EXHIBI <b>T</b>	NO.	
-----------------	-----	--

9-15-07

Docket Item #3 SPECIAL USE PERMIT #2007-0052

Planning Commission Meeting September 6, 2007

ISSUE:

Consideration of a request for a special use permit to operate a massage

therapy establishment.

**APPLICANT:** 

Danette Mertz, Nicola Brintzenhofe, Cynthia Sullivan and Shannon Mahar

Massage Envy

**STAFF:** 

Richard Bray

Richard.Bray@alexandriava.gov

LOCATION:

4525 Duke Street

(Parcel Address: 4513 Duke Street)

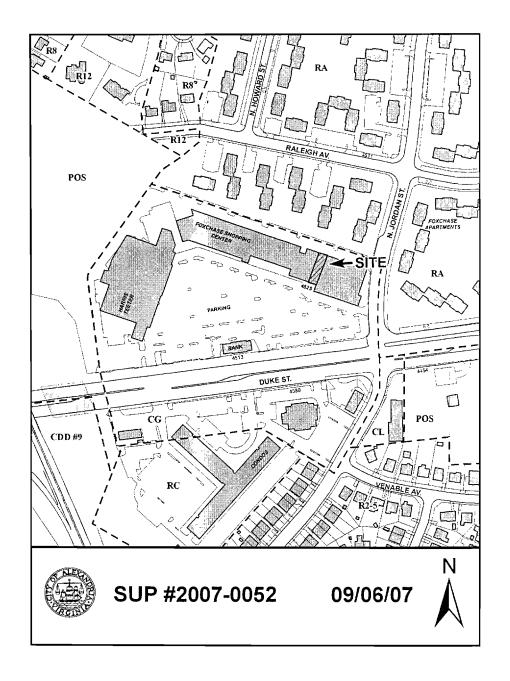
**ZONE:** 

CG/Commercial General

<u>PLANNING COMMISSION ACTION, SEPTEMBER 6, 2007</u>: By unanimous consent, the Planning Commission <u>recommended approval</u> of the request, subject to compliance with all applicable codes, ordinances and staff recommendations.

Reason: The Planning Commission agreed with the staff analysis.

**STAFF RECOMMENDATION:** Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the recommended permit conditions found in Section III of this report.



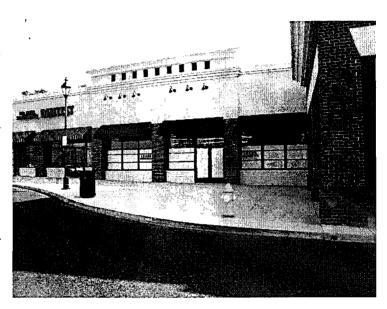
## I. DISCUSSION

#### REQUEST

The applicant, Danette Mertz, requests special use permit approval for the operation of a massage therapy establishment (Massage Envy) located at 4525 Duke Street.

## SITE DESCRIPTION

Foxchase Shopping Center, located on the north side of Duke Street just west of the intersection of Duke Street and North Jordan Street is a shopping center comprised of approximately 61,366 square feet developed by a grocery store, retail, personal service and office uses and 583 parking spaces. Massage Envy would be located in a tenant space of 2,755 square feet in the eastern portion of the shopping center.



The uses directly surrounding the Massage Envy include a Rite Aid and a dentist office. Immediately to the north is a residential apartment complex. To the south is a residential high rise apartment building and a Mango Mike restaurant.

# BACKGROUND

On February 12, 2005, City Council granted Development Special Use Permit #2004-0025 for reconstruction of the Foxchase Shopping Center with a grocery store and a mix of retail and other commercial uses. The subject tenant space in the Foxchase Shopping Center was previously occupied by a retail establishment but is currently vacant.

## **PROPOSAL**

The applicant proposes to offer 12 massage rooms in its massage therapy establishment. Specific aspects of the massage therapy establishment are as follows:

Hours: Mon- Fri 8am- 10pm Sat & Sun 8am- 6pm Sun 10am- 6pm

Number of patrons: 14 clients per hour

Noise: No disruptive noise impacts are anticipated

Trash/Litter: No anticipated littering impacts

#### Parking

According to Section 8-200(A)(17) of the Zoning Ordinance, a personal service use requires one parking space for every 400 square feet. A personal service establishment with 2,755 square feet will be required to provide 7 off-street parking spaces. Prior to this use, the space was occupied by a retail store which required 1.2 parking spaces for every 210 square feet of floor area. The proposed personal service use requires fewer parking spaces than the prior use and therefore staff believes there will be sufficient off-street parking provided in the Foxchase shopping center parking lot to accommodate the traffic generated by the proposed use.

