

TO: Planning and Zoning Commission
FROM: Matt Wyant
DATE: September 6, 2024

RE: #ZMA-2024-03

REQUEST: Zoning Map Amendment to reclassify approximately 5.0 acres from a Class R-2 (Urban Transitional) District to a Class C-1 (Highway Commercial) District.

LOCATION: Knox Township
Hwy 83
Parcel 24087 of 15-77-39

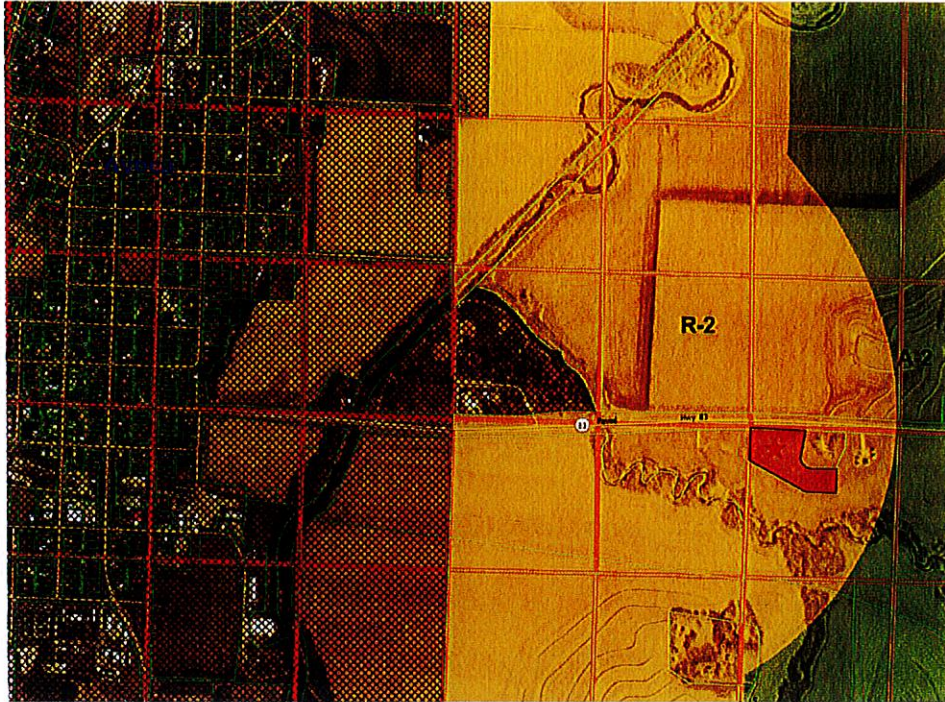
The subject property is located approximately ¼ mile to the city limits of Avoca on Hwy 83.



PROPERTY OWNER: Jessica Luke

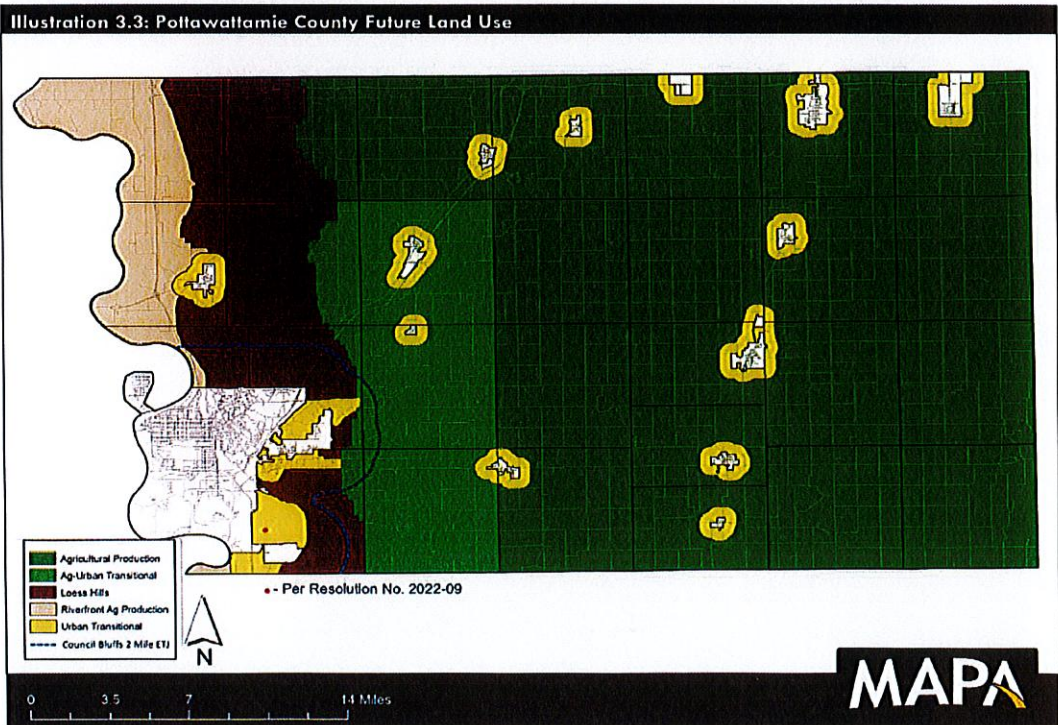
GENERAL INFORMATION: The applicant has requested that approximately 5.00 acres, which are currently zoned R-2 (Urban Transitional) District, be rezoned to C-1 (Highway Commercial) District. Her intent is to construct a commercial kennel and stable. **ATTACHMENT #1**. The applicant is also proposing, under a separate application, zoning text amendments to add commercial kennels and stables to the C-1 Zoning District as conditional uses.

SITE & AREA REVIEW: The properties in the immediate area are a mixture of agricultural, residential and the municipality of Avoca.



SITE REVIEW: The five acres are currently vacant. The applicant's 2.71 acres parcel to the East, has a house, four outbuildings, septic system and well, is adjacent to the subject property.

LAND USE PLAN: This proposed Zoning Map Amendment aligns with the Comprehensive and Land Use.



URBAN TRANSITIONAL AREAS Areas within ½ miles of Neola, Minden, Shelby, Avoca and Walnut form a band of transitional rural lands along the I-80 interstate and Highway 83 (Tamarack Road) corridors. Likewise a similar band of jurisdictions is formulated along the Highway 59 corridor including the communities of Hancock, Oakland, Carson and Macedonia. These urban transitional areas split the agricultural production area in half and logically provide services to the agricultural production area. Lands within ½ miles of each of the cities should be the area of concentration for non-farm rural dwellings, and commercial and industrial uses that prefer not to or should not be located within the corporate limits of a city. Given the close proximity of municipal services, such as emergency medical, utilities, and other municipal facilities, the areas within two miles of each city are ideal locations for non-farm land use types.

