AGENDA ITEM EXECUTIVE SUMMARY

		Title:	Recommendation to Approve a Special Use for a Pet Care Facility at 1317						
			E. Main Street (Fydoland)					
ST. CH	IARLES	Presenter:	Matthew O'Rourke						
Please check appropriate box:									
	-			1	~	~ .			
Government Operation		nment Operati	ons	Government Services					
Х	Planni	ing & Development – (4/14/14)			City Council				
	Public	Hearing							
Estimated Cost: N/A			Budge	eted:	YES		NO		
If NO, please explain how item will be funded:									

Executive Summary:

Background

Robin Massey, the applicant and owner of Fydoland, and the property owner Dalores Morrison, have submitted an application for a Special Use for a Pet Care Facility at 1317 E. Main Street, pending approval of a General Amendment to the Zoning Ordinance to create the Special Use category and use standards for Pet Care Facilities.

Proposal

The details of the Special Use are as follows:

- Establish a Fydoland Pet Care Facility at 1317 E. Main Street which includes:
 - Pet grooming areas.
 - Indoor exercise rooms.
 - Two outdoor exercise areas to the east and south of the existing 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.

Plan Commission Comments and Recommendation

The Plan Commission held a public hearing on 3/4/2014 to discuss the proposed Special Use. The Plan Commission discussed screening concerns regarding the outside exercise areas. There was a concern that pets under the care of Fydoland might see patrons entering/exiting surrounding residents/businesses and this would create excess barking. (*This comment was addressed through the Plan Commission's condition attached to their recommendation for approval of the Pet Care Facility General Amendment that outdoor exercise areas be screened by a non-see-through fence or wall when abutting or facing properties zoned for residential and commercial uses or public rights-of-way). The Plan Commission recommended approval of the Special Use on 3/4/2014. The vote was 7-aye to 1-nay.*

Attachments: (please list)

Application for Special Use, received 2/3/2014; Fydoland Business Plan, dated 1/26/2014; Letter of Support, Anderson Animal Shelter, dated 1/28/2014; Letter of Support, Buffy Cramer-Hammann, Psy.D., dated 1/27/2014; Letter of Support, Kim Ashbaugh, Letter of Support, Nick Hanson - Village of Huntley, dated 1/23/2014; Letter of Support, Mike and Suzette Zell, dated 1/28/2014, Letter of Support, Laurl A. Vietzen, dated 1/27/2014; Pictures of Existing Fydoland Facilities in Huntley and Elgin; Letter from the Property Owner of 1307 E. Main Street - Mary Ann Krempel, dated 2/25/2014; Proposed Floor Plan for 1317 E. Main Street; Letter of Support; Joan and Dennis Junod, dated 3/14/2014; Letter of Support, Sarosh Saher, dated 1/30/2014; Comparison of Apartment Proximity - Larkin Ave, Elgin IL and E. Main Street St. Charles, IL

Recommendation / Suggested Action (briefly explain):

Recommendation to Approve a Special Use for a Pet Care Facility at 1317 E. Main Street (Fydoland)

For office use only: Agenda Item Number: 5b

Community & Economic Development

Planning Division Phone: (630) 377-4443 Fax: (630) 377-4062



Staff Report

TO:	Chairman Daniel P. Stellato And Members of the Plan Commission
FROM:	Matthew O'Rourke, AICP Planner
RE:	Proposed Special Use for a Pet Care Facility at 1317 E. Main Street (Fydoland)
DATE:	April 4, 2014

I. APPLICATION INFORMATION:

Project Name: 1317 E. Main Street (Fydoland)

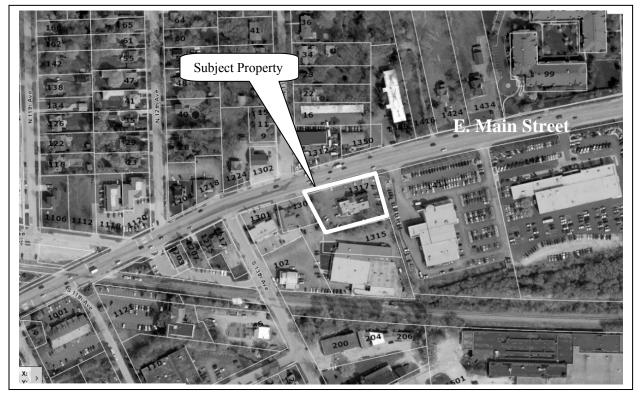
Applicant: Robin Massey and Dalores Morrison.

Purpose: Permit a Special Use for a Pet Care Facility at 1317 E. Main Street (Conditioned upon approval of a General Amendment for Pet Care Facilities)

