



More wiggle in the wag!

ZONING COMMISSION
District of Columbia
CASE NO.05-22A
EXHIBIT NO.35





*“Top A Lister Dog Hangout” – The Hollywood Reporter
Best Pet Grooming – Animal Compassion Awards
Best Dog Boarding – San Diego Downtown Newspaper
Best Dog Grooming – San Diego Downtown Newspaper
Best New Business – San Diego Downtown Newspaper*

WHO WE ARE >

- Former executive officers of The Sports Club Company.
- Opened over 30 luxury health and fitness clubs and established The Sports Club/LA brand.
- SCC sold – we went to the dogs

We are in the attractive and growing \$53.3 billion pet industry. Epitomizing the ultimate in urban dog clubs, the company's unique daycare, boarding and grooming complexes combine spacious, state-of-the art facilities with the amenities and services of a five-star resort for dogs.

Our brands unique appeal resonates quickly and strongly to dog owners giving them a sense of reassurance that their dog is safe, loved, and cared for by good humans all in a fun, sparkling clean environment.

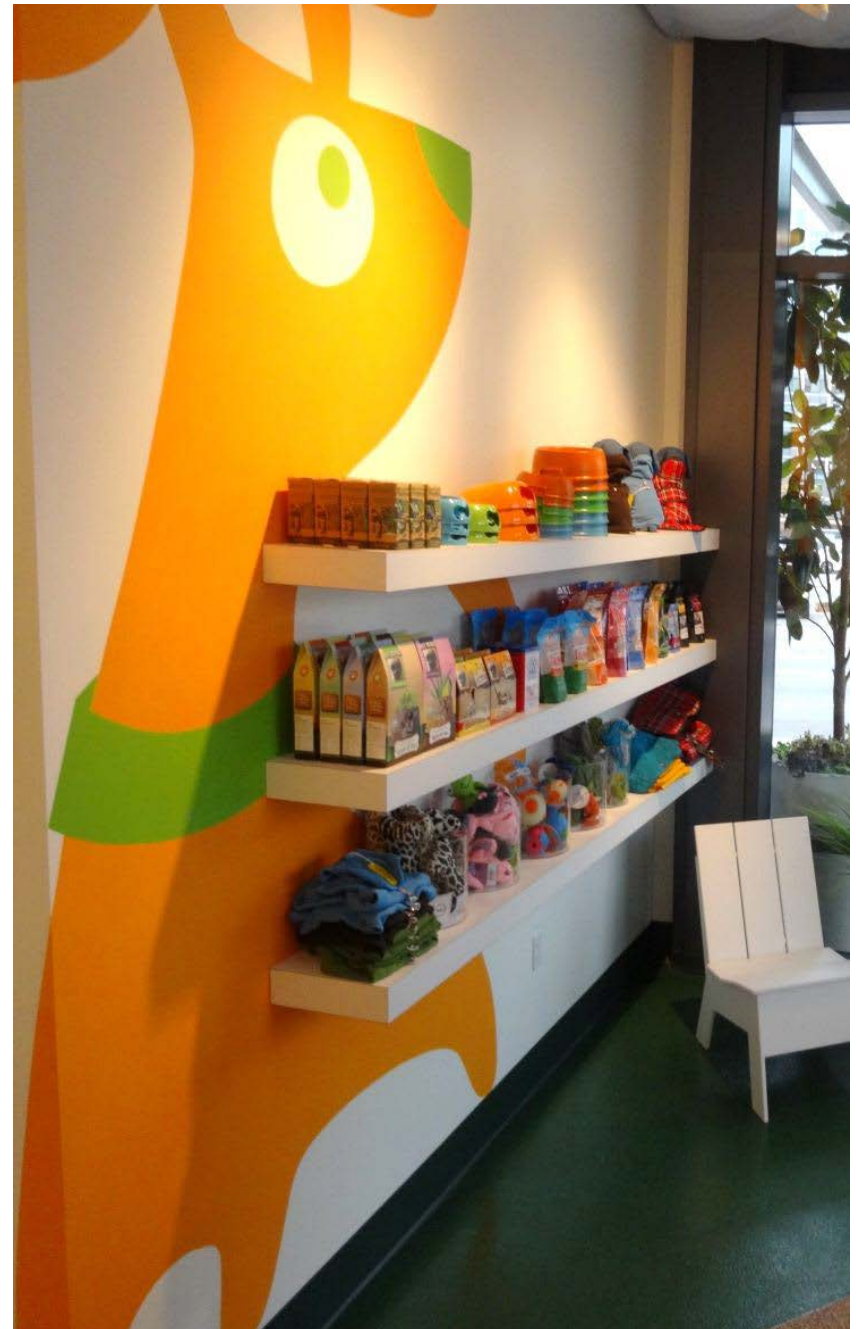


In each of our markets, we have established a reputation as the most prestigious club in the area and attracting the most desirable demographics.

We operates in five locations – West Los Angeles, Culver City, San Diego, Seattle and Dallas; with a sixth Club in development.

The Company has invested substantial sums in the development of brand since the inception of the