

Pet Care Facility Design Process !



Maddie

Presented By
Al Locker - Turnkey, Inc.
Pet Care Business Basics
Webinar Series
2014

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Introduction

- PCSA Stats:
10,000 plus kennels in USA
- All different sizes and locations yet
are apparently successful -
yet all run differently
- There is no one and only way to
be successful!

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- Different Markets

- Urban
 - Industrial
- Suburban
- Rural



**All three could gross
the same \$**

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Area and Location

Industrial Park / Commercial Building

All indoor

1 Acre Urban

All indoor

Outside play yards and potty area

5 Acres Suburban

Indoor/Outdoor Kennels

Outside play yards and potty areas

Daycare and dog park

50 Acres Rural

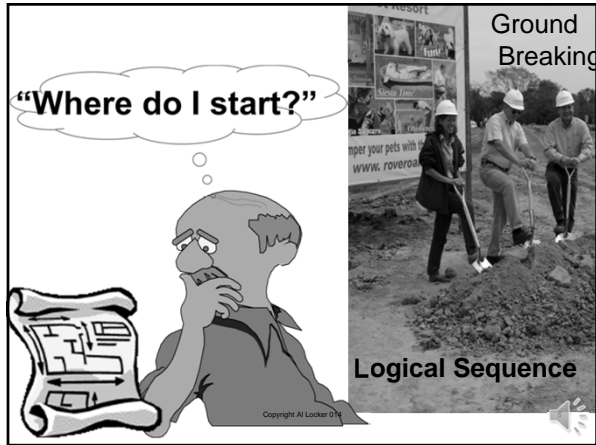
Indoor /Outdoor Kennels

Daycare and dog park

Horses

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Step One - Research

Initially, there is the quest for as much info as you can find about pet care facilities.

- PCBB Basic Training Seminars
- Pet Care Facility Owner/Consultants
- A Builder, Designer or Architect who's done it!
- Laws, Zoning & Ordinances affecting your area
Operation Styles & Construction Types

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Facility Research

- Visit as Many Facilities as Possible
- Web Research
- Pet Care Conferences and Talk to PCSA Members
- Construction Type
 - And Materials

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Designer and Builder Research

- Designer –
 - Designed similar facilities
- Builder –
 - Built similar type construction, and size and scope



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Remember - A Good Plan Needs an Experienced Team

- You
- Business Consultant
- CPA
- Banker
- Attorney
- Real Estate and Corporate
- Civil Engineer
- Commercial Real Estate Broker
- Designer / Architect
- Builder



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Step Two -

- Business Plan & Cash Flow Projections
- Feasibility Study
 - Operations & ballpark pricing for architectural, engineering & construction costs, land, etc.
- Financing & Associated Costs
 - Fees, appraisal, environmental studies, and interim interest & bonds.

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Included are:

- Land Location & Zoning
 - All indoor, indoor/outdoor, etc.
- Construction Restrictions
- Consider your operations method & profit centers before choosing a building design
- Spend time "hands-on" using your desired style
- Try others' style and observe how their finishes have held up

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Step Three – Design Process

The Design Process is divided into three major parts :

- Phase 1 - Concept and Ballpark Pricing
- Phase 2 - Design Development & Re-Pricing
- Phase 3 – Bid, Construction and Permit Drawings
 - Specifications
 - Allowances
 - Construction Contract Documents

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Step Four - Build Process

The Build Process is divided into two major parts :

Bid Phase

- Bids, Alternates, Negotiations

Construction Phase

- Contract
- Construction
- Warranty

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THE DESIGN TO CONSTRUCTION
PROCESS

(Research & Business Plan Complete)



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DESIGN

- Depends on the business plan
 - Size
 - Components
 - Materials
 - Financing
- Site



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ProForma

Cash Flow Chart Years 1-5				
Cash Flow	Year 1	Year 2	Year 3	
Net Income	\$ (13,744.34)	\$ 48,119.32 82%	\$ 87,693.69	
Plus: Depreciation	\$ 74,102.56 0%	\$ 74,102.56 0%	\$ 74,102.56	
Less: Principle of Loan	\$ 59,706.88 9%	\$ 64,984.42 9%	\$ 70,728.45	
Net Cash Flow	\$ 1,251.35	\$ 57,237.47 59%	\$ 91,067.80	
Cummulative	\$ 1,251.35	\$ 58,488.82	\$ 149,556.62	

** This is the bottom line / reality check that tells us how much of a facility our "Dream" can afford.*

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Does Size Make a Difference?

