

PARCEL #: 305-08-020

Address: 2647 W Baseline, Mesa AZ 85202

Proposed use: Commercial/ warehouse/Doggie Day Care and Boarding

Existing zoning: LC-1

Building size: 7049 sq ft

Parking: On site

Hours of operation: M-F 6:30am-7pm, Sa, Su 7am-10am & 4pm-7pm

Legal Description: Premiere dog day care and boarding facility in a freestanding building located on the SEC of Baseline & the 101 freeway (Don Carlos plaza) in a commercial area with other service-oriented businesses.

Letter of Explanation for a Special Use Permit to Operate Premiere Doggie Day Dare and Boarding Facility

Camp Bow Wow is a premiere dog day care and boarding facility that will advance and align with the policies of the Mesa General Plan and comply with the zoning and development standards required for issuance of a special use permit. We provide all the services a dog owner could need: From day care to indoor overnight boarding, as well as grooming, training, and pet supplies. The Camp Bow Wow franchise is the first and largest dog day care and boarding franchise in the United States. Our motto is "Happy, Healthy Pets and Happy, Healthy People"! The Camp Bow Wow franchise has developed a business model that provides structure and supervision for dogs, while providing them the freedom and exercise to be their joyful selves.

Every detail of the business has been carefully considered. We separate dogs in our play yards by size, temperament and activity level with the goal of creating an energy balanced playgroup. Dog parents are able to log into Camp webcams with their smartphones or computers and watch their "fur kids" at play. Not every dog is appropriate for day camp or boarding, so Camp rules provide that all dogs must be over 4 months, vaccinated and spayed or neutered, and must participate in a screening process and interview to make sure he/she is a good fit for Camp and vice versa. The screening interview is a sophisticated evaluation of each new dog, from human-dog interaction to dog-to-dog interaction. Skilled and highly trained counselors will evaluate each new dog as he/she is added to a playgroup by evaluating and gauging their behavior and reactions to other dogs.

Camp Bow Wow's staff will be on site from 6:30 a.m. to 7 p.m. We will have one staff member for a minimum of 25 dogs on site at all times, with a minimum of 2 certified counselors on site during business hours. Day camp will be offered weekdays and we will eventually offer full days for weekend day camp as well. At the present we will be working two 3-hour shifts from 7 a.m. to 10 a.m. and 4 p.m. to 7 p.m. on Saturday and Sunday. Other services offered are: Overnight boarding, training, grooming, and retail for purchase of pet related supplies. Boarded dogs ("campers") will be housed in individual secured cabins overnight. Camp Bow Wow does not have indoor/outdoor boarding runs, therefore all overnight boarding is within the enclosed building; no dogs will ever be outside the facility after 7 p.m. in the evening. We also have 24-hour video cameras (camper cams) that are available to the public that can be accessed by the web or mobile apps. All facilities have fire and security systems connected directly to the fire and police departments for monitoring. The temperature will be climate controlled and maintained at a

constant 64 to 78 degrees all year round. All of our Camps maintain appropriate coverage for business and incident insurance complying with federal, state, and local laws as well as our franchise requirements.

We believe the following factors indicate that the Special Use Permit we are requesting should be approved:

A. Justification for non-compliance with residential guidelines.

Camp Bow Wow will add value to the neighborhood and have a positive impact on the local community. Our physical structure, a newly constructed warehouse structure will be clean, well-kept, and maintained, as well as the surrounding site. We will install professional, tasteful signage that is consistent with the City Codes. We will have a positive impact by being involved in community outreach programs via our Bow Wow Buddies (501c-3) Foundation. We will be involved in the community by educating on issues of dog safety, dog bite prevention, summer heat and its effect on pets, as well as working closely with local rescues. We will provide jobs, also in accordance with the General Plan.

We recognize that the primary concerns adjacent areas may have with Camp Bow Wow are with smells and noise. Consequently, our business model incorporates a number of actions we intend to undertake to eliminate these potential problems, and at the very least minimize them so there are no complaints from surrounding neighbors and businesses. To minimize smells, we will operate on a strict cleaning schedule and immediately pick-up and dispose of dog feces. Our dog campers will be let outside in the morning by 6:30 a.m. to do their toileting business and will not be allowed outside after 7:00 p.m.

