



Village of Arlington Heights
Conceptual Plan Review Committee
Community Room, 3rd Floor
Arlington Heights Village Hall, 33 S. Arlington Heights Rd.
November 8, 2023
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Christian Pre-K Daycare - 308 N. Evergreen Ave - 10/11/23

IV. REPORTS

V. OLD BUSINESS

VI. NEW BUSINESS

- A. Opal Massage Therapy - 825 E. Golf Rd/Suite 1530-1570 -
T1830
Land use Variation for Massage Therapy Establishment

VII. OTHER BUSINESS

- A. Public Comment

VIII. PUBLIC COMMENT

IX. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact Erin Mercado, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, emercado@vah.com or (847)368-5793.



Conceptual Plan Review Committee
11/8/2023

Item: Christian Pre-K Daycare - 308 N. Evergreen Ave - 10/11/23

Department: Planning & Community Development Department

ATTACHMENTS:

Description	Type
Christian Pre-K Daycare - 10/11/23	Minutes

REPORT OF THE PROCEEDINGS OF
THE CONCEPTUAL PLAN REVIEW COMMITTEE
OF THE VILLAGE OF ARLINGTON HEIGHTS PLAN COMMISSION
A MEETING HELD ON:

October 11, 2023

Project Title: Christian Pre-K Prep Day Care

Address: 308 N. Evergreen Avenue

Petitioner: Rob & Melissa Gilland

Address: 729 S. Highland Ave.
Arlington Heights, IL 60005

Requested Action:

1. Land Use Variation to allow a Day Care Center in the R-7 Zoning District.
2. Special Use Permit for a Day Care Center in the B-2 Zoning District.

Variations Required:

1. No variations have been identified at this time.

Attendees: Melissa Gilland, President of Christian Pre-K Prep
Rob Gilland, Petitioner
Lynn Jensen, Plan Commissioner
John Sigalos, Plan Commissioner
Bruce Green, Plan Commissioner
Jay Cherwin, Plan Commissioner
Sam Hubbard, Planning Dept
Hailey Nicholas, Planning Dept

Project Summary:

The subject property is occupied by the St. John's United Church of Christ and is located on a portion of land that consists of the eastern half of the block bounded by Evergreen Avenue to the east, St. James Street to the north, Dunton Avenue to the west, and Eastman Street to the south. Rob and Melissa Gilland, the petitioners, have leased space within the basement of the church property and have begun day care operations within the building. The petitioners have worked with staff to secure a temporary business license while they go through the zoning entitlement process. The daycare has passed all Health Department and DCFS inspections.

The daycare consists of three classrooms, one office, and has a total of five employees (four teachers and one administrator) with a maximum capacity for 25 children between the ages of 3-6 years old. This site had previously been used as a day care ("The Village") for many years, however, sometime during the last several years the owner retired and the daycare closed. Staff has found no record of any zoning approval for the previous daycare that occupied the site. Hours of operation for Christian Pre-K Prep would be 9:15am to 3:30pm, Monday through Friday during the academic school year. Over the summer they offer a summer camp for four weeks in June, and they are closed in July and August.

Access to the site comes from one curb cut on Eastman Street and one on Evergreen Avenue, both of which lead to a southern parking lot containing 25 parking stalls. Additionally, on the northern side of the site, one curb cut on St. James Street leads to a second 25-stall parking lot, for a total of 50 off-street parking stalls. The western side of the site contains a drive aisle that connects both parking lots. Two-hour street parking is available on both sides of Eastman and along the eastern side of Evergreen abutting the subject property.

Meeting Discussion:

Mr. Gillard – we operate a Christian pre-school, approved by DCFS, and currently operating at St. John's Church. Operates 9 am – 3:30 pm with extension hours available, Monday – Friday, and mirrors the SD25 calendar. Currently operating, and seeking approval of a land and special use permits. Five staff operate from four rooms in the basement, serving 40 families, student ratios 3:1 and 5:1. Village Preschool operated in this space for 40 years, no changes have been made to the space.