- Optimum Size
- Economies of Scale



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Optimum Size

- Controlling Factors
 - Market
 - Money
 - Land
 - Your Dream
- Based on Highest & Best Use of the Facility

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Economies Of Scale

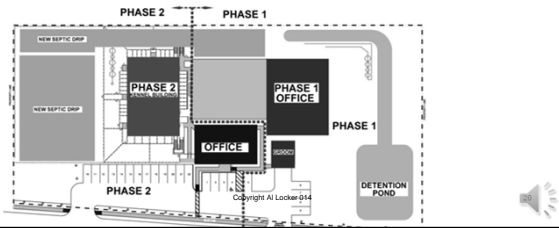
- Fixed Assets
- Fixed Costs
- Variable Costs
- Overhead & profit

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What If I Can't Afford It?

- Phasing
- Partners and Investors
 - In real estate deal
 - In the business



New Facility
Opening April 2006
Follow Along With Our Progress

THE PALMS

PET RESORT & SPA

Big

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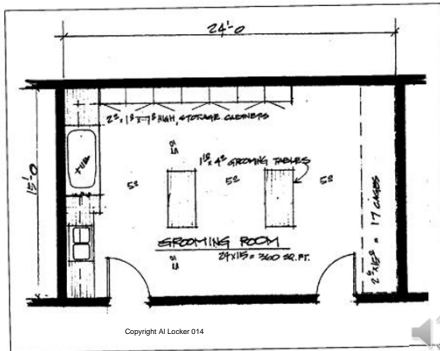
Architects & Designers

- Architectural Drawings (Architectural Plans and Specs)
 - Costs
 - Designer - \$3.00 - \$5.00 per SF
 - or Architect - 4%- 6% of construction costs
 - Considerations
 - Industry and ownership experience
 - Similar size and scope jobs
 - References
 - Likeability

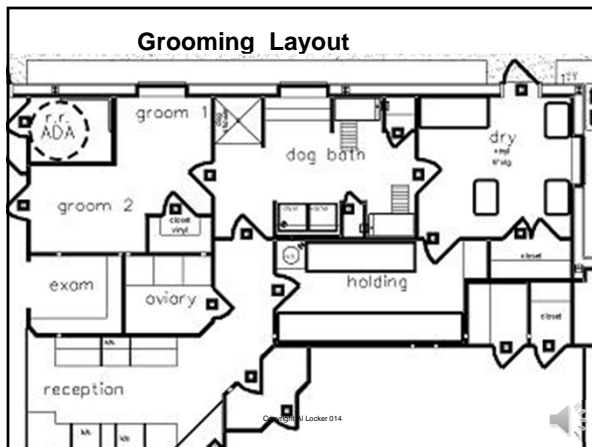


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TYPICAL GROOM ROOM GUESS



Grooming Layout



Other Design Costs

- Engineering Drawings
 - Costs
 - \$2.00 - \$5.00 per SF
 - Type Engineers
 - Civil
 - Structural
 - Mechanical
 - Electrical
 - Sanitation
- IECC Compliance, Acoustical, Traffic, other studies, etc.
- ADA Review



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What Makes a Good Set of Construction Documents?

- Plans
- Specifications



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PLANS

- PLANS - Index

- Title Page
- Site Plan
- ADA
- Floor Plan
- Elevations
- Typical Wall Sections & Notes
 - a. Wall Sections
 - b. Window Schedule
 - c. Door Schedule
 - d. Finish Schedule

- Plumbing Plan
 - a. Plumbing locations
 - b. Type of material
 - c. Water Pipe Riser Diagram
 - d. Drain Pipe Diagram
 - e. Gas Piping Diagram
 - f. Radiant Heat Piping

- Electrical Plan
 - a. Electrical Notes, Analysis, & Equipment Schedule

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PLANS

- PLANS - Index (cont'd)

Reflected Ceiling Plan

- a. Ceiling grid
- b. Light layout
- c. HVAC register layout

HVAC Plan

- a. Unit & ductwork placement
- b. Equipment schedule
- c. Register placement
- d. Air flow calculations

Foundation Plan

Structural Drawings

Civil Plans

- a. Grading & drainage
- b. Utilities
- c. Parking & driveway
- d. ADA route

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SPECIFICATIONS

- A written describing the types and quality of construction material to be used for each category.
- Includes the method and quality of installation
- Usually in written form
- Sixteen major sections and subsections

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DESIGN

Site - Land & Location Worries

Land Characteristics

Slope, existing structures, sub grade, environmental, etc.

