



## PLAN COMMISSION AGENDA ITEM EXECUTIVE SUMMARY

<b>Project Title/Address:</b>	2312 W. Main St. – Loyal Companions Animal Hospital		
<b>City Staff:</b>	Ellen Johnson, Planner		
<b>PUBLIC HEARING 7/21/15</b>	X	<b>MEETING 7/21/15</b>	X

**APPLICATION:** Special Use for a Pet Care Facility

### ATTACHMENTS AND SUPPORTING DOCUMENTS:

Staff Report	Interior Floor Plan
Special Use Application, received 6/17/15	Business Plan
Site Plan	

### SUMMARY:

Dr. Vicki Petsche, applicant and owner of Loyal Companions Animal Hospital, has applied for a Special Use for a Pet Care Facility at 2312 W. Main St. The business will utilize the existing vacant commercial building.

The business will offer the following services:

- Veterinary care
- Dog daycare
- Dog training
- Overnight boarding
- Grooming

Two fenced, outdoor exercise areas will be added behind the building. These areas will only be used during daylight hours.

### 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. Upon resolution of outstanding staff comments, the proposal has the ability to meet City Code requirements.

### 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.
- 7 findings of fact – ALL findings must be in the affirmative to recommend approval.

Community & Economic Development  
 Planning Division

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



**Staff Report**

**TO:** Chairman Todd Wallace  
 And the Members of the Plan Commission

**FROM:** Ellen Johnson, Planner

**RE:** Special Use for a Pet Care Facility – 2312 W. Main St. (Loyal Companions Animal Hospital)

**DATE:** July 17, 2015

**I. APPLICATION INFORMATION:**

**Project Name:** 2312 W. Main St. – Loyal Companions

**Applicant:** Loyal Companions, P.C.

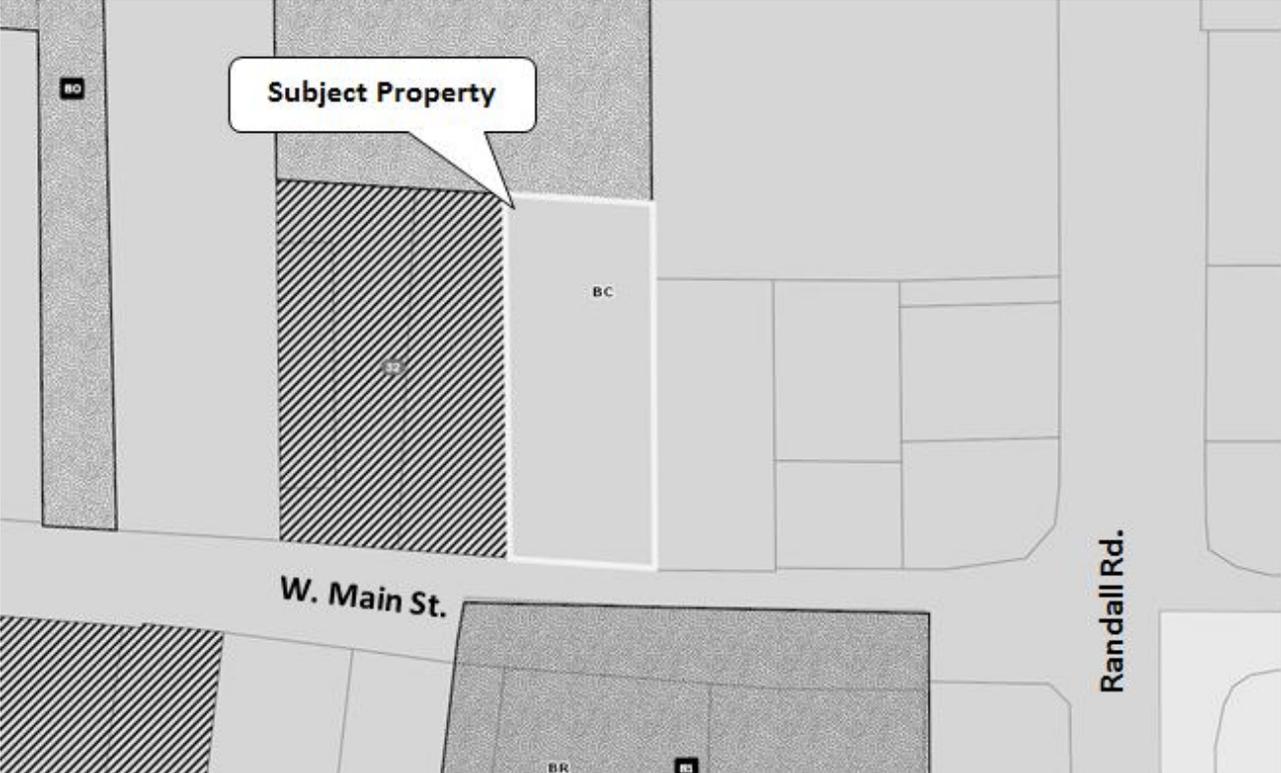
**Purpose:** Permit a Special Use for a Pet Care Facility at 2312 W. Main St.

