



AGENDA MEMO - COMMUNITY DEVELOPMENT

CITY COUNCIL MEETING DATE: MAY 21, 2025  
DEPARTMENT: COMMUNITY DEVELOPMENT  
ITEM DESCRIPTION: APPLICANT: THAI MASSAGE GOLDEN BEAUTY, LLC -  
OWNER: CHARLESTON HEIGHTS SHOPPING CENTER, LLC

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**\*\* STAFF RECOMMENDATION(S) \*\***

| CASE NUMBER  | RECOMMENDATION                                    | REQUIRED FOR APPROVAL |
|--------------|---|-----------------------|
| 25-0079-SUP1 | Staff recommends APPROVAL, subject to conditions: |                       |

**\*\* NOTIFICATION \*\***

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 26

NOTICES MAILED 564 (by City Clerk)

PROTESTS 3

APPROVALS 2

**\*\* CONDITIONS \*\***

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**25-0079-SUP1 CONDITIONS**

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**Planning**

1. Conformance to all Minimum Requirements under LVMC Title 19.12 for a Massage Establishment use.
2. This approval shall be void two years from the date of final approval, unless exercised pursuant to the provisions of LVMC Title 19.16. An Extension of Time may be filed for consideration by the City of Las Vegas.
3. A Waiver is hereby approved, to allow a zero-foot distance separation from a residentially zoned property where 400 feet is required.
4. All necessary building permits shall be obtained and final inspections shall be completed in compliance with Title 19 and all codes as required by the Building and Safety Division.
5. These Conditions of Approval shall be affixed to the cover sheet of any plan set submitted for building permit, as well as submitted as part of any business license application.
6. All City Code requirements and design standards of all City departments must be satisfied, except as modified herein.

**\*\* STAFF REPORT \*\***

**PROJECT DESCRIPTION**

The applicant is requesting a Special Use Permit for a proposed 1,530 square-foot Massage Establishment use at 5013 Alta Drive.

**ISSUES**

- A Massage Establishment use is permitted in the C-1 (Limited Commercial) zoning district with the approval of a Special Use Permit. Staff supports this request.
- A Waiver of Title 19.12 is requested, to allow a zero-foot distance separation from a residentially zoned property where 400 feet is required. Staff supports this request.

**ANALYSIS**

The subject site is an existing shopping center located on the west side of Decatur Boulevard. The western portion of the site where the subject tenant space is located is zoned C-1 (Limited Commercial), while the remaining eastern portion of the site is zoned C-2 (General Commercial). The applicant is requesting a Special Use Permit to allow a proposed Massage Establishment within a vacant commercial suite. This suite was last used as a Non-Profit Tax Service business.

A Waiver of Title 19.12 is requested, to allow a zero-foot distance separation from a residentially zoned property where 400 feet is required. There is no direct access to the residential protected use, and staff finds this request will not negatively impact adjacent development. Access to the site is provided by Decatur Boulevard and Alta Drive, a Primary Arterial and Collector Street respectively, as defined by the Master Plan of Streets and Highways. Both are adequate in size to provide the needs of the Massage Establishment.

The existing tenant space is part of a Shopping Center, defined as a “Any structure or group of structures that:

1. House any assemblage of various commercial tenants, including without limitation, retail uses, personal service uses, food service uses, and other ancillary uses;
2. Have a minimum combined gross floor area of 25,000 square feet;
3. Are located upon a single parcel of land or upon contiguous parcels of land; and
4. Have common vehicular access and parking facilities.”

**Staff Report Page Two**  
**May 21, 2025 - City Council Meeting**

The existing shopping center meets each of these requirements with a combined gross floor area of 132,966 SF. The parking for the entire center is based on the Shopping Center requirement of one parking stall for every 250 square-feet of gross floor area. As such, the parking requirement for the proposed use is not changed from the previous Non-Profit Tax Service use.

The Massage Establishment use is defined as “A facility which is occupied and use for the purpose of practicing massage therapy as defined in LVMC Chapter 6.52. This use does not include the “accessory massage’, as defined in this Title.” The proposed use qualifies as a Massage Establishment and not as a Massage, Accessory use as the proposed massage therapy space will occupy a space of greater than 150 square feet. The Minimum Special Use Permit Requirements for this use include:

1. The use shall comply with all applicable requirements of LVMC Title 6.

*The proposed use, if approved will be subject to all applicable requirements of LVMC Title 6. Therefore this requirement will be met.*

2. The use must be located on a secondary thoroughfare or larger.

*The proposed use meets this requirement. Access to the site is provided by Decatur Boulevard and Alta Drive, a Primary Arterial and Collector Street respectively, as defined by the Master Plan of Streets and Highways. Both are adequate in size to provide the needs of the Massage Establishment.*

3. The use may not be located within 400 feet of any church/house of worship, school, City park, individual care center licensed for more than 12 children, or any parcel zoned for residential use.

