and the Applicant is proposing to bring it back into productive use with a high-end appointment only barbershop and creative studio.

15. There were no objections to the proposed relief.

DISCUSSION

Applicant seeks a special exception to use the existing building as a content creative studio with personal services (barber shop). In the alternative, Applicant seeks any other relief required to use the space for the proposed use. Applicant's proposed use complies with the requirements of the Zoning Ordinance and will not be a detriment to the health safety and welfare of the neighborhood as long as it complies with the conditions hereinafter set forth.

CONCLUSIONS OF LAW

1. Applicant is Alexander Heredia.
2. The Subject Property is located as 1215 N. 11th Street, City of Reading, Berks County, Pennsylvania.
3. The Subject Property is located in the R-3 Residential Zoning District.
4. Applicant seeks a special exception to use the existing building as a content creative studio with personal services (barber shop). In the alternative, Applicant seeks any other

relief required to use the space for the proposed use.

5. The Zoning Board incorporates the findings of fact as though fully set forth at length herein.

6. The Zoning Board is permitted to grant applications for special exceptions and variances as set forth in the relevant sections of the Zoning Ordinance.

7. In order to grant the special exception and variance, the Applicant must show that he has satisfied the relevant sections of the Zoning Ordinance.

8. Applicant has satisfied the relevant sections of the Zoning Ordinance.

9. After reviewing the Applicant's request in detail, the Zoning Hearing Board enters the following decision:

a. Applicant is hereby granted the requested relief.

b. Applicant shall attend a One Stop Meeting to discuss all city code requirements for the proposed use.

c. All proposed signs shall be located, designed, permitted and installed in accordance with the provisions specified by the City of Reading; otherwise, all proposed signs will require separate zoning approval.

d. The new use shall not begin until the Chief Building Official and Fire Marshall have approved the new use of the structure and a Certificate of Occupancy has been granted.

e. Applicant shall comply with all relevant building and occupancy codes and ordinances as well as the plans and testimony submitted before the Zoning Board.

f. Applicant may not use, expand, alter or otherwise use the Subject Property inconsistently with the contents of this Decision without making application requesting further

relief from the Zoning Board.

g. Applicant must comply with all conditions set forth in the findings of fact.

h. Failure to comply with any of these above-referenced conditions shall

mean the immediate revocation of the relief granted herein.

The decision of this Board is by a vote of 5 to 0 .

**ZONING HEARING BOARD OF THE CITY
OF READING**

/s/ Jared Barcz

JARED BARCZ, CHAIRMAN

/s/ Philip Rabena

PHILIP RABENA

/s/ Thomas Fox

THOMAS FOX

/s/ Jeffrey Gattone

JEFFREY GATTONE

/s/ Charles Jones

CHARLES JONES