



COMMUNITY DEVELOPMENT • 115 Executive Parkway, Suite 400 • Hudson, Ohio 44236 • (330) 342-1790

DATE: October 5, 2016

TO: City of Hudson Planning Commission for October 10, 2016 Meeting

FROM: Greg Hannan, City Planner
Mark Richardson, Community Development Director

SUBJECT: Conditional Use Review for 725 West Streetsboro Street
Goldfish Swim School Commercial Recreational Facility – Conditional Use

ZONING: District 6 – Western Hudson Gateway

PC Case No: 2016-24

Project Introduction

Application has been received for the Goldfish Swim School to occupy a 7,732 square foot tenant space at the east end of the 21,600 square foot building proposed at 725 West Streetsboro Street (Case No. 2016-25). The subject property and adjacent areas to the west are located within District 6 Western Hudson Gateway with adjacent areas to the north, east, and south residentially zoned within Districts 1 and 2. The site is adjacent to vacant industrially zoned land to the west, extensive wetland areas to the east and north, residential development fronting Inverness Court to the southeast, and Christ Community Chapel to the south.

The following information is attached to this report.

1. Floor plan and use description submittal from the applicant, received, September 9, 2016.
2. Site Plan of the subject property, prepared by Davidson, Smith, Centro Architects Inc. received September 14, 2016.
3. Preliminary comment letter, prepared by City Planner Greg Hannan, dated September 26, 2016.

Applicable Use Regulations, Section 1206

The proposed commercial recreational facility is permitted as a conditional use within District 6. Staff understands the scale of the proposed use includes lease of 7,732 square feet for conducting instructional swim lessons, special event swim parties, and a competitive swim team. No outdoor activities are proposed as part of the use.

The application is subject to compliance with the general conditional use standards of Section 1206.02:

- (1) The use is consistent with the policies and intent of the Comprehensive Plan.
- (2) The use is physically and operationally compatible with the surrounding neighborhood and surrounding existing uses.

- (3) The use can generally be accommodated on the site consistent with any architectural and design standards set forth in the applicable district regulations of this Code.
- (4) Access points are located as far as possible from intersections and adequate sight distances are maintained.
- (5) On-site and off-site traffic circulation patterns shall not adversely impact adjacent uses.
- (6) The use will be adequately served by public facilities and services.
- (7) The use provides adequate off-street parking on the same property as the use.
- (8) The use will be screened with fencing and/or landscaping in excess of what is required in of this Code if the use may otherwise result in an adverse impact.
- (9) The use is proposed at a density consistent with that of the existing neighborhood.

Recreational facilities are also subject to use specific standards related to drop off/pick up areas, restrictions on amplified music, and facility setback.

The proposed use is in general compliance with the above general standards and use specific standards.

Applicable Zoning Development and Site Plan Standards, Section 1207

Staff compared the proposal to zoning development and site plan standards. We comment on the following:

Parking: The multi-tenant facility is proposed with 100 parking stalls and 33 landbanked stalls. Recreational facilities are required to provide one parking stall per three seats of capacity. The applicant has indicated a maximum capacity of 95-105 people (parents, swimmers, and staff) requiring 32-35 spaces. Adequate additional stalls are proposed for future tenants.

Findings:

The staff finds that the application complies with the purposes and intent of the code and community plans, regulations that minimize land disturbance and protect environmental features, and other applicable development regulations as specified in Section 1204.04 except as discussed above and recommended below.

Required PC Action, Chapter 1203.09(g)(3)

The PC shall consider the development application, the staff report, and then take final action. PC shall approve, approve with conditions, or deny the application based on its compliance with the appropriate review standards. All decisions of the Commission shall be based on findings of fact related to the relevant standards of the Code.

Recommendation

Approve the application for Conditional Use request for Goldfish Swim School at 725 West Streetsboro Street per Case No. 2016-24 according to plans submitted September 9, 2016.



