

CUP application for Massage Envy relocation at Hermosa Pavilion, 1601 Pacific Coast Highway, Suite #285 COMMUNITY DEV. DEPT.

Introduction

Massage Envy is a nationally recognized leading massage brand, which has made therapeutic massage services and skin care solutions accessible to a network of more than 1.5 million members in franchised locations across the United States. And it's all because of a belief that massage and skin care aren't a luxury; they're body maintenance, pure and simple — part of your total body care routine. Regular massage and facial care go a long way toward helping members and guests of Massage Envy locations take care of themselves and do more — do more of what matters to them, what makes them happy, what makes them feel healthy and supports a more well-balanced lifestyle.

How it Works

Massage Envy is a membership-based model for massage therapy, skin care and stretch.

Non-members are welcomed, but the advantages of membership are significant: from deeply discounted services, to the ability to enter a regiment followed by our staff and to be able to take advantage of their status wherever they travel nationally.

Business Overview

Memberships cost \$70 monthly and Members accrue one credit redeemable for a 60 minutes massage or facial session, extra services cost \$50 to members. The Non-member rate for any 60-minute service is \$100.

Proposed Relocation

Massage has been successfully operating at its Hermosa Beach location (currently on 1301 Manhattan Avenue) for 9 years.

Due to the lease on the current space coming to an end, Massage envy proposes to relocate to suite 1601 Pacific Highway, which will provide better visibility and accessibility. As shown on the attached plans, the proposed facility (without counting common building areas) occupies approximately 2,896sf. The current facility is permitted and operates with 22 staff members in total between massage therapists, estheticians, sales associates and managers. This is split according to demand over two flexible shifts, operating from 9am to 9pm for 7 days a week.

The maximum number of active practitioners and customers at one time is limited by the number of the rooms and is at 11 (one room for each customer). The front desk (customer service and sales) activities are taken on by up to 2 sales associate, for a <u>maximum occupancy of 24 people</u> (plus possible transients, as people move in and out).

The balance of the space will include reception/ front desk, relaxation waiting area, storage areas, a break room for staff, laundry area, one owner/manager office, storage. Due to the nature of massage and facial services which are typically scheduled in advance, the vehicle traffic is spread over the course of 12 hours, with the highest traffic concentrated in the afternoon. Most of the staff already moves in and out of the area using public transportation.

The nature of the one-to-one services, which are typically booked in advance provided make it a very predictable business from traffic flow stand point. Customers arrive to the clinic just ahead of their scheduled treatment, and leave typically within 10 minutes of completing, giving time for checking out, rebooking and browsing though and purchasing merchandise. The atmosphere, therefore, is professional

and relaxing.

Our Customers

Our massage therapy customers typically fall into two categories, either people that seek massage as a relief from pain, discomfort or stress, or people that are on a "healthy lifestyle".

Parking study

The previous land use for this establishment was labelled as "auditorium" with a loading of 1 parking for every 50 square feet of gross floor area. This use was granted to Kids' Kabaret on Feb 15, 2005. There was a subsequent CUP application from Flying Stone Jazz & Blues Club that was denied 11/17/2009.

The present recorded use is still labelled as "auditorium" and parked at 1space per 50 sqft.

The proposed use for massage therapy falls under the description of general office, which is parked at 1 space per 250 square feet of gross area.

As this is a reduction in the parking requirements, there will be no impact on the currently active parking study as there will be no parking requirement increase due to Massage Envy relocation.

Due to these facts it has been determined that a parking study is not necessary for this CUP application.

General Criteria for Uses

- A. The Hermosa Pavilion in which Massage Envy is seeking to relocate is adjacent to the North and to the West to residential areas.
- B. Off-street parking is provided on the covered garage structure over a total of 5 levels and a total 497 car parking spaces and 6 motorcycle parking spaces.
- C. Hermosa Pavilion is located at approximately:
 - a. 700ft from the closest school (but has educational centers within the premises)- Hermosa Valley School
 - b. 1500ft from the closest church -St Cross Episcopal Church
 - c. 1300ft from the closest playground- Seaview Parkette
- D. The proposed use for this premise is massage therapy.
- E. The compatibility of a Massage Envy establishment with the surrounding uses is ensured by :
 - a. Providing synergy with the other service based businesses located in the Hermosa Pavilion, by offering non-medical personal care services which have affinity with the surrounding businesses, such as hair services and personal fitness.
 - b. Providing alternate uses to patrons using different type of services to fit the single stop for multiple uses.
 - c. Providing a quiet and professional environment hence with minimal impact with the existing character of the surroundings.
 - d. By operating during hours with a measured and spread-out flow of customers such that the impact on traffic is minimal.
- F. The car traffic impact of this business is restricted to a maximum occupancy of 24 people, of which 11 are patrons that can use the same premises for multiple uses (at the adjacent businesses). As highlighted in the "parking study" paragraph this establishment will not increase parking usage requirements.
- G. External signage for the Massage Envy is proposed to be placed on the "front" of the building (facing east onto PCH), and will be place in spaces already designated for signage.

