

CITY OF ALPHARETTA

FOR OFFICE USE ONLY
Case #: MP-24-04/CU-24-06
PH #: PHA24018

PUBLIC HEARING APPLICATION

Property Taxes & Code Violations Verified
Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT • 2 PARK PLAZA • ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta." Please note that a 3% convenience fee will be added to all credit card transactions.
5. Applications will be accepted on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: PAUL MATEVOSYAN Telephone: 8187959816
Address: 261 E COLORADO BLVD Suite: 207
City: PASADENA State: CA Zip: 91101 Fax: _____
Mobile Tel: 818-795-9816 Email: PM@DOMM.ORG

Subject Property Information:

Address: 970 NORTH POINT DR, UNIT B-130, ALPHARETTA, GA 30022 Current Zoning: PSC
District: 10X Section: _____ Land Lot: _____ Parcel ID: 12 286007550247
Proposed Zoning: N/A Current Use: PROFESSIONAL SERVICES

This Application For *(Check All That Apply)*:

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Conditional Use | <input checked="" type="checkbox"/> Master Plan Amendment | <input type="checkbox"/> Comprehensive Plan Amendment |
| <input type="checkbox"/> Rezoning | <input type="checkbox"/> Master Plan Review | |
| <input checked="" type="checkbox"/> Variance | <input type="checkbox"/> Public Hearing | |
| <input type="checkbox"/> Exception | <input type="checkbox"/> Other <i>(Specify):</i> _____ | |

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

The proposed use of the 1,546 sf commercial unit is designated for "Professional Services", and we are requesting to add "Spa Services" in order to allow SEV Laser to provide the full range of its hair removal services.

Applicant's Request (Please itemize the proposal):

- We are requesting a Master Plan Amendment to add 'Spa Services' in Pod B of the North Point Commons Master Plan.
- We are requesting a Conditional Use to allow 'Spa Services' for SEV Laser.
- We are requesting a Variance to the definition of 'Spa Services' to reduce the distance from a similar business. See Spa Services definition below.

Spa Services. A business that provides services requiring a customer to disrobe, which may include non-medical massage, other personal services such as skin, nail, hair treatments, hair removal/waxing, and may have the sale of associated retail products. Such business shall be located within a zoning category allowing retail use, shall not occupy more than 4,000 sq. ft. and shall not be closer than 2,000 ft. to a comparable business. The term "spa establishment" shall not include hospitals or other professional health care establishments separately licensed as such by the state.

Applicant's Intent *(Please describe what the proposal would facilitate).*

The proposal would facilitate SEV Laser to operate as a "Spa Service", per the definition in the City of Alpharetta's Municipal Code, and conduct its full range of laser hair removal services.

PROPERTY OWNER AUTHORIZATION

Property Owner Information:

Contact Name: CH RETAIL FUND II/ATLANTA STONE WALK, L.L.C. Telephone: (214) 661-8000
Address: 3819 MAPLE AVE. Suite: _____
City DALLAS State: TX Zip: 75219

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|---|
| <input type="checkbox"/> Annexation | <input type="checkbox"/> Special Use |
| <input type="checkbox"/> Rezoning | <input checked="" type="checkbox"/> Conditional Use |
| <input checked="" type="checkbox"/> Variance | <input checked="" type="checkbox"/> Master Plan |
| <input type="checkbox"/> Land Use Application | <input type="checkbox"/> Other |

Property Owner's Authorized Applicant (if applicable):

Name of Authorized Applicant: PAUL MATEVOSYAN Telephone: 818-795-9816
Address: 261 E COLORADO BLVD Suite: 207
City PASADENA State: CA Zip: 91101

So Sworn and Attested:

Owner Signature: Please see the attached signature block. Date: _____

Notary:

Notary Signature: Please see the attached notarization. Date: _____

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The proposal is only for the request for a Master Plan Amendment and the Conditional Use to provide "Spa Services" in order to provide laser hair removal services within an existing 1,546 sf retail unit for SEV Laser. The 1,546 sf retail unit is located inside Building B (Pod B) of the Stone Walk Shopping Center to the South of North Point Drive and North of North Point Parkway. The surrounding properties are all retail units that include Hair Salons, Fitness, and Restaurants.