Mr. Hubbard – The northern $\frac{3}{4}$ of the subject property falls within the R-7, Multiple Family Dwelling District, and the southern $\frac{1}{4}$ of the site falls within the B-2, General Business District. Accordingly, a Land Use Variation is required to allow the proposed Day Care Center within the R-7 District and a Special Use Permit is required to allow a Day Care Center on the portion of land within the B-2 District. The petitioner is required to file responses to both sets of approval criteria.

The Comprehensive Plan classifies this property as appropriate for "Institutional" land uses, and as a faith-based pre-school that is auxiliary to a church, the proposed use is compatible with the Comprehensive Plan.

No changes have been proposed to the exterior of the building or site. The petitioner should clarify if recreational activities take place within the classroom spaces or whether an outdoor play area may be needed in the future.

The existing onsite parking lots are non-conforming with regards to current landscape requirements, however, to update to code requirements would likely be a financial hardship for the church and would cause a significant loss of onsite parking. Staff does not recommend that the church be required to update to current code requirements as part of this process. Alternatively, the church should implement landscape upgrades at a time when they make a substantial capital improvement to the site. In areas where landscaping exists on the site, the Village will inspect to ensure that the landscaping is well maintained and has not perished. Areas where landscaping has died will need to be infilled as part of any zoning approval process.

Per Code, a traffic and parking study by a certified traffic engineer is required for Land Use Variations and Special Use Permits. The Staff Development Committee is supportive of a variation to waive this requirement given that peak usage times for the daycare and church will not coincide. The petitioner will need to make a formal variation request and provide justification per the four criteria for variation approval.

A detailed parking analysis shall be provided, which shall include a breakdown of all uses within the church during the hours of operation for the preschool (i.e. PADS, church events/bible studies/ministry meetings/etc., church office usage), with details on size of spaces, numbers of employees, and hours of usage. Along with a two-hour parking survey at half-hour intervals during operating hours.

Staff is generally supportive of the proposed land and special use.

Commissioner Cherwin – inquired about the differences between the previous day care and your operation.

Ms. Gillard – shared that Village Preschool had 40 students in the morning and 40 in the afternoon. Currently we have a full day program of 25 students, with a higher teacher to student ratio.

Commissioner Cherwin – gave his opinion that he did not feel it was necessary for Christian Pre-K to have to go through hoops, perhaps they could submit for variation, no traffic study, and move forward with a reasonable statement of use.

Commissioner Sigalos – supportive and in favor of Christian Pre-K, in regards to the landscape standards, I understand not having the church do this work, but that this is a dangerous precedence.

Mr. Hubbard - agreed and felt that each business is unique and has to be evaluated, staff does not feel that this is dangerous precedence.

Commissioner Jensen – inquired about next year when SD25 offers full day kindergarten, how will that effect Christian Pre-K. Also, can staff answer how the property has two different zoning codes. Agreed that we are asking a lot of the petitioner.

Ms. Gillard – registration begins in January, and if the program is full, the anticipation is that 25 preschoolers total, with a combination of a.m. and p.m. spots available.

Mr. Hubbard – not a common scenario, does happen occasionally. A time to review. Staff has been asked to certify a recommendation on a project, we are doing our due diligence, but need to make recommendations based on the data and have adjusted the requirements where we could.

Commissioner Green – parking is available on both sides of the street, and the lot to the south is available. Supportive of having the program back. Any outdoor space for play?

Ms. Gillard – we use North School Park, where 50% of the playground is fenced and new equipment. Also, one classroom is a motor room.

Commissioner Green – shared that his family and grandchildren have been apart of the program and support Christian Pre-K move forward.

There was no public comment relevant to the project.

RECOMMENDATION

The Conceptual Plan Review Committee encouraged the petitioner to proceed forward with their application.

Bruce Green, Chair
CONCEPTUAL PLAN REVIEW COMMITTEE
Kendra Maher, Recorder



Conceptual Plan Review Committee
11/8/2023

Item: Opal Massage Therapy - 825 E. Golf Rd/Suite 1530-1570 - T1830

Department: Planning & Community Development Department

Requested Action

1. Land Use Variation to allow a 1,755 sf Massage Establishment in the O-T District.

Variations Required

No variations have been identified at this time.

