

## **SPECIFIC USE PERMIT (SUP) APPLICATION**

### **SECTION 1. APPLICANT/OWNER INFORMATION**

**Please Print or Type**

Applicant/Developer: Alexander Mars  
Street Address: 1600 Keller Pkwy, Suite 130  
City: Keller State: TX Zip: 76248  
Telephone: 682-290-9359 Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Applicant's Status: (Check One) Owner ☐ Tenant ☒ Prospective Buyer ☐

***Property Owner must sign the application or submit a notarized letter of authorization.***

Owner: JAHCO Keller Crossing LLC c/o JAH Realty, LP  
Street Address: 1717 Main Street, Suite 2600  
City: Dallas State: TX Zip: 75201  
Telephone: 214-220-0274 Fax: 214-220-2478 E-mail: \_\_\_\_\_

  
Signature of Applicant  
Date: 05/01/2024

dotloop verified  
05/01/24 2:37 PM CDT  
02L4-95RK-CMLP-SAZA



Graham Irvine

Signature of Owner Printed Name of Owner  
Date: 5/1/24

### **SECTION 2. PERMIT REQUEST INFORMATION**

Property Location: 1600 Keller Pkwy, Suite 130, Keller, TX 76248  
Legal Description:  
Lot(s): 4R-1 Block(s): A Subdivision Name: Keller-Crossing Addition  
Unplatted Property Description: Cabinet A, Slide 12247-8  
Abstract Name & Number: \_\_\_\_\_ Tract Number(s): \_\_\_\_\_  
*If property is not platted, please attach a metes and bounds description.*  
Current Zoning: Planned Development Proposed Zoning: SUP  
Current Use of Property: Shopping Center - Former tenant "knockouts" salon  
Proposed Use of Property: Hair Salon with incidental sales of facials and massage

## **SPECIFIC USE PERMIT (SUP) APPLICATION**

### **SECTION 3. CHECKLIST**

**(Please provide each of the items below & initial next to each item)**

☐

The application fee

☐

Electronic submittal to [communitydevelopment@cityofkeller.com](mailto:communitydevelopment@cityofkeller.com)

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A written proposal outlining all special conditions and additional requirements for the property controlled by the SUP, including but not limited to:

- the paving of streets, alleys and sidewalks,
- means of ingress and egress to public streets,
- provisions for drainage,
- adequate off-street parking,
- screening and open space,
- heights of structures,
- compatibility of buildings,
- hours of operation, and
- time limits.
- A letter justifying the request and addressing the decision criteria on with the Planning and Zoning Commission and City Council will base their decision.
  - 1) The use is harmonious and compatible with surrounding existing uses or proposed uses;
  - 2) The activities requested by the applicant are normally associated with the permitted uses in the base district;
  - 3) The nature of the use is reasonable and appropriate in the immediate area;
  - 4) Any negative impact on the surrounding area has been mitigated; and
  - 5) That any additional conditions specified ensure that the intent of the district purposes are being upheld.

☐

A legal description or meets and bounds description of the property.

☐

Concept Plan. The plan shall be to scale and show the following:

- topography,
- and boundary of SUP area;
- physical features of the site;
- existing streets, alleys and easements;
- location of future public facilities;
- parking ratios, the final Detailed Site Plan;
- building height and location, elevations;
- site landscaping;
- off-street parking facilities;
- size, height, construction materials, and locations of buildings and the uses to be permitted;
- location and instruction of signs;
- means of ingress and egress to public streets;
- the type of visual screening such as walls, plantings and fences;
- the relationship of the intended use to all existing properties and land uses in all directions to a minimum distance of two hundred feet (200') and;
- other information to adequately describe the proposed development and to provide data for approval.

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Evidence of communicating the proposal with the adjacent neighborhood

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Trip Generation Form and, if required per Section 5.03, Traffic Impact Analysis

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Additional information or drawings, operations data, or expert evaluation when considering the application, including traffic studies and drainage studies as required by the Development Review Committee.

**Alexander Mars, Co founder**

**Piyanan Kloeber, Co founder**

# **The Blends Spa and Salon**

**1600 Keller Pkwy #130 Keller, TX 76248**

## **Executive Summary**

### **Product/ Service**

The Blends spa and salon will provide a professional high quality beauty service such as hair, facial and massage. All the product that we use will be as organic as possible. And the service will be family friendly environment that the whole family can enjoy beauty experience together. Specially Alexander mars is exited to introduce The Blends to the Tarrant county. After 10years working in top salons, honing his craft working with client across a wide demographic, Alexander relocated to the Dallas Metroplex and is creating a unique salon destination experience that will offer welcoming relaxing and fun family-oriented environment.

## **Customers**

The target will be most of women in local around 30 miles radiance. And we will expand target to their family, kids husband and family party beauty party.

## **Future of the company**

Although the blends spa and salon is highly competitive but we believe we will build a unique service to customer. We will bring our outstanding joy to customer and make it memorable as we want to blend every moment to my customer life time.



