



PLAN COMMISSION AGENDA ITEM EXECUTIVE SUMMARY

Project Title/Address:	Fydoland, 1311 E. Main St.		
City Staff:	Russell Colby, Planning Division Manager		
PUBLIC HEARING 12/5/17	X	MEETING 12/5/17	X

APPLICATION: Special Use for a Pet Care Facility

ATTACHMENTS AND SUPPORTING DOCUMENTS:

Staff Report	Application for Special Use
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SUMMARY:

Robin Massey, the applicant and owner of Fydoland, has submitted an application for a Special Use for a Pet Care Facility at 1311 E. Main Street, pending approval of a General Amendment to permit Pet Care Facilities as a Special Use in the M1 zoning district. (Fydoland has operated at a nearby building, 1317 E. Main St., since 2014.)

The details of the Special Use are as follows:

Establish a Fydoland Pet Care Facility at 1311 E. Main Street which includes:

- Pet grooming areas.
- Indoor exercise rooms.
- An outdoor exercise area to the east of the building.
- Pet daycare services.
- Overnight boarding.
- Retail sales of pet care products.

The applicant is not proposing any exterior changes to the building or property other than cosmetic changes and fences for the outdoor exercise areas.

SUGGESTED ACTION:

Conduct the public hearing and close if all testimony has been taken.
 Staff has placed this item on the meeting portion of the agenda for a vote should the Plan Commission feel that they have enough information to make a recommendation.
 Staff has found the application materials to be complete.

INFO / PROCEDURE – SPECIAL USE APPLICATIONS:

- Per **Sec. 17.04.330**, the purpose of a Special Use is as follows: “Special Uses listed within the various zoning districts include those uses that may be acceptable if established in an appropriate manner and location within a zoning district, but may not be acceptable if established in a different manner or location. Special Uses may include, but are not limited to, public and quasi-public uses affected with the public interest, and uses that may have a unique, special or unusual impact upon the use or enjoyment of neighboring property.”
- Public hearing is required, with a mailed notice to surrounding property owners.
- 6 findings of fact – ALL findings must be in the affirmative to recommend approval.

Community & Economic Development
 Planning Division
 Phone: (630) 377-4443



Staff Report

TO: Chairman Todd Wallace
 And Members of the Plan Commission

FROM: Russell Colby
 Planning Division Manager

RE: Special Use for a Pet Care Facility at 1311 E. Main St. (Fydoland)

DATE: December 1, 2017

I. APPLICATION INFORMATION:

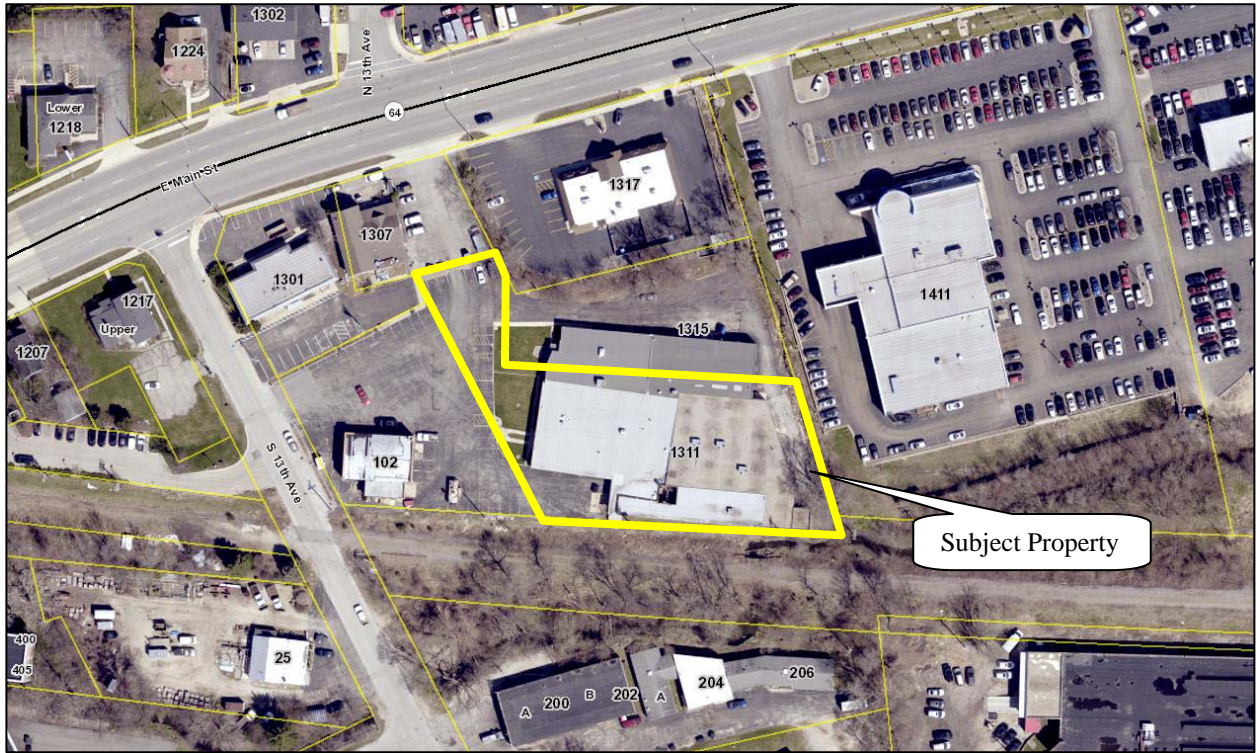
Project Name: 1311 E. Main Street (Fydoland)

