

**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

**Meeting Date: 10/12/21
Agenda Item: 7**

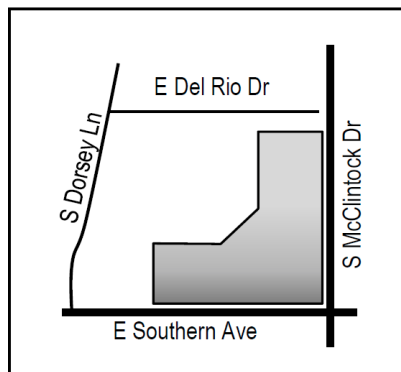
ACTION: Request a Use Permit to allow a massage establishment for **SONORAN SERENITY SPA**, located at 1628 East Southern Avenue, Suite 13.

FISCAL IMPACT: N/A

RECOMMENDATION: Staff – Approve, subject to conditions

BACKGROUND INFORMATION: The Sonoran Serenity SPA (PL210255) is requesting a Use Permit to allow a massage establishment in an existing commercial center within the PCC-2, Planned Commercial Center Neighborhood Zoning District. The request includes the following:

ZUP210068 Use Permit to allow the expansion of an existing massage establishment.



Property Owner	Southern Palms Station, LLC
Applicant	Kiera Stroup, Sonoran Serenity Spa
Zoning District	PCC-2
Suite Area	3,200 s.f.
Vehicle Parking	No change in demand
Bicycle Parking	No change in demand
Hours of Operation	Monday – Friday 9am – 9pm Saturday – 9am – 6pm Sunday – 10am – 6pm

ATTACHMENTS: Development Project File

STAFF CONTACT(S): Steve Abrahamson, Principal Planner I (480) 350-8359

Department Director: Shelly Seyler, Interim Community Development Director

Legal review by: N/A

Prepared by: Steve Abrahamson, Principal Planner

Reviewed by: Ryan Levesque, Deputy Director, Community Development Department, Planning Division

COMMENTS

The applicant is proposing a new massage establishment within an existing commercial building. The total suite area is 3,200 square feet. As the operations is a service use, and the previous tenant was retail, the overall proposed use will not increase the parking demand for this site.

PUBLIC INPUT

To date, staff has received two (2) phone calls in opposition to this request. The first was from a residential neighbor who did not provide his address or neighborhood location. The caller was generally opposed to "that type of use" in a neighborhood-friendly shopping center. The second caller voiced opposition as she operates a similar business within the center and felt this request should be denied as it holds the potential to compete with her business.

POLICE INPUT

Tempe PD informed staff that there were no concerns regarding this request. The applicant has an active massage license with no past issues.

USE PERMIT

The proposed use requires a Use Permit to allow a massage establishment within the PCC-2, Planned Commercial Center General Zoning District.

Section 6-308 E Approval criteria for Use Permit (*in italics*):

1. *Any significant increase in vehicular or pedestrian traffic*; the proposed massage use is a service business not projected to attract significant increases in traffic.
2. *Nuisance arising from the emission of odor, dust, gas, noise, vibration, smoke, heat or glare at a level exceeding that of ambient conditions*; the massage business is conducted indoors and is not expected to generate a nuisance exceeding the ambient conditions.
3. *Contribution to the deterioration of the neighborhood or to the downgrading of property values, which is in conflict with the goals, objectives or policies for rehabilitation, redevelopment or conservation as set forth in the city's adopted plans or General Plan*; massage establishments are permitted within the PCC-2 zoning district subject to a Use Permit.
4. *Compatibility with existing surrounding structures and uses*; the proposed location is within a commercial center with other service and commercial uses occupying the other suites.
5. *Adequate control of disruptive behavior both inside and outside the premises which may create a nuisance to the surrounding area or general public*; the applicant has an existing massage license with no prior issues and Tempe PD has no concerns with the request.

REASONS FOR APPROVAL:

Based on the information provided by the applicant, the public input received, and the above analysis staff supports approval of the requested Use Permit. This request meets the required criteria and will conform to the conditions.

