



Village of Arlington Heights
Conceptual Plan Review Committee
Community Room, 3rd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
February 27, 2019
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

IV. REPORTS

V. OLD BUSINESS

VI. NEW BUSINESS

- A. Taylor Morrison Townhomes - Block 425 South - T1648
Rezoning, Planned Unit Development, Variations
- B. Dogtopia - Southpoint Shopping Center - T1651
Special Use Permit for Kennel, Commercial
- C. Urban Street - Seegers & Arlington Heights Rd. - T1654
Rezoning, Planned Unit Development

VII. OTHER BUSINESS

VIII. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact David Robb, Disability Services Coordinator, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, (847)368-5793 (Voice), (847)368-5980 (Fax) or drobb@vah.com.



Conceptual Plan Review Committee 2/27/2019

Item: Taylor Morrison Townhomes - Block 425 South - T1648

Department: Planning & Community Development

Requested Action

1. A rezoning from R-3, One-Family Dwelling District into the R-7, Multiple-Family Dwelling District.
2. A Planned Unit Development (PUD) to allow the construction of a 16-unit residential rowhome development.
3. Preliminary Plat of Resubdivision to subdivide the subject property into individual lots for each townhome unit.

Variations Required

1. Multiple Variations, see Appendix I.

Recommendation

The Staff Development Committee is generally supportive of the development but additional information shall be provided as part of the formal review including, but not limited to, the following:

1. Prior to appearing before the Plan Commission for a public hearing, the petitioner shall hold a neighborhood meeting to obtain early input from nearby property owners.
2. Provide a written justification for each variation based on the following hardship criteria outlined in the Zoning Ordinance:
 - The proposed use will not alter the essential character of the locality and will be compatible with existing uses and zoning of nearby property.
 - The plight of the owner is due to unique circumstances, which may include the length of time the subject property has been vacant as zoned.
 - The proposed variation is in harmony with the spirit and intent of this Chapter.

- The variance requested is the minimum variance necessary to allow reasonable use of the property.
3. The petitioner must demonstrate that the overhead utilities along Sigwalt Street west of Highland Avenue and east of Chestnut Avenue do not hamper the ability of the Fire Department to provide emergency services to the proposed development. If the Village determines that these lines will compromise fire protection, the petitioner shall bury them unless Commonwealth Edison and the Village deems that it is not feasible, in which case the overhead utilities will need to be relocated to the south side of Sigwalt Street.
 4. The petitioner should coordinate with the developer of the property to the north to determine if a fire lane connection between both properties is feasible.
 5. Engineering plans, details, and stormwater calculations shall be required as part of the formal review process.
 6. Eight feet of ROW shall be dedicated along both Highland and Chestnut Avenues.
 7. All above ground utility equipment, transformers, switch gear, and building mounted mechanical equipment must be appropriately located and screened. All gas and electric meters, as well as all cable and phone connections, should be routed to the rear of each unit. As part of the Plan Commission process, the petitioner should provide a comprehensive utility plan that shows where these elements will be located and how they will be screened.
 8. A market assessment shall be required to demonstrate a need for this type of development and size at this location.
 9. A Design Commission review shall be required prior to a formal hearing before the Plan Commission.
 10. The petitioner shall be required to address the Village's Multi-Family Affordable Housing requirement, and an appearance before the Housing Commission shall be required prior to a formal appearance before the Plan Commission.
 11. School, Park, and Library contributions shall be required per Village Code prior to the issuance of a building permit for each rowhome building.
 12. The petitioner shall comply with all Federal, State, and Village Codes, Regulations, and Policies.
 13. These are preliminary comments only and should not be relied upon as identification of the only major issues. The Staff Development Committee reserves the right to change its position on issues upon submittal of a formal application and detailed review.

ATTACHMENTS:

Description

Staff Report

Aerial

Plans

Type

Board or Commission Report

Exhibits

Exhibits



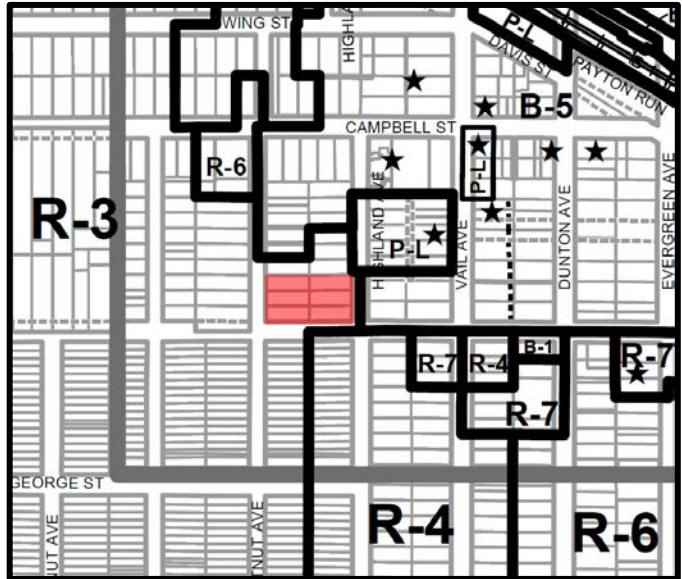
VILLAGE OF ARLINGTON HEIGHTS STAFF DEVELOPMENT COMMITTEE REPORT

Temp File Number: T-1648
Project Title: Taylor Morrison Townhomes
Address: 37-45 S. Chestnut St., 36-40 S. Highland St.
PIN: 03-30-425-021 thru 023, 03-30-425-012 thru 014

To: Conceptual Plan Review Committee
Prepared By: Sam Hubbard, Development Planner
Meeting Date: February 27, 2019
Date Prepared: February 22, 2019

Petitioner: Marc McLaughlin
Taylor Morrison
Address: 1834 Walden Office Square - Suite 300
Schaumburg, IL 60173

Existing Zoning: R-3: One-Family Dwelling District
Comprehensive Plan: High Density Multi-Family



SURROUNDING LAND USES

Direction	Existing Zoning	Existing Use	Comprehensive Plan
North	R-3: One-Family Dwelling District	Vacant	Mixed Use
South	R-3: One-Family Dwelling District, R-4: Two-Family Dwelling District	Single Family	Single Family Attached; High Density Multi Family
East	B-5: Downtown District	AT&T Offices, Parking	Mixed Use
West	R-3: One-Family Dwelling District	Single Family	Single Family Attached

Requested Action:

1. A rezoning from R-3, One-Family Dwelling District into the R-7, Multiple-Family Dwelling District
2. A Planned Unit Development (PUD) to allow the construction of a 16-unit residential rowhome development.
3. Preliminary Plat of Resubdivision to subdivide the subject property into individual lots for each townhome unit.

Variations Required:

1. Multiple Variations, see **Appendix I**.

Project Background:

The subject property consists of six lots of record comprising a total of 41,987 square feet (0.96 acres) and is approximately one-fourth of the larger “Block 425” site, which is the area of land bounded by Sigwalt Street to the south, Campbell Street to the north, Highland Avenue to the east, and Chestnut Avenue to the west. Block 425 has sat vacant and undeveloped for several years. As it is an important piece of downtown, one of the Board’s 2017 Strategic Priorities is to facilitate development of Block 425. Currently, the subject property is zoned R-3, One-Family Dwelling District.

Taylor Morrison, a national homebuilder headquartered in Arizona, has the property under contract and is proposing a resubdivision of the property to accommodate the construction of a four-story 16-unit residential rowhome development consisting of three separate rowhome buildings. Each rowhome unit would include a ground floor garage and a small entry room on the first floor, kitchen and living room/dining room space on the second floor, three bedrooms on the third floor, and a recessed fourth floor with space for a small office/den as well as an outdoor rooftop deck for each unit.

Access to the site would come from Highland Avenue, which would provide entry/exit to the rear loaded garages at the back of each unit. Each unit would include a minimum of two garage parking spaces and there would be 12 guest parking spaces in the rear motor court area. Two on-street parking spaces along Highland Avenue would be removed to accommodate the driveway entrance (there are currently five on-street parking spaces along Highland Avenue adjacent to the site).

The basic characteristics of the development is summarized in **Table 1** below:

Table 1: Development Characteristics

	Proposed	Required
Total Number of Units	16	-
Overall Number of Bedrooms	48	-
Max. Dwelling Units Per Acre	17.6	48.4
Required Minimum Lot Size (density)	39,587 sq. ft.	14,400 sq. ft.
Setbacks		
North (side)	8'	15'
South (exterior side)	20'	20'
East (front)	14'	25'
West (front)	16'	25'
F.A.R.	TBD	200%
Building Lot Coverage	TBD	55%
Height	TBD	60'
Number of Parking Spaces	44	24
Parking Spaces Per Unit	2.75	1.5

Zoning, Comprehensive Plan, Downtown Master Plan

The subject property is currently zoned R-3, One-Dwelling Residential District. In order to proceed with the development, the site must be rezoned into the R-7, Multiple-Family Dwelling District. Staff notes the following with regards to the proposed rezoning:

2015 Comprehensive Plan:

- The Comprehensive Plan designates this property as “High Density Multi-Family”, which is appropriate for the R-7 Multiple-Family Dwelling District classification. The proposed rezoning is therefore consistent with the Comprehensive Plan land use designation.

- The R-7 District allows for high density and intensive use of land. Land Use Policy #2 states that “Intensive developments should be limited to the downtown area, in areas where there is adequate access to public transportation and those areas which are adjacent to controlled access intersections and/or major intersections, or in conjunction with an approved redevelopment plan”. The location of the subject property is within the downtown area, in close proximity to the Arlington Heights Metra station, and the R-7 zoning classification will facilitate a high density use of land compatible to Land Use Policy #2.

2007 Downtown Master Plan:

- One of the objectives of the Downtown Master Plan is to “Strengthen downtown’s residential base by encouraging additional residential development”. The proposed rezoning is consistent with this objective as it will facilitate a moderate density residential development that will strengthen the downtown residential base to a greater extent than single-family homes, which are allowed under the current R-3 zoning.
- The Downtown Master Plan calls for redevelopment of Block 425, and Recommendation #1 within the plan calls for Block 425 to be redeveloped as “mixed-use on northern three-quarters of block transitioning to 4 to 6 stories on the southern quarter of block.” The proposed 4-story building is consistent with this recommendation.

Based on the compatibility of the rezoning with the Comprehensive Plan and Downtown Master Plan, the Staff Development Committee is supportive of the proposed rezoning.

All development within the R-7 District must develop as a PUD, and therefore PUD approval will be required. Additionally, the developer has proposed each townhome to be located on an individual platted lot for fee-simple ownership. In order to accomplish this, Plat of Subdivision approval will be required. In order to substantiate the market demand for rowhomes in this location, the developer must provide a market assessment that analyzes market demand for these types of units at this location.

As outlined in **Appendix 1** at the end of this report, several variations are required and will be discussed throughout this report. For the requested variations, the petitioner must provide written justification detailing how each variation complies with the hardship standards for variation approval as outlined below:

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

The developer will also be required to address the Village’s Multi-Family Affordable Housing requirement for multi-family development. As part of their Plan Commission application, the petitioner must submit an assessment of the affordability of the proposed development, as well as information concerning the inclusion of affordable units or any proposed fee-in-lieu of affordable units. Finally, prior to appearing before the Plan Commission, the petitioner should hold a neighborhood meeting for nearby residents to introduce the proposed development and solicit any feedback and concerns that the surrounding property owners may have.

Site Plan

Based on a preliminary review of the conceptual site plan, the proposed development complies with the height, density, and parking regulations of the R-7 District. However, the following setback variations will be required:

- **Variation to Chapter 28, Section 5.1-7.6, Required Minimum Yards, to allow a front yard setback along Highland Avenue to be 14’ where code requires a 25’ setback.**

- **Variation to Chapter 28, Section 5.1-7.6, Required Minimum Yards, to allow a front yard setback along Chestnut Avenue to be 16' where code requires a 25' setback.**
- **Variation to Chapter 28, Section 5.1-7.6, Required Minimum Yards, to allow a side yard setback (north) to be 8' where code requires a 15' setback.**

The petitioner will need to provide the required justification for each setback variation. Staff notes that 8' of ROW dedication is required along both Chestnut Avenue and Highland Avenue. There are no plans to widen Highland Avenue at this time, so although the setback along Highland will be 14', in reality the setback will appear as 22'. The proposed setbacks are generally consistent with the setbacks proposed for a previous 5-story development on this site.

