

PLAN COMMISSION AGENDA

June 15, 2015
5:30 p.m.

Meeting Rooms D & E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

I. CALL TO ORDER

- A. Attendance
- B. Declaration Quorum Present

II. CONSENT AGENDA

May 18, 2015 Minutes

III. ACTIONS

A. GRANTING OF UTILITY EASEMENT

Effect: Approve an easement for Alliant Energy, south of Scott St. and adjacent to DeNevue Creek for a new gas regulator station.

Location: Between 384 and 416 East Scott Street

Initiator: Alliant Energy

B. SPECIAL USE PERMIT

Effect: Allow Pet Crematory

Location: 212 N Main Street

Initiator: Tammy Freund

IV. ADJOURN

PLAN COMMISSION MINUTES

May 18, 2015
5:30 p.m.

Meeting Rooms D & E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

CALL TO ORDER

ROLL CALL: Present: Hertha Longo
Dan Nielsen, Jr
Jordan Skiff (arrived at 5:33pm and left at 5:43pm)
David Washkoviak
Nicole Wiese

Absent: Brian Kolstad
Stan Ramaker
Marilyn Zangl
Sarah VanBuren

Administrative Staff: Joellyn Dahlin, Principal Planner

Deputy City Clerk Arlene Mand declared a quorum present.

ELECTION OF OFFICERS

Chairperson

Commissioner Longo nominated **David Washkoviak** for the position of Chairperson of the Plan Commission.

With no further nominations being made, the nominations were closed.

ROLL CALL VOTE: Aye - Longo, Nielsen, Washkoviak, Wiese
Nay - None

Carried.

David Washkoviak was elected to the position of Chairperson of the Plan Commission.

Vice-Chairperson

Commissioner Wiese nominated **Hertha Longo** for the position of Vice-Chairperson of the Plan Commission.

With no further nominations being made, the nominations were closed.

ROLL CALL VOTE: Aye - Longo, Nielsen, Washkoviak, Wiese
Nay - None

Carried.

Hertha Longo was elected to the position of Vice-Chairperson of the Plan Commission.

CONSENT AGENDA

April 13, 2015 Minutes

Motion made by Commissioner Longo to approve the April 13, 2015 minutes of the Plan Commission as presented.

Seconded by Commissioner Wiese.

ROLL CALL VOTE: Aye - Longo, Nielsen, Washkoviak, Wiese
 Nay - None

Carried.

PUBLIC HEARING

Zoning Upon Annexation

Effect: Zone annexed property R-1 (Single Family Residential)

Location: W5702 Guindon Boulevard

Initiator: Jack Knipple

Chairman Washkoviak declared the Public Hearing open. With no appearances, Chairman Washkoviak declared the Public Hearing closed.

Motion made by Commissioner Skiff to recommend to the City Council approval of the proposed zoning destination of R-1 upon annexation of the subject property.

Seconded by Commissioner Wiese.

ROLL CALL VOTE: Aye - Longo, Nielsen, Skiff, Washkoviak, Wiese
 Nay - None

Carried.

ACTIONS

Special Use Permit

Effect: Install new ground sign with electronic message center.

Location: 479 W Arndt Street

Initiator: Flyway Signs on behalf of Parkside School

Appeared in Support:

Stacey Buchholz, 95 Southern Edge Dr., Fond du Lac, WI

Motion made by Commissioner Longo to recommend to the City Council approval of the Special Use Permit, subject to the following conditions:

1. Sign illumination-including the electronic message center- shall be programmed to reduce intensity between the hours of 9:00 p.m and 7:00 a.m.
2. Operations of the electronic message center shall comply with regulations for message timing and use. Blinking, flashing, and animated messages and graphics are prohibited.
3. Use of the sign shall relate to events and functions of the school. Use of the sign for unrelated uses and activities, and commercial business purposes is not permitted.

Seconded by Commissioner Wiese.

ROLL CALL VOTE: Aye - Longo, Skiff, Washkoviak, Wiese
 Nay - None
 Abstain - Nielsen

Carried.

Special Use Permit

Effect: Install a solar photovoltaic system for use by the property owner.
Location: 320 County Road K
Initiator: Congregation of Sisters of St. Agnes

Appeared in Support:

Jesse Michalski, 1000 Hillcrest Dr., Kaukauna, WI

Motion made by Commissioner Skiff to recommend to the City Council approval of the Special Use Permit as submitted.

Seconded by Commissioner Wiese.

ROLL CALL VOTE: Aye - Nielsen, Skiff, Washkoviak, Wiese
 Nay - None
 Abstain - Longo

Carried.

Special Use Permit

Effect: Allow industrial-type land use(s) within an existing building on property zoned for business use.
Location: 475 S Seymour Street
Initiator: Jor-Mac & Empire Coatings

Appeared in Support:

Kelly Sayles, 155 E Main St., Lomira, WI

Appeared in Opposition:

Renee Will, 215 Scenic Cir., Fond du Lac, WI

Motion made by Commissioner Nielsen to recommend to the City Council approval of the Special Use Permit, subject to the following conditions:

1. The special use permit applies to the Jor-Mac Company, Empire Coatings, and similar tenants, provided occupancy occurs within one year of approval of the special use permit. Use of the premises for industrial-type tenants/uses that are proposed more than one year after issuance of this special use permit shall require separate (future) approval of a special use permit.
2. All business activities and operations shall be conducted within a completely enclosed building. Outdoor storage of materials and equipment shall be limited to the east side of the principal building within a screened enclosure in accord with zoning regulations.

Seconded by Commissioner Longo.

ROLL CALL VOTE: Aye - Longo, Nielsen, Washkoviak, Wiese
 Nay - None

Carried.