SHOULD AN AFFIRMATIVE ACTION BE TAKEN ON THIS REQUEST, THE FOLLOWING NUMBERED CONDITIONS OF APPROVAL SHALL APPLY, BUT MAY BE AMENDED BY THE DECISION-MAKING BODY.

CONDITION(S) OF APPROVAL: (Non-standard conditions are identified in bold)

EACH NUMBERED ITEM IS A CONDITION OF APPROVAL. THE DECISION-MAKING BODY MAY MODIFY, DELETE OR ADD TO THESE CONDITIONS.

1. The Use Permit is valid only after a Building Permit has been obtained, the required inspections have been completed and a Final Inspection has been passed. As part of the Building Permit process, on-site storm water retention may be required to be verified or accomplished on this Site.
2. The Use Permit is valid for the plans as submitted within this application. Any additions or modifications may be submitted for review during the building plan check process

CODE/ORDINANCE REQUIREMENTS:

THE BULLETED ITEMS REFER TO EXISTING CODE OR ORDINANCES THAT PLANNING STAFF OBSERVES ARE PERTINENT TO THIS CASE. THE BULLET ITEMS ARE INCLUDED TO ALERT THE DESIGN TEAM AND ASSIST IN OBTAINING A BUILDING PERMIT AND ARE NOT AN EXHAUSTIVE LIST.

USE PERMIT:

- The Use Permit is valid for The Sonoran Serenity Spa and may be transferable to successors in interest through an administrative review with the Community Development Director, or designee.
- The Use Permit approval shall be void if the use is not commenced or if an application for a building permit has not been submitted, whichever is applicable, within twelve (12) months after the Use Permit is granted or within the time stipulated by the decision-making body.
- The decision-making body, upon finding that the applicant has not taken corrective actions to resolve issues related to the permit/approval and that a continuation of the permit/approval is not in the interest of the public health, safety and general welfare, can revoke the permit/approval after providing written notice of its intentions to the holder of the permit.
- Specific requirements of the **Zoning and Development Code (ZDC)** are not listed as a condition of approval but will apply to any application. To avoid unnecessary review time and reduce the potential for multiple plan check submittals, become familiar with the ZDC. Access the ZDC through <http://www.tempe.gov/zoning> or purchase from Development Services.
- All business signs shall receive a Sign Permit. Contact sign Mike Scarpitta at 480-350-8435.
- Any intensification or expansion of use shall require a new Use Permit.
- All required permits and clearances shall be obtained from the Audit and Licensing Division of the City of Tempe prior to the Use Permit becoming effective.
- All required Federal, State, County, and Municipal permits, licenses, and clearances shall be obtained, or the Use Permit is void.

HISTORY & FACTS:

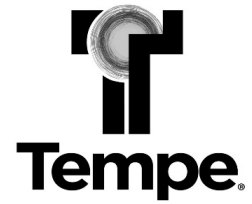
None pertinent to this case.

ZONING AND DEVELOPMENT CODE REFERENCE:

Section 3-202 Permitted Uses in Commercial and Mixed-Use Districts

Section 4-203 Development Standards for Commercial and Mixed-Use Districts

Section 6-308 Use Permit



DEVELOPMENT PROJECT FILE

for

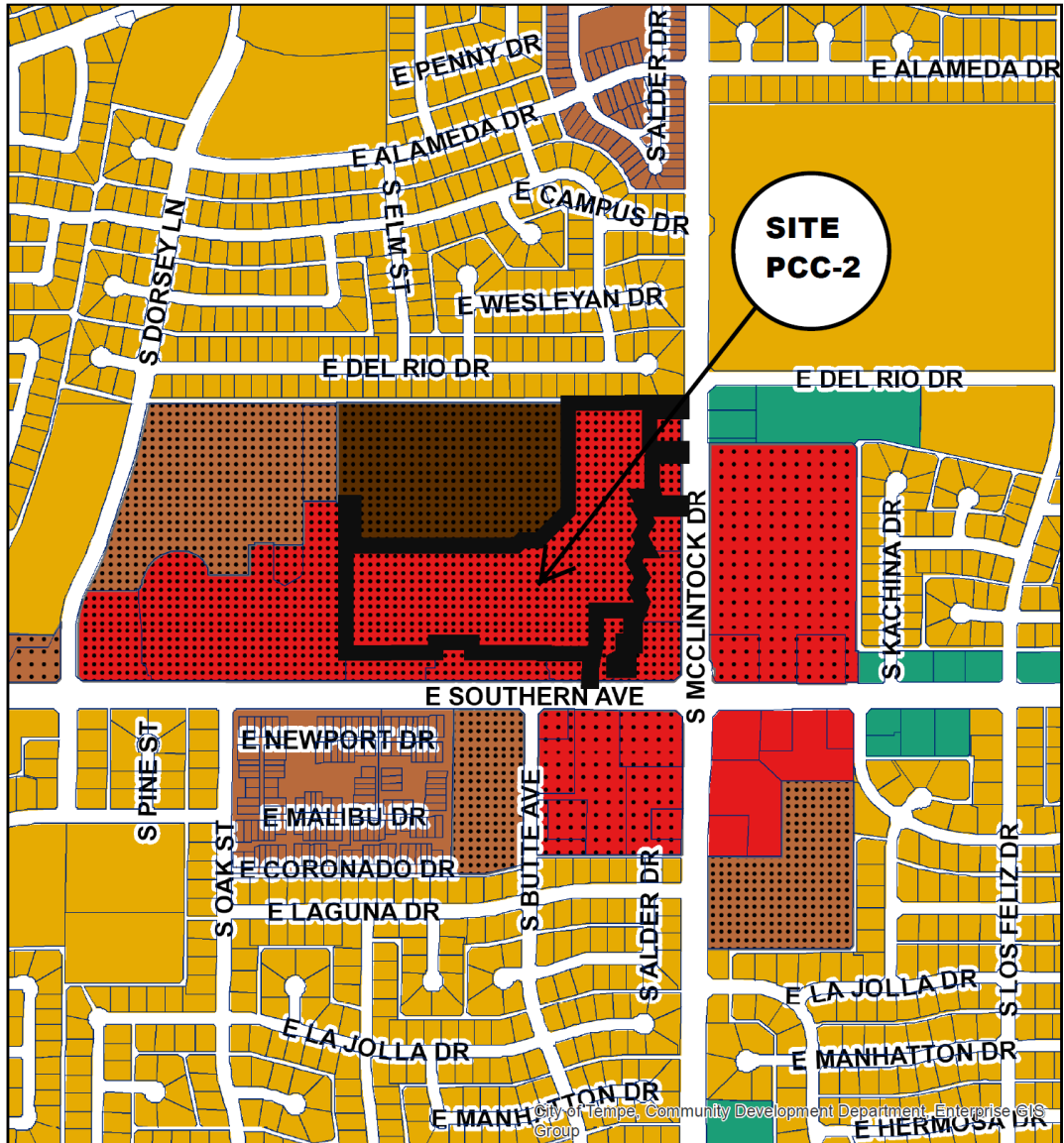
SONORAN SERENITY SPA
(PL210255)










ATTACHMENTS:

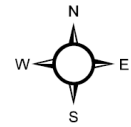
1. Location Map
2. Aerial
- 3.- 4. Letter of Explanation
5. Site Plan

