



City of Highland

Building and Zoning

Combined Planning & Zoning Board Agenda
City Hall – 1115 Broadway
May 5, 2021 7:00 P.M.

1. Call to Order
2. Roll Call
3. General Business:
Approval of the April 7, 2021 Minutes
4. Public Comment Section
Persons who wish to address the Combined Planning and Zoning Board regarding items not on the agenda may do so at this time. Speakers shall be limited to five (5) minutes or a reasonable amount of time as determined by the City Attorney. Any presentation is for informational purposes only. No action will be taken.
5. Public Hearings and Items Listed on the Agenda
Persons wishing to address the Combined Planning and Zoning Board regarding items on the agenda may do so after the Chairperson opens the agenda item for public hearing or for public comment. Speakers shall be limited to five (5) minutes or a reasonable amount of time as determined by the City Attorney.
6. New Business
 - a) Steven & Cecilia Kloss (2466 Becker Rd) are requesting a variance to Table 5.1 of the City of Highland's Municipal Code to decrease the number of required parking spaces for a warehouse at 135 Poplar Street. PIN# 02-1-18-33-00-000-016.003, 02-1-18-33-00-000-016.006
 - b) The City of Highland is requesting text amendments to Sections 90-15 and 90-201, Table 3.1.B of the City of Highland's Municipal Code to allow for recreational venues as a Special Use within the C-2, C-3, Industrial, and MX zoning districts.
 - c) The Game Yard, LLC (70 Sunset Drive, Apt A), on behalf of Glik Development Co. (3248 Nameoki Rd, Granite City, IL), is requesting a Special Use Permit to allow for a recreational venue (axe throwing and indoor/outdoor games business) at 2641 Northtown Way within the C-3 Highway Business District. PIN# 02-2-18-32-00-000-021.004
7. Calendar
 - a. June 2, 2021– Combined Planning and Zoning Board Meeting
 - b. Adjournment

Citizens may attend in person or monitor the meeting by phone. To monitor the meeting, call 618-882-4358 and use conference ID# 267091. To have a comment read into the meeting minutes, email your comment to highlandzoning@highlandil.gov or submit it through our Citizen Request portal on our website.

Anyone requiring ADA accommodations to attend this public meeting, please contact Breann Speraneo, ADA Coordinator, at 618-654-7115.



City of Highland Building and Zoning

Meeting Date: May 5, 2021

From: Breann Speraneo, Director of Community Development

Location: 135 Poplar Street

Zoning Request: Variance

Description: Parking Variance

Proposal Summary

The applicant and property owners are Steven & Cecilla Kloss (2466 Becker Rd, Highland, IL). The applicant of this case is requesting the following variance to Table 5.1 of the City of Highland Municipal Code:

- To decrease the minimum number of required parking spaces for an industrial use.

In order for the applicants to be granted variance approval, the request must first be reviewed and approved by the CPZB as per 90-93 'Variances – Public hearing and notice requirements' of the Zoning Code.

Table 5.1 of the City of Highland Municipal Code

Wholesale, manufacturing, warehousing or other industrial use: 1 space for each 2 employees or 1 space for each 1,000 square feet of ground floor area, whichever is greater

Need for Variance

Per code, Kloss Furniture Warehouse would be required to have 94 parking spaces, as they anticipate the total square footage of the facility to be 94,000 square feet. They are requesting to have 40 parking spaces. There will be approximately 26 total warehouse employees.

Standards of Review for Variances

Below are the seven (7) consideration items listed in Section 90-94, Section (1) Item (b) of the Zoning Code which the Combined Planning and Zoning Board shall take into account while reviewing a variance.

1. The applicant acquired his property in good faith and where by reason of exceptional narrowness, shallowness or shape of his specific piece of property at the time of the effective date of this code, or where by reasons of exceptional topographical conditions or other extraordinary circumstances, that the strict application of the terms of the zoning regulations actually prohibit the use of this property in the manner similar to that of other property in the zoning district where it is located;

The need for a variance is the result of parking requirements for industrial uses.



City of Highland Building and Zoning

2. The proposed variance is consistent with the general purpose of this chapter, Section 90-1;

It is consistent.

3. Strict application of this chapter of which the variance is requested would constitute unnecessary hardship upon the property owner represented in the application;

If a variance is not granted, the applicant will need to revise the site plan to add 54 parking spaces.

4. The proposed variance is the minimum deviation from such requirements that will alleviate the difficulties/hardship and allow a reasonable return on the property;

It is the minimum deviation.

5. The variance requested arises from such condition which is unique to the property in question and which is not ordinarily found in the same zoning district and is not created by an action or actions of the property owner or applicant;

The size of the proposed parking lot cannot accommodate 94 parking spaces.

6. The peculiar circumstances engendering the variance request are not applicable to other property within the district, and therefore, that a variance would be a more appropriate remedy than an amendment (rezoning); and

The variance is a more appropriate remedy than an amendment to the zoning code.

7. The variance, if granted, will not alter the essential character of the area where the premises in question are located, nor materially frustrate implementation of this city's comprehensive plan.

The variance will not alter the essential character of the area.

In granting a variance, the board may impose such conditions, safeguards and restrictions upon the premises benefited by the variance as may be necessary to reduce or minimize any potentially injurious effect of such variance upon other property in the neighborhood, and to carry out the general purpose and intent of these regulations.

Staff Discussion

The request does meet the ratio of parking spaces per employee, but it does not meet the ratio of parking spaces per square foot. Staff believes the 40 requested parking spaces are sufficient for the site given that there will be enough parking spaces for employees at each shift. The facility is not open to the public aside from drive-through order pickups, in which parking spaces will not be utilized.

