



Department of Planning and Zoning

149 Church Street, City Hall
Burlington, VT 05401-8415
Phone: (802) 865-7188
Fax: (802) 865-7195

www.burlingtonvt.gov/pz

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DEPARTMENT OF PLANNING & ZONING

Zoning Permit Application

Use this form for ALL zoning permit applications. See the relevant checklist for specific requirements.

PROJECT LOCATION ADDRESS: 85-87 Pearl Street 77-87 Pearl

PROPERTY OWNER*: Hinsdale Properties

*If condominium unit, written approval from the Association is also required

APPLICANT: Megan O'Hara

POSTAL ADDRESS: 294 N. Windoski

CITY, ST, ZIP: Burlington, VT 05401

DAY PHONE: (802) 862-1184

EMAIL: hinsdaleproperties@gmail.com

SIGNATURE: Shene C Hinsdale

I am the owner. In addition, I duly authorize the applicant (if noted) to act on my behalf for all matters pertaining to this zoning permit application.

POSTAL ADDRESS: 75 Spruce St.

CITY, ST, ZIP: Burlington, VT 05401

DAY PHONE: (508) 274-0245

EMAIL: megan@fetchthetheleash.biz

SIGNATURE: Megan O'Hara

Description of Proposed Project: Change of use of existing building from a diner to a dog training facility.

Existing Use of Property: [] Single Family [] Multi Family: # ___ Units [X] Other: Commercial

Proposed Use of Property: [] Single Family [] Multi Family: # ___ Units [X] Other: Commercial

- Does your project involve new construction, addition, alteration, renovation, or repair to a structure that is heated or cooled? Yes [X] No []
Will 400 sq ft or more of land be disturbed, exposed and/or developed? Yes [] No [X]
For Single Family & Duplex, will total impervious area be 2500 sq ft or more? Yes [] No []
Are you proposing any work within, below, or above the public right of way? Yes [] No [X]
Are you proposing any onsite food or beverage production/manufacturing? Yes [] No [X]

Estimated Construction Cost (value)*: \$15,000
(*Estimated cost a typical contractor would charge for all materials and labor, regardless of who physically completes the work)

Within 30 days of submission, the permit application will be reviewed for completeness, and, if complete, will be processed administratively or referred to a board for review. All permit approvals or denials are subject to an appeal period (15 days for administrative permit; 30 days for board permit). A building (and/or electrical, mechanical, plumbing, curb cut) permit will also be required. Contact the Department of Public Works at 802-863-9094 to inquire. Please ask for assistance if you have any questions about filling out this form. Call the Planning and Zoning at 802-865-7188, or visit the office in the lower level of City Hall, 149 Church Street.

Office Use Only: Zone: D Eligible for Design Review? Y Age of House 1899 Lot Size 10143
Type: SN AW FC BA COA1 [X] COA2 COA3 CU [X] MA VR HO SP DT MP
Check No. 1283 Amount Paid 230.00 Zoning Permit # 17-1085CA/CU

Fetch the Leash!, LLC

BUSINESS PLAN
04/17/2017

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DEPARTMENT OF
PLANNING & ZONING

Megan A. O'Hara, CTC
75 Spruce Street
Burlington, Vermont, 05401
(508) 274-0245
megan@fetchtheleash.biz
www.fetchtheleash.biz



EXECUTIVE SUMMARY

Summary Statement

Dogs & owners who live, work, or play in downtown Burlington need specific skills to successfully navigate all of the great things our city has to offer - polite leash manners, a good recall, and the ability to gracefully handle people, noises, bustle, and other dogs in close proximity.

Fetch the Leash! is opening a brand new training facility right downtown at 85-87 Pearl Street so that our clients can walk to class, take a lunchtime lesson during the week, or swing by the farmer's market on their way home. Small class sizes with a certified trainer ensure dogs and their people will learn all the skills they need to stroll down Church Street with confidence. I believe a dog training facility downtown will not only be a valuable resource for our city's dogs, but will also provide a much-needed local hub for the urban dog-owning community.

Company History

Megan has owned and operated Fetch the Leash! since 2009. What began as a humble dog walking business has evolved into a full-time dog training career. I currently offer private in-home obedience training and behavior consultations, as well as offering group classes through other local training schools.

I am passionate about arming dog owners with scientifically-accurate training and behavior information, and teaching in a fun and humane way for both dogs and their people. Operating my own facility will allow me to offer a full range of classes to my clients, as well as provide a much-needed service to downtown Burlington residents, who currently must drive 15-30 minutes away for rewards-based dog training classes.