SONORAN SERENITY SPA

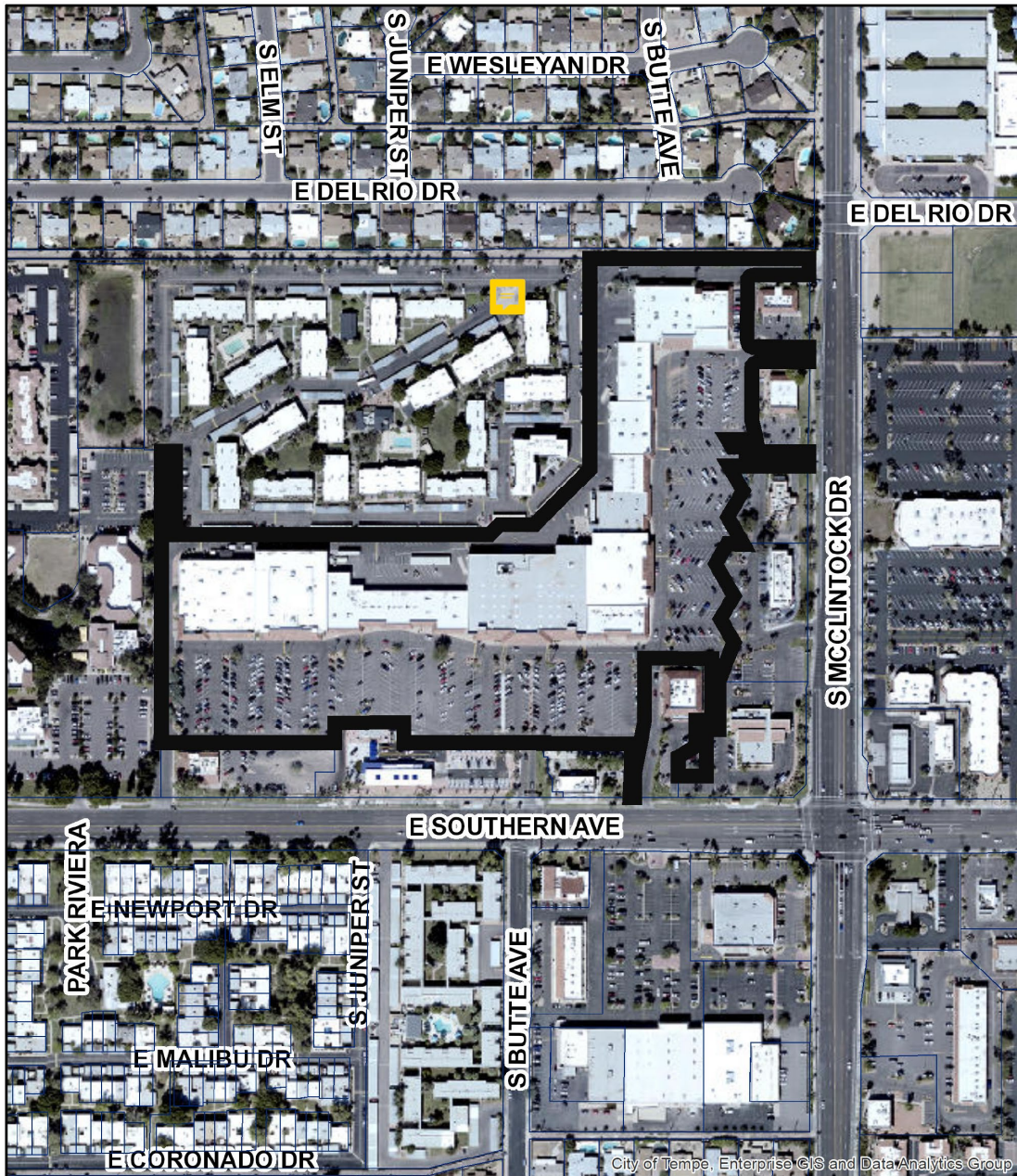
PL210255



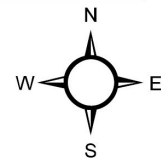
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|--|--|
|  Commercial Shopping and Services (CSS) |  Multi-Family Residential (R-2) |
|  Planned Commercial Center Neighborhood (PCC-1) |  Multi-Family Residential Restricted (R-3R) |
|  Planned Commercial Center General (PCC-2) |  Multi-Family Residential Limited (R-3) |
|  Residential/Office (RO) |  Multi-Family Residential High (R-5) |
|  Single-Family Residential (R1-6) | |