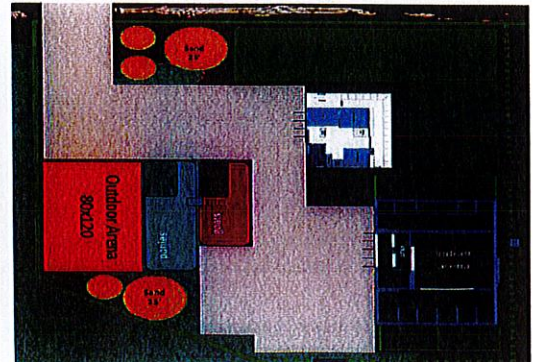
Priorities for development in this region are as follows: • Allow non-farm dwellings and subdivisions in highest concentrations of any of the future land use areas. • Allow subdivisions as a permitted use within 2-miles of Council Bluffs and ½-mile of the other communities, when located on hard surfaced roads. • Promote subdivisions with public or common water and/or sewer systems with minimum lot sizes of 2 acres, but decrease minimum to one acre when location is within one mile from the corporate limits. • Require subdivision roads to be constructed to County Road Standards. • Minor subdivisions, comprised of no more than 4 separate lots, can have direct-shared access onto hard surfaced roads beyond 2-miles of Council Bluffs and ½-mile of the other communities. • Major subdivisions of 5 or more separate lots would require frontage roads or designated access roads that have direct access onto hard surfaced roads within 2-miles of Council Bluffs and ½-mile of the other communities. • Promote commercial and industrial uses where proximity to urban services are readily available, as well as access to the highway corridors.

COMMERCIAL AREAS Future commercial land uses in rural Pottawattamie County will include, highway commercial, commercial recreational, and Loess Hills Commercial Overlay District. Highway commercial land use should be located within 2-miles of Council Bluffs and ½-mile of each of the communities, and in limited instances be considered at the junctions of major highways or at interchanges along Interstate 29, 80 and 680 in rural Pottawattamie County. Development should be limited to commercial types capable of meeting the needs of local highway motorists. This would include such types as gasoline convenience shops, truck and freight terminals and farm implement sales and service. To encourage limited opportunities for commercial land use that would enhance the social-economic aspects of local recreation and product opportunities related to tourism, a commercial recreational and Loess Hills Commercial Overlay District will be utilized. The commercial recreational use will include services related to recreational opportunities such as the bike trails, water trails, and county parks. The Loess Hills Commercial Overlay District allows limited opportunities for commercial land use that would enhance the social-economic aspects of the Loess Hills. The District would be in close proximity to the Lincoln Highway Scenic Byway with the intent of this use to encourage limited commercial development associated with locally made or grown products that would include such types as arts, craftsmanship, foods, wine, and produce.

LETTERS OF SUPPORT: ATTACHMENT #2.

ROADS & TRAFFIC: Access to the subject property is gained from Hwy 83, a paved state highway. The 2016 Iowa Department of Transportation Traffic Flow Map indicated an average traffic flow of 780 vehicles per day. The applicant has received approval from the IDOT for an entrance.

FLOOD HAZARD: The Flood Insurance Study prepared by the Federal Emergency Management Agency for the County designates in the Flood Insurance Rate Maps a portion of the property as being in a Zone A-Areas of 1% annual chance of flooding. No buildings will be constructed in the Zone A area.



CASE #

ZMA-2024-03

ATTACHMENT #1

BUSINESS PLAN

Healing Angels: Jacobsen Equestrian Center & Ray's DogHouse

45615 HWY 83

Avoca, Iowa 51521

The following business plan provides details regarding the development and implementation of the Healing Angels campus. This proposed campus will consist of a new dog boarding facility that will be built for Ray's DogHouse to better meet the needs of the kenneled dogs and their owner(s). The campus will also have the potential for additional construction for a horse barn with an indoor arena, as well as an outdoor arena, to be known as the Jacobsen Equestrian Center. Highlights include a detailed explanation of services, a cost/benefit analysis, and the equipment and financing needed for a boarding and grooming business with an addition of a separate building for horse boarding with an indoor area. Plans to make room for an outside arena, with training pens, are also included.

STATEMENT OF PURPOSE

We will host an entire campus of opportunity and service to the area. Ray's DogHouse will continue to provide expert pet boarding, training, and handling for the Southwest Iowa area. We would like to eventually, also branch into the grooming division. The new "Jacobsen Equestrian Center" will provide expert horse boarding, management, and equine care for the area. We would like to eventually, also branch into the therapy division, hosting children as well as adults, with physical and/or mental disabilities. Bringing new clients & patrons to the area, which will help to increase the financial support of local businesses!

Our objective is to acquire 50% of the dog grooming market, 75% of the dog boarding market, 25% of the horse boarding market, and 50% of the training market in the Southwest Iowa area within the next five years. We plan to accomplish our objectives by always exceeding the customer's expectations and going the "extra mile" with the best in customer service.

Ray's DogHouse was founded in 2016 and has a multi-year profit-making history. Ray's DogHouse has operated successfully under its current owner, Jessica Luke, since April 2016. Ms. Luke has a deep background in the animal industry. She holds a Bachelor's Degree in Animal Science with a Pre-Veterinary Medicine emphasis. She has strong interpersonal communication skills, an incredible ability to organize, prioritize, and maximize time, personnel, assets, and equipment. Ms. Luke's years of experience in food management, has enhanced and strengthened her personnel management skills, which has been an extremely strong asset for the business.

THE BUSINESS

Healing Angels: Jacobsen Equestrian Center/Ray's DogHouse Business Description

The new 5-acre campus will consist of 2 parts. The first part of the campus will be a canine service facility that will consist of one environmentally controlled cinder block kennel building housing a total of 12 indoor/outdoor dog boarding runs, 3 grooming runs, grooming and bathing shop, and an open training area. Each kennel run will have a 5' x 10' inside area and an attached 5' x 25' outside run. The kennels will all be separate so that the dogs will be able to see each other, but they will not be able to physically get to one another. The kennel building will have a food preparation area and a stereo system for the guests' enjoyment. The dog runs will be sized to accommodate larger guests and multiple guests whose owners may want their pets boarded together. Canine guests will be provided with blankets, toys, and individual food and water dishes; although they are more than welcome to bring their own from home! The kennels will be heated and air conditioned to enhance the guests comfort and stay at this facility.

The second part of the campus will be a horse boarding facility. This facility will consist of a 100' x 100' indoor riding arena with access to an outside 100' x 300' arena. There will be 12 horse stalls and the owners will have the opportunity to choose from different levels of care. Within the barn, there will be a climate-controlled office with a break room, bathrooms/shower, laundry, and meeting area. There will be 2 outside round pens and access to both indoor and outdoor arena, as well as the pasture for riding. The barn will also have a stereo system for the riders & guests' enjoyment. Equine guests are provided with hay and automatic waterers.

- Legal Structure: Both Ray's DogHouse & Jacobsen Equestrian Center will operate as an LLC. (Possible change after reviewing.)
- Business type: Ray's DogHouse LLC will continue to be a service business providing pet grooming, boarding, training, and handling. Jacobsen Equestrian Center will also be a service business that will provide horse boarding, lessons, and general leisure. The opportunity to eventually provide equestrian therapy for children and adults with physical and/or mental disabilities will be an important topic of discussion and development within the Jacobsen Equestrian Center staff.
- Services and Products offered: Ray's DogHouse will continue to offer expert pet grooming and boarding, and professional obedience training services to our customers. The Jacobsen Equestrian Center will offer boarding, lessons, and general leisure.
- Business History: Ray's DogHouse was founded in 2016 and will continue to grow to be the premier grooming, boarding, and training facility for the surrounding area's canine and equestrian pets. In April 2016, Ms. Jessica Luke saw the tremendous potential of Ray's DogHouse and started boarding one dog at a time in her backyard. Ms. Luke then moved to the current location in Avoca, Iowa and Ray's DogHouse quickly expanded into an indoor/outdoor facility that consists of six indoor/outdoor runs. These six runs, however, are no longer meeting the needs of the potential clients in her area who are requesting boarding services. Ms. Luke has had to refuse services to many potential clients due to lack of sufficient kennels. Ray's DogHouse will continue to be an on-going, profit-making enterprise. Ray's DogHouse has steadily increased its clientele and profitability since April 2016. The construction of the Jacobsen Equestrian Center will

provide the opportunity for professional services to meet the needs of the area's equestrian clients.

