



ZONING ORDINANCE CHANGE PETITION

CITY OF BALLWIN } FEE: with site plan review \$ 1,250.00
} without site plan review \$ 500.00
COUNTY OF ST. LOUIS } PAID: X
STATE OF MISSOURI } NUMBER: Z-24-01

TO THE BOARD OF ALDERMEN
CITY OF BALLWIN

Type of Zoning Ordinance Change: add a proposed use for
dog daycare and overnight boarding include
outdoor yards for potty breaks.

Now comes (print name of Petitioner) DESSA D. WILLIAMS
and states to the Board of Aldermen:

- I. That he, she, it, they, has (have) the following legal interest in the tract of land and/or premises located within the corporate limits of Ballwin, Missouri, described in Section II of this petition.
A. State Legal Interest:
B. Documentation of Legal Interest must accompany this petition.
II. That the legal description of the property/premises, for which a change in the Zoning Ordinance is requested, is enclosed.
III. That a plat or drawing of the property/premises for which a change in the Zoning Ordinance is requested is enclosed, and said drawing is to a scale of 100 feet or less to the inch.
IV. That the street address of said property/premises is:
V. That the area (acres or square feet) of said proposed zoning change is:
VI. That the existing zoning classification of said property is:
VII. That the existing use of said property/premises is:
VIII. That the proposed zoning classification is:
IX. That the proposed use of the property/premises is:

X. That the deed restrictions, if any, on the petitioned property/premises are not violated by the provisions of the requested change to the Zoning Ordinance.

I, the Petitioner, do hereby request an Ordinance of the Board of Aldermen approving and granting the herein described Zoning Ordinance change.

PETITIONER: DESSA D. WILLIAMS
AUTHORIZED SIGNATURE: Dessa D. Williams
AUTHORIZED SIGNATURE (PRINTED): DESSA D. WILLIAMS
ADDRESS: 9751 FALL RIDGE TRAIL
CITY/STATE/ZIP: ST. LOUIS, MO 63127
TELEPHONE NO. 314-825-9994

I, (print name of Petitioner) _____, do hereby designate _____ as my agent for purposes of presenting this petition, negotiating with the City of Ballwin on all issues relative to this petition, and corresponding and communicating with representatives of the City of Ballwin relative to this petition.

AGENT'S SIGNATURE: _____
AGENT'S NAME (PRINTED): _____
ADDRESS: _____
CITY/STATE/ZIP: _____
TELEPHONE NO. _____

Subscribed and sworn before me this 25th day of May, 2024.

My Commission Expires

May 24, 2026





Petition Number: Z-24-01

Petitioner: Dessa Williams

9751 Fall Ridge Trail

St Louis, Missouri 63127

Requested action: Amendment to the Code, adding “Pet Day-Care and Boarding Facility” as a special use exception.

Public hearing date: May 6, 2024

Code Sections: Section 1-2 Definitions

Appendix A, Article XIV



Project description:

The City has been approached by the applicant to operate a “dog daycare and overnight boarding; include outdoor yards for potty breaks”. One potential location for this proposed use is in Claymont Center. Currently, the City's Code does not specifically cover this type of operation. Before moving forward with a Petition for the use on a particular property, it's crucial to determine whether to permit such a use and, if so, what regulations or requirements should be established.

This Petition seeks an Amendment to the Code to incorporate a new use to the Zoning Ordinance. “Pet Day-Care and Boarding Facility” would be added to Appendix A, Zoning Ordinance, Article 14, Special Use Exceptions. The proposal is to classify this use as a “Special Use Exception, necessitating review by the Planning & Zoning Commission and subsequent approval by the Board of Aldermen. After careful consideration of the Petitioner's request and a review of ordinances from neighboring jurisdictions, staff has drafted the language below. It's important to note that this language does not account for the potential location at Claymont Center or any other site within the City.

Proposed language:

Special Use Exceptions are granted to activities deemed beneficial to the community but which may pose challenges such as increased traffic, parking demands, or negative impacts on neighboring properties. Each request undergoes thorough review to ensure any potential detriments are addressed or mitigated. In assessing the proposed use, particular attention is paid to its potential impact on adjacent properties on a case-by-case basis.