- H. In this new proposed location there are two other establishment offering similar services, both located at approximately 1000ft, one to the north (Rainbow Day Spa) and one to the south (Wanta Thai Massage).
 - In the prior location at 1301 Manhattan Avenue, within a smaller radius could be found 3 other massage establishments.
- I. No perceptible odor, noise or vibration will be generated as an activity in this space.
- J. This proposed use will not bear any effects on the city infrastructure or services as the location is situated inside a commercial space that is already equipped to allow for the proposed use.
- K. It is not predicted that the establishment moving to this location would impact the current concertation of this type of services provider as this is a close proximity relocation within Hermosa Beach.



STORE 0488 1601 PACIFIC COAST HIGHWAY **STE 285** HERMOSA BEACH, CA 90254

NO REPRESENTATIONS ARE MADE BY THESE DOCUMENTS AS TO THE MEANS OR METHODS OF CONSTRUCTION. THE CONTRACTOR IS SOLELY RESPONSIBLE FOR DETERMINING THE MEANS OR METHODS OF CONSTRUCTION NECESSARY FOR THE COMPLETION OF THE WORK. FAILURE WITHOUT EXTRAORDINARY EFFORT OR COST WILL CONSTITUTE A WAIVER OF ANY SUCH CLAIMS IN THE FUTURE.



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The McIntosh Group, Inc. 1850 South Boulder, Suite 300 Tulsa, Oklahoma 74119 Telephone 918.585.8555

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CODE ANALYSIS

1:250 SF

JURISDICTION CITY OF HERMOSA BEACH • TENANT HEIGHT & AREA 3,016 SF 3,016 SF PRIOR USE AUDITORIUM USE PARKING RATIO

PROJECT DIRECTORY **SYMBOL LEGEND**

• FRANCHISOR	
MASSAGE ENVY FRANCHISING, LLC 14350 N. 87TH STREET SUITE 200 SCOTTSDALE, AZ 85260 480.366.4272 FAX	
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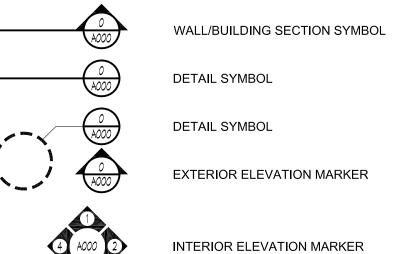
JESSE HUSMANN

• MECHANICAL/PLUMBING/ELECTRICAL ENGINEER

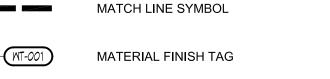
SCHNACKEL ENGINEERS, INC. 3035 SOUTH 72ND STREET OMAHA, NE 68124 402.391.7680 JMEJIA@SCHNACKEL.COM AILAM BOL

FRANCHISEE

ALBERTO DORONZO ALBERTO.DORONZO@MASSAGEENVY.COM











STUD SIZE TAG

DOOR TAG

WINDOW TAG

REVISION TAG

PLAN NORTH

NOTE: THIS PACKET IS SIZED FOR

REVISION SHEET

TABLE OF CONTENTS

COVER SHEET

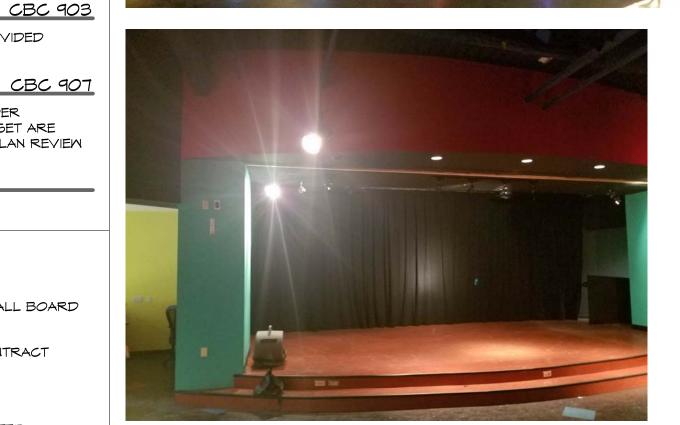
G101

	OO VER SHEET
G102	LIFE SAFETY PLAN
D101	DEMOLITION FLOOR PLAN
A101	FLOOR PLAN
A102	REFLECTED CEILING PLAN
A104	FINISH PLAN
A105	FINISH SCHEDULE
A201	INTERIOR ELEVATIONS
A202	BRAND ELEMENTS
A401	RESTROOM FLOOR PLAN AND ELEVATIONS
A501	DOOR SCHEDULE AND DETAILS
A502	DETAILS
A601	ARCHITECTURAL SPECIFICATIONS AND VENDOR LIST
Q101	FFE PLAN
Q102	FFE SCHEDULES
M100	HVAC PLAN AND NOTES
M200	HVAC SCHEDULES AND DETAILS
M201	HVAC DETAILS
M300	HVAC SPECIFICATIONS
M301	HVAC SPECIFICATIONS
M401	T24 ENERGY CALCULATIONS
P101	PLUMBING SANITARY PLAN
P102	PLUMBING WATER PLAN
P103	PLUMBING SANITARY RISER DIAGRAM
P104	PLUMBING WATER RISER DIAGRAM
P201	PLUMBING SCHEDULES
P202	PLUMBING DETAILS
P601	PLUMBING SPECIFICATIONS
P602	PLUMBING SPECIFICATIONS
P603	FIRE SPRINKLER SPECIFICATIONS
E100	POWER AND SYSTEMS PLAN
E200	LIGHTING PLAN
E300	ELECTRICAL DETAILS
E400	ELECTRICAL SCHEDULES
E500	ELECTRICAL SPECIFICATIONS
E501	ELECTRICAL SPECIFICATIONS
E502	ELECTRICAL SPECIFICATIONS
E601	T24 ENERGY CALCULATIONS
E602	T24 ENERGY CALCULATIONS
FA100	FIRE ALARM PLAN
FA200	FIRE ALARM LEGENDS