- **Growth Opportunities:** The canine and equestrian services market will continue to expand as the population of the community continues to grow. Both city and county populations will continue to rise steadily. Our "extra mile service", positive, goal-oriented philosophy and exemplary customer relations policies will allow us to continue to increase the role we will play in meeting the needs of the boarding, grooming, and training markets in the local area. This will apply to both the canine and equestrian aspects of business.
 - **Business Hours:** Our business hours will be from 7:00 A.M. to 5:30 P.M., Monday through Friday, and 7:00 A.M. to 4:00 P.M. on Saturday. The stables and barn will be open to clients from dawn to dusk. We will be closed to the public on Sundays and major holidays. We will consider expanding our operating hours based on customer demand for our services. When clients are looking for a facility to board their dog and/or horse, it is important for them to find an environment that is comfortable, safe, and welcoming for both the client and the pet.
 - **Unique Aspects of the Business:**
 - We will continue to grow and strive to be the best pet care facility in the local community as well as all of the southwest area. We plan to be able to board (and groom) canine and equestrian guests when other similar facilities have reached their maximum capacity.
 - The Owner lives on the property, and this will enhance the safety and security of the guests.
 - We will be one of the only facilities in the area that offers all canine and equestrian services at a single location: boarding, grooming, and training.
 - We will become one of the only facilities in the area to be members of the American Boarding Kennel Association and we will maintain outstanding status in the association.
 - We will offer special arrangements for check-in and check-out when our customers have emergencies.
 - We will encourage pet owners to tour our facilities to see for themselves the cleanliness of our facility, where their pet will stay, how their pet will be cared for and how our facility operates.
 - **Healing Angels: Ray's DogHouse/Jacobsen Equestrian Center Goals and Objectives:**
 - **One Year Plan:**
 1. Increase boarding (dog & horse) & dog grooming income by 25%
 - **Three Year Plan:**

1. Branch into equestrian therapy riding and instruction, as well as a complete youth program.
 2. Add Assistant manager for Ray's DogHouse, as well as Jacobsen Equestrian Center, to keep up the pace with client demand for services.
 3. Increase boarding/grooming income 25% per year (Ray's & Jacobsen's)
 4. Employ 2 full-time dog groomers and 2 dog bathers to keep pace with dog customer demand
 5. Employ one full time assistant manager well as a part time barn/chore associate
 6. Expand grooming/retail shop, with possible addition of coffee shop
 7. Construct kennel addition; +6 kennels
- Five Year Plan:
 1. Continue to EXCEL in all areas of boarding, grooming, and training.
 2. Achieve a household, common recognition amongst locals within a 30-mile radius
 3. Continue to build youth programs and establish ourselves into the local schools
 4. Branch into specialized areas of therapy
 5. Add 2 full time assistants - front desk/secretary, business management/scheduling
 - Objectives: To attain our goals through customer satisfaction, diligence, and positive, progressive customer relations.

Management

Healing Angels will be owned and managed by Jessica Luke. Ray's DogHouse has been in operation since April of 2016. Ms. Luke brings almost 20 years of animal management experience to Healing Angels. She confidently showcases her experience in management, animal care and promotional advertising through social media. She is currently personally responsible for personnel, advertising promotions, and customer care. Ms. Luke is proficient in short- and long-term planning and budgeting. She possesses exemplary interpersonal communications skills and a personality pleasing to clients, guests, and vendors alike. Everyone just loves her!

Ms. Luke understands the necessity of clearly defining goals, employee responsibilities, and standards. She has the background in personnel management to translate this knowledge into workable training manuals and employee programs.

Personnel

Healing Angels will start by employing one part-time groomer, one part-time receptionist, a full-time kennel manager, one part-time kennel assistant, and one part-time barn hand. Personnel will be cross trained to perform all non-specialized jobs within the kennel/barn. Future plans call for 100% cross-training in those jobs that do not require specialized instruction, i.e., training, grooming and handling. Each staff member will receive an orientation on pet first-aid and how to handle emergencies. This will be an ongoing training that will occur one a yearly basis.

The experience level of our specialized employees will range from 10 to 15 years. Our Lead Groomer will be working toward her Master Groomer Certification. Ms. Luke currently holds her Bachelor's Degree in Animal Science with an emphasis in pre-veterinary medicine. She has worked in the animal industry for almost 20 years; management, science, and care.

Methods of Recordkeeping

Primary financial records will be assigned to secretary/accountant. Marketing projections, etc. will be assembled using software appropriate to the analysis. Employee and administrative records will be automated, along with payroll. At least 2 sets of backup data will be in separate locations. The computer, and programs, used to maintain automated records, will not be located within the facility and will only be accessible to the owner and assistant manager through password protection. All automated systems will have a paper-and-pencil backup. Kennel records will be automated as soon as funding becomes available. Kennel records are currently kept on paper. The receptionist/secretary will maintain and complete kennel records with the Owner's supervision.

Insurance

A detailed insurance policy will be in effect to cover business liabilities as well as physical aspects. Healing Angels will be named as the beneficiary. Insurance premiums will be paid from the proceeds of the business. Fire, theft, injury, liability, etc. coverage will be in effect with Nationwide Insurance. Coverage will remain with Nationwide unless better coverage at lower cost can be obtained elsewhere.

Security

Receipts and cash will be cash removed from the business and deposits will be made daily. No cash will be stored overnight in the facility. All financial and proprietary information will be stored outside of the facility. Multiple copies of financial and proprietary data will be kept at separate locations. An electronic security system will be installed on the property as well as within the facility. Access to specific areas of the Healing Angels facility will only be available to appropriate personnel. Offices and specific entrances will be locked during non-business hours. The owner lives on the property, providing additional 24-hour security. Fire, temperature, security systems will be installed throughout each of the buildings to ensure optimal protection for guests and clients.

The main barn, main kennel, grooming runs and grooming shop will be completely surrounded and protected by surveillance. Runs will be double locked, preventing even the craftiest guests from getting outside of their run!

MARKETING PLAN

The marketing plan is broken down into the same categories as the business itself. There are different marketing considerations for each facet of the business. The primary and secondary current and target markets are addressed separately.

Target Markets

Boarding

Our current, and potential, primary clients are owners of dogs and/or horses requiring boarding within a 50-mile radius of the business. Primary target markets are all dog owners and horse enthusiasts within a 50-mile radius of the Healing Angels campus.

Grooming

Our current primary clients are owners of dogs requiring grooming within a 50-mile radius of the business. Our primary target market are all small animal owners whose animals require bathing and grooming within a 50-mile radius of the Healing Angels campus.

