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May 18, 2023

City of Las Vegas Planning Department

RE: Justification Letter | Proposed Development at 1506 S. Jones Blvd., 89146

A A LUXURY SALONS & SUITES LLC owns the 0.85 acre parcel (163-01-201-006) of raw land on S Jones Blvd between W Charleston and W Oakey. The current zoning for the parcel is (C-1). We propose to build an 11,798 square foot single-story commercial building for a mixed use of Professional Office / General Retail / General Personal Service with a secondary Massage Establishment use.

BUILDING & USE DESCRIPTION

The proposed building will be a single-story structure located along the southern portion of the site. Parking will be located on the northern portion with ingress and egress from Jones Boulevard. In alignment with the Unified Development Code's development standards for building character, scale, and facade, our design incorporates deep recesses at each tenant space, ornamental pilasters aligned to breaks in the parapet, two tones of stucco to differentiate a "top" and "bottom," and decorative reveals to modulate the facade. These moves create a formal rhythm that culminates in a unique corner moment where the parapet lifts and visually engages the Jones streetscape.

The building remains in scale with the existing context of primarily single-story commercial buildings while being visually distinct; a material palette composed primarily of stucco, and complemented by stone tile, references the surrounding context while creating a more contemporary expression. A deep setback and patio along Jones will help begin to foster a more pedestrian-friendly streetscape. Drought-tolerant landscaping throughout the site minimizes water use while showcasing how planting options can be ecologically sensitive, varied, and lush.

The development will encourage and foster new visitors to the area and provide much needed creative and professional office space as the neighborhood continues to diversify and build an identity consistent with the 2050 Master Plan. New commercial spaces in the Charleston area will encourage new reinvestment in an older neighborhood, offer opportunities for locals to create new businesses and thereby establish roots. Such investments help further diversify the economy of Las Vegas, and help provide opportunity for neighborhood prosperity and growth.

The primary tenant currently planned for the development will be an upscale beauty establishment at the east end of the building, housing move-in ready suites for independent beauty and wellness professionals. Some of the suites may be leased to individual massage therapy professionals, therefore we are requesting a Special-Use Permit; see floor plan for identification of those suites. Per Title 19.12, the hours of operation shall be limited to the period between 6:00am and 10:00pm for the massage-specific suites, which would be 6 out of the 31 total suites planned. Overall, the salon-suites business model is an excellent incubator for local talented beauty and wellness professionals as it provides them with the resources, support, and collaborative environment needed to establish and grow their own business. By enabling these professionals to focus on their craft and expand their services, not only does the beauty industry benefit, but so does the local economy and community. We are excited for this tenant to be coming to the area and

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helping new small businesses flourish. Other tenants are not determined at this time, but we are planning for a future expansion of the salon suites, a future general retail tenant, and a future office tenant.

ACCESS

The site is accessed from the north-bound direction of Jones Blvd - vehicles enter the site and park along the northern edge. The various tenant spaces are accessed from the north elevation via a 5' sidewalk, which connects to the sidewalk along Jones for pedestrian access.

During site planning, we engaged our neighbors to the south, the ALEXANDER OFFICE PARK ASSN who owns 1400 South Jones Boulevard, about a possible connection to their parking lot. During our initial conversations, they were very receptive to a potential connection with our parking lot, as theirs was previously designed with such a connection in mind. In order to allow for this, we are requesting a reduction of the required 8' landscape buffer along the east lot line, in order to match our neighbor's site and provide for an easy connection to their parking lot.

PARKING REVIEW

The proposed building consists of a mix of office, retail, and general personal service uses and results in a total parking requirement of 98 spaces, 4 of which must be accessible. We are requesting a variance to reduce the total parking requirement from 98 spaces to 35 spaces as the site is located within ¼ mile of several bus stops along Jones - stops that will be serviced by the rollout of new Rapid Bus in the future. Additionally, as noted in the 2050 Master Plan, the Charleston neighborhood has a higher concentration of households without a car - 17.5%, as compared to the city average of 9.7%, indicating a higher degree of public transit use or walking in the area. The reduction in parking spaces would be consistent with the 2050 Master Plan's intention of promoting transit-based complete streets where public transportation is more heavily utilized.