Aerial Photograph



Site Photos



EXHIBIT "A"
Variance Application

Return Form To:
Administrative Official
City of Highland
2610 Plaza Drive
Highland, IL 62249
(618) 654-7115
(618) 654-1901 (fax)

For Office Use Only
Date Submitted: _____
Filing Fees: _____
Date Paid: _____
Date Advertised: _____
Date Notices Sent: _____
Public Hearing Date: _____
Zoning File #: _____

APPLICANT INFORMATION:

Applicant: STEVEN AND CECILIA KLOSS Phone: 618 779-5438
Address: 2466 BECKER ROAD, HIGHLAND IL Zip: 62249
Email Address: SKLOSS@KLOSSFURNITURE.COM
Owner: STEVEN AND CECILIA KLOSS Phone: 618 779-5438
Address: 2466 BECKER ROAD, HIGHLAND, IL Zip: 62249
Email Address: SKLOSS@KLOSSFURNITURE.COM

PROPERTY INFORMATION:

Street Address of Parcel ID of Property: 02-1-18-33-00-000-016.006

Present Use of Property: Vacant Land

Proposed Use of Property: Warehouse expansion

Variance Requested: To allow for 40 parking spaces instead of the required 94. SRK

Code Section: Table 5.1 - Parking Requirements

SURROUNDING LAND USE AND ZONING:

	<u>Land Use</u>	<u>Zoning</u>
North	<u>Vacant Land</u>	<u>Madison County M-1 Limited Manufacturing</u>
South	<u>Kloss Furniture Warehouse</u>	<u>Industrial</u>
East	<u>Vacant Land</u>	<u>Madison County M-1 Limited Manufacturing</u>
West	<u>Poplar Street Storage LLC</u>	<u>Industrial</u>

The Combined Planning and Zoning Board shall not grant any zoning variance unless, based upon the evidence presented to them, they determine that:	Yes	No
1. <u>Property Acquisition:</u> The property was acquired in good faith and strict application of the terms of the Zoning regulations would prohibit the use of the property.	X	
2. <u>Zoning Code Compliance:</u> The granting of the variance desired will not be opposed to the general spirit and intent of the zoning regulations.	X	
3. <u>Hardship:</u> Strict application of this Chapter of which the variance is requested would constitute unnecessary hardship upon the property owner represented in the application;	X	
4. <u>Minimal Deviation:</u> The proposed variance is the minimum deviation from such requirements that will alleviate the difficulties/hardship and allow a reasonable return on the property;	X	
5. <u>Uniqueness:</u> The variance requested arises from such condition which is unique to the property in question and which is not ordinarily found in the same zoning district and is not created by an action or actions of the property owner or applicant.	X	
6. <u>Public Interest:</u> The variance is not applicable to other property within the district, and therefore, that a variance would be a more appropriate remedy than an amendment (rezoning), and	X	
7. <u>Comprehensive Plan Compliance:</u> The variance, if granted, will not alter the essential character of the area where the premises in question are located, nor materially frustrate the implementation of this City's comprehensive plan.	X	

THE FOLLOWING ITEMS MUST ACCOMPANY YOUR APPLICATION:

1. One copy of a legal description AND warranty deed of the property. If the applicant is not the property owner, a notarized letter from the property owner granting the applicant permission to apply for the request will be required.
2. A current plat, site plan, survey, or other professional illustration.
3. One copy of a narrative statement describing the impact of the proposed change, including the purpose of the request, the desired land use, any traffic conditions that may result, how the proposed change may affect the character of the surrounding properties, and how the proposed change will benefit the City of Highland.
4. Application fee.
5. Any other information required by planning staff (i.e. landscaping plan, elevation plan, exterior lighting plan, etc).

I HAVE READ AND UNDERSTAND THE ABOVE CITY OF HIGHLAND PETITION TO THE COMBINED PLANNING & ZONING BOARD REQUIREMENTS.

Steve Kloss

Applicant's Signature

MARCH 31, 2021

Date

Kloss Furniture Warehouse Expansion

Narrative Statement for Request for Variance on Parking Spaces

Currently, we are working towards a warehouse addition that will increase to 94,000 square feet. Under current code, we would need 94 parking spaces. The majority of the building will be used primarily for storage.

As of today, we have 26 employees working in the warehouse and this includes the use of additional square footage with our rental agreement with Don Weder at the Route 143 location warehouse.

Customers do not park and come in to shop. They just back up to our customer pick up door and we assist them.

The 40 parking spaces outlined will be more than enough and allow room for future increased needs.

This addition would not affect the character of the area and would allow Kloss Furniture to expand Highland services.