Relative to the separation between buildings, the following variation is required:

- **Variation to Chapter 28, Section 5.1-7.10, Spacing Between Multi-Family Buildings, to allow 5' spacing between principal buildings where code requires 25' spacing.**

The 5' building separation will be between the rear and side of the buildings as opposed to between two front elevations or side elevations. Additionally, there is nothing that would prevent the developer from attaching all of the buildings together, which would eliminate the need for this variation. Staff believes that the proposed 5' separation between the buildings allows for better light and air flow to the rear of the property, and enhances pedestrian circulation through the site. For these reasons, the Staff Development Committee is supportive of this variation.

Finally, the following variation is necessary for the drive aisle entrance to the rear motor court:

- **Variation to Chapter 28, Section 10.2-8, to allow a two-way driveway width of 22' where code requires a minimum of 24' for a two-way drive aisle.**

Staff notes that the petitioner has space to increase the drive aisle entrance to 24' and comply with code, however, the reduced drive aisle width allows for additional greenspace for foundation plantings along the north side of the eastern townhome building. The Fire Safety Division of the Building Department will need to review the rear motor court area to determine if fire truck access will be necessary to the rear of the buildings. The Staff Development Committee encourages the developer to coordinate with the developer of the property to the north to see if there is an opportunity to provide a fire lane connection to that property.

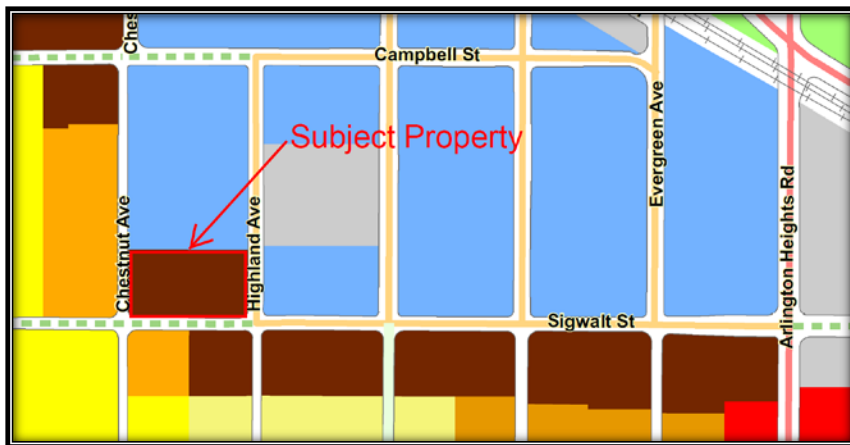
Zoning District Size

One of the required variations relates to the size of the R-7 Zoning District, which in this instance will be 1.39 acres where code requires a minimum of two acres for land within the R-7 District. Therefore, the following variation is needed:

- **Chapter 28, Section 5.1-7.3, Minimum Area for Zoning District, to allow the R-7 District to be approximately 1.39 acres where code requires a minimum of two acres for the R-7 District.**

The minimum R-7 district size is primarily intended to limit instances of spot zoning on smaller properties that may be contiguous with the B-5 District. However, the Comprehensive Plan designates the site as one part of a larger strip of R-7 zoned land that is contiguous to the subject property, and when considered in sum, this strip of potential R-7 zoning is well over two acres in size. **Map I** (below) illustrates this area, with the subject property outlined in red, the brown areas indicating properties appropriate for the R-7 District, and the blue properties as appropriate for B-5 Downtown District zoning:

Map I – Subject Property and Adjacent Comprehensive Plan Land Designations



When the vision of the Comprehensive Plan is realized, the subject property will no longer be an isolated pocket of R-7 zoning and the variation will no longer be applicable. Additionally, this property is unique in that in order to comply with the Comprehensive Plan designation of “High-Density Residential”, R-7 zoning is required and a variation is needed. For these reasons, the Staff Development Committee is supportive of the requested variation.

Building Design

The petitioner will be required to submit a Design Commission application for this development and an appearance before the Design Commission will be required. A preliminary review of the conceptual architecture has been scheduled with the Design Commission for February 26th. An update on the results of this preliminary review will be provided at the Conceptual Plan Review Committee meeting, however, staff has expressed some concern about the contemporary style of the architecture and its compatibility to the single-family homes to the south and west of the subject property.

Site Infrastructure

Preliminary engineering plans will be required as part of PUD and preliminary Plat of Subdivision approval. For final Plat of Subdivision approval, final engineering plans will be required. The developer must incorporate provide onsite stormwater detention as part of this development. Additionally, information will be needed on the relocation of the overhead utilities that run through the center of the site. The petitioner will also need to demonstrate that the overhead utilities that run across and along the western half of Sigwalt Street abutting the subject property will not compromise fire protection for the buildings. If it is determined that these lines hamper the ability of the Fire Department to fight a fire along Sigwalt, than the developer will have to relocate these lines and bury them where feasible. Finally, the petitioner should note that all above ground utility equipment, transformers, switch gear, and building mounted mechanical equipment must be appropriately located and screened. All gas and electric meters, as well as all cable and phone connections, should be routed to the rear of each unit. As part of the Plan Commission process, the petitioner should provide a comprehensive utility plan that shows where these elements will be located and how they will be screened.

Parking & Traffic

Chapter 28, Section 6.12, Traffic Engineering Approval, requires that planned unit developments provide a traffic and parking study from a certified traffic engineer. The study needs to assess access (location, design, and Level of Service), on-site circulation, trip generation and distribution, parking, and impacts to public streets. This study must take into account the proposed development to the north and incorporate the projected traffic from that development within its findings.

Relative to parking, the developer is proposing 44 on-site parking spaces, which exceed the code requirement of 24 spaces for this development. Although floorplans have not yet been developed, the petitioner has verbally indicated that some of the interior garage spaces may be tandem spaces, which would require the following variation:

- **Variation to Chapter 28, Section 10.2-9, to allow tandem parking spaces**

Finally, the petitioner should note that two bicycle parking spaces shall be provided per Section 10.8-1 of the Zoning Ordinance.

RECOMMENDATION

The Staff Development Committee is generally supportive of the development but additional information shall be provided as part of the formal review including, but not limited to, the following:

1. Prior to appearing before the Plan Commission for a public hearing, the petitioner shall hold a neighborhood meeting to obtain early input from nearby property owners.
2. Provide a written justification for each variation based on the following hardship criteria outlined in the Zoning Ordinance:
 - **The proposed use will not alter the essential character of the locality and will be compatible with existing uses and zoning of nearby property.**
 - **The plight of the owner is due to unique circumstances, which may include the length of time the subject property has been vacant as zoned.**
 - **The proposed variation is in harmony with the spirit and intent of this Chapter.**
 - **The variance requested is the minimum variance necessary to allow reasonable use of the property.**
3. The petitioner must demonstrate that the overhead utilities along Sigwalt Street west of Highland Avenue and east of Chestnut Avenue do not hamper the ability of the Fire Department to provide emergency services to the proposed development. If the Village determines that these lines will compromise fire protection, the petitioner shall bury them unless Commonwealth Edison and the Village deems that it is not feasible, in which case the overhead utilities will need to be relocated to the south side of Sigwalt Street.
4. The petitioner should coordinate with the developer of the property to the north to determine if a fire lane connection between both properties is feasible.
5. Engineering plans, details, and stormwater calculations shall be required as part of the formal review process.
6. Eight feet of ROW shall be dedicated along both Highland and Chestnut Avenues.
7. All above ground utility equipment, transformers, switch gear, and building mounted mechanical equipment must be appropriately located and screened. All gas and electric meters, as well as all cable and phone connections, should be routed to the rear of each unit. As part of the Plan Commission process, the petitioner should provide a comprehensive utility plan that shows where these elements will be located and how they will be screened.
8. A market assessment shall be required to demonstrate a need for this type of development and size at this location.
9. A Design Commission review shall be required prior to a formal hearing before the Plan Commission.
10. The petitioner shall be required to address the Village's Multi-Family Affordable Housing requirement, and an appearance before the Housing Commission shall be required prior to a formal appearance before the Plan Commission.
11. School, Park, and Library contributions shall be required per Village Code prior to the issuance of a building permit for each rowhome building.
12. The petitioner shall comply with all Federal, State, and Village Codes, Regulations, and Policies.
13. These are preliminary comments only and should not be relied upon as identification of the only major issues. The Staff Development Committee reserves the right to change its position on issues upon submittal of a formal application and detailed review.

February 22, 2019

Bill Enright, Deputy Director of Planning and Community Development

Cc: Randy Recklaus, Village Manager
All Department Heads
Temp File 1648

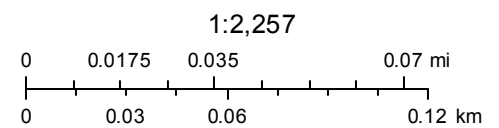
Appendix I – Required Variations

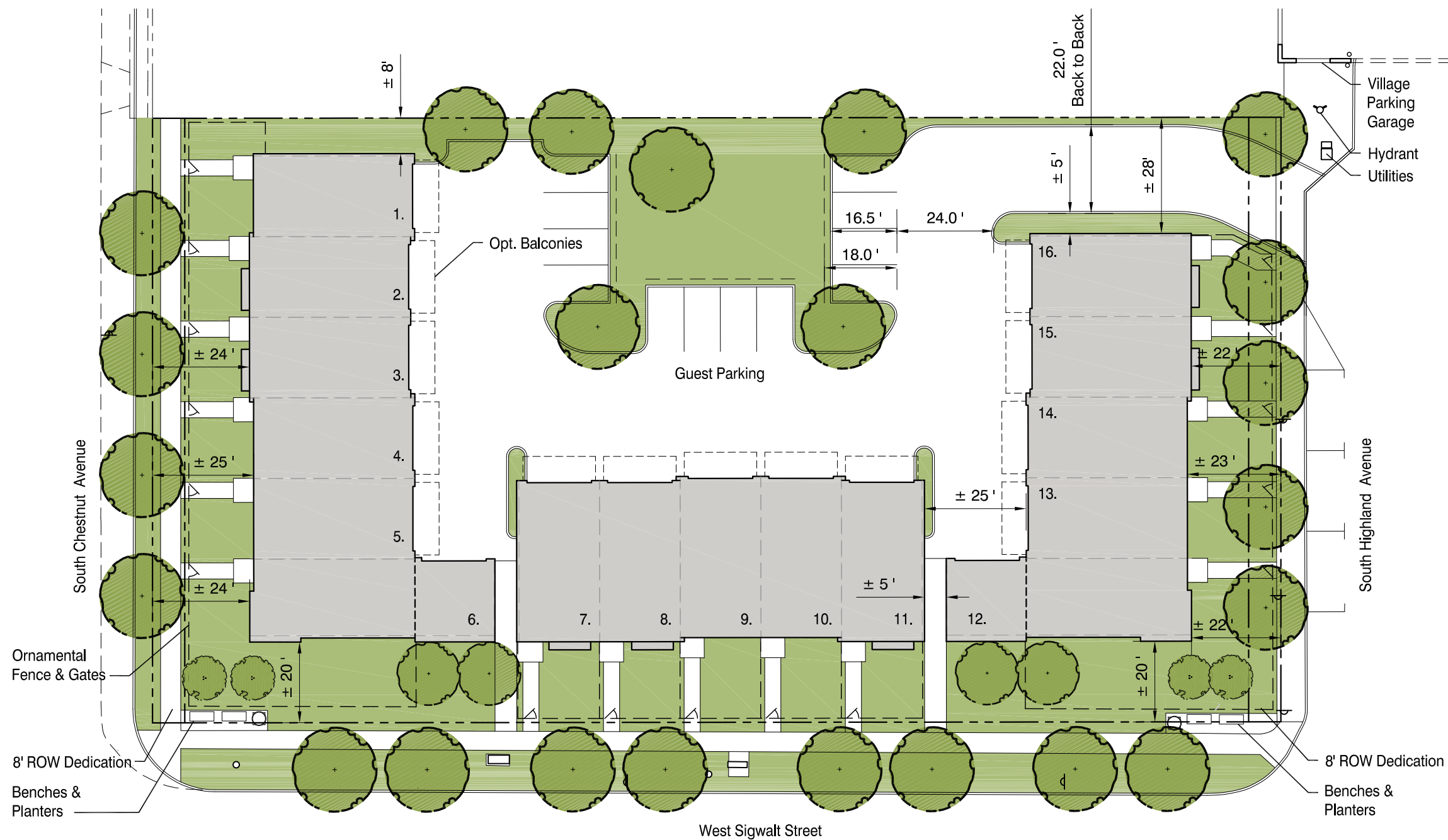
1. Variation to Chapter 28, Section 5.1-7.2, Minimum Area for Zoning District, to allow the R-7 District to be approx. 1.39 acres where code requires a minimum of 2 acres for the R-7 District.
2. Variation to Chapter 28, Section 5.1-7.6, Required Minimum Yards, to allow a front yard setback along Highland Avenue to be 14' where code requires a 25' setback.
3. Variation to Chapter 28, Section 5.1-7.6, Required Minimum Yards, to allow a front yard setback along Chestnut Avenue to be 16' where code requires a 25' setback.
4. Variation to Chapter 28, Section 5.1-7.6, Required Minimum Yards, to allow a side yard setback (north) to be 8' where code requires a 15' setback.
5. Variation to Chapter 28, Section 5.1-7.10, Spacing Between Multi-Family Buildings, to allow 5' spacing between principal buildings where code requires 25' spacing.
6. Variation to Chapter 28, Section 10.2-8, to allow a two-way driveway width of 22' where code requires a minimum of 24' for a two-way drive aisle.
7. Variation to Chapter 28, Section 10.2-9, to allow tandem parking spaces.
8. It should be noted that the property is proposed to be subdivided into individual units for each townhome, which will require variations for each lot based on the R-7 setback and bulk standards, although the overall development will comply with bulk standards and with most setback standards.