How will this proposal affect the use and value of the surrounding properties?

No impact on surrounding properties.

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

No impact on Zoning.

What would be the increase to population and traffic if the proposal were approved?

No impact on population and traffic. Services at SEV Laser are provided on an appointment basis.

What would be the impact to schools and utilities if the proposal were approved?

No impact to schools and utilities.

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

No impact to Comprehensive Plan / Future Land Use Map. The proposal is only for the request for a Master Plan Amendment and the Conditional Use to provide "Spa Services" within an existing 1,546 sf retail unit for SEV Laser.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

The existing municipal code has a definition for "Spa Services" and outlines requirements for such services including min. distances to comparable businesses, proximities to State Routes and certain other uses. Our proposal meets all these requirements except the min. distance to a comparable business for which we are requesting a Variance for.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

BOARD OF ZONING APPEALS REVIEW CRITERIA

Please respond to the following ONLY if you are applying for a zoning variance.

Are there extraordinary and exceptional conditions pertaining to the subject property because of its size, shape, or topography? Please describe them.

None.

Would the application of the Zoning Code standards as they relate to the subject property create an unnecessary hardship? Please explain.

SEV Laser would not be able to operate as its full range of laser hair removal services fall under the City of Alpharetta's definition of "Spa Services".

Are there conditions that are peculiar to the subject property? Please describe them in detail.

None.

Would relief, if granted, cause substantial detriment to the public good or impair the purpose and intent of the Zoning Code? Please defend your response.

None.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: SEV LASER - ALPHARETTA

Contact Name: SEV LASER Telephone: 818-795-9816

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

PRAN HAYNES BRIDGE LLC

12915 HIGHWAY 9 LLC

FIP MASTER FUNDING I LLC

ALPHA LAND PARTNERS LLC

ML NORTHPOINT HOLDING LLC

GREENE HOGG NP I LLC

10885 HAYNES BRIDGE ROAD LLC

USR REAL ESTATE HOLDINGS LLC

COLE JO ALPHARETTA GA LLC

FIVE NINE SIX SIX NORTHPOINT

NORTHPOINT GEORGIA REAL ESTATE LLC

NEUSE INCORPORATED

GEORGIAS OWN CREDIT UNION

AVENUE 26 HOLDINGS LLC ET AL

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| <input checked="" type="checkbox"/> Letter | <input type="checkbox"/> Personal Visits |
| <input type="checkbox"/> Telephone | <input type="checkbox"/> Group Meeting |
| <input type="checkbox"/> Email | <input type="checkbox"/> Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

VIA LETTER MAIL TO THE FOLLOWING ADDRESS:

PETROSIAN ESTHETIC ENTERPRISES, LLC
ATTN: SEVAN SHAHNAZARI
2921 W BURBANK BLVD
BURBANK, CA 91504

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: SEV LASER - ALPHARETTA

Contact Name: SEV LASER Telephone: 818-795-9816

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

- AFG ALPHARETTA LLC _____
- ALPHARETTA PROPCO LLC _____
- WRE GRIFFIN I LLC _____
- BFC PROPERTIES INC ET AL _____
- TRAMELL PROPERTIES LLC _____
- CH RETAIL FUND I ATLANTA _____
- _____

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- Letter
- Telephone
- Email
- Personal Visits
- Group Meeting
- Other *(Please Specify)*

