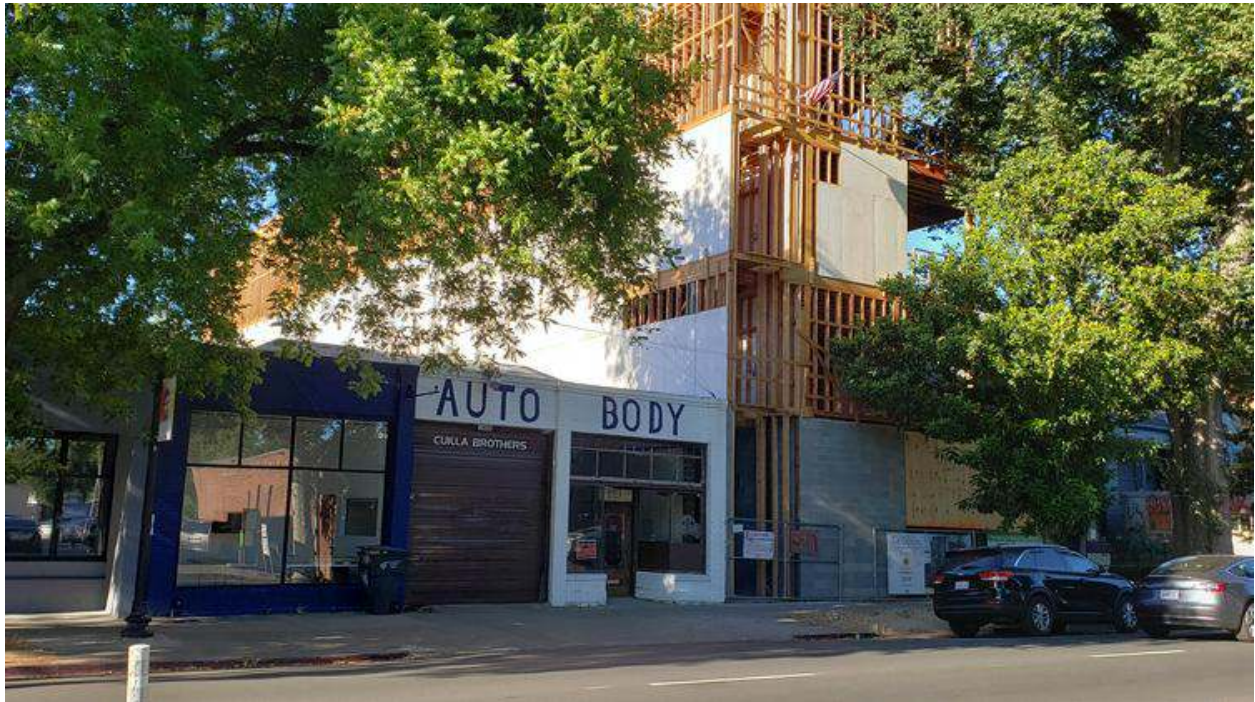


Auto body shop on J Street in midtown becoming retail space



The properties at 2417 and 2413 J St.

BEN VAN DER MEER | SACRAMENTO BUSINESS JOURNAL

By **Ben van der Meer** – Staff Writer, Sacramento Business Journal
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As Urban Elements develops a new condominium and retail project on J Street in midtown Sacramento, the firm is also converting a former auto shop next door into retail space.

Both the **12-unit project at 2417 J St.** and the adaptive reuse project at 2413 J St. should be complete by year's end, said Urban Elements president **Julie Young**.

“By completing both projects at the same time we could incorporate a unified street frontage in the encroachment area that spans 80 (linear feet) on J Street,” Young said in an email. “This will make for a lovely streetscape/people area.”

While work on 2417 J St. got underway last year, the city only gave approval in recent weeks for converting the 6,400-square-foot building next door.

According to plans filed with the city, the front of the building will have a patio and wine bar through a storefront. One side of the building, about 1,600 square feet, will be home to a hair salon operated by the owner of Wild Heart Beauty, which has an existing location farther west on J Street.

The other side of the building, occupying about 1,800 square feet, will be a retail and production facility for Puur Chocolat, which will relocate from its existing location in East Del Paso Heights.

Ramon Perez, the founder of Puur Chocolat, said the business will serve chocolate confections as well as soft-serve ice cream, cream puffs, eclairs, coffee, tea and kaya toast.

Converting the building for retail use will involve a seismic upgrade, roof replacement, some demolition for exterior utilities and aesthetic improvements to the front façade. Williams & Paddon Architects + Planners is the architectural firm for both 2417 and 2413 J St., while RCP Construction Inc. is the contractor for both. Young said her firm does not disclose construction costs. **Whitney Johnson** of design firm MTA is the interior design leader for the retail spaces.

Property records show Young, under 2413 J St. LLC, bought the building at that address for \$950,000 in May.

Before the sale, the building housed the Cuilla family's auto body shop for three generations, going back to 1925.