T-1648: Taylor Morrison Townhome Site Aerial



September 21, 2017





Project Data		R-7
	Provided	Required
Site		
Site Area (Gross, prior to Dedication)	± 41,987 sf	
Site Area (Net, after Dedication)	± 39,587 sf	14,400 sf (Per Unit Count)
Lot Size (Gross, prior to Dedication)	± 150' x ± 280'	
Lot Size (Net, after Dedication)	± 150' x ± 264'	
East (front) Setback (after 8' Ded.)	± 14'	25'
West (front) Setback (after 8' Ded.)	± 14'	25'
North (side) Setback	± 8'	15'
South (exterior side) Setback	± 20'	20'
Residential Site Data		
Dwelling Units	16	
Three Bedroom Min. sf	2400 sf	900 sf
Building Footprint	± 13,865 sf	
Gross Building Area	± 46,740 sf	
Building Area (Not Including Parking)	± 40,340 sf	
% Building Lot Coverage (Building Footprint / Net Site Area)	± 35%	55%
Floor Area Ratio (FAR) (Building Area / Net Site Area)	± 1.02	2.00
Parking	44	24
Stalls/Unit	2.75	1.50

TaylorMorrison

Sigwalt Townhomes
Arlington Heights, IL

Conceptual Site Plan





TaylorMorrison

Sigwalt Townhomes
Arlington Heights, IL

South West Sigwalt Street View

43 South Vail Avenue
Arlington Heights, Illinois 60005
Job No. 19002 © 2019



February 15, 2019



TaylorMorrison

Sigwalt Townhomes
Arlington Heights, IL

South West Sigwalt Aerial View

43 South Vail Avenue
Arlington Heights, Illinois 60005
Job No. 19002 © 2019



February 15, 2019 ARCHITECTS + PLANNERS, INC.



TaylorMorrison

Sigwalt Townhomes
Arlington Heights, IL

South West Sigwalt View

43 South Vail Avenue
Arlington Heights, Illinois 60005
Job No. 19002 © 2019

February 15, 2019 **HKM** ARCHITECTS + PLANNERS, INC.



**Conceptual Plan Review Committee
2/27/2019**

Item: Dogtopia - Southpoint Shopping Center - T1651

Department: Planning & Community Development

Requested Action

1. Special Use Permit to allow a "Kennel, Commercial".

Variations Required

1. Variation from Chapter 28, Section 6.12-1 of the Municipal Code, to waive the requirement to provide a traffic and parking study from a certified Traffic Engineer.

Recommendation

The Staff Development Committee reviewed the proposed special use permit to allow a "Kennel, Commercial" on the subject property, and is generally supportive of the application, subject to resolution of the following:

1. The petitioner shall provide a written justification demonstrating compliance with the following standards for special use permit approval:
 - That said special use is deemed necessary for the public convenience at this location.
 - That such case will not, under the circumstances of the particular case, be detrimental to the health, safety, morals or general welfare of persons residing or working in the vicinity.
 - That the proposed use will comply with the regulations and conditions specified in this ordinance for such use, and with the stipulations and conditions made a part of the authorization granted by the Village Board of Trustees.
2. If a variation is requested to waive provision of a traffic and parking study, the petitioner shall provide a written response to the following hardship criteria in order to justify the variation:
 - a. That the property in question cannot yield a reasonable return if permitted to

be used only under the conditions allowed by the regulations in that zone.

b. The plight of the owner is due to unique circumstances.

c. The variation, if granted, will not alter the essential character of the locality.

3. The petitioner shall provide an estimate of parking demand.

4. If it is determined that the provided business and demographic information within the business summary is insufficient, a market study shall be provided. Said study will analyze the local demand for this type and size facility at this location and any potential effect it may have upon similar facilities within the vicinity.

5. Onsite landscaping will be evaluated during the Plan Commission review process. Missing or deficient landscaping must be provided or replaced.

6. The petitioner shall provide details on any proposed fencing and screening for the exterior play area.

7. These are just preliminary comments only and should not be relied upon as identification of the only major issues. The Staff Development Committee reserves the right to change its position on issues upon submittal of a formal application and detailed review.

ATTACHMENTS:

Description	Type
Staff Report	Board or Commission Report
Aerial	Exhibits
Floor Plan	Exhibits
Business Plan	Exhibits



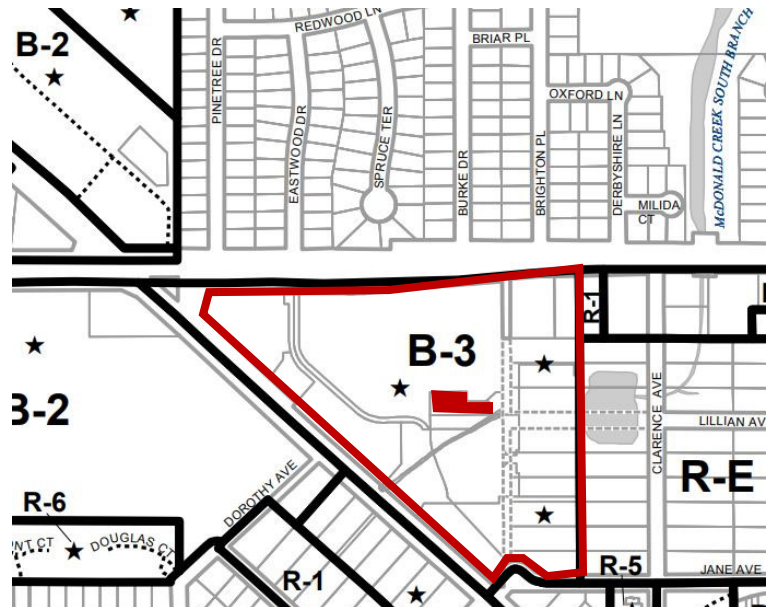
VILLAGE OF ARLINGTON HEIGHTS ***STAFF DEVELOPMENT*** ***COMMITTEE REPORT***

Temp File Number: T1651
Project Title: Dogtopia SUP
Address: 660-676 E. Palatine Rd.
PIN: Multiple PIN's

To: Conceptual Plan Review Committee
Prepared By: Jake Schmidt, Assistant Planner
Meeting Date: February 27, 2019
Date Prepared: February 21, 2019

Petitioner: Chris Barnes
ToMac Holdings
Address: 1965 South Egret Ct
Libertyville, IL 60048

Existing Zoning: B-3: General Service, Wholesale, and Motor Vehicles District
Comprehensive Plan: Commercial



SURROUNDING LAND USES

Direction	Existing Zoning	Existing Use	Comprehensive Plan
North	B-3, General Service, Wholesale, and Motor Vehicles District	Home furnishings retail sales business (Floor and Décor)	Commercial
South	B-3, General Service, Wholesale, and Motor Vehicles District	Multi-tenant commercial building	Commercial
East	R-E, One-Family Dwelling District	Single-Family homes and detention facility	Parks, Single-family Detached Estate
West	B-1, Limited Retail District	Multi-tenant commercial building, Motor vehicle repair facility, Fur sales and cleaning business	Commercial

Requested Action:

1. Special Use Permit to allow a "Kennel, Commercial".

Variations Required:

1. Variation from Chapter 28, Section 6.12-1of the Municipal Code, to waive the requirement to provide a a traffic and parking study from a certified Traffic Engineer.

Project Background:

The subject property is part of the Southpoint Shopping center, an approximately 27-acre shopping center development located at the southeast intersection of Rand Road and Palatine Road. The proposed location for the facility is within four currently vacant units, immediately east of Laser Quest. Primary access to the property comes from a full access drive aisle (non-signalized) at Palatine Road to the north, a full access signalized drive aisle at Rand Road to the west, and a full access non-signalized drive aisle at Jane Avenue to the south, which eventually leads to another signalized full access intersection with Rand Road.

The petitioner is Chris Barnes, representing ToMac Holdings, a franchisee of Dogtopia. The petitioner has a lease agreement to occupy the aforementioned four vacant units, and would establish a 5,220 square-foot doggy-daycare with overnight boarding. This facility would offer the following services:

- Grooming
- Pet Training
- Day Care for Dogs
- Overnight Boarding
- Outdoor Play Area
- Live-stream viewing of play areas and kennels

The proposed facility includes three large playrooms for the dogs (“Toy”, “Romper”, and “Gym”), a spa room for grooming services, a “suite” kennel room, and an outdoor play area. Their target customer, as outlined in their business summary, are female millennials and baby boomers. However, the services they offer extend to the dog-owning community at large, who seek a service that provides social interaction and play for their dog during the workday when they are not home. Hours of operation would be between 7am - 7pm on Monday through Friday, and 10am to 5pm Saturday and Sunday. For boarding operations, staff will arrive at 6:30am, and depart at 9pm. When staff is not present, boarding areas will be monitored via a security camera feed, which allows “staff” to be notified of any issues. It is anticipated that the facility will employ 15 to 20 persons once the facility reaches full operation. It is estimated that the maximum number of employees on-site at any given time will be 6 to 8 employees.

The subject property is part of the Southpoint Shopping Center PUD, which was approved in 1988. This PUD includes the subject unit as well as the building to the north, which is the home of Floor & Décor, and the outlot buildings to the west of the subject unit. The entire Southpoint Shopping Center is subject to a lengthy Reciprocal Easement Agreement (REA) that provides for shared access and shared parking between all users within the PUD.

Zoning and Comprehensive Plan

The subject property is located within the B-3 Zoning District and the proposed use is classified as a “Kennel, Commercial”, which is classified as a special use within the B-3 Zoning District. To proceed forward, the Plan Commission must review and the Village Board must approve a special use permit for the subject property. In order to demonstrate conformance with the standards of approval for a special use permit, the petitioner must provide a written justification to the following criteria:

- That said special use is deemed necessary for the public convenience at this location.
- That such case will not, under any circumstances of the particular case, be detrimental to the health, safety, morals or general welfare of persons residing or working in the vicinity.
- That the proposed use will comply with the regulations and conditions specified in this ordinance for such use, and with the stipulations and conditions made a part of the authorization granted by the Village Board of Trustees.

In order to substantiate the public need for this facility, typically the petitioner is required to provide a market study that evaluates the demand for a facility of this type and size at this location. This study would address the potential effect that this facility may have on similar facilities within the vicinity. As part of the Conceptual Plan Review Committee Process, the petitioner has provided Staff with a lengthy business summary that details target customers, demographics, and operations. Staff will evaluate if this business summary is sufficient for the purposes of substantiating the public need for this facility.

The subject property is designated as appropriate for commercial uses as per the Comprehensive Plan of the Village of Arlington Heights. The proposed special use permit is compatible with this designation.

The Southpoint Shopping Center is governed by a set of covenants and restrictions established during the original construction of the shopping center, which restrictions may be applicable to the proposed use. The applicant is advised to obtain a copy of the covenants and restrictions for the shopping center to determine if the proposed use would be affected by these documents.

