



# Blink Fitness

## Plaza De Northridge

Case No. ZA-2017-5228-ZV

Presented for the Northridge West  
Neighborhood Council

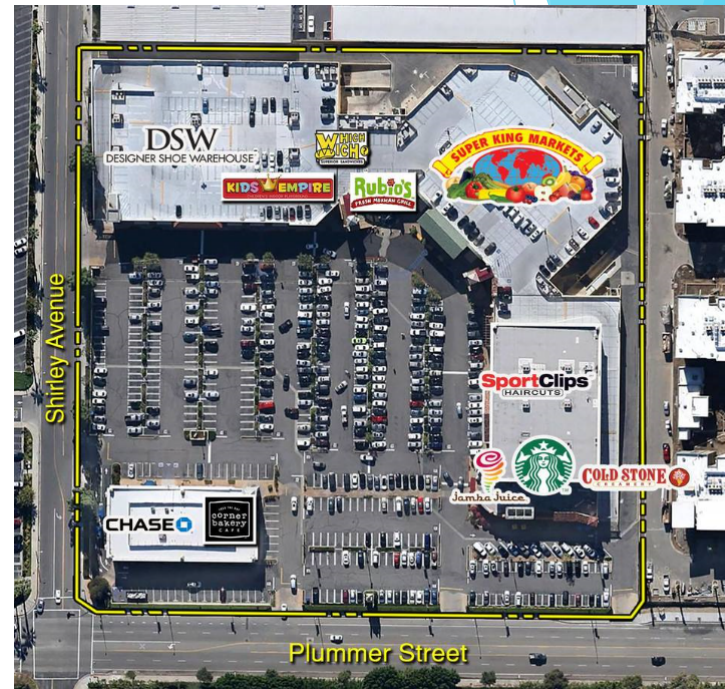


# Outline of the Presentation

- ▶ A) Site Background Overview
- ▶ B) Proposed Project
  - ▶ 1) Zone Variance
    - ▶ a) History of Second Floor Retail
  - ▶ 2) Parking Variance
    - ▶ a) LADOT Traffic Study
    - ▶ b) ULI Shared Parking Assessment
    - ▶ c) Proposed Parking/Signage Solutions
- ▶ C) Who is Blink Fitness
- ▶ D) Questions

# Site Background Overview

- ▶ The Plaza Di Northridge shopping center is located at the Southwest Corner of Plummer St. and Shirley Ave.
  - ▶ The mix of current first floor tenants include retail, restaurants, grocery, and bank uses



# Proposed Project

- ▶ Applications current in review at city.
  - ▶ A Zone Variance to allow the use and operation of a 20,243 SF gym/fitness center located on the second floor of an existing commercial structure.
  - ▶ A Parking Variance based on shared parking ratios and the existing 775 stall count (which is made up of first and second floor parking)





# Zone Variance

- ▶ A Zone Variance to allow the use and operation of a 20,243 SF gym/fitness center located on the second floor of an existing commercial structure.
  - ▶ History of Second Floor Retail



# History of Second Floor Retail

- ▶ 2013: Linens N Things Lease for two story retail expires
- ▶ 2013 - 2017: Kimco markets joint first and second floor space but with no success
- ▶ 2017: First floor leased to Monkey Sports and second floor disconnected from the lower parking field
- ▶ 2017-2018: Kimco markets second floor space but with no success
- ▶ 2018: Kimco approached by gym user, but user backs out of deal given permitting process
- ▶ 2019: Kimco approached by Blink Fitness and lease signed for second floor space



# Parking Variance

- ▶ A Parking Variance based on shared parking ratios and the existing 775 stall count (which is made up of first and second floor parking)
  - ▶ LADOT Traffic Assessment
  - ▶ ULI Shared Parking Assessment
  - ▶ Proposed Parking/Signage Solutions



# LADOT Traffic Assessment

- ▶ Using DOT's traffic impact criteria, the Transportation Impact Study found that the proposed project **will not produce significant transportation impact** at any of the studied intersections (comprehensive study included in the handout)
  - ▶ The intersections included in this study were the following:
    - ▶ Plummer St & Corbin Ave.
    - ▶ Plummer St. & Shirley Ave.
    - ▶ Plummer St. & Tampa Ave.