# ZONING/MASTER PLAN DESIGNATION

The subject property is located in the CG, commercial general zone. Section 4-400 of the Zoning Ordinance allows a massage establishment in the CG zone only with a special use permit.

The proposed use is consistent with the Seminary Hill Small Area Plan chapter of the Master Plan which designates the property for commercial use.

## II. STAFF ANALYSIS

Staff does not object to the proposed massage therapy establishment. The site is suited for larger scale commercial uses such as the proposed facility. The proposed use is compatible with the other commercial uses in the Foxchase Shopping Center, which include a nail salon, a jewelry store, a weight loss facility and a bridal shop.

With the following conditions, staff recommends approval of the special use permit.

# III. RECOMMENDED CONDITIONS

Staff recommends approval subject to compliance with all applicable codes and ordinances and the following conditions:

- 1. The special use permit shall be granted to the applicant only or to any corporation in which the applicant has a controlling interest. (P&Z)
- 2. The hours of operation of the massage therapy establishment shall be limited to 8am- 10pm, Monday through Friday, 8am- 6pm Saturday and 10am- 6pm Sunday. (P&Z)

- 3. The applicant shall post the hours of operation at the entrance of the business. (P&Z)
- 4. The applicant shall conduct employee training sessions on an ongoing basis, including as part of any employee orientation, to discuss all SUP provisions and requirements. (P&Z)
- 5. The applicant shall encourage its employees to use mass transit or to carpool when traveling to and from work, by posting information regarding DASH and METRO routes, the location where fare passes for transit are sold, and advertising of carpooling opportunities. (P&Z)
- 6. The applicant shall provide storage space for solid waste and recyclable materials containers as outlined in the City's "Solid Waste and Recyclable Materials Storage Space Guidelines", or to the satisfaction of the Director of Transportation & Environmental Services. The City's storage space guidelines and required Recycling Implementation Plan forms are available at: www.alexandriava.gov or contact the City's Solid Waste Division at 703-519-3486 ext.132. (T&ES)
- 7. Loudspeakers shall be prohibited from the exterior of the building. (T&ES)
- 8. The applicant shall require its employees who drive to use off-street parking and/or provide employees who use mass transit with subsidized bus and rail fare media. The applicant shall also post DASH and Metrobus schedules on-site for employees. (T&ES)
- 9. The applicant is to contact the Community Relations Unit of the Alexandria Police Department at 703-838-4520 regarding a security survey for the business. (Police)
- 10. The applicant is to contact the Community Relations Unit of the Alexandria Police Department at 703-838-4520 regarding robbery readiness training for all employees. (Police)

11. The Director of Planning and Zoning shall review the special use permit after it has been operational for one year, and shall docket the matter for consideration by the Planning Commission and City Council if (a) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; (b) the director has received a request from any person to docket the permit for review as the result of a complaint that rises to the level of a violation of the permit conditions, (c) the director has determined that there are problems with the operation of the use and that new or revised conditions are needed. (P&Z)

STAFF: Richard Josephson, Deputy Director, Department of Planning and Zoning; Richard Bray, Urban Planner.

<u>Staff Note:</u> In accordance with section 11-506(c) of the zoning ordinance, construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a special use permit by City Council or the special use permit shall become void.

## IV. CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

# Transportation & Environmental Services:

- R-1 The applicant shall provide storage space for solid waste and recyclable materials containers as outlined in the City's "Solid Waste and Recyclable Materials Storage Space Guidelines", or to the satisfaction of the Director of Transportation & Environmental Services. The City's storage space guidelines and required Recycling Implementation Plan forms are available at: www.alexandriava.gov or contact the City's Solid Waste Division at 703-519-3486 ext.132.
- R-2 Loudspeakers shall be prohibited from the exterior of the building.
- R-3 The applicant shall require its employees who drive to use off-street parking and/or provide employees who use mass transit with subsidized bus and rail fare media. The applicant shall also post DASH and Metrobus schedules on-site for employees.
- C-1 The applicant shall comply with the City of Alexandria's Noise Control Code, Title 11, Chapter 5, which sets the maximum permissible noise level as measured at the property line.
- C-1 The applicant shall comply with the City of Alexandria's Solid Waste Control, Title 5, Chapter 1, which sets forth the requirements for the recycling of materials (Sec. 5-1-99).