Applicant: Robin Massey

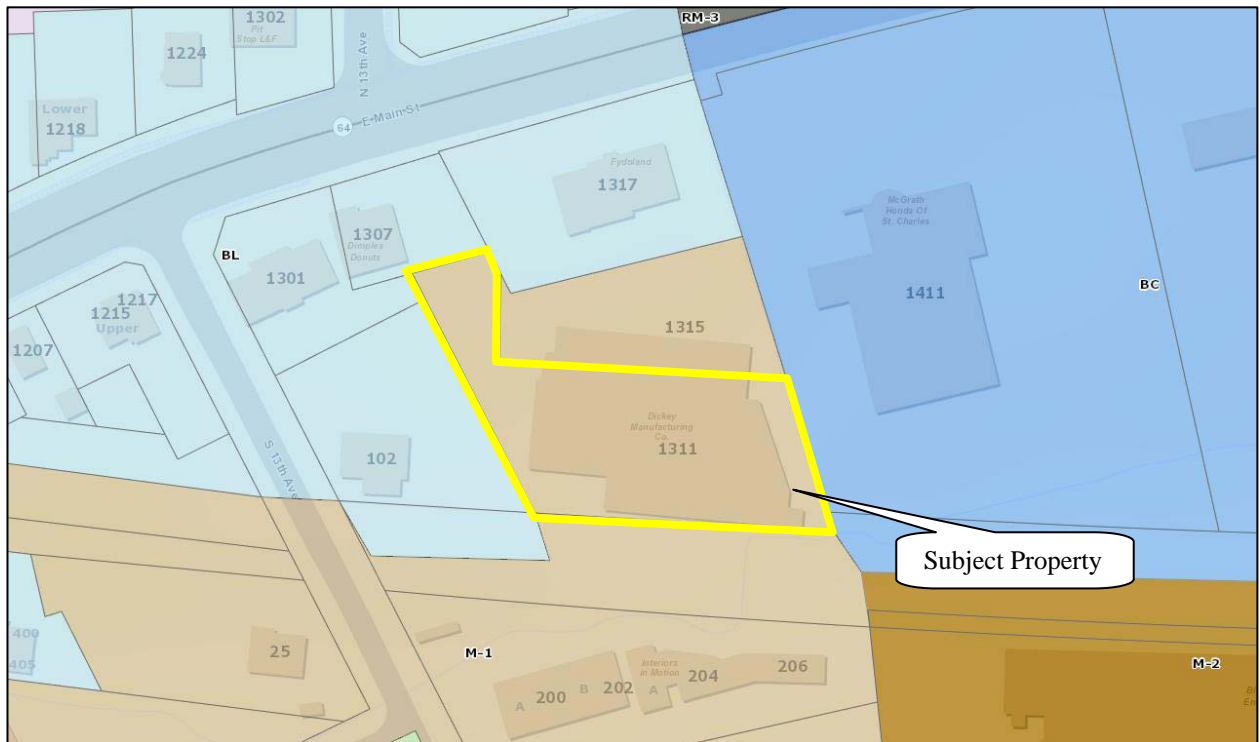
Purpose: Permit a Special Use for a Pet Care Facility at 1311 E. Main St. (Conditioned upon approval of a General Amendment to permit Pet Care Facilities as a Special Use in the M1 zoning district)

General Information:		
Site Information		
Location	1311E. Main Street	
Acres	0.86	
Applications	Special Use for a Pet Care Facility	
Applicable Code Sections	17.04 "Administration" 17.16 "Office Research, Manufacturing and Public Land Districts" 17.20 "Use Standards" 17.30 "Definitions"	
Existing Conditions		
Land Use	Light Industrial Building	
Zoning	M1- Special Manufacturing	
Zoning Summary		
North	BL - Local Business / M1 Special Manufacturing	Dimples Donuts/ Existing Fydoland business
East	BC - Community Business	McGrath Honda
South	M-1 - Special Manufacturing District	Railroad right-of-way, multi-unit industrial bldg.
West	BL - Local Business	Industrial building
Comprehensive Plan Designation		
Neighborhood Commercial		

Aerial Photograph



Zoning Map



II. BACKGROUND

Robin Massey, the applicant and owner of Fydoland, has submitted an application for a Special Use for a Pet Care Facility at 1311 E. Main Street, pending approval of a General Amendment to permit Pet Care Facilities as a Special Use in the M1 zoning district. (Fydoland has operated at a nearby building, 1317 E. Main St., since 2014.)

The subject property, 1311 E. Main St., is the southern portion of an existing light industrial building that straddles two lots.

The subject lot does not have street frontage, but can be accessed from S. 13th Avenue or Main Street from adjacent lots. The lots immediately to the north and west (1315 E. Main St. and 102 S. 13th Ave.) are in common ownership with the subject lot. A cross access easement exists between the 1315 E. Main St. lot and the lot to the north with frontage on Main Street, 1307 E. Main St. (Dimples Donuts).

III. PROPOSAL

The details of the Special Use are as follows:

- Establish a Fydoland Pet Care Facility at 1311 E. Main Street which includes:
 - Pet grooming areas.
 - Indoor exercise rooms.
 - An outdoor exercise area to the east of the building.
 - Pet daycare services.
 - Overnight boarding.
 - Retail sales of pet care products.
- The applicant is not proposing any exterior changes to the building or property other than cosmetic changes and fences for the outdoor exercise areas.

IV. STAFF ANALYSIS

A. ZONING

The site is zoned M1- Special Manufacturing. Based on the propose General Amendment to the Zoning Ordinance, if approved, Pet Care Facilities will be a Special Use in the M1 District.

B. STANDARDS FOR PET CARE FACILITIES

The applicant has submitted a floor plan and business plan to demonstrate compliance with the Zoning Ordinance use standards.