Mission Statement

Building lasting one-on-one relationships with my clients has always been, and will continue to be, at the core of my business's mission. I aim to be a trusted resource for local dog owners for the life of their dog by providing personal attention to every client.

Megan A O'Hara, Business Owner & Head Trainer

Megan's professional career with dogs began in 2006, working at the Animal Rescue League of Boston as an animal care and adoption counselor. In 2009 she relocated to Burlington, VT and started Fetch the Leash! as a dog walking company. In 2015 she graduated with honors from the Academy for Dog trainers and has been providing training expertise to private clients and teaching group obedience classes since then. She has been successfully managing all aspects of Fetch the Leash! since inception.

Megan O'Hara will continue in her role as business owner and head trainer. She will run the group classes and behavior consultations, as well as manage client registrations/inquiries, retail sales, and building upkeep. As the business grows she anticipates hiring a maximum of 1-2 employees or independent contractors to assist with class teaching, building upkeep, office tasks, and retail sales.

Products and Services

Fetch the Leash! will provide the following services:

- Group obedience classes
- Private behavior consultations (in our facility or at clients' homes)
- Drop off day-training services
- Hourly training space rentals for practice/exercise/playgroups
- Limited retail sales will supplement and support our training services

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Hours of Operation

Private rental of the training center and the retail sales area will be open to the public from approximately 11am to 9pm daily. All training services and private behavioral consultations will take place on weekdays within that time-frame.

The heaviest use of the facility (maximum of 12 dogs total if 2 classes are running simultaneously) will be for our group obedience classes, which will run on weekday evenings between 5pm and 9pm.

Location & Market

Fetch the Leash! will be located at 85-87 Pearl Street, Burlington, Vermont. 85-87 Pearl Street combines a great downtown location with a large, open floor space for training. Large street-facing windows provide great visibility for marketing our training business to pedestrians and for retail display. The training floor can easily be divided into two classrooms with the addition of movable partitions so that multiple classes or playgroups could run simultaneously. The location has a large green space on one side and is a stand-alone building, so dog noise to neighbors should be minimal.

The business model of Fetch the Leash! will primarily be business to consumer (b2c). Our clients are local. They are our neighbors, friends, and family - not a number or a dollar sign. They walk to work. They care about the environment. They care about our community. Their dogs are family. We run into them at City Market, or cross paths walking our dogs on the bikepath. We develop lasting relationships with each and every dog and human who comes through our door, and are there to support them for the life of their dog.

Marketing and Sales

Fetch the Leash! will market its products and services through the following methods and sales channels:

- Social media (Facebook, Instagram, Twitter)
- Email marketing
- Direct marketing via our storefront

Fetch the Leash! has generated a strong word of mouth referral network in the Burlington area over the years. We will continue to rely on that network as well as reach out to current and former clients to let them know about our new facility and services. A well-crafted, easy to navigate website, as well as active social media pages help new customers get to know us.

Financial Requirements & Financial Forecast

The company needs to raise \$15,000.00 USD in initial funding. Personal savings and private financing from friends and family will cover start-up costs related to opening the training facility: electrical and plumbing repairs and modifications, installing 1" rubber flooring on training floor, modular classroom partitions, indoor fencing to separate spaces, outdoor sign purchase and installation, purchase of initial retail stock, as well as launch marketing and website upgrade costs.

Fetch the Leash! expects to generate \$100,000.00 in sales revenue by the end of first year of operations. The company expects to turn a profit within the first six months of operation.

Description of On-Premise Services to be Offered

Positive-reinforcement group obedience classes for all ages, breeds, and abilities. Our classes are intentionally kept very small (maximum of 6 dogs per class) so each dog and owner team gets lots of personalized attention from the instructor each week.

Private consultations offer more personalized training. We work one-on-one with clients at our facility on a range of behavioral issues from basic manners and puppy training to working with fearful dogs.

Day-training in our facility, where clients drop off their dog for a portion of the day and we do the training for them. Having a professional trainer do the 'heavy lifting' means faster results and less work for the client. Maximum of 1-2 day training client dogs in the facility at any time.

Hourly private rental of our training facility when classes are not in session. Perfect for training practice sessions, inclement weather exercise, or organizing private playgroups with a maximum of 4 dogs at a time.

Curated selection of retail products for sale. All the items we recommend during our classes and private lessons will be available for purchase - no-pull harnesses and head halters, our favorite brands of high-value training rewards, food puzzles, Kongs, bully sticks, etc.

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