In light of these considerations, while recognizing the value and convenience such facilities may bring to the community, staff advises a cautious approach to approving this petition, with emphasis on careful consideration given to each proposed location's unique circumstances. The proposed language was not specifically written for one location and would apply to all commercially zoned properties in the City.



If this Petition is approved, staff recommends consideration of the following language. Both a definition for the use and specific requirements for that use are necessary.

Section 1-2, Definitions:

Pet Day-Care and Boarding Facility: an establishment that provides daytime care for pets, as well as the option for overnight boarding. In addition to offering supervised care, socialization, exercise, and sometimes training during the day, these facilities allow pet owners to leave their pets overnight, providing accommodation, meals, and additional services such as grooming.

Appendix A, Article XIV, Section 1(38):

Pet Day-Care and Boarding Facilities. Such facilities must maintain their enclosures within soundproof buildings, ensuring no objectionable noise or odors escape beyond their walls. Open pens and/or runs must be at least 300 feet from any residentially zoned or occupied land. In addition, the Board may grant relief from or impose greater required conditions it deems appropriate for protection of adjoining properties from noise and odor, which may include, but not be limited to, requiring berms, walls and/or landscaping.

Submitted by: Lynn Sprick, City Planner

Date: May 6, 2024

March 25, 2024

City of Ballwin
1 Government Center
Ballwin, Missouri 63011

ATTN: Planning and Zoning Commission Members

RE: Zoning Ordinance Change Petition

Members of the Planning and Zoning Commission:

I am writing this letter to express my desire to open a Dog Daycare and Overnight Boarding franchise within the city limits of Ballwin, Missouri. Presently, the City's Ordinance currently does not allow the proposed use of "dog daycare or overnight boarding facility". For this reason, I am applying for a Zoning Ordinance Change Petition (Text Amendment) to add to the proposed use.

St. Louis has been my home for 52 years. I grew up in Manchester, Missouri and graduated from Parkway South High School and received degrees from Maryville University and Webster University. My husband and I currently live in Sunset Hills along with our beloved dogs who we consider our "children". I had an exciting and challenging career as a Healthcare IT Executive for over 20 years. Our love for animals drove a life changing decision to own a small business that focused on dog daycare and overnight boarding. My husband and I chose to purchase a franchise from Camp Bow Wow in which I will be the majority owner.

