



## **Site Plan for THE PERFECT wag Large-Scale Dog Boarding, Grooming, Daycare, and Retail Storefront**

**Summary** The Perfect Wag aims to become a premier destination for dog care and retail in Salt Lake City. The Perfect Wag features a unique elevated closed deck system within the facility that offers a closed, congruent, and safe environment for dogs. The deck offers safer transitions between play yard and kennels that is separate from the warehouse and allows for proper sanitation, drainage, and natural venting under the 4inch decking. With modular 32 square foot kennel suites, professional grooming services, engaging daycare options, and a thoughtfully curated storefront, The Perfect Wag will provide unparalleled space, care, and convenience for dogs and their owners. This plan outlines the development and operations of the facility, projected to host up to 113-200 dogs with an anticipated staff of 5-22 dependent on census. We believe in our mission to both support the wellness of dogs and humans as the means to creating betterment for the whole.



## Business Overview

- **Location:** 505 W 500 S, Salt Lake City, Utah •
- **Services Offered:**
  - Dog boarding: 113 modular kennel suites (4 ft by 8 ft) with removal walls for customizable space.
  - Grooming: Professional grooming services with a staff of 1-4 groomers.
  - Daycare: Engaging daycare with pricing set at \$45 per day.
  - Retail: A small storefront selling 15-30 locally sourced dog-related products ranging from \$5 to \$35.

## Facility Design

### 1. Kennel Suites:

- Dimensions: 4 ft x 8 ft.
- Features: Elevated, modular, expandable walls for flexibility, drainage, and airflow
- Total Capacity: Up to 200 dogs.
- Additional Features:
  - 3 dedicated potty areas with drainage systems and a 7000sq foot planned fenced outdoor yard with gravel. (turf planned for later installation)
  - Play areas cleaned between sessions with dog-safe chemicals.

- Pet turf with Envirofil inlay for odor control.
- Food prep area with refrigeration for custom meal preparation separate from cleaning chemicals.
- Mandatory vaccination and fecal tests for all dogs.



Pictures show in progress construction of individual rooms. 6 foot removable modular fencing is secured between each room and can be removed or added depending on the preference of the customer expanding space.



Spacious indoor play areas with opening garage doors to allow for fresh air and sunlight dependent on weather. These 3 pictures show 1 continuous play area with 2 turf potty areas that drain into the building sewage system.

## 2. Grooming Area:



- Premium grooming services for dogs of all sizes and safe temperaments.
- Grooming Services:
  - **Basic Full Groom:** Bath, haircut, nail clipping, ear cleaning, sanitary trim (\$65 to \$145).
  - **Bath and Brush:** Bath, brushing, nail clipping, sanitary trim, paw cleaning (\$45 to \$100).
  - **Additional Services:** Nail grinding, teeth brushing, hypoallergenic shampoo, spa packages.
  - **Additional Fees:** Hard-to-handle and matting fees, daycare fee for extended grooming stays.
- Groomer Efficiency:
  - Each groomer is typically responsible for grooming six dogs per day, ensuring high-quality care. Experienced groomers may handle up to 7-8

dogs daily, with a schedule of three dogs in the morning and three in the afternoon.



These two pictures show a spacious grooming area 400 sqft not including kennel areas adding an additional 150 sqft

### 3. Daycare Space:

- Indoor and planned outdoor play areas within the decking system and its safety features.
- Separate zones for different dog sizes and temperaments that are modular with separation and size.

### 4. Retail Storefront:

- 1,200 square feet showroom showcasing 3 kennel spaces functioning as a hallway, 2 holding areas, a large temperament testing area, and curated products such as leashes, dog food, collars, a variety of treats, toys, and small clothing items.
- Designed for easy navigation and purchase.



The showroom is elevated to demonstrate the enclosed build of the rest of the building both kennels, hallways, and play yards. Walls and flooring are made of vinyl or FRP vinyl.

## 5. Noise Management & Environmental Considerations:

- Solid walls in kennel design to dissipate sound over commercial kennels.
- Ambient lighting during kennel hours to reduce stress and promote rest.
- Potential soundproofing in the back wall and warehouse area to minimize noise pollution if required.