# ULI Shared Parking Assessment

- ▶ Urban Land Institute (ULI) Shared Parking Assessment analyzes the parking rates of distribution between customers and employee parking demands. Breaking down overall demand based on monthly and hourly peak demands accounting for the many different uses. Plaza Di Northridge given its mix of uses an synergy of uses makes it a great candidate for this assessment.
- ▶ Conclusion: Based on standard code analysis the center with the proposed uses has a deficit of 91 parking spaces. The Shared Parking methodology assessment; however, indicates that a maximum of 728 parking spaces would be required of the 775 provided, resulting in a surplus of 47 parking spaces

## Proposed Parking Solutions

- ▶ The underutilized second-floor parking lot
- ▶ Increased Signage towards the second-floor parking lot



# Proposed Parking Solutions

The underutilized second-floor parking lot

Second Floor



Photos of the Parking Lot  
Dated 07/02/2019

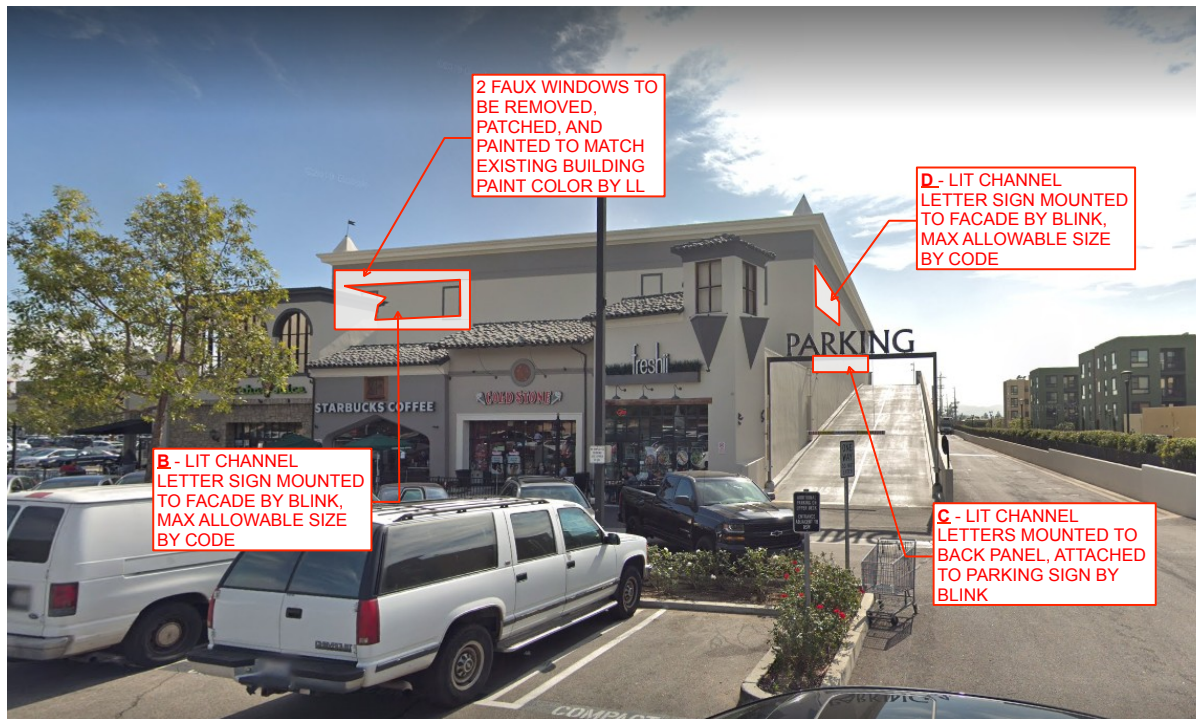
First Floor



# Proposed Parking Solutions

Increased Signage towards the second-floor parking lot





A - 2 FAUX WINDOWS TO BE REMOVED, PATCHED, AND PAINTED TO MATCH EXISTING BUILDING PAINT COLOR BY LL

D - LIT CHANNEL LETTER SIGN MOUNTED TO FACADE BY BLINK, MAX ALLOWABLE SIZE BY CODE