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BURBANK, CA 91504



SEV
2921 W Burbank Blvd
Burbank, CA 91505

March 26, 2024

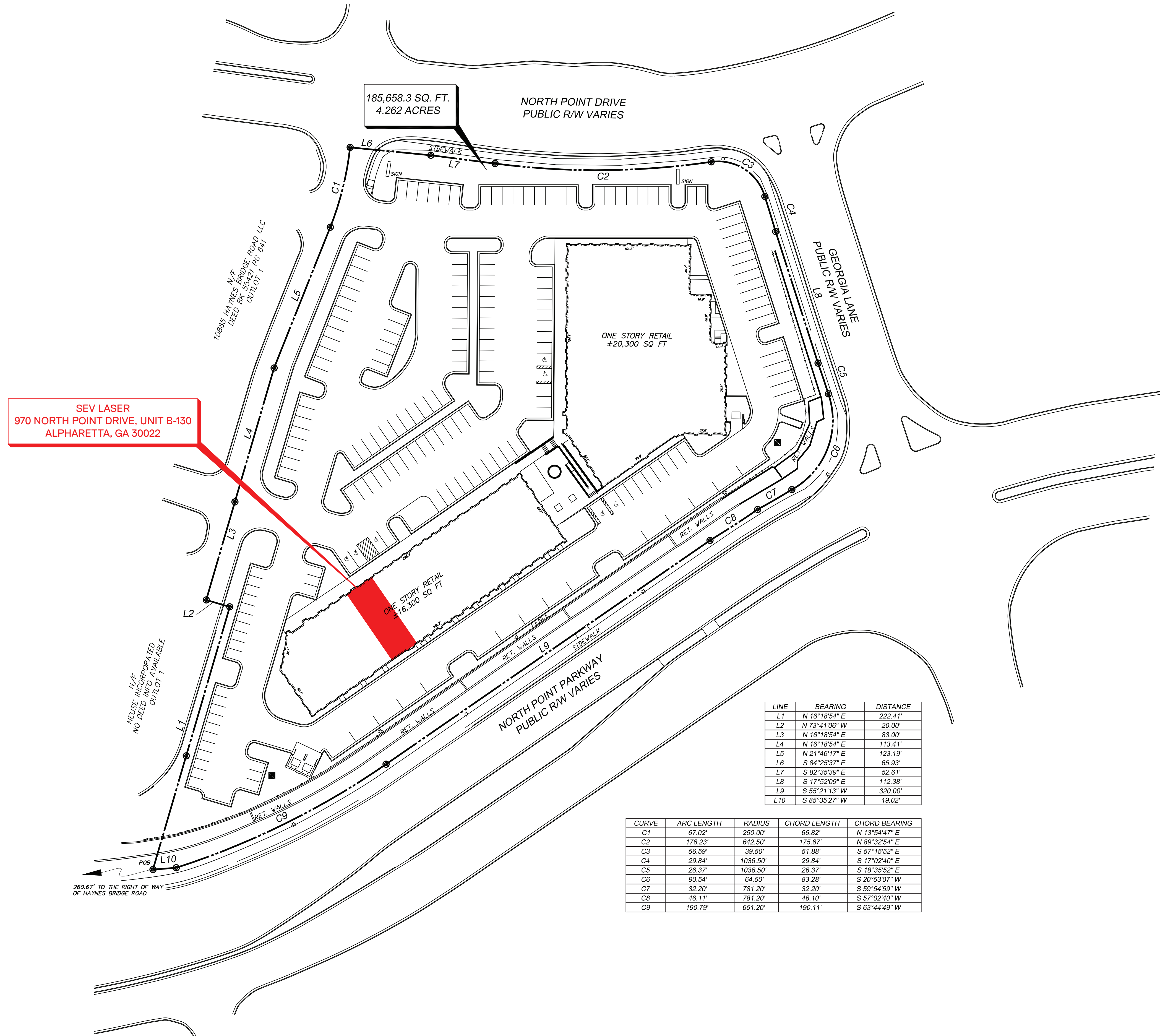
City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009

Subject: Letter of Intent for **SEV Alpharetta**

Business Name:	SEV
Website:	www.sevlaser.com
Address:	970 North Point Drive, Suite B-130 Alpharetta, GA 30022
Floor Area:	1,546 sqft
Hours of Operation:	Monday - Saturday: 10:00 AM - 07:00 PM Sunday: Closed
# of Employees:	Three (3) estimated employees
Services Provided:	Laser Hair Removal Skin Tightening Injectables
Other Locations:	See Page 2

Other Locations:

- 1. 3400 Around Lenox Rd NE Suite 202B, Atlanta, Georgia, 30326
- 2. 9200 Lebanon Rd #32, Frisco, Texas, 75035
- 3. 4668 SW Loop 820, Fort Worth, Texas, 76109
- 4. 2811 McKinney Ave Ste 24, Dallas, Texas, 75204
- 5. 208 Colorado St, Austin, Texas, 78701
- 6. 4340 Westheimer Rd Unit 120, Houston, Texas, 77027
- 7. 2320 N Lincoln Ave, Chicago, Illinois, 60614
- 8. 218 N 1st St, Minneapolis, Minnesota, 55401
- 9. 410 S. Rampart Blvd, Suite 140, Las Vegas, Nevada, 89145
- 10. 3820 Chaplin Pl #713, Chevy Chase, Maryland, 20815
- 11. 1180 SW 2nd Ave, Miami, Florida, 33130
- 12. 1055 Parkford Dr. Suite 200, Redlands, California, 92374
- 13. 100 Park Plaza, Ste 171, San Diego, California, 92101
- 14. 1002 Prospect St., La Jolla, California, 92037
- 15. 9660 Haven Ave. Unit 110, Rancho Cucamonga, California, 91730
- 16. 1492 N Webb Ave, Meridian, Idaho, 83642
- 17. 2222 Michelson Dr., Suite 242, Irvine, California, 92612
- 18. 1511 Frankford Ave Suite A, Philadelphia, Pennsylvania, 19125
- 19. 6511 E Pacific Coast Highway Suite G2A, Long Beach, California, 90803
- 20. 1200 N Pacific Ave Suite 104, Glendale, California, 91202
- 21. 8428 Melrose Pl Ste F, Hollywood, California, 90069
- 22. 8469 Melrose Pl, Los Angeles, California, 90069
- 23. 8465 Melrose Place, Hollywood, California, 90069
- 24. 1244 Hermosa Ave., Hermosa Beach, California, 90254
- 25. 3840 Old Topanga Canyon Rd, C2, Calabasas, California, 91302
- 26. 12826 Stockdale Hwy, Bakersfield, California, 93314
- 27. 400 W Broadway 2nd floor, New York, New York, 10012
- 28. 32 Court St, New York, New York, 11201
- 29. 290 5th Ave, 5th Floor, New York, New York, 10001
- 30. 120 Central Park South, Suite 1F, New York, New York, 10019
- 31. 7875 N Via Del Rio, Fresno, California, 93720
- 32. 1112 Galleria Blvd. Suite 160, Roseville, California, 95678
- 33. 3856 Fallon Road, Dublin, California, 94568
- 34. 15466 Los Gatos Blvd Ste 211, Los Gatos, California, 95032
- 35. 1551 Civic Drive, Walnut Creek, California, 94596
- 36. 1445 Burlingame Ave, Burlingame, California, 94010
- 37. 2180 Market Street, San Francisco, California, 94114
- 38. 417 3rd St, San Rafael, CA 94901

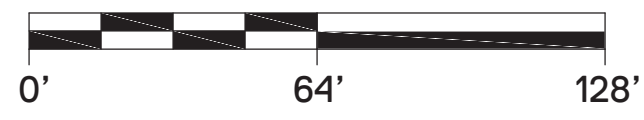
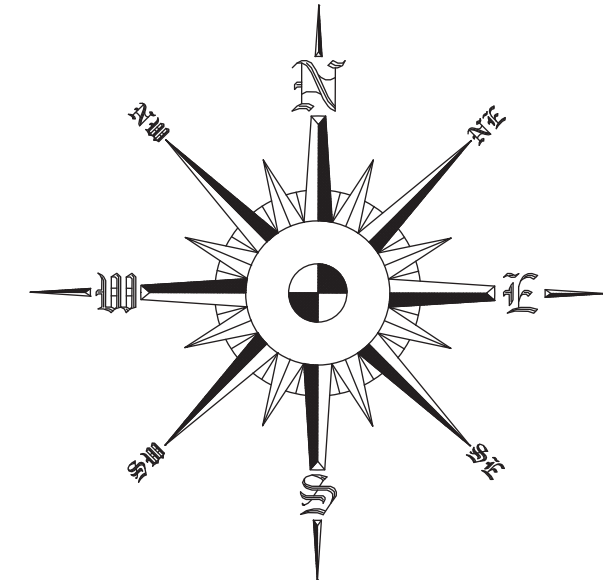