Goldfish In Our Community

Hudson, Ohio



Our Founders

➤ Jenny McCuiston, Co-Founder

- Busy mother of four
- 16-time High School State Champion swimmer
- 17-time Collegiate All-American at the University of Arizona
- Two-time Olympic Trials qualifier
- Degree in Early Childhood Development & Family Studies

➤ Chris McCuiston, Co-Founder & CEO

- Busy father of four
- Former Captain of Michigan State University Baseball Team
- Single-Season Record-Holder at Michigan State University
- Drafted into the Detroit Tigers Organization
- Degree in Finance

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Our Core Values



Core Values

1. GOLDEN Experience!
2. WOW! Customer Service
3. Integrity / Compassion / Trust
4. Extraordinary Results
5. Celebrate!



Dedicated to providing a GOLDEN experience!



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Our Lessons

- One lifeguard certified instructor for every four children
- Year-round swim lessons for children 4 months to 12 years and for swimmers of all abilities
- Curriculum focused on teaching swim and safety skills while building character
- Flexible scheduling to accommodate even the busiest family's schedule



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Goldfish in Numbers

2006

- 1 location, 1 state
- 510 students, 25 employees

2016

- 32 locations, 9 states (open)
- 23 locations, 17 states (in development)
- 50,000+ students, 1,000 employees

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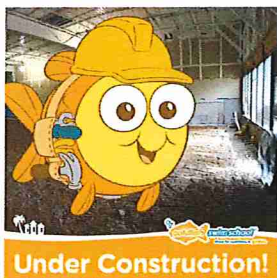
Facility Rendering



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Facility Development



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Our Facility



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Our Facility



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Job Opportunities

➤ Provides 40+ jobs across multiple disciplines and career levels

- General Manager
- Assistant Manager
- Supervisor
- Teacher
- Lifeguard
- Sales & Marketing



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Grand Opening Event

- Introduce Goldfish to the community
 - Free event featuring open swim and a variety of family activities
 - Open to all members of the community
- Build B2B relationships
 - Invite local businesses to attend



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Community Partnerships

- Chamber of Commerce
- School systems
- Daycare Centers
- Hospitals
- Pediatricians
- Family-centric Businesses



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Community Donations

Goldfish Gives Back

- School fundraisers
- Local charity events
- Local businesses



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Community Events

- Reinforce our commitment to the community
- Establish Goldfish facility & staff as fun, friendly and knowledgeable
- Foster relationships with the community and local businesses
- Types of events
 - Community Parades, Family Festivals, Family Race Events, School Carnivals, etc.



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Bubbles

Goldfish Mascot



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Bubbles' W.A.T.E.R. Safety Program

- Introduce the concept of water safety
- Educate children about the importance of water safety
- Help children learn safety methods and avoid potential dangers in and around the water
- Educate children about ways to handle water crisis situations
- Provide materials and information to children in an effort to prevent water-related accidents

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Bubbles' W.A.T.E.R. Safety Program

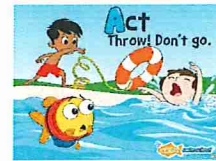
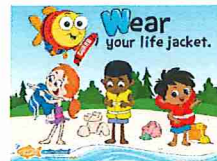
Program features

- Bubbles, the friendly face of GSS. He makes learning about water safety fun and exciting while engaging the children
- Bubbles' Golden Buddy sidekick who conducts the learning program and directly interacts with the students
- "What's Missing?" game that reinforces the water safety principles taught during the program
- Goldfish bag for each student

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Bubbles' W.A.T.E.R. Safety Program



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Web Presence



goldfishswimschool.com



facebook.com

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Web Presence



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Testimonials

"The staff at Goldfish are exceptional, the water is comfortable and the swim area is small. Within a few lessons, the whole staff increased Bailey by name, making her feel so special. We will be forever grateful for everything Goldfish has done for Bailey. We recommend Goldfish to all our friends!"

- Katie Parker

"For parents with the child it is managed to not only have fun but also to learn the basics of swimming. The instructors go out of their way to make the first steps into the water as easy as possible. The facility is clean and beautiful. They've done everything to make sure we had a great experience."