Dog waste will be immediately and continually cleaned up as it occurs and disposed via local municipal approved methods. All of our camps adhere to proven cleaning and maintenance processes to ensure a clean and safe environment for staff and campers. Every surface in the Camp will be cleaned daily with our hospital grade environmentally safe cleaning products. Camp Bow Wow utilizes specialized bio-degradable cleaners and disinfectants that are the same cleaners used in hospitals, childcare centers, and fitness centers.

The Camp will minimize noise in a number of ways. Between 6:30 a.m. and 7:00 p.m., the dogs will have access to the outdoor play area for relief and fresh air. After 7:00 p.m. all dogs will be taken inside to their cabins until business hours begin again at 6:30 a.m. We recognize that dogs bark when they are bored or left alone, therefore staff will be present with the dogs at all times – whether they are inside or outside. Our staff of certified camp counselors utilizes pack management and individual behavior training techniques to keep barking to an absolute minimum. If necessary, overly disruptive dog campers will be placed back in their cabins for a time out or their guardian will be called to pick them up. In addition to supervision, our building is insulated and is masonry construction which will greatly reduce any noise inside the Camp from escaping to the community and surrounding businesses. We have attached references (Exhibits A) of the high-performance sound study. The surrounding area – with the nearby SR101 freeway and preschool with outdoor children's play yards - already has significantly high levels of ambient noise, so we do not believe that our business will contribute to a lessening of the quality of life in the area. As shown by the attached letters of reference, (Exhibits B) other Camp Bow Wow franchises adjacent to busy companies or residences have not created nuisances with respect to

sound or smell.

B. Justifications of design of proposed amenities, and unusual site constraints.

1. Camp Bow Wow is compatible with the existing surrounding structures and uses. We will provide areas for indoor retail, dog safety, boarding, and doggie daycare. (Exhibit F)
Camp Bow Wow will be a service-oriented business that serves the surrounding residential trade area and local business within a one to ten-mile radius.
2. We will need to add outside yards to the existing structure, and Camp Bow Wow in red signage in front (Exhibit D) and on the frontage road sign. The yards we intend to add will take up roughly 7 parking spaces, leaving 19 remaining spaces. We will add islands with shrubbery and trees to the front parking lot as required by City Code, which we do not anticipate will eliminate any of the remaining 19 parking spaces. Outdoor play yards will use Perfect Turf K9 Grass and will be enclosed with Masonry block to minimize sound (Refer to site Plan for specs). Pictures of the yards are also attached (Exhibit C) not including the masonry block.
3. Our certified camp counselors are trained in canine behavior management. Disruptive or unruly dog campers will be either sent to time out, or the pet owners will be contacted for pet pickup. The outside yard will act as a sound barrier and constructed with CMU (Commercial Block wall) and on the inside of the yards for yard partitions will be solid vinyl fencing, which will also act as an extra noise buffer. The fence will be constructed to a mandatory 8-feet in height to insure dog and neighborhood safety.
4. The typical size of a Camp Bow Wow franchise is between 6000-8500 square feet. The building we have purchased is 7049 square feet and is perfectly positioned in the middle of all the major thoroughfares bordering Mesa and Tempe. This location will bring more people from Tempe to Mesa for events and to our locally owned and operated business. There is a veterinary hospital (Anderson Animal hospital) across Baseline that will be very beneficial to have a partnership with. The district in which Camp Bow Wow is located will be consistent with Mesa General Plan and the development policies. Our physical structure will be clean, well kept, and maintained, as well as the surrounding site, as safety and cleanliness are very important to our dog parents and the Camp Bow Wow franchise. We will install professional, tasteful signage (Exhibit C) that is consistent with the City of Mesa Codes. We intend to add outdoor play yards in the back-parking lot of the building that will take up roughly 7 parking spaces, leaving enough for City Code parking requirements. Our outdoor play yards will use Perfect Turf K9 Grass and sun shades will be placed over each yard. Construction time frames are typically 3-5 months, and we will be investing between \$500,000 to \$1 million. This significant investment will enhance the value of the building as well as the surrounding districts.