### **Target Market** The Perfect Wag targets:

- Dog owners in Salt Lake City and surrounding areas from Ogden to Utah County with easy freeway access at 600S and 500S
- Professionals and families seeking high-quality boarding and daycare.
- Dog owners looking for reliable grooming services.
- Shoppers interested in unique and locally sourced dog products.

### **Pricing Strategy**

- Boarding: \$65 per night for a single dog in 36sqft of space, \$60 per night for additional 36sqft space with dog, \$55 for an additional dog in the same space with a max of 2 dogs per 36sqft of space. \$50 per night for expanded space without a dog
- Daycare: \$45 per day.
- Grooming: Variable pricing based on service type, ranging from \$30 to \$140+ add-on services.

### **Operations Plan**

- **Staffing:**
  - Initial Phase: Minimal staff for boarding, daycare, and retail.
  - Growth Phase: Increase staff to 12-22, including 1-4 groomers.
- **Technology:**
  - Online booking system for boarding, daycare, and grooming.
  - Integrated point-of-sale system for retail and service payments.
- **Customer Experience:**
  - Personalized care with detailed dog profiles.
  - Regular updates for boarding and daycare clients (photos, videos, reports).

### **Marketing Strategy**

- **Digital Marketing:**
  - Active social media presence showcasing happy dogs, facility highlights, and promotions.

- Search engine optimization (SEO) to rank high in local search results.
- **Community Engagement:**
  - Partnerships with local veterinarians and pet organizations.
  - Hosting events such as "doggie socials" and public training education days.
- **Promotions:**
  - Loyalty programs for frequent daycare and grooming clients.
  - Introductory discounts for new customers.

### **Expansion Opportunities**

- Add training services for dogs.
- Expand retail offerings based on customer demand.
- Introduce membership plans for consistent revenue.

**Conclusion** The Perfect Wag offers a unique elevated closed kennel and yard system and unparalleled safety precautions to offer a dog and human-centric approach to redefine dog care in Salt Lake City. By addressing the needs of dogs and their owners, The Perfect Wag will build a loyal customer base and establish itself as a trusted community resource.

### **Additional Conditional Permitting Considerations**

What are the anticipated hours of operation? 24/7 staff dependent on census. Doors to be open 7am-7pm Mon-Sat. Appointment only on Sunday

What are the anticipated peak hours for the proposed use? Peak hour 7-9:30am and 4-7pm

- Is there any anticipated outdoor activity associated with the use? Outdoor play yard will not be used during adverse weather conditions like snow, rain, and/or high winds. Space will only be used after turf has been install in the summer.
- Is there enough space on the site to provide adequate movement, queueing, and storing of vehicles? There is adequate space in the front and in the back of the building for movement. There are 5 trucking bays in the front that have been converted to parking stalls in the front with significant space to back cars and turn out onto 500 West. The employee parking is a closed in gate that can fit cars that exceed the maximum amount of employees.



• How will the waste generated by the use be stored and handled on site? Dog feces will be bagged and stored in large, closed dumpster(s) on the west side of the building. Urine will be cleaned with safe chemicals and disposed of through indoor sewage system. How will it be removed from the site? Bi-monthly pickup



Outcropping with fencing where previous dumpsters were placed. Locked gating to remain locked during the night.

- What is the anticipated amount of water consumption of the proposed use?

Using 8 GPD per dog per day

- Heavy census of 160 dogs:  $160 \times 8 = 1,280$  gal/day

Grooming per groomer will use roughly 23.5 gal per groom (13.5 tub + 10 washer)

If each groomer averages:

- 5 dogs/day = 117.5 gal/day
- 7 dogs/day = 164.5 gal/day

Employees: 10 GPD per employee on site per day

If we have 10–15 staff/day across shifts, that's estimated 100–150 gal/day.

- What is the anticipated level of emissions generated by the proposed use? Minimal emissions, use of gas furnaces will be used and air scrubbers will be installed. No HVAC is installed in the building, Warehouse is sufficiently insulated and large portable swamp evaporative coolers will be used as needed during the warmer months of the year.