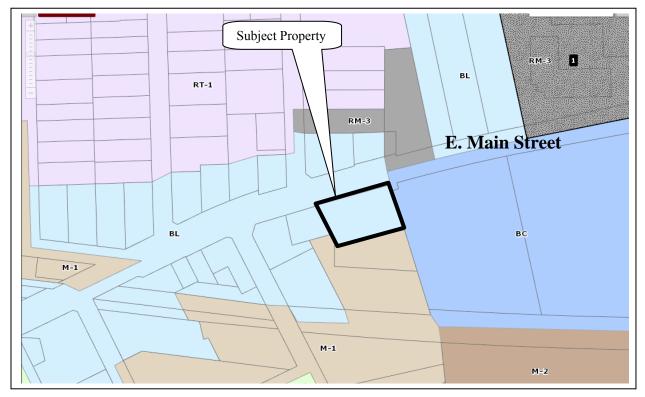
	Site Information	
Location	1317 E. Main Street	
Acres 0.	77	
Applications	1) Special Use for a Pet Care Facility	
Applicable	17.04 "Administration"	
Ordinances	17.14 "Business and Mixed Use Districts"	
and Zoning	17.20 "Use Standards"	
Code	17.30 "Definitions"	
Sections		
	Existing Conditions	
Land Use	Vacant Building (Former Rex's Cork and Fork)
Zoning	BL - Local Business	
	Zoning Summary	
North	BL - Local Business	Commercial Buildings
East	BC - Community Business	McGrath Honda
South	M-1 - Special Manufacturing District	Existing Business
West	BL - Local Business	White Stag Restaurant
	Comprehensive Plan Designat	tion
	d Commercial	

Staff Report –Special Use for a Pet Care Facility - 1317 E. Main Street (Fydoland) 4/4/2014 Page 2

Aerial Photograph



Surrounding Zoning



II. BACKGROUND

Robin Massey, the applicant and owner of Fydoland, and the property owner Dalores Morrison, have submitted an application f or a Special Use for a Pe t Care Facility at 1317 E. Main Street pending approval of a General Amendment to t he Zoning Ordinance to create the Spec ial Use cat egory and use standards for Pet Care Facilities.

III. PROPOSAL

The details of the Special Use are as follows:

- Establish a Fydoland Pet Care Facility at 1317 E. Main Street which includes:
 - Pet grooming areas.
 - Indoor exercise rooms.
 - Two outdoor exercise areas to the east and south of the existing building.
 - o Pet daycare services.
 - o 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. <u>PROPOSED USES</u>

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

B. <u>PET CARE FACILITIES</u>

1. Use Standards for Pet Care Facilities

If the proposed General Amendment is approved, all Pet Care Facilities will need to comply with the following standards established in **17.20.030 Standards for Specific Uses** of the Zoning Ordinance.

- Outdoor exercise areas shall not be located on a property that abuts a residentially zoned property.
- Outdoor exercise areas that directly abut or face any residential or commercially zoned property or any public right-of-way shall be screened with a 100% opaque non-see-through fence or wall.
- All animals shall be kept either within completely enclosed structures or under direct control of the kennel operator or staff at all times, and shall be indoors between the hours of 7:00 PM and 7:00 AM.
- The operation of the daycare and/or overnight boarding 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 lease a fifteen minute period of time, with one minute or less lapse of time between each animal noise during the fifteen-minute period.

2. Definition for Pet Care Facility

The following definition is proposed for Pet Care Facilities.

Pet Care Facilities – 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.

Based on the submitted floor plan and business information provided by the applicant Fydoland meets the proposed definition and proposed use standards for **Pet Care Facilities**.

V. PLAN COMMISSION PUBLIC HEARING

The Plan Commission held a public hearing on 3/4/2014 to discuss the proposed Special Use. The Plan Commission discussed screening concerns regarding the outside exercise areas. There was a concern that pets under the care of Fydoland might see patrons entering/exiting surrounding residents/businesses and this would create excess barking. (*This comment was addressed through the Plan Commission's condition attached to their recommendation for approval of the Pet Care Facility General Amendment that outdoor exercise areas be screened by a non-see-through fence or wall when abutting or facing properties zoned for residential and commercial uses or public rights-of-way).*

VI. PLAN COMMISSION RECOMMENDATION

The Plan Commission recommended approval of the Special Use on 3/4/2014. The vote was 7-aye to 1-nay.

VII. RECOMMENDATION

Staff recommends approval of the proposed Special use and has provided draft Findings of Fact based to support that recommendation.

VIII. ATTACHMENTS

- Application for Special Use; received 2/3/2014
- Fydoland Business Plan; dated 1/26/2014
- Letter of Support; Anderson Animal Shelter; dated 1/28/2014
- Letter of Support; Buffy Cramer-Hammann, Psy.D.; dated 1/27/2014
- Letter of Support; Kim Ashbaugh
- Letter of Support; Nick Hanson Village of Huntley; dated 1/23/2014
- Letter of Support; Mike and Suzette Zell; dated 1/28/2014
- Letter of Support; Laurl A. Vietzen; dated 1/27/2014
- Pictures of Existing Fydoland Facilities in Huntley and Elgin
- Letter from the Property Owner of 1307 E. Main Street Mary Ann Krempel; dated 2/25/2014
- Proposed Floor Plan for 1317 E. Main Street

Staff Report –Special Use for a Pet Care Facility - 1317 E. Main Street (Fydoland) 4/4/2014 Page 5

- Letter of Support; Joan and Dennis Junod, dated 3/14/2014
- Letter of Support; Sarosh Saher; dated 1/30/2014
- Comparison of Apartment Proximity Larkin Ave, Elgin IL and E. Main Street St. Charles, IL

<u>SPECIAL USE FOR PET CARE FACILITY AT 1317 E. MAIN STREET</u> (FYDOLAND)

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

1317 E. Main Street is conveniently located on a busy arterial roadway that serves many commercial properties. The property is located within close proximity to other commercial properties and downtown St. Charles. This property is in a commercial district and can be easily accessed by patrons that will utilize this business's pet care related services.

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

The building is already constructed. The utilities and infrastructure already exist on and around the site and will not be altered by these modifications.