11X17 PRINTS AND IS NOT TO SCALE - SEE FULL SIZE SET

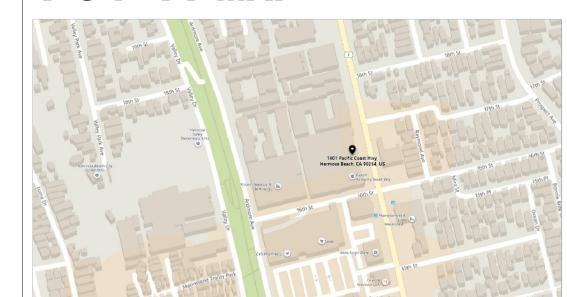
FA300 FIRE ALARM SPECIFICATIONS

CBC 602



INTERIOR PHOTOS

VICINITY MAP



NOT TO SCALE

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10/15/2018

PROJECT NUMBER 180182

COVER SHEET

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APN 4184 025 209 04 000 ZONING CLASSIFICATION SPA-8 CONSTRUCTION TYPE OCCUPANCY CLASSIFICATION TENANT SPACE OCCUPANCY: BUSINESS MIXED USE. NONSEPARATED PER 302.1 BUILDING OCCUPANCY: ACTUAL AREA 3,016 SF AUTOMATIC SPRINKLER SYSTEM AUTOMATIC SPRINKLER SYSTEM PER NFPA 13 IS TO BE PROVIDED UNDER SEPARATE PERMIT. • FIRE ALARM SYSTEM FIRE ALARM SYSTEM PER NFPA 72 IS TO BE PROVIDED UNDER SEPARATE PERMIT. FIRE ALARM PLANS PROVIDED IN THIS SET ARE FOR CONTRACTOR PERFORMANCE ONLY AND NOTE FOR PLAN REVIEW OR PERMITTING. SCOPE OF PROJECT CUP FOR MASSAGE ESTABLISHMENT **ABBREVIATIONS** ABOVE FINISHED GYPSUM WALL BOARD MAX MAXIMUM FLOOR ARCHITECT, MINIMUM ARCHITECTURAL NOT IN CONTRACT BETMEEN OPTIONAL BOTTOM OF REQ REQUIRED T.O. TOP OF