TIF District

The subject property is located within TIF V, which was established in 2005 and includes both the Southpoint Shopping Center and the Town & Country Shopping Center. One of the goals of TIF V is to facilitate the redevelopment and revitalization of the Southpoint Shopping Center, be it through the introduction of a new outlot and/or through the redevelopment of the vacant spaces within the shopping center. The location of a “destination user” within the shopping center will help to bring additional traffic and customers to the other businesses within Southpoint, especially with the daily traffic generated via drop-off and pick-up of pets.

Building

The petitioner is encouraged to reach out to the Building Department early on in this process in order to understand the extent of any building upgrades/improvements that may be needed. The proposed use of the space may change the occupancy classification per Building Code, and if so the unit would be required to update to current life safety, accessibility, and building code standards, which will mean that, among other things, the number of bathrooms may need to be increased and a voice evacuation system will be required (if not already present). Regarding sound attenuation, the petitioner has indicated that they will be using fire-X drywall over insulated walls, with a 1-1/2 inch air gap, to prevent sound transmission outside of their building envelope. This would prevent any disruption to other tenants within the shopping center.

Site Plan and Landscaping

The applicant has identified one site alteration as part of the proposed special use permit application. This alteration would be the addition of an outdoor play area, in the open courtyard immediately east of the tenant space. This play area would be located in a way which maintains access to the rear auxiliary parking area, as well as allow for any future potential site modifications north of the Bif Furniture space. The open-air play area would be enclosed with a privacy screen, preventing any unwanted interaction between dogs in the play area and customers outside. Staff encourages the utilization of high-quality materials in the construction of the privacy screen, in addition to landscaping to soften the appearance of the screen. During the formal Plan Commission review process, staff will evaluate the condition of the parking lot to determine if any repairs, resurfacing, or restriping is needed. Additionally, staff will also evaluate the existing site landscaping to ensure that it conforms to all code requirements.

Traffic and Parking

The total parking requirement for the proposed facility is based off of the gross square footage of the tenant space, assessed at ratio of 1 space per 300 square-feet. A preliminary parking estimate is included in **Table I** at the end of this report. Parking is shared throughout the center, and there is no parking area specifically dedicated to the proposed Dogtopia tenant space. Per the Staff analysis, a total of 17 spaces would be required for the proposed Dogtopia facility, leaving a site-wide surplus of 412 parking spaces.

Per section 6.12-1 of Chapter 28 of the Municipal Code, any special use permit application over 5,000 square feet in floor area must include a traffic and parking study from a certified Traffic Engineer that assesses access, on-site circulation, parking, trip generation, and impacts to adjacent roadways. However, due to the relatively small magnitude of the space in comparison to the entire shopping center (2% of total PUD square footage), and due to the substantial code-required parking surplus on-site (412 spaces), Staff supports a variation from this requirement. If a variation is requested, the petitioner will need to provide a written response to the hardship criteria in order to justify the variation. The criteria is summarized below:

- **That the property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the regulations in that zone.**
- **The plight of the owner is due to unique circumstances.**
- **The variation, if granted, will not alter the essential character of the locality.**

The petitioner shall also provide Staff with an estimate of parking demand.

With respect to bicycle parking, the provision of bicycle parking spaces is required when the use of a space changes to a more intense use. The regulations specifically state that bicycle parking spaces are required when “a change in use results in the requirement for additional off-street motor vehicle spaces”. As there is no change in the number of required vehicular spaces for the proposed Dogtopia from the previous use, no additional bicycle parking spaces are required as part of this petition.

RECOMMENDATION

The Staff Development Committee reviewed the proposed special use permit to allow a “Kennel, Commercial” on the subject property, and is generally supportive of the application, subject to resolution of the following:

1. The petitioner shall provide a written justification demonstrating compliance with the following standards for special use permit approval:
 - **That said special use is deemed necessary for the public convenience at this location.**
 - **That such case will not, under the circumstances of the particular case, be detrimental to the health, safety, morals or general welfare of persons residing or working in the vicinity.**
 - **That the proposed use will comply with the regulations and conditions specified in this ordinance for such use, and with the stipulations and conditions made a part of the authorization granted by the Village Board of Trustees.**
2. If a variation is requested to waive provision of a traffic and parking study, the petitioner shall provide a written response to the following hardship criteria in order to justify the variation:
 - a. **That the property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the regulations in that zone.**
 - b. **The plight of the owner is due to unique circumstances.**
 - c. **The variation, if granted, will not alter the essential character of the locality.**
3. The petitioner shall provide an estimate of parking demand.
4. If it is determined that the provided business and demographic information within the business summary is insufficient, a market study shall be provided. Said study will analyze the local demand for this type and size facility at this location and any potential effect it may have upon similar facilities within the vicinity.
5. Onsite landscaping will be evaluated during the Plan Commission review process. Missing or deficient landscaping must be provided or replaced.
6. The petitioner shall provide details on any proposed fencing and screening for the exterior play area.
7. These are just preliminary comments only and should not be relied upon as identification of the only major issues. The Staff Development Committee reserves the right to change its position on issues upon submittal of a formal application and detailed review.

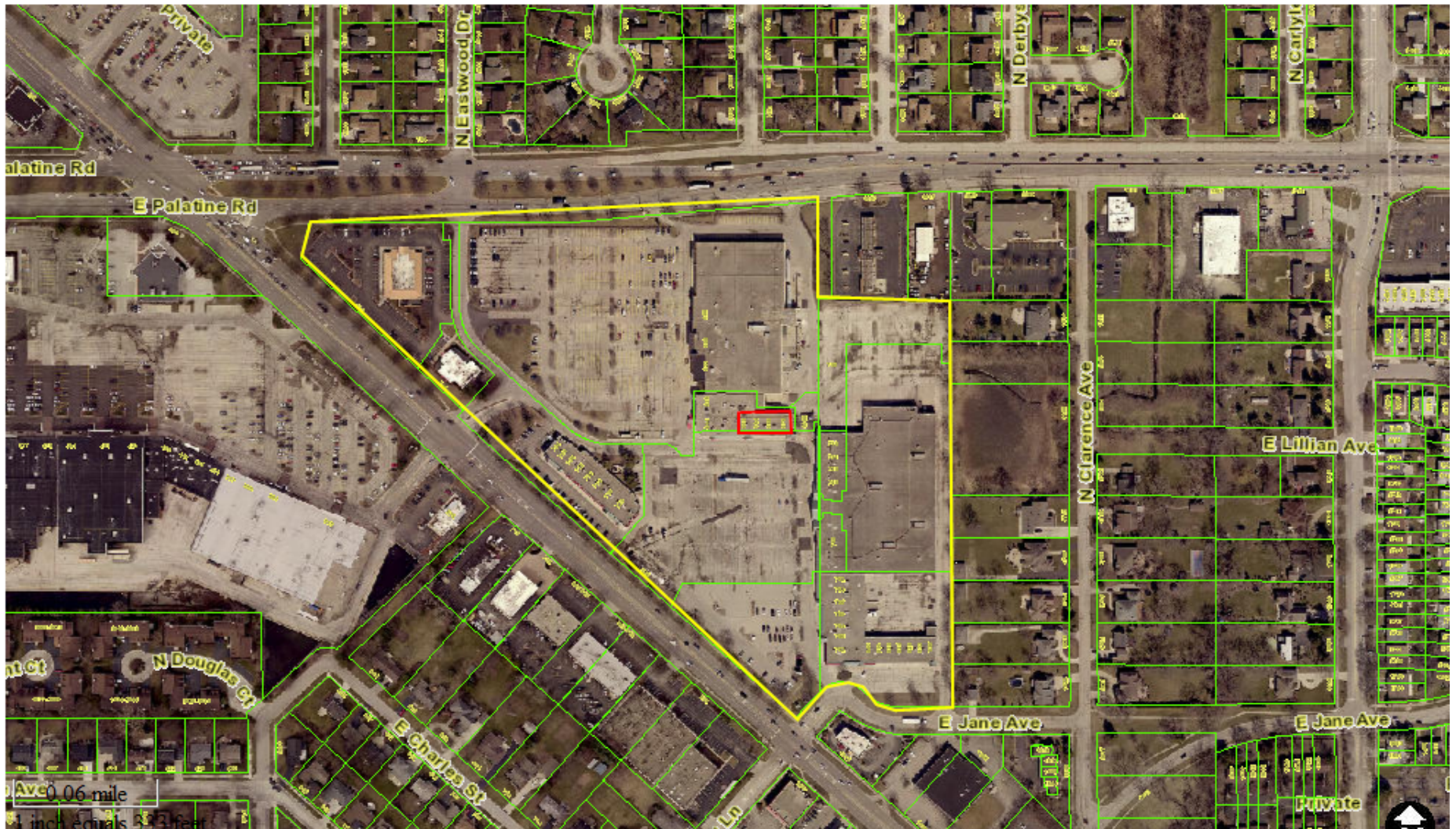
February 22, 2019

Bill Enright, Deputy Director of Planning and Community Development

Cc: Randy Recklaus, Village Manager
All Department Heads
Temp File 1651

Table I: Parking Calculations

ZONE	SPACE	CODE USE	SQUARE FOOTAGE	SEATING AREA (SQ FT)	PARKING RATIO (1:X)	PARKING PROVIDED	PARKING REQUIRED
Zone 1	Olive Garden	Restaurant - Sit Down	9,010	5715	1 Space per 45 sq. ft. of seating area	145	127
	Chili's	Restaurant - Sit Down	5,995	3285	1 Space per 45 sq. ft. of seating area		73
Zone 2	Tenant Space 1	Restaurant - Sit Down	3,000	1500	1 Space per 45 sq. ft. of seating area	48	33
	Tenant Space 2	Retail	5,190	-	1 Space per 300 sq. ft.		17
	Tenant Space 3	Restaurant - Sit Down	2,000	1000	1 Space per 45 sq. ft. of seating area		22
Zone 3	Floor & Décor	Retail	73,375	-	1 Space per 300 sq. ft.	436	245
	Vacant	Retail	1,800	-	1 Space per 300 sq. ft.		6
	Kitchen & Bath Masters	Retail	1,133	-	1 Space per 300 sq. ft.		4
Zone 4	Pearle Vision	Medical Office	2,632		1 Space per 200 sq. ft.	48	13
	Dental One	Medical Office	2,985		1 Space per 200 sq. ft.		15
	Subway	Restaurant - Sit Down	1,190	600	1 Space per 45 sq. ft. of seating area		13
	American Mattress	Retail	3,028	-	1 Space per 300 sq. ft.		10
	Next Door & Window	Retail	4,003	-	1 Space per 300 sq. ft.		13
	Sprint	Retail	2,981	-	1 Space per 300 sq. ft.		10
Zone 5	Laser Quest	Amusement Arcade	8,900	-	1 Space per 300 sq. ft.	491	30
	Dogtopia	Retail	5,220	-	1 Space per 300 sq. ft.		17
	Bif Furniture	Furniture Store	100,559	-	1 Space per 600 sq. ft.		167
	Vacant	Retail	3,800	-	1 Space per 300 sq. ft.		13
	Vacant	Retail	3,400	-	1 Space per 300 sq. ft.		11
	Vacant	Retail	2,400	-	1 Space per 300 sq. ft.		8
Zone 6	Coldwell Banker	Office	11,479	-	1 Space per 300 sq. ft.	33	38
	Happy Cleaners	Retail	1,135	-	1 Space per 300 sq. ft.		4
	Vacant	Retail	2,270	-	1 Space per 300 sq. ft.		8
	Vacant	Retail	1,495	-	1 Space per 300 sq. ft.		5
	Vacant	Retail	2,265	-	1 Space per 300 sq. ft.		8
	Vacant	Retail	2,623	-	1 Space per 300 sq. ft.		9
Zone 7	Parking	-	-	-	-	130	0
						1331	
						PARKING REQUIRED	919
						PARKING PROVIDED	1,331
						SURPLUS / (DEFICIT)	412



Map created on February 22, 2019.

© 2019 GIS Consortium and MGP Inc. All Rights Reserved.