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 proposed special use will permit a new business to occupy a vacant building and will enhance the commercial viability and vitality of the surrounding properties. The business will comply with the use standards to minimize any impact of the proposed Pet Care Facility.

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.

This Special Use for a Pet Care Facility will permit a business to occupy and existing building and will not impact the development of the surrounding properties since the surrounding properties are already developed. There are no physical changes to the property except for the new outdoor exercise areas.

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 proposed Special Use will meet the use standards established for Pet Care Facilities. Therefore the establishment of the Special Use will not be detrimental to or endanger the public health, safety, comfort or general welfare of the surrounding area.

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.

The amendment will conform to all applicable regulations of the underlying BL –Local Business District and the specific use standards established for Pet Care Facilities.

CITY OF ST. CHARLES

TWO EAST MAIN STREET

ST. CHARLES, ILLINOIS 60174-1984



COMMUNITY DEVELOP	MENT/PLANNING DIVISION	PHONE: (630) 377-4443	fax: (630) 377-4062
	SPECIAL US	E APPLICATION	RE <i>Received Date</i>
CITYVIEW Project Name:	1317 E. Mainst 2014 - PR-005	Morrison	St. Charles, IL
Project Number: Application Number:	2014 - PR-005 2014 - AP-007	peope	
			Planking 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:	Parcel Number (s): 09–26–302–002	
		Street Address (or common location if no addres 1317 E. Main St. St. Charles, IL 60174	ss is assigned):
2.	Applicant Information:	Name Robin Massey	Phone 847-669-9300
		Address 1999 Larkin Ave. Elgin, IL 60123	Fax Email
			robinmassey@att.net
3.	Record Owner Information:	Name Dolores Morrison, Trustee	Phone 630–258–7999
		Address 1317 E. Main St. St. Charles, IL 60174	Fax
			Email karen@thecomstocks.com
4.	Billing: To whom should costs for this application be billed?	Name Robin Massey	Phone 847-669-9300
			Fax
			Email robinmassey@att.net

City of St. Charles Special Use / Special Use Amendment Application

Information Regarding Proposed Special Use:

Comprehensive Plan designation of the property: <u>business/commerical</u>

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

What is the property's current zoning? _____

What is the property currently used for? <u>vacant restaurant/commercial</u>

What Special Use(s) are you applying for? Please select from the list of Special Uses in the Zoning Ordinance for the appropriate zoning district.

kenne1

If the proposed Special Use is approved, what improvements or construction are planned?

Interior remodeling, outdoor screened runs, sign, beautification

For Special Use Amendments only:

What Special Use ordinance do you want to amend? Ordinance No. 17.04.330

Why is the proposed change necessary?

Utilize existing BL zoning and structure for a dog care center including a kennel

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

Special use request for a kennel accompanying a text amendment to allow dog care centers in the BL district.

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

- APPLICATION: Completed application form signed by the applicant
- **APPLICATION FEE:** Application fee in accordance with Appendix B of the Zoning Ordinance.
- **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.

A 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%).

X 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.

SOIL AND WATER CONSERVATION DISTRICT APPLICATION:

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

Ž ENDANGERED SPECIES REPORT:

Copy of Endangered Species Consultation Agency Action to be filed with the Illinois Department of Natural Resources. <u>http://dnrecocat.state.il.us/ecopublic/</u>

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

A PLANS:

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 Fifteen (15) full size copies, Three (3) 11" by 17", and a PDF electronic file on a CD-ROM.
- Revision Submittal for Plan Commission Twenty-Two (22) full size copies, Three (3) 11" by 17" and a PDF electronic file on a CD-ROM.

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

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

City of St. Charles Special Use / Special Use Amendment Application

- 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
- 21. Provision of handicapped parking spaces
- 22. Dimensions of handicapped parking spaces
- 23. Depressed ramps available to handicapped parking spaces
- 24. Location, dimensions and elevations of freestanding signs
- 25. Location and elevations of trash enclosures
- 26. Provision for required screening, if applicable
- 27. Exterior lighting plans showing:
 - a. Location, height, intensity and fixture type of all proposed exterior lighting
 - b. Photometric information pertaining to locations of proposed lighting fixtures

I (we) certify that this application and the documents submitted with it are true and correct to the best of my (our) knowledge and belief.

2-3-2014 Date 115A) Record Owner

Applicant or Authorized Agent

Date

City of St. Charles Special Use / Special Use Amendment Application

4

- 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
- 21. Provision of handicapped parking spaces
- 22. Dimensions of handicapped parking spaces
- 23. Depressed ramps available to handicapped parking spaces
- 24. Location, dimensions and elevations of freestanding signs
- 25. Location and elevations of trash enclosures
- 26. Provision for required screening, if applicable
- 27. Exterior lighting plans showing:
 - a. Location, height, intensity and fixture type of all proposed exterior lighting
 - b. Photometric information pertaining to locations of proposed lighting fixtures

I (we) certify that this application and the documents submitted with it are true and correct to the best of my (our) knowledge and belief.

Record Owner

Date

Applicant or Authorized Agent <u>1-29-14</u> Date

FINDINGS OF FACT SHEET - SPECIAL USE

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.

FYDOLAND/1317 E. Main St.	02-04-14
Project Name or Address	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.

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

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

State Rt. 64 access, existing sewer and water, existing impervious surfaces for parking, and electric and gas are currently servicing the existing building and 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 in the area 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 for 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.

OWNERSHIP DISCLOSURE FORM LIMITED LIABILITY COMPANY (L.L.C.)