<b>General Information:</b>		
<b>Site Information</b>		
Location	2312 W. Main St.	
Acres	1.33 acres	
Applications	<b>1) Special Use for a Pet Care Facility</b>	
Applicable Ordinances and Zoning Code Sections	17.04 Administration 17.14 Business and Mixed Use Districts 17.20 Use Standards 17.30 Definitions	
<b>Existing Conditions</b>		
Land Use	Vacant building (former Sunshine Lighting)	
Zoning	BC- Community Business	
<b>Zoning Summary</b>		
North	BC- Community Business/PUD	Vacant land
East	BC- Community Business	Ameritech building, car dealership
South	BR- Regional Business/PUD	Vacant land
West	BC- Community Business/Special Use	Vacant commercial building (former drive-thru bank)
<b>Comprehensive Plan Designation</b>		
Corridor/Regional Commercial		

**Aerial Photo**



**Surrounding Zoning**



## II. BACKGROUND

Dr. Vicki Petsche, applicant and owner of Loyal Companions, P.C., has submitted an application for a Special Use for a Pet Care Facility at 2312 W. Main St. The existing building is currently vacant and previously housed a retail use (Sunshine Lighting).

### Proposal

The applicant is proposing to open Loyal Companions Animal Hospital at the subject property. The existing building will be utilized. Two fenced, outdoor exercise areas will be added behind the building. The facility will offer the following services:

- Veterinary care
- Dog daycare
- Dog training
- Boarding (overnight facilities for up to 54 dogs and 12 cats)
- Grooming

Additional information about the business:

- Hours of operation are Monday – Friday 7:00 a.m. – 7:00 p.m. and Saturday 8:00 a.m. – noon.
- A total of 17-21 employees; about half full-time and half part-time.
- Total facility capacity of 70 dogs (including overnight boarding and daycare).
- The fenced outdoor space will be utilized during daylight hours only. Dogs will be supervised at all times.

## III. STAFF ANALYSIS

### A. PROPOSED USES

The proposed business falls into two use categories under the Zoning Ordinance: “Veterinary Office/Animal Hospital” and “Pet Care Facility”. These uses are defined in **Section 17.30.020 Use Definitions**:

“Veterinary Office/Animal Hospital”:

*Any building, or portion thereof, designed for use for veterinary examination, observation and treatment of domestic animals, and may include euthanization of domestic animals. This use does not include Kennels or any keeping of animals out of doors, except that one animal at a time may be taken out of doors by one or more employees of the Veterinary Office/Animal Hospital.*

“Pet Care Facility”:

*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.*

The property is zoned BC Community Business District. Veterinary Office/Animal Hospital is a permitted use in the BC District. However, a Pet Care Facility is a Special Use in this district and therefore requires Special Use approval to permit the use on the property.

In order for the proposed business to meet the stipulation in the definition of a Pet Care Facility which states that daycare and overnight boarding areas cannot exceed 50% of the Gross Floor Area of the business, the boarding/daycare operation must remain part of the same business as the veterinary clinic. If the boarding/daycare operation were to split off as a separate business, it would be considered a Kennel, which is not permitted in the BC District.