Methods of Distribution

Boarding

Customers call for reservations. Drop-ins are welcome on a space available basis. Advance reservations are requested during extremely busy periods such as most major holidays; Thanksgiving and Christmas.

Grooming

Customers call for an appointment. Drop-ins are welcome on a space available basis. If pets cannot be groomed on a space available basis, we attempt to reschedule the pet for grooming at a convenient time for our clients.

Advertising/Marketing

Healing Angels uses a multi-media approach to advertising.

- We will distribute flyers on a regular basis announcing special events and discounts in all facets of our operation.
- Word-of-mouth advertising from our customers results in many new clients. We offer a discount to first time boarders and multiple pet boarders.
- Healing Angels occasionally uses newspaper advertising to promote boarding and grooming.
- Healing Angels will also use multiple forms of social media, specifically Facebook, to hit our target market.
- We will also rely heavily on the benefits of referral and word-of-mouth.



Pricing

Boarding

Our current dog boarding prices are competitive with other boarding facilities in the area.

DOGS: Dog boarders are all charged at the same rate of \$30/night, regardless of size. We charge an additional \$10/night for each extra dog sharing the same kennel run. Common

example: 2 dogs sharing the same kennel run = \$40/night. We will offer guests a bath and/or grooming before going home.

HORSES: Horse boarders will be charged based on the level of care. All stalls will be 12'x12'. Staff will hay all boarders.

\$300/month - inside board, self-care (Owner will clean/feed)

\$400/month - inside board, full-care (Staff will clean/feed)

\$500/month - stall with run, self-care (Owner will clean/feed)

\$600/month - stall with run, full-care (Staff will clean/feed)

Ala Carte services:

Feed: \$50/month

Exercise/turn-out: \$100/month

Riding: \$200/month

Arena time: \$20/day (open)

\$100/day (private)

Dog Grooming

Our grooming prices are competitive with other grooming facilities in the area. Grooming prices are based on the size and breed of the pet, the type of grooming desired and the condition of the pet's coat. Nail trimming and expressing of the anal glands are included in the complete grooming prices. Prices for simple bathing and brush-out are somewhat lower, but still based on size, breed and condition of coat.

Dog Training

Our prices are competitive with others in the city. Prices are based on the length and complexity of the training contracted. Boarding costs are included in training prices.

Industry Trends

The pet services industry is directly related to population growth. Demand for all of our services will continue to increase as the surrounding areas increase their population. Training services will increase as the demand for well-mannered pets is mandated by City ordinances. Through outstanding customer relations and "extra mile" policies, we will continue to enjoy consistently increasing profits through word of mouth and social media advertisements.

FINANCIAL

	2021	2022	2023	2023	TOTAL 2023
	Current 6 boarding kennels	Current 6 boarding kennels	12 dog kennel *projections*	12 HORSE boarding projections	dog+horse projections
March	\$890	\$1410	\$3600	\$1200	\$4800
April	\$890		\$3600	\$1200	\$4800
May	\$1380		\$3800	\$1400	\$5200
June	\$2120		\$4800	\$2200	\$7000
July	\$3150		\$6700	\$3000	\$9700
August	\$2300		\$5200	\$2400	\$7600
September	\$2060		\$6000	\$3400	\$9400
October	\$2080		\$4600	\$2000	\$6600
November	\$2290		\$4900	\$2200	\$7100
December	\$1970		\$4600	\$2000	\$6600
January		\$1990	\$3800	\$1400	\$5200
February		\$2140	\$4000	\$1600	\$5600

COST:

Land: Minimum: \$50,000; 5 acres @ \$10,000/acre

{goal: 10 acres @ \$10,000/acre = \$100,000}

2nd hay pasture: 3 ac (goal: 8 ac)

Facility: 2 acres

Buildings: \$100,000-\$160,000

Horse barn: \$50,000-\$80,000

Dog facility: \$50,000-\$80,000

Jacobsen Equestrian Center: Office/Kitchen/Bath: 10'x30'

Stalls: 12'x12'

- Outside runs: 12x40'

Hallways: 12'

Doorways: 8'

Ray's DogHouse: Office/Kitchen/Bath: 20'x30'

Grooming Salon: 25'x25'

Coffee Bar/gift shop:25'x25'

Wash Bays: 10'x25'

Kennels: 6 – 5x5

, 6– 5x10

- Outside runs: 5x25

Fence/gates/kennels: \$20,000

Rock/sand: \$2,500

TOTAL: \$172,500 - \$295,000

OTHER:

Insurance: \$1,000/mo

Feed: \$500/mo

Utilities: \$500/mo

Employees: \$1,000/mo

TOTAL: \$3,000/mo

INCOME (2023 monthly projections):

Dogs: \$4,000-\$9,500

Horses: \$1,200-\$3,600

Possible Income Total: \$5,200-\$13,100/month

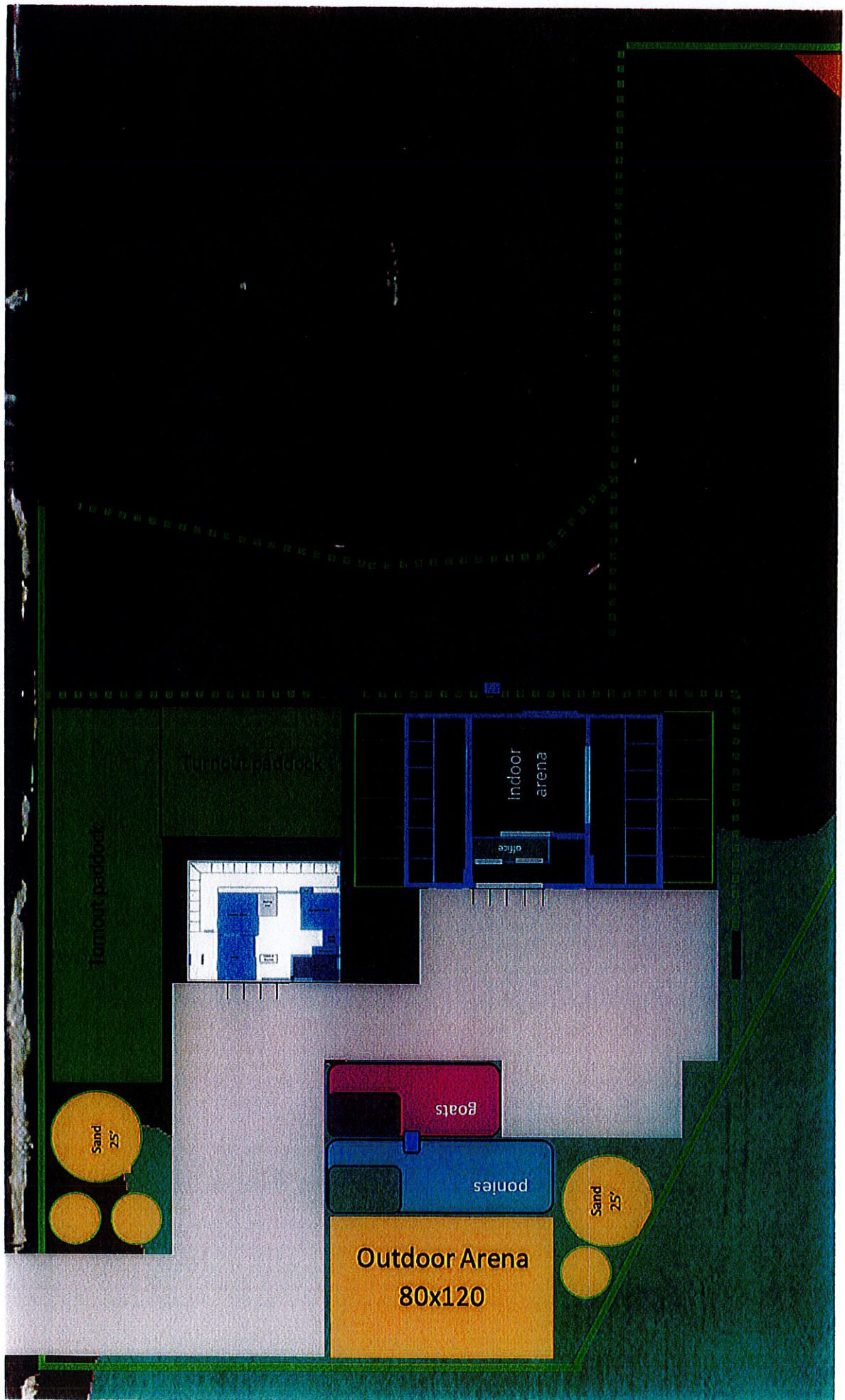
*****Possible Payment (“mortgage”): \$1,500 — \$1,800/mo**