*The proposed use does not meet this requirement. There is no direct access to the residential protected use, and staff finds this request will not negatively impact adjacent development.*

4. The use may not be located within 1,000 feet of any other massage establishment.

*The proposed use meets this requirement. The nearest other massage establishment is*

5. The hours of operation shall be limited to the period between 6:00 a.m. and 10:00 p.m., unless further limited by the City Council on a case-by-case basis.

*The submitted justification letter indicated that the proposed hours of operation will be between the hours of 6:00 a.m. to 10:00 p.m., which meets this requirement.*

**Staff Report Page Three**  
**May 21, 2025 - City Council Meeting**

While the proposed Massage Establishment use requires a Waiver of distance separation requirements, the surrounding area is a commercial development anchored by a Casino. There is no direct access to the residential protected use, and staff finds this request will not negatively impact adjacent development. As such, staff recommends approval of the requested Special Use Permit, subject to conditions.

**FINDINGS (25-0079-SUP1)**

In order to approve a Special Use Permit application, per Title 19.16.110(L) the Planning Commission and City Council must affirm the following:

1. **The proposed land use can be conducted in a manner that is harmonious and compatible with existing surrounding land uses, and with future surrounding land uses as projected by the General Plan.**

While the proposed Massage Establishment use requires a Waiver, which staff supports, staff finds the proposed land use can be conducted in a manner that is harmonious and compatible with existing surrounding land uses, and with future surrounding land uses as projected by the General Plan.

2. **The subject site is physically suitable for the type and intensity of land use proposed.**

The proposed use would occupy a vacant suite within an existing commercial shopping center that is suitable for the type of land use proposed.

3. **Street or highway facilities providing access to the property are or will be adequate in size to meet the requirements of the proposed use.**

Access to the site is provided by Decatur Boulevard and Alta Drive, a Primary Arterial and Collector Street respectively, as defined by the Master Plan of Streets and Highways. Both are adequate in size to provide the needs of the Massage Establishment.

4. **Approval of the Special Use Permit at the site in question will not be inconsistent with or compromise the public health, safety, and welfare or the overall objectives of the General Plan.**

Approval of this Special Use Permit will be subject to business license review and periodic inspection to ensure the public health, safety, and welfare or the overall objectives of the General Plan will not be compromised.

**Staff Report Page Four**  
**May 21, 2025 - City Council Meeting**

**5. The use meets all of the applicable conditions per Title 19.12.**

The proposed Massage Establishment use requires a Waiver to allow zero-foot distance separation from a residentially zoned property. There is no direct access to the residential protected use, and staff finds this request will not negatively impact adjacent development. Staff supports the Waiver request.

**BACKGROUND INFORMATION**

| <b><i>Related Relevant City Actions by Planning, Fire, Bldg., etc.</i></b> |  |
|--|--|
| 1961   | Ordinance 900 was adopted by the Board of Commissioners amending the land use plan map adopted by the City of Las Vegas, and changing the zoning classification of certain areas of the said map including property generally located west of Decatur between Alta and Evergreen from R-4 (High Density Residential) to R-1 (Single Family Residential) and from R-4 (High Density Residential) to C-1 (Limited Commercial). The Ordinance was amended to reflect the area south of Evergreen be designated R-3 (Medium Density Residential) instead of R-1 (Single Family Residential) and the area north of Alta designated as R-1 (Single Family Residential) be changed to R-3 (Medium Density Residential). |
| 10/24/83   | The City Council approved a request for a Plot Plan Review (Z-0053-60) on property located at 4918 Evergreen Avenue, which includes the subject tenant space. The Planning Commission recommended approval.  |
| 04/08/25   | The Planning Commission voted (7-0) to recommend APPROVAL for possible action on a Land Use Entitlement project request FOR A PROPOSED 1,530 SQUARE-FOOT MASSAGE ESTABLISHMENT USE WITH A WAIVER TO ALLOW A ZERO-FOOT DISTANCE SEPARATION FROM A PARCEL ZONED FOR RESIDENTIAL USE WHERE 400 FEET IS REQUIRED at 5013 Alta Drive (APN 138-36-701-018), C-1 (Limited Commercial) and C-2 (General Commercial) Zones, Ward 1 (Knudsen). Staff recommends APPROVAL.  |

| <b><i>Most Recent Change of Ownership</i></b> |  |
|---|--|
| 01/27/11                                      | A deed was recorded for a change in ownership. |