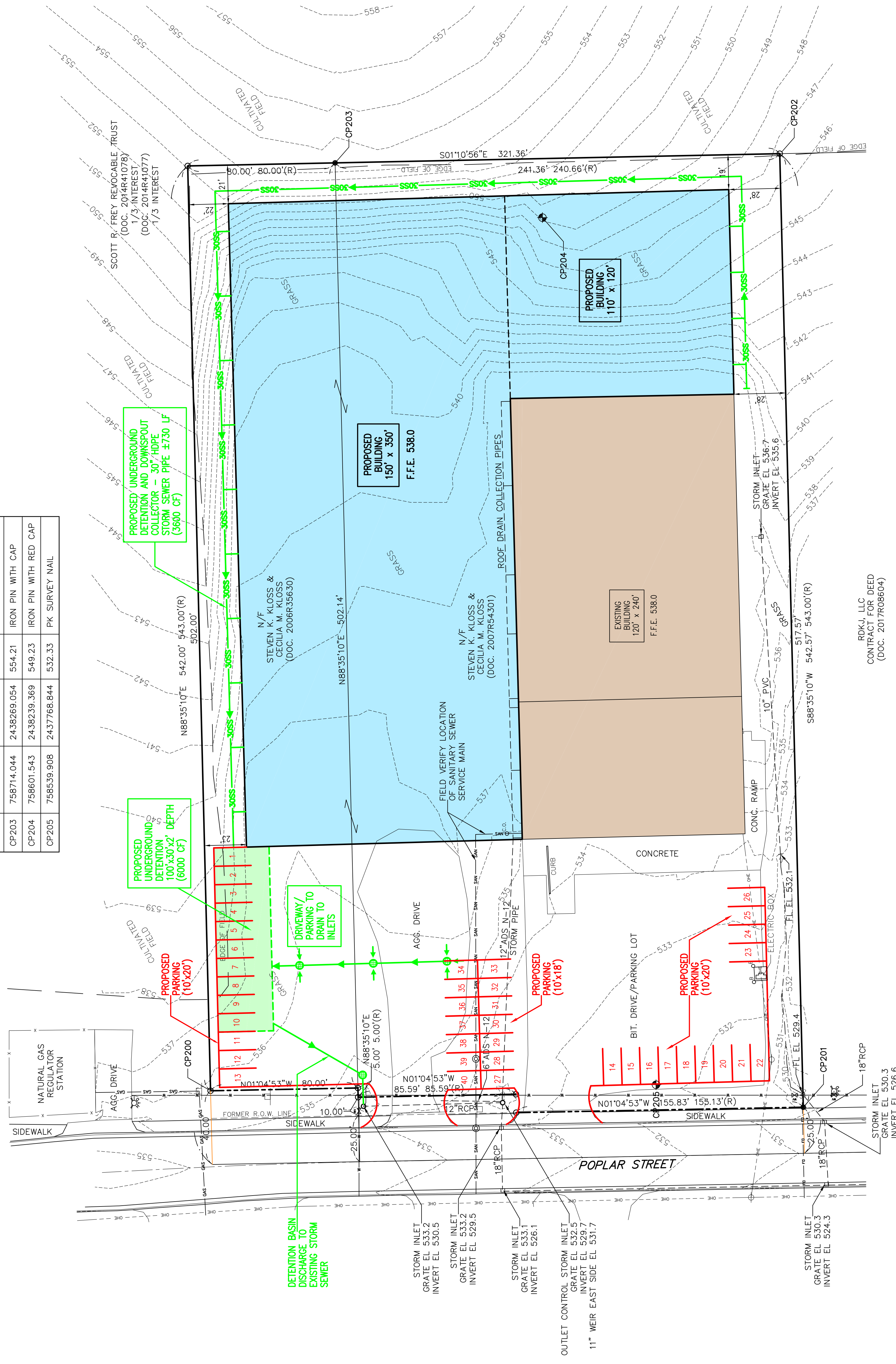
Thank you!



Steve Kloss

DAUMS:
 HORIZONTAL: NAD 83
 VERTICAL: NAVD 88

PROJECT CONTROL			
#	NORTH	EAST	DESCRIPTION
CP200	758781.613	2437765.574	IRON PIN
CP201	758459.994	2437756.608	IRON PIN WITH CAP
CP202	758472.759	2438273.774	IRON PIN
CP203	758714.044	2438269.054	IRON PIN WITH CAP
CP204	758601.543	2438239.369	IRON PIN WITH RED CAP
CP205	758539.908	2437768.844	PK SURVEY NAIL



TOPOGRAPHIC LEGEND

- IRON PIN SET
- IRON PIN FOUND
- ⊕ CONCRETE RIGHT OF WAY MARKER
- ⊕ PROJECT CONTROL POINT
- ⊕ UTILITY POLE
- ⊕ GUY WIRE
- ⊕ WATER VALVE
- ⊕ FIRE HYDRANT
- ⊕ SANITARY SEWER MANHOLE
- ^{6"} SEWER CLEANOUT
- ^{18"} EX. STORM CULVERT (SIZE/TYPE AS INDICATED)
- UNDERGROUND GAS LINE
- EX. UNDERGROUND WATER LINE
- EX. UNDERGROUND FIBER OPTIC
- EX. OVERHEAD ELECTRIC LINE
- EX. SANITARY SEWER LINE
- EX. OPEN DITCH FLOWLINE
- CONCRETE SURFACE (SIDEWALK/PAVEMENT, ETC.)
- BITUMINOUS (ASPHALT) SURFACED DRIVE/PARKING
- AGGREGATE DRIVE/SURFACE
- EXISTING FENCE
- EX. SIGN
- EX. PIPE BOLLARD
- SAME OWNERSHIP
- RECORD DIMENSION
- EX. GROUND CONTOUR LINE (1 FT. INTERVAL)
- EXISTING BUILDING

PROPOSED LEGEND

- PROPOSED WAREHOUSE EXPANSION
- PROPOSED DRAINAGE RETENTION
- PROPOSED PARKING IMPROVEMENTS

NOTE:
 THE LOCATION OF BURIED UTILITIES AND STORM PIPING SHOWN HEREON ARE BASED ON VISUAL OBSERVATIONS AND INFORMATION AVAILABLE AT TIME OF FIELD SURVEY PERFORMED ON FEBRUARY 3, 2021. THE LOCATION OF ALL BURIED UTILITIES AND PIPING SHALL BE CONFIRMED PRIOR TO ANY CONSTRUCTION ACTIVITIES ON THIS SITE. CALL J.U.L.I.E (PH 800-892-0123) PRIOR TO DIGGING SO UTILITY LOCATIONS CAN BE MARKED.

ROKLI, LLC
 CONTRACT FOR DEED
 (DOC. 2017R08604)

SITE ADDRESS:
 135 POPLAR STREET
 HIGHLAND, IL 62249

SITE TOPOGRAPHY PROVIDED
 BY API SURVEY, ILL.