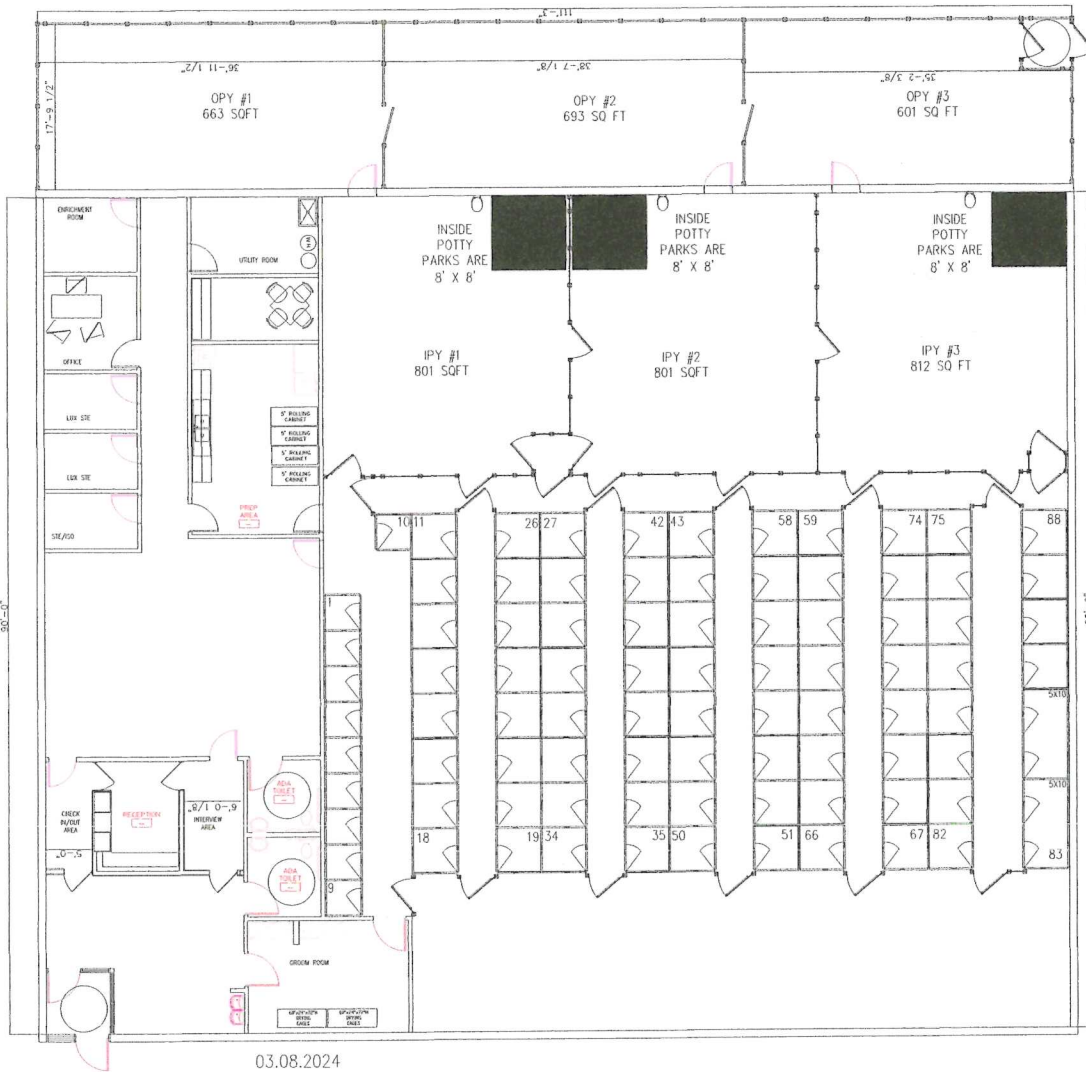
Camp Bow Wow, North America's largest Pet Care Franchise, has over 200 locations nationwide including one location in St. Charles, MO and a brand-new location opening late 2024 in Crestwood. The Franchise was ranked #1 for their category in Entrepreneur's Franchise 500 for four years in a row and has become a \$100+ million business. We would love to partner with the City of Ballwin in this endeavor and have our business provide increased revenue for the Ballwin community, stimulate economic growth, and provide entry/management level job opportunities for residents. Included with this letter is a brief presentation of the initial details of a Camp Bow Wow franchise along with a sample floor plan for a 9900 square foot commercial space.

Thank you for taking the time to consider this petition to operate a Dog Daycare and Overnight Boarding business in your community. Should you need additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Dessa D. Williams" followed by a stylized circular flourish.

Dessa D. Williams
9751 Fall Ridge Trail
St. Louis, Missouri 63127
ddwilliams69@gmail.com
314-825-9994



03.08.2024
 8,000 SQFT
 IPY IS AT 2,414 SQFT
 OPY TOTAL 1,957 SQFT

~~03.08.2024~~
 (76)-5X5 (10)-4X4 (2) 5X10 Family Cabins + (3) Lux. Ste.
 88 Total Cabins

Example of the floor space & outdoor yards for 9,900 sq ft commercial space

A large, fluffy brown and black dog, possibly a Mastiff or similar breed, stands on a patch of artificial green grass. The dog is facing left, looking towards the camera with its tongue slightly out. It has a red heart-shaped tag on its collar. In the background, there is a white wooden fence with a gate. A blue brushstroke graphic is overlaid on the image, containing white text.

*North America's largest
Pet Care Franchise*

CAMP BOW WOW®

About Camp Bow Wow

- Camp Bow Wow® was successfully developed to provide a fun, safe, and upscale environment for dogs to play, romp, and receive lots of love and attention! Dubbed the “Land of Happy Dogs”, we provide all the services a dog owner could need – day care, indoor overnight boarding, grooming and training! We were the first and largest Dog Day Care and Boarding Franchise in the United States and are extremely proud of being a business that makes dogs and their guardians everywhere “Happy Healthy Pets, Happy Healthy People ” on a day-to-day basis!
- In just 20 years, Camp Bow Wow has grown to include over 200 locations across North America, becoming a \$100+ million business. The company was ranked #1 in category in Entrepreneur’s Franchise 500 for four years in a row.
- The Camp concept provides the highest level of safety, fun and service for dogs and peace of mind for their parents. Campers (dogs) get to romp together in a monitored open-play environment and pricing is all inclusive.