Zoning Requirements

Type of construction, screening, noise, traffic, landscaping, parking equipments, etc.

Municipal Issues

Low income impact, school impact, traffic, flood

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DESIGN

Design Considerations

- What are My Proposed Profit Centers?
 - Boarding Retail Playtimes
 - Training Cremation
 - Grooming Dog Park
 - Daycare Dog Wash
- What Facilities Will I Need to Support Them?
 - Offices, restroom, storage, etc.
- What's My Operation Style?
- LEED - Green Building

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DESIGN

Design Considerations (Cont'd)

- Can you build new?
- Are you remodeling and/or adding on?
- Are you leasing an existing space?

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Conception and Ballpark Figures

- This is the process of using a general idea of elements, sizes and operations to develop a ballpark project cost, and therefore a basis for determining the feasibility of the business venture.
- The two general categories we need to investigate are the
 - Proposed Profit Centers
 - Operating Style

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PROFIT CENTERS

- Boarding
 - Species – dog, cats, birds, pigs, horses, etc.
 - Style
 - Amount
- Auxillary Features related to boarding
 - Pick up and delivery



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Indoor

Boarding Style

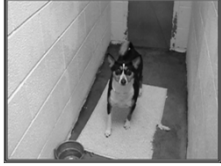
Indoor / Outdoor

OUTDOOR AREA of the INDOOR/OUTDOOR RUNS

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Kennel Enclosure Construction

- Block



Manufactured


- Chainlink




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Luxury Suites

- All Indoor
- Indoor/Outdoor
- Features



Private Canine Suite



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Enclosure Accessories



Resting Benches



Automatic Waterers



Guillotine Doors

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Kennel Enclosure Construction

- Operational Style Affects :
 - Floor Slope - Purpose?
 - Drains-Purpose, Location
 - Wash Methods
 - Pressure, chlorination, chemicals

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KENNEL AUXILLARY AREAS

- Prep Area
- Storage Area
- Potty Yards
- Exercise Areas
- Disposal Areas
- Play areas



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Prep Areas



- Three Compartment sink
- Area for laundry
- Area for Carts
 - Feeding and Cleaning
- Refrigerator
- Work desk
- Storage and Trash

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Washer and Dryer



Folding Area

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Exercise and Play Yards

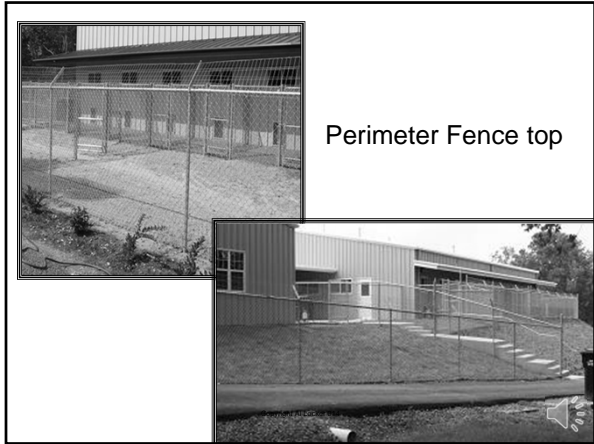
- Indoor or Outdoor
 - Size
 - Lighting
 - Fencing
 - Ground Cover - Grass, Concrete, Gravel, Artificial Turf
 - Silt Cloth - Under Gravel

