



Rachel E. Jones

DVM, Owner

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Bloomington Planning Commission and City Council

1800 West Old Shakopee Road

Bloomington, MN 55431

April 24, 2022

Nova Veterinary Clinic has been practicing at the corner of 90th and Penn in Bloomington since 2018. We are now the third owners of the practice which dates back to its original founding by Dr. Wolff in the late 1960s. As a proud Bloomington native (Jefferson Class of 2000) I am proud to continue to provide excellent veterinary care to the city.

We have also been fortunate to guide the clinic through remarkable growth, and have run out of usable space to continue to prosper. As such, we have entered into a working agreement and letter of intent with Venkatesh Babu, the owner of the Penn Properties Addition at 9056 Penn Avenue South. We intend to **increase the quantity and quality of our space in the same zone type**. This **relocation is only 367 feet away** from our current location. We are **consulting experienced architects and builders** in the veterinary construction field and we **anticipate no impacts to other city codes**.

Our intention for this site is to increase the quantity and quality of our space without changing our underlying business operations or strategy. Our current space, located near the intersection of 90th and Penn at 9021 Penn Avenue South, provides us with approximately 2,916 square feet of utilized space. However, the building is suffering from neglect and disrepair, services provided by the landlord are insufficient for the quality of service we wish to provide our customers, and future growth is limited. The space we wish to use at 9056 Penn Avenue South, also at the intersection of 90th and Penn, will provide 4,580 square feet of open, usable, and optimal space. Though the new location will provide 57% more square footage, we expect that our capacity to serve additional clients will increase much more, as the new layout and building quality will allow us to devote much more space to directly caring for patients and their owners.

A conditional use permit is needed because our current zone and new zone are designated B-4. We have been operating as a veterinary clinic since February of 2018 at our current address, which is zoned B-4. Shortly after acquiring the practice and beginning operations, we had conversations over email with Doug Junker as to review requirements by the city. Since we were a continuing operation there were no additional reviews required, and we did not, nor do we intend to apply for, a Commercial Animal Establishment license as we will not be providing overnight boarding of pets. Our business and key employees (e.g., veterinarians, technicians) have been in good standing with other State and County agencies such as the Minnesota Secretary of State, Department of Revenue, Department of Health, Board of Animal Health, and Hennepin County Hazardous Waste. Our clinic has been in continuous operation since the late 1960s within a B-4 zone and will continue to conduct ourselves identically in this new B-4 zone address.

This particular site is needed because our veterinary business is highly dependent on serving a specific, local customer population. As we have grown in this space and learned more about our clients, it is clear that we, like almost all other veterinary clinics, serve clients closest to our physical location. We conducted a study of our clients and their cumulative spend at our location from 2018 through 2020, and found that most of our clients come from the west side of 35W, the south side of 494, and north of Old Shakopee Road:



Plot of Nova Veterinary Clinic customers, clusters and colors based on amount of spend from 2018-2020. Current location marked with the black paw logo of Nova Vet Clinic. Source: TomTom, Bing Maps, Nova Veterinary Clinic.

When evaluating our next location, it is critical for us to stay within these boundaries. If relocating to another address too far away from our current location, we risk losing this customer base we have worked so hard to serve.

Our plan for this site is to continue our current services essentially unchanged. We have conducted site surveys in conjunction with B2 Builders of Burnsville, Minnesota and Aarchitects LLC of Minneapolis, Minnesota to create a site plan for the remaining vacant retail space in 9056 Penn Avenue South. Numerous documents, drawings, plans, and estimates are included as a part of this application under separate attachment.

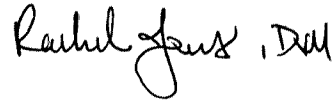
The location is a mere 367 feet away from our current location. As such we do not anticipate any effect to local traffic patterns or impacts to surrounding businesses whatsoever:



Distance measurement between existing and new address. Source: Google Maps.

There will be no impacts to other city code, and the business will be allowed to grow. Our hours of operation are not expected to expand beyond the full working days from Monday through Friday and half days on Saturday. When we purchased the clinic in 2018, Nova employed only 5 people. Through our growth, we currently employ 15 dedicated employees who are all eager to move to a new, modern location to continue to apply their craft. As such, the larger parking area at 9056 Penn Avenue South will support this growth for our employees and our clients.

Sincerely,

A handwritten signature in black ink that reads "Rachel Jones, DVM". The signature is written in a cursive, flowing style.

Rachel E. Jones
DVM, Owner
Nova Veterinary Clinic PLLC