B. USE STANDARDS

Pet Care Facilities must comply with several Use Standards provided in **Section 17.20.030.V Standards for Specific Uses** of the Zoning Ordinance:

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 a completely enclosed structure 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, without minute or less lapse of time between each animal noise during the fifteen-minute period.

The proposal meets standards #1 and #2. The outdoor exercise areas will be screened with an opaque privacy fence, either wood or vinyl, to a height of 6 to 8 feet. The facility will also be required to comply with standards #3 and #4.

C. PARKING

Staff has determined that no additional parking spaces are required for the proposed use.

The current number of on-site parking spaces is 19. There is room to stripe 3 additional spaces on the north end of the west side of the building, for a total of 22 spaces.

The parking requirement for a retail use (the previous use of the building) is 4 spaces per 1,000 sf of Gross Floor Area (GFA). Based on the GFA of the building provided by the Township Assessor (8,031 sq. ft.), 32 spaces are required. Therefore, the number of spaces serving the former retail use was nonconforming.

The parking requirement for a Veterinary Office/Animal Hospital is 4 spaces per 1,000 sf of GFA, which is the same requirement as the previous retail use. For a Pet Care Facility, 3 spaces per 1,000 sf of GFA are required, totaling 24 spaces for this site. Estimating that half of the facility will be used for the Veterinary Office/Animal Hospital and half for the Pet Care Facility, the total parking requirement is 28 spaces (16 for Vet, 12 for Pet Care Facility).

**Section 17.24.010.C Change in Use and Intensity of Use** states that when the intensity of use of a building is increased, or the use of a building is changed so as to increase the required number of parking spaces, additional parking spaces shall be provided.

**Section 17.24.010.A Existing Facilities** states that if an existing facility does not meet the current parking requirements, it may continue as a nonconformity, provided that the degree of nonconformity is not increased (meaning that no parking spaces may be removed).

Although there is a change in use, from Retail to Veterinary Office/Animal Hospital and Pet Care Facility, there is not an increase in intensity of use, due to the fact that the parking requirements for the proposed uses are equal to or less than the parking requirement for the previous use. Therefore, the existing nonconforming number of parking spaces may remain for the proposed business.

In addition, a parking easement that allows the subject property to utilize 16 spaces on the north end of the property directly west already exists. These spaces should be utilized for employee parking.

#### **IV. SUGGESTED ACTION**

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.

#### **V. ATTACHMENTS**

- Application for Special Use; received 6/17/15
- Site Plan
- Interior Floor Plan
- Business Plan for Loyal Companions Animal Hospital

**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)

<b>For City Use</b>	
Project Name:	<u>2312 W. Main St.</u>
Project Number:	<u>2015</u> -PR- <u>011</u>
Application Number:	<u>2015</u> -AP- <u>019</u>



*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.*

<b>1. Property Information:</b>	Location: 2312 W. Main Street, St. Charles, IL	
	Parcel Number (s): 09- <del>29</del> -400-080	
	Proposed Name: Loyal Companions	
<b>2. Applicant Information:</b>	Name Loyal Companions, P.C.	Phone 630-747-1015
	Address 41W207 Lenz Road Campton Hills, IL 60124	Fax
		Email vickipetsche@comcast.net
<b>3. Record Owner Information:</b>	Name 2312 W. Main STC, LLC	Phone 773-288-2758
	Address 1611 E. 53rd St. Chicago, IL 60615	Fax 773-288-7805
		Email KGBUILDM@AIM.COM

**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):** 2014-Z-5§5
  - Newly established Special Use
  - Amendment to an existing Special Use Ordinance #: \_\_\_\_\_

**Information Regarding Special Use:**

Comprehensive Plan designation of the property: Corridor/Regional Commercial

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

What is the property's current zoning? BR

What is the property currently used for? Commercial

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

Buildout of tenant space and fencing of grass area for dog run.

**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:**

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:**

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.

*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:**

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.