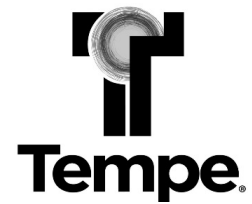


SONORAN SERENITY SPA



Aerial Map





S3 Spa LLC DBA Sonoran Serenity Spa
4515 S Lakeshore Drive
Suite 102
Tempe, AZ 85282
August 18, 2021

City of Tempe
Community Development
Planning
31 East 5th Street
Tempe, AZ 85281

To whom it may concern:

This letter of explanation is for the massage establishment use permit application that we are submitting on behalf of our business, S3 Spa LLC DBA Sonoran Serenity Spa, a day spa located at 4515 S Lakeshore Drive, Suite 102, Tempe, 85282, offering premium skincare, massage therapy, Reiki, hypnotherapy, coaching and other wellness modalities. We have been in business since March 2014 and currently employ 12 full and part-time employees and 0 contractors as either front desk staff, Arizona licensed estheticians, massage therapists and/or wellness professionals. Sonoran Serenity Spa is currently licensed as an aesthetics business through the Arizona State Board of Cosmetology under salon license #SAES19941 and a massage facility through the City of Tempe, # 215008. We are applying for this use permit because our business is expanding and we are relocating to a larger space at 1628 E Southern Avenue, Suite 13, Tempe, 85282.

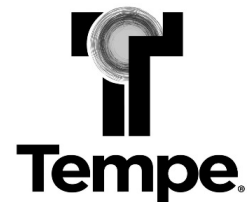
Treatments and services provided are as follows:

- Facials
- Corrective facial treatments including chemical peels and dermaplaning
- Body Treatments including body scrubs, wraps, back facials and chemical peels
- Waxing
- Massage Therapy
- Cupping
- Polarity
- Craniosacral
- Hypnotherapy
- Coaching
- Aromatherapy

Owner Kiera Stroup is a licensed esthetician and licensed massage therapist. See below for the license numbers:

Kiera Stroup

- Arizona State Board of Cosmetology Aesthetics License #31400054



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- Arizona State Board of Massage Therapy License #MT-20602

Massage services are provided for therapeutic benefits. Massage therapy is designed to reduce tension in muscle tissue, aiding in the release of myofascial folds, commonly known as knots, and to heal soft tissue injury. Massage therapy is often prescribed by physicians and chiropractors to assist in healing injuries obtained in accidents or through sports or exercise. The Arizona State Board of Massage Therapy does not license establishments, only individuals.

Currently there are 12 employees of the business at this time, however, with this move, it is our intent to hire additional employees in the new, bigger location. The maximum number of clients is one per employee at a time which will not cause any significant pedestrian or vehicular traffic increases to adjacent areas. There is ample parking to accommodate clients. The clients of our business are interested in the therapeutic and relaxing values of the services that we provide. Clients must be 18 years of age or 16 years of age, with parental consent, to receive massage therapy. Younger clients may enjoy aesthetic services offered only if they are accompanied by a parent or guardian.

There will be no disruptive behavior to the general public due to the nature of the day spa business. The environment is extremely quiet. There will be no external structural changes to the building therefore compatibility with existing surrounding structures will not be an issue.

Sonoran Serenity Spa's current hours of operation are as follows:

- Monday – Friday, 9:00 am – 9:00pm
- Saturday, 9am – 6pm
- Sunday, 11:00am – 6:00pm

If there are any additional questions regarding Sonoran Serenity Spa, we can be contacted at 480-772-3297.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kiera L Stroup'.

