

Urban Air Adventure Park – Business and Operations Narrative

Site: 21082 Beach Blvd, Huntington Beach

Project Overview

Urban Air Adventure Park is a premier indoor entertainment facility designed to provide a dynamic and engaging experience for guests of all ages. Located within the Beach and Edinger Specific Plan (SP14) a CUP (ZA Level) is required to operate at this location which is currently a vacant Big Lots retail store. This project involves a tenant improvement to the existing space which includes a state-of-the-art adventure park that integrates multiple attractions and Cafe under one roof. The facility will serve as a destination for families, groups, and corporate events, offering a unique blend of fitness, fun, and social interaction. Urban Air employs approximately 60 employees in total for this location.

Surrounding Uses: Located within a multi-tenant shopping center uses to the North include residential homes behind the shopping center. To the East is another Multi-Tenant shopping center with Stater Bros Market at the anchor. To the South is another neighborhood center with Sprouts as the anchor tenant. To the West is the US Post Office.

Scope of Work

1. Tenant Improvement to existing retail space (no increase in sq.ft or change of building footprint).

- **Site Selection & Preparation** – Identify and prepare a suitable location that accommodates large-scale entertainment attractions while ensuring accessibility and compliance with local zoning and building regulations.
- **Building Design & Renovation** – Construct or retrofit an existing structure to support adventure-based attractions, ensuring safety, efficiency, and optimal use of space.
- **Infrastructure & Utilities** – Install necessary electrical, HVAC, plumbing, and safety systems to support high-traffic entertainment areas.

2. Attractions & Installations

- **Trampoline Arenas** – Design and install interconnected trampoline zones, including freestyle jump areas, dodgeball courts, and slam dunk zones.

- **Warrior Obstacle Course** – Implement a multi-level ninja-style obstacle course that challenges agility, strength, and endurance.
- **Climbing Walls & Ropes Course** – Construct rock climbing walls and high-ropes courses with integrated safety harness systems.
- **Sky Rider Zipline** – Install an indoor zipline experience that allows guests to soar over the adventure park.
- **Virtual Reality & Interactive Gaming** – Incorporate state-of-the-art VR attractions and augmented reality experiences to enhance the interactive entertainment offerings.
- **Soft Play & Toddler Areas** – Develop designated play zones for younger guests, ensuring a safe and engaging experience for children under five.

3. Guest Services & Operations

- **Party & Event Spaces** – Design private rooms and open areas to accommodate birthday parties, corporate events, and group activities.
- **Food & Beverage Services** – Establish a full-service café or snack bar with seating areas to enhance the guest experience.
- **Retail & Merchandise Areas** – Develop a merchandise zone offering branded Urban Air apparel, accessories, and souvenirs.
- **Safety & Compliance** – Implement industry-leading safety measures, including padded flooring, trained staff, and compliance with ASTM amusement park standards.

4. Technology & Systems Integration

- **Ticketing & Check-in Systems** – Deploy an efficient digital ticketing and waiver system for seamless guest entry.
- **Security & Surveillance** – Install high-definition security cameras and access control systems for guest safety.
- **Point-of-Sale (POS) Systems** – Implement integrated POS solutions for food, retail, and attraction purchases.
- **Lighting & Sound Design** – Enhance the park's ambiance with immersive lighting, themed decor, and sound systems.

5. Marketing & Community Engagement

- **Grand Opening & Promotions** – Develop a marketing strategy for pre-launch promotions, community partnerships, and opening day events.
- **Membership & Loyalty Programs** – Implement a subscription-based membership model to encourage repeat visits and customer retention.

- **School & Nonprofit Partnerships** – Establish fundraising opportunities and sensory-friendly programs to engage with local communities.

Hours of Operation:

- Monday 10 AM–8 PM
- Tuesday 10 AM–8 PM
- Wednesday 10 AM–8 PM
- Thursday 10 AM–8 PM
- Friday 10 AM–10 PM
- Saturday 9 AM–10 PM
- Sunday 9 AM–8 PM
- Peak Hours might be most of Saturday and Sunday. Weekdays from 4:00pm to closing.
- Peak hours might change once the schools are off or on holidays.

Conclusion

This project aims to establish a cutting-edge entertainment facility that provides a fun, safe, and inclusive environment for guests of all ages. With a strong focus on safety, technology integration, and customer experience, Urban Air Adventure Park will serve as a leading destination in the indoor adventure park industry.