



September 23, 2022

Development Services Department
City of Costa Mesa
77 Fair Drive, 2nd Floor
Costa Mesa, CA 92626

**RE: Request Letter - Revised
Conditional Use Permit application
Slashers Axe Throwing and Ales
1941 Newport Boulevard**

To Whom it may concern,

Request:

We are pleased to submit this request for Conditional Use Permit (CUP) to permit the establishment of a commercial recreation indoor axe throwing facility within an existing commercial building in the “C2” General Business District zone, as well as a state Alcoholic Beverage Control (ABC) license, Type 40, for the sale and on-site consumption of beer at the aforementioned business. Because the request is 1) a unique use which is neither listed nor similar to another listed use in the Permitted Uses table in the Zoning Code, and 2) a business seeking a state alcohol license, the Zoning Code requires approval of two land uses under the CUP.

Site Description

The 26,450 s.f. site is located mid-block on Newport Boulevard between E. 19th Street and W. Bay Street. The property consists of a 7,750 s.f. one-story building that is separated into two tenant spaces and 34 parking spaces, including 2 handicapped spaces. Shoe City is the owner of the entire property and has closed their commercial store that was located on the south side of the building. The front 1,785 sq. ft. tenant space is currently vacant and is available for a future retail use. The project applicant, Slashers, will occupy the majority of the building space. Customer and vehicular access to the business is from the private driveway located on the south side of the building with the majority of the parking and main business entrance located behind the building. The property is surrounded by a one-story multi-tenant commercial building on the south-side, a two-story hotel to the north, and single-family homes on the northwest side, behind the building and parking lot.

Proposal:

The applicant, Slashers Inc., a California Corporation, proposes to occupy a 5,951 sq. ft. tenant space in the 1941 Newport Blvd. multi-tenant building, being the only tenant currently operating as a commercial business that is open to and serving the public. A description of the axe throwing business is as follows:

- Hours of operation
 - Regular hours:
 - Monday-Sunday: 10:00 a.m. – 1:00 a.m.

- Last reservation available each day is at 11:45 p.m. for one hour
- Number of employees
 - 3-5 employees working at all times
 - Positions
 - Host – in the lobby area, checking customers in
 - Bartender – at the bar, RBS certified
 - “Camp Counselors” – training and assisting people in lanes; one employee for every six lanes; number of employees at any time will vary depending upon how many lanes are being utilized
- Number of customers:
 - 19 axe throwing stalls/lanes with a maximum of three customers per lane, leading to 57 customers total when fully booked and at lane capacity. However, the average number of customers when all lanes are being utilized will be between 36 and 45.
 - Staggered start times will be utilized for groups, creating a smoother flow of customers entering and exiting the facility and parking lot.
 - Most groups will utilize multiple lanes. For example, a group of four people would utilize two lanes, with two people in each lane. A group of seven people would utilize three lanes with two people each in two of the lanes and three people in the third lane.
- Time customers are at business
 - One to two hours spent utilizing a lane, depending upon the package purchased.
 - Customers can wait in the bar area for their group or party to arrive if they arrive before their reserved time.
 - Customers will exit the facility immediately following the end of their allotted time; they will be discouraged from “hanging out” in the bar area or other parts of the facility.
- Expected dates for construction and business opening
 - Begin construction – July/August 2022
 - Open business – October 2022
- Operating and Safety
 - Please see attached Operating and Safety Rules for Slashers Axe Throwing and Ales
- Axe throwing operations summary (See Operating and Safety Rules attachment for full details)
 - 90% of business is anticipated to be reservation based through the business site’s software system; walk-ins accepted only if lanes are available; no waiting/loitering on-site or in the parking lot for groups without reservations.
 - All ages can enter the facility.
 - Customers must be 10 years of age or older to participate.
 - All participants, or their legal guardians if under the age of 18, will be required to sign a waiver upon entry regarding the legal/liability component of being in the space and participating in the activity
 - Participants will throw axes at the wood board/structure located at the end of their lane from the designated throwing area for that lane.