Special Use Permit

Effect: Auto Repair Shop
Location: 513 S Military Road
Initiator: Vickie Roberts

Appeared in Support:

Gordon Zoch, W2430 E. Lamartine Dr., Fond du Lac, WI

Motion made by Commissioner Longo to recommend to the City Council approval of the Special Use Permit, subject to the following conditions:

1. All vehicle service and repair and customizing activities, including testing operations, shall be performed within the interior of the building. No service and/or repair activities shall occur outside of the building, regardless of duration (i.e. temporary or long term).
2. The open outdoor storage of vehicle parts, engines, tires, dismantled vehicles, inoperable junk vehicles, trailers, etc. is prohibited. The temporary storage of dismantled vehicles, parts, engines, etc. shall

- be confined within an opaque fenced enclosure, sited adjacent to the building and at the rear of the property, screened from public view.
3. Exterior building and/or trim paint color(s) should be non-reflective and utilize an earth tone color palette. Required improvements shall address repair or replacement of damaged siding, doors, and windows, and peeling/cracked/damaged paint.
 4. The building shall comply with all International Building and Mechanical Code requirements relating to motor vehicle repair occupancy. Separate plan review by City Building Inspector is required. Necessary modifications to the building shall be made prior to occupancy and prior to the start of business operations.
 5. Vehicles awaiting repair and/or vehicles offered for sale shall be parked in an orderly manner on the site, within the paved parking area. No vehicles shall be parked or stored on any lawn or landscape area, regardless of duration (i.e. temporary or long term).
 6. Driveway and parking areas shall be paved as required by zoning regulations. Gravel parking and driveway areas are not permitted.
 7. Signage for the property shall be limited to one wall sign on the main façade of the building. Wall sign size shall be pursuant to zoning code regulations. Directional signs are allowed in accord with zoning code regulations.
 8. Outdoor trash and recycling dumpsters for the business shall be confined within an enclosed area screened from public view. The trash enclosure may utilize wood or vinyl fencing, or a masonry wall.

Seconded by Commissioner Wiese.

ROLL CALL VOTE: Aye - Longo, Nielsen, Washkoviak, Wiese
 Nay - None

Carried.

Special Use Permit

Effect: Construct new building for wholesale automotive dealership and repair shop.
Location: 1217 W Scott Street
Initiator: Daniel Frank

Appeared in Support:

Daniel Frank, 555 Van Dyne Rd., Fond du Lac, WI

Motion made by Commissioner Longo to recommend to the City Council approval of the Special Use Permit, subject to the following conditions:

1. All vehicle service and repair and customizing activities, including testing operations, shall be performed within the interior of the building. No service and/or repair activities shall occur outside of the building, regardless of duration (i.e. temporary or long term).
2. The open outdoor storage of vehicle parts, engines, tires, dismantled vehicles, inoperable junk vehicles, trailers, etc. is prohibited. The temporary storage of inoperable or dismantled vehicles, parts, engines, etc. shall be confined within a fenced enclosure screened from public view.
3. Fencing shall comply with zoning regulations for siting and height. Fencing along the east side of the building shall not extend in front (east of) the building wall. Fencing along the west side of the building shall not extend in front of the limit of the south (main façade) building wall.
4. Fence materials shall be vinyl, wood, or masonry. The color of fence materials shall complement the color of the building. The use of chain link fencing shall be prohibited.
5. Vehicles offered for sale and/or awaiting repair or transport shall be parked in an orderly manner on the site, within the paved parking area. No vehicles shall be parked or stored on any lawn or landscape area, regardless of duration (i.e. temporary or long term).
6. Driveway location and configuration is subject to approval of an access/driveway permit by the Fond du Lac County Highway Commission.
7. Building height shall comply with requirements of the Fond du Lac County Airport Zoning Code. The maximum permissible elevation is 867 feet above mean sea level.
8. A detailed site plan prepared by a licensed professional shall be reviewed and approved by the Site Plan Committee. The site plan shall effectively address site drainage, stormwater management, vehicular access and circulation, fencing, enclosure of trash and recycling storage area, on-site parking, fire protection, utilities, and landscaping of required setback and parking areas. Building elevation drawings and detailed floor plans shall be included with the site plan submittal to depict various business activities; use of the building for residential purposes (temporary, interim or permanent) shall not be permitted.

Seconded by Commissioner Washkoviak.

ROLL CALL VOTE: Aye - Longo, Nielsen, Washkoviak
 Nay - Wiese

Carried.

ADJOURN

Motion made by Commissioner Wiese to adjourn.

Seconded by Commissioner Longo.

ROLL CALL VOTE: Aye - Longo, Nielsen, Washkoviak, Wiese
 Nay - None

Carried.

Meeting adjourned at 6:13 p.m.