Recommendation

The Staff Development Committee (SDC) reviewed the proposed Land Use Variation to allow a Massage Establishment in the O-T, Office Transitional District, and is generally supportive of the application subject to resolution of the following:

1. The petitioner shall provide written justification in support of the proposed Land Use Variation that addresses each of the criteria necessary for approval.
 - The proposed variation will not alter the essential character of the locality and will be compatible with existing uses and zoning of nearby property.
 - The plight of the owner is due to unique circumstances, which may include the length of time the subject property has been vacant as zoned.
 - The proposed variation is in harmony with the spirit and intent of this Chapter.
 - The variance requested is the minimum variance necessary to allow reasonable use of the property.
2. The subject unit must comply with all applicable Building Code and Fire/Life-Safety regulations.
3. A 3-day parking survey, taken at half hour intervals during the business's proposed hours of operation, shall be provided to determine the parking demand.
4. The petitioner shall provide a list of all tenants in 825 & 855 E Golf Rd.

5. All massage therapists must be licensed by the Illinois Department of Professional Regulation, as per applicable regulations.
6. These are preliminary comments only and should not be relied upon as identification of the only major issues. The Staff Development Committee reserves the right to change its position on issues upon submittal of a formal application and detailed review.

ATTACHMENTS:

Description

Staff Report
Aerial
Project Narrative
Business Plan
Floor Plan

Type

Board or Commission Report
Exhibits
Exhibits
Exhibits
Exhibits



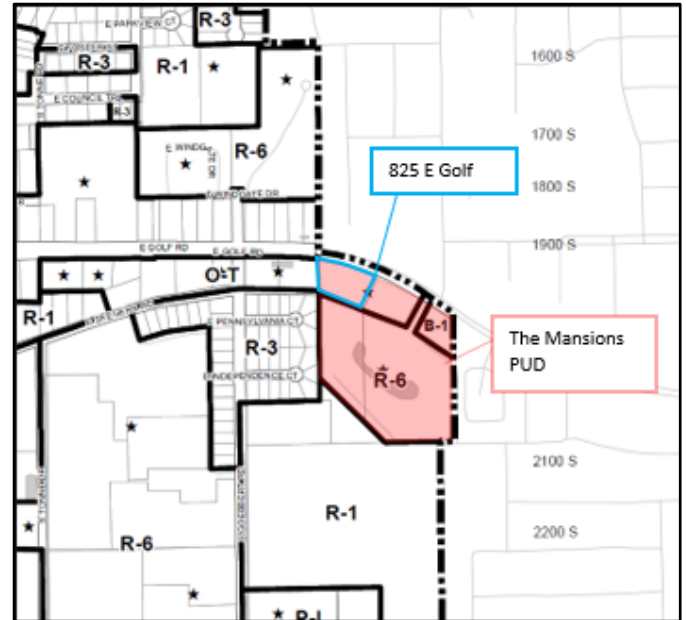
VILLAGE OF ARLINGTON HEIGHTS STAFF DEVELOPMENT COMMITTEE REPORT

Temp File Number: T1830
Project Title: Opal Massage Therapy
Address: 825 E Golf Rd Ste 1530-1570
PIN: 08-15-104-047

To: Conceptual Plan Review Committee
Prepared By: Hailey Nicholas, Assistant Planner
Meeting Date: November 8, 2023
Date Prepared: October 31, 2023

Petitioner: Gabriela Perez & Samuel Olvera
Opal Massage Therapy
Address: 7 Oak Creek Dr Apt 3710
Buffalo Grove, IL 60089

Existing Zoning: O-T: Office Transitional District
Comprehensive Plan: Offices Only



SURROUNDING LAND USES

Direction	Existing Zoning	Existing Use	Comprehensive Plan
North	- Village of Mount Prospect -		
South	R-6, Multiple Family Dwelling District	Orion Lakes Apartments	Moderate Density Multi-Family
East	O-T, Office Transitional District	Multi-Tenant Office Complex	Offices Only
West	O-T, Office Transitional District R-3, One Family Dwelling District	Signature Square Office Complex Single Family Neighborhood	Offices Only Single Family Detached