**FURNITURE WAREHOUSE
 EXPANSION
 HIGHLAND, ILLINOIS**

SITE PLAN



Revisions	Survey	Design	SHEET
	API	MBB	
	LAYOUT	API/ALH	OF
	Plot Date	Checked	
	3-30-21		
	2124-10PO	Dates	USB No.
	MAR. 2021		2021.24



City of Highland

Building and Zoning

Meeting Date: May 5, 2021

From: Breann Speraneo, Director of Community Development

Text Amendment: Article I, Section 90-15 – Definitions
Article III, Districts & Zoning Map, 90-201, Table 3.1.B

Description: Text amendments to allow for recreational venues as a Special Use within the C-2, C-3, I, & MX Districts

Proposal Summary

The City of Highland is requesting text amendments to Sections 90-15 and 90-201, Table 3.1.B of the City of Highland’s Municipal Code to allow for recreational venues as a Special Use within the C-2, C-3, Industrial, and MX zoning districts.

Upon the application for an axe throwing business within the City, staff realized that there is not currently a use within our code that encompasses this idea. A “recreational venues” use is being proposed in order to consider recreational entertainment businesses as a Special Use within the C-2 Central Business District, C-3 Highway Business District, Industrial District, and Mixed Use District.

Article I, Section 90-15 – Definitions

Note: Red text is new text.

Recreational Venue, General: An establishment that provides a recreational or entertainment service to the general public. Use shall include escape rooms, arcades, laser tag courses, axe throwing lanes, ropes courses, bowling alleys, mini golf and other similar uses. Use shall not include motion picture theaters, performing arts theaters, dance halls, night clubs, private clubs, or private lodges.

Article III, Section 90-201, Table 3.1.B

Note: Red text is new text.

Table 3.1.B — PRINCIPAL NON-RESIDENTIAL USES															
Use	R1A	R1B	R1 C	R1 D	R2 A	R2 B	R3	C1	C2	C3	C4	I	M	MX	Supp. Regs.
54. Recreational Venue, General									S	S		S		S	



City of Highland Building and Zoning

Meeting Date: May 5, 2021

From: Breann Speraneo, Director of Community Development

Location: 2641 Northtown Way

Zoning Request: Special Use Permit

Description: SUP to allow for a recreational venue

Proposal Summary

The applicant is The Game Yard, LLC (70 Sunset Drive, Apt A). The property owner is Glik Development Co. (3248 Nameoki Rd, Granite City, IL). The applicant of this case is requesting the following Special Use Permit to comply with Table 3.1 of Section 90-201 of the City of Highland Municipal Code (hereafter known as the “zoning matrix”):

- The Game Yard, LLC (70 Sunset Drive, Apt A), on behalf of Glik Development Co. (3248 Nameoki Rd, Granite City, IL), is requesting a Special Use Permit to allow for a recreational venue (axe throwing and indoor/outdoor games business) at 2641 Northtown Way within the C-3 Highway Business District. PIN# 02-2-18-32-00-000-021.004

The zoning matrix identifies “recreational venue” as a Special Use within the C-3 highway business district.

Comprehensive Plan Consideration

The subject property is denoted as commercial on the Comprehensive Plan’s Future Land Use Map. Axe throwing lanes and indoor/outdoor games are an appropriate Special Use for the commercial area.

Surrounding Uses

Direction	Land Use	Zoning
North	Northtown Shopping Center	C-3
South	Tri-Ford Autobody Shop	C-3
East	Tri-Ford	C-3
West	Glik Park/Rural King	C-3

Standards of Review for Special Use Permits

Below are the six (6) consideration items listed in Section 90-79 of the Zoning Code which the Combined Planning and Zoning Board shall take into account while reviewing a SUP request.



City of Highland Building and Zoning

1. Whether the proposed amendment or Special Use is consistent with the City's Comprehensive Plan;

The proposed Special Use is consistent with the Comprehensive Plan.

2. The effect the proposed amendment or Special Use would have on public utilities and on traffic circulation;

The proposed Special Use would not have an adverse effect on public utilities or traffic circulation on nearby streets.

3. Whether the proposed design, location and manner of operation of the proposed Special Use will adequately protect the public health, safety and welfare, and the physical environment;

The proposed Special Use will adequately protect the public health, safety and welfare, and the physical environment.

4. The effect the proposed Special Use would have on the value of neighboring property and on this City's overall tax base;

The proposed Special Use will not have a detrimental impact on the value of neighboring property or on the City's overall tax base.

5. The effect the proposed Special Use would have on public utilities; and

The proposed Special Use will utilize public utilities.

6. Whether there are any facilities near the proposed Special Use, such as schools or hospitals that require special protection.

There are no facilities nearby that require special protection.

Staff Discussion

Axe throwing lanes and additional indoor/outdoor games would be an asset to the community and this proposal would make use of a currently vacant commercial property. The applicant has proposed to improve the aesthetics of the exterior and interior of the property. The applicant has also proposed to meet all necessary site requirements, including parking regulations. Site plan requirements will be verified in the permitting phase.



City of Highland
Building and Zoning

Aerial Photograph



Site Photos



EXHIBIT "A"
Special Use Permit Application

Return Form To:

Administrative Official
City of Highland
2610 Plaza Drive
Highland, IL 62249
(618) 654-7115
(618) 654-1901 (fax)

For Office Use Only

Date Submitted: 4-5-21
Filing Fee: \$200
Date Paid: 4-5-21
Date Advertised: _____
Date Notices Sent: _____
Public Hearing Date: _____
Zoning File #: _____

APPLICANT INFORMATION:

Applicant: The Game Yard LLC, Tyler Kathmann Phone: 1-618-795-9264
Address: 70 Sunset Dr., Apt A, Highland, IL Zip: 62249
Email Address: kathmannTyler@yahoo.com
Owner: Glik Development CO. Phone: 1-618-876-6717 Ext 112
Address: 3248 Nameoki Rd., Granite City, IL Zip: 62040
Email Address: jamesglik@gliks.com

PROPERTY INFORMATION:

Street Address of Parcel ID of Property: 2641 Northtown Way - 02-2-18-32-00-000-021.004

Property is Located In (Legal Description): Attached

Present Zoning Classification: C-3 Acreage: _____

Present Use of Property: Vacant Commercial Space

Proposed Land Use: Axe throwing and indoor/outdoor games business.