ARLENE MAND
DEPUTY CLERK

CITY OF FOND DU LAC - Memorandum

Engineering and Traffic Division

Date: June 9, 2015

To: Plan Commission

From: Paul De Vries, P.E., City Engineer *PDV*

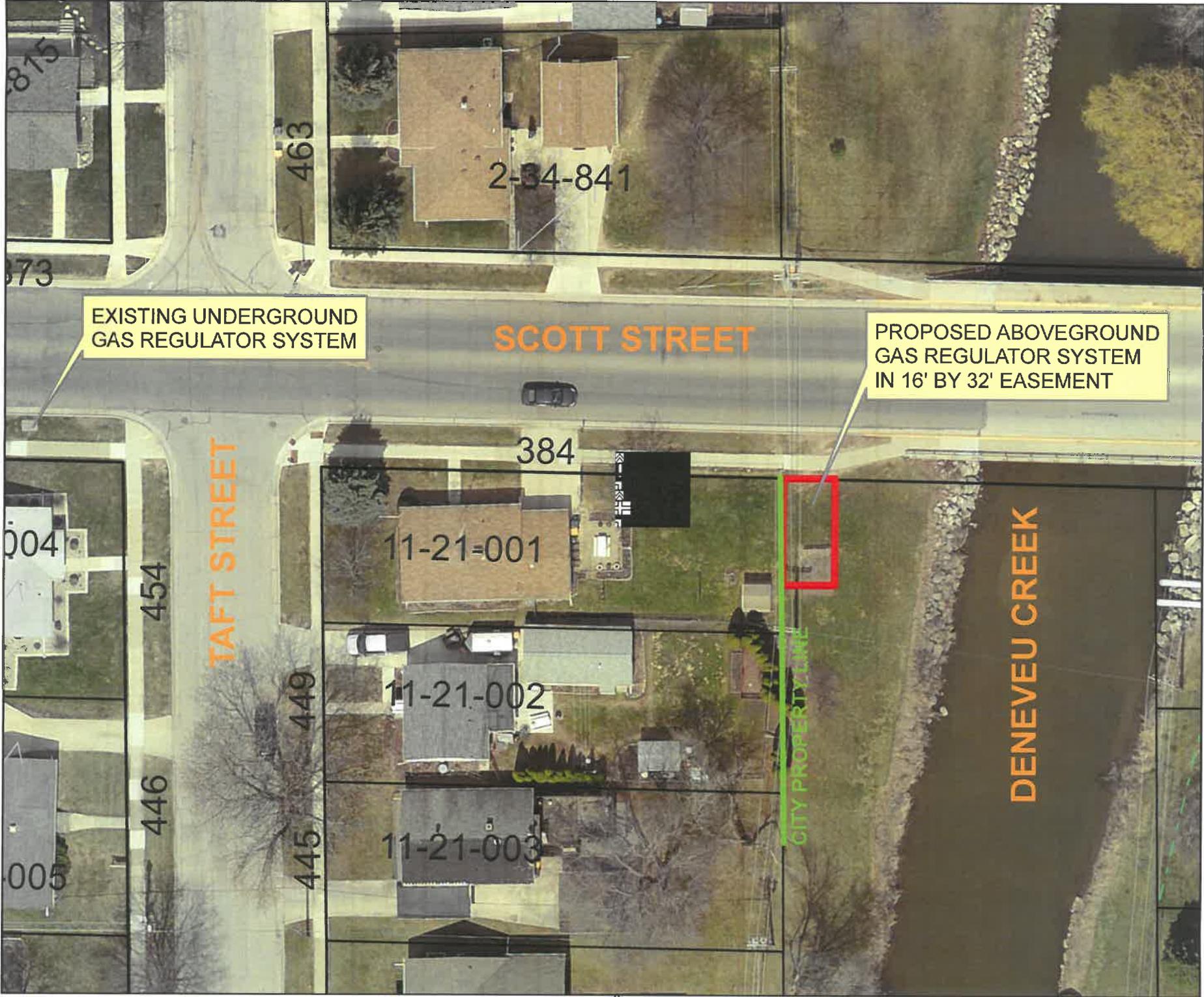
Re: **Granting of Utility Easement to Alliant Energy**

This memo and attached maps cover the agenda item under Granting of Utility Easement for the Plan Commission's June 15, 2015 meeting.

Alliant Energy has requested the City grant them 16 feet by 32 feet utility easement along lands owned by the City adjacent to the DeNeveu Creek just south of Scott Street. The attached maps indicate the area in question and Alliant's proposed plan. Alliant Energy is requesting to install a new aboveground gas regulator station. The existing station is located underground near the southeast corner of Scott and Taft Streets. Alliant has informed the City of the deterioration of the existing underground station and the need for replacement above ground to avoid similar issues in the future. Recently, Alliant replaced an underground station with an above ground station at the intersection of 9th Street and Fond du Lac Avenue. The City required landscaping and fencing for the regulator station and would propose to require similar screening for this easement.

The City owns the land by deed along DeNeveu Creek in this area although there are no plans for improvements. If the easement were granted, there would still be about 25 feet to the bank for the City to make an improvement (for instance, a trail). Although, as the creek goes south towards Stow Street, the City runs out of land along the bank, so a trail connection in this location would be highly unlikely. In addition, the City does not have planned or anticipated utility improvements that would be impacted by this easement if granted.

The Engineering and Traffic Division suggests a motion to recommend to City Council the approval of granting this easement.