Requested Action:

1. Land Use Variation to allow a 1,755 sf Massage Establishment in the O-T District.

Variations Required:

1. No variations have been identified at this time.

Project Background:

The subject property is located within The Mansions Planned Unit Development, which was approved in 1978. The PUD is 23 acres, consisting of two office buildings, 7 multi-family residential buildings, and the Premier on Golf Shopping Center. The office buildings are mainly occupied by medical offices, and the shopping center is occupied by a mix of retail and restaurant tenants. Access to the site comes from two curb cuts along a private road, which is accessed by one curb cut on Golf Rd. There is a shared parking lot with total of 226 parking spots that serves the two office buildings, 825 E Golf Rd and 855 E Golf Rd.

The petitioner, Opal Massage Therapy, currently operates in Mount Prospect, and is looking to expand at a new location in Arlington Heights. They are interested in a 1,755 square foot vacant office unit, in which the proposed floor plan consists of 3 private massage rooms, a reception area, a lunch room, and a storage room. Their business offers a variety of massage services, including therapeutic massages, Swedish massages, hot stone massages, and pregnancy massages for pain management, stress reduction, and overall wellness. They will have 7 to 8 employees, with each massage therapist possessing a license from the State of Illinois and current malpractice insurance. The hours of operation are 8:00am-8:00pm Monday through Friday and 8:00am-2:00pm on Saturday.

Zoning and Comprehensive Plan

The property is located in the O-T, Office Transitional District. Accordingly, a Land Use Variation is required to allow the proposed Massage Establishment in the O-T District. As part of their application, the petitioners must provide a written response to each of the four hardship criteria necessary for land use variation approval, which are found below:

- **The proposed variation will not alter the essential character of the locality and will be compatible with existing uses and zoning of nearby property.**
- **The plight of the owner is due to unique circumstances, which may include the length of time the subject property has been vacant as zoned.**
- **The proposed variation is in harmony with the spirit and intent of this Chapter.**
- **The variance requested is the minimum variance necessary to allow reasonable use of the property.**

The Comprehensive Plan classifies this property as appropriate for "Office Only" land uses. Compatibility of the proposed use with this designation is contingent upon meeting the Land Use Variation criteria as outlined above. The Illinois Department of Financial and Professional Regulation (IDFPR) requires that all massage therapists be licensed; accordingly, all massage therapists working at the Opal Massage Therapy must be licensed per applicable IDFPR requirements.

Building, Site and Landscaping

No changes have been proposed to the exterior of the building or site. As such, no Design Commission review is required. The petitioner does have preliminary plans to add a wall to divide two of the massage rooms within the unit, which will require a building permit.

The previous tenant was a medical office, so the unit is well suited for a conversion to a massage establishment. The petitioner shall be required to submit a detailed and to-scale architectural floor plan depicting any interior remodel work that may be needed to accommodate the new use. Should the Village Board approve the application, the interior remodel will require a building permit. The petitioner will have to comply with all Building and Life-Safety Department requirements prior to receiving occupancy for the subject unit. Staff will inspect the onsite landscaping as part of the Plan Commission review process. Any missing or dead landscaping must be replanted as part of any potential approval.

Parking and Traffic:

Per Code, a detailed parking analysis is required as the project location is smaller than 5,000 sf and is located off of a major arterial street. This analysis should include a list of tenants that occupy the other units within 825 & 855 E Golf Rd, as the parking lot is shared. The petitioner shall also provide a 3-day parking survey at half hour intervals, to determine the parking demand during the proposed hours of operation.

Per Code, the site may function at a parking deficit since the office complex has primarily medical office tenants, which have a high parking ratio (1 space for every 200 sf of floor area). In order to finalize parking calculations for the site, the petitioner must provide a list of tenants in 825 & 855 E Golf Rd. If a parking variation is required, it must be granted as part of the Plan Commission process.