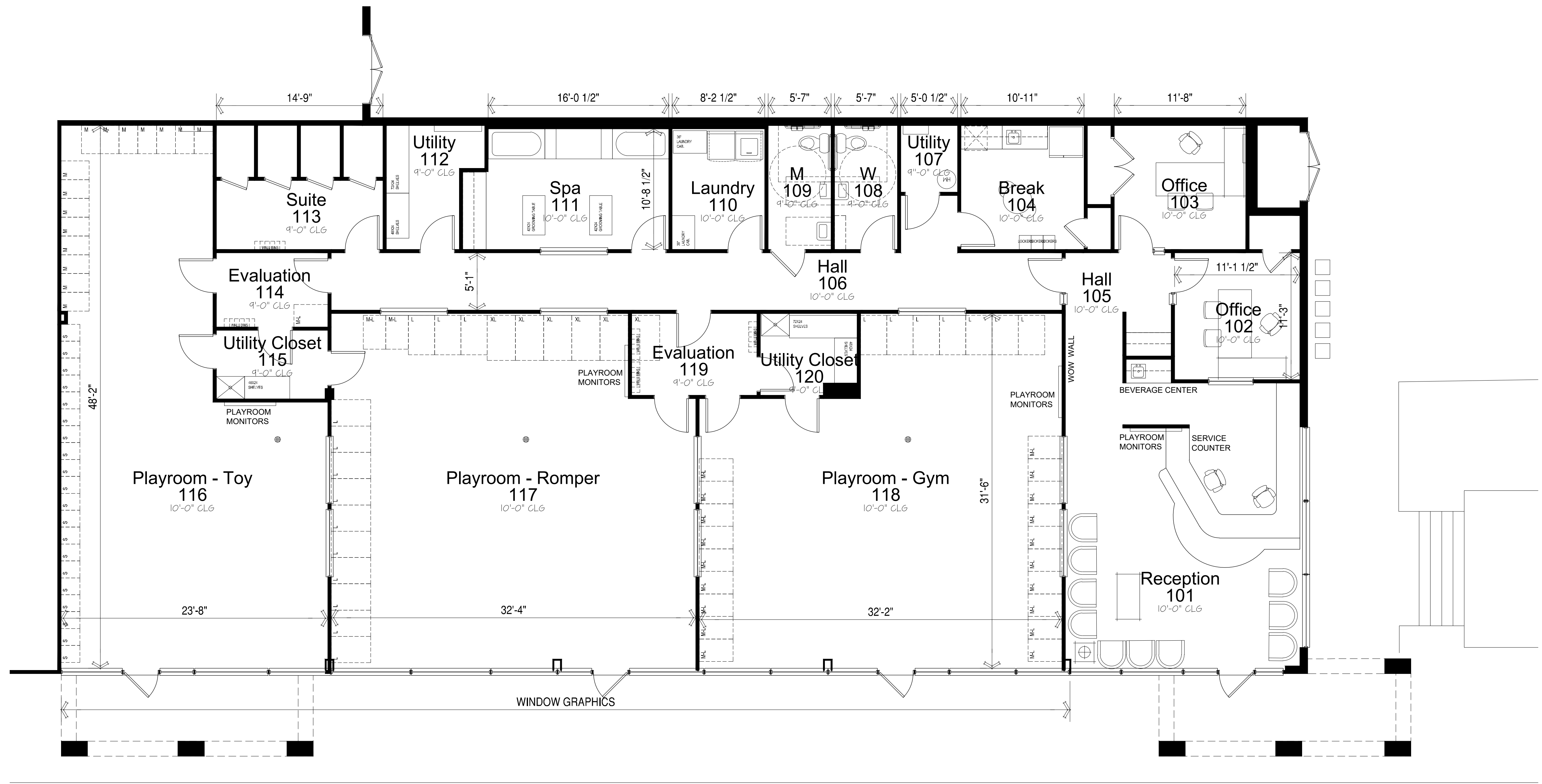
The GIS Consortium and MGP Inc. are not liable for any use, misuse, modification or disclosure of any map provided under applicable law.

Disclaimer: This map is for general information purposes only. Although the information is believed to be generally accurate, errors may exist and the user should independently confirm for accuracy. The map does not constitute a regulatory determination and is not a base for engineering design. A Registered Land Surveyor should be consulted to determine precise location boundaries on the ground.

Addresses and Parcel Lines for Photo View

Parcel Boundary





1 MAIN FLOOR PLAN
1 = 3/16

MAIN FLOOR AREA - 5,220 sf



dogtopia
Arlington Heights, Illinois
E. Palatine Road & Rand Road

February 15, 2019

© 2019 COBU Architecture Studio, P.C.





ToMac Holdings, INC

DBA Dogtopia Arlington Heights

Business Plan

Table of Contents

I.	Executive Summary.....	2
	Highlights	
	Objectives	
II.	Description of Business	4
	Company Ownership/Legal Entity	
	Marketing/Client Acquisition	
	Competition	
	Financial Performance	
III.	Appendix.....	7
	Financial Pro Forma	
	Catherine Barnes Resume	
	Christopher Barnes Resume	
	Dogtopia Fact Sheet	
	Entrepreneur Article 1	
	Entrepreneur Article 2	
	Business Wire Article 1	
	Business Wire Article 2	
	Phoenix Business Blog	
	Smart CEO Article	

Executive Summary

ToMac Holdings, Inc. is a franchise owner of Dogtopia, the industry leader in dog daycare and boarding with highly sophisticated, safe, and strikingly clean and branded stores all across the country and Canada. With new corporate leadership in 2015, Dogtopia has shown amazing growth both in the number of franchises and profitability of those franchises. ToMac Holdings, Inc. anticipates the same growth and profitability as many of the new Dogtopia franchise owners with positive cash flow beginning in month seven. ToMac Holdings, Inc. will mainly focus on dog daycare and utilizing the combined marketing and operational skills of its owners, Catherine and Chris Barnes, to surpass company wide averages for profitability and growth.

ToMac Holdings, Inc. is currently focused on finding the best location with focus on the northern suburbs of Chicago, IL. Currently, ToMac Holdings, Inc. is in negotiations to lease a 5,600 sq. foot space at Southpoint Shopping Center in Arlington Heights, IL. ToMac Holdings Inc. will DBA as Dogtopia of Arlington Heights after a full lease execution. The **REGIONAL RETAIL CORRIDOR** of East Rand and Palatine Road serves over 1.5 Million SF of Retail in immediate area and Southpoint is across the street from Best Buy, Marshalls, Dicks. The **HIGH TRAFFIC** count of Rand Road, which sees approximately 26,700 VPD and Palatine Road which sees approximately 28,700 VPD to give a total of 55,400 VPD. The convenience for our pet parents there is **EASY ACCESS** with Traffic Light at Two Entrances to Center and is 1.2 Miles from IL-53 Full Interchange. Our target market includes the **GREAT DEMOGRAPHICS** of 330,737 People within 5 Miles and 59,542 Employees within 3 Miles. 20% of the population within a 3 mile radius are Millennials. 28% are Baby Boomers (empty nesters). See appendix for Arlington Heights Demographics.

The day-to-day operations and sales of the business will be handled by an experienced General Manager, hired specifically for building the business at the store level. Catherine and Chris will both be involved with the higher level management of overall operations, which includes Marketing, Team Development, Community Relations, and Volunteer Events. Sales leads will be generated through social media, PPC campaigns, strategic partnerships and guerilla marketing tactics. Training of staff and pre-opening evaluations for dogs will be conducted at nearby Dogtopias ensure the “soft” opening and Grand Opening processes are streamlined.

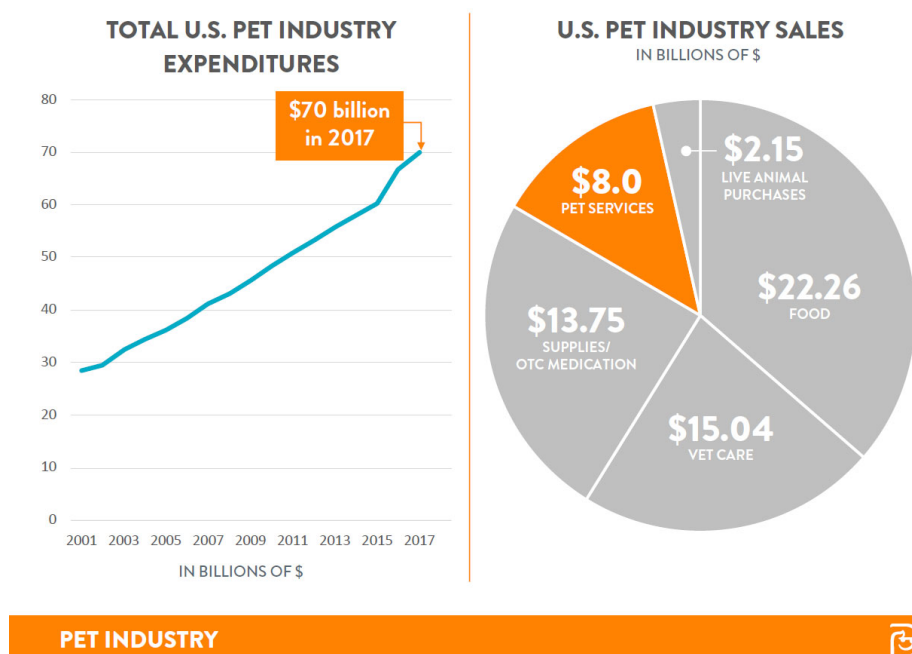
ToMac Holdings, Inc. currently projects revenue of about \$539,850,000 in our first year and about 35% growth in year two estimating \$869,186. Cost of sales will be approximately 90% of gross sales in the inaugural year. Net Income should be modest in year one as we establish our name in the community with reasonable growth and Net Income growing to about \$100,000 in year two. Net Income is projected to reach around \$157,000 by year three as sales increase and operations become more efficient.

Highlights

Dogtopia, created in 2002, has 85 units operating in the U.S. and Canada as of October 2018. Dogtopia focuses on daycare, with 65% of revenues from that service, 22% from boarding, 11% from grooming/spa and 1% in retail. The brand grew modestly under its founder until acquired in June 2015 by franchise guru Peter Thomas of Thomas Franchise Solutions. Thomas has developed billions of dollars in real estate, including shopping centers, apartments, condominiums and golf courses. His most recent development is the Four Seasons Resort in Scottsdale, AZ. His franchise experience includes founder and chairman of Century 21 Real Estate Canada.

In Q3 and Q4 of 2015, Thomas built a world-class leadership team around Dogtopia's new CEO Neil Gill and moved the headquarters to Phoenix, AZ. Mr. Gill has over 30 years of franchise experience, including CEO of Gloria Jean's Coffee where he expanded franchise units from 200 to over 1,000. Fueled by Thomas' unlimited capital and Neil's leadership, Dogtopia was reinvented in what was coined "Dogtopia 2.0." The result was immediate. Franchisees open 13+ months are enjoying a sales increase of 18% this year, their second year of double-digit growth. Forty-eight contracts were signed for new franchise stores in 2016 with a goal of 400 stores by 2021.