## **Company Description**

### **Mission Statement**

To provide professional beauty service and use all the natural products to all customer and keep the quality as the same every time we provide

### **Principal Members**

Alexander Mars —Co founder and Hairstylist

Piyanan Kloeber — Co founder and Massage therapist expert

### **Legal Structure**

The Blends Wellness LLC

## **Market Research**

### **The shop**

We will have 4-6 hair stations, massage/facial room. We keep the high end environment to a cozy style space. The reception and waiting area will be comfortable for customer while waiting for the service even post service relaxation. We will make the spa and salon feel like home and blend it to their life style.

### **Hours**

Everyday 10 AM - 6PM

### **Detailed Description of customers**

We will concentrate to women all ages. And those lady loves to take their kids and husband for a service too so we will try to expand those service to their family.

## **Company Advantages**

- Unique style service
- Good environment for family
- Understand customer needs and provide the good one to them
- Most of organic products

## Service Line

### Product/Service and price

#### Hair

Haircut \$55-\$100

-Men , Women and Kids haircut. Each haircut begins with a complete consultation and hair analysis, followed by magnificent shampoo and relaxing scalp massage. After the cut, we finish with a technical styling and out recommendations for at home hair care.

Haircolor \$75-\$180

-Each color service will begin with a complete consultation and hair analysis. Looking for the right hair color and technical that fit with the customer.

Styling \$55

-A professional shampoo, blow-dry and style for a special event , or pamper customer with a style that can last a few days/



## **Massage**

### **Thai massage \$90-\$120**

-Combines traditional Thai practices of stretching and acupressure to relieve muscle tension, improve blood flow and oxygenation throughout the body, and re-energize customer from within

### **Swedish massage \$90-\$120**

-Combine long strokes, kneading, friction, tapping and shaking motions, with soothing Massage oil. These techniques are known for their relaxing effects, and in the process, they target areas of strain, stress, and tightness to leave you feeling not just soothed but refreshed

### **Deep tissue \$90-\$120**

-With patience and great care, even the tightest areas can find relief. This massage is methodical, featuring slow movements and deep pressure applied across muscles and connective tissue. Realignment can be an elaborate process, but the results are worth it

### **Reflexology \$55**

-A technique that applies gentle pressure to your feet and hands. It's help the body's own healing process. Reflexology works in similar way to acupressure and acupuncture.

## **Facial**

Facial service \$80

- The blends offers a wide rang of facial treatments to help guests properly care for their skin. When customer come to our local spa, customer'll be treated by a licensed esthetician who can recommend the perfect regimen for your skin type.

## **Marketing**

### **Offline**

- Connect to local store (Planet fitness, Golden thai cuisine, Hibachi etc.)
  - Discount for local worker
  - Discount for share Customer to make more client
- Word of mouth from customer
- Be part of Keller Community Event.
  - Be part of charity

- Help community in anyway we need to, make sure we are supporting the communit.

## **Online**

- Google review and advertising

- Google search and review as The Blends & Co spa and salon

- let customer know and support us by take a review and keep help searching engine run smooth

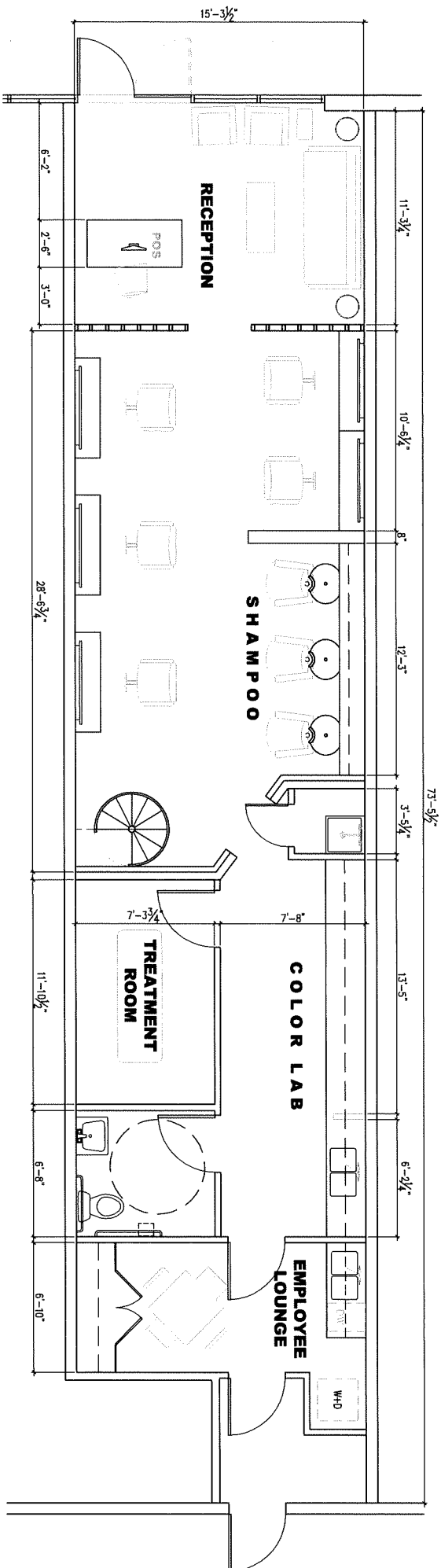
- Facebook, Instagram

- People can search and Like the all the activities in Facebook and advertise in local business project

