



**MINUTES OF THE
EL SEGUNDO VIRTUAL PLANNING COMMISSION
Regularly Scheduled Meeting
May 13, 2021**

A. Call to Order

Chair Baldino virtually called the meeting to order at 5:30 p.m.

B. Pledge of Allegiance

Chair Baldino led the pledge.

C. Roll Call

Present via teleconferencing: Chair Baldino
Present via teleconferencing: Commissioner Keldorf
Present via teleconferencing: Commissioner Hoeschler
Present via teleconferencing: Commissioner Maggay

Absent: Vice Chair Newman

D. Public Communications

None.

E. Consent Calendar

None.

F. Call Items from Consent Calendar – N/A

None.

G. Written Communications (other than what is included in Agenda packets)

None.

H. New Business – Public Hearing

1. EA 1303 and CUP 21-01 – Conditional Use Permit for a massage boutique at Plaza El Segundo. (MB)

Project Address: 710-A S. Allied Way, El Segundo, CA 90245

Applicant: Lisa A. Caldwell-Meeks

Project Description: A request to allow a massage boutique in the Commercial Center (C-4) zone within an existing tenant space at Plaza El Segundo.

Assistant Planner Maria Baldenegro provided a PowerPoint presentation that gave a brief overview of the property that included the area view of site and floor plans. She indicated that the required findings can be made to approve the permit, stating that the use is in accord with the objectives and the purpose of the zone; the use will not be detrimental to

the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity; and the use will comply with each of the applicable provisions of this Chapter

Applicant Lisa A. Caldwell-Meeks gave a presentation regarding the massage boutique that highlighted the following:

- The Now Corporate maintains incredibly high standards for its franchisees by providing a design manual to establish a uniform look throughout all its boutiques. From signage to fixtures, our boutiques maintain the highest quality to create a luxury experience.
- Aesthetic incorporates raw elements and natural materials to create a chic minimalist oasis
- The visionaries behind The NOW have amplified the brand's reach from four proven massage locations in Los Angeles (Silver Lake, West Hollywood, Studio City, Santa Monica) with an average of 2.4 M in unit volume, into a fast-growing franchise systems with a national footprint.
- NOW has been featured in high profile magazines such as InStyle, Vogue, Allure, W Magazine, Forbes, People, US Weekly, New York Times and Angeleno
- Boutique will be in full compliance with the massage establishment provisions of the El Segundo Municipal Code. (Chapter 10, Section 4)
- All massage therapists administering massages will be verified as being certified by the California Massage Therapy Council prior to hire date.

The Commission asked the applicant about the business. After discussion among the Commissioners, motion to approve passed 4-0.

I. Continued Business – Public Hearing
None.

J. Report from Director of Development Services or designee

Denis Cook introduced himself as the new Interim Development Services Director. Stated there are currently two vacancies in the Department and he is hoping to get the recruitment going for those positions.

Denis stated he is looking forward to stepping in to offer the best assistance until the Director's position is filled. Stated the Director's position will be filled first; then we will focus on filling the planning manager's and assistant/associate planner's position.

Eduardo stated the next meeting will be a special joint meeting between the City Council and the Planning Commission that will start at 4:30 pm on May 27th to discuss our housing element.

Eduardo provided an update for the Chick-fil-A project, located at 740 N. Pacific Coast Highway that highlighted the following:

- Project approvals
- Conditions of approval that included a requirement that the "drive-through operator must ensure that the drive-thru queue does not cause traffic to stack or block onto Maple Avenue at the entrance of their drive-thru at any time that the restaurant is operating.
- Reviewed staff's monitoring of the operation, including Planning staff, Building inspectors, code enforcement officer, and Police Department
- Initial opening saw occasional backup onto Maple
- Situation has improved to an infrequent occurrence

- No increase in traffic collisions in the area has been reported by the police department

Mr. Schonborn stated that according to the owner/operator, the restaurant has increased total speed of service by the following resources and training:

- Increased staffing from 11:00 am to 10:00 pm to a total team 6-7 team members outside who take orders, payment and deliver meals and 6 team members inside to better prepare and assemble meals.
- Added a leader posted outside during peak hours to lead our team, control traffic and park or pull cars forward to prevent cars on the street and act when light changes.
- Added Team Members to kitchen to ensure food is prepared in less than 1 minute.
- Increased the number of cars that the drive-thru can hold at one time from 30-42, by creating an extended double lane and meal delivery zone.
- Increased number of cars that we can move through the drive thru per hour from 100 to 170 cars on average by improving operations and increasing drive thru mobile app by 50%

After questions and discussion, the Planning Commission received and filed the report.

K. Other Business

None.

L. Report from the City Attorney's office

None.

M. Planning Commissioner's Comments

Commissioner Keldorf reported that May 17 is the last opportunity to respond to the housing element's survey.

Commissioner Keldorf reported she had the opportunity on Tuesday night to attend the Black & Mayberry premiere, and was fortunate to sit next to Commissioner Hoeschler's wonderful wife.

Commissioner Maggay requested that Eduardo Schonborn look into what kind of options we can use, or what tools do we have available to work in level of service into our approvals of different CEQA projects. Eduardo stated he will start by looking at the different discretionary & entitlement applications that we have such as CUPs to see how those findings were written and what findings need to be made.

Detail discussion ensued regarding traffic studies, and impact and mitigation fees.

N. Adjournment – Meeting adjourned at 6:50 pm; next special meeting scheduled for May 27, 2021 @5:30 pm.



Dennis Cook,
Interim Development Services Director



Ryan Baldino, Commission Chair