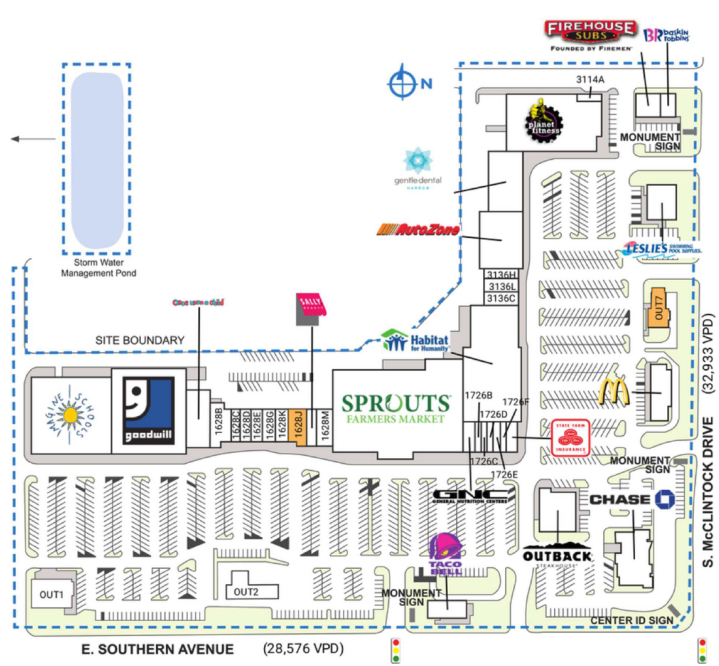
Kiera L Stroup, LE, LMT, RMT, CHt
Owner, S3 Spa LLC DBA Sonoran Serenity Spa

SOUTHERN PALMS 1706 East Southern Avenue | Tempe, AZ 85282

SPACE	TENANT	SQ. FT.			SQ. FT.
1706	Sprouts Farmers Market	47,530 SF			
OUT1	Los Reyes de la Torta	5,100 SF	1726A	GNC	1,320 SF
OUT2	Clean Freak Car Wash	9,000 SF	1726B	LG's Barbershop	960 SF
OUT3	Taco Bell	2,806 SF	1726C	Fresche	900 SF
OUT4	Outback Steakhouse	6,225 SF	1726D	Tempe Skin and Body	900 SF
OUT5	Chase	8,531 SF	1726E	Tempe Nails and Wax	912 SF
OUT6	Leslie's Swimming Pool Supplies	4,302 SF	1726F	Lakeshore Optical	1,140 SF
OUT7 AVAILABLE		3,016 SF	1726G	State Farm Insurance	1,500 SF
OUT8	McDonald's	4,800 SF	3108A	Baskin Robbins	1,000 SF
1538	Imagine Schools	25,917 SF	3108C	Firehouse Subs	2,590 SF
1546	Goodwill	28,000 SF	3114A	John's Perma Clean	2,730 SF
1628A	Once Upon a Child	6,000 SF	3114B	Planet Fitness	20,670 SF
1628B	Back East Bagels	2,496 SF	3136A	Gentle Dental	8,916 SF
1628C	U-Mail Plus	1,050 SF	3136B	Auto Zone	10,032 SF
1628D	Touch of Love by Swanny	1,590 SF	3136C	Fluid Martial Arts Academy	3,096 SF
1628E	GBH Dental	1,700 SF	3136H	Brady Industries	2,020 SF
1628G	Roc Physical Therapy	2,105 SF	3136L	The Game Depot	3,477 SF
1628J AVAILABLE		3,252 SF	3210	Habitat for Humanity ReStore	25,276 SF
1628K	ATL Wings	2,078 SF			
1628L	Sally Beauty	1,602 SF			
1628M	Sonoran Serenity Spa	3,200 SF			
TOTAL SQ. FT.			257,739		

SITE LEGEND

- Available
- Occupied
- Leased (not occupied)
- Owned by Others
- Site Boundary



DISCLAIMER - This site plan is for general information purposes only and is not intended to constitute representations and warranties by Landlord as to the ownership of the real property depicted herein or the identity or nature of any occupants thereof.