- Tiktok

## Inspiration





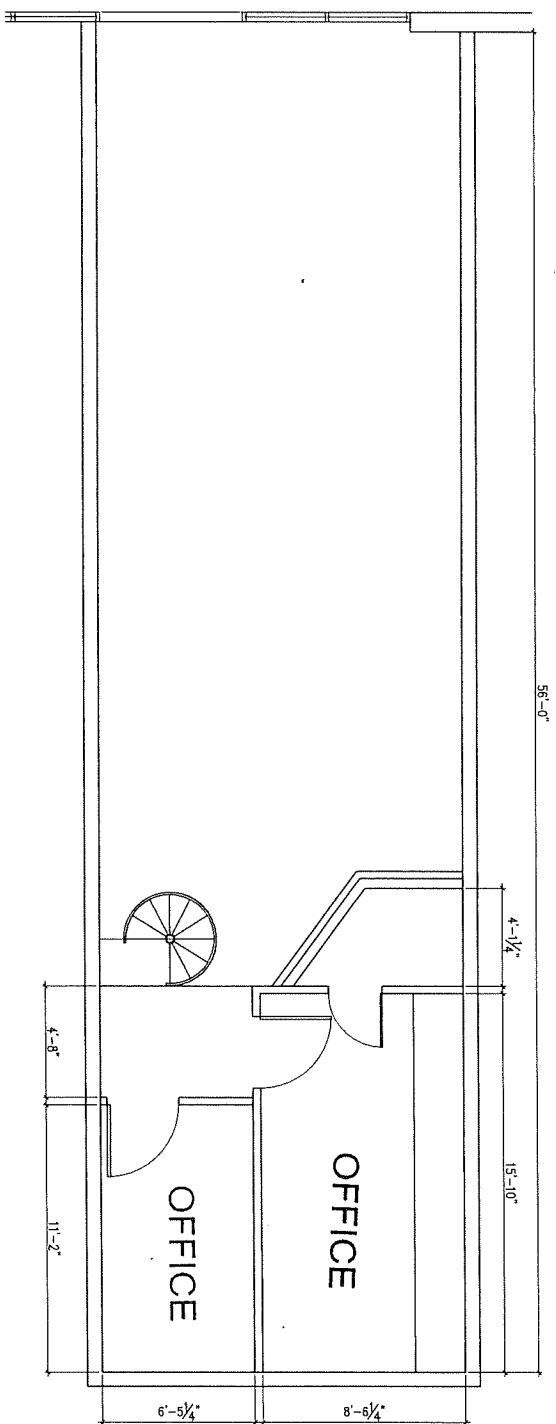
THE BLENDS SALON  
KELLER SPRINGS, TX

# 01 GROUND FLOOR PLAN

SCALE: 1 / 4" = 1' - 0"



27 MAY 2024



**02 SECOND FLOOR PLAN**  
**SCALE: 1 / 4" = 1' - 0"**


$$\begin{aligned} \frac{\partial}{\partial t} \left( \frac{1}{2} \rho v^2 \right) &= \frac{1}{2} \rho \frac{dv^2}{dt} = \frac{1}{2} \rho \left( v \frac{dv}{dt} + \frac{dv}{dt} v \right) \\ &= \rho v \frac{dv}{dt} = \rho v \left( \frac{dv}{dx} \frac{dx}{dt} + \frac{dv}{dt} \right) \end{aligned}$$

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**the blends**  
hair salon + spa

**the blends**  
hair salon + spa

**the blends**  
hair salon + spa

# ALEXANDER MARS

## THE BLENDS AND CO SPA AND SALON

Southlake,TX | 682.290.9359 | [REDACTED] |

Licensed Cosmetology more than 10 years. Specialize in hair color blonde and into organic products using. I'm so creative and can provide personalized service, expand my range of techniques and grow my client base. As a top-tier stylist with 98% rebooking rate, I aim to bring my expertise and unique service approach to a beautiful city like Keller, Tx.

### Experience

- |               |  |
|---------------|--|
| 2021- present | The Blends and Co spa and Salon (Hair by AlexMars),<br>Southlake,Texas --Founder |
| 2019-2021     | Puresana salon Southlake, Texas --Hairstylist                                    |
| 2014-2019     | Grasshoper Hair Salon, San Francisco, California<br>--Hairstylist                |
| 2013-2014     | Bruno and Soonie Salon, Beverly Hills, California<br>--Hairstylist               |

### Education

- |      |  |
|------|--|
| 2023 | B.A. Business Major in Beauty Business Management<br>Bangkok Thonburi University, Bangkok Thailand |
| 2013 | Cosmetology Programe, Toni&Guy Hairdressing Academy<br>Santa Monic, California                     |