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- Tables and benches, located in the common area, will be provided for customer use when not throwing and consuming beer.
- Music will play continuously, providing a lively and fun atmosphere.
- Bar/alcohol-related operations summary (See Operating and Safety Rules attachment for full details)
 - A bar will operate within the facility during the hours of operation.
 - The bar will serve beer, non-alcoholic soft drinks, and pre-packaged snacks.
 - The bar will have a designated counter for the order and purchase of drinks and snacks; no waitress service is provided.
 - Eight barstools are available for customer use while waiting for their group or party to arrive for their reservation.
- Parking Analysis
 - The Costa Mesa Municipal Code does not have a parking requirement for axe throwing businesses, so this analysis will provide City staff and the Planning Commission with the estimated parking demand based on parking counts taken at a similar axe throwing business. The parking count was conducted on a Friday evening when the peak hours for the new axe throwing business is expected to occur. The results of the parking counts are shown in the following table.

<p style="text-align: center;">Stumpy's Hatchet House 7225 Edinger Ave. Huntington Beach, CA 92647 18 throwing lanes 5,500 sq. ft. Offers beer and wine for on-site consumption Customer attendance: one to two hours per lane</p> <p style="text-align: center;">Parking Count conducted on: Friday, March 5, 2022</p>					
7:00 – 8:00 p.m.					
NO. OF ARRIVALS		NO. OF DEPARTURES		NO. OF CARS	AVG. PERSON/CAR RATIO
31 people	15 cars	22 people	12 cars	INCREASE OF 3 CARS	1.94
8:00 – 9:00 p.m.					
NO. OF ARRIVALS		NO. OF DEPARTURES		NO. OF CARS	AVG. PERSON/CAR RATIO
16 people	10 cars	18 people	7 cars	INCREASE OF 3 CARS	2.05

- For comparative purposes, this analysis also includes a parking requirement that was applied for an axe throwing facility in another city. The Mighty Axe, located in the City of Thousand Oaks, is a 3,200 square foot axe throwing facility with 12 throwing lanes. The City applied a parking standard of 1.7 spaces per lane (including employees), for an overall parking requirement of 19 spaces, for this business. By applying this same parking standard to Slasher's, a total of 31 parking spaces



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would be required (18 lanes x 1.7 space/lane = 31). No parking spaces are needed for the front 1,785 sq. ft. tenant space since the property owner, Shoe City, utilizes that space for storage purposes only.

- Based on the parking counts shown above, which demonstrated that up to 31 people and 15 cars arrived at the facility during a one hour period, we believe that 34 parking spaces would be sufficient to accommodate the axe throwing business. In addition, we believe that the 1.7 space/lane standard applied in another city would be the correct standard to apply to the proposed Slasher's axe throwing business. Based on this standard, there would still be a surplus of 3 parking spaces during the weekend peak hours.
- Noise Mitigation
 - The entrance to the facility has a lobby which is separate from the main business activity, allowing for a quiet entry and exit for customers and less noise for surrounding properties.
 - Signs will be installed in the parking lot to prevent loitering and noise.
 - Employees working in the lobby will be responsible for intermittently checking the parking lot area to assure that there is no loitering or excessive noise.
 - Specialized rubber mats will be installed in each lane to minimize the noise caused by the bounce of axes.
 - End grain wood will be utilized in each lane to minimize the noise caused by the axes hitting the wood; the axes are able to more easily "stick" to the softer end grain wood when thrown instead of bouncing back.

Slashers Axe Throwing will be a great addition to the commercial core of the City. The business would complement the nearby downtown area and other retail, recreational, and restaurant uses in the area. The business will bring more activity and vibrancy to an underutilized commercial building. Commercial recreation businesses are assets to communities, create more activity in commercial areas, and provide residents with more recreational opportunities, especially along an arterial highway such as Newport Boulevard. Lastly, the applicant proposes safety and mitigation measures to ensure that impacts on adjacent tenants and owners will be negligible.

For any questions related to the proposed axe throwing facility, please feel free to call or email me anytime. Thank you for your time and consideration.

Regards,



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