Florida
STATE OF HLENOIS)
Lee) SS. Kane County)
I, Wolvers Moverson, being first duly sworn on oath depose and say that I am
I, <u>Alleres Martison</u> , being first duly sworn on oath depose and say that I am Manager of <u>Martison Property</u> , <u>Arroup</u> , an Illinois Limited Liability
, an innois Linned Liability
Company (L.L.C.), and that the following persons are all of the members of the said L.L.C.:
4
\mathcal{O}
By: Alacares marcison, Manager
Subscribed and Sworn before me this <u>3RD</u> day of
<u>tebruary</u> , 20 <u>14</u> .
C / the Stand
Notary Public
r trad y r done
MANNARARARARA
DEBBY E. RAMIREZ MY COMMISSION # DD96130
EXPIRES: February 14, 2014
P TOMPONIAL TO THE DESCRIPTION ASSOC CO. 2

City of St. Charles Ownership Disclosure Forms

4

Dolores Morrison 9729 Willow Way Estero, FL 33928 lori@thecomstocks.com

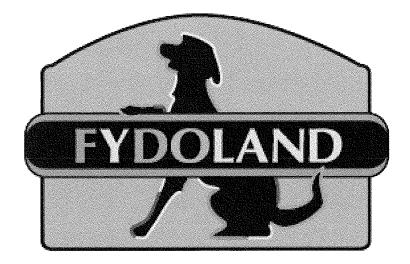
I, Dolores Morrison, as trustee/owner of 1317 East Main Street, St. Charles, IL 60174 hereby permit Robin Massey, the applicant, to act on my behalf concerning the proposed special use and text amendment proposed for 1317 East Main Street.

The beneficiaries of the trust are Karen Morrison-Comstock and Linda Morrison-Carter.

<u>Malasco Matsusien</u> Dolores Morrison/Owner

2-1-2014

DATE



FYDOLAND Business Plan

Prepared by: Robin Massey Richard Zelek

Date: January 26, 2014

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 seventeen years. She started her career in the pet industry as a pet training instructor. Robin has had a canine column in The Huntley Patch and is a professional Canine Specialist speaker. She is the Co-chair for the local chapter of the 2 Million Dogs Puppy Up! Cancer Walk and is 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.

Nine 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. Five years ago, Robin, along with her partner, Rich Zelek opened the first FYDOLAND in Elgin, IL. In 2010, the second FYDOLAND location was opened in Huntley, IL With dedication, effort and offering excellent dog care services and products, FYDOLAND, Inc. has grown to have over 2000 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*. Clients and colleagues alike believe that Robin has what it takes to expand her to business to include a friendly, neighborly facility that would be an asset to any community.

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 jobs and 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. Support our local community through creating jobs and organizing and participating in philanthropic events.
- 4. 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 17+ 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 an Illinois S Corporation, based in Kane County, privately owned by its principal operators.

2.2 Company Locations and Facilities

FYDOLAND currently has two successful locations:

1999 Larkin Avenue, Elgin, IL 60123

11221 Dundee Road, Huntley, IL 60142

This facility will be established at 1317 E. Main, Saint Charles, IL. We will service the Saint Charles, South Elgin, Geneva, Bartlett and surrounding areas.

The facility is currently zoned BL, with an amendment to the current zoning law and an approval of a special use permit, 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:

The building has low ceilings and insulated interior drywalls which are sound absorbing.

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

We will install a 6 ft chain link fence with privacy panels along the back of the property line.

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

The building is currently higher than the buildings around it and noise rises, not falls.

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.

All areas where the dogs are will 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. Extensive daily and weekly cleaning responsibility lists are maintained, carried out and updated as necessary. Examples of our thorough cleaning are listed below:

Outside garbage will be contained in a covered 4 yard receptacle which will be in the back of the building.

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.

All disinfectants are of a hospital grade quality and not harmful to people, pets, or the environment.

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 will be 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 5000 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 25 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 supplie, specialty dog-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 they are a large kennel and 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 will not be successful waiting for the customer to come to us. Instead, we must 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 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-thecounter 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 heath 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 the best full-service facility dedicated to the heath, wellness and happiness of canines and to create customer convenience and peace of mind.

4.3.1 Business Participants

The animal care industry is made up of many small participants that are functionspecific. 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 serviceintensive 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

- Founder and President of FYDOLAND, Inc., a pet care company that has grown to service over 2000 clients.
- Over 17 years of progressive experience in canine behavior, nutrition and pack management.
- Co-Chairman of the local chapter of the 2 Million Dogs Puppy Up! Cancer walk.
- Founder and co-organizer of the Dundee Township Park District "Dog Days of Dundee" festival.
- Canine columnist for the Sun City newspaper.
- Highly regarding canine specialty public speaker.

Richard Zelek: Owner and Financial Manager

- Certified Project Manger/Financial Administrator for Fortune 500 Corporation.
- Vast knowledge of financial reporting systems in various industries.



A Humane Society

1000 South La Fox St. (Rt. 31) South Elgin, IL 60177 (847) 697-2880

Officers

Laura Lingl, President Cindy Green, Vice President Emeritus Laura Lingl, Vice President Andy Hanses, Treasurer Dr. Amy Smith, Secretary

Directors

Todd Diven Laurel Garza Christopher J. Graham Jonathan Gripe Travis Thieme Lydia Turgeon

Honorary Board Member Mark Muscarello, Esq.