Definition of a Pet Care Facility (17.30.020)

A building, structure or portion thereof designed or used for the retail sale of pet products and food, grooming, boarding, training, daycare or overnight boarding of dogs, cats or other household domestic animals. The overnight boarding area of the establishment shall not exceed 50% of the total Gross Floor Area of the business. Establishments that only provide daycare and overnight boarding services, or establishments where these services exceed 50% of the Gross Floor Area, shall be considered a Kennel, not a Pet Care Facility.

Use Standards for Pet Care Facilities (17.20.030)

Pet Care Facilities shall comply with the following standards:

1. *Outdoor exercise areas shall not be located on a property that abuts a residentially zoned property.*
2. *Outdoor exercise areas that directly abut or face any residentially zoned properties, commercially zoned properties, and any public street shall be screened with a 100% opaque non-see-through fence or wall.*
3. *All animals shall be kept either within completely enclosed structures or under direct control of the facility operator or staff at all times, and shall be indoors between the hours of 7:00 PM and 7:00 AM.*
4. *The operation of the Pet Care Facility shall not allow the creation of noise by any animal or animals under its care which can be heard by any person at or beyond the property line of the lot on which the kennel is located, which occurs a) repeatedly over at least a seven-minute period of time at an average of at least twelve animal noises per minute, or b) repeatedly over at least a fifteen minute period of time, with one minute or less lapse of time between each animal noise during the fifteen-minute period.*

C. PROPOSED FACILITY

The total floor area of the building is approximately 21,100 square feet. The Zoning Ordinance requires 3 parking spaces per 1,000 square feet of gross floor area for a Pet Care Facility. This results in a parking requirement of 63 spaces. However, portions of the building will be used for storage or kenneling, which will not cause a consistent parking demand. (For comparison, a kennel use requires 1 space per 1,000 sf of floor area.)

The parking lot for the building is shared with the two adjacent parcels, which are under common ownership. The lot is currently striped for approximately 57 spaces; however there are areas that could be striped for additional parking. The applicant will need to provide information demonstrating that the site can accommodate the required parking for this use and the adjacent business. Based upon the adjacent buildings being occupied by light industrial uses (requiring 1 space per 1,000 sf of gross floor area), it appears possible to accommodate all of the required parking within the existing paved areas.

V. RECOMMENDATION

Conduct the public hearing on the Special Use and close if all the testimony has been taken.

Staff has placed this item on the meeting portion of the agenda for a vote should the Plan Commission determine that they have enough information to make a recommendation. The applicant has provided findings of fact in support of their proposal as part of the Special Use application.

Staff has found the application materials to be complete. Upon resolution of outstanding staff comments, the proposal has the ability to meet City Code requirements.

VI. ATTACHMENTS

- Application for Special Use

CITY OF ST. CHARLES

TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



COMMUNITY & ECONOMIC DEV./PLANNING DIVISION

PHONE: (630) 377-4443 FAX: (630) 377-4062

SPECIAL USE APPLICATION

(To request a Special Use or Amendment, or a Special Use for PUD or Amendment)

For City Use	
Project Name:	<u>Fyddland - 1311 E. Main St.</u>
Project Number:	<u>2017-PR-016</u>
Application Number:	<u>2017-AP-040</u>

RECEIVED Date St. Charles, IL OCT 23 2017 CDD Planning Division

To request a Special Use for a property, or to request to amend an existing Special Use Ordinance for a property, complete this application and submit it with all required attachments to the Planning Division.

City staff will review submittals for completeness and for compliance with applicable requirements prior to establishing a public hearing date for an application.

The information you provide must be complete and accurate. If you have a question please call the Planning Division and we will be happy to assist you.

1. Property Information:	Location:	<u>1311 E. Main Street, St. Charles, IL 60174</u>		
	Parcel Number (s):	<u>09-26-302-003, 09-26-302-004, *09-26-302-005</u>		
	Proposed Name:	<u>FYDDLAND</u>		
2. Applicant Information:	Name	<u>Robin Massey</u>	Phone	<u>847-650-6662</u>
	Address	<u>1317 E. Main St St. Charles, IL 60174</u>	Fax	
			Email	<u>Robinmassey@fyddland.com</u>
3. Record Owner Information:	Name	<u>Brolin Carter LLC</u>	Phone	<u>630-584-2918</u>
	Address	<u>3632 Stern Ave ST. Charles IL 60174</u>	Fax	<u>630-584-0261</u>
			Email	<u>terry15@securityseats.com</u>

Please check the type of application:

- Special Use for Planned Unit Development - PUD Name:** _____
 - New PUD
 - Amendment to existing PUD- Ordinance #: _____
 - PUD Preliminary Plan filed concurrently

- Other Special Use (from list in the Zoning Ordinance):** Pet Care Facility _____
 - Newly established Special Use
 - Amendment to an existing Special Use Ordinance #: _____

Information Regarding Special Use:

Comprehensive Plan designation of the property: Neighborhood Commercial

Is the property a designated Landmark or in a Historic District? No

What is the property's current zoning? M-1

What is the property currently used for? manufacturing

If the proposed Special Use is approved, what improvements or construction are planned?
outdoor fenced area, most improvements will be painting, flooring & wall partitions

For Special Use Amendments only:

Why is the proposed change necessary?

What are the proposed amendments? (Attach proposed language if necessary)

Note for existing buildings:

If your project involves using an existing building, whether you plan to alter it or not, please contact the St. Charles Fire Department (630-377-4458) and the Building and Code Enforcement Division (630-377-4406) for information on building, life safety and other code requirements. Depending on the proposed use, size of structure and type of construction, these requirements can result in substantial costs.

Attachment Checklist:

If multiple zoning or subdivision applications will be submitted concurrently, do not submit duplicate checklist items or plans. Fee must be paid for each application.