CENTERLINE

DIMENSION

ELEVATION

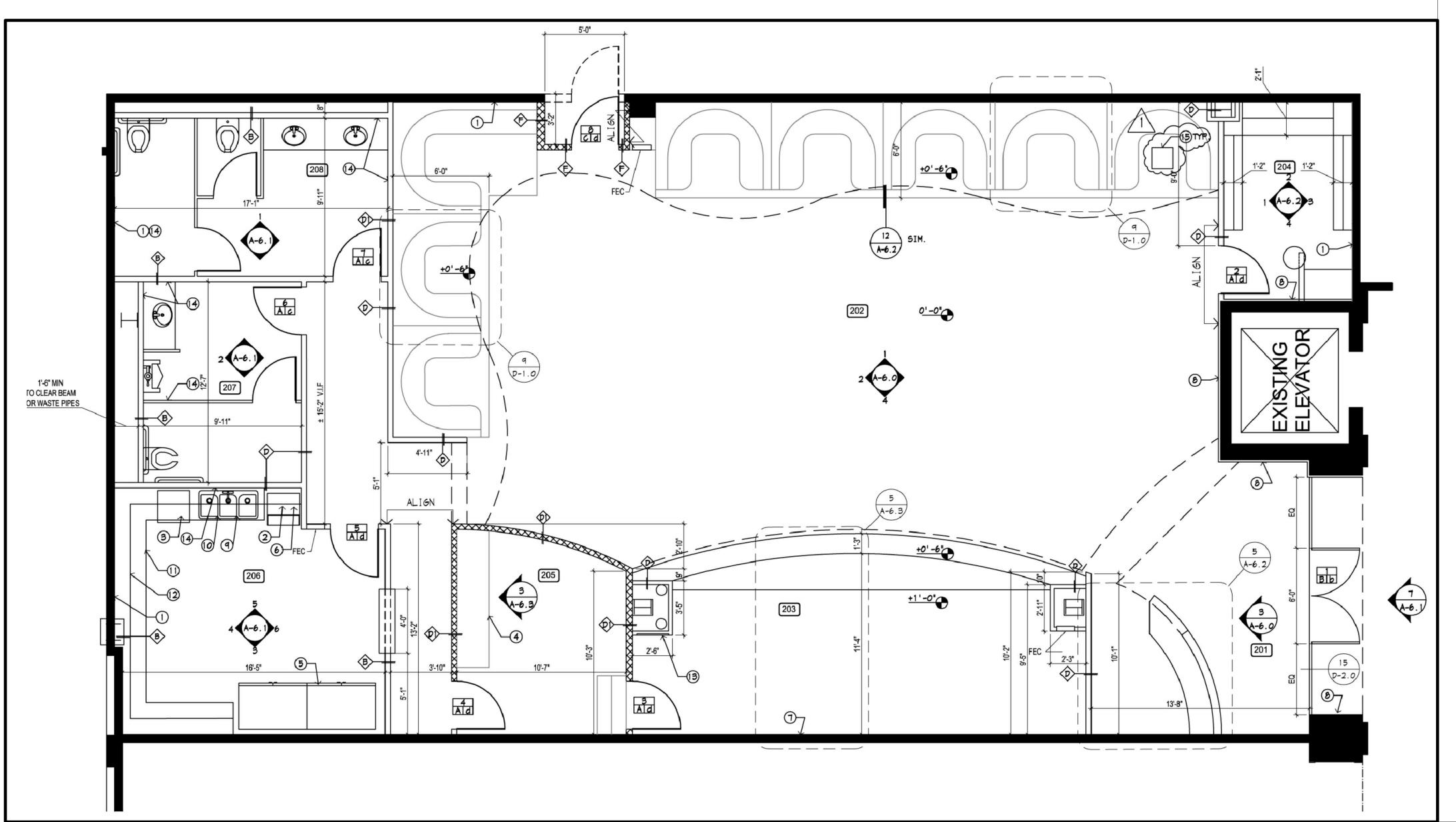
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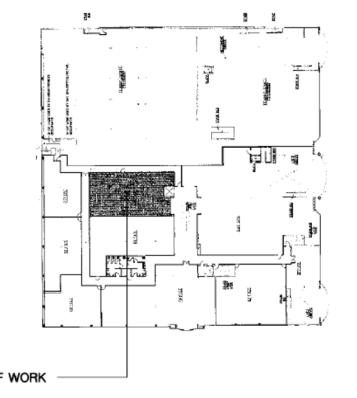
TYPICAL

UNLESS NOTED

OTHERWISE



KEY PLAN



AREA OF WORK

NOT TO SCALE

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0488 HERMOS

REV. DATE DESCRIPTION

SSUIF DATE 10/15/2019

ISSUE DATE 10/15/2018
PROJECT NUMBER 180182
DRAWN BY SB

SEAL

LICENSE NUMBER: C21510 EXPIRATION: 06/30/2019 (ELM)

SHEET NAME
EXISTING FLOOR PLAN

SHEET NUMBER

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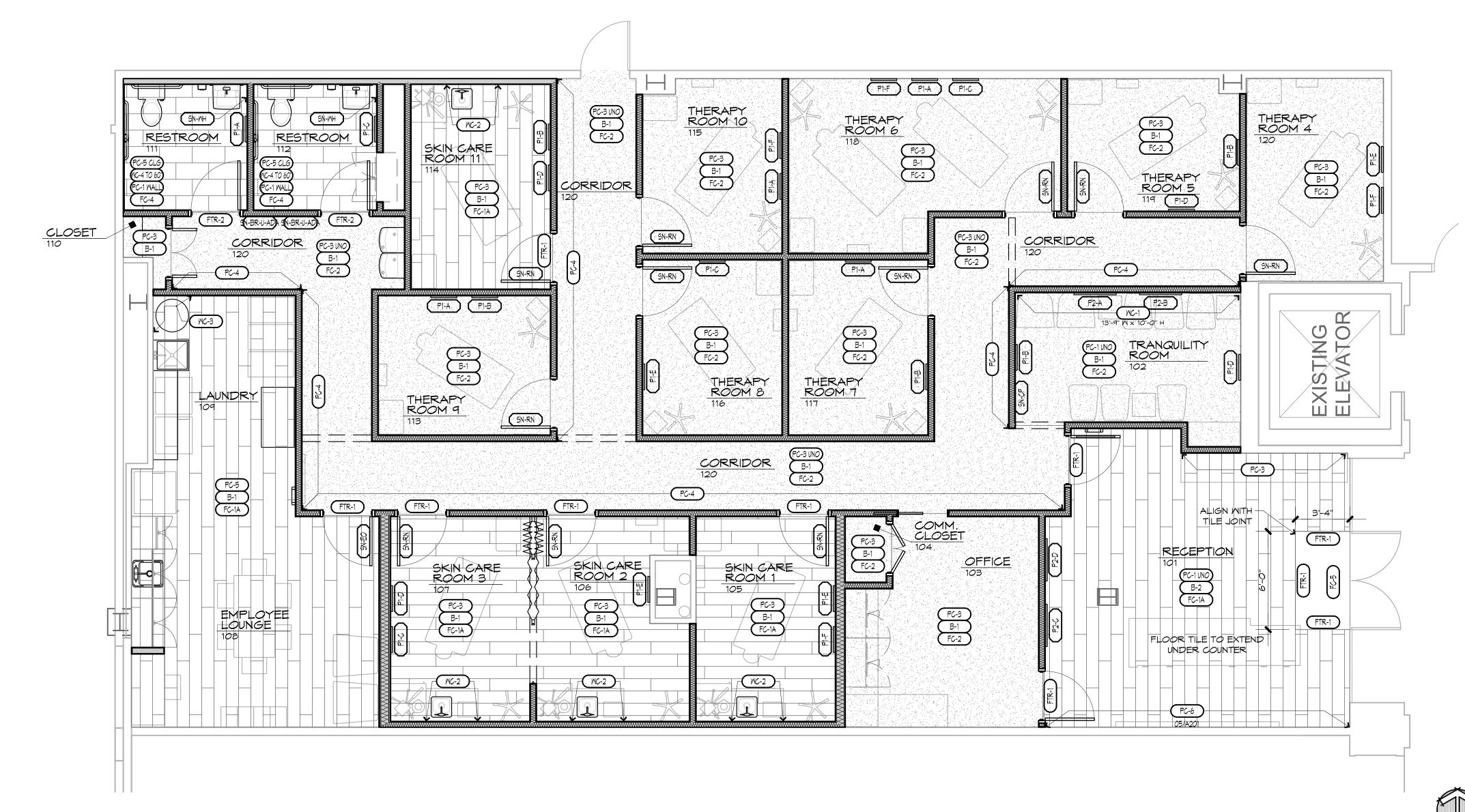
1 EXISTING FLOOR PLAN