Anderson Animal Shelter's mission is to serve as a premier private facility dedicated to the compassionate and humane treatment of homeless companion animals through direct care, education and community outreach programs.

Special Events 2014: Motorcycle Charity Ride Golf Outing Jewelry Faire Gala Dinner & Auction

www.andersonanimalshelter.org Follow us on Facebook Connect on LinkedIn Join our Email News List Conduct a Donation Drive Refer a Friend January 28, 2014

City of St. Charles 2 East Main Street St. Charles, IL 60174

To Whom It May Concern:

On behalf of Anderson Animal Shelter, I am pleased to submit this letter of recommendation for FYDOLAND in their efforts to open a facility in the City of St. Charles.

Our Shelter has worked with owner, Robin Massey and various members of her team over the past several years. Their dedication to animal welfare, customer service, support of the community where they live and work, and their programs and events are exemplary.

A number of our staff, volunteers and adoptive families who have had interactions with them speak highly of Robin and their experience. We wholeheartedly believe FYDOLAND would be an excellent addition to the city's marketplace and positively benefit the residents of your community and their canine family members.

Please feel free to contact our Shelter should you need any additional information.

Regards,

Holly Alcala

Director of Development Anderson Animal Shelter (847) 697-2880 x33 Buffy Cramer-Hammann, Psy.D. Licensed Clinical Psychologist

333 N. Randall Road Suite 11 St. Charles, IL 60174 630.464.5824 608 S. Washington Street Suite 200 Naperville, IL 60540 630.305.3020

January 27, 2014

To Whom It May Concern:

The purpose of this letter is provide the City of St. Charles with further evidence as to the importance of the services FYDOLand hopes to bring to the city by opening a facility that will cater to the pet owners of this city.

As you may already be aware, there are numerous pets abandoned or surrendered to local animal shelter, often more than the shelters can maintain. One of the main reasons for his epidemic is a lack of training and appropriate exercise for these animals as well as education for pet owners. Pet who lack proper training and exercise regimes tend to wreak havoc on their households and possibly neighborhood. Currently, FYDOLand addresses this issue by providing the residents of Elgin and Huntley with a variety of professionally lead training classes in order to educate the pet owner on how to guide that cute puppy into a well-adjusted family pet. The current facilities also provide the family pet with a well-supervised positive outlet for excessive energy and encourages healthy socialization.

As well as serving as a preventative measure for the community at large, FYDOLand indulges the pet owners who spare no expense in the care of their pet. With the current trend in many metropolitan areas to spend significant amounts of funds on one's four-legged family members, placing a FYDOLand in St. Charles can capture that trend through the clean and convenient environment of doggy daycare as well as the peace of mind daily dog walking services. The friendly and outgoing staff of FYDOLand will have the opportunity to pamper the pet owner as well as the cherished canine family member. These same clients will likely take advantage of the boarding options during family vacations and business trips as they will feel comfortable with the professional staff and facility. I am able to provide this recommendation for FYDOLand as members of the company, as well as its owner, Robin Massey, have cared for my pampered canines for approximately ten years through daily dog walking and in-home pet sitting. I am heavily involved in conformation, obedience and therapy work with my Bernese Mountain Dogs and hold high standards for the care of my four-legged family members. FYDOLand has been responsive to the unique needs of my household and swiftly addresses any issues I have had with the care of my pets. Personally and as a St. Charles business owner, I am comfortable supporting Robin Massey as she embarks on this seemingly natural growth and development of her company, FYDOLand.

Thank you for allowing me this opportunity to provide support for a St. Charles FYDOLand.

Sincerely,

Dr. B. Cramit Hamma

Dr. Buffy Cramer-Hammann

To Whom It May Concern:

I have known Robin Massey and her team of Pet Pals at FYDOLAND for five years now. I am not only a client; I co-chair a non-profit committee with Robin raising money for an organization called 2 Million Dogs.

As a client, FYDOLAND provides day-care services; pet sitting and walking services, food and the occasional bone for my dog Luda. Regardless of the services rendered, the peace of mind I have when leaving Luda with them makes leaving her a lot easier. I recommend FYDOLAND, with confidence, to friends and dog owners in the area looking for trustworthy day-care options for their dogs.

As a great community partner, FYDOLAND has also extended their services, for free, to some of my foster dogs allowing them to come play and interact with the team and new dogs. The behavioral knowledge Robin instills in her team, their gentle loving nature and the fun safe environment that FYDOLAND provides for all the dogs in their care has really allowed our rescue dogs to grow and become more confident. This helps us to find them good forever homes. FYDOLAND has also supported our rescue by providing food when we've been in need and by advertising our dogs that are up for adoption.

On a personal level Robin and I co-chair a committee that raises funds for an organization called 2 Million Dogs. 2 Million Dogs raises money for comparative oncology, between companion animal and human cancers with the goal of one day finding a cure for this deadly disease. Our committee was responsible for bringing this national organization and the first Illinois PuppyUp! Against Cancer Walk into the Chicago area, raising awareness of companion animal cancer and care. Robin's professionalism and commitment to the organization has helped us to grow our vendor/sponsor base and donations making our walk the top fundraising walk in 2012. We only missed last year's top rank by pennies.

I'm confident that Robin and her team will make a great addition to the St Charles and Fox River Valley area. FYDOLAND's facilities are always clean, safe and fun. The Pet Pals are knowledgeable, professional and always have the dog's best interests at heart.