APPLICATION FEE:

Application fee in accordance with Appendix B of the Zoning Ordinance. (Special Use for PUD \$1,000; all other Special Use requests \$750)

REIMBURSEMENT OF FEES AGREEMENT:

An original, executed Reimbursement of Fees Agreement and deposit of funds in escrow with the City, as provided by Appendix B of the Zoning Ordinance.

REIMBURSEMENT OF FEES INITIAL DEPOSIT:

Deposit of funds in escrow with the City. Required deposit is based on review items (number of applications filed) and the size of the site:

Number of Review Items	Under 5 Acres	5-15 Acres	16-75 Acres	Over 75 Acres
1	\$1,000	\$2,000	\$3,000	\$4,000
2 or 3	\$2,000	\$4,000	\$5,000	\$7,000
4 or more	\$3,000	\$5,000	\$7,000	\$10,000

PROOF OF OWNERSHIP and DISCLOSURE:

- a) A current title policy report; or
- b) A deed and a current title search.

If the owner is not the applicant, an original letter of authorization from the owner permitting the applicant to act on his/her behalf is required. If the owner or applicant is a Trust, a disclosure of all beneficiaries; if the owner or applicant is a Partnership, a disclosure of all partners; if the owner or applicant is a Corporation, a disclosure of all owners with an interest of at least ten percent (10%).

NOTE: Private covenants and deed restrictions can limit private property rights with respect to the use of land even though the City's Zoning Ordinance may authorize the use or a less restrictive use. We strongly advise that you perform a title search on the property to determine if there any private covenants containing use restrictions or other deed restrictions. As those private covenants and deed restrictions may conflict with the City's Zoning Ordinance, it is further recommended that you consult with an attorney to obtain an opinion with respect to whether your intended use is compatible with those restrictions.

LEGAL DESCRIPTION: For entire subject property, on 8 1/2 x 11 inch paper

PLAT OF SURVEY:

A current plat of survey for the Subject Realty showing all existing improvements on the property, prepared by a registered Illinois Professional Land Surveyor.

FINDINGS OF FACT:

Fill out the attached forms or submit responses on a separate sheet (*Submit "Criteria for PUD" for any PUD application; "Findings for Special Use" for all other Special Use applications.*)

LIST OF PROPERTY OWNERS WITHIN 250 FT.:

Fill out the attached form or submit on a separate sheet. The form or the list must be signed and notarized.

❑ **SOIL AND WATER CONSERVATION DISTRICT APPLICATION:**

N/A Copy of completed Land Use Opinion application as required by state law, as submitted to The Kane-Dupage Soil and Water Conservation District. <http://www.kanedupageswcd.org/>

Submit the application form and fee directly to the Kane-DuPage Soil and Water Conservation District. Provide a copy with this application.

❑ **ENDANGERED SPECIES REPORT:**

N/A Copy of Endangered Species Consultation Agency Action to be filed with the Illinois Department of Natural Resources. <http://dnr.illinois.gov/EcoPublic/>

Fill out the online form, print the report and submit with this application.

❑ **TRAFFIC STUDY:** If requested by the Director of Community Development.

N/A *Staff will advise you whether a traffic study is recommended based on the project. Regardless, the Plan Commission or City Council may request a traffic study as a part of the review process.*

❑ **PLANS:**

N/A All required plans shall be drawn on sheets no larger than 24" x 36", unless the Director of Community Development permits a larger size when necessary to show a more comprehensive view of the project. All required plans shall show north arrow and scale, and shall be drawn at the same scale (except that a different scale may be used to show details or specific features). All plans shall include the name of the project, developer or owner of site, person or firm preparing the plan, and the date of plan preparation and all revisions.

Copies of Plans:

Initial Submittal - Ten (10) full size copies, Three (3) 11" by 17", and a PDF electronic file (On a CD-ROM or may be emailed to the Project Manager). For subsequent submittals, please contact the Project Manager to determine how many copies are required.

❑ **SITE PLAN (Note: For a Special Use for PUD, submit PUD Preliminary Plan Application in lieu of Site Plan)**

N/A A plan or plans showing the following information:

1. Accurate boundary lines with dimensions
2. Streets on and adjacent to the tract: Name and right-of-way width
3. Location, size, shape, height, and use of existing and proposed structures
4. Location and description of streets, sidewalks, and fences
5. Surrounding land uses
6. Date, north point, and scale
7. Ground elevation contour lines
8. Building/use setback lines
9. Location of any significant natural features
10. Location of any 100-year recurrence interval floodplain and floodway boundaries
11. Location and classification of wetland areas as delineated in the National Wetlands Inventory
12. Existing zoning classification of property
13. Existing and proposed land use
14. Area of property in square feet and acres
15. Proposed off-street parking and loading areas
16. Number of parking spaces provided, and number required by ordinance
17. Angle of parking spaces
18. Parking space dimensions and aisle widths
19. Driveway radii at the street curb line
20. Width of driveways at sidewalk and street curb line

OWNERSHIP DISCLOSURE FORM
Limited Liability Company (L.L.C.)

State Of Illinois)
)
Kane County)

I, Terry R Mauger, being duly sworn on oath depose and say that I am Manager of Brulin Carter L.L.C., an Illinois Limited Liability Company and that the following persons are all members of said L.L.C.

Terry R Mauger

Linda E Mauger

Bruce Johnson

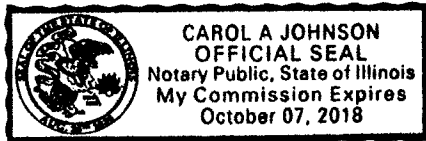
Carol A Johnson

By: *Terry R Mauger*, Manager

Subscribed and Sworn before me this 10th day of
October, 2017.