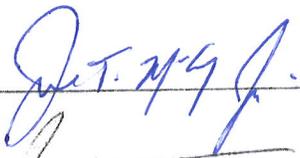
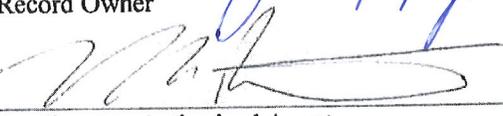
**SITE PLAN (Note: For a Special Use for PUD, submit PUD Preliminary Plan Application in lieu of Site Plan)**

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

- 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		5-13-15
		Date
Applicant or Authorized Agent		6-15-15
		Date

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

STATE OF ILLINOIS    )  
                                  ) SS.  
KANE COUNTY         )

I, John T. McGarry, Jr., being first duly sworn on oath depose and say that I am  
Manager of 2312 W. Main STC, LLC, an Illinois Limited Liability  
Company (L.L.C.), and that the following persons are all of the members of the said L.L.C.:

<u>John T. McGarry, Jr.</u>	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

By: J.T. McGarry, Jr., Manager

Subscribed and Sworn before me this 13<sup>th</sup> day of  
May, 2015.

[Signature]  
Notary Public



**2312 W. Main STC, LLC**  
**1611 East 53<sup>rd</sup> Street**  
**Chicago, Illinois 60615**  
**Tel: 773-288-2758 Fax: 773-288-7805**  
**Email: [kgbuildm@netscape.net](mailto:kgbuildm@netscape.net)**

June 19, 2015

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

Re: 2312 W. Main St.  
St. Charles, IL 60174  
Special Use Permit

To Whom It May Concern:

2312 W. Main STC, LLC is the owner of record for 2312 W. Main St. St. Charles, IL 60174 and grants permission for Loyal Companions to apply for a special use permit.

Sincerely,



John McGarry  
Member

JM/mm

# 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.*

Loyal Companions 6-15-15  
*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.**

This special use of a Pet Care Facility will provide area residents with the opportunity to have care providers for their dogs at the same same location as their veterinarian.

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

This site already has adequate utilities, access roads and drainage. No infrastructure improvements are necessary.

**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 use as a Pet Care Facility will not be injurious to the use and enjoyment of other property owners. It is located in a commercial area far away from residential development and is part of a commercial veterinary business. All activity will be contained on the premises. The dog exercise area will be fully fenced in with a privacy fence.

---

---

**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.**

There will be no negative impact to the development and improvement of the surrounding property. This proposal is for a commercial/retail use in an existing commercial retail area.

---

---

---

**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.**

There will be no detrimental affect or danger to the public health, safety, comfort or general welfare. All dogs will be cared for inside and when outside in the fenced in dog exercise area, the dogs will be supervised by an employee at all times.

---

---

---

**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 proposed special use will conform with all applicable laws and ordinances.