EXISTING UNDERGROUND
GAS REGULATOR SYSTEM

SCOTT STREET

PROPOSED ABOVEGROUND
GAS REGULATOR SYSTEM
IN 16' BY 32' EASEMENT

CITY PROPERTY LINE

DENEVEU CREEK



1 IN = 38 FT

Alliant Energy
Proposed Utility Easement

DRAWN BY: PDEVRES DATE: 04/9/2016

ENGINEERING & TRAFFIC DIVISION

JUNE 15, 2015 PLAN COMMISSION

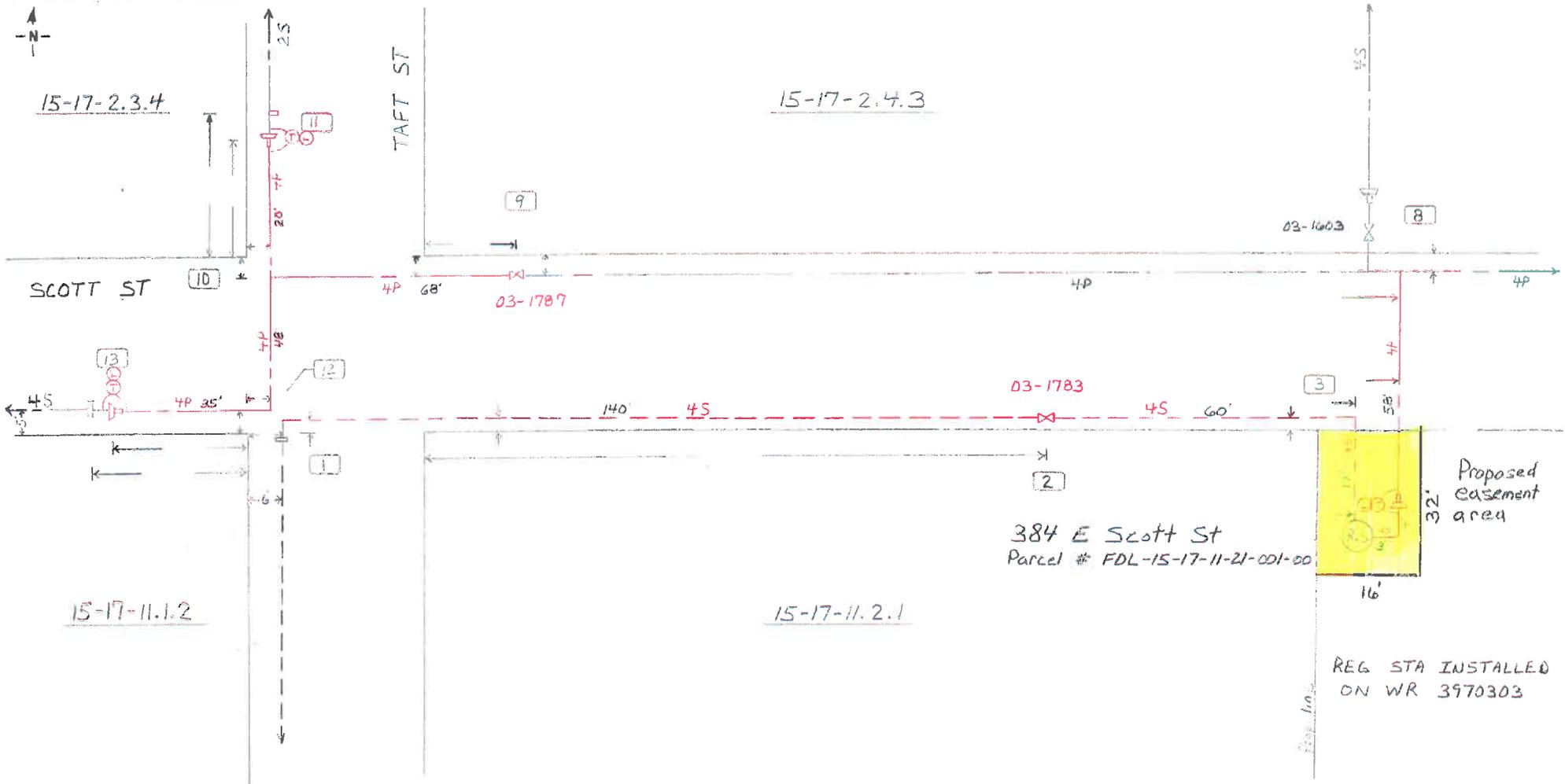


Designed Job Sketch - OH / UG / Gas / Water

Ops Zone: FOND Loc: FDL Request: 3970305

WR Desc: SCOTT AND TAFT RS REPLACEMENT 46221, MAIN

Cust Nm: ALLIANT ENERGY		Map No.	Sched. Date	Comp. Req. Date	Std. Const. Date	Crews Assigned	
Address: SCOTT AND TAFT RS REPLACEMENT FOND DU LAC		TD Code	DHL No.	Start Date	Start Time		
County: FOND DU LAC		Soft/Hard Surface Restoration: Yes <input type="checkbox"/> No <input type="checkbox"/>					
Cust Ph: Prem:		Jnt Trench	Refund file #	Obstructions			
Planned By	Phone No.	Tel	CaTV	Gas	Elec	Sewer	Water
BASTIAN, BILL	1-920-322-6716						



Document No.

**EASEMENT
NATURAL GAS REGULATOR STATION**

The undersigned **Grantor(s) City of Fond du Lac, (hereinafter called the "Grantor")**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, does hereby grant, convey and warrant unto **Wisconsin Power and Light Company, a Wisconsin corporation, (hereinafter called the "Grantee")**, the Grantee's successors and assigns, the perpetual right and easement to construct, install, maintain, operate, repair, inspect, replace, add, relocate and remove the Designated Facilities, as indicated below, upon, in, over, through and across lands owned by the Grantor in the **City of Fond du Lac, County of Fond du Lac, State of Wisconsin**, said Easement Area to be described as follows:

The west sixteen (16) feet of north thirty two (32) feet of that part of the Northwest Quarter (NW 1/4) of the Northeast Quarter (NW 1/4) of Section 11, Town 15 North, Range 17 East, that lies south of, and immediately adjacent to, the south margin of East Scott St., in the City of Fond du Lac, Fond du Lac County, Wisconsin.

Grantor's deed being recorded on August 8, 1928, in Volume 233 of Deeds, Page 108, as Document Number 157225, in the office of the Register of Deeds for Fond du Lac, Wisconsin.