Ray's DogHouse Guidelines:

The American Kennel Club has developed a Dog Boarding Checklist to ensure that an owner has peace of mind when they are searching for the right "home-away-from-home" boarding experience for their pet. Ray's DogHouse will follow these guidelines:

- Encourage potential clients to schedule a visit for them and their dog at Ray's DogHouse.
- Provide potential clients with the documentation of membership in the American Boarding Kennel Association; provide information on how long we have been in business, how many repeat customers we have had, and references to contact.
- Provide immunization requirements to board at Ray's DogHouse (example: Shots, Flea/Tick)
- Provide potential clients the opportunity to tour Ray's DogHouse so that they may see firsthand how clean, secure, and sanitary all areas (example: Kennel, grooming, exercise) of the facilities are, the exercise areas are adequate and securely-fence, and the sleeping areas are comfortable and safe.
- Clients will have the opportunity to observe dogs who are in the kennels and how they interact with each other. There are no direct dog-to-dog interactions allowed to avoid conflict or possible stress and/or anxiety.
- Clients can meet the owner/staff and observe how they interact with their dog(s); observe how the dogs have access to inside and outside areas and provide clients with information regarding the owners/staff education and training.
- Clients can observe that each dog has access to fresh drinking water and is kenneled in a temperature-controlled environment with adequate ventilation and shelter.
- Client is provided with information regarding how any healthcare needs are met, how emergencies are handled, and the pet first-aid training of the staff.

- Clients are provided information regarding the number of staff working with the dogs, the owner lives on-site for added security, and that there is an evacuation plan in case of an emergency.



Turnout paddock

Sand 25'

Sand 25'

Sand 25'

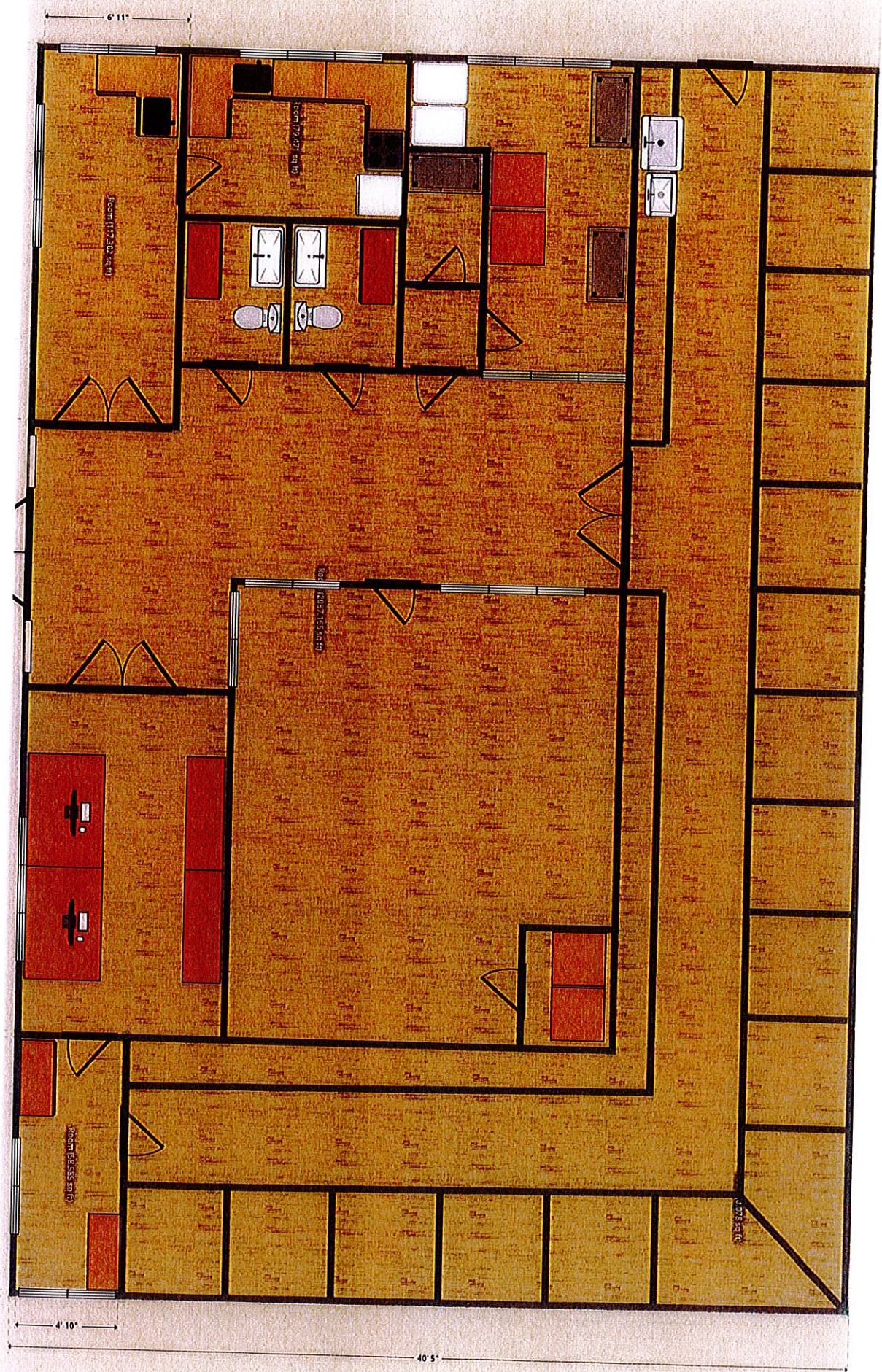
Outdoor Arena
80x120

ponies

goats

Indoor
arena

office



Healing Angels Equestrian Center



Arena: 90x120'