---

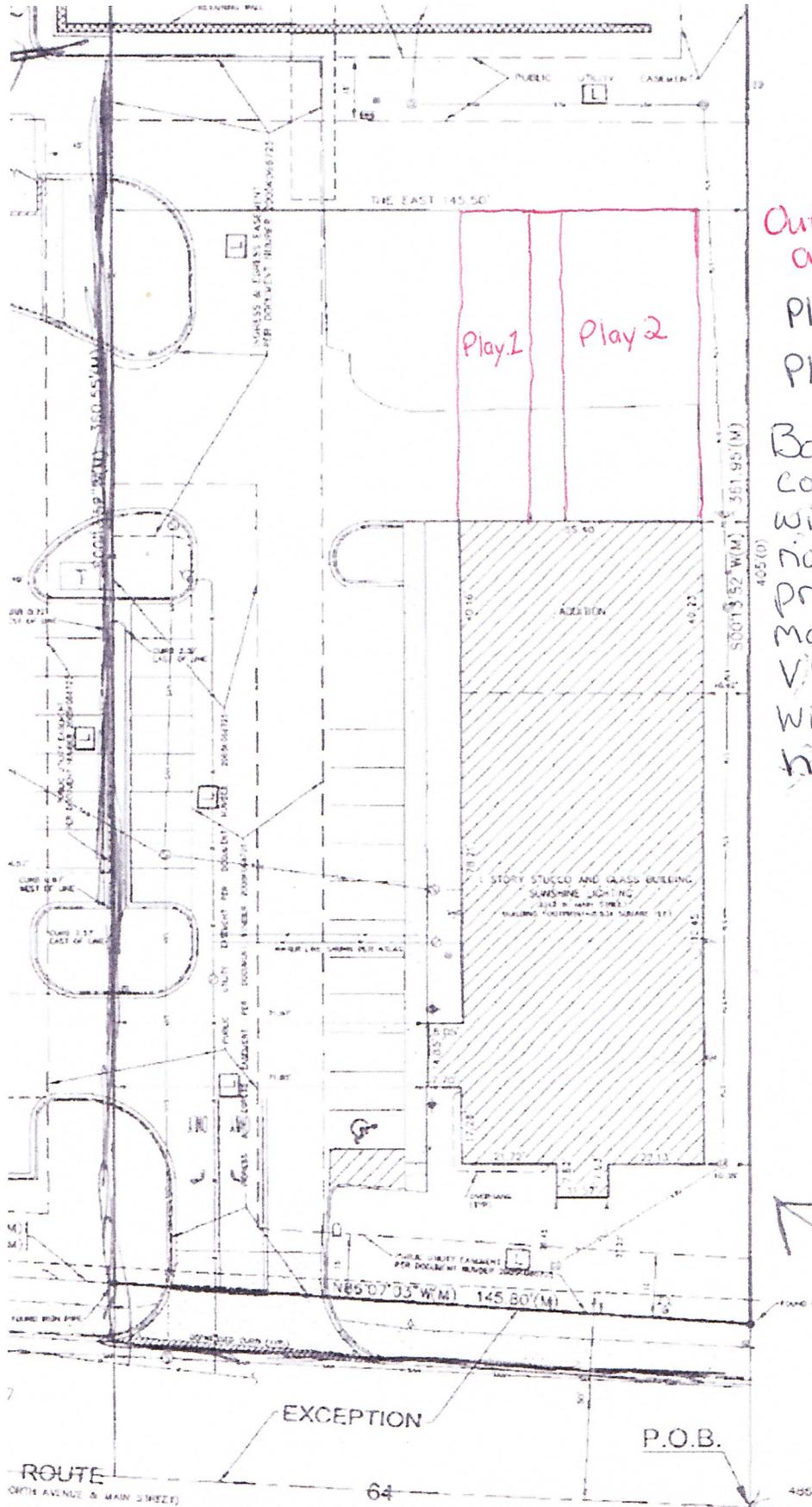
---

---

---

N ↑

2312 W. Main

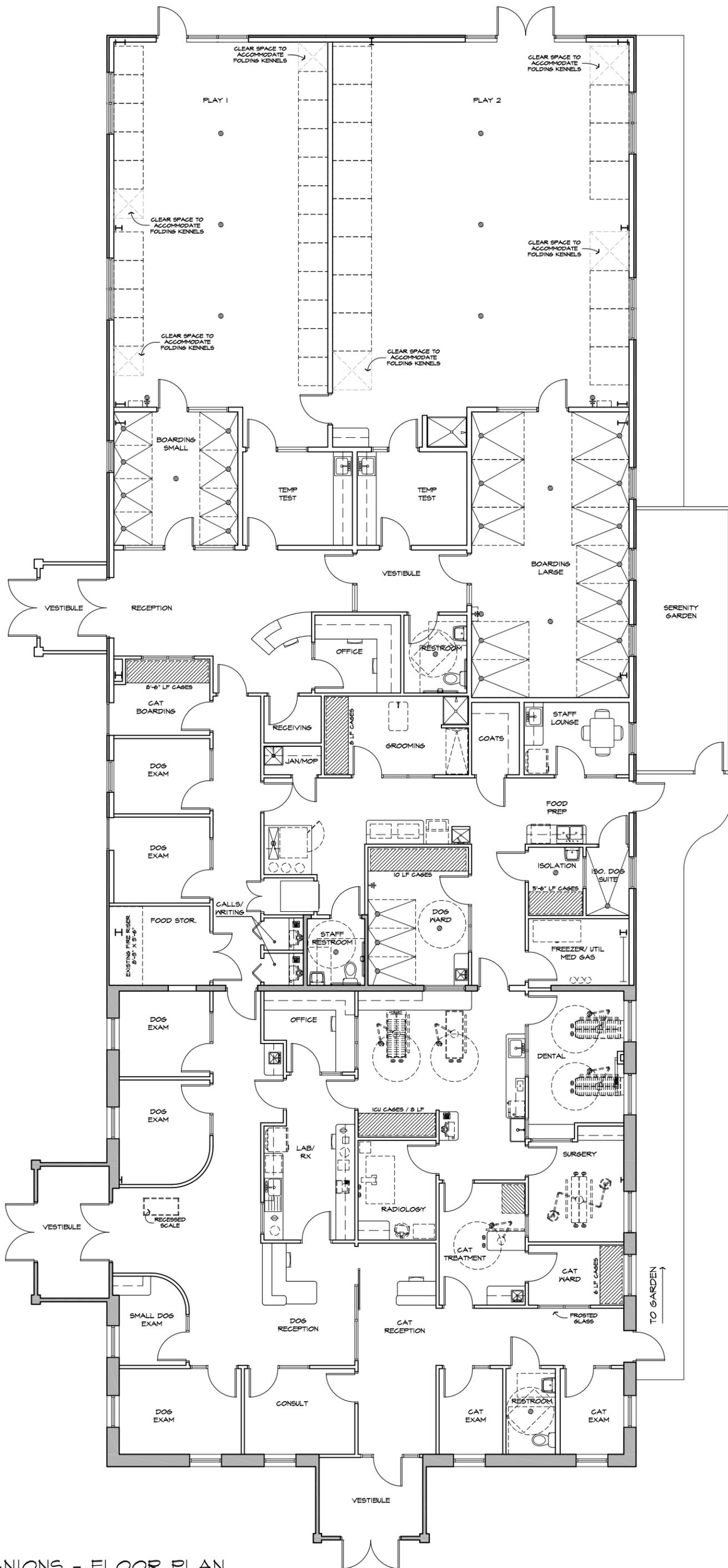


Outdoor exercise areas

Play 1 ~18' x 60'

Play 2 ~30' x 60'

Both areas will be completely enclosed with 100% opaque non-see-through privacy fence made of wood or vinyl. The fence will be 6-8 feet high.



LOYAL COMPANIONS - FLOOR PLAN  
 SCALE: 3/32" = 1'-0"

06.09.15

architecture  
 animals  
 people

ANIMAL ARTS

# BUSINESS PLAN



**LOYAL COMPANIONS ANIMAL HOSPITAL**

2312 W. MAIN STREET  
ST. CHARLES, IL 60174

**DR. VICKI PETSCHKE**

**JUNE 2015**

## **I. EXECUTIVE SUMMARY**

### **A. Mission Statement**

Our mission at Loyal Companions Animal Hospital is to provide progressive health care for family pets. We will provide comprehensive care that is delivered with both excellence and compassion. We will strive to enhance the human-animal bond by improving the health and longevity of pets while exceeding the expectations of pets and their people. Our vision is to set the standard for forward-thinking pet-centric animal hospitals.

### **B. Vision Statement**

Dr Petsche envisions her hospital being THE highest quality small animal veterinary facility in the area. This will be achieved by combining excellent client service with an up-to-date facility. The hospital will be extremely unique in comparison as NO other facility will offer luxury pet boarding and daycare within the same building and will also be the only Fear Free designed facility in the whole Chicago land area. To offer the best service, the practice will hire only the most highly qualified staff, encourage and provide for continuing education, and proactively develop and maintain a positive work environment. The management will create a space where personal and professional growth is the norm, creative input is welcomed, and financial compensation for well-done work is above the industry average. The practice will accomplish this by maintaining an excellent facility and continually improving the staff while ensuring to offer the best service to all clients.

## **II. MARKET ANALYSIS**

### **A. State of Industry**

Veterinary medicine has evolved dramatically over the past two decades. As the human-animal bond increases, pet owners come to expect veterinary medical care to be of the quality comparable to human medical care. Because of this strengthened human-animal bond, owners seek veterinary care more and more often for a variety of reasons, including a need for vaccinations and wellness exams, sick pet exams, emergencies, surgery, radiology, ultrasonography and other diagnostics. Owners view their pets as members of their family and desire high quality boarding and daycare.