## Code Enforcement:

- C-1 Any proposed alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-2 Any proposed additions or alterations to the existing structure and/or installation and/or altering of equipment therein requires a building permit (USBC 108.1). Five sets of plans, bearing the signature and seal of a design professional registered in the Commonwealth of Virginia, must accompany the written application (USBC 109.1).

# Health Department:

- C-1 An Alexandria Health Department Permit is required for all regulated facilities. Permits are not transferable.
- C-2 This facility must meet current Alexandria City Code requirements for massage establishments.
- C-3 Permits must be obtained prior to operation.
- C-4 Five sets of plans must be submitted to and approved by this department prior to construction. Plans must comply with the Alexandria City Code, Title 11, Chapter 4.2, Massage Regulations.
- C-5 All massage therapist must possess a current massage therapist certification issued by the Commonwealth of Virginia in accordance with the Code of Virginia Chapter 599, § 54.1-3029 and must possess a current massage therapist permit issued in accordance with Alexandria City Code Title 11, Chapter 4.2 prior to engaging in any massage activity.

# Parks and Recreation:

F-1 No comment.

# Police Department:

- R-1 The applicant is to contact the Community Relations Unit of the Alexandria Police Department at 703-838-4520 regarding a security survey for the business.
- R-2 The applicant is to contact the Community Relations Unit of the Alexandria Police Department at 703-838-4520 regarding robbery readiness training for all employees.
- F-1 The applicant is not seeking an A.B.C. permit. The Police Department concurs.

# APPLICATION for SPECIAL USE PERMIT # 2007-0052 [must use black ink or type] PROPERTY LOCATION: 4525 Duke Street (Paycel Address: 4513 Duke TAX MAP REFERENCE: 059.02-01-01 & 02 ZONE: <u>CG</u> APPLICANT Name: Danette Mertz Address: 12444 Popes Head Road Clifton, VA 20124 PROPERTY OWNER Name: Washington Real Estate Investment Trust Address: 6110 Executive Boulevard, Suite 810, Rockville MD 20852 PROPOSED USE: Massage Envy Clinic, providing therapeutic massage THE UNDERSIGNED hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia. THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article XI, Section 11-301(B) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia. THE UNDERSIGNED hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Planning Commission or City Council in the course of public hearings on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia Danette Mertz Print Name of Applicant or Agent Signatur 12444 Popes Head Road 703-869-5155 (P) 703-451-0460 (F) Mailing/Street Address Telephone # Fax # June 27, 2007 Clifton, VA 20124 City and State Zip Code Date ===== DO NOT WRITE BELOW THIS LINE - OFFICE USE ONLY ======= Application Received: \_\_\_\_\_ Date & Fee Paid: \_\_\_\_\_ \$\_\_\_\_ ACTION - PLANNING COMMISSION: ACTION - CITY COUNCIL:

07/26/99 p:\zoning\pc-appl\forms\app-sup1

•		Spo	ecial Use Permit # <u>2007-005</u> 2
			e required for child care facilities, quiring special use permit approval.
1. The applicant is (ch	neck one)	[] the Owner	[] Contract Purchaser
[X] Lessee or	[] Other:		of the subject property.
in the applicant, unless owner of more than to Nicola Brintzenhofe 6 Cynthia Sullivan, 131 Shannon Mahar, 6032 Danette Mertz 12444  If property owner or a realtor, or other perso	es the entity is a compercent.  6339 Hillside Road  99 Guildtown Plad  2 Abernethy Lane  Popes Head Road  applicant is being  n for which there  agent is employed	d Springfield, VA 2215 ce, Bristow, VA 2013 Gainesville, VA 2015 L, Clifton, VA 20124 25 represented by an autho is some form of comper	5 25% 5 25%
[] Yes. Provid	le proof of current	t City business license	
[] No. The agif required by		business license prior to	filing application,
plan is required for pl	ans that are 8½" x	: 14" or smaller. Twenty	e proposed use. One copy of the -four copies are required for unning director may waive

requirements for plan submission upon receipt of a written request which adequately justifies

a waiver. This requirement does not apply if a Site Plan Package is required.