Strong Brand Recognition

- 216+ Camp locations across North America!
- Over 700,000 clients system wide!
- Over 3.3 million dog visits per year!

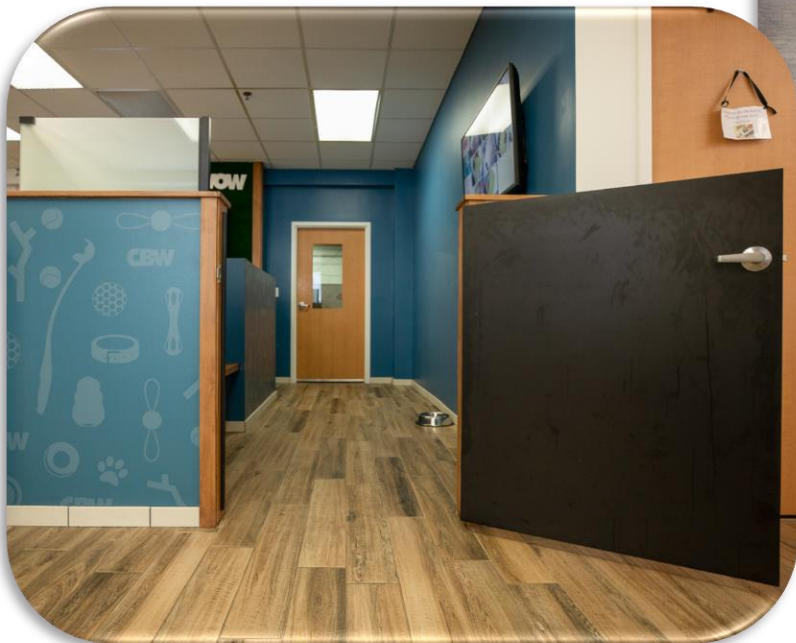
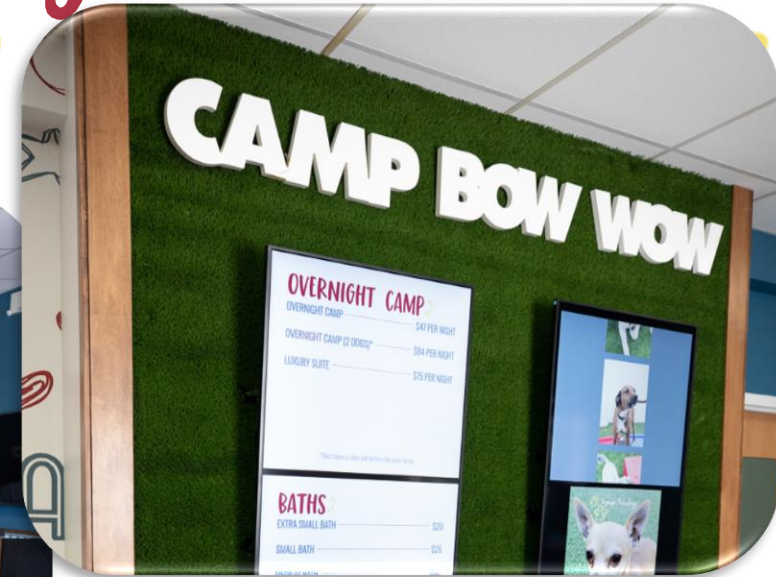


CAMP BOW WOW.