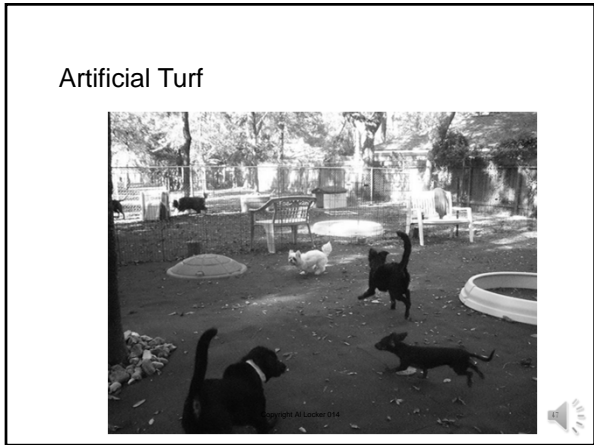


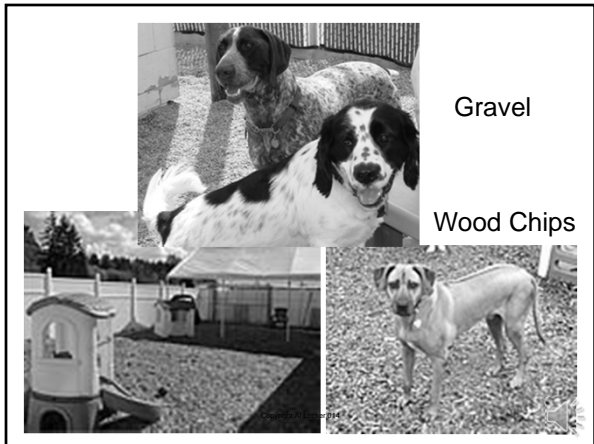
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CATTERY, AVIARY, Etc.

- Size
- Indoor Outdoor
- Ventilation
- Enclosures
- Support Area

* (Quantity needed)

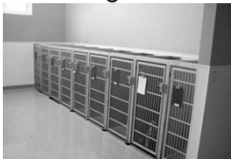
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Cattery Support Area

PROFIT CENTERS

- Daycare and/or Community Play
 - All Indoor
 - Indoor / outdoor
 - Cage free
 - * (Number of dogs)




Resting Area



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PROFIT CENTERS

- Training
 - Group lessons
 - Private lessons
 - Board and train
 - Conformation
 - Agility and other special training




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PROFIT CENTERS

- Playtimes / Activity Packages
 - All Indoor
 - Indoor / outdoor
 - Free range, Parks, etc.
 - Swimming pool
 - Number of dogs


Gym Time



Nature Walk



Parties



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PROFIT CENTERS

- Grooming
 - * (Number of grooms per day)
 - Kennel bath and brush
 - Pet quality grooming
 - Show quality Grooming & school
 - Self bathing stations
 - Mobile grooming



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Electrical Requirements

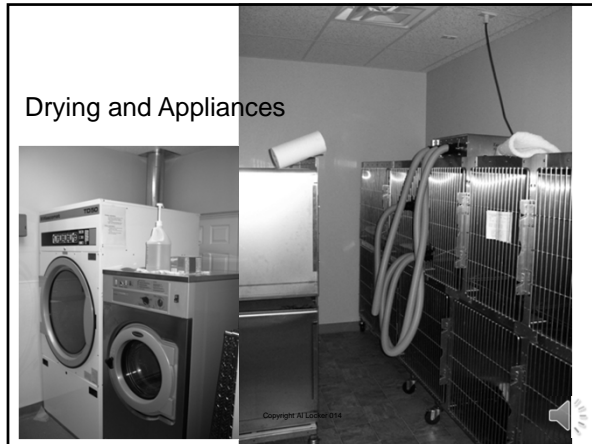
Grooming Equipment

GROOMING SUPPORT AREAS :
- Holding

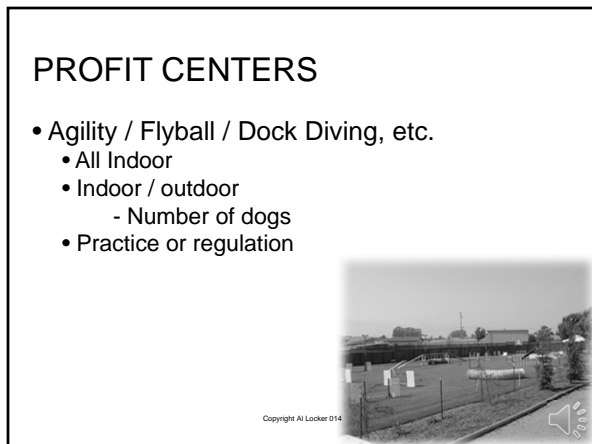


Bathing

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PROFIT CENTERS

- Pet Seminars
 - Puppy
 - Grooming
 - Behavior
- Pet Therapy
 - Massage
 - Water
 - Treadmill