Carol A. Johnson

Notary Public



Brulin Carter LLC
3632 Stern Ave
St Charles IL 60174-5406
Terry15@securityseals.com

I, Terry R Mauger, as managing partner of 1311 and 1315 East Main Street, St Charles IL 60174 hereby permit Robin Massey, the applicant, to act on my behalf concerning the proposed special use and text amendment proposed for 1311 and 1315 East Main Street.

Terry R Mauger
Terry R Mauger, Managing Partner

10-10-17
Date

FINDINGS OF FACT – SPECIAL USE



Use this form for all Special Uses, except for PUDs or PUD Amendments

The St. Charles Zoning Ordinance requires the Plan Commission to consider the factors listed below in making a recommendation to the City Council.

As the applicant, the “burden of proof” is on you to show how your proposed Special Use will comply with each of the applicable standards. Therefore, you need to “make your case” by explaining specifically how your project meets each of the following standards.

TYDOLAND 1311 E. Main St.
Project Name or Address

10-17-17
Date

From the Charles Zoning Ordinance, Section 17.04.430.C.2:

No Special Use or amendment to Special Use shall be recommended by the Plan Commission unless it finds that the proposed Special Use or amendment to Special Use will conform with each of these standards. The Plan Commission shall submit its written findings together with its recommendations to the City Council after the conclusion of the Public Hearing, and also may recommend such conditions as it may deem necessary to ensure conformance with these standards.

On the basis of the evidence presented at the public hearing, the Plan Commission shall record its reasons for recommending approval or denial of the petition (findings of fact) in accordance with the following standards:

A. Public Convenience: The Special Use will serve the public convenience at the proposed location.

Tydoland will provide a full service pet care facility dedicated to providing high customer satisfaction by rendering excellent, quality pet care, premium dog food & supplies and furnishing a fun, safe, clean, enjoyable environment for St. Charles citizens and their dogs.

B. Sufficient Infrastructure: That adequate utilities, access roads, drainage and/or necessary facilities have been, or are being, provided.

St. road w/ access, existing sewer & water, existing impervious surfaces for parking, and electric. A gas are currently servicing the existing building & property.

C. Effect on Nearby Property: That the Special Use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish or impair property values within the neighborhood.

The special use is consistent with adjoining properties and will not be injurious to the use or enjoyment of other properties nor diminish property values. It has the potential to increase property values by making economic use of a currently vacant property.

- D. Effect on Development of Surrounding Property:** That the establishment of the Special Use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.

The proposed special use has the potential to increase and improve the orderly development and economical improvement of the surrounding properties.

- E. Effect on General Welfare:** That the establishment, maintenance or operation of the Special Use will not be detrimental to or endanger the public health, safety, comfort or general welfare.

The special use will not be detrimental or endanger the public health, safety, comfort or general welfare and will provide a necessary service to St. Charles Area residents and provide economic development opportunities.

- F. Conformance with Codes:** That the proposed Special Use conforms to all existing Federal, State and local legislation and regulation and meets or exceeds all applicable provisions of this Title, except as may be varied pursuant to a Special Use for Planned Unit Development.

As proposed, the special use will conform to all Federal, State and local legislation and regulations and meet or exceed all provisions of this title.

The intention of the new FYDOLAND is to offer more amenities and services to the Saint Charles community. We have currently outgrown the current building we are in and have had to turn customers away due to limited space. This new proposed location will still be very convenient for our community. It will allow us to better serve the community needs and add economic growth to our community. At the new location, we will have space for a large indoor training facility where we can add additional classes such as agility, rally and flyball. We will be able to offer luxury suites as well as standard suites. We will also be able to offer more options of dog foods and supplies as well as premiere cat foods and supplies for our community. We will be able to accommodate more guests and their petcare needs. We have serviced not only our own community but have cared for client's who live in our surrounding communities as far away as downtown Chicago. We believe the move to the proposed building is a win/win situation for FYDOLAND and our Saint Charles community.

FYDOLAND major improvements to 1311 E. Main Street, Saint Charles, IL 60174

1. Install 17' x 128.8" privacy fence for outdoor dog run in southeast corner of building.
2. Install 17' x 128.8" concrete patio for outdoor run in southeast corner of building.
3. Install floor drains in boarding room.
4. Paint exterior of building.
5. Paint interior of building.
6. Install rubber flooring in playrooms and dog training room.
7. Epoxy boarding room floor.
8. Redo men's bathroom to be grooming room by removing some plumbing fixtures and replacing with fixtures needed for tubs.

Johnson, Ellen

From: robin massey <robinmassey@att.net>
Sent: Tuesday, October 24, 2017 5:37 PM
To: Johnson, Ellen; robinmassey@fydoland.com
Cc: Colby, Russell
Subject: Re: Fydoland- Application Review & Project Schedule
Attachments: Proposed sign.jpg

Hello Ellen and Russell:

The sq. footage of the building we will be renting is 21,600 sq. ft. Yes, we will be occupying the entire highlighted area. The area to the left of the dog training room will be strictly for storage.

Our hours of operation will be Monday thru Friday 7am to 7pm. Sat. and Sun: 7 am to noon and 5pm to 7pm.

We would like to put a sign underneath the current sign of Dimples Donuts located at 1307 E. Main street. I have attached a potential mock up for your review.

Please let me know if I can answer any further questions!