1/4" = 1'-0" - VALID FOR 22X34 PRINT

SIGNAGE SCHEDULE NUMBER DESCRIPTION LOCATION NOTES PUBLIC RESTROOM SN-BR-U-ADA UNISEX BATHROOM (ADA) BATHROOM SIGNAGE TO BE PLACED ON WALL, STRIKE SIDE OF DOOR. SEE INTERIOR ELEVATIONS FOR MOUNTING DIMENSIONS. SN-CP SIGNAGE TO BE PLACED ON WALL, STRIKE SIDE OF DOOR, SPACE PERMITTING. CELL PHONE TRANQUILITY ROOM 60" AFF TO TOP OF SIGN. SN-EO EMPLOYEE ONLY SEE PLAN MOUNT CENTERED ON DOOR, HALLWAY SIDE. 60" AFF TO TOP OF SIGN. SN-RN MOUNT CENTERED ON DOOR, HALLWAY SIDE. 60" AFF TO TOP OF SIGN. ROOM NUMBER THERAPY/SKIN CARE SN-MH HANDMASH EMPLOYEE RESTROOM HANDWASH SIGNAGE TO BE MOUNTED ON WALL SUCH THAT IT IS CLEARLY VISIBLE TO ALL EMPLOYEES. CONFIRM LOCATION WITH LOCAL JURISDICTION.

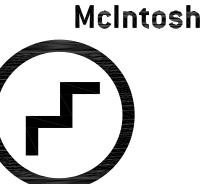
- ITEMS NOT PERMITTED:
- NEON SIGNS
- 2. CURTAINS/DRAPES 3. TREES OR LARGE PLANTS (FAKE OR REAL)
- 4. RELIGIOUS ICONS
- 5. UNAPPROVED DECOR/ARTWORK

OWNER CONTACT SIGN PROVIDED BY FRANCHISEE TO BE LOCATED IN PROMINENT LOCATION IN RECEPTION.



GENERAL NOTES

- A. REFERENCE SHEET A105 FOR FINISH SCHEDULE. B. REFERENCE SHEET Q102 FOR FURNITURE, AND MILLWORK
- SCHEDULE.
- C. REFERENCE DETAIL 05/A201 FOR BRAND WALL PAINT. D. AREA CALCULATIONS IN THIS SET OF DRAWINGS ARE NOT INTENDED FOR MATERIAL TAKE-OFFS. GC/INSTALLER IS RESPONSIBLE FOR ACCURATE AND COMPLETE TAKE-OFFS FOR PROCUREMENT AND INSTALLATION OF FINISHES.



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DECOR SCHEDULE

		· · · · · · · · · · · · · · · · · · ·	
QTY	NUMBER	DESCRIPTION	SIZE
15	P1-A	MEBW1012, CURVES	19" X 19" MOUNT AT 4'-9" AFF TO BOTTOM OF FRAME
5	P1-B	MEBM1013, CANYON	19" X 19" MOUNT AT 4'-9" AFF TO BOTTOM OF FRAME
4	P1-C	MEBW1015, FERN	19" X 19" MOUNT AT 4'-9" AFF TO BOTTOM OF FRAME
4	P1-D	MEBW1014, STONE	19" X 19" MOUNT AT 4'-9" AFF TO BOTTOM OF FRAME
4	P1-E	MEBW1011, REFLECTION	19" X 19" MOUNT AT 4'-9" AFF TO BOTTOM OF FRAME
4	P1-F	MEBW1016, BLOCKS	19" X 19" MOUNT AT 4'-9" AFF TO BOTTOM OF FRAME
1	P2-A	MEBW1001, DANDELION	31" X 31" MOUNT AT 4'-3" AFF TO BOTTOM OF FRAME
1	P2-B	MEBW1002, FLOWER	31" X 31" MOUNT AT 4'-3" AFF TO BOTTOM OF FRAME
1	P2-C	MEBW1004, WAVES	31" X 31" MOUNT AT 4'-3" AFF TO BOTTOM OF FRAME
1	P2-D	MEBW1003, ORCHID	31" X 31" MOUNT AT 4'-3" AFF TO BOTTOM OF FRAME