### **B. Current Market**

According to the US Pet Ownership and Demographics Sourcebook, published in 2012, 79% (72.2 million) of all US households own a pet. According to the American pet Products Manufacturer's Association

Survey for 2012, there are approximately 70 million pet dogs and 74 million pet cats. The average household income for pet owners is \$55,000/year and the average age of a pet owner is 43 years. It is estimated that the US pet industry market is \$60.6 billion and rising, due to increased spending on companion animals as owners embrace the human-animal bond and increasingly see their animals as “family members” rather than “pets.”

### **C. Projected Market**

The target market will be households with a minimum average income of \$50,000 year that own a dog and/or cat and live within a twenty minute drive-time to the facility. The average household income in this area is \$108,000. There are 67,000 residents and 29,000 households (3 mile radius).

## **III. BUSINESS MODEL**

- A. Dr Petsche will only be examining and treating companion animals.
- B. The company will initially employ one full-time veterinarian, one full time licensed veterinary technician (LVT), two part time LVTs, one full time veterinary assistant, two part time veterinary assistants, three full or part time client service associates (receptionist), four to six full or part time animal caregivers, one to two part-time groomers, one to two part-time grooming assistants, and one part-time trainer.
- C. The business will have two foci: excellent customer service by a well-educated team and providing exceptionally high quality medicine and surgery.
  - 1. The business will attract new clients by being up-to-date and an active partner in the community, and it will retain these clients by offering excellent service and patient care.
  - 2. New hires will be fully qualified, and the positive working environment, strong support system, and emphasis on continuing education and appreciation for work well done will provide all staff members with the motivation to excel at their position and desire to become long-term employees.
- D. Dr. Petsche has been active in the community for 15 years and will continue to be an active and involved member of the community. The marketing section lists the ways in which the practice will contribute to the surrounding area in the effort to build a positive reputation and attract new clients.
- E. The facility will be designed to accommodate growth, including the addition of additional veterinarians, support staff, and specialized services.

## **IV. SERVICES**

### **A. Preventative Health Care**

1. New kitten and puppy examinations
2. Yearly pet examinations including preventative blood work, urine, fecal and heartworm analyses
3. Vaccinations
4. Dental preventative home care client education
5. Feline and canine pre-purchase examinations
6. Broadly based client education

### **B. Medical Health Care**

1. Sick or injured pet examinations
2. Diagnostic procedures including but not limited to blood work, radiographs, urinalyses, cytologies, fecal analyses, and in-house ultrasounds
3. Hospitalization which may include injections, intravenous or subcutaneous fluids, diagnostics, special diets, and doctor/technician monitoring and support
4. Isolated hospitalization care for contagious patients
5. Client education materials upon discharge

### **C. Diagnostics**

1. In-house heartworm examinations
2. Fecal examinations
3. FELV/FIV testing in felines
4. Parvovirus testing in canines
5. In-house urinalyses
6. In-house CBCs and blood chemistries
7. In-house cytology of ear exudates, fine needle aspirates, and skin scrapings
8. Radiographs, plain and contrast
9. Ultrasonography

### **D. Surgical Services**

1. Pre-surgical blood work and physical examination
2. Routine procedures, such as spays, castrations, and declawing
3. Dental cleanings, extractions, and periodontal treatment
4. Soft tissue surgeries, including but not limited to biopsies, exploratory laparotomies, foreign body removal (via gastrotomies, enterotomies, or intestinal anastomosis), mass removal, cystotomies, ocular and nasal surgeries, gastropexies, caesarian sections, mastectomies, and cryptorchid removals, and aural hematoma repairs.

5. Orthopedic surgeries most likely will be referred to an area boarded surgeon

#### **E. Daycare**

1. High end daycare provided with personalized animal caretakers providing social and physical enrichments
2. Large indoor and outdoor exercise areas for play time and enrichments with continuous supervision
3. Capacity would allow daycare to grow to 70 dogs

#### **F. Luxury Boarding**

1. High end overnight luxury boarding provided with 20 private canine suites and 12 private feline suites.
2. Additionally 34 canine runs are available for overnight boarding.
3. All pets will receive personalized attention with option to benefit from daily daycare with social and physical enrichments.