Camp Exterior & Signage



Camp Lobby Pictures



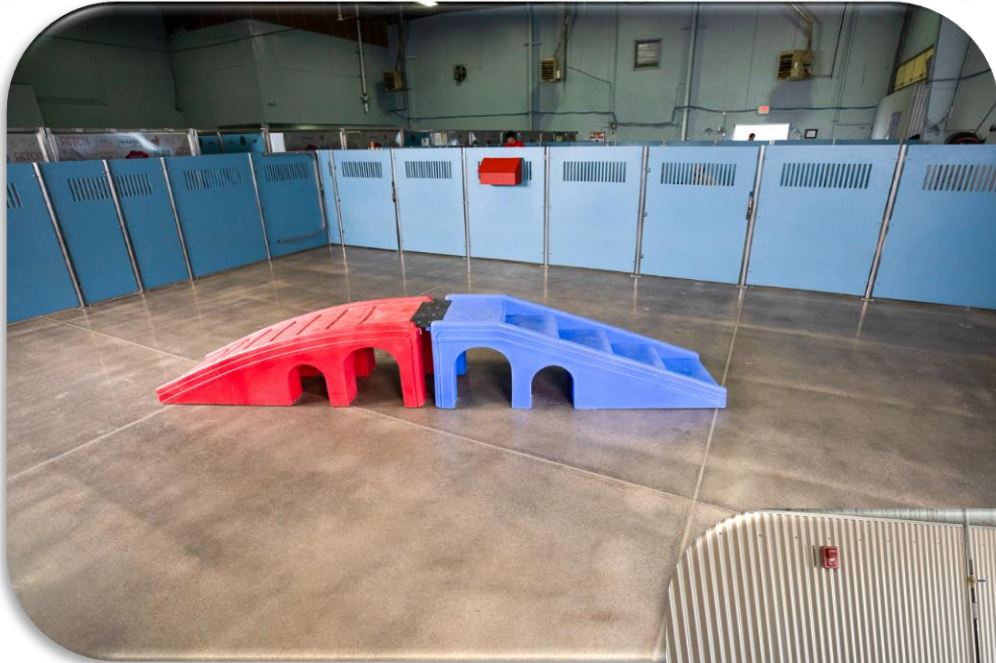
Premier Indoor Boarding Accommodations



Virtual Tour Wichita, KS Camp.

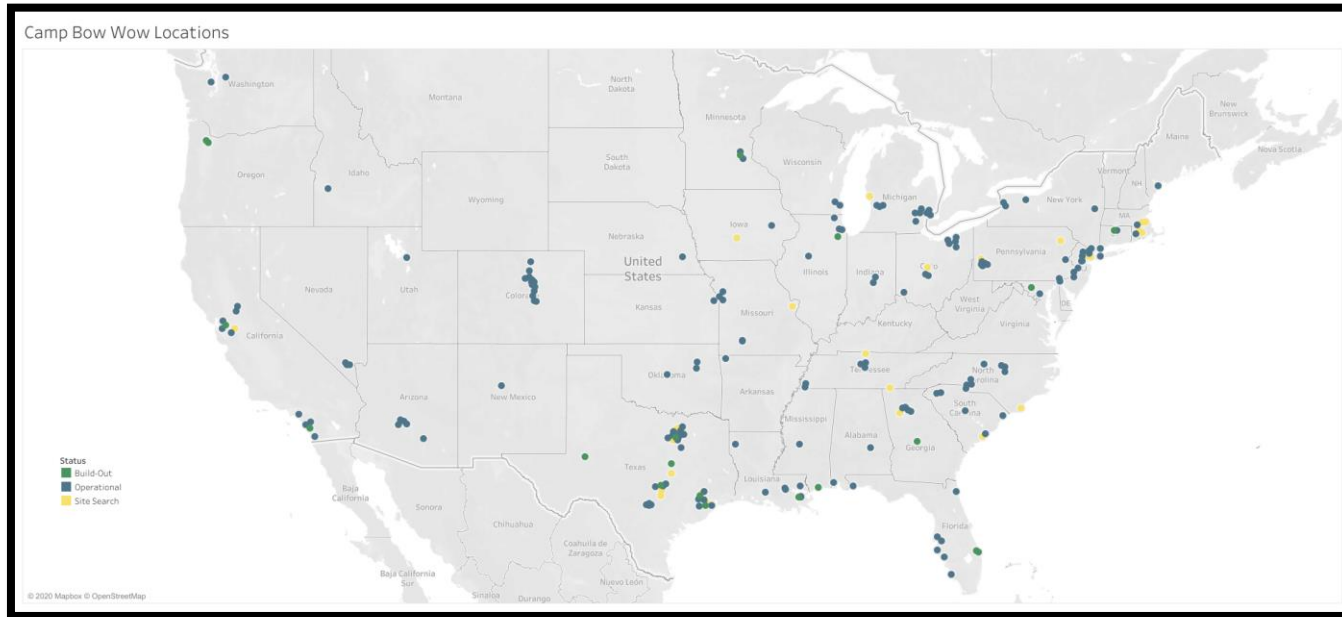
<https://my.matterport.com/show/?m=5rq1idDo6Vh>

Indoor and Outdoor Play Yards



Growth & Franchisee Base

Camp Bow Wow has sold more than 250 franchises in 44 states, plus one in Canada, over 41% being women-owned. As Camp Bow Wow grows, our simple philosophy remains the same: It's all about the pets!