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DESCRIPTION

10/15/2018 PROJECT NUMBER 180182

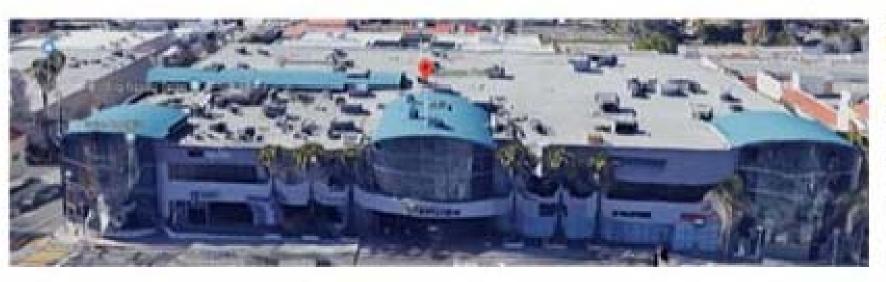
LICENSE NUMBER: C21510 EXPIRATION: 06/30/2019 (ELM)

PROPOSED FLOOR PLAN

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01 FINISH PLAN

1/4" = 1'-0" - VALID FOR 22X34 PRINT













Pictures for building elevation.
No changes will be applied to
the exterior, except new signage
on the front of the building (East
facing, on PCH)

Massage Envy Hermosa Beach 1601 Pacific Coast Highway, suite 285 Hermosa Beach, CA90524



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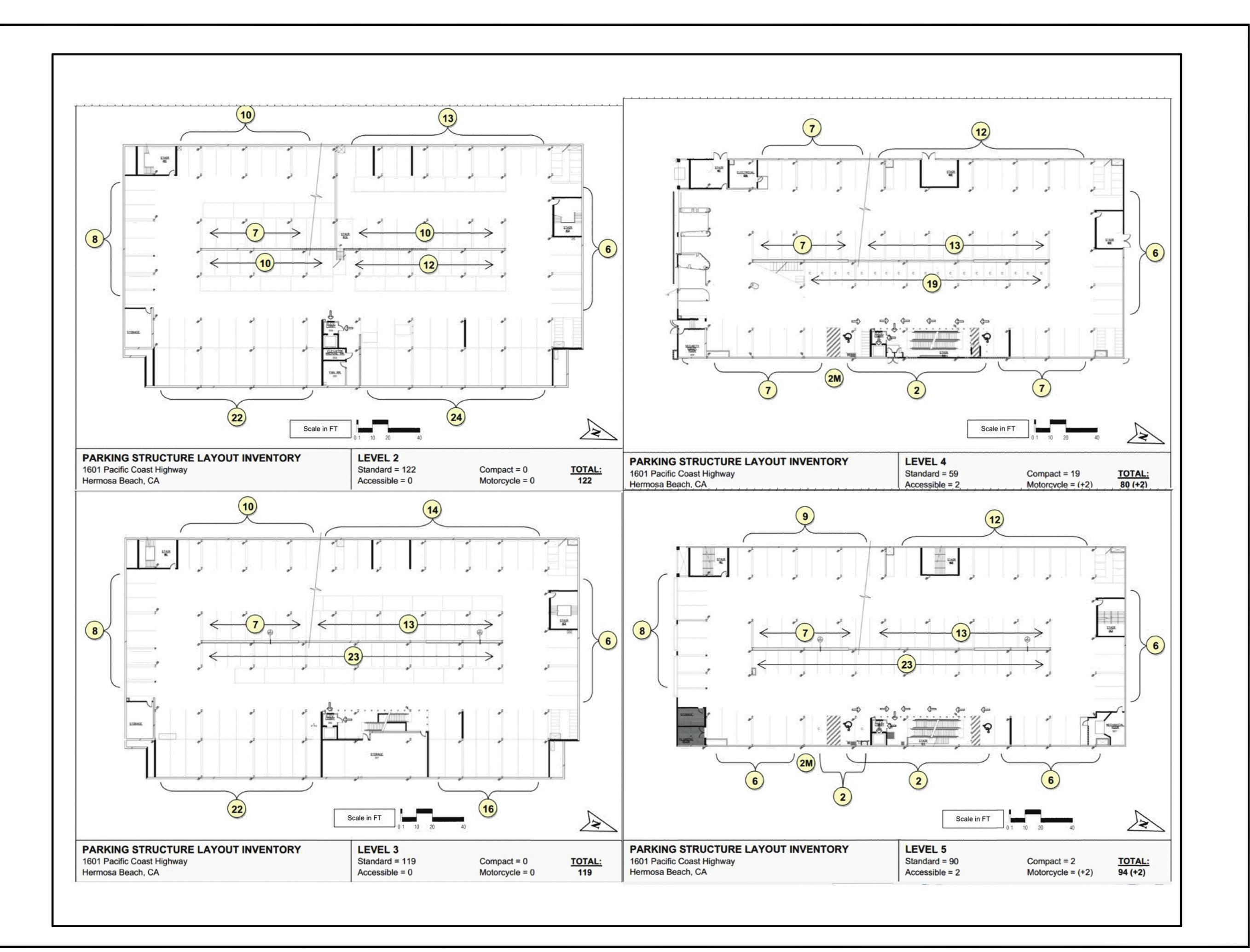
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SHEET NAME
BUILDING PHOTOS