Office/Bathroom:
20x40

Tack
Room/Bathroom:
20x40

20x10

20x30

Stalls (6)

CASE #

ZMA-2024-03

ATTACHMENT #2



PO BOX 246

AVOCA, IOWA 51521

PHONE 712-343-2424

Mayor and Council Members:

Mayor: Tom Bruck
William Dea
Drew Becker
Deb Calhoon
Diane Stamp
Robert McCarthy

City Administrator:

Tyler Trout

City Clerk:

Teresa Hoepner

Public Services

Gale Kiesel
Mike Petersen
Donnie VonEschen

Public Chief:

Jay Heiny

Fire Chief:

Drew Becker

EMS Captain:

Caitlyn Becker

City Attorney:

David Larson

Library Director:

Sabrina Lewis

Tyler Trout
Avoca, IA 51521
City Administrator
712-343-2424
August 8, 2024

Pottawattamie County Board of Supervisors
227 South 6th Street
Council Bluffs, IA 51501

Dear Members of the Pottawattamie County Board of Supervisors,

I am writing to you in support of the rezoning application for the five acres of land located immediately to the west of Ray's DogHouse from Agricultural to Commercial. I have reviewed the request and can confirm that rezoning the specified area to Commercial does not conflict with any planned developments or land-use strategies that the City of Avoca has in place.

Thank you for your attention to this matter.

Sincerely,

Tyler Trout
City Administrator
City of Avoca, Iowa



Avoca Main Street, Inc.
PO Box 357
203 N. Elm Street
Avoca, Iowa 51521
mainstreet@cityofavoca.com
712.307.0172

6/17/2024

Pottawattamie County Board of Supervisors
227 South 6th Street
Council Bluffs, IA 51501

Dear Members of the Pottawattamie County Board of Supervisors,

I am writing on behalf of Avoca Main Street, Inc. in support of the rezoning application for the five acres of land located immediately to the west of Ray's DogHouse from Agricultural to Commercial. Although the business is located outside of our designated historic downtown area, the services it plans to provide are necessary to our residents and our downtown entrepreneurs, and the location is ideal to serve several communities with their animal boarding and care needs.

Thank you for your attention to this matter.

Sincerely,

Amber Mohr, Executive Director
Avoca Main Street, Inc.



www.greatpointers.org

June 11, 2024

Dear Tyler and Amber,

I am pleased to be writing a letter of support for my colleague Jessica Luke's proposal for the further development of Ray's DogHouse outside of Avoca.

Jessica has taken a strong initiative to develop her current boarding program which assists pet owners with boarding and animal care needs. In her environment, the dogs receive responsible care while enjoying a place to stretch their legs and allowing owners to enjoy their time away.

I have known Jessica for 14 years. She served previously as an Iowa Director for my nonprofit organization, Great Plains Pointer Rescue, Inc. that serves Nebraska and Iowa. While with us, she learned canine skills, communication skills, administrative processes, animal law, and much more associated with the care of dogs and business.

In the event you agree to the re-zoning, it will serve as a great addition and opportunity for the City of Avoca and surrounding communities.

Thank you in advance for your consideration.

Janelle Ford

Janelle R. Ford
President and Founder
Great Plains Pointer Rescue
402 403 8259



149 W. Broadway, Council Bluffs, IA 51503

July 9, 2024

Pottawattamie County Planning and Zoning
227 S. 6th St.
Council Bluffs, IA 51501

Dear Members of the Planning and Zoning Board:

Please accept this letter of support from Advance Southwest Iowa Corporation as it relates to the proposed zoning change for the Ray's Dog House expansion project. Changing the zoning from agriculture to commercial is a necessary component of Ray's future expansion project outside of Avoca, IA.

As you know, Advance Southwest Iowa Corporation is dedicated to fostering economic growth and prosperity for the communities in Pottawattamie County. We recognize the importance of supporting local businesses that provide valuable services and enhance our local rural economy.

Ray's Dog House has been a reputable business in Pottawattamie County for the past 6-years and are known for their commitment to animal care and welfare. Ray's expansion plans demonstrate their confidence in our economy and their desire to enhance their services to better serve pet owners in Pottawattamie County and beyond.

The proposed rezoning aligns with our county's economic development goals by promoting business growth and creating job opportunities. It will also contribute to the overall economic vitality of the region, attracting more visitors and potential residents who value high-quality pet care services.

We have reviewed the plans and believe that Ray's Dog House has taken all necessary steps to ensure that the expansion will be conducted responsibly and in accordance with local regulations. Their commitment to maintaining the integrity of the surrounding area while enhancing their business operations is commendable.

In conclusion, we ask the Planning and Zoning Board to consider approval of Ray's request for rezoning. Approval of this request will not only benefit their business but also contribute to the continued growth and prosperity of Pottawattamie County in general.

Thank you for allowing Advance to provide this letter of support and please feel free to call me at (402) 960-8505 should you have any questions or require further information.

Sincerely,

Paula Hazlewood

Paula Hazlewood
Chief Executive Officer
Advance Southwest Iowa Corporation

TO: Planning and Zoning Commission
FROM: Matt Wyant, Director
DATE: September 6, 2024
RE: Case #ZTA-2024-02

APPLICANT: Jessica Luke

REQUEST: Zoning text to amend the Pottawattamie County, Iowa, Zoning Ordinance, Section 8.045.030 by adding the following as Conditional Uses in the C-1 (Highway Commercial) Zoning District:

- .05 Commercial kennels and veterinary hospitals or clinics, provided that no such structure or exercising runway shall be located closer than two hundred (200) feet from any Class "R" District or platted residential subdivision or dwelling other than that of the lessee or owner of the site
- .06 Commercial stables, riding academies and clubs.

AND add the following Lot Size and Coverage Requirements to Section 8.045.080:

- .02 Any Permitted Conditional Use other than Commercial Kennels and veterinary hospitals and Commercial Stables – Minimum Lot Area 1.0 acre, Minimum Lot Width 80', Minimum Lot Depth 100', Maximum Lot Coverage 50%
- .03 Commercial Kennels and veterinary hospitals – Minimum Lot Area 3.0 acres, Minimum Lot Width 300', Minimum Lot Depth 300', Maximum Lot Coverage 15%
- .04 Commercial Stables – Minimum Lot Area 5.0 acres, Minimum Lot Width 300', Minimum Lot Depth 300', Maximum Lot Coverage 5%