Additionally, we believe that the zoning code requirement of 3 parking spaces per beautician station, 2 spaces per barber, and two spaces per nail salon chair/station does not account for the by-appointment nature of individual suite operators using the salon-suite model. Unlike traditional barber shops or beauty salons, where workers are employees and the entirety of the salon is open during set hours, the salon-suite model leases individual rooms or 'suites' to stylists who then set their own opening hours and arrange for individual appointments. As such, not all suites will be open at the same time, reducing the total number of visitors to these spaces. Based on the tenant's prior experience operating such salon suites, we expect the parking required by the development code to be in excess of what will actually be utilized during daily operations. This tenant has another location at 5710 Simmons St, North Las Vegas, in which approximately 13,000SF of space is utilized for salon suites, with a parking count of 38. Based on this previous model, which is over twice the square footage of salon suites that we are proposing for this development, we are confident that the parking provided will be enough for patrons.

In addition, we are requesting to provide 0 loading spaces where 2 are required, as we don't anticipate any of our tenants' uses to require them. In addition, 2 loading spaces would reduce our total parking count by 4 spaces.

LANDSCAPING

The project proposes a drought-tolerant planting palette sourced entirely from species listed in the Southern Nevada Regional Plant List. A total of 22 sweet acacia will be located within the parking area that, when mature, will provide generous shade canopies that help reduce the heat island effect and visually soften the environment. The trees are supplemented by a variety of grasses and shrubs that create a soft and lush landscape and enhance compatibility between the built environment and the natural environment.

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The development seeks a waiver from landscape buffer requirements along the northern lot line. Given the tight constraints of the site, in order to fit a parking tray, a leasable building footprint, and a landscape buffer on the south, we are requesting a reduction from 8' to 3'. To supplement the requested reductions, we have planned for heavy planting along the streetscape to soften the development and create a pleasant transition from sidewalk to building façade.

In addition, the development seeks a reduction in trees, proposing 30 trees where 40 are required. To justify the reduction in trees, we are proposing nearly double the amount of shrubs, at 314 where 160 are required. We are providing as many trees as possible on the North, East, and South lot lines, but would like to keep the West limited to lower planting in order to maximize the building façade's connection to the streetscape.

SIGNAGE

An illuminated building address will be provided on a low feature wall projecting west towards the street from the northwest corner of the building. The numbers "1506" will be backlit and will measure 72" wide by 24" tall. Additional address numbers can be provided on the parapet facing Jones as well. Tenant Signage is not yet determined at this time. The signage package will be part of the future Building Permit application.

PUBLIC WORKS

The developer intends to meet with Flood Control to review the finish floor elevation and site drainage / water control to ensure that the design is compatible with the existing infrastructure and its capacities. The developer intends to meet with Traffic Engineering and other public agencies to ensure appropriate reviews have been completed.

WAIVERS REQUESTED

1. Waiver of 19.08.070 for reduction of interior lot landscape buffer to 3'-0" where 8'-0" is required at North and East property lines, and reduction to 7'-0" where 8'-0" is required at South property line. Reduction in the amount of trees required from 40 to 30.

VARIANCES REQUESTED

1. Variance to reduce the total required parking spaces from 98 to 35, and reduce required loading spaces from 2 to 0.

SPECIAL USE PERMITS REQUESTED

1. SUP for Massage Establishment use within Tenant #4, see floor plan for identification.

We believe that the proposed design will enhance the physical and economic growth of the neighborhood, creating additional space for locals to conduct business, generating wealth within the community, and allowing entrepreneurial locals additional possibilities to set down roots - all within the context of a building that both suits its context while being distinctive.

Sincerely,



Nasko Balaktchiev, RA, NCARB
New Architectural Services Co.

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