Special Use Permit #<u>2007-0057</u>

#### NARRATIVE DESCRIPTION

3. The applicant shall describe below the nature of the request in detail so that the Planning Commission and City Council can understand the nature of the operation and the use, including such items as the nature of the activity, the number and type of patrons, the number of employees, the hours, how parking is to be provided for employees and patrons, and whether the use will generate any noise. (Attach additional sheets if necessary)

Massage Envy is an innovative business concept that combines the ancient art of massage with modern business systems, service and pricing strategies. The result of this combination is a state of the art massage clinic that appeals to both veteran and first-time massage clients. Massage Envy is leading the revolution in relaxation by providing professional massages, in convenient locations at affordable prices. Our model is based on membership as the creator of the concept, John Leonesio, comes from a 20+ year background in the health club industry. In the health clubs, massage therapy was the highest grossing ancillary service. Massage Envy's concept works by the consumer becoming a Massage Envy member for one low monthly rate. In their monthly rate members receive one massage and thereafter all their massages in that same month are at a low member rate. Members can bring in guests or buy gift certificates at the low member rate as well. Non-members can still visit our clinics for gift certificates and/or other therapy services at competitive non-member rates.

We currently have 205 clinics open, and 367 in development. 2006 was our break out year as a franchise concept. We celebrated our 1 millionth massage in March and 2 millionth in December, our 100<sup>th</sup> clinic opened in May and we awarded the **North America's Hottest Retailer** award by the International Council of Shopping Centers. If our recent ranking by Entrepreneur Magazine (#3 for **Top New Franchises**) in the January 2007 issue is any indication we are looking forward to another stellar year.

Each Massage Envy clinic employs therapists who have graduated from an accredited massage school with a minimum requirement of 500 hours of education and meeting all state and local licensing requirements. The therapists also receive training and orientation from Massage Envy. In addition to these requirements, we perform background checks on our therapists prior to their recruitment. These therapists offer approximately 15 different hands-on modalities of massage and all of our therapists are employees of Massage Envy not independent contractors. We are currently the largest employer of massage therapists nationally.

Clinic hours are Monday through Friday from 8am to 10pm and weekends until 6pm. A mature clinic will perform around 1000 massages each month, operating out of 8-10 fully occupied therapy rooms during peak hours. Our peak hours are typically after 5pm, and on weekends. During off peak hours, we typically operate out of 2-3 fully occupied therapy rooms. Our primary use is considered retail, being that is driven by membership sales, gift certificate sales and retail products relating to neuromuscular, therapeutic massage.

Massage Envy has performed over Three Million massages nationwide since our inception and is committed to providing a high quality service to our customers in a safe and comfortable environment.

Giving back to the community is also very important for Massage Envy. On September 19<sup>th</sup>, 2006, Massage Envy sponsored its second annual Phoenix Susan G. Komen day "Massage for the Cure". On this very special day Massage Envy did not charge for any massages given, in lieu our members and guests donate to the Susan G. Komen foundation that supports breast cancer. Again, this is just one of the many ways that Massage Envy gives back to the community locally and nationally.

# **USE CHARACTERISTICS**

4. The proposed special use po	ermit request is for: (check one)
[X] a new use requiring	g a special use permit,
[] a development spec	ial use permit,
[] an expansion or cha	inge to an existing use without a special use permit,
[] expansion or chang	e to an existing use with a special use permit,
[] other. Please descri	be:
5. Please describe the capacity	of the proposed use:
A. How many patrons, cli period (i.e., day, hour,	ents, pupils and other such users do you expect? Specify time or shift).
We expect to have two	the clients per hour
(i.e., day, hour, or shif	
We will have fifteen st	taff on per hour
5. Please describe the propose	d hours and days of operation of the proposed use:
Day:	Hours:
Monday through Friday	8 AM to 10 PM
Saturday	8 AM to 6 PM
Sunday	10 AM to 6 PM

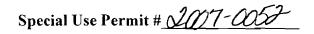
7. Please describe any potential noise emanating from the proposed use:

A. Describe the noise levels anticipated from all mechanical equipment and patrons.

There will be noise from the A/C unit, white noise system (which will be like A/C) and normal talking levels from the patrons.

B.	How will the noise from patrons be controlled?
	The reception area and office are separated from the treatment rooms. The room walls will be insulated and there will be a white noise system. This is a therapeutic massage service so the noise level should be low.
8. Des	cribe any potential odors emanating from the proposed use and plans to control them:
	There should be no odors emanating from the space.
9. Plea	use provide information regarding trash and litter generated by the use:
A. V	What type of trash and garbage will be generated by the use?
	office trash
В. Н	Now much trash and garbage will be generated by the use?
	One bag per day
C. F	How often will trash be collected?
	Bi-weekly from an outside dumpster
D. I	low will you prevent littering on the property, streets and nearby properties?
Llavvar	This is a service provided so there should be no litter generated by the patrons from our space.