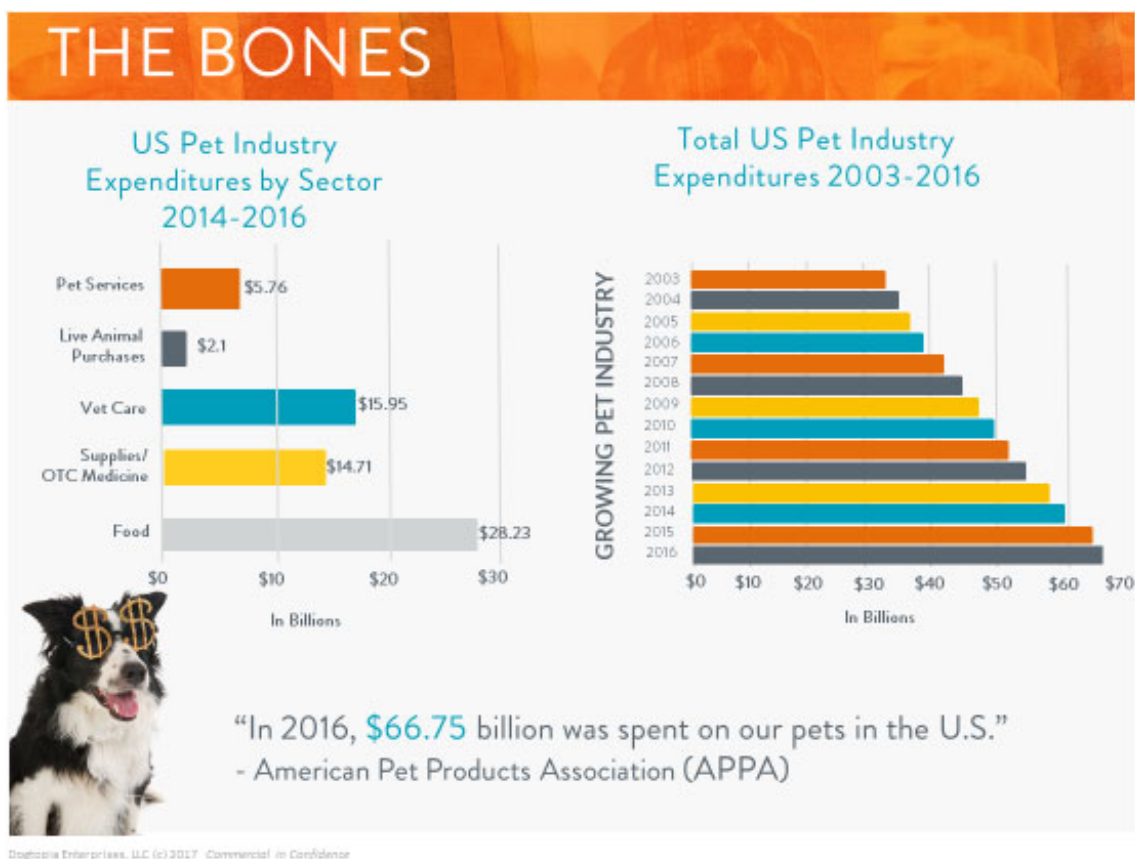
Dogtopia's growth is possible due to the pet industry's explosive growth. The industry is expected to reach a staggering \$66.75 billion this year. Of that, a remarkable \$5.76 billion will be spent on daycare, grooming and boarding by businesses with no consistent service quality, brand or standards. By comparison, the U.S. health & fitness club industry is \$25.8 billion, serviced by what appears to be a fitness club on every corner.



The psychology of the pet industry, in particular America's infatuation with dogs, is interesting and explains the industry's recession-resistant nature. There are two very different groups driving pet industry growth, female millennials, and baby boomers.

Female millennials are the prized market of all retailers. They spend more than their male counterparts and are more loyal to a "brand". Statistically, they are getting married later, having fewer children and/or postponing children until later in life to focus on self-development and careers. They are the top growing demographic for dog ownership based on their lifestyle choices. Forty percent of American households have one dog; 20% have two or more. They spend lavishly on their furry children and apply their nurturing instincts on them, including daycare to ease their guilt of leaving their furbabies alone for hours as they work and to ensure the pet receives the proper exercise, stimulation and socialization. On average, each Dogtopia client brings his/her dog to daycare three times per week. The second population fueling pet industry growth is baby boomers as they find themselves with an "empty nest". Dogtopia has coined the name "pet parent" to accurately describe the loving, nurturing relationship held by the aforementioned pet parents and their dogs.

Millennials, at 84 million, are the largest cohort group in history. Baby boomers are the second largest at 74 million. Together, they represent 50% of the U.S. population. Their love



and psychological need for dogs will ensure the industry continues its growth trajectory for years to come (see chart “The Bones”).

Internet Links:

www.Dogtopia.com

YouTube: <https://youtu.be/9FONo1u85eY>

Facebook: <https://www.facebook.com/dogtopia>

Objectives

ToMac Holdings, Inc.’s objective is to positively impact the lives of the dogs we have under our care as well as the lives of the pet parents. Dogs that go to daycare are better-behaved dogs and daycare reduces health issues by keeping the dogs’ minds and bodies active during the day. Additionally, ToMac Holdings, Inc. desires to positively impact the surrounding community. By working with animal rescue organizations, schools that help the autistic community, and other worthy causes, we can create a profitable business that is always impacting our community.

Description of Business

Dogtopia is the leading provider of dog daycare services in the U.S. It enjoys three differentiators from competitors. First, pet parents place pet safety as their first priority and Dogtopia takes measures to secure and maintain pet parent trust. Facilities are striking in design and maintenance. One feels as if they are walking into a modern professional office when entering Dogtopia (see enclosures for interior store pictures). Each room is sound proofed and the HVAC/air filtration system is industrial grade. The end result is that no part of the facility smells of dog and no dog noise can be heard from the reception area. Additionally, airborne illnesses and diseases, like kennel cough, are eliminated through the air filtration system. A trained Canine Coach remains with the dogs in play areas at all times to provide a safe, structured play environment and to work with the dogs on socialization, education and exercise. To provide the highest level of transparency in terms of pet care, live streaming of all play rooms and kennels is available to pet parents during operating hours via Nest Cameras. This feature is very popular and on average Dogtopia pet parents watch the video feeds of their furry children 13 minutes a day.

The second differentiating factor is Dogtopia’s convenience play. Most daycare and boarding facilities are in rural, industrial or commercial areas. Dogtopias are in neighborhood retail shopping centers. The pet parent arrives in the morning in front of the store that is conveniently located in their community shopping center and is promptly greeted by a Dogtopian who takes their dog. On the way home from work or shopping the pet parent comes into the store to receive his/her dog and a report on the day’s activities.

The third differentiator is Dogtopia's focus on daycare. 65% of Dogtopia's revenues are from daycare and it is considered the "hero" of our business. Daycare is less maintenance than boarding and provides far greater profits.

It is important to note that from the consumer's perspective, dog daycare is not a discretionary spend. A growing population of Americans is choosing dog ownership and loves their pets deeply. They consider their dogs as children, full members of the family and become conflicted when they have to leave their pet at home alone, oftentimes in a kennel, for long periods of time while they work, shop and recreate. They often return home to find the pet too full of energy to enjoy and lacking socialization. Many seek solutions to no avail and are willing to make weekly daycare a part of the family budget.

Service pricing will start at \$36. Multi-day packages will bring the average daycare revenue down to \$32. Competitor pricing ranges from \$28-35 per day.

Grooming and training services are provided on-site through a revenue sharing relationship with grooming and training professionals. Dogtopia staff does provide spa services, such as bathing, nail trimming and teeth brushing.

Hours of business for Dogtopia Daycare lobby are as follows:

Monday-Friday: 7 am to 7 pm

Saturday - Sunday: 10 am to 5 pm

Boarding operations:

Dogs will be boarded overnight in secured location inside of the building

Staff arrives at 6:30 am

Staff leaves around 9:00 pm

Security cameras are in place to notify "staff" of any issues or concerns

Grooming and training services are provided on-site through a revenue sharing relationship with grooming and training professionals. Dogtopia staff does provide spa services, such as bathing, nail trimming and teeth brushing.

Dogtopia provides an exterior play area that is accessible via the Dogtopia location and offers a privacy fence for pet safety. The recommended placement for this location is to be on the East side of the building. This area is equipped with start of the art turf that is easily cleaned with a traditional garden hose. The area is meant to be a play area and should not be considered the "bathroom" area. As in the interior of the Dogtopia facility, all bathroom incidents by the dogs are to be cleaned up immediately and discarded in a safe and secure location. Dogtopia is to occupy its own trash area adjacent to the building to discard of waste.

Company Ownership/Legal Entity

The Corporation, ToMac Holdings, Inc. is a 50/50 ownership corporation between Catherine and Chris Barnes. Combined Catherine and Chris bring over 30+ years' experience in retail and customer service industry. Currently Chris Barnes is Regional Facilities Manager for the mid-west for KinderCare Education. Catherine is Director of Facilities Planning, Design, and Construction for ACCESS Community Health Network a non-profit healthcare organization in Chicago. Resumes for both Catherine and Chris are included in this business plan.

Both Chris and Catherine have an extensive background in retail, facilities management, construction, real estate, and operations. As executives in their careers, team development and finding top talent for organizations is a key component to their professional experience. ToMac Holdings, Inc. will have an extensive training program for staff, along with engagement and incentive programs to be competitive in the market for top talent.

Marketing/Client Acquisition

Dogtopia franchisees and senior leadership credit their 18% 2016 revenue growth to the Dogtopia 2.0 marketing and client acquisition strategies. Store design, graphics, website and social media have been redesigned, providing for a clean, modern look and feel that says we enjoy dog care but take the responsibilities very seriously. Each store enjoys a micro website where a budget is defined monthly for search engine click-throughs and Facebook advertising. We have \$1,500 a month budgeted per store for digital client acquisition. Dogtopia Club Membership and Awards programs are being developed and will only add to the current acquisition strategy.

Each store participates in a Client Experience Survey program where store managers or owners call distracter clients to resolve any issues that may impair the trust relationship.

Dogtopia provides a robust pre-opening client acquisition strategy that begins 90 days prior to the store opening. "Soft" openings begin one month before the formal opening to allow pet parents to purchase pre-opening packages and tour the facility. Collectively, these actions allow Dogtopia stores to open on their first official day of business with 25 paying dogs. The result is stores achieve positive cash flow in the first seven months.

Marketing will include partnership with neighboring businesses to drive pet parents to change their routines going to and from work or running daily errands. Co-marketing with drycleaners, coffee houses, and retail convenience stores (CVS, Walgreens) will drive pet parents to shop in local businesses.

ToMac Holdings Inc. (DBA Dogtopia Arlington Heights) will also engage in community events such as block parties, main street fairs, community walks, etc. The presence will bring awareness to the business and services, but also provide information regarding Dogtopia Foundation. 100% of Dogtopia Foundation funding goes to the three focuses: Service Dogs for

Veterans; Youth Literacy Programs; and Employment Initiatives for Adults with Autism. To learn more about Dogtopia Foundation: <https://www.dogtopiafoundation.org/>

Competition

The competition in the dog daycare business is fragmented with only one other national brand competitor, Camp Bow Wow. Bow Wow focuses on boarding in a camp environment in rural areas and is not a competitor to Dogtopia's daycare-focused business. There are no standards for service quality, standard of care, consistent practices, or pricing. The closest Camp Bow Wow is 25 minutes away in Elmhurst, IL.

The closest competitor in proximity is Arlington Dog House 9 minutes at 213 S. Arlington Heights Road, Arlington Heights, IL. Arlington Dog House is located on a main road in Arlington Heights in an office/retail setting. ADH charges \$32 per day for day care. They offer ½ day daycare at \$24 per dog per day. They offer packages and specials. They are currently advertising an increase in space with an addition of 2000 square feet to total 4000 square feet. They have received awards regarding their services and are to be considered our top competition in the area.

Doggie DayDream is 9 minutes away at 680 N. Milwaukee Ave Prospect Heights, IL. This Daycare, Boarding and Grooming organization is branded as "cage free". Their 6000 square foot facility offers daycare and boarding which are free reign. The facility is full of sofas, beds and multiple spots with floor beds. There is no agility or skill equipment for the dogs to exercise. Dogs of all sizes are housed together, which can be dangerous in free range daycare based on dogs' natural instincts. Cleanliness practices would be hard to maintain with the amount of "cloth" furnishings. Their fee is \$28 a day for daycare with a discount for multiple days.

Doggie Playhouse is a daycare, boarding, and grooming business located 9 minutes away at 1900 North Rand Road, Palatine, IL. Their fee is \$30 full day and \$20 for a half day. Packages are available.

Dog Play Day Care is a 6000 square foot boarding, daycare, and grooming business 10 minutes away at 301 W. Central Road, Mount Prospect, IL. Their fee is \$24 for half day and \$35 for a full day. They offer 10 day packages for \$220 ½ day and \$330 full day. One service that stands out is they offer a taxi service to pick up pets.

All of the above mentioned businesses are independently owned locations and have established their own "brand". Interiors have an industrial feel with fences and "institutional" décor. All have outdoor areas with chain link fences. Only Arlington Dog House mentions cleanliness routines or dedication to service. Websites for the 3 other competitors listed above are outdated. Photos of the dogs do not appear to be "happy" or showing their best dog life.

Financial Performance

The detailed financial performance pro forma is attached to this presentation. We have been conservative in projecting growth as far as number of dogs per day in daycare and revenue. The revenue figures, expenses and staffing have been derived from existing franchisee financials, data from the Franchise Disclosure Document (FDD) and guidance from existing franchisees and the franchisor. The average price per day of daycare has been calculated at \$32 for the first year of operations based on discounted packages and incentives to build the business. Membership and packages will be available to promote repeat business and incentives for pet parent members. Boarding will be priced at \$50 per day (which will include full day of daycare). Spa services will be priced at \$25. Retail sales projected to be about 1% of the business will be for Dogtopia branded merchandise and an up-sale of treats during daycare. The business projects to achieve operating profit in the fourth month of operations. It should be noted that these important milestones are due to a conservative starting point of 25 dogs per day in month one of operations. Projected growth

Appendix

Documents in support of the Business Plan are found in this appendix. Additionally, recent articles are provided to assist in describing and educating interested persons on the pet industry and Dogtopia in particular.

Arlington Heights Demographics



AH Demographics

Financial Pro Forma



Dogtopia AH
Proforma

Catherine Barnes Resume



Catherine Barnes
Resume

Christopher Barnes Resume



Chris Barnes Resume

Dogtopia Fact Sheet



Dogtopia_Fact_Sheet.
pdf

Entrepreneur Article 1



Entrepreneur.docx

Entrepreneur Article 2



Entrepreneur 2.docx

Business Wire Article 1



Business Wire.docx

Appendix Continued...

Business Wire Article 2



Business Wire 2.docx

Phoenix Business Blog



Phoenix Business
Blog.docx

Smart CEO



Smart CEO.docx

2016/2017 Articles:



2017.01.23.PetAge.pdf
f



Dogtopia Posts
Impressive 18.6% YTD



2016.09.26.BusinessN
ewsDaily.pdf



Conceptual Plan Review Committee 2/27/2019

Item: Urban Street - Seegers & Arlington Heights Rd. - T1654

Department: Planning & Community Development

Requested Action

1. Rezoning from O-T, Office-Transitional District, to B-2, General Business District and R-7, Multiple-Family Dwelling District.
2. Planned Unit Development to allow a 240-Unit Apartment Complex and 1.9 acre commercial outlot.
3. Plat of Subdivision to divide the property into 2 lots.

Variations Required

None identified at this time.

Recommendation

The Staff Development Committee has reviewed the proposed PUD and Conceptual Subdivision and is supportive of the project, subject to resolution of the following items:

1. Conceptual Plans shall be provided for the proposed commercial component.
2. Engineering plans, details and storm water detention calculations shall be required as part of the formal review process.
3. To divide the commercial component from the residential component as shown on the conceptual plan, a Plat of Subdivision with necessary cross-access easements shall be required.
4. Adequate bicycle parking shall be provided per code.
5. A market assessment shall be required to demonstrate a need for this type and size development at this location.
6. Per the Village's Affordable Multi-Family Housing Policy, affordable housing

requirements shall be addressed.

7. Appearance before the Housing Commission will be required prior to the Plan Commission hearing.

8. Design Commission review shall be required prior to the Plan Commission hearing.

9. A detailed traffic and parking study from a Certified Traffic engineer that assesses access (location, design, and Level of Service), on-site circulation, trip generation and distribution, parking, and impacts to public streets shall be required.

10. School, Park, and Library contributions shall be required per Code prior to the issuance of a building permit.

11. These are preliminary comments only and should not be relied upon as identification of the only major issues. The Staff Development Committee reserves the right to change its position on issues upon submittal of a formal application and detailed review.

ATTACHMENTS:

Description

Staff Report

Aerial

Conceptual Plans

Type

Board or Commission Report

Exhibits

Exhibits



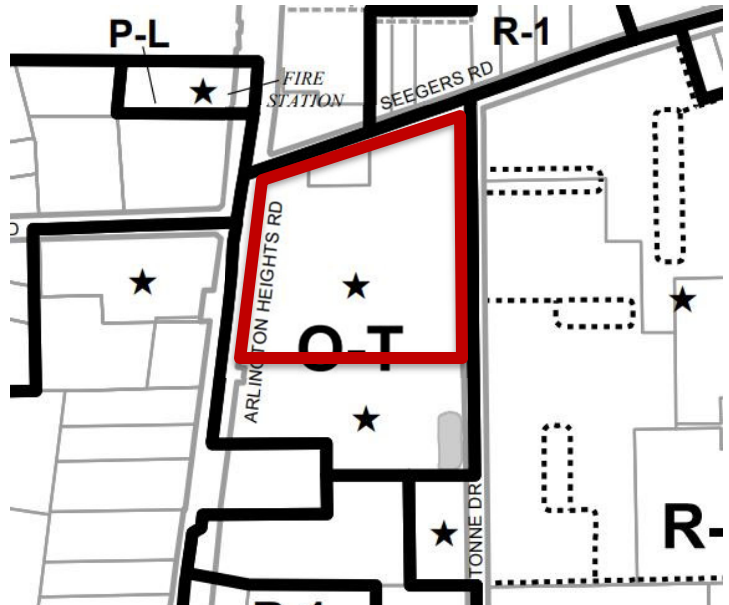
VILLAGE OF ARLINGTON HEIGHTS **STAFF DEVELOPMENT** **COMMITTEE REPORT**

Temp File Number: T1654
Project Title: The Boulevard
Address: 2015-2045 S. Arlington Heights Rd.
PINs: 08-16-202-010, 08-16-202-009-0000

To: Conceptual Plan Review Committee
Prepared By: Jake Schmidt, Assistant Planner
Meeting Date: February 27, 2019
Date Prepared: February 20, 2019

Petitioner: Jim Wells
 UrbanStreet Group, LLC
Address: 401 W. Superior St., Suite 200
 Chicago, IL 60654

Existing Zoning: O-T, Office Transitional District
Comprehensive Plan: Mixed Use



SURROUNDING LAND USES

Direction	Existing Zoning	Existing Use	Comprehensive Plan
North	B-2 and R-1	Restaurant, Church	Commercial, Offices Only
South	O-T	Office Building	Mixed-Use
East	R-6	Apartment Complex	Moderate Density Multi-Family
West	M-2 and B-2	Office Uses	Institutional, Offices Only

Requested Action:

1. Rezoning from O-T, Office-Transitional District, to B-2, General Business District and R-7, Multiple-Family Dwelling District
2. Planned Unit Development to allow a 240-Unit Apartment Complex and 1.9 acre commercial outlot
3. Plat of Subdivision to divide the property into 2 lots

Variations Required:
 None identified at this time

Project Background:

The subject property is approximately 8.2 acres in size per Village records, and is located at the southeast corner of Arlington Heights Road and Seegers Road. The site is currently developed with a Planned Unit Development consisting of four 1-story office buildings built in the early 1980s. The property is bordered by Tonne Drive to the east, adjacent to *The Residences of Arlington Heights*, a multi-story apartment complex. To the south, the property borders a 1-story office building. To the west, across Arlington Heights Road, the property borders multiple multi-story office buildings. To the north, across Seegers Road, the property borders a restaurant and church.

The petitioner, representing UrbanStreet Group, is proposing a complex of four 5-story apartment buildings, with a 1-story clubhouse and 1.9 acre commercial outlot. The apartment buildings would have a first-floor enclosed parking garage, in addition to surface parking areas immediately adjacent to the buildings. Amenity spaces would also be included on-site, comprising of a clubhouse, pool, "Game Lawn", putting green, dog run, and terrace immediately adjacent to Building One and Building Two. Detention would also be accommodated on-site, via a detention basin in the northeast corner of the site.

The development will consist of two primary uses – a commercial component and a residential component. Per the provided conceptual plan, it appears the property will be subdivided along the borders of each use. A Plat of Subdivision with necessary cross-access easements will be required to divide the property as shown on the conceptual plan. The commercial component of the project, proposed to be located in the northwest corner of the site, would be approximately 1.9 acres in size, and would be rezoned from O-T, Office-Transitional, to B-2, General Business District. The residential portion is approximately 6.3 acres in size, and would be rezoned from O-T, Office Transitional, to R-7, Multi-Family Residential. There are no conceptual plans for the commercial portion of the site as of yet, though the size is large enough to accommodate an outlot parcel. Per the conceptual plans provided, the developer indicates that the total site is 10.6 acres in size, 2.4 acres larger than the size of the site per Village records. The total size of the site will be verified once detailed plans are provided.

Zoning and Comprehensive Plan

The subject site, as mentioned above, is currently zoned O-T, Office Transitional District. In order to accommodate the proposed development, the northwest corner of the site (the commercial parcel) would be rezoned B-2, General Business District, and the remainder of the site would be rezoned R-7, Multi-Family Residential. The proposed commercial and residential components exceed the minimum district sizes required for rezoning. The minimum size for B-2 Districts is 4 acres (which the 1.9 acre outlot exceeds due to adjacent existing B-2 Districts), and the minimum size for R-7 Districts is 2 acres, which the residential parcel exceeds at 6.3 acres. While the primary purpose of R-7 Zoning is to provide a buffer between the Downtown Core (B-5 District) and surrounding single-family districts, per code R-7 is also designed to stimulate development in areas within a designated redevelopment area, consistent with a redevelopment plan. As this site is located in a designated redevelopment area, the South Arlington Heights Road Corridor, R-7 zoning is appropriate for the proposed residential development.

Per the South Arlington Heights Road Corridor Plan and Village Comprehensive Plan, the site is designated as "Mixed Use". The proposed development and rezoning is compatible with this designation.

This analysis was conducted only for the residential portion of the property (6.3 acres), as it is assumed the commercial component will be subdivided. Per zoning regulations, the maximum height permitted in the R-7 District is 60 feet, exclusive of elevators, penthouses, stair heads and mechanical equipment. While detailed floor plans have not yet been provided, the proposed 5 story buildings appear to meet this allowance.

The conceptual development is also compliant with Floor Area Ratio allowances. The R-7 District permits a FAR of 2.5. Per the conceptual plans provided, the site would have an FAR of approximately 0.96, with a gross floor area of approximately 263,400 square-feet. This calculation includes the 4 floors of apartments, the clubhouse, and the pool locker rooms. Per code, the first floor podium garages are exempt from FAR calculations.

The property is permitted to have a Building Lot Coverage equal to 55% of total land area. Per conceptual plans, the development would have a Building Lot Coverage of approximately 71,400 square-feet, or 26% of total land area, within the allowances granted by code.

With respect to required setbacks, the conceptual development appears to meet the required setbacks for the front yard on Arlington Heights Road, the exterior side yard setback along Seegers Road, and the rear yard setback along Tonne Drive. Staff does have concerns about the proposed setback of Building Three, adjacent to the southern interior side yard. The interior side yard requirement would be 10% of lot width, calculated at the front yard building line. Staff will review the proposed setback once detailed plans have been submitted.

Density

The proposed development is compliant with respect to density allowances. Per the proposed unit mix, a total land area of 3.68 acres is required. As the proposed land area of the residential component is proposed to be, per Village records, approximately 6.3 acres, the proposed development is within density allowances. **Table I** below details the density calculations for this development. It should be noted that, for the purposes of this analysis, it is assumed that the commercial component will be subdivided from the residential component.

Affordable Housing

Per the Village's Affordable Housing Policy, developments such as the subject project are required to provide affordable units or a fee-in-lieu of the required affordable units. As part of this petition, the developer shall address these affordable housing requirements by providing details on the number of affordable units proposed within the development, and shall appear before the Housing Commission prior to appearing before the Plan Commission.

Table I – Density Calculations

<i>Unit</i>	<i>Number</i>	<i>Lot Size Requirement (SF)</i>	<i>Lot Area Required (SF)</i>
Studio	32	600	19,200
1 Bedroom	128	600	76,800
2 Bedroom	80	900	72,000
		Total Lot Area Required:	168,000
		Total Lot Area Provided:	274,428
		<i>Surplus/Deficit:</i>	<i>106,428</i>

South Arlington Heights Road Corridor Plan

Land Uses

As mentioned above, the subject site is located along the South Arlington Heights Road Corridor, and is designated as a redevelopment site within the South Arlington Heights Road Corridor Plan. The Plan calls for mixed-uses on the subject site, with Commercial uses encouraged along Arlington Heights Road and Residential Uses towards the west end of the site, adjacent to Tonne Drive. The Plan calls for a development with up to 5 stories in height. With respect to uses, the proposed development is in harmony with the Corridor Plan.

Access and Circulation

With respect to vehicular access, the Corridor Plan calls for this site to have primary access from Seegers Road and Arlington Heights Road. Southbound turns from the site onto Arlington Heights Road are encouraged to utilize

Seegers Road, in order to allow for landscape medians to be implemented in the Arlington Heights Road Right of Way. Additionally, utilization of Seegers Road for southbound turns is encouraged due to safety concerns, as there is a left-turn lane for westbound Seegers Road that traffic would have to cross when navigating the turn directly out of the subject site. Aside from being another active traffic lane (in addition to the three northbound through lanes) vehicles would have to cross, the existing turn lane also eliminates the mountable median that vehicles can utilize while waiting for traffic to clear during left hand turns. Lastly, the Corridor Plan encourages the site to facilitate cross-access with the property immediately south.

The conceptual plan for the proposed development shows driveways on Arlington Heights Road, Seegers Road, and Tonne Drive. One of the main access driveways, allowing right and left turn egress, is proposed on Arlington Heights Road. This access drive will be evaluated by Staff, due to the aforementioned safety concerns and anticipated median installation. The conceptual plan also shows an area in the center of the south property line designated for future cross access, keeping with the vision of the Corridor Plan.

Building Design

The aesthetic design of the conceptual development is modern. As the South Arlington Heights Road Corridor Plan calls for modern gateway signage and street furniture, the aesthetic design of the development is also in harmony with the intent of the Corridor Plan. This project will be appearing before the Design Commission on February 26th for a preliminary review. Staff will inform the Conceptual Plan Review Committee of the results of this meeting. As part of this petition, formal Design Commission Review shall be required.

Landscaping/Streetscape Improvements

With respect to the west property line, Staff is evaluating the possibility of requesting a small easement for installation of utilities or corridor street fixtures. This would help facilitate the corridor improvement goals as outlined in the South Arlington Heights Road Corridor Plan by eliminating the need for IDOT review and permission for installation of decorative items or street furniture.

Regarding on-site landscaping, no major issues were identified with the conceptual plan. It is encouraged that an abundance of perennials be used to screen the detention area, as well as provide color and variety throughout the site. It is also encouraged that decorative pavement and a street furnishing package be utilized to unify the site.

Traffic and Parking

As mentioned above, the conceptual plan shows vehicular ingress and egress along all roads bordering the property – Arlington Heights Road, Seegers Road, and Tonne Drive. One of the primary driveways is located along Arlington Heights Road, and has dual turn lanes for north and southbound egress. This driveway will need to be evaluated, as one of the goals of the South Arlington Heights Road Corridor Plan is to install landscaped medians as feasible. Additionally, left turns onto Southbound Arlington Heights Road are not safe, and are encouraged to be taken from Seegers Road.

With respect to vehicular parking, per zoning requirements, the subject property is required to provide 360 parking spaces based on the mix of residential units (see **Table II** on the next page). The petitioner has proposed 408 parking spaces, 180 of which would be provided inside the building (first floor “podium” garage), and the remaining 228 would be located in the surface parking lots adjacent to the buildings. This equates to 1.7 spaces per unit. As no detailed or conceptual plans were provided for the commercial component of the development, commercial parking was not assessed. It should be noted, however, that all spaces in the analysis are entirely on the residential component of the development. With the 1.9-acre size of the proposed commercial component, adequate parking for the commercial uses should be provided within the commercial parcel for possible retail and/or restaurant uses.

Chapter 28, Section 6.12, Traffic Engineering Approval, requires that planned unit developments provide a traffic and parking study from a certified traffic engineer. The study needs to assess access (location, design, and Level of Service), on-site circulation, trip generation and distribution, parking, and impacts to public streets.

With respect to bicycle parking requirements, per Zoning Code 1 Bicycle Parking Space is required for every 10 units. As 240 units are proposed, 24 bicycle parking spaces shall be provided.

Table II – Vehicular Parking Calculations

PROPOSED USE	CODE USE	GROSS SQUARE FOOTAGE	NUMBER OF DWELLING UNITS	PARKING REQUIREMENT	PARKING REQUIRED
Residential Use	Multi-family	N/A	240	1.5 spaces per unit	360
Commercial Use	Retail	TBD	N/A	1 space per 300 sq. ft.	TBD
				Total Required	360
				<i>Total Provided</i>	408
				Surplus / (Deficit)	48

RECOMMENDATION

The Staff Development Committee has reviewed the proposed PUD and Conceptual Subdivision and is supportive of the project, subject to resolution of the following items:

1. Conceptual Plans shall be provided for the proposed commercial component.
2. Engineering plans, details and storm water detention calculations shall be required as part of the formal review process.
3. To divide the commercial component from the residential component as shown on the conceptual plan, a Plat of Subdivision with necessary cross-access easements shall be required.
4. Adequate bicycle parking shall be provided per code.
5. A market assessment shall be required to demonstrate a need for this type and size development at this location.
6. Per the Village's Affordable Multi-Family Housing Policy, affordable housing requirements shall be addressed.
7. Appearance before the Housing Commission will be required prior to the Plan Commission hearing.
8. Design Commission review shall be required prior to the Plan Commission hearing.
9. A detailed traffic and parking study from a Certified Traffic engineer that assesses access (location, design, and Level of Service), on-site circulation, trip generation and distribution, parking, and impacts to public streets shall be required.
10. School, Park, and Library contributions shall be required per Code prior to the issuance of a building permit.
11. These are preliminary comments only and should not be relied upon as identification of the only major issues. The Staff Development Committee reserves the right to change its position on issues upon submittal of a formal application and detailed review.

February 22, 2019

Bill Enright, Deputy Director of Planning and Community Development

Cc: Randy Recklaus, Village Manager
All Department Heads
Temp File 1654

2015-2045 S. Arlington Heights Rd.



Addresses and Parcel Lines for Photo View

Parcel Boundary

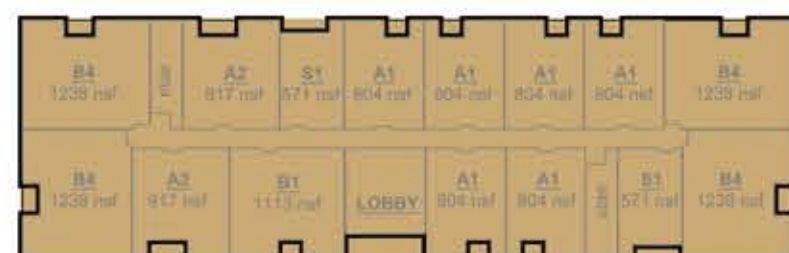
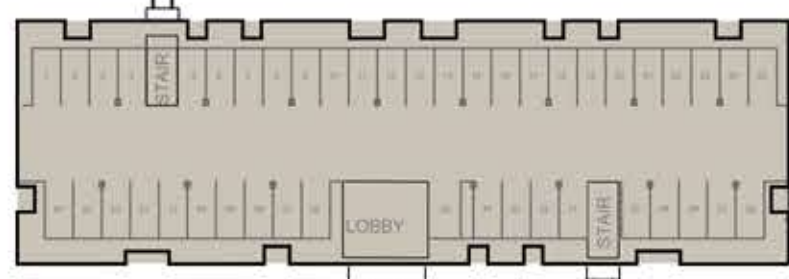


SITE INFORMATION:

Total Site Area	10.6 acres
Residential Site Area	8.7 acres
Retail Site Area	1.9 acres

Residential Program:

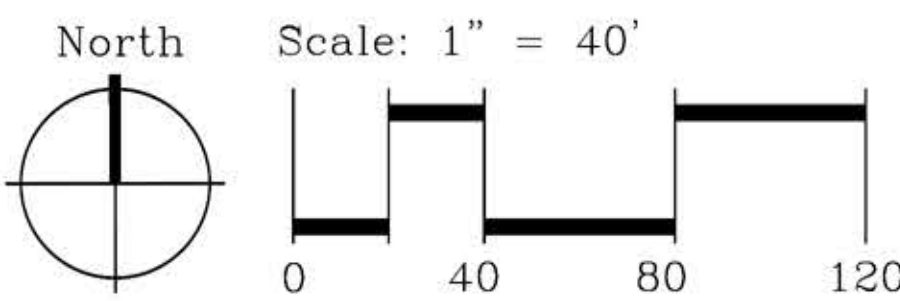
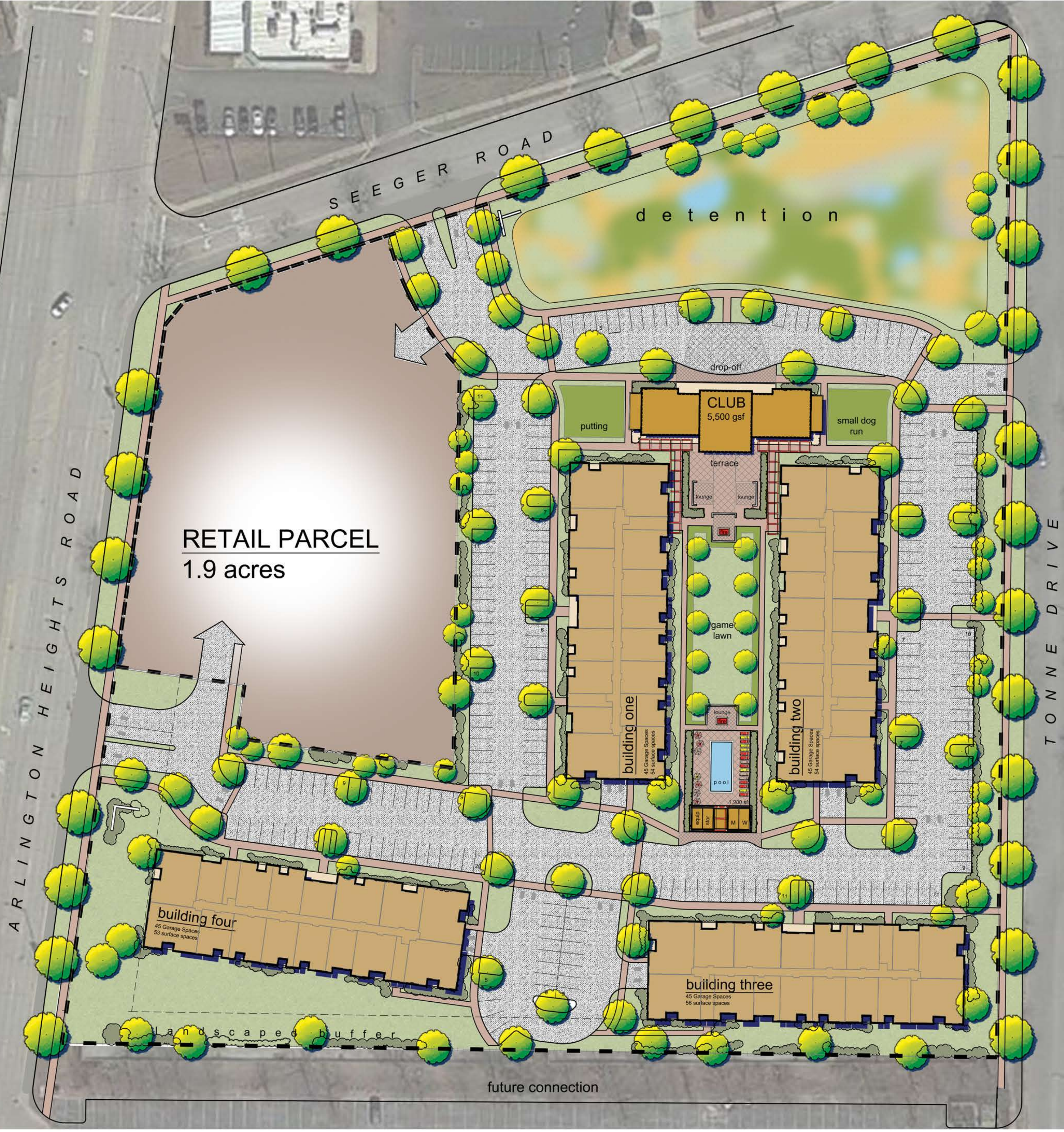
Total Units:	240 units
Program:	
80 - 2 bed	34%
128 - 1 bed	53%
32 - Studio	13%
Club	5,500 gsf
Parking:	408 sp.
Podium Garage	180
Surface	228
Ratio (410:240)	1.7:1



4 STORY OVER PODIUM
60 UNITS

20 - 2 bed	33%
32 - 1 bed	53%
8 - studio	13%

PARKING
45 Garage Spaces



URBANSTREET
GROUP LLC

Concept Plan
the BOULEVARD
Arlington Heights, Illinois