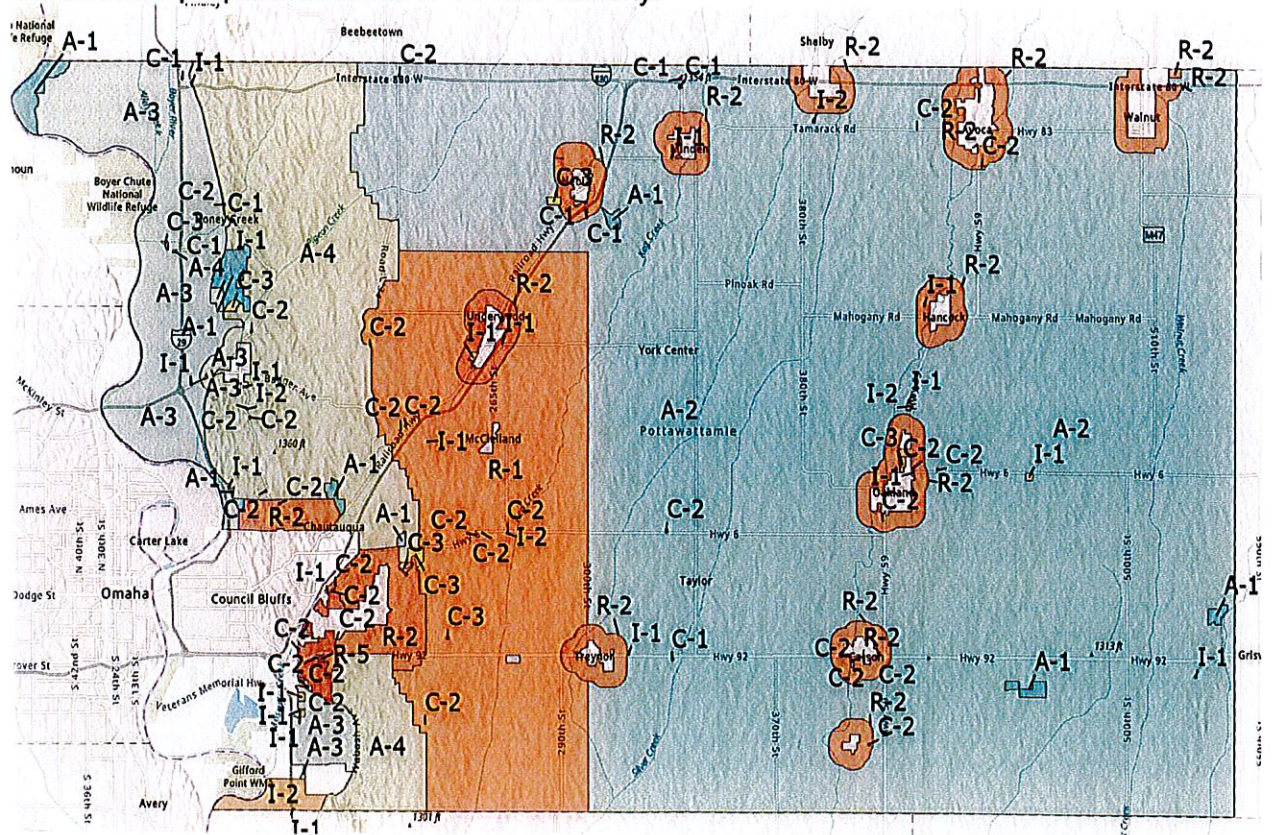
Commercial kennels, veterinary hospitals or clinics are currently conditional uses in the A-2 (Agricultural Production), A-3 (Riverfront Production) and A-4 (Loess Hills) Zoning Districts.

The lot size and coverage requirements for commercial kennels are also currently in the code in the A-2, A-3 and A-4 Zoning Districts.

Commercial stables, riding academies and clubs are currently conditional uses in the A-2 (Agricultural Production), A-4 (Loess Hills), R-1 (Agricultural-Urban Transitional) Zoning Districts. They are also allowed in the R-2 (Urban Transitional) Zoning District if located along or having direct access to a hard surfaced road or an official bituminous road.

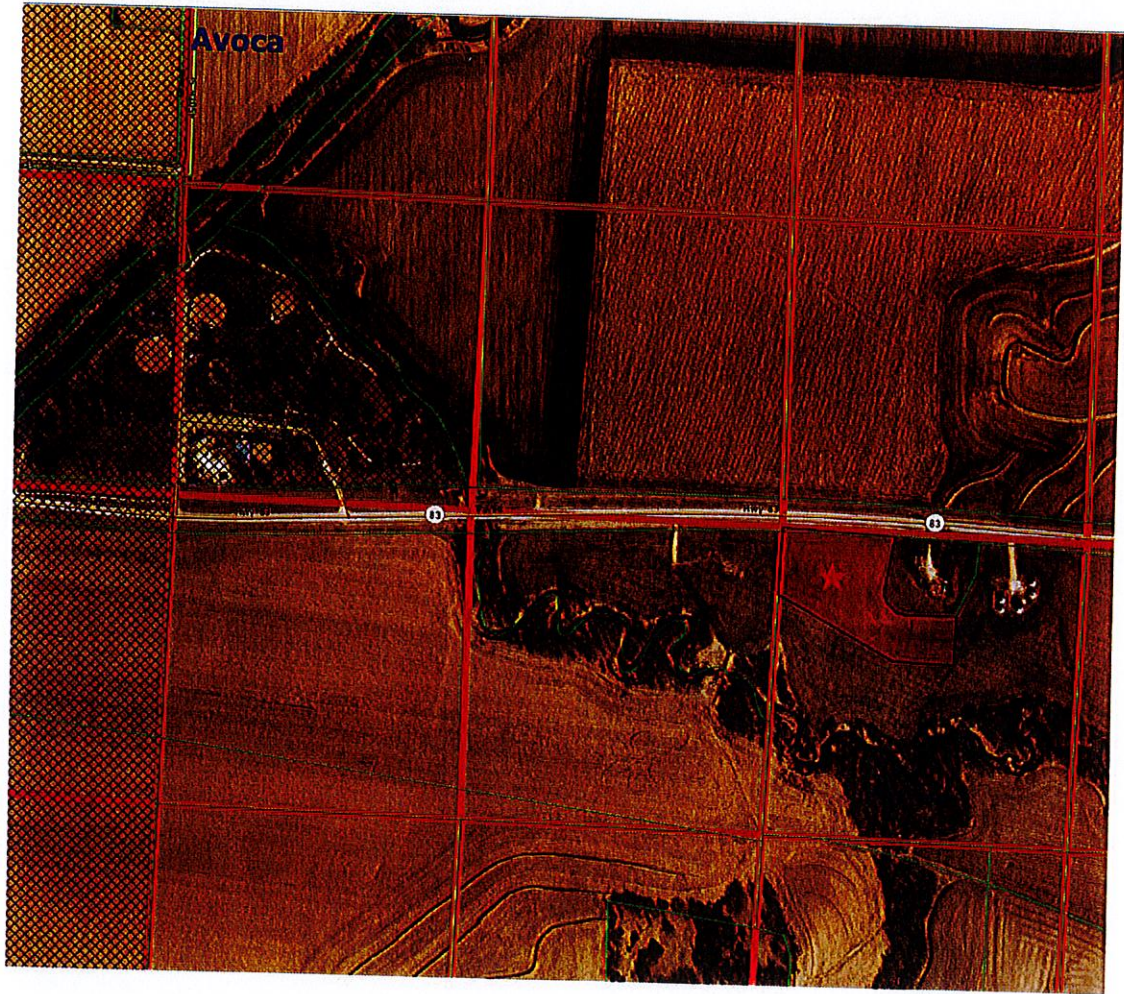
The lot size and coverage requirements for commercial stables are also currently in the code in the A-2, A-4, R-1 and R-2 Zoning Districts.

There are 8 properties zoned C-1 in the County.



Attachment #1 is Pottawattamie County's current C-1 (Highway Commercial) Zoning District Ordinance.