Record this document with the Register of Deeds

Name and Return Address:

Alliant Energy
Attn: Real Estate Department
4902 North Biltmore Lane
P.O. Box 77007
Madison, WI 53707-1007

Parcel Identification Number(s)

This Easement is subject to the following conditions:

1. **Designated Facilities:** This easement is for a gas regulator station, along with underground natural gas line facilities, including but not limited to pipelines with valves, main and service laterals, and other appurtenant equipment above and underground associated with the transmission and distribution of natural gas products.
2. **Access:** The Grantee and its agents shall have the right of reasonable ingress and egress to, over and across the Grantor's land adjacent to the Easement Area.
3. **Buildings and Structures:** The Grantor agrees within the Easement Area not to construct or place buildings, structures, or other improvements, or place water, sewer or drainage facilities; all without the express written consent of the Grantee.
4. **Landscaping and Vegetation:** No plantings and landscaping are allowed within the Easement Area that will interfere with the easement rights herein granted. The Grantee has the right to trim or remove trees, bushes and brush within the Easement Area without replacement or compensation hereinafter. The Grantee may treat the stumps of any trees, bushes or brush to prevent re-growth and apply herbicides in accordance with applicable laws, rules and regulations, for tree and brush control.
5. **Elevation:** After the installation of the facilities and final grading of the Easement Area, the Grantor agrees not to alter the elevation of the existing ground surface by more than six (6) inches or place rocks or boulders more than eight (8) inches in diameter, within the Easement Area, without the express written consent of the Grantee.
6. **Restoration and Damages:** The Grantee shall at its option, restore, cause to have restored or pay a reasonable sum for all damages to property, crops, fences, livestock, lawns, roads, fields and field tile (other than trees trimmed or cut down and removed), caused by the construction, maintenance or removal of said facilities.
7. **Rights not granted to the Grantee:** The Grantee shall not have the right to construct or place fences, buildings or any other facilities other than the above Designated Facilities.
8. **Reservation of use by the Grantor:** The right is hereby expressly reserved to the Grantor, the heirs, successors and assigns, of every use and enjoyment of said land within the Easement Area consistent with rights herein granted.
9. **Binding Effect:** This agreement is binding upon the heirs, successors and assigns of the parties hereto, and shall run with the lands described herein.

WITNESS the signature(s) of the Grantor this _____ day of _____, 20_____.

City of Fond du Lac

City Manager

ATTEST: _____
City Clerk

Approved as to form:

Date

City Attorney

ACKNOWLEDGEMENT

STATE OF WISCONSIN)
COUNTY OF FOND DU LAC) SS

Personally came before me this _____ day of _____, 20_____, the above named _____
_____ to me known to
be the person(s) who executed the foregoing instrument and acknowledged the same.

Signature of Notary

Printed Name of Notary

Notary Public, State of Wisconsin

My Commission Expires (is) _____

ACKNOWLEDGEMENT

STATE OF _____)
COUNTY OF _____) SS

Personally came before me this _____ day of _____, 20_____, the above named _____
_____ to me known to be the person(s) who executed the foregoing instrument and acknowledged the same.

Signature of Notary

Printed Name of Notary

Notary Public, State of _____

My Commission Expires (is) _____

This instrument drafted by

Craig Hendricks

Thomas J. Erstad

Checked by _____

WPL2015-4813
June 9, 2015

Project Title:	Scott/Taft RS Replacement
ERP Activity ID:	3970303
Tract No.:	1 of 1
PPN:	

PUBLIC NOTIFICATION
Utility Easement

APPLICATION NUMBER	PROPERTY ADDRESS	PROPERTY ADDRESS	PROPERTY ADDRESS	CITY/TOWNSHIP	COUNTY	ZIP CODE
FDL-15-17-11-12-365-00	458 WETTSTEIN AVE	% CITY CLERK	P O BOX 150	FOND DU LAC	WI	54936
FDL-15-17-11-21-003-00	445 TAFT ST	445 TAFT ST		FOND DU LAC	WI	54935
FDL-15-17-11-21-002-00	449 TAFT ST	449 TAFT ST		FOND DU LAC	WI	54935
FDL-15-17-02-43-541-00	474 WETTSTEIN AVE	474 WETTSTEIN AVE		FOND DU LAC	WI	54935
FDL-15-17-11-21-001-00	384 E SCOTT ST	%LAURA LANNERS TRUST	384 E SCOTT ST	FOND DU LAC	WI	54935
FDL-15-17-11-21-004-00	454 TAFT ST	454 TAFT ST		FOND DU LAC	WI	54935
FDL-15-17-11-12-366-00	454 WETTSTEIN AVE	1046 CARRIAGE LN		FOND DU LAC	WI	54935
FDL-15-17-11-12-297-00	461 WETTSTEIN AVE	461 WETTSTEIN AVE		FOND DU LAC	WI	54935
FDL-15-17-02-34-841-00	463 TAFT ST	463 TAFT ST		FOND DU LAC	WI	54935

CITY OF FOND DU LAC
ZONING PETITION – SPECIAL USE PERMIT



PROPERTY ADDRESS: 212 N Main Street

Tax Key Number if vacant land: _____

Petitioner: TAMMY L. Freund 525 E 9th St. Fond
(Name) (Address)

Petitioner Phone Number: _____

Email Address: _____

Property Owner: JASON, Advanced Audio & Video
(If not the same as Petitioner) (Name) (Address)

Property zoning classification:

- | | | |
|---|--|--|
| <input type="checkbox"/> R-1 (Single Family Residential) | <input type="checkbox"/> C-1 (Central Business District) | <input type="checkbox"/> M-1 (Industrial) |
| <input type="checkbox"/> R-2 (Two-Family Residential) | <input type="checkbox"/> C-2 (General Business District) | <input type="checkbox"/> M-BP (Industrial – Business Park) |
| <input type="checkbox"/> R-3 (Central Area Residential) | <input type="checkbox"/> CR (Commercial-Recreation) | <input type="checkbox"/> S-W (Shoreland-Wetland) |
| <input type="checkbox"/> R-4 (Multifamily Residential) | <input type="checkbox"/> O (Office) | <input type="checkbox"/> A (Agricultural) |
| <input type="checkbox"/> S (Shoreland Overlay District) | | |
| <input type="checkbox"/> EB-O (East Branch Overlay District) | | |
| <input type="checkbox"/> WHP-O (Wellhead Protection Overlay District) | | |
| <input type="checkbox"/> DD-O (Downtown Design Overlay District) | | |

Existing Land Use and/or Development:

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- OTHER _____

Description of Existing Land Use and/or Development: Attached is a copy of
realtor info.