Description of proposed use and reasons for seeking a special use permit:
Begin with indoor axe throwing, then expand to indoor/outdoor games. Recreational venues are a special use in C-3

SURROUNDING LAND USE AND ZONING:

	<u>Land Use</u>	<u>Zoning</u>
North	<u>Northtown Shopping Center/Ace Hardware</u>	<u>C-3</u>
South	<u>Tri-Ford Autobody Shop</u>	<u>C-3</u>
East	<u>Tri-Ford</u>	<u>C-3</u>
West	<u>Glik Park/Rural King</u>	<u>C-3</u>

Should this special use be valid only for a specific time period? Yes _____ No X

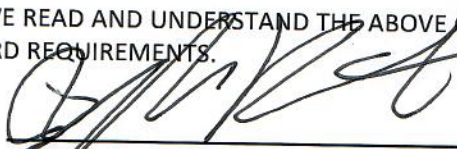
If Yes, what length of time? _____

<i>Does the proposed Special Use Permit meet the following standards? If not, attach a separate sheet explaining why.</i>	Yes	No
A. Will the proposed design, location and manner of operation of the proposed special use will adequately protect the public health, safety and welfare, and the physical environment;	X	
B. Is the proposed special use consistent with this City's Comprehensive Plan;	X	
C. Will the proposed special use have a minimal negative impact on the value of neighboring property and on this City's overall tax base;	X	
D. Will the proposed special use have a minimal negative impact on public utilities and on traffic circulation on nearby streets; and	X	
E. Will the proposed special use have a minimal impact on the facilities near the proposed special use, such as schools or hospitals require special protection?	X	

THE FOLLOWING ITEMS MUST ACCOMPANY YOUR APPLICATION:

1. One copy of a legal description AND warranty deed of the property. If the applicant is not the property owner, a notarized letter from the property owner granting the applicant permission to apply for the request will be required.
2. A current plat, site plan, survey, or other professional illustration.
3. One copy of a narrative statement describing the impact of the proposed change, including the purpose of the request, the desired land use, any traffic conditions that may result, how the proposed change may affect the character of the surrounding properties, and how the proposed change will benefit the City of Highland.
4. Application fee.
5. Any other information required by planning staff (i.e. landscaping plan, elevation plan, exterior lighting plan, etc).

I HAVE READ AND UNDERSTAND THE ABOVE CITY OF HIGHLAND PETITION TO THE COMBINED PLANNING & ZONING BOARD REQUIREMENTS.


 Applicant's Signature

4/1/21
 Date

I, James Glik, property owner of 2641 Northtown Way, grant The Game Yard permission to apply for the Special Use Permit and that they will sign a lease with me upon approval by the Combined Planning and Zoning Board and the City Counsel for the property at 2641 Northtown Way.