CAMP BOW WOW.

Why Customers Choose Us!



- Highest Standard of Safety
- Proven Camper Interview Process
- Trained Certified Camp Counselors
- Where a Dog Can Be a Dog
- All Day Play Environment
- Indoor and Outdoor Play Yards
- Monitored Play Yards
- Premier Facilities
- Cabins with comfy cots and cozy fleeces
- High definition Camper Cams
- Consumer friendly!
- Great Customer Service
- One Price Service – no a la carte!
- Dog training, grooming, and enrichment services
- Creates responsible pet owners

Why Communities Welcome Us!

- Although a national franchise, each of our Camp franchises are individually owned and operated and deeply embedded in their local communities
 - Camps provide increased revenue for the local community and stimulate economic growth
 - Camps provide entry and management level job opportunities for residents
 - Camps provide needed services which keeps pups happy and healthy and out of trouble
 - Camps give back to their local communities in many ways:
 - One way is through our 501c3 non-profit Bow Wow Buddies Foundation which offers medical grants to pet parents or shelters for medical expenses.
 - We also have many other programs that franchise owners offer to their communities such as dog bite prevention education for children, our scouts angel therapy dog program to provide comfort to those in need and our Behavior Buddies certified dog trainers work with clients as well as shelters and rescues in communities to better train pet owners and their pets to be good two legged and four legged citizens.



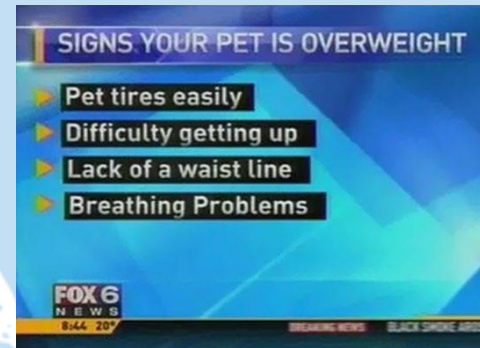
How will we work with the Pet Community?

- Grand Opening Adoption Event!
- In-Camp Foster Dog Program, providing training, socialization and exposure on our website to find fur-ever homes.
- Yappy Hours, and customer appreciation events to raise money for local pet charities.
- Work with local shelters/rescues to provide training at their facility.
- Educate at local child venues on Dog Bite Prevention.
- VIP discount for our local public service providers (Police and Fire, and military).



LOCAL EDUCATIONAL MEDIA

- Dog Bite Prevention
- Pet Disaster Plan
- Keeping Pets Safe in the Summer Heat
- Helping Kids Overcome their Fear of Dogs
- Promoting Local Pets up for Adoption
- Choosing the Right Puppy for your Family
- Pet Obesity



GENERAL CAMP OPERATIONS INFO

- Camp staff is on site from 7:00 AM to 7:00 PM. One staff member per 25 dogs minimum (15 in CO). Minimum 2 Certified Camp Counselors® on site during business hours.
- Day Camp is offered weekdays (most locations offer weekend Day Camp). Other services offered: overnight boarding, training, enrichment, grooming, retail for purchase (pet related supplies).
- Boarding Campers are housed in individual indoor secured cabins overnight. CBW does not have indoor/outdoor runs and all overnight boarding is within the enclosed building.
- The video cameras (Camper Cams) are available to the public during open hours, but they are on 24 hours a day. They can be accessed via the web or mobile phone apps.

GENERAL CAMP OPERATIONS INFO

- All facilities have fire and security systems connected directly to the fire and police departments for monitoring. The temperature is climate controlled and maintained at a constant 64-78 degrees year-round.
- Dog waste is immediately and continually cleaned up as it occurs and disposed via local municipality approved methods.
- The outdoor play area is used sporadically for relief and fresh air. Staff is present at all times when dogs are outside. Staff are trained to utilize specific dog training methods to keep noise to a minimum. Dogs bark when they are bored and left alone. This is not the case at Camp.