B - LIT CHANNEL LETTER SIGN MOUNTED TO FACADE BY BLINK, MAX ALLOWABLE SIZE BY CODE

C - LIT CHANNEL LETTERS MOUNTED TO BACK PANEL, ATTACHED TO PARKING SIGN BY BLINK

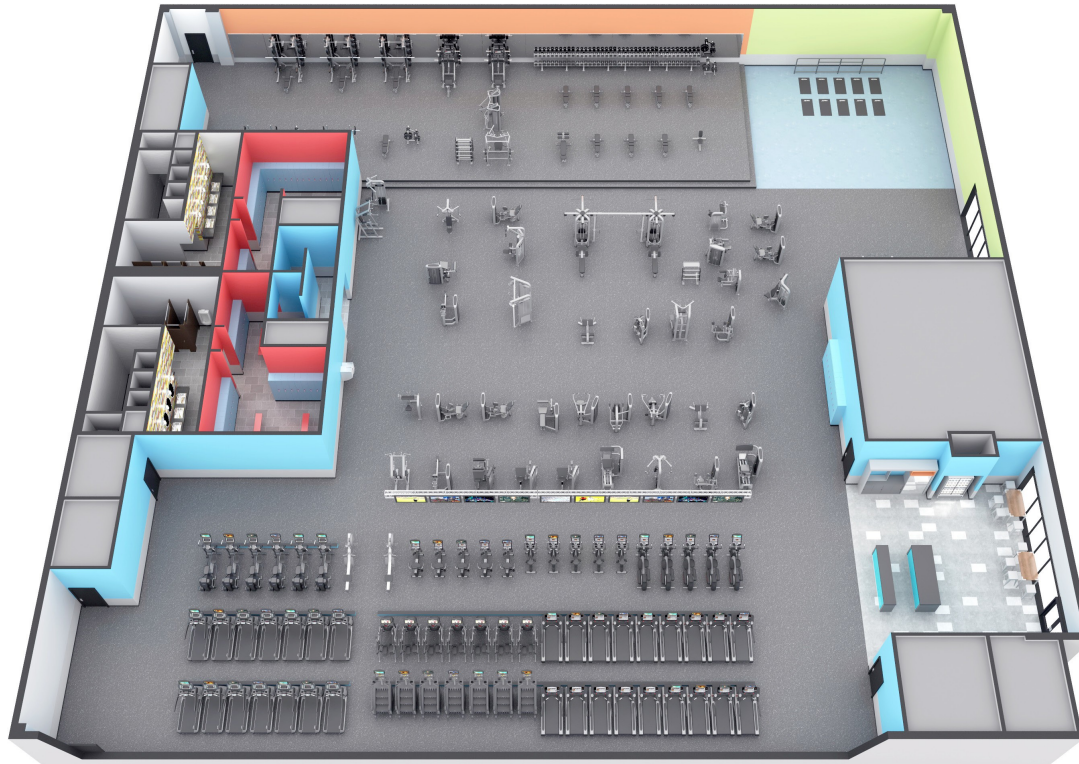
Who is Blink

**blink** FITNESS

EVERY  
BODY  
HAPPY







# BEST OF THE BASICS

- 12-18K square ft. with flexible configuration: 1-3 floors, above/below grade etc.
- \$15 and \$20 monthly membership options provide recurring revenue
- Equipment layout designed for optimization of space and member usage patterns
- Personal training, retail, and food & beverage to drive ancillary revenue
- Elimination of non-value added services (e.g. tanning, massage beds)

# WHY IS BLINK DIFFERENT? THE FEEL GOOD EXPERIENCE™

The Blink Feel Good Experience™ is made up of five things that make Blink unlike any other gym.



## **MOOD LIFTERS™**

who greet you with enthusiasm and treat you with respect



## **INSPIRING GYM DESIGN**

that is colorful, open and inspiring



## **EVERYONE CLEANS PHILOSOPHY**

means our gym is always spotless



## **ENERGIZING MUSIC**

that will keep you motivated



## **TRAINING PROGRAMS**

at a price within reach



BECAUSE  
EXERCISE  
ISN'T JUST  
ABOUT  
LOOKIN  
G  
GOOD.



IT'S  
ABOUT  
HOW  
IT  
MAKES YOU  
FEEL.

Questions?

Thank you!