4/5/21
Date

James Glik
Signature

5th April 2021

by Jason R. Stepzinski

Jason R. Stepzinski

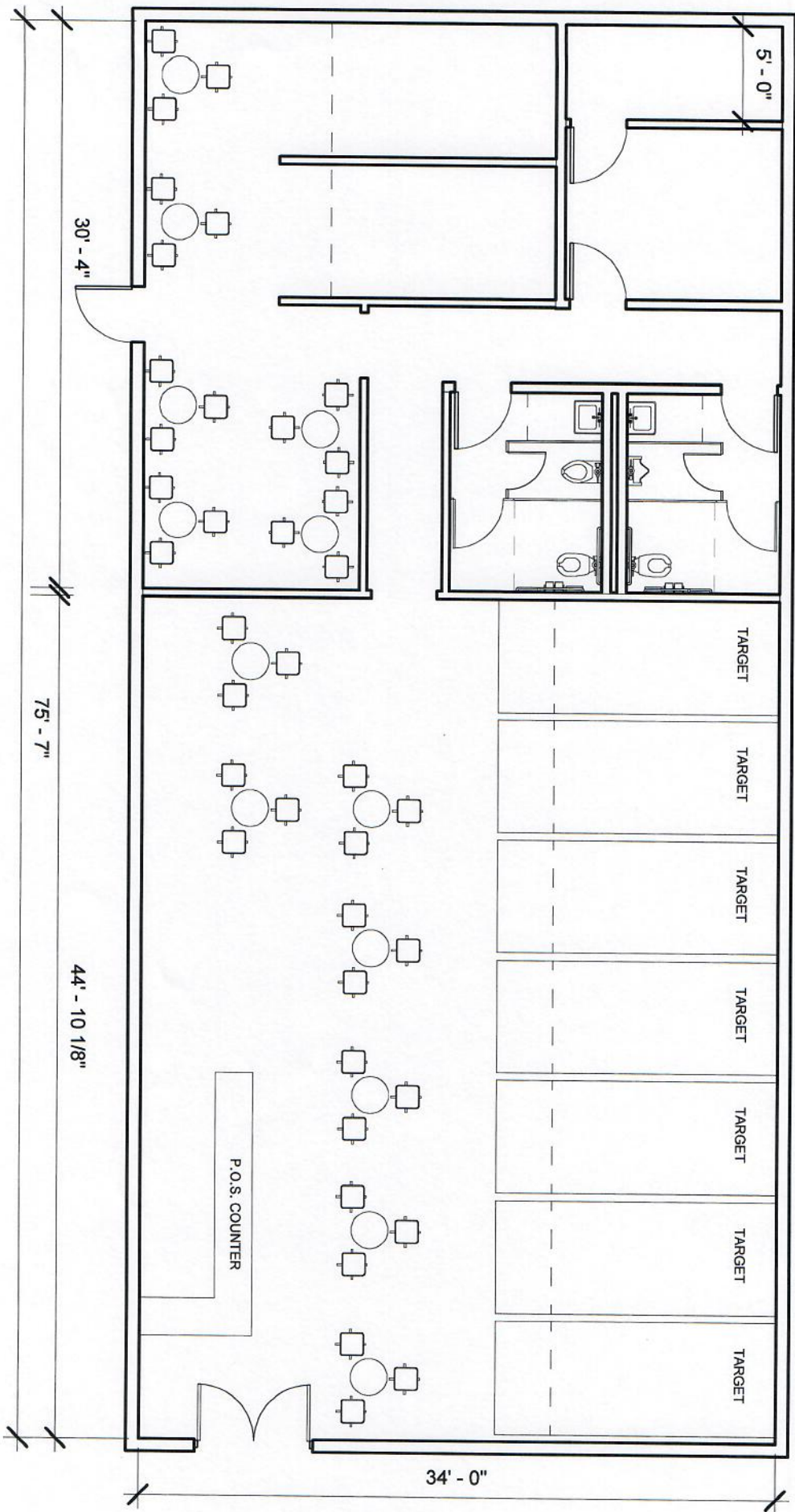
my commission expires December 8, 2021



The location at 2641 Northtown Way will be the new home for The Game Yard, LLC. The modern indoor axe throwing venue will feature projected targets and an end grain target system, allowing various targets and easier axe sticking. The first phase of operation will be in the front building that will be strictly indoor axe throwing. The second phase of build-out will be in the rear building and fenced lot and include indoor and outdoor games. It is The Game Yard LLC's belief is that there will be no negative effects on the surrounding properties. In fact, with the remodeling of the existing building, the exterior of the building will be improved to increase the aesthetics of not only The Game Yard, but also surrounding properties.

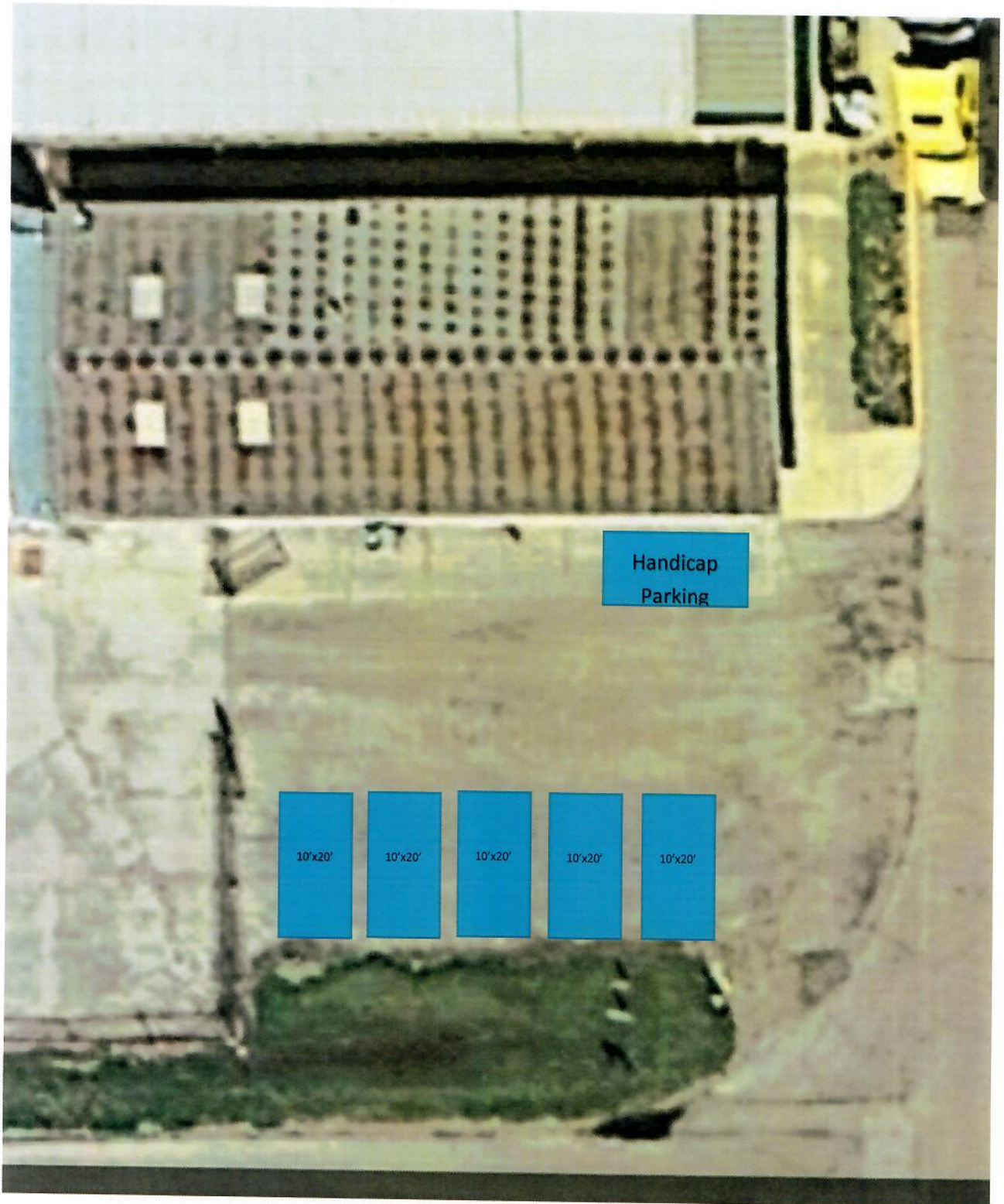
All parking is off street, and there will be no traffic concerns. Customers may park in the Northtown parking lot, or there will be 6 parking spaces in the south parking lot of 2641 Northtown Way that include 1 ADA parking spot. All employees of The Game Yard will park in the Northtown parking lot.