Proposed Land Use and/or Development:

- NEW CONSTRUCTION
- REMODEL/REUSE EXISTING BUILDING
- OTHER Pet Crematory

DESCRIPTION OF PROPOSED DEVELOPMENT OR LAND USE:

I would like to open a pet crematory.
Crematory in garage & Showroom for merchandise
& an office.

Proposed time schedule for development and/or use of the property: As soon as permit is
granted

PETITIONER SIGNATURE Tammy L. Freund



Follett Street

N Main Street

W Johnson Street

© 2014 Pictometry

SITE



MAIN STREET VIEW OF PROPERTY – LOOKING WEST



W Follett Street

N Main Street

© 2014 Pictometry

SITE

BUSINESS PLAN

Rainbow Bridge

Pet Crematory

Tammy L. Freund, Owner

Created on April 17, 2015

1. EXECUTIVE SUMMARY

1.1 Product

I will be providing all types of pet cremation services and selling merchandise.

Picking up the pet whether it be at the family's home, pet clinic/hospitals, pet rescue centers and humane societies.

1.2 Customers

Humane Society's, Pet Rescue Centers, Veterinarian Clinics, Pet Hospitals as well as the general public..

1.3 What Drives Me

Growing up on a farm and watching all the animals die, my brothers and myself would have a funeral service for our pets. Well, being a Wisconsin licensed Funeral Director for the past 15 years I have had many phone calls inquiring about pet cremation. There is a need in our area for a pet crematory. Down the road I would like to purchase some land and start a pet cemetery/mausoleum (possibly) and an area where pet owners can scatter their pets cremains.

2. COMPANY DESCRIPTION

2.1 Mission Statement

My mission is to be able to help pet families through this difficult time in their lives. Yes, I do plan on letting families spend time with their furry pal before the cremation takes place. If they want to have a service they can do that as well! It's really all about what the family wants!

2.2 Principal Members

Me, Myself and I

2.3 Legal Structure

Sole Proprietorship or LLC

3. MARKET RESEARCH

3.1 Industry

Pet Crematory. This industry is not suffering from the economic recession as consumers are spending just as much if not more on their furry friend. However, industry revenues increased by \$1.2 million in the 2nd quarter of 2012. This means there is a potential for growth as the economy recovers.

3.2 Customers

Veterinarian's, Humane Society's, Pet Rescue Centers, Pet Hospitals and the pet owner themselves.

The general public may stop in as well and may have already had a pet cremated but may want to purchase an urn, jewelry or keepsake.

3.3 Competitors

Well, we have no pet crematories in Fond du Lac County, Dodge County, Green Lake County and Winnebago County. I have called veterinarians and asked who they use. There is one in Neenah, WI (this is the one the Fond du Lac County Humane Society works with and they are not happy with their services. There is also one in Calumet County that seems to be the more used (I think because they have been in business for some time). There is also one in Poynette, WI. They are the only pet crematory in Wisconsin that belongs to the IAOPCC (I'm an affiliate member). I do not think I will have competition.

3.4 Competitive Advantage

I have been a Wisconsin licensed funeral director since 2000 and yes I was involved in every aspect of the business. We also did cremation, so I am certified to operate a crematory.

Because I am a member of the IAOPCC, I plan on attending their conferences and hope to become a Registered Pet Funeral Director! (Yes there really is such a thing lol)

3.5 Regulations

I believe the only regulations are getting a special use permit (with in a commercial or industrial area) from the city and the surrounding neighbors in close proximity need to be ok with it!

4. PRODUCT/SERVICE LINE

4.1 Product or Service

My service will be picking up deceased small animals (not horses or other large animals). If family has a vet euthanize their pet they have different options based on if they want their pets' ashes back. And those options may have different costs. Private cremations are only one pet in the chamber at a time and the family gets the ashes in return. Group cremation is where a number of pets are in the chamber and the families do not want the ashes back. With the Private option, families may want to come and say their last good byes.

I will have merchandise available (can be personalized) they may choose from if they so desire. Urns, jewelry, paw prints, etc. There will also be free information on grieving the loss of a pet.

4.2 Pricing Structure

Pricing strategy is built upon a solid understanding of the 5Cs of pricing:

Customers, competition, costs, capacity and cycle (business cycle).

Being a funeral director I have learned that sometimes you just have to

work with families. But for the most part, I have checked with similar business and product and have found that they are being sold in different markets and vastly different prices. My pricing structure will include, EXCELLENT SERVICE and quality products at an affordable cost.

4.3 Product/Service Life Cycle

GROWTH STAGE – Sales generally increase with the demand for the product. Cash flow improves and profits are at their peak. When real estate is being developed, there is an increased demand for construction and the products and services that support the development. Continue to make refinements to stay ahead of the competition. Build product and service development capabilities with the cash you get from increasing sales.

4.4 Intellectual Property Rights

Intellectual property (IP) refers to the bundle of legal rights.

IP rights protect one's ownership interest in **intangible objects**.

With that being said, I do not think this applies.