PROFIT CENTERS SUPPORT

- Staffing
 - Managers
 - Number of staff per dog?
 - Grooming & bathing staff
 - Kennel technicians
 - Trainers
 - Daycare staff
 - Playtime staff
- Offices
- Maintenance
- Breakroom, etc



Support Areas Reception / Retail Area

- Check in/out stations
- Office Equipment / Kiosk
- Storage
- Files
- Phones
- Credit Card Machines
- Dog Collar Labelers





OPERATING STYLE

- Cleaning Protocol
- Number of Pet Rotations




Cleaning Protocol

- Clean or Disinfect?
- Methods
 - Mop
 - Hose
 - Spray
 - Hot water
 - Disinfectant
 - Vacuum system
- Well and Septic



Cleaning Protocol

- Chemicals
 - Quaternary Ammonia (Roccal or Kennelsol)
 - Chlorine Dioxide (Clor-air)
 - Sodium Hypochlorite (Bleach) 
 - Citricidal (Grapefruit Extract)
 - Potassium Peroxymonosulfate (Virkon or Trifectant)
 - Accelerated Hydrogen Peroxide (Accel TB)

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Drainage



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IMAGE

- First Impressions are Lasting

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Why Do We Need a Good Image?

- 51% of pet owners give their pets a human name
- 64% include news about their pet in holiday cards
- 45 % set up special beds for the pet in the house
- 58 % Bury their deceased pet on their property

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Create Your Own Image & Theme



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FACILITY SIZE & DESIGN

Using the information we have from the profit centers we can determine the facility size, and whether we have the room for it.

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What Will It Cost ?

- Price to Build Building / or just tenant improvements
 - Enclosures?
 - Does it Include - Parking, Plans, Engineering, Utilities....
- What Finishes?



**Note: All the things that make up the entire construction scope are not necessarily covered under "How much it costs per square foot".

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Total Project Costs

MY WAY PET RESORT - PROPOSED BUDGET
(For DESIGN, LAND, LOAN & CONSTRUCTION Costs)

- | | |
|--------------------------------------|------|
| A. Architectural Design Plans | |
| 1. Architectural Design Fee | |
| a. Turnkey, Inc. | \$? |
| B. ADA Review | |
| | \$? |
| C. Engineering | |
| 1. Development plat | |
| a. Application fee | \$? |
| b. Drafting | \$? |
| c. Engineering | \$? |

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- | | |
|--|----------|
| c. Engineering, Cont'd. | |
| 2. Civil | |
| a. Property boundary survey | \$? |
| b. Preliminary investigation | \$? |
| c. Tree survey | \$? |
| d. Topographical survey | \$? |
| e. Grading & drainage plan | \$? |
| f. Utility plan | \$? |
| g. Detention pond plan | \$? |
| h. Pavement & joint detail plan | \$? |
| i. Storm water pollution prevention plan | \$? |
| j. Utility profile plan | \$? |
| k. As built utility survey | \$? |
| l. Other | \$? |
| 3. Structural | |
| a. Foundation (per building) | \$? |
| b. Structure | |
| 1) Metal building | included |
| 2) Other (per building) | \$? |

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c. Engineering, Cont'd.	
4. Testing	
a. Soil test	
(geotechnical for foundation)	\$?
b. Environmental studies	
Phase 1	\$?
Phase 2	\$?
Phase 3	\$?
5. Mechanical, Electrical and Plumbing	
a. Mechanical	\$?
b. Electrical	\$?
c. Plumbing	\$?
d. Fire prevention system	\$?
D. Permits	
1. Land use reviews	\$?
2. Plan checking fee	\$?
3. Permit fee	\$?
4. Occupancy fee	\$?
5. Zoning requirements	\$?

E. Utilities –	
1. Water	
a. Impact fee (per fixture)	\$?
b. Tap fee & tap cost	\$?
c. Meter cost & deposit	\$?
d. Fire line / hydrant	\$?
2. Sewer	
a. Impact fee (per fixture)	\$?
b. Tap fee	\$?
3. Storm Sewer	
a. Flood control district Impact fees	\$?
b. State tie-in fees	\$?
4. Well Water	
a. Subsidence district	
1) Application	\$?
2) Permit fee	\$?
b. Inspection	\$?