**Staff Report Page Five**  
**May 21, 2025 - City Council Meeting**

| <b>Related Building Permits/Business Licenses</b> |   |
|---|---|
| 12/23/21  | A business license (G69-08241) for Non-Profit Tax Service Program was issued at 5013 Alta Drive. This license went out of business on 12/01/24.         |
| 03/05/14  | A business license (G69-08241) for a social services company was issued at 5013 Alta Drive. This license went out of business 01/06/15.                 |
| 03/28/12  | Business licenses (P55-01735 and D11-00240) for a Pharmacy and Drug Store was issued at 5013 Alta Drive. This license went out of business on 09/12/14. |

| <b>Pre-Application Meeting</b> |  |
|--------------------------------|--|
| 02/12/25                       | A pre-application meeting was held to discuss the submittal requirements for a Special Use Permit. |

| <b>Neighborhood Meeting</b>                                |  |
|--|--|
| A Neighborhood meeting was not required, nor was one held. |  |

| <b>Field Check</b> |  |
|--------------------|--|
| 11/02/17           | During a routine field check, staff observed a vacant tenant space where concerns were noted by staff. |

| <b>Details of Application Request</b> |       |
|---------------------------------------|-------|
| <b>Site Area</b>                      |       |
| Net Acres                             | 11.60 |

| <b>Surrounding Property</b> | <b>Existing Land Use Per Title 19.12</b> | <b>Planned or Special Land Use Designation</b> | <b>Existing Zoning District</b> |
|-----------------------------|--|--|---------------------------------|
| Subject Property            | Shopping Center                          | TOC-2 (Transit-Oriented Corridor – Low)        | C-1 (Limited Commercial)*       |
|                             |  |  | C-2 (General Commercial)*       |
| North                       | Undeveloped                              | TOD-1 (Transit-Oriented Development – High)    | C-2 (General Commercial)        |
| South                       | Parking Lot                              | TOC-2 (Transit-Oriented Corridor – Low)        | C-2 (General Commercial)        |

Staff Report Page Six  
May 21, 2025 - City Council Meeting

| <b><i>Surrounding Property</i></b> | <b><i>Existing Land Use Per Title 19.12</i></b> | <b><i>Planned or Special Land Use Designation</i></b> | <b><i>Existing Zoning District</i></b>   |
|------------------------------------|---|---|--|
| East                               | Office, Other Than Listed                       | TOC-2 (Transit-Oriented Corridor – Low)               | P-R (Professional Office); R-1 (Single Family Residential); C-1 (Limited Commercial) |
|                                    |   | O (Office)  | P-R (Professional Office)  |
| West                               | Single Family, Detached                         | L (Low Density Residential)                           | R-1 (Single Family Residential)  |

\* The western portion of the site where the subject Massage Establishment is located is zoned C-1 (Limited Commercial), while the remaining eastern portion of the site is zoned C-2 (General Commercial).

| <b><i>Master and Neighborhood Plan Areas</i></b>                           | <b><i>Compliance</i></b> |
|--|--------------------------|
| 2050 City of Las Vegas Master Plan Area: Charleston                        | N/A                      |
| <b><i>Special Area and Overlay Districts</i></b>                           | <b><i>Compliance</i></b> |
| A-O (Airport Overlay) District – 175 Feet                                  | Y                        |
| <b><i>Other Plans or Special Requirements</i></b>                          | <b><i>Compliance</i></b> |
| Trails   | N/A                      |
| Las Vegas Redevelopment Plan Area – Redevelopment Area 2                   | Y                        |
| Interlocal Agreement   | N/A                      |
| Project of Significant Impact (Development Impact Notification Assessment) | N/A                      |
| Project of Regional Significance   | N/A                      |

## DEVELOPMENT STANDARDS

| <b><i>Street Name</i></b> | <b><i>Functional Classification of Street(s)</i></b> | <b><i>Governing Document</i></b>    | <b><i>Actual Street Width (Feet)</i></b> | <b><i>Compliance with Street Section</i></b> |
|---------------------------|--|-------------------------------------|--|--|
| Decatur Boulevard         | Primary Arterial                                     | Master Plan of Streets and Highways | 115                                      | Y  |
| Alta Drive                | Collector Street                                     | Master Plan of Streets and Highways | 75                                       | Y  |
| Evergreen Avenue          | Local Street   | Title 13                            | 60                                       | Y  |



Staff Report Page Seven  
May 21, 2025 - City Council Meeting

***Pursuant to Title 19.08 and 19.12, the following parking standards apply:***

| <b><i>Parking Requirement</i></b>           |   |                             |                       |                        |                       |                          |   |
|---|---|-----------------------------|-----------------------|------------------------|-----------------------|--------------------------|---|
| <b><i>Use</i></b>                           | <b><i>Gross Floor Area or Number of Units</i></b> | <b><i>Required</i></b>      |                       | <b><i>Provided</i></b> |                       | <b><i>Compliance</i></b> |   |
|   |   | <b><i>Parking Ratio</i></b> | <b><i>Parking</i></b> |                        | <b><i>Parking</i></b> |                          |   |
|   |   |                             | Regular               | Handi-capped           | Regular               | Handi-capped             |   |
| Shopping Center                             | 132,966 SF  | 1:250                       | 532                   |                        |                       |                          |   |
| <b>TOTAL SPACES REQUIRED</b>                |   |                             | 532                   |                        | 1,395                 |                          | Y |
| <b>Regular and Handicap Spaces Required</b> |   |                             | 521                   | 11                     | 1,315                 | 40                       | Y |