Have a tail waggin' great day!
Robin Massey
Leader of the Pack
FYDOLAND
844-GET-FYDO (438-3936) option 3
www.fydoland.com

From: "Johnson, Ellen" <ejohnson@stcharlesil.gov>
To: "robinmassey@att.net" <robinmassey@att.net>; "robinmassey@fydoland.com" <robinmassey@fydoland.com>
Cc: "Colby, Russell" <rcolby@stcharlesil.gov>
Sent: Tuesday, October 24, 2017 2:10 PM
Subject: Fydoland- Application Review & Project Schedule

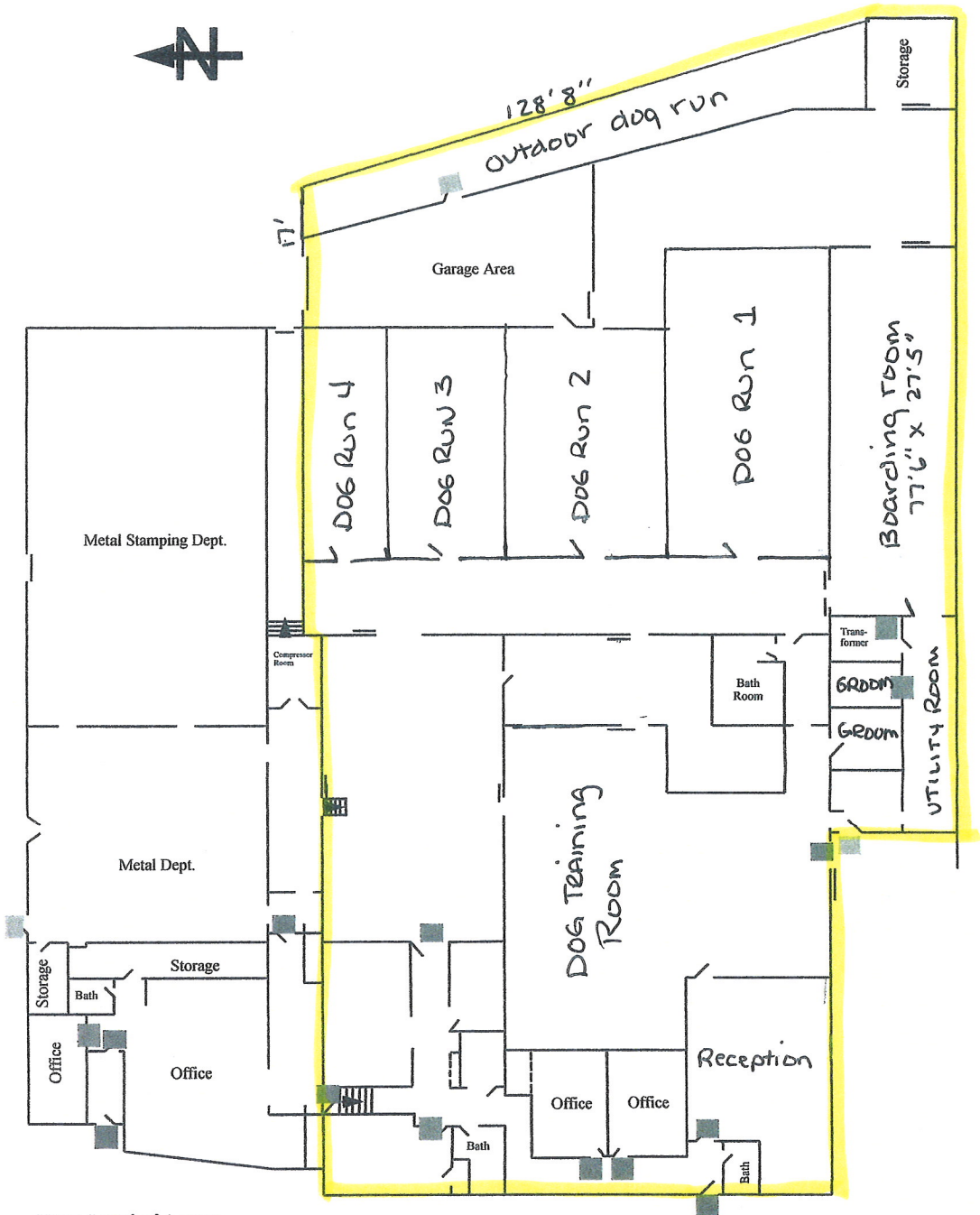
Hi Robin,
Attached please find a letter regarding the zoning applications submitted for Fydoland.

Please send the requested items to both Russell Colby and I, in case I am out of the office. His email address is rcolby@stcharlesil.gov

Thanks,

Ellen Johnson City Planner
P: 630.762.6901 | E: ejohnson@stcharlesil.gov
2 E. Main Street, St. Charles, IL 60174-1984

AFTER improvements



Keys: Level of Access

- M - Keys
- O - Keys
- P- Keys



Business Plan

Prepared by: Robin Massey

Date: September 21, 2017

Executive Summary

1.0 Executive Summary

FYDOLAND is a full-service pet care facility dedicated to consistently providing high customer satisfaction by rendering excellent service, quality pet care, premium dog food and supplies and furnishing a fun, clean, enjoyable atmosphere at an acceptable price. We will maintain a friendly creative work environment which respects diversity, ideas, and hard work.

The timing is right for starting this new venture. Animals are playing a larger role in our lives, and working people are choosing to provide them with a good life. Loving families with active pets are in search of better lives for their pets and peace of mind for themselves. Busy animal lovers have chosen to flock to an ever-growing number of animal day care facilities across the nation. For customer convenience, in addition to day care, FYDOLAND will include overnight care, pet grooming, Self-service dog washes, pet training classes, dog specialty foods and products, low cost vaccination clinics, canine massage and special events all at one facility.

Robin Massey, owner, has worked in the pet industry for over twenty years. She started her career in the pet industry as a pet training instructor. Robin has had a canine column in *The Huntley Patch*, hosted a local pet themed radio show and is a professional Canine Specialist speaker. She has been the Co-chair for the local chapter of the 2 Million Dogs Puppy Up! Cancer Walk the founder and co-coordinator for the Dundee Township Park District's "Dog Days of Dundee" festival, a festival celebrating the unique bond between canines and humans and also promotes responsible pet ownership, a member of the Anderson Animal Shelter Presidential advisory committee and in 2018 will be a member of the board for Anderson.