SHEET NUMB

4

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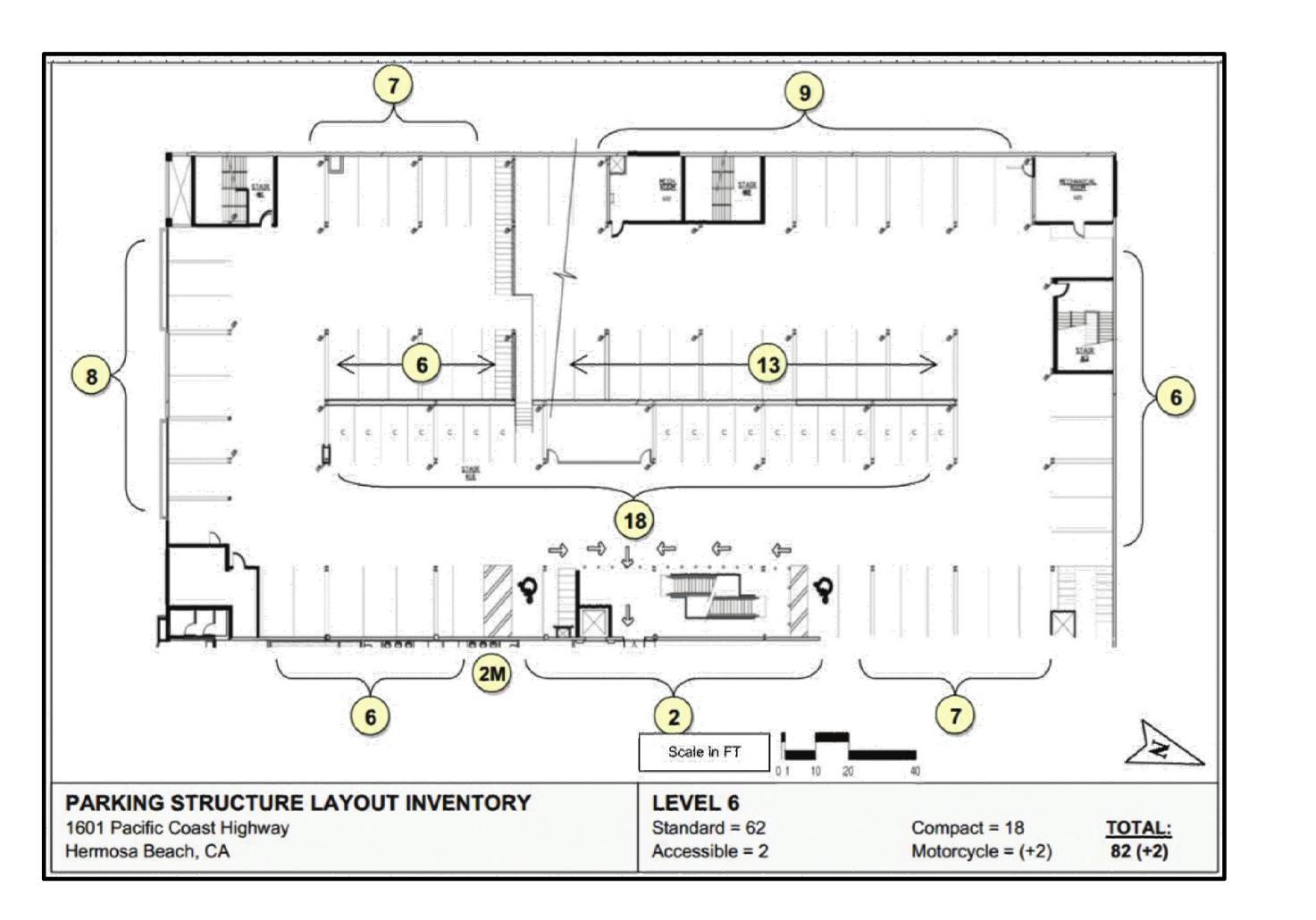
SHEET NAME