<ol> <li>Will any hazardous materials, as defined by the state or federal government, be handled, stored or generated on the property?</li> <li>Yes. [X] No.</li> </ol>	,
If yes, provide the name, monthly quantity, and specific disposal method below:	
<ol> <li>Will any organic compounds, for example paint, ink, lacquer thinner, or cleaning or degreasin solvent, be handled, stored, or generated on the property?</li> </ol>	_ g
[] Yes. [X] No.	
If yes, provide the name, monthly quantity, and specific disposal method below:	
2. What methods are proposed to ensure the safety of residents, employees and patrons?	
LCOHOL SALES	
3. Will the proposed use include the sale of beer, wine, or mixed drinks?  [] Yes. [X] No.	
If yes, describe alcohol sales below, including if the ABC license will include on-premises and/or off-premises sales. Existing uses must describe their existing alcohol sales and/or service and identify any proposed changes in that aspect of the operation.	

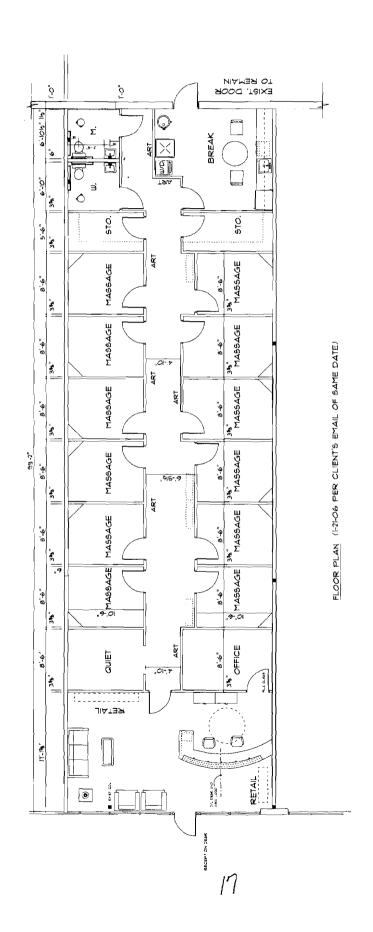


# PARKING AND ACCESS REQUIREMENTS

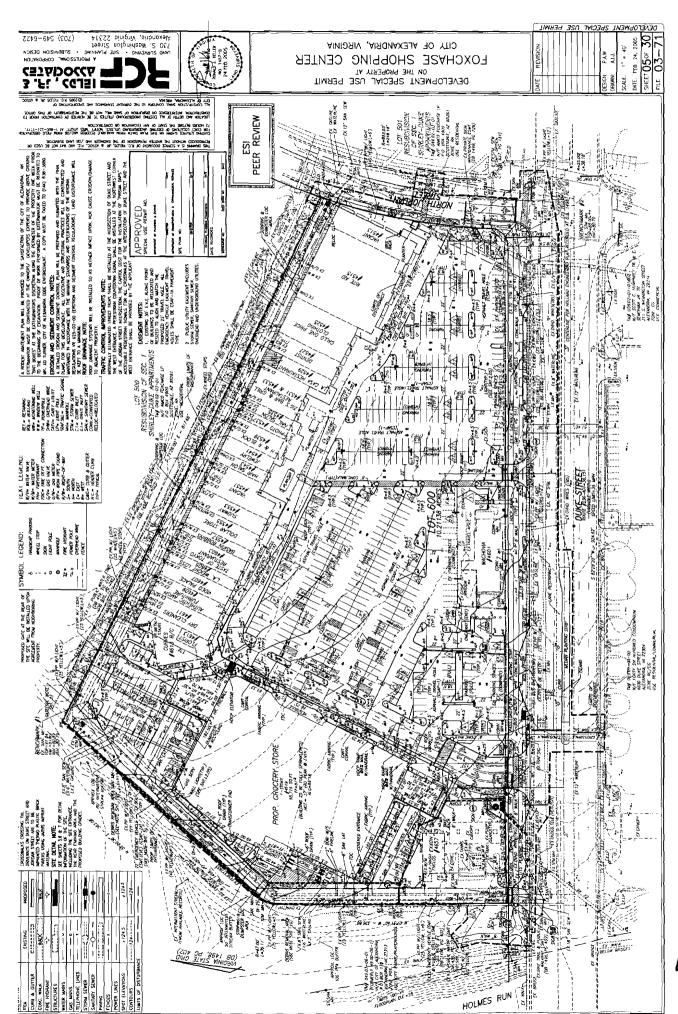
14.	Please provide information regarding the availability of off-street parking:  A. How many parking spaces are required for the proposed use pursuant to section 8-200 (A) of the zoning ordinance?  13
	B. How many parking spaces of each type are provided for the proposed use:
	59 Standard spaces
	Compact spaces
	4 Handicapped accessible spaces.
	Other.
	C. Where is required parking located? [X] on-site [] off-site (check one)
	If the required parking will be located off-site, where will it be located:
	Pursuant to section 8-200 (C) of the zoning ordinance, commercial and industrial uses may provide off-site parking within 500 feet of the proposed use, provided that the off-site parking is located on land zoned for commercial or industrial uses. All other uses must provide parking on-site, except that off-street parking may be provided within 300 feet of the use with a special use permit.
	D. If a reduction in the required parking is requested, pursuant to section 8-100 (A) (4) or (5) of the zoning ordinance, complete the PARKING REDUCTION SUPPLEMENTAL APPLICATION.
15.	Please provide information regarding loading and unloading facilities for the use:
A.	How many loading spaces are required for the use, per section 8-200 (B) of the zoning ordinance?1
В.	How many loading spaces are available for the use?1
C.	Where are off-street loading facilities located? <u>Behind the store</u>