- Kimberly P. Woodcliff Lake

"My 4-year-old daughter has been attending Goldfish Swim School for the past few years. It's one of the most fun experiences at Goldfish - wonderful and cheerful teachers, warm water and fun and positive child-oriented atmosphere - she quickly learned to love the water and feel entirely at home in the pool."

- Lisa Ferris

"We decided to let you know about the fantastic experience we have had this summer with Goldfish. It's one of your strongest assets. Our two children, Avery (6) and Connor (3) were not swimming when we joined the Goldfish. In June of this year, we started the kids in Goldfish's Jump Start Class and began the journey of every day swim lessons with Coach Mike."

- Matthew Allen

"Your staff members have consistently demonstrated kindness, thoughtfulness, and an excellence in swimming instruction. I would recommend your school to anyone interested in not only teaching their children how to swim but also to help them in the water."

- Susan Pepper

"We have two children at Goldfish and they absolutely love it! The instructors have shown that, genuine love for their children and are dedicated to their growth with each lesson."

- Troy and Jacqueline Bergman



Hours of Operation

MONDAY:

9AM-7:30PM

TUESDAY:

9AM-8:30PM

WEDNESDAY:

9AM-7M

THURSDAY:

9AM-8:30PM

FRIDAY:

9AM-8PM

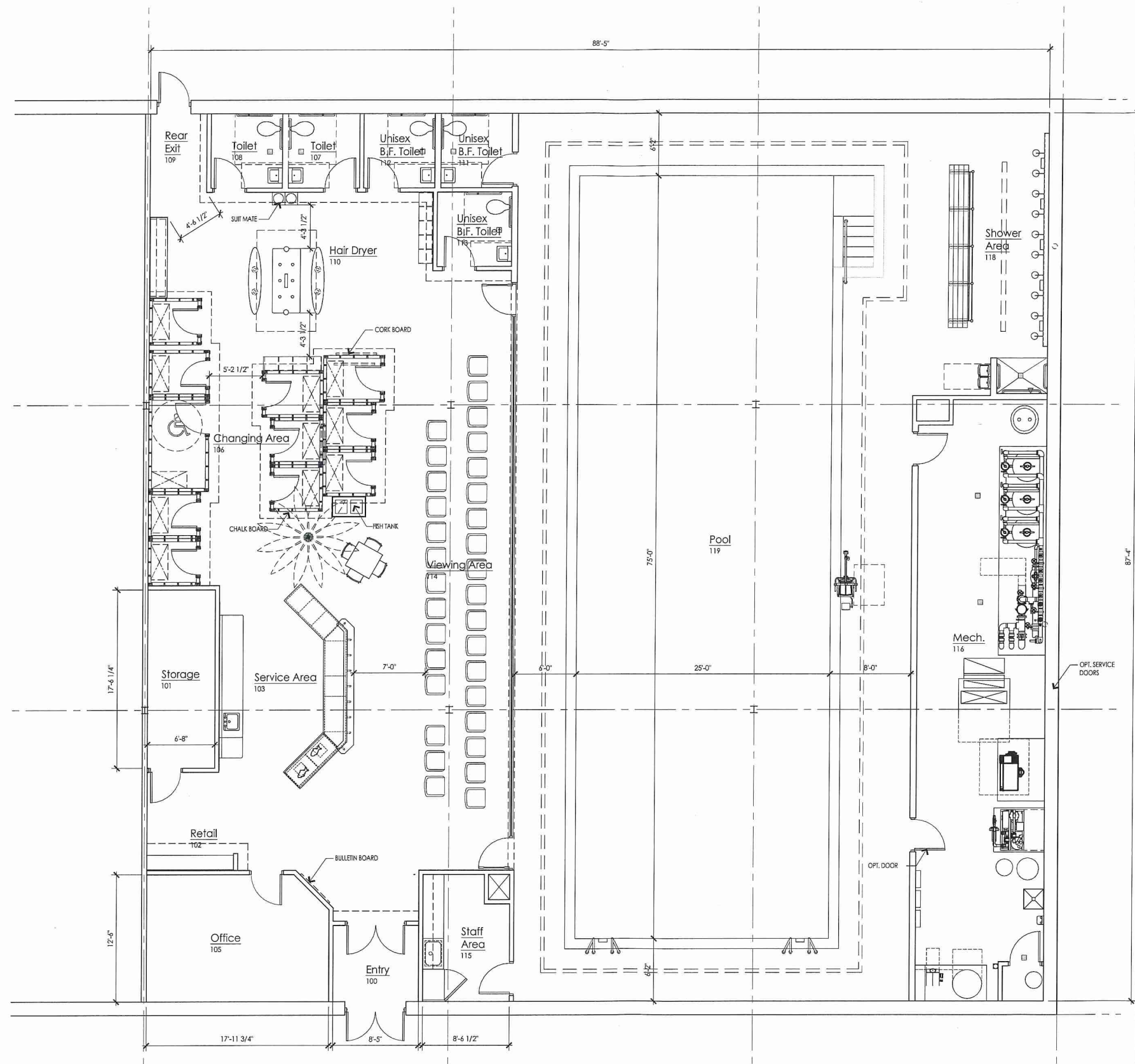
SATURDAY:

9AM-1PM

SUNDAY:

9AM-5:30PM





Project: **Goldfish Swim School**
Hudson 21
Hudson Crossing Parkway - Parcel 1
W. Streetsboro Street
Hudson, OH

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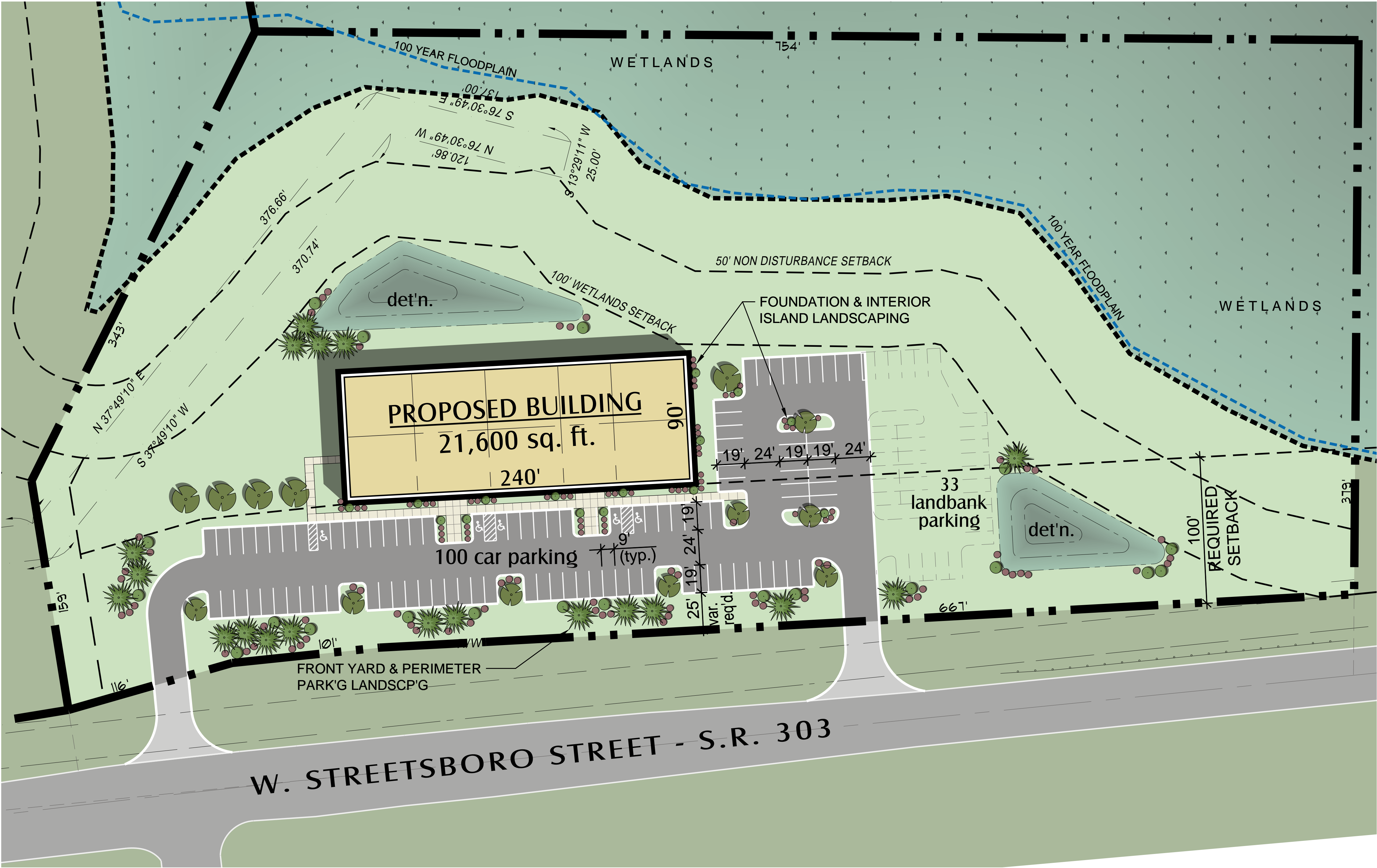
DRAWN BY: NKB
CHECKED BY: PDW