4.5 Research & Development

I have been researching this for the last two years. I received a call from Jeff, president of the board at the Fond du Lac Humane Society, asking if we would be interested in purchasing the retort from them. Never happened. Because I knew it was time for change in November, I called

Jeff and he said that it is still available. Already being a funeral director, I had received tons of calls asking if we cremate pets. I am working with Jeff from the Humane Society, Guy from Matthews Cremation, I found a building, working with a lender for financing. Sale of the building is contingent on approval of permits. Then I can get my business account and tax id number. This week I will be sending letters to all my prospective customers!

5. MARKETING & SALES

5.1 Growth Strategy

I will be setting up a website as well as FB! Of course word of mouth is the best but also I will give out business cards to Vet Clinics, Pet Rescue Centers, Humane Societies, Kennels, Groomers and Pet Supply Stores. I also am in the process of sending letters out to prospective clients!

Helping my families is what it is all about.

5.2 Communication

Face to Face/In Person. If I'm picking up and doing transfers, I will be the one! Once I start growing, I plan on bringing my son in to help. Telephone, email and text. Whatever my families prefer.

5.3 Prospects

My service will sell itself. As far as product goes, I am planning on setting up a showroom of products as well as setting up a web page.

Average annual number of companion animals that are euthanized at shelters 3.5 million

Percent of dogs in animal shelters that are euthanized 60%

Percent of cats in animal shelters that are

euthanized 70% I used 4.5% for inflation

give or take.



Figure 1 Rainbow Bridge

Outside pic taken from the southeast side



This is the reception area. When walking in the front door, to your right.

Another view of the reception area looking to the east.





When walking in the front door, this will be showroom area to your left.

A different angle of the showroom





My thought is I make this an area where families could spend some time with their pal pet before the cremation takes place.

Another view, different angle.



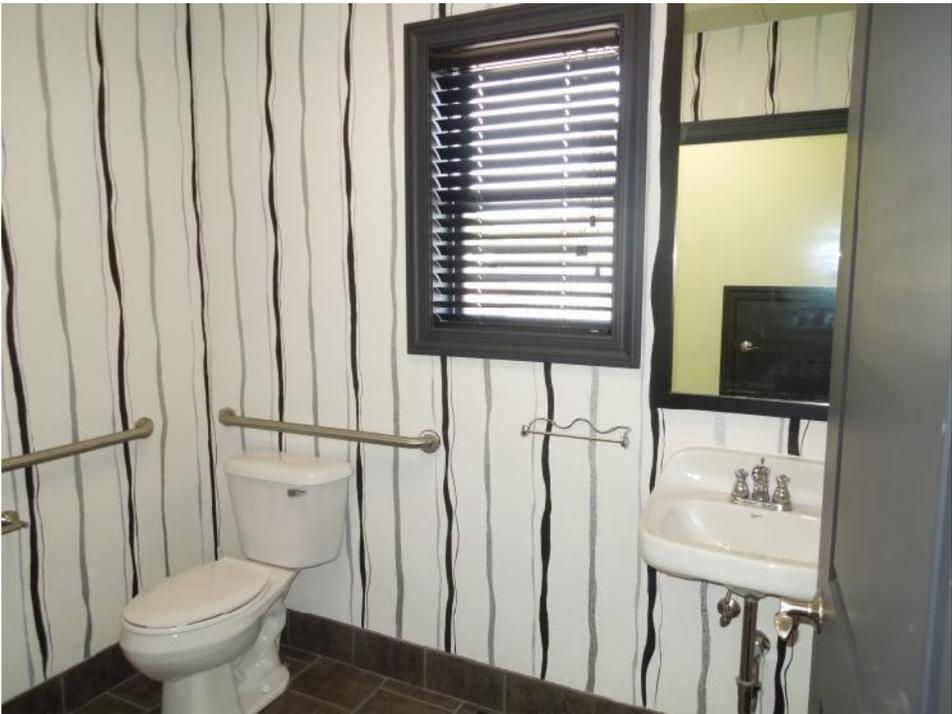


Office

Another
view of
office, work
area &
reception
area.



Work area where the cremains can be placed in merchandise that I offer or family brings in.



Restroom

Handicap accessible



Heated garage.

This is where the crematory will be installed & the cremations will take

place.

Back of building





Back of building with parking. View is from the north looking south. Walgreens is the other building you can see.

Another view of off street parking. Looking northwest.





Pic of building on corner of Main Street & Follett Street. Southwest view. This building is move in ready except for the retort that needs to be installed. This will be in the garage. I'm working with Matthews Cremation. They will be installing a new stack (this is like a chimney) which means there will need to be a hole cut in the roof of the garage. This is what vents out the heat and filters anything from going out the stack.

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: June 11, 2015

To: Plan Commission

From: Joellyn Dahlin, Principal Planner

Re: Special Use Permit – **212 North Main Street**

Applicant: Tammy L. Freund d/b/a *Rainbow Bridge*

Request: Operate pet crematory in commercial building zoned for business use.

Zoning:

Site:	C-2 (General Business)
North:	C-2
South:	C-2
East:	C-2
West:	C-2

Land Use:

Site:	(Former) Advanced Auto & Video
North:	Affordable Pet Grooming
South:	The Other Place
East:	Association of Commerce
West:	Walgreens Parking Lot/Attitude Sports

Analysis

The subject property is a commercial site at the southwest corner of North Main and West Follett Street. The property is zoned for business use. The existing building has a history of use for service-type businesses, most recently for the sale and installation of audio and video equipment. Approval of a special use permit is requested for a pet crematory.

A funeral home and/or crematory are allowed as a special use in a business district. Special use permits were approved by the City Council to allow a pet crematory for the Fond du Lac Humane Society in 1998 at its former location on Pioneer Road and again in 2006 for its current location on Triangle Road. In the duration of use the pet crematory operated without detriment to surrounding properties. The cremation equipment has been unused for several years and has been in storage due to a lack of trained operators; the petitioner proposes to relocate the equipment for her new business.

The petitioner has been a licensed funeral director in Wisconsin for 15 years; she will be the owner and operator of *Rainbow Bridge*. Details of the new business are provided in the petitioner's business plan included with the project application.

Rainbow Bridge would provide pet cremation services along with the retail sale of pet-related items such as urns, jewelry and keepsakes. Potential clients include veterinary clinics and pet hospitals, pet shelters, and the general public. Hours of operation would be Monday-Friday, 9:00 a.m. to 4:00 p.m. Relative to the unique nature of the business and the specific demand for services, some activities may occur outside of the typical business day.

The circumstances of the property must be considered in evaluating the proposed use. The prevailing factors to determine suitability of the use for the property includes operational details of the proposed use and due regard for surrounding development.

A crematory consists of mechanical equipment installed inside of a building; the only visible evidence is the presence of a chimney stack. The equipment does not generate nuisance effects such as noise, odor or smoke. Gases are fully combusted in the chamber, allowing only heat waves to emit from the stack. The equipment is automated and includes pollution detection mechanisms that constantly supervise the operation, safeguarding against pollution and environmental impact.

The subject building is a two-story building. A showroom, office and work areas, and a reception area are provided within the first floor area, in addition to a garage bay at the rear of the building. The garage is part of the building and is accessed from the parking lot. The second floor has historically been used for storage and does not accommodate any other use. On-site parking to serve the property is provided in an existing parking lot on the west side of the building. Considering the specialized nature of the business, customer traffic would be less than a typical retail use.

The proposed cremator would be located in the existing garage area and consists of a single piece of equipment 4'2" wide, 7'4" high, and 8'2" long. The size of the cremator limits use to domestic pets. Relative to the location of the equipment, a stack would be installed in the lower roof area at the rear of the building. The location of the stack at the back of the building would not cause an impact on property aesthetics for the site or for the surrounding area. The parapet wall on the front of the building would mostly screen the stack from the Main Street view of the property.

The recommended conditions of the special use permit reflect previous approvals for the Fond du Lac Humane Society.

Recommendation

Community Development staff suggests a motion to recommend to the City Council approval of the Special Use Permit, subject to the following conditions:

1. Use of the pet crematory shall be limited to domestic animals.
2. The use shall be completely confined within the interior of the principal building. The construction of an accessory building(s) for any activity of the business shall be prohibited.
3. A holding facility/vault shall be provided within the interior of the principal building for the temporary storage of animal remains prior to cremation. Such equipment shall comply with applicable public health laws.
4. Medical waste, animal remains and cremains shall be appropriately stored within the enclosed building.
5. No outdoor storage of waste, remains, cremains - regardless of duration - shall be permitted.

PUBLIC NOTIFICATION

Special Use Permit 212 N Main St

Parcel Number	Site Address	Mailing Address 1	Mailing City	Mailing State	Mailing Zip
FDL-15-17-10-41-017-00	191 N MAIN ST	13570 PALMETTO GROVE DR	FT MYERS	FL	33905
FDL-15-17-10-14-876-00	229 N MAIN ST	601 W SCOTT ST	FOND DU LAC	WI	54937
FDL-15-17-10-42-256-00	190 N MAIN ST	W228 N745 WESTMOUND DR	WAUKESHA	WI	53186
FDL-15-17-10-14-879-00	197 N MAIN ST	197 N MAIN ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-663-00	209 N MACY ST	209 N MACY ST STE A	FOND DU LAC	WI	54935
FDL-15-17-10-14-877-00	207 N MAIN ST	207 N MAIN ST	FOND DU LAC	WI	54935
FDL-15-17-10-14-819-00	37 E FOLLETT ST	242 MARQUETTE ST	FOND DU LAC	WI	54935
FDL-15-17-10-14-881-00	18 E FOLLETT ST	W4994 HWY T	FOND DU LAC	WI	54935
FDL-15-17-10-14-880-00	14 E FOLLETT ST	N5351 DE NEVEU LN	FOND DU LAC	WI	54935
FDL-15-17-10-13-615-00	222 N MAIN ST	222 N MAIN ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-659-00	10 W FOLLETT ST	212 N MAIN ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-660-00	212 N MAIN ST	212 N MAIN ST	FOND DU LAC	WI	54935
FDL-15-17-10-41-016-00	195 N MAIN ST	PO BOX 1193	FOND DU LAC	WI	54936
FDL-15-17-10-13-661-00	208 N MAIN ST	W1742 HWY HH	MALONE	WI	53049
FDL-15-17-10-14-874-00	239 N MAIN ST	239 N MAIN ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-616-00	237 N MACY ST	237 N MACY ST	FOND DU LAC	WI	54935
FDL-15-17-10-14-873-00	243 N MAIN ST	243 N MAIN ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-611-00	244 N MAIN ST	771 E DIVISION ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-612-00	234 N MAIN ST	771 E DIVISION ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-613-00	232 N MAIN ST	771 E DIVISION ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-614-00	228 N MAIN ST	771 E DIVISION ST	FOND DU LAC	WI	54935
FDL-15-17-10-13-662-00	192 N MAIN ST	%WALGREEN CO REAL ESTATE PROPERTY TX	DEERFIELD	IL	60015
FDL-15-17-10-13-610-00	246 N MAIN ST	N5981 NELSON RD	FOND DU LAC	WI	54937