SEV LASER
 970 NORTH POINT DRIVE, UNIT B-130
 ALPHARETTA, GA 30022

185,658.3 SQ. FT.
 4.262 ACRES

LINE	BEARING	DISTANCE
L1	N 16°18'54" E	222.41'
L2	N 73°41'06" W	20.00'
L3	N 16°18'54" E	83.00'
L4	N 16°18'54" E	113.41'
L5	N 21°46'17" E	123.19'
L6	S 84°25'37" E	65.93'
L7	S 82°35'39" E	52.61'
L8	S 17°52'09" E	112.38'
L9	S 55°21'13" W	320.00'
L10	S 85°35'27" W	19.02'

CURVE	ARC LENGTH	RADIUS	CHORD LENGTH	CHORD BEARING
C1	67.02'	250.00'	66.82'	N 13°54'47" E
C2	176.23'	642.50'	175.67'	N 89°32'54" E
C3	56.59'	39.50'	51.88'	S 57°15'52" E
C4	29.84'	1036.50'	29.84'	S 17°02'40" E
C5	26.37'	1036.50'	26.37'	S 18°35'52" E
C6	90.54'	84.50'	83.28'	S 20°53'07" W
C7	32.20'	781.20'	32.20'	S 59°54'59" W
C8	46.11'	781.20'	46.10'	S 57°02'40" W
C9	190.79'	651.20'	190.11'	S 63°44'49" W



ARCHITECT
 DOMM
 261 E COLORADO BLVD. #207
 PASADENA, CA 91101
 T + 1 213 222 8135

OWNER
 PEE
 2921 W BURBANK BLVD
 BURBANK, CA 91504

DATE
 03/28/24 PUBLIC HEARING

PROJECT NAME
**SEV LASER
 ALPHARETTA**

PROJECT ADDRESS
 970 NORTH POINT DR. UNIT 130
 ALPHARETTA, GA 30022

PROJECT NO.
 2355

TITLE
SITE PLAN

SHEET NO.

A0.10

EXHIBIT ALand Description

All that tract of or parcel of land lying and being in Land Lots 754, 755, 796 and 797 of the 1st District, 2nd Section, Fulton County, Georgia, and being more particularly described as follows:

Commencing at the intersection of the eastern right-of-way line of Heynes Bridge Road and the northern right-of-way line of North Point Parkway (a variable right-of-way); running thence northeasterly along the said right-of-way line of North Point Parkway a distance of 260.67 feet to a point marked by an iron pin, said point being the TRUE POINT OF BEGINNING.

Thence, leaving the aforesaid right-of-way line of North Point Parkway, run North 16° 18' 54" East, a distance of 222.41 feet to a point marked by an iron pin;

Thence, run North 73° 41' 06" West, a distance of 20.00 feet to a point marked by a nail;

Thence, run North 16° 18' 54" East, a distance of 83.00 feet to a point marked by a nail;

Thence, run North 16° 18' 54" East, a distance of 113.41 feet to a point marked by a nail;

Thence, run North 21° 46' 17" East, a distance of 123.19 feet to a point marked by a nail;

Run thence, along the arc of a curve to the left, an arc distance of 87.02 feet (said arc having a radius of 250.00 feet), on a chord bearing of North 13° 54' 47" East, a chord distance of 86.82 feet, to a point marked by nail located on the southerly right-of-way line of North Point Drive (a variable right of way);

Thence, run South 84° 25' 37" East, along said right-of-way line of North Point Drive, a distance of 65.93 feet to a point;

Thence, continuing along said right-of-way line of North Point Drive, run South 82° 35' 39" East a distance of 52.61 feet to a point;

Thence, continuing along said right-of-way line of North Point Drive, along the arc of a curve to the left, run an arc distance of 176.23 feet (said arc having a radius of 642.50 feet), on a chord bearing of North 89° 32' 54" East, a chord distance of 175.67 feet to a point located at the intersection of the aforesaid southerly right-of-way line of North Point Drive and the right-of-way line of Georgia Lane (a variable right-of-way);