CONCEPT

Project Number

16-
Drawing Number

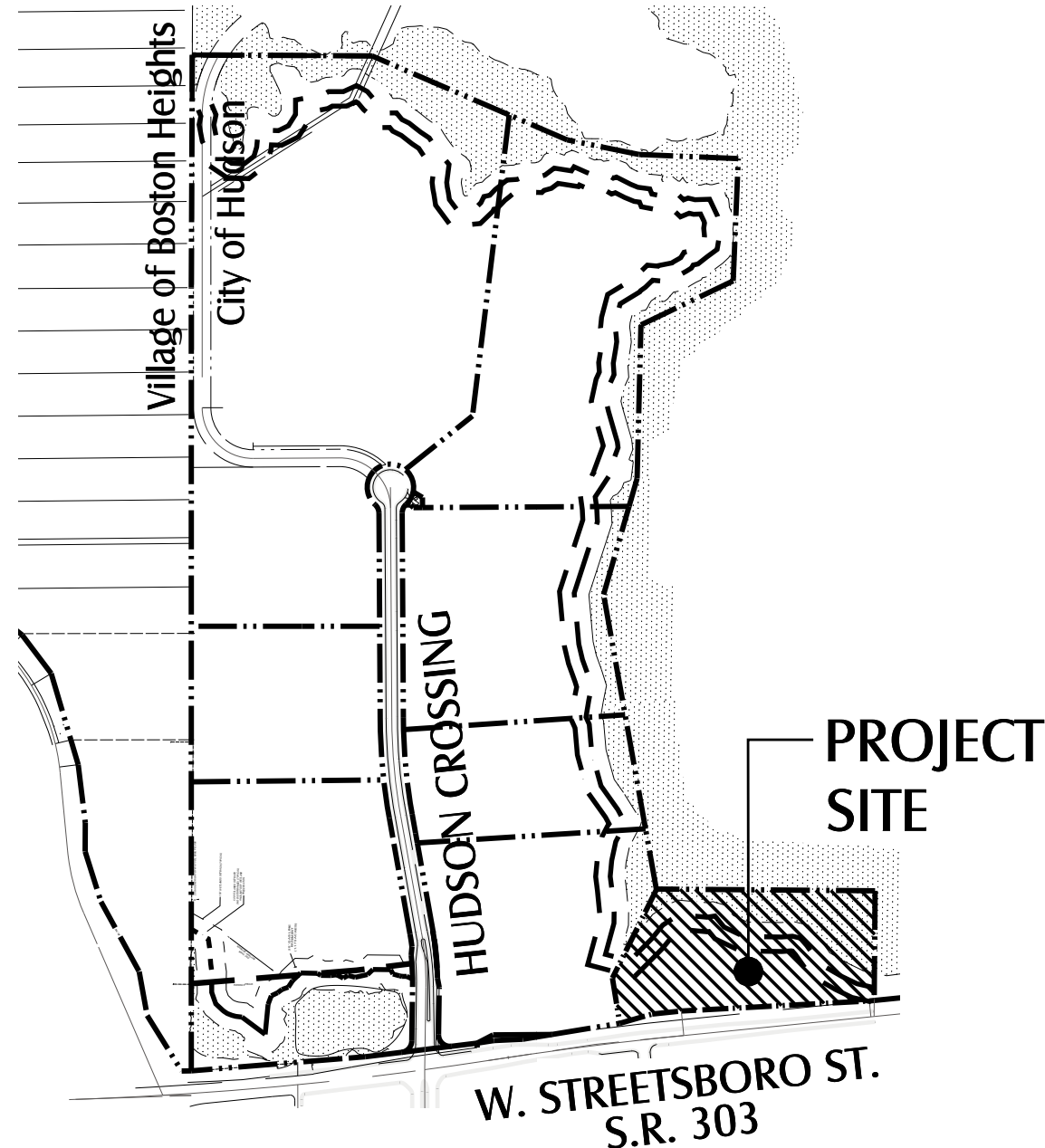
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SITE PLAN