RECOMMENDATION

The Staff Development Committee (SDC) reviewed the proposed Land Use Variation to allow a Massage Establishment in the O-T, Office Transitional District, and is generally supportive of the application subject to resolution of the following:

1. The petitioner shall provide written justification in support of the proposed Land Use Variation that addresses each of the criteria necessary for approval.
 - **The proposed variation will not alter the essential character of the locality and will be compatible with existing uses and zoning of nearby property.**
 - **The plight of the owner is due to unique circumstances, which may include the length of time the subject property has been vacant as zoned.**
 - **The proposed variation is in harmony with the spirit and intent of this Chapter.**
 - **The variance requested is the minimum variance necessary to allow reasonable use of the property.**
2. The subject unit must comply with all applicable Building Code and Fire/Life-Safety regulations.
3. A 3-day parking survey, taken at half hour intervals during the business's proposed hours of operation, shall be provided to determine the parking demand.
4. The petitioner shall provide a list of all tenants in 825 & 855 E Golf Rd.
5. All massage therapists must be licensed by the Illinois Department of Professional Regulation, as per applicable regulations.
6. These are preliminary comments only and should not be relied upon as identification of the only major issues. The Staff Development Committee reserves the right to change its position on issues upon submittal of a formal application and detailed review.

October 31, 2023

Michael Lysicatos, Assistant Director of Planning and Community Development

Cc: Randy Recklaus, Village Manager
All Department Heads
Temp File 1830



E Council Trl

E Windgate Dr

Private

58

58

E Golf Rd

E Golf Rd

E Seegers Rd

Private

E Pennsylvania Ct

Private

S Goebbert Rd

Meier Rd

MOUNT PROSPECT

58

Golf Rd

Private

Private

Land Use Variation for a Massage Establishment

Opal Massage Therapy

Opal Massage Therapy, LLC was founded in 2019 by myself, Gabriela Perez Leyva and Samuel Olvera. Our mission is to service those who suffer from chronic pain and are looking to gain their life back with pain management via massage therapy. In addition, we help those who simply would like to take a pause from their everyday routine to relax, reduce stress and maintain a healthy mental health.

We are familiar with helping clients that suffer from re-occurring headaches/migraines, TMJ, low back pain, muscle cramps/spasms, carpal tunnel syndrome, tennis elbow, fibromyalgia, scoliosis, rheumatoid arthritis, sciatic pain, rotator cuff injury, scar tissue, insomnia, pregnancy related pain, plantar fasciitis, anxiety/high stress etc

All of our trusted and professional massage therapists hold a current/valid license by the state of Illinois, have current malpractice insurance, and abide by the CEU's that the state of Illinois requires in order to maintain a current and valid massage license. Our massage therapists are always taking continuing education classes so we can stay up to date on the most current and beneficial pain relieving modalities and techniques.

Our business is an LLC and also holds malpractice and liability insurance. Before we service a client we require an intake/health history form to be filled out by the client. For clients who are under the age of 18, we require a parent's signature for consent. If we are unable to reach a parent or legal guardian of the minor, we will refuse service. For pregnancy massage we require the intake/health history form as well as a doctors note for approval and clearance for her to receive the service. If we do not receive a doctors note, we will refuse service until we obtain a doctors note.

Our hours of operation are as follows:

Monday – Friday
8am-8pm

Saturday
8am-2pm

Sunday

CLOSED

Opal Massage Therapy offers the following services:

Deep Tissue Massage

Targets the deeper layers of muscles and connective tissues.

30 mins - \$65

60 mins - \$105

90 mins - \$145

Therapeutic Massage

Focuses on specific muscle groups to reduce pain and promote relaxation.

30 mins - \$55

60 mins - \$95

90 mins - \$135

Sports Massage

Focuses on the needs of the athlete. Releases muscle tension and restores balance.

60 mins - \$105

90 mins - \$145

Swedish Massage

Promotes relaxation and decreases muscle tension.

30 mins - \$55

60 mins - \$95

90 mins - \$135

Pregnancy Massage

A truly relaxing massage. Helping reduce stress and alleviating pregnancy related discomfort.