PARKING INVENTORY 1

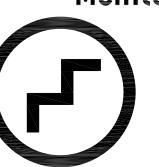
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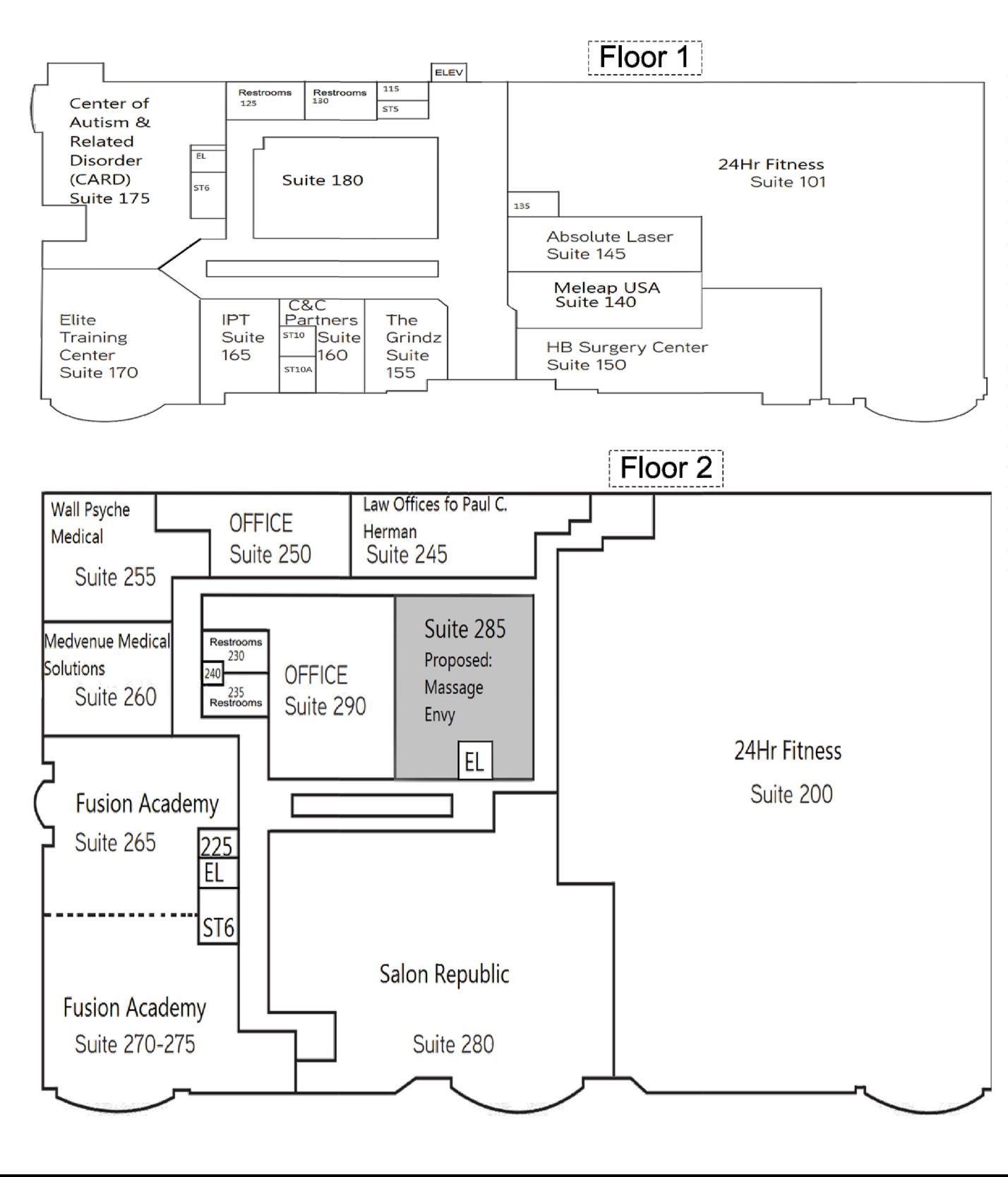
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PARKING INVENTORY 2

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	EXISTING	USE	
Ste.	Tenant	Land Use	Size (SF)
101	24-Hour Fitness	gym/health center	42,477
140	Meleap USA, Inc.	Office(general)	1,499
145	Absolute Laser Tattoo Removal	Office (Medical)	1,330
150	HB Surgery Center, Inc.	Office (Medical)	3,066
155	The Grinz Café	Snack Shop [2]	917
160	C&C Partners Design/Building	Office(general)	688
165	Independednt Physical Therapy	Office(Medical)	945
170	Elite Training Center	Office(general)	2,756
175	CARD Center for Autism & Related Disorders	Office(general)	3,948
180 185 190	Future Use (ex-Gymboree space)	Office(general)	2,377
245	Law Offices fo Paul C. Herman	Office(general)	2,372
250	Office	Office(general)	*included in 290
255	Wall Psyche Medical Group	Office(general)	*included in 290
260	Medvenue Medical Solutions	Office(general)	*included in 290
265A-B	Fusion Academy	Office(general)	9,029
280	Salon Republic	Service ^[1]	13,038
285	Future Use	Office(general)	2,896
290E	(various Office suites)	Office(general)	8,454
TOTAL	Occupied Floor Area (Useable SF)	Existing:	93,410

Sample of Complete Floor Plan for the Entire Building For reference only, not to scale





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SSUE DATE 10/15/:
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PLAN WITH SUITE NUMBERS

7

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