SAFETY FIRST AT CAMP BOW WOW

- CBW provides the safest dog daycare and boarding experience for our Campers. Every area in Camp is designed to maintain a safe environment for our Campers and staff to prevent injury or illness. Once the dogs are behind the check in area in our lobby the Camper has little potential for escape.
- All our staff must pass our Certified Camp Counselor® training and also be pet first aid and CPR trained. Campers are never left unsupervised when together in our open play environment.
- All our Camps have two emergency veterinary hospitals relationships secured so that in the event of an injury or health issue a Camper can immediately be seen and treated.

SAFETY FIRST AT CAMP BOW WOW

- All our Camps work with their local jurisdiction to create emergency evacuation protocols in the event the building must be evacuated short or long term. Our staff is trained on how to implement these protocols following CBW operations standards.
- All our Camps adhere to our proven cleaning and maintenance processes to ensure a clean and safe environment for staff and Campers. Every surface in Camp is cleaned daily with our hospital grade environmentally safe cleaning products.
- All our Camps maintain appropriate coverage for business, building and incident insurance complying with federal, state and local law as well as our franchise requirements.

NOISE CONCERNS?

- Barking is not a major issue as our staff are well trained and constantly monitor the dogs inside and outside. We can use a myriad of soundproofing materials depending on the Camp design and sound impact anticipated at the location.
- Campers mainly spend their time inside taking brief breaks outside when they need to relieve themselves. With a pack mentality, Campers tend to follow the Counselors (they are the alpha) in the yards making controlling indoor and outdoor egress with the dogs easier.

- Our Certified Camp Counselors® utilize pack management and individual behavior training techniques to keep barking at an absolute minimum. If necessary, overly disruptive Campers will be placed in a cabin for a time out or the guardian will be called to pick them up.
- The outside break yard is constructed with solid vinyl fencing to act as a noise buffer. Fence height is a mandatory 8 feet to insure dog and neighborhood safety.
- The yard is situated at each site on the back or side of the property away from any residential properties, using the building as a buffer.

WASTE OR SMELL CONCERNS?

- We utilize specialized bio-degradable cleaners and disinfectants – the same that are used in hospitals, childcare centers, and gyms. These products keep our facilities (indoor and out) smelling fresh and clean year-round.
- CBW provides all franchisees a set daily cleaning schedule. Franchisor site visits occur year-round and regular web camera evaluations are conducted to ensure proper maintenance of CBW facilities and that brand standards are being followed. Secret shopper programs are also used for additional review.
- We target a very upscale clientele that requires our facilities are kept spotless.
- The Camp Bow Wow® waste removal routine includes constant play area patrol so that waste is picked up and deposited in a galvanized steel trash can with lid and a 3-mil trash can liner. The liner is removed, sealed and deposited in the facility dumpster daily as needed. A typical CBW produces approximately the equivalent to one large lawn/leaf garbage bag of waste per day. Dumpster pick-up is scheduled for once to twice a week.

DRAINAGE CONCERNS?

- In our facilities we never spray anything down to clean it – we use a light foaming device along with mops and squeegees to clean our facilities.
- We also use a professional auto-scrubber to clean the floors which intakes any excess water into the machine, minimizing water consumption as well as maximizing cleanliness.
- When cleaning the yards daily, the amount of water used is the equivalent to a 5-minute human shower.
- Our disinfectants are pet safe and environmentally friendly and do not require rinsing.

Our Mission Statement

Camp Bow Wow® is the premier provider of innovative, healthy, and happy pet care worldwide while lending a paw to animals in need!



CAMP BOW WOW.

Happy Healthy Pets,
Happy Healthy People



CAMP BOW WOW®



PLANNING AND ZONING COMMISSION
1 GOVERNMENT CTR, BALLWIN, MO 63011
MONDAY, MAY 6, 2024 AT 7:00 PM

PUBLIC HEARING

Notice is hereby given that on Monday, May 6, 2024 at 7:00 P.M. – A Public Hearing will be held by the Planning & Zoning Commission in the City Government Center Board Room at 1 Government Center, Ballwin, Missouri. The Commission will consider the following petitions:

**Z-24-01 Petition for an Amendment to the Code, adding new language to allow
"Pet Day-Care Facilities" as a special use exception**

Additional information on this petition is at the City Government Center, or by calling 636-227-2243.

Planning & Zoning Commission
Eric Sterman, City Administrator