#### **G. Training**

1. Puppy Socialization Classes
2. Basic Obedience Classes
3. Advanced Obedience Classes
4. In-home training consultations

#### **H. Grooming**

1. Bathing with moisturizing or medicated shampoo and conditioner
2. Shaving and trimming based on breed style and owner's requests
3. Nail trim or Dremel grinding
4. Ear hair removal
5. Ear cleaning
6. Blow out and brushing

#### **I. Bathing and Blow Out Services**

1. Bathing with moisturizing or medicated shampoo and conditioner
2. Blow out and brushing

### **V. ORGANIZATIONAL SUMMARY**

#### **A. Structure**

In the hospital a receptionist makes appointments, checks appointments in, and collects fees for the services performed. A technician is comparable to a nurse, as he or she may obtain historical data and vital signs, and he or she assists the doctor throughout an exam. Once the doctor determines the appropriate services needed and obtains the owner's approval, the

technician will assist the doctor with performing those services often with the help of a veterinary assistant. Finally, the doctor is responsible for the full exam, diagnosis, and treatment of an animal's ailment, including surgeries and other medical procedures

## **B. Hours**

The practice will be open during the following hours:

Monday – Friday:                      7:00 am – 7:00 pm

Saturday:                                      8:00 am – 12:00 pm

## **C. Staff Training**

Each person who fills a position will have a job description sheet, and all employees will be given a copy of the Hospital Policies manual. In addition to these resources, each new employee will be given an initial orientation and training phase, a training manual, and an initial three-month probationary period to allow the employee and employer to evaluate their level of satisfaction with each other.

Staff meetings will be held weekly for educational purposes and to give each employee the chance to voice opinions and make suggestions regarding the practice.

## **D. Professional Consultants**

Crootof Consulting, Mark Crootof, DVM and Robert Spiegel, DVM, will be providing professional management consultation for the both the veterinary hospital and the daycare, boarding and grooming services.

# **VI. MARKETING SUMMARY**

## **A. Website and Social Media**

A professionally designed and regularly maintained website will be provided for clients, potential clients, and the general public. It will be designed to include all necessary information, such as services provided and the hours and location of the hospital. There will be a section devoted to general pet healthcare information, and the website will offer descriptions of various aspects of the clinic and employees to attract potential clients. It will also allow for unique e-mail based services, such as the provision of medication or appointment reminders or follow-up information for existing clients. This professional company will also manage all social media.

## **B. Logo**

A customized, professional logo will be developed and will be applied to all printed material going home with clients. This will include but not limited to receipts, exam reports, client instructions, medical informational brochures, business/appointment cards, and any promotional items, such as pens or magnets.

### **C. Referrals**

Referrals from existing clients are an excellent source of new clients. A “Thank You” note will be sent to clients who make referrals, along with a coupon for \$25 off their next visit.

### **D. Direct Mail**

Households in and surrounding towns with an average annual income over \$50,000 and have pets will be sent a flyer announcing the opening of our facility and the new services we offer.

### **E. Paid Advertising**

1. Newspaper
2. Postcards will be sent to nearby households
3. Google Ads
4. Yellow Pages in local phone book

### **F. Community Involvement**

1. Open House  
The hospital will hold an open house on the weekend prior to the grand opening. It will be marketed in newspapers, on the website, and through flyers posted in nearby businesses. All local residents will be invited to attend for tours, educational booths, free pet bathing, and refreshments.
2. Hospital Classes  
Doctors and technicians will be responsible for offering classes for all local residents. Topics may include:
  - Choosing the Right Dog
  - Taking Care of and Training a New Puppy
  - Taking Care of and Training a New Kitten
  - Dog Bite Prevention
3. Sponsor Local Sports Teams
4. Newspaper Contributions

Dr. Petsche will offer to write a column on pet care for the local newspaper on a regular or as-needed basis.

5. Fundraisers

Dog washes, raffles, and other such events will be scheduled, as time and money permits, every 2 to 3 months to raise money to support the Humane Society and other non-profit animal-related groups.

6. Classroom Lectures

As time permits and opportunities arise, the doctors and technicians will be available to give classroom presentations on pet care to local elementary and middle schools.