**Global Industrial™ Commercial Air Scrubber & Negative Air Machine w/ HEPA Filtration, 3300 CFM**

★★★★ (1) | Questions & Answers (0)

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Product Description

- ✓ 2-stage filtration system for advanced air purification
- ✓ Capable of filtering/scrubbing/cleaning up to 4.7 Million cubic feet per day
- ✓ Uses an efficient mix of airflow and filtration to create cleaner air



This Global Industrial™ Commercial Air Scrubber & Negative Air Machine is your solution for heavy-duty air purification. Its advanced HEPA

**Portacool® Apex™ Evaporative Cooler - 48"**



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INDOOR/OUTDOOR

Portable, temporary "swamp" coolers lower air temperature.

- Recommended for stage events, hospitality tents and auto repair shops.
- Built-in water tank for portable cooling or connect to a garden hose for all-day use.
- Cools up to 6,500 square feet for up to 8 hours. 1 set of responsive pads included.
- Wi-Fi connectivity for remote monitoring and adjustments via smartphone.
- Durable, leakproof polyethylene housing.
- Variable speed control. Digital display. 120 Volts.
- Heavy-duty polyolefin casters. 4 wheel, 2 locking.
- Low water level safety shutoff.
- ETL/CEC listed.

MODEL NO.	DIMENSIONS W x H x D	FAN SIZE	COOLING CAPACITY	HP	CFM	AMPS	WATER CAPACITY	WT. EACH	PRICE EACH	IN STOCK	SHIPS TODAY
H-11560	77 x 88 x 40"	48"	6,500 sq. ft.	1.75	22,000	14.7	66 gal.	262	\$5,450	1	ADD

- Are there trees with a trunk circumference greater than 6 inches on the property that will be removed? No trees on premise

- What is the anticipated amount of grading required for the proposed development? No required grading

Does it include the moving or removing of any pollutant or contaminant in the soil from the site? The site doesn't require this. Gravel is currently present on the land

- Will the proposed use produce any dust, odor, smoke, noise, vibrations, or use any chemicals, toxins, heat, or radiation? If so, how will the impact be addressed? Odor will be contained and

bagged indoor and remain in closed containers in dumpsters between pickup. No residential property comes in contact on the west side of the property. The area for disposal is only surrounded by large concrete



(Above) West side of the property where the dumpsters and employee parking will be utilized.



(Above) North side of the property is 500S freeway entrance West facing



(Above) South side of the building West facing.



(Above Left) West side North facing. (Above Right) West side East facing.



Both are taken from the North of the building facing South/ SE. Directly across is an indoor storage facility. 2 buildings S of the storage are subsidized housing.

Has the applicant been in contact with the regulatory agency that regulates the specific impact?  
Yes

- Are the locations of all utility needs identified on the site plan and located to avoid creating a hazardous situation? Yes, minimal needs are required for use. Waste located on West side away from residential use.

Have utility providers been made aware of the proposed use and is there any information about utility needs? Yes, no issues. There is another facility 1 block south on 600 S with same use of 10 years.

An analysis of how the proposal might affect adjacent uses, including answers to the following questions:

- What are the land uses adjacent to the property (abutting and across-the-street properties)? Subsidized housing complexes exist to the southeast of property across the double street with median. Directly east is a indoor storage facility. Directly south is an indoor food distribution center A Priori

- Are exterior lights located and shielded to direct light away from adjacent uses and downwards (not directed to the sky)? Yes



- Are there access conflicts caused by the location or proximity of walkways, sidewalks, driveways, public streets or public spaces? No, a one way street exists with a median dividing the other side exists. Are there access conflicts caused by the any proposed or existing structure on the property or adjacent to the property? None

- How will the proposed use be separated from adjacent land uses? Fencing will separate use to the south. A large concrete pad will separate use to the West and a road with a median will separate the use to the east. Freeway entrance is located on the North side of the property only. What screening or buffering features will be provided to reduce any impact identified in these questions? Noise dampening panels will be installed in each yard and the structure of the kennels will act as a dampener as well. The play will mostly be indoor and most of the sound will be contained within the warehouse. See previous pictures

A Response to Standards: I have read the standards and feel confident that we comply with standards for conditional use in this building.