Please note: A doctors note is required

60 mins - \$100

Cupping Therapy Massage

An ancient technique that uses special cups on your skin for a few mins to create suction. Helps reduce pain, lower inflammation, encourage blood circulation, promotes relaxation and well-being.

60 mins - \$110

Hot Stone Massage

An ancient technique that incorporates hot basalt stones on your body to provide both therapeutic and relaxing benefits.

60 mins - \$110

90 mins - \$150

Foot and Scalp Massage

Relaxing and soothing massage for those on the go.

30 mins - \$50

Reiki

Non-invasive healing technique that involves the channeling of universal life energy to promote balance and well-being within the body and mind. Practitioners use their hands to direct this energy, facilitating a deep sense of relaxation and supporting the body's natural healing processes.

60 mins - \$50

90 mins - \$80

Opal Massage Therapy prioritizes the safety of both client and massage therapist. Therefore, there is a zero tolerance policy of any insinuations, suggestive activities or inappropriate behavior of any kind. Should this occur, immediate termination will occur. If the client is the suspect, client will be charged full price of the service and will be banned from returning for life. If massage therapist is the suspect, he/she will be terminated from employment and reported to Illinois Department of Financial & Professional Regulation for license suspension.

I appreciate you taking time to read my business narrative. If you would like to learn more about our business feel free to visit our website at opallmt.com and/or read Opal's business plan also attached with the narrative. Looking forward to being part of the Arlington Height community.

Opal Massage Therapy

Business Plan

Samuel Olvera, Owner

**825 E Golf Rd
Arlington Heights, IL 60005**

www.opallmt.com

Executive Summary

Opal Massage Therapy is a massage therapy business that aims to provide exceptional relaxation, rejuvenation, and wellness services to its valued clients. Our comprehensive range of services includes Therapeutic massage, Swedish massage, Hot stone massage, and pregnancy massages.

Customers

Opal Massage Therapy caters to a diverse customer base comprising both females and males within the age range of 35 to 55. Our target customers are individuals who prioritize their physical and mental well-being and seek professional massage services to achieve relaxation, stress relief, and overall wellness.

1. Demographic Profile: Our primary customer demographic consists of individuals between the ages of 35 and 55, encompassing a broad range of life stages and experiences. We aim to serve both men and women equally, recognizing the importance of massage therapy for people of all genders. By targeting this age group, Opal Massage Therapy addresses the specific needs and concerns commonly experienced during this period, such as managing stress, alleviating muscle tension, and enhancing overall health.

2. Income Level: Opal Massage Therapy's customer base primarily includes mid to high-income earners. These individuals possess the financial means to invest in their well-being and prioritize self-care as an integral part of their lifestyle. By offering high-quality massage services and a range of therapeutic treatments, we cater to the preferences and expectations of this target audience.

3. Health and Wellness Seekers: Our customers are health-conscious individuals who recognize the importance of holistic well-being. They actively seek ways to enhance their physical and mental health, and massage therapy serves as a key component of their wellness routine. Whether they are looking to manage stress, address specific muscular issues,

or simply indulge in relaxation, Opal Massage Therapy provides the ideal environment and expertise to meet their needs.

4. Repeat Clients and Referrals: Opal Massage Therapy focuses on building long-term relationships with our clients. By providing exceptional services, personalized attention, and an

inviting atmosphere, we aim to cultivate a loyal customer base. Satisfied clients are more likely to become repeat customers and refer their friends, family, and colleagues to our establishment, thus expanding our reach and solidifying our reputation within the community.

5. Local Residents and Professionals: We primarily serve the local community, attracting customers who reside or work in close proximity to our location. By positioning ourselves as a trusted and reliable massage therapy provider, we establish strong connections with nearby residents, professionals, and businesses. Our convenient accessibility and reputation for quality services make us a go-to destination for those seeking the benefits of massage therapy.

Opal Massage Therapy understands the unique needs and preferences of our target customer base. By tailoring our services to cater to the demands of individuals aged 35 to 55, including both men and women with mid to high incomes, we position ourselves as the premier choice for massage therapy in our community.