Thirteen years ago, Robin started a pet training and in home pet sitting service called The Pet Squad. The Pet Squad was based in Elgin and serviced the Elgin, South Elgin, Gilberts and Dundee areas. Ten years ago, Robin opened the first FYDOLAND in Elgin, IL. In 2010, the second FYDOLAND location was opened in Huntley, IL and finally the third store opening up in Saint Charles in 2013. With dedication, effort and offering excellent dog care services and products, FYDOLAND, Inc. has grown to have over 5000 satisfied clients. FYDOLAND has been featured in *The Daily Herald*, *The Courier News*, *The Huntley Patch*, *The Chicago Tribune*, and *McHenry County Magazine*. FYDOLAND has been recognized as one of the best in *The Daily Herald* and *The Kane County Chronicles*.

1.1 Mission

1. To provide excellent canine care in a pet friendly atmosphere while ensuring our customers, both pet and owner, receive excellent service in a safe, professional environment.
2. To create more jobs and economic opportunities for Saint Charles citizens and businesses.

1.2 Objectives

1. Provide a top of the line, one stop pet care facility.
2. Educate the public on canine health and wellness.
3. Set standards of professionalism, cleanliness, and service to which all other will strive to obtain.

1.3 Keys to Success

The keys to success in our business are:

Superior Customer Service: High-quality care and superior customer service.

Environment: provide a clean, upscale, odor free, enjoyable environment conducive to giving professional, trusting service.

Convenience: offering clients a wide range of services and products in one environment.

Location: provide an easily accessible location for customer convenience.

Reputation: credibility, integrity, and 100% dedication from 20+ years experience in the pet care industry.

Company Summary

2.0 Company Summary

FYDOLAND will provide or continue to provide high-level animal care and customer service in the following categories:

- Overnight care
- Day care
- Pet grooming
- Canine obedience classes
- All natural dog foods and supplies
- Low cost vaccination clinic
- Canine massage
- Canine education classes
- Self-service dog wash
- Special events
- Special requests
- Community Service

2.1 Company Ownership

FYDOLAND is a sole proprietor business located in Kane County, Illinois.

2.2 Company Locations and Facilities

FYDOLAND currently has three successful locations:

1999 Larkin Avenue, Elgin, IL 60123

11221 Dundee Road, Huntley, IL 60142

1317 E. Main, Saint Charles, IL. 60174

The new proposed facility is currently zoned M1, with an amendment to the current zoning law and an approval of a special use permit which will allow day and overnight care.

2.3 Sound Proofing

We have taken into consideration that some may be concerned about barking and noise. We offer the following solutions that will keep noise to a minimum:

We will be installing noise absorbing ceiling tiles.

The interior of the building does not have windows that open to the public minimizing any exterior noise.

We will install a 6 ft tall privacy fence along the back of the property line.

There is a substantial amount of trees around the property to help absorb noise.

Dogs will only be outside for a minimum amount of time.

There will never be more than 10 dogs outside at any one given time.

There will always be supervising, trained personal who will be working to redirect any barking dogs.

2.4 Cleanliness

Providing a clean and safe environment for our employees, guests, and fellow neighbors is of the utmost importance to us. The following procedures will be in place to maintain a sanitary environment.

Outside garbage will be contained in a covered 4 yard receptacle.

A waste management company will pick up our waste on a weekly basis or more if necessary.

All accidents, whether indoors or outdoors, will be immediately cleaned up, bagged with biodegradable bags and disposed of properly. The affected area will immediately be cleaned with a hospital grade sanitizer or bleach to insure a clean and healthy environment.

All indoor and outdoor flooring and crates will be cleaned and disinfected on a daily basis.

There is a cleaning schedule in place that must be followed by management and staff.

Products and Services

3.0 Products and Services

FYDOLAND wants to continue to set itself apart from other animal service facilities that may offer only one or two types of services or they are so large that the pets and owners become numbers instead of individuals. After detailed research, we realized that many people desired the services we are proposing, but were frustrated because they had to go to several different businesses or they did not feel that their pets got the adequate time and attention that they would like or that knowledgeable, professional care from their current places was lacking. The focus of FYDOLAND is to offer day care, overnight care, pet training, dog care supplies and general dog health and wellness education. However, the services we provide will be above and beyond what our competition can offer and with a personal touch.

Our business atmosphere will be intimate, clean, friendly and upscale where customers will be comfortable leaving their pets or seeking out the best products for them. We will offer a personal touch, such as photographs, birthday cards, loyalty programs, and personalized customer service.

3.1 Product and Service Description

FYDOLAND will be considered an upscale, full-service animal care facility. We will offer a wide range of services. Services are as follows:

Day Care: Provide 8000 sq. ft. for a fun, safe atmosphere for pets to spend the day exercising and enjoying the company of other pets.

Overnight Care: Leave your pet for as long as necessary for 24 hour care and attention. We will offer 40 large suites for overnight boarding to begin with.

Pet Grooming: Provide on-site professional pet grooming services.

Self Service Dog Wash: Clients can choose to wash their own dogs in our clean, fully stocked bathing rooms.

Dog Training Courses: Provide training courses for puppy, beginning, and intermediate levels.

High End Retail Shop: Provide all natural dog foods and supplies, specialty dog and cat related gifts and products.

Low Cost Vaccination Clinics: Provide low cost vaccinations to the community.

Canine Massage: Provide therapeutic massages to canines in need

Canine Education Classes: Provide nutritional, behavioral, and general need information to the community

Community Support: Support our local non-profit organizations through fund-raising and supply drives.

Special Events: Coordinate pet birthday parties or any other special occasions on-site or at a location of choice.