The Game Yard will be using City utilities. Based on the hours of operation, 2 to 4 jobs will be created by the opening of The Game Yard in phase one. Phase two of the expansion will create an additional 4 to 6 jobs. The Game Yard will bring needed entertainment back into Highland that we believe will draw in consumers from the surrounding communities.





Parking at 2641 Northtown Way



The Game Yard LLC's Business Plan

A unique and fun atmosphere for adults to enjoy
Axe Throwing and other recreational games.

The Game Yard LLC's business plan is confidential, containing information proprietary to The Game Yard, LLC. None of the information contained in this plan may be reproduced or disclosed to any person under any circumstances without express written permission of The Game Yard, LLC.

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Executive Summary

What is The Game Yard?

The Game Yard will be a fun and unique entertainment complex that will primarily focus on recreational game play for adults. The first expansion of the business will be focused on Axe Throwing.

Our building will have an elemental and industrial feel mixed with a modern atmosphere, while being surrounded by our Historic Highland themes. We plan to have exposed metal framework, painted wood lanes, distressed concrete floors and each of our lanes will be named after a local Highland landmark.

There will be various options for our guests to pick from, depending on how much time they want to spend at our warm and inviting facility.

Our Mission

At The Game Yard, our mission is to be Highland's first choice for exciting, safe, and social entertainment. We pride ourselves on delivering a warm and exciting atmosphere where people can be social and have fun being themselves.

Historical Performance

Axe throwing has been around since the 1940's. It has grown to become a popular entertainment that cities of all sizes around the country are adding to their community. One of the most important reasons why axe throwing is so popular is because it is extremely fast paced. This means that the physical action involved in throwing the axe in a way that maximizes its distance is much more demanding than throwing a baseball.

Description of Business

Company Ownership/Legal Entity

The Game Yard, LLC is owned and operated by family. The owners are Julie and Mike Hanna, Jessica and Andrew Page, Tyler and Samantha Kathmann and Kane Kathmann. The business address is 2641 Northtown Way, Highland, IL 62249

Location

We feel that Highland will benefit from a business like The Game Yard. Highland is a wonderful town to raise a family and there are some great places to visit such as The Square, Silver Lake, Glik Park, Highland Community Pool, and while it does have 2 bowling alleys and a movie theatre, we do believe there is plenty of room for more entertainment choices.

We will be collaborating with local businesses to generate business through marketing ideas like themed parties. IE: Girl's Night Out, Black light Night, Bachelor and/or Bachelorette parties, Food Truck Night, Family Night, Date Night, Birthdays, Divorce/Break up & Holidays. We will also be utilizing Social Media by consistent good copy, eye catching, promotional graphics, photos, and videos.

Interior

When you step into The Game Yard, you will be greeted by a friendly staff member in an industrial/modern facility with black and gray highlights with wood accents.

Our point-of-sale counter near the entrance is not only a place to check in and pay, but it will also house our merchandise items, which may include t-shirts, cups, coolies and hats.

The Game Yard Experience

The Game Yard experience will be an atmosphere like no other. This will be the place to meet friends, family and significant others to enjoy a night of safe and affordable fun for adults of all ages. Materials used in this facility will be bold industrial/modern style elements with open air dark ceilings that will help set the tone. The lanes will have dim lighting to allow great visibility for the end grain projector target systems. The open area behind the lanes and by the Point-of-Sale counter will have brighter lights with various TV's mounted on the walls playing the latest sports games. There will be a separate room that will be utilized as a party room for groups or smaller corporate team building rentals. The party room will have two lanes and closed off so the group can enjoy a private area to themselves.

Your axe throwing experience with The Game Yard might be a little different from our competitors. Our targets will not be painted or drawn on but rather will be displayed

onto our End Grain Target systems with a projector. The projector system will allow us to be able to change the style of target you will be throwing against. This means that you will have a few options to play various games instead of just the conventional style with a fixed target.

Hours of Operation

Monday	By reservation only
Tuesday	By reservation only
Wednesday	By reservation only
Thursday	3 PM — 10 PM
Friday	3 PM —12 AM
Saturday	12 PM — 12 AM
Sunday	12 PM —8 PM

Our Customer Base

Walk-In

We will certainly encourage any spontaneous walk-ins that are not familiar with what The Game yard is and will quickly educate them on our experience. These customers are interested in a unique experience that will not break the bank, they want to feel welcome, and will appreciate a warm, cozy atmosphere that helps them escape the day and enjoy a safe way to release some adrenaline.

Reservations (Groups/Parties)

Groups and parties who make reservations usually have a particular occasion in mind. These customers want to be co-located with their party, to be able to bring their own flair to help them celebrate their event, and to create memories to commemorate their event. They may be reached through different marketing channels than the walk-in crowd and will usually be scheduled further in advance.

Typical groups/parties are:

- Birthdays
- Bachelor/ Bachelorette
- Divorce/Break Up
- Holidays
- Family Events
- Black light Night
- Girl's Night Out

Corporate Events

Corporate team building events and celebrations are another kind of customer. Corporate events are usually more formal than other event types and may require

designated space for award ceremonies, recognitions, or some elbow rubbing with upper management. Corporate groups like to feel important, so VIP touches to their experience will go a long way. They are less price sensitive than other customer segments.

League Play

It is mutually beneficial for The Game Yard to offer league play: Locals will enjoy a new way to enjoy their weeknights while The Game yard will bring in a good size crowd on a night that would otherwise have low utilization. League players are known to be evangelists of their home field, so this will likely generate referral-based business as they chat about their axe-throwing league with their friends.