Future of the Company

Opal Massage Therapy envisions a future of expansion and growth within its community, solidifying our presence as a trusted provider of top-quality massage therapy services. With a commitment to exceptional customer experiences and a focus on community engagement, we strive to become an integral part of the local community and contribute to the overall well-being of residents.

1. Service Expansion: As part of our future plans, Opal Massage Therapy aims to expand our service offerings to meet the diverse needs and preferences of our growing customer base. We will continuously explore new techniques, therapies, and modalities to enhance our portfolio and ensure that we provide cutting-edge treatments that deliver optimal results. By staying attuned to the latest industry trends and continuously improving our services, we aim to exceed customer expectations and foster a loyal following.

2. Physical Location Expansion: To accommodate our expanding customer base and increase our accessibility, Opal Massage Therapy plans to establish a larger location within the Arlington Heights community. This new location will be strategically chosen to reach a wider audience, allowing more individuals to experience the benefits of our services. By expanding our physical presence, we aim to provide convenience and easier access to our massage therapy services for the local community.

3. Community Engagement: Opal Massage Therapy is dedicated to becoming an active participant in the Arlington Heights community. We seek to forge strong relationships with local organizations, businesses, and residents, engaging in partnerships and collaborations that support the well-being of the community. Through participation in community events, health fairs, and wellness initiatives, we aim to educate and raise awareness about the importance of self-care and the benefits of massage therapy.

4. Customer Satisfaction and Retention: Our future success hinges on maintaining exceptional customer satisfaction and fostering long-term relationships. Opal Massage Therapy will continue to prioritize personalized care, attentive service, and a serene environment that promotes relaxation and well-being. By delivering consistently outstanding experiences, we aim to build a loyal customer base that will not only return for repeat visits but also recommend our services to others, further expanding our reach and impact.

5. Embracing Technological Advancements: Opal Massage Therapy recognizes the role of technology in enhancing customer experiences and streamlining operations. We will leverage technological advancements to improve booking processes, enhance communication channels, and provide convenient online platforms for scheduling appointments, accessing information, and purchasing products. By embracing innovation, we strive to create a seamless and user-

friendly experience for our customers.

Opal Massage Therapy's future is bright as we expand our services, establish new locations, engage with the Arlington Heights community, and prioritize customer satisfaction. With a commitment to excellence, a focus on community involvement, and a willingness to embrace advancements, we are well-positioned to become a leading provider of massage therapy services, trusted by residents and professionals alike in the area.

Principal Members

Gabriela Perez Leyva — Owner & CEO

Samuel Olvera — Owner & CFO

Legal Structure

Opal Massage Therapy is a Limited Liability Partnership.

Market Research

Opal Massage Therapy is positioned to thrive in the growing market for massage therapy services. Based on comprehensive market research, we have identified key trends and factors that indicate a favorable landscape for our business. With a focus on delivering exceptional customer experiences and targeted marketing strategies, we are well-positioned to capture a significant share of the market.

1. Growing Demand for Wellness Services:

The wellness industry has experienced significant growth in recent years, with an increasing number of individuals seeking services that promote relaxation, stress reduction, and overall well-being. Massage therapy has emerged as a popular modality within the wellness sector, offering numerous physical and mental health benefits. This growing demand for wellness services, combined with the proven effectiveness of massage therapy, provides a strong foundation for the success of Opal Massage Therapy.

2. Increased Awareness of Health Benefits:

Consumers are becoming more educated about the health benefits of massage therapy. It is now widely recognized that massage can help alleviate muscle tension, reduce stress, improve circulation, enhance sleep quality, and promote overall physical and mental wellness. As awareness of these benefits continues to grow, the demand for professional massage services is expected to increase.

3. Target Market Profile:

Opal Massage Therapy's target market consists of both males and females between the ages of 35 and 55. This demographic segment represents a significant portion of the population that values self-care, prioritizes their well-being, and has the financial means to invest in massage therapy services. By catering to the specific needs and preferences of this target market, Opal Massage Therapy can effectively position itself as the go-to provider in the local area.