D. During what hours of the day do you expect loading/unloading operations to occur?		
Mid day to late afternoon		
E. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?		
Once a week		
16. Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?	V	
Yes, street access is adequate		
SITE CHARACTERISTICS		
17. Will the proposed uses be located in an existing building? [X] Yes [] No		
Do you propose to construct an addition to the building? [] Yes [X] No		
How large will the addition be? square feet.		
18. What will the total area occupied by the proposed use be?		
sq. ft. (existing) + sq. ft. (addition if any) = sq. ft. (total)		
19. The proposed use is located in: (check one)		
[] a stand alone building [] a house located in a residential zone [] a warehouse		
[X] a shopping center. Please provide name of the center: <u>Foxchase Shopping Center</u>		
an office building. Please provide name of the building:		
other, please describe:		

(



SUP2007-0057 ALEXANDRIA, VA **(** NORTHERN VIRGINIA TENANT DATA NEW CONSTRUCTION ら下 625 NATE OF CRITE OF EOCH 646 STATION GAN NORTH JORDAN STREET FOXCHASE SHOPPING CENTER THE THEORY OF THE PARTY OF THE AKE BAK RITE AID MEDIEN MASSACEUN OTTVS PKSP PKSP TEINER TEINER 100 YANGUE COOP M 255 W WASHINGTON (REIT) HOUDIL! Steve Krupinski (301) 255-0846 ROCKVILLE, MARYLAND 000 A.8 575,8 WRSS TEFTS SUPERWARE ŧ 18



APPLICATION for SPECIAL USE PERMIT #2007-0052 [must use black ink or type]
PROPERTY LOCATION: 4525 Duke Street (Paycel Address: 4513 Duke St)
TAX MAP REFERENCE: 059.02-01-01 & 02 ZONE: CG
APPLICANT Name:Danette Mertz
Address: 12444 Popes Head Road Clifton, VA 20124
PROPERTY OWNER Name:Washington Real Estate Investment Trust
Address: 6110 Executive Boulevard, Suite 810, Rockville MD 20852
PROPOSED USE: Massage Envy Clinic, providing therapeutic massage
<b>THE UNDERSIGNED</b> hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.
<b>THE UNDERSIGNED</b> , having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article XI, Section 11-301(B) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.
THE UNDERSIGNED hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Planning Commission or City Council in the course of public hearings on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia
Danette Mertz
Print Name of Applicant or Agent Signature
12444 Popes Head Road 703-869-5155 (P) 703-451-0460 (F)  Mailing/Street Address Telephone # Fax #
Clifton, VA 20124 June 27, 2007 City and State Zip Code Date
===== DO NOT WRITE BELOW THIS LINE - OFFICE USE ONLY =======
Application Received: Date & Fee Paid: \$
ACTION - PLANNING COMMISSION: By unanimous consent, recommended approval 9-6-07
ACTION - CITY COUNCIL: 9/15/07 - CC approved the PC recommendat 7-0
07/26/99 p. vzonino ne-apolyformskapo-sup.