Although you are voting on whether to approve or deny the Zoning Text Amendment and are not approving or denying a specific site, the applicant requesting this amendment is proposing a commercial kennel and stable adjacent to her home at 45615 Hwy 83. The property is approximately ¼ of a mile east of Avoca City Limits. Properties in the immediate area are a mixture of agricultural, residential and Avoca municipality.



CHAPTER 8.045
HIGHWAY COMMERCIAL DISTRICT

- 8.045.010 INTENT: The Class C-1 District is intended to provide for travel-related businesses and services in rural areas of the County along major highways where controlled access to the highway is afforded for the convenience and safety of the highway user by the provisions of frontage roads, interchanges and channelized intersections. Properties shall be located along or have direct access to hard surfaced streets. (*Ordinance #2015-05/12-18-2015*)
- 8.045.020 PRINCIPAL USES: The following *principal uses* shall be permitted in the Class C-1 District: (*Ordinance #81-6/10-01-81*)
- .01 Automobile and other vehicle washing establishments, including the use of mechanical conveyors, blowers and steam cleaning, and including self-service facilities. (*Ordinance #81-6/10-01-81*)
 - .02 Convenience stores, including package foods and picnic supplies, souvenirs, novelties, toiletries, and similar merchandise. (*Ordinance #81-6/10-01-81*)
 - .03 Garages for general motor vehicle repair, but not including major body and fender work, and overall painting and upholstery. (*Ordinance #81-6/10-01-81*)
 - .04 Governmental structures and uses including fire stations, libraries, police stations, post offices, substations, and roadside rest areas; but excluding sanitary landfills or uses similar in their scope or effects. (*Ordinance #81-6/10-01-81*)
 - .05 Motels and motor hotels, but only when serviced with public or common water and sewer facilities. (*Ordinance #81-6/10-01-81*)
 - .06 Restaurants, cafes, and drive-in eating and dining places. (*Ordinance #81-6/10-01-81*)
 - .07 Service stations, including dispensing of diesel fuels and complete truck service. (*Ordinance #81-6/10-01-81*)
 - .08 Sexually oriented businesses, subject to the terms of Chapter 3.55, Sexually Oriented Businesses Ordinance, Pottawattamie County, Iowa. (*Ordinance #2003-12/10-03-03*)
 - .09 Towers with a height not exceeding one hundred fifty (150) feet, subject to the requirements of Section 8.004.220. (*Ordinance #2007-09/10-12-07*)
 - .10 Transformer stations, booster stations and utility stations; provided there is no yard or garage for service or storage, or any building for general administrative or sales offices. (*Ordinance #81-6/10-01-81*)
 - .11 Transportation passenger terminals, including bus stations, railroad passenger stations, or other passenger terminals, provided that buses or other transit vehicles shall not be stored on the site and no repair work or servicing of vehicles shall be conducted on the site. (*Ordinance #81-6/10-01-81*)

- 8.045.030 **CONDITIONAL USES:** The following conditional uses shall be permitted in a Class C-1 District, when authorized in accordance with the requirements in Chapter 8.096: *(Ordinance #81-6/10-01-81)*
- .01 Body and fender repair shops, including overall painting and upholstering, but not including motor vehicle wrecking or used parts yards or outside storage of component parts. *(Ordinance #81-6/10-01-81)*
 - .02 Cocktail lounges, provided they are operated as incidental and subordinate activities in motels and restaurants. *(Ordinance #81-6/10-01-81)*
 - .03 Transmitting stations and towers with a height exceeding one hundred fifty (150) feet, subject to the requirements of Section 8.004.220. *(Ordinance #2007-09/10-12-07)*
 - .04 **SOLAR ENERGY SYSTEMS, COMMERCIAL (CSES)**, subject to the requirements of Section 8.004.210. *(Ordinance #2023-05/03-07-2024)*
- 8.045.040 **ACCESSORY USES:** The following accessory uses shall be permitted in a Class C-1 District: *(Ordinance #81-6/10-01-81)*
- .01 *Accessory uses and structures* normally incidental and subordinate to one of the permitted *principal or conditional uses*, unless otherwise excluded. *(Ordinance #81-6/10-01-81)*
 - .02 Display signs, subject to the provisions of Chapter 8.090. *(Ordinance #81-6/10-01-81)*
 - .03 Outdoor advertising signs and billboards, subject to the provisions of Chapter 8.090. *(Ordinance #2015-05/12-18-2015)*
 - .04 Outdoor storage of material or merchandise incidental to a permitted use, but not to exceed forty (40) percent of the building floor area used for such use. *(Ordinance #2015-05/12-18-2015)*
 - .05 Private parking facilities including garages, carports, and other parking spaces. *(Ordinance #2015-05/12-18-2015)*
 - .06 Temporary roadside fireworks stands and Christmas tree lots, when approved by the *Development Director* for a specified time period, after which they all shall be disassembled and removed at the end of the authorized period each year. *(Ordinance #81-6/10-01-81)*
 - .07 **SOLAR ENERGY SYSTEMS, NON-COMMERCIAL (SES)**, subject to the requirements of Section 8.004.210. *(Ordinance #2023-05/03-07-2024)*
 - .08 **WIND ENERGY SYSTEMS, NON-COMMERCIAL (WES)**, subject to the requirements of Section 8.004.240. *(Ordinance #2023-05/03-07-2024)*
- 8.045.050 **OFF-STREET PARKING AND LOADING:** Off-street parking and loading spaces shall be provided in accordance with Chapter 8.080 for permitted principal and conditional uses in a Class C-1 District. *(Ordinance #81-6/10-01-81)*

8.045.060 HEIGHT REQUIREMENTS: The maximum height of buildings and structures in a Class C-1 District shall be thirty-five (35) feet or two (2) stories, whichever is lower. (Ordinance #81-6/10-01-81)

8.045.070 SETBACK REQUIREMENTS: The setback requirements for buildings and structures in a Class C-1 District shall be as follows: (Ordinance #81-6/10-01-81)

.01 The front yard setback shall be a minimum of twenty-five (25) feet. (Ordinance #81-6/10-01-81)

.02 The side yard setback shall be a minimum of twenty-five (25) feet when such yard abuts a Class "A" District and shall be a minimum of fifty (50) feet when such yard abuts a Class "R" District or platted residential subdivision. (Ordinance #2004-14/07-01-04)

.03 The rear yard setback shall be a minimum of twenty-five (25) feet when such yard abuts a Class "A" District and shall be a minimum of fifty (50) feet when such yard abuts a Class "R" District or platted residential subdivision. (Ordinance #2004-14/07-01-04)

.04 The minimum setback between buildings situated on the same site shall be ten (10) feet. (Ordinance #81-6/10-01-81)

8.045.080 LOT SIZE AND COVERAGE REQUIREMENTS: The minimum lot size and maximum lot coverage for uses in a Class C-1 District shall be as follows, except as provided in Section 8.004.030 for lots not having common water and/or sewer facilities: (Ordinance #81-6/10-01-81)

	USE	MINIMUM LOT			MAXIMUM LOT
		AREA	WIDTH	DEPTH	COVERAGE
.01	Any Permitted Use	1.0 Acres	80'	100'	50%

(Ordinance #81-6/10-01-81)