



Village Planning Committee Meeting Summary Z-SP-6-20-7-8

Date of VPC Meeting	December 14, 2020
Request From	C-2
Request To	C-2 SP
Proposed Use	Massage establishment and all underlying C-2 uses
Location	Southwest corner of 59th Avenue and Baseline Road
VPC Recommendation	Approval
VPC Vote	11-0

VPC DISCUSSION & VOTE:

Ms. Sofia Mastikhina, staff, provided an overview of the request, including the location, surrounding zoning, General Plan Land Use Map designation, and the site plan which depicts the suites that are included in the Special Permit Request. She presented the staff recommendation for approval and explained that this case does not have any recommended stipulations as the request will be limited to the suites in question.

Ms. Michelle Hammond, representative with Berry Riddell, introduced herself to the committee and explained that she is representing the business Massage Envy for this Special permit request. She stated that Massage Envy is a national wellness service that already has 27 locations in Arizona. This will be the first location in the Laveen area, which currently already has 285 Massage Envy members. This location is located in the Laveen Park Place shopping center in close proximity to the Loop 2020 freeway and will eliminate the need to drive 22 minutes to the nearest Massage Envy establishment.

Ms. Cinthia Estela expressed her excitement for this business coming into Laveen and asked how many employees are expected to be at this location. **Ms. Hammond** replied that it will be roughly 30 employees.

Ms. Sharifa Rowe asked why a massage establishment needs a special permit, as it is already a commercial business. **Ms. Hammond** explained that it is a specific use that

requires a Special Permit in a commercial zoning district, per the Phoenix Zoning Ordinance.

Ms. Jennifer Rouse asked if the Special Permit at this location will exist in perpetuity, should Massage Envy move locations. **Ms. Mastikhina** replied yet, the Special Permit is tied to the legal description for these suites and will remain in place even if the business moves elsewhere. Another massage establishment could then locate to these suites, as the entitlement will already be there.

Ms. Stephanie Hurd thanked Ms. Hammond for the presentation, expressing her excitement for this business. She suggested that the city revisit its requirements for massage establishments needing a Special Permit, as it seems to be an outdated standard.

Vice Chair Tonya Glass asked if Massage Envy has to obtain a Special Permit every time they open a new location. **Ms. Hammond** explained that it would depend on the zoning of the property, and on the jurisdiction in which it's located, as each municipality has its own zoning requirements.

Ms. Rowe asked if there is a way to know if the employees of this establishment will be hired from the local workforce pool, to support the local community. **Ms. Hammond** replied that there probably is a way to pull that information, but that all employees require a massage certification.

MOTION

Mr. Carlos Ortega moved to approve the request per the staff recommendation. **Ms. Cinthia Estela** seconded the motion.

VOTE

11-0, Motion to approve, with Committee Members Branscomb, Glass, Abegg, Estela, Flunoy, Harlin, Hurd, Joseph, Ortega, Rouse and Rowe in favor.