PROJECT DATA

ZONING:	Western Gateway Corridor
LOT AREA:	7.95 acres
BUILDING AREA:	21,600 sf
IMPERVIOUS COVERAGE:	18%
PARKING REQUIRED:	1 sp/400 sf = 54 spaces
PARKING PROVIDED:	100 spaces
LANDBANK PARKING:	33 spaces
TOTAL PARKING AVAILABLE:	133 spaces



DEVELOPMENT PLAN

NO SCALE



COMMUNITY DEVELOPMENT • 115 Executive Parkway, Suite 400 • Hudson, Ohio 44236 • (330) 342-1790

September 26, 2016

Brian Gilbride
11400 Lake Ave
Cleveland, Ohio 44102

RE: PC 2016-24 Conditional Use for Goldfish Swim School, West Streetsboro Street

Mr. Gilbride -

Thank you for your submission of the conditional use application for The Goldfish School to be located on West Streetsboro Street, PP #3010145. The application has been scheduled for the Planning Commission (PC) agenda for the October 10, 2016 meeting. In preparation for such, I am forwarding preliminary comments related to compliance with the Land Development Code (LDC). Additionally I am available to meet and review the comments at your convenience.

Chapter 1205 District Regulations 1205.06 District 6: Western Hudson Gateway

The proposed commercial recreational facility is permitted as a conditional use. Staff understands the scale of the proposed use includes lease of 7,732 sq ft within the proposed 21,600 sq ft building. The proposed recreational facilities would provide youth swim lessons, family swim sessions, and parties.

Section 1206 Use Regulations

The application is subject to compliance with the general conditional use standards of Section 1206.02:

- (1) The use is consistent with the policies and intent of the Comprehensive Plan.
- (2) The use is physically and operationally compatible with the surrounding neighborhood and surrounding existing uses.
- (3) The use can generally be accommodated on the site consistent with any architectural and design standards set forth in the applicable district regulations of this Code.
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Recreational facilities are also subject to use specific standards related to drop off/pick up areas, restrictions on amplified music, and facility setback.

Comment: The proposed use is in general compliance with the above general standards and use specific standards.

Section 1207 Zoning Development and Site Plan Standards

Parking: Recreational facilities are required to provide one parking stall per three seats of capacity. Additional information is needed regarding the facility capacity.

Please contact me for any assistance I can provide.
Sincerely,

Gregory P. Hannan, AICP
City Planner

CC: Mark Richardson, Community Development Director