Best Regards,

Kim Ashbaugh <u>Km_ashbaugh@yahoo.com</u> 10417 Dawson Street Huntley, IL 60142 847-669-2193

VILLAGE PRESIDENT Charles H. Sass



VILLAGE OF HUNTLEY

BOARD OF TRUSTEES Ronda Goldman Nick Hanson Niko Kanakaris Harry Leopold John Piwko JR Westberg

VILLAGE MANAGER David J. Johnson

January 23, 2014

To Whom It May Concern,

I understand FYDOland is applying for a Special Use Permit with the City of St. Charles. I would like to take this opportunity to highly recommend FYDOland as an excellent business for the City. I personally utilize their service on a weekly basis for my dog and am extremely happy with their service. It is fortunate for the residents of the Village of Huntley and surrounding area to have such a friendly, customer service based business in town. Owner Robin Massey is extremely knowledgeable of the day to day operations of the business and has the best interest of the customers and especially the pets at heart at all times. The residents of the City of St. Charles would be very fortunate to gain FYDOland as an option for pet care.

If you would like to contact me to discuss my recommendation further, please feel free to contact me at 224-650-1264.

Thank you,

Nick Hanson Village Trustee

Mike and Suzette Zell 661 Tuscany Drive Algonquin, IL 60102

January 28, 2014

To Whom It May Concern,

. . .

My husband and I have been taking our dog to F.Y.D.O. Land in Huntley, Illinois, since F.Y.D.O. Land opened their doors in 2010. Since that time, Robin has not only renovated the facility, creating a clean and safe environment for the dogs, but also added a retail area up front, which has made it extremely convenient for us when we need to purchase any food, bones or an occasional toy!

Robin and her staff do a terrific job caring for our Boston terrier, and they are very accommodating with our schedule changes and his occasional diet requirements. We know we're leaving our little guy in excellent hands when we drop him off in the morning, and we are certain that additional communities and their families would benefit from a facility as fine as this.

Kind Regards,

Sugette Rell.

Suzette Zell

Laurel A. Vietzen Attorney at Law 10N560 Manchester Ln Elgin IL 60124 847 695-6630 <u>lvietzen@sbcglobal.net</u>

January 27, 2014

City of St. Charles

It is with great pleasure that I endorse the opening of a new <u>Fydoland</u> in St. Charles. I know that St. Charles is concerned about the quality of businesses that open under your jurisdiction and I can assure you that this is the type of business you want.

I will never forget my first meeting with Robin Massey, several years ago and right after the first
Fydoland opened. I was a relatively new dog owner, having rescued a dog that was dumped beside Rt.
20 just a few months earlier. She turned me and my dog away at the door! She had and has an
absolute rule that no dog could enter until she had seen its certificate of vaccination. This was quite a
relief to me because my dog had contracted a very expensive case of kennel cough at another facility.
Once that issue was resolved, she would not accept a reservation for my dog until he passed a
personality test to ensure that he would not be aggressive with other dogs or with people. Another
relief! I had been injured when I was knocked over because of a dog lunging at dog grooming facility. I
later learned that Robin makes no exceptions to her policy about the number of dogs she will care for at
a time. These rules are not always what the customers want, but they are what keep the quality of the
facility high. I have since learned that Robin is involved in several community service efforts: a low cost
vaccination clinic, helping find homes for homeless dogs, raising funds for animal health research,
participating in local parades, and supporting local shelters.

Since my first meeting with Robin, I have adopted a second rescue dog, this one an adult with some health and socialization problems. Robin has been an incredible resource to me in helping get her back to health. She is now a friendly, well-behaved, healthy dog. Please feel free to contact me if you need further information.

Sincerely:

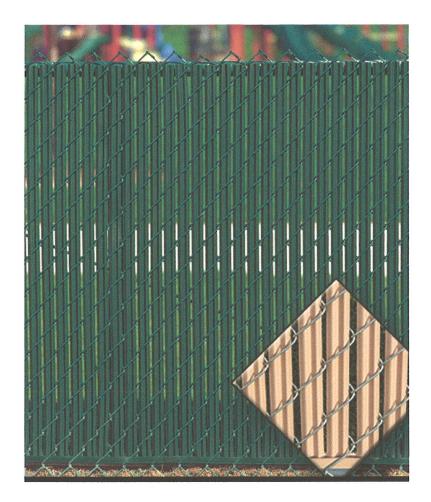
Laurel A Vietzen

Laurel A. Vietzen Professor Emeritus, Elgin Community College

FYDOLAND Huntley Facility







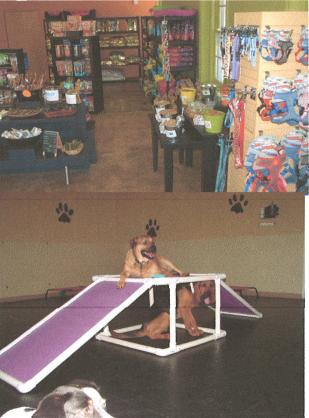
FYDOLAND Elgin Facility











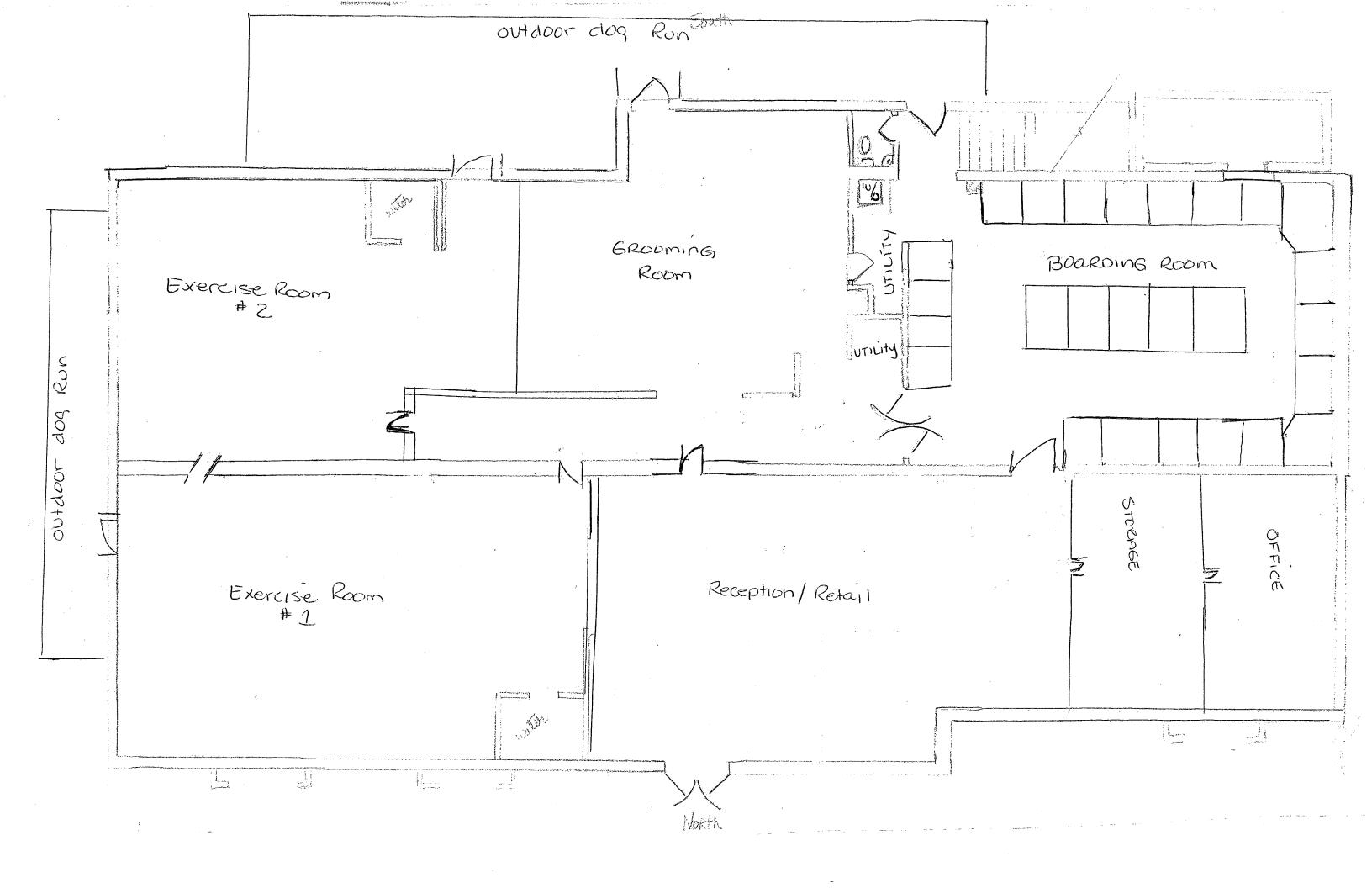
Feb. 25, 2014 Matthew: It was a pleasure meeting with you yesterday to discuss the property at 1317 6. Main , as I said, I own the property at 1307 E. Main which is a Tavern / Ristaurad enterprise. While I don't object to allowing a change or variation to the 1317 property, I do have some concurs. I resited a Fydoland in Elgin and if was clean and nicely done. However the the outside area where dogs were let to exercise was extremely noising, as would be expected when someone approaches the yand. Even though it was fenced in the dogs were aware someone was there . The 1307 property has a parking lot adjoining the 1317 property to the week, This is a VERY active area with people walking tot from their cars & also vehicular traffic to the adjoining businesses all this movement would certainly encourage barking. In addition to this in mice weather (yes if WILL come) - the patrons in the tavern sit outside and windows are opened. The backing cam become a mucance.