3.2 Competitive Comparison

There is not much competition in the Saint Charles area. There is currently only one organization that offers some similar services at their location but do not offer the full scale of professional services and products that we offer. They are also not conveniently located and are located on the far west side. There is nothing in the area that is a full service, one stop convenient location for the community.

3.3 Technology

FYDOLAND will maintain the latest Windows and Internet capabilities including complete email capabilities on the Internet to work directly with clients for reservations, purchasing products online, asking questions, providing information, etc., as well as a Web page that will provide information and maximum exposure of available services and use of social media.

4.0 Market Analysis Summary

FYDOLAND will focus on middle to high income, traveling professional families with hectic schedules. We wish to help those who are trying to strike a balance between the demands of their careers, personal lives and their pets. Our most important group of customers are those who do not have as much time as they desire to invest in their pets and are willing to seek additional help regardless of costs.

Although kennels have been around for many years, dog care centers which offer multiple service with a personal touch did not exist in Kane county let alone Saint Charles. There are now several such centers that offer some services and products but nothing like FYDOLAND.

4.1 Target Market Segment Strategy

We have been successful in not waiting for the customer to come to us. Instead, we focus on the specific market segments whose needs match our offerings. Focusing on targeted segments is the key to our future.

Therefore, our focus and marketing message will be the services and levels of professionalism offered. We will develop our message, communicate it, and fulfill our commitment to excellence.

4.2 Market Needs

Our target customers are pet owners, not restricted to only one pet per household. They are working professionals that need reliable, trusting and convenient pet care available to them to keep up with the demands of their hectic schedules. There is a need for one-stop convenience.

4.2.1 Market Trends

Today's trend consists of professionals having their families later in life or deciding not to have children at all. Pet owners are increasingly treating their pets as they would their children. Pets aren't just part of the family anymore. In some cases they are the family. They are willing to invest dollars to have them cared for in an environment that would mirror their home surroundings

Another important workplace trend is working longer hours and more days. There is also the traveling professional. Professionals are looking for help to care for their pets in a loving playful daycare. There is a need to have pets cared for over long periods of time while their owners are away on business trips. The increase in land development and population has created the need to provide a daily exercise and a playful environment for resident's pets in the Chicagoland area.

There are several magazines dedicated to the care of dogs such as: *Dog Fancy*, *Bark*, and *Dog World*. Chicagoland has its own pet publication called *Tails*, which is read by over 100,000 readers!

4.2.2 Market Growth

The benefit of sharing our lives with our pets offers owners affection, companionship and security. For busy families, professionals and single pet owners, FYDOLAND offers a peace of mind knowing there are informed, passionate, knowledgeable, professional individuals in one location to help them with all their canine care needs. The nation's 43 million pet owners spent an estimated 53 billion on their pets in 2011. People spent \$19.85 billion on food, \$13.41 billion on vet care, \$11.77 billion on supplies and over-the-counter medicines, \$3.79 billion on other services

A survey sponsored by the American Animal Hospital Association found that 94% of all the respondents felt that their dog had humanlike qualities and 40% of all respondents would choose their dog over a human if they were stranded on a deserted island and could only take one companion. Animals are playing a larger role in our lives and working people are choosing to provide them with a good life.

Pet owners can be confident that their pets are in the best of hands at FYDOLAND. Pets can socialize with buddies, revel in attention from expert care givers, and enjoy organized play activities. Owners can feel confident knowing that they are getting the best information on retail health and wellness products and services.

4.3 Service Business Analysis

The animal care service industry consists of many small individual facilities. FYDOLAND's direction is to establish itself as a full-service facility, creating customer convenience.

4.3.1 Business Participants

The animal care industry is made up of many small participants that are function-specific. These businesses offer one or two services. There are no businesses that offer full care, including day care, overnight care, training, grooming, vaccination clinics, top quality foods and supplies and education. FYDOLAND will change these trends and offer "one stop convenience" for all their dog needs.

Strategy and Implementation Summary

5.0 Strategy and Implementation Summary

Build a Relationship-Oriented Business

Build long-term relationships with clients, not just an occasional visit. Let them become dependent on FYDOLAND to help out in many situations such as day care and overnight care, nutrition, health and wellness issues. Help them understand the value of the relationship.

Focus on Target Markets

We need to focus our offerings on the busy professionals, who want to save time to enjoy convenience, multiple services, and total satisfaction of services.

Differentiate and Fulfill the Promise

We can't just market and sell service and products; we must actually deliver as well. We need to make sure we have the knowledge-intensive business and service-intensive business we claim to have.

5.1 Competitive Edge

FYDOLAND starts with a critical competitive edge: There is no competitor that can claim as many multiple services, location, and customer conveniences at one location with the history of client satisfaction and experience that we have.

5.1.1 Marketing Strategy

Our marketing strategy is a simple one: satisfied customers are our best marketing tool. When a customer leaves our business with a happy dog knowing that it has had a fulfilled day, our name and service will stand on its own

5.1.2 Pricing Strategy

FYDOLAND will be competitively priced for the market it services, competing with similar businesses in the area.

Management

6.1 Management Team

Robin Massey: Owner and Chief Executive Officer

Robin Massey, owner, has worked in the pet industry for over twenty years. She started her career in the pet industry as a pet training instructor. Robin has had a canine column in The Huntley Patch, hosted a local pet themed radio show and is a professional Canine Specialist speaker. She has been the Co-chair for the local chapter of the 2 Million Dogs Puppy Up! Cancer Walk, the founder and co-coordinator of the Dundee Township Park District's "Dog Days of Dundee" festival, a festival celebrating the unique bond between canines and humans and also promotes responsible pet ownership, a member of the Anderson Animal Shelter Presidential Advisory Committee and in 2018 will be a member of the board for Anderson.