C. Common facilities and product user.

Our typical user is an average age of 25-54, average income is \$75K and above, highly educated and committed or married. Our profile user typically has at least one dog. Our ideal customer is very social and is very concerned about safety when choosing a pet care provider. Camp Bow

Wow is an all-inclusive pricing model and all day play for dogs. Our community outreach and grassroots marketing consists of attending many dog/animal-oriented events in the territory to build our brand awareness. We offer 401K-9 / VIP programs to local business and organizations, which includes 10% off services and 5% off products. We partner with local community dog parks, banks, coffee shops, pet-friendly restaurants, apartments and HOA's, vet offices, shelters, realtors, and travel agents, just to name a few.

Camp Bow Wow will bring in our own general contractor and architect to design our physical structure to our brand standards and comply with city codes and permits. We will obtain our business and state and federal licenses upon completion of construction. The utilities will be through SRP, and City of Mesa. We will have public restrooms on site and our business will be open to the public.

D. Justification for Substantial Conformance Improvement Permit (SCIP)

The 2647 W. Baseline address is not currently in compliance with setbacks and landscape, though setbacks do not pose a problem as discussed in our preliminary meeting with the City representative. We plan on eliminating 7 parking spaces but will maintain compliance with code requirements by retaining 19 parking spaces. The landscape we propose to construct will add value to the neighboring business as well as ours. Camp Bow Wow will conform to the City of Mesa codes for modification of the exterior of the existing building; the 8-foot play yard walls we intend to construct in the back of the building is for safety as required by the Camp Bow Wow franchise will also act as a sound barrier. We have spoken to some of the immediate residential neighbors behind the building and the neighboring businesses about the application for this Special Use Permit and all were enthusiastic and welcoming. We feel confident this project will be well-received and be a positive benefit to surrounding properties.

Exhibit C (Yards inside of Block (Vinyl) Fencing/ K-9 turf)

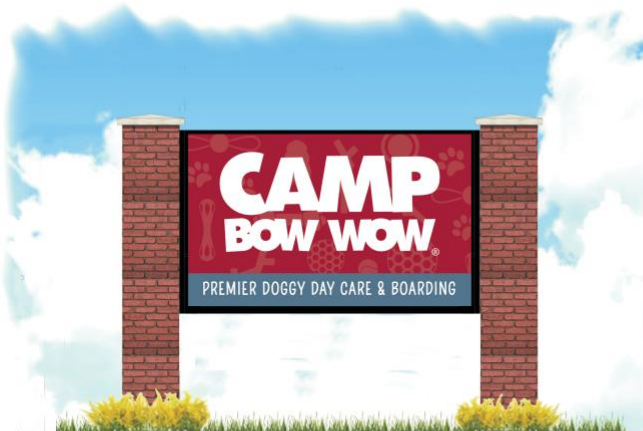
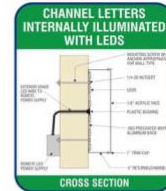
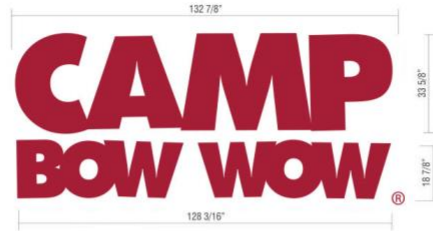


Signage (Exhibit D)

FABRICATE AND INSTALL 1 SET INTERNALLY
ILLUMINATED FACELIT CHANNEL LETTERS

FACES - 1/8" 2157 RED ACRYLIC
VINYL - FOR LOGO BLACK AND 8500-017 CHERRY RED
RETURNS - 4" BLACK
TRIM CAPS - 1" BLACK
BACKS - .063 ALUMINUM
LEDS - WHITE FOR LOGO & RED FOR LETTERS

INSTALLATION - MOUNTED TO RACEWAYS, THEN TO FASCIA



NEW D.F. INT. FLUORESCENT ILLUMINATED MONUMENT SIGN W/ 19MM MONOCHROME 48 X 128 EMC'S 3/8" = 1'-0"

NOTE: MONUMENT CABINET AND RETAINERS TO BE PAINTED BLACK. WHITE LEAN FACES DECORATED WITH VINYL GRAPHICS.
COLORS T.B.D. FAIR BRICK PILLARS, "OW Chicago Brick Window Panels." NEW MONUMENT SIGN TO BE MOUNTED TO EXISTING SUPPORTS.



Reference:

Camp Bow Wow
www.CampBowWow.com