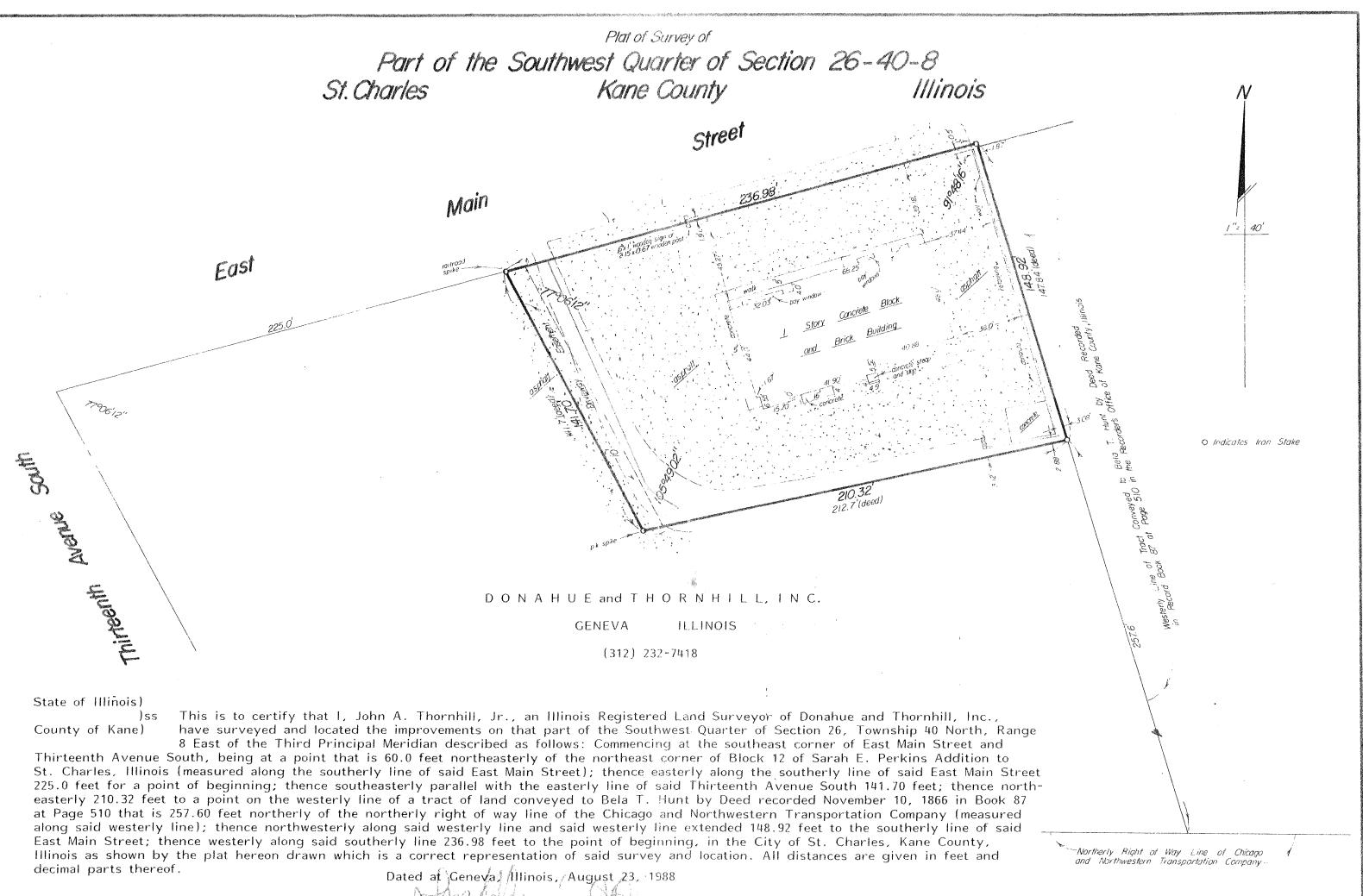
In light of this I would like Suggest ". " no outside boarding of dogs 2) and non see through / solid Sencing application that would not allow the dogs to see the action in the parking lot next door 3) no outside kennels visible from my property. Hours of outside use of epercise 4) area limited - meaning as an example. say 20 mins at a time - so many his. a day, or no outside areas used to exercise dogs after - say T:PM

These are my concerns, I do not object to any inside use of this property for animal care.

Sencerely,

Many ann Krempel



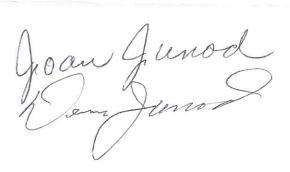


March 14, 2014 To whom it may concern;

Richard Zelek at Fydoland 1999 Larkin Ave Elgin, II has been a good business neighbor. His property is always maintained nicely. We own the building across the street at 1990 Larkin Ave. Elgin, II. It is always full. We have a chiropractor and a doctor with 5000 sq. ft. facing Larkin Ave. and Fydoland. The rest of the 25000 sq. ft. building is in apartments with underground parking. I think the reason our building is in demand is because the area is so nice and convenient to everything.

Sincerely

Joan and Dennis Junod





January 30, 2014

To Whom It May Concern,

Mayor David J. Kaptain

City Council Richard Dunne Terry L. Gavin Anna C. Moeller Tish S. Powell John Prigge Carol J. Rauschenberger Toby Shaw F. John Steffen

City Manager Sean R. Stegall

We have been made aware that FYDOland is applying for a Special Use Permit with the City of St. Charles to establish its pet care operation within the municipal limits.

We would like to take this opportunity to recommend FYDOland as a good business for the City. Elgin is fortunate to have such a friendly, customer service based business in town. Ms. Robin Massey, the owner, is very knowledgeable of the day-to-day operations of the business and has the best interest of the customers and especially the pets at heart at all times. She maintains a very hygienic and comfortable facility, which, in this area of work, is very important. During the process of obtaining the necessary conditional use approvals with the city, Ms. Massey very easily complied with the requirements of the city to ensure that the new business would not have any negative impact on surrounding property. In the years since its establishment, the city has not been made aware of any complaints regarding the operation of the business at its current location.

We believe the City of St. Charles would benefit from the establishment of FYDOland as an additional option for pet care.

We would be happy to respond to any questions regarding the location, design and operation of FYDOland in Elgin. In the meantime, please do not hesitate to contact me at (847) 931-5943.

Sincerely,

Sarosh Saher, AICP Senior Planner, City of Elgin

Comparison of Apartment Proximity - Larkin Ave, Elgin IL and E. Main Street St. Charles, IL



North Avenue Daily Traffic Counts - 32800