4. Local Market Analysis:

Through detailed local market analysis, it has been determined that the Arlington Heights community offers a promising opportunity for Opal Massage Therapy. The area has a sufficient population size and disposable income levels to support a thriving massage therapy business. Additionally, limited competition in the immediate vicinity provides a favorable environment for establishing a strong presence and capturing a significant market share.

5. Differentiation through Exceptional Service:

Opal Massage Therapy sets itself apart by offering exceptional customer experiences. Through highly skilled and licensed therapists, personalized care, and a serene and welcoming environment, we aim to deliver unparalleled service to our clients. By focusing on customer satisfaction and building long-term relationships, we create a competitive advantage that sets us apart from other massage therapy providers.

6. Online Presence and Digital Marketing:

In today's digital age, an online presence is essential for any business. Opal Massage Therapy will leverage various digital marketing channels, including a user-friendly website, social media platforms, and targeted online advertising, to reach and engage with our target market. These efforts will not only increase brand visibility but also attract new customers and foster customer loyalty.

Based on the market research findings, Opal Massage Therapy is well-positioned to capitalize on the growing demand for massage therapy services in the community. By offering exceptional customer experiences, targeting the right demographic, and implementing effective marketing strategies, we anticipate significant growth and success in the market.

Product/Service

Opal Massage will offer a variety of massage services:

- Swedish Massage
 - 30 Min - \$55
 - 60 Min - \$95
 - 90 Min - \$135
- Therapeutic Massage
 - 30 Min - \$55
 - 60 Min - \$95
 - 90 Min - \$135
- Hot Stone Massage
 - 60 Min - \$110
 - 90 Min - \$150
- Pregnancy Massage
 - 60 Min - \$100
- Cupping Therapy with Massage
 - 60 Min - \$110
- CBD Massage
 - 60 Min - \$105
 - 90 Min - \$145
- Scalp & Foot Massage
 - 30 Min - \$50
- Sports Massage
 - 60 Min - \$105
 - 90 Min - \$145
- Deep Tissue Massage
 - 30 Min - \$65
 - 60 Min - \$105
 - 90 Min - \$145
- Reiki
 - 30 Min - \$65
 - 60 Min - \$105
- Couples Massage
 - 60 Min - \$250
 - 90 Min - \$300

Hours

Monday: 8AM-8PM

Tuesday: 8AM-8PM

Wednesday: 8AM-8PM

Thursday: 8AM-8PM

Friday: 8AM-8PM

Saturday: 8AM-2PM

Sunday: CLOSED

Last Massage will be taken in at 7PM. By appointment only

Intellectual Property Rights

Opal Massage Therapy is an LLC name in the State of Illinois.

Other Experiences

- Offer Tea or Coffee
- Relaxing Waiting Area
- Free Aroma Therapy
- Free Hot Towels

Zero Tolerance Policy

At Opal Massage Therapy, we uphold a strict zero tolerance policy to maintain a safe and respectful environment for all clients and therapists. Each of our therapists will undergo comprehensive training to ensure the highest professional standards. All clients will be required to acknowledge and adhere to our policy before their session begins, providing peace of mind to everyone who walks through our doors.

Marketing & Sales

Growth Strategy

To grow the company, Opal Massage Therapy will do the following:

- Attend and Sponsor Community Events
- Market in Online Community Groups
- Google and Facebook Ad Campaigns
- Brand Awareness Campaigns
- Social Media Content

Communicate with the Customer

We will communicate with its customers by:

- Email/Text Marketing
- Birthday Discounts
- Community Events
- Social Media

Personnel

Sam – Marketing, Business Development, Finance.

Gaby – “Face of Opal.” Massage, Business Development, social media

Allison – Massage & Business Development

Other – 3-4 Massage Therapist

Front Desk Help

Monthly Expenses

Electric \$200
Water \$100
Gas \$200
Comcast \$150
Rent \$2100
Liability Insurance \$50
Malpractice Insurance \$50
Linens \$500
Face Cradle Covers \$50
Massage Lotion \$200
Essential Oils \$200
Marketing \$1000
Subscriptions \$250

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