Special Events

To improve brand awareness, engage our community, and offer new and exciting experiences for our guests, we will host unique events throughout the year, such as:

- Chili cook offs
- Fundraisers
- Holiday parties
- Lumber jack competitions
- Tournaments
- Single's Nights
- Date Nights (week after singles night)
- Ladies Nights
- Glow in the dark /black light nights
- Food truck days/nights

Safety

Safety is of the utmost importance at The Game Yard! To show the amount of effort that has gone into ensuring every customer has a safe experience, the following is a list of safety features and precautions:

Safety training required for every guest by a trained instructor.

- All customers are required to sign a Waiver of Liability explaining that they understand the rules and etiquette of The Game Yard
- Only one hatchet may be thrown at a time
- Rubber mats are installed below the target to absorb impact and reduce travel.
- Rubber mats extend 6ft from the target and run the full width of the pit
- 10ft high metal security fences are installed between each pit
- Limit of 10 persons per pit
- Limit of 1 lane per pit
- Safety rules posted prominently around location

- The Game Yard staff regularly monitoring pit area, enforcing safety code
- No hatchets shall be retrieved until both hatchets (one from each lane) are thrown.
- No open toed shoes permitted
- Hatchets not permitted outside the throwing area
- Must use The Game Yard's hatchets
- Overhand throws only
- Double hatchet throwing not permitted
- No aggressive / destructive throwing allowed
- No trick shots
- No hatchet hand offs — place in / retrieve from hatchet holders
- Foul line is a full 12ft from the target and will be denoted
- Both head and handle of hatchet are forged in one piece for strength and durability (with no chance of splintering or breaking, as a wooden hatchet could)
- Rubber grip ensures control
- All hatchets and pits are inspected daily for wear and damage.

Operations Management

In operating the The Game Yard's business, there are a few key areas of focus:

- Safety
- Customer Satisfaction / Quality
- Operating Policies and Procedures
- Employee Satisfaction (Engagement)

These focus areas can be objectively measured through:

- Near miss counts
- Customer Satisfaction / Quality Surveys
- Count of decisions deferred to management
- Average time to process customer
- Employee Engagement Surveys

Safety is best managed in a proactive manner. As such, employees will be encouraged to report all near misses (events that could have occurred but did not) in order to address them before they turn into an incident. Management will keep a count of near misses to ensure they are tracking downward.

Customer satisfaction and feedback are key to a healthy business, especially in the early stages when a business is new and relying on word of mouth to drive business growth. The Game Yard will rely on employee reports, direct customer interaction, surveys, and social media interaction to assess customer satisfaction.

The Game Yard corporate has provided some policies and procedures, which will help on day one, but there are sure to be gaps and local needs that are not addressed. Having proper policies and procedures, well written and accessible, allows the business to be efficient with a higher level of quality and consistency than without. These will be developed and stored appropriately so that the appropriate actions can be taken that align with operating and core value objectives without direct manager intervention. This means fewer employees needed to service more customers and that management can tend to higher value items.

Employees are the face of the business and should be taken care of. There are many considerations when motivating and satisfying employees, so a deliberate effort will be made to survey employees on a regular basis to ensure they are informed, capable, inspired, rewarded, and connected to their teams and business. This will drive higher levels of quality in areas of both service and performance, lower operating costs, lower employee turnover, and lower wage costs in the end.

Marketing

Advertising and Promotion:

Social media will be used heavily across all of our target customer segments. While it is part of the marketing strategy, the efficiency and reach of social media warrants focus on this area of marketing and will be honed as more is learned about customer behaviors. We will be collaborating with local businesses to generate business through marketing ideas.

****We will also be utilizing social media by consistent good copy, eye catching, promotional graphics, photos, and videos.**

****Marketing - Social Media heavy, participation in community festivals, parades, local papers, and flyers around town.**

As we build our customer database, we will be using electronic communications (eComm's) for all of our opted in users to send them promotions to get them to come back and play!

APPENDIX

Our Target Market

The Game Yard's target demographic are men and women aged 18-60 years old. The population of Madison County, Illinois is 264,461 people, the median age is 40.1. The median household income is \$59,987 (as of 2018). The percentage of those with college degrees is 26.8%. Our target market is highly social and has ample leisure time and money to spend.

Below, we have totaled the numbers to include Bond County and Clinton County because we feel that the approximate 10-minute drive will pull people from those listed counties. The cities we have in mind are St. Rose, Breese, Pocahontas, Greenville, Pierron, Alhambra, New Douglas, Grantfork, Marine, Troy and St. Jacob, Lebanon, Jamestown, Aviston, Germantown, New Baden and Trenton. These cities have a combined population of 88,454. Their median household income is \$61,031 and their median age is 40.5. These cities/villages have minimal or no option for entertainment (other than bars/restaurants).

Where We Are Going

To attain these figures, The Game Yard owners will focus on the following metrics:

- Revenue Growth
- Number of Customers
- Customer Segment Performance
- Social Media Scores
- Marketing Results

With low variable cost, attention will be directed towards driving top line growth and will be monitored on a monthly basis in order to track progress towards targets. Growth will be the main driver of profit, as fixed costs will be covered quickly with generous contribution margins after satisfying the fixed costs.

Quality of the experience, marketing, and networking will drive more customers through the door. Quality will be managed on a day-to-day basis, but the objective is more [free] word of mouth referral-based business. Once the average number of referrals per customers exceeds 1.25, The Game Yard will experience intense growth and profitability.

Our Phase II expansion will take place most likely just after our first year of being open. Phase II will include a building that is located onsite and directly behind the main building. This building is roughly 2600 square feet and features 5 garage doors and 18-20-foot ceilings. With this building, we hope to add more recreational games such as Air Bowling, Giant Jenga, Golf Simulators, Giant Yard Peer Pong, Human Billiards, Floor

Shuffleboard, and Ping Pong tables to name a few. In order to do this, we will have to finish out insulation and electrical, install new and commercial style glass garage doors, and update the lighting inside and out. Bathrooms will have to be added to the new layout as well. We know that by adding these additional games, many people can come play with friends and family all year long at The Game Yard.