E. Utilities, Con't.	
5. Septic Sewer	
a. System design fee	\$?
b. Application fee	\$?
c. Maintenance agreement	\$?
6. Gas	
a. Gas company costs to bring line on to property, etc	\$?
7. Electrical	
a. Power company costs to bring line onto property, or to add or move a transformer, or change a transformer	\$?
8. Telephone	
a. Phone company costs to bring line on to property, etc.	\$?
9. Cable TV	
a. Cable company costs to bring line on to property, etc.	\$?

F. Personal Property, Furniture and Fixtures	
1. Groom cages and equipment, etc.	\$?
2. Computer network	\$?
3. Phone system	\$?
4. Alarm system	\$?
5. Signage	
Interior	
Exterior	\$?
G. Land costs	
	\$?
H. Construction Costs	
	\$?
1. Site work	
2. Site utilities	
3. Paving	
4. Foundation	
5. Building	
6. Interior build-out	
7. Plumbing	
8. HVAC	
9. Electrical	

H. Construction Costs, Con't.	
12. Pet enclosures	
13. Miscellaneous / Demo	
14. Field expenses	
15. General conditions	
I. Working Capital	
	\$?
J. Misc. Consulting Fees	
	\$?
K. Loan Costs & Interim Interest	
1. Interim Interest	\$?
2. Loan Costs - Incl. Draw Admin	\$?
3. Bond 3-5%	\$?
L. Project Totals	
	\$?
1. Less owners capital investment	\$?
2. Loan amount	\$?

CONTRACTORS	
<ul style="list-style-type: none"> • Qualifications : <ul style="list-style-type: none"> – Member of any Association - ABC, AGC, – Takes Professional Trade Journals - <ul style="list-style-type: none"> • BUILDER • Building Design & Construction • Design/Build Business • Building Products 	

Qualifying Contractors

- Has an Office & Staff
- Resume of Similar Size of Work Done
- Reference List
- Financial Strength - Retainage
- Insured
- Mindset and Personality

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Qualifying Contractors

- Warranty Procedures
 - Written?
- CPM - Schedule
- AIA or AGC Qualification Form
- Insurance
 - General liability
 - Worker's comp.
 - Auto
 - Builder's risk

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The screenshot shows the website www.constructionbook.com. The main navigation bar includes: Associations, Calculators, Codes Electrical, Codes International, Codes State, Codes Misc., Construction Management, Design Build, Design/Architecture, and Electrical. A secondary menu includes: Engineering, Estimating, Forms/Documents, VAC/ACR, Masonry/Concrete, Plumbing/Piping, Roofing, Tools, Videos/DVDs, and More Trades. Below the navigation is a search bar and a 'New! E-mail Sign-Up' button. The main content area is titled 'Forms/Documents' and features a sub-section for 'AIA Documents and Forms'. A text box explains that Construction Books Express is a distributor of AIA Forms and Documents, which are industry standards for design and construction projects. It notes that architects and other parties use these documents to support agreements related to design and construction services. The page also includes a 'Browse Sub-Categories' section with links to A Series Documents, B Series Documents, C Series Documents, D Series Documents, and G Series Documents. A copyright notice for Al Locker is visible at the bottom of the page.

Qualifying Contractors

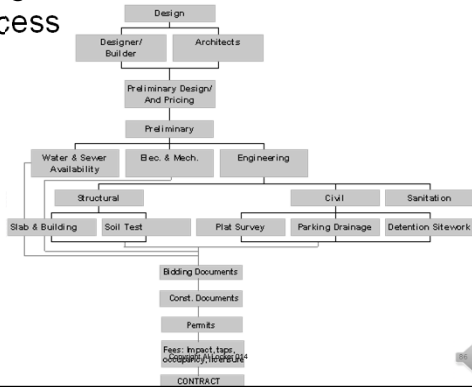
- Bonds are **NOT** insurance!!!!!!
- Bonds
 - Bid Bond
 - Performance bond (Adds @ 3-5%!!!)
 - Payment bond
 - Surety bond

(More Bonds...)

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Design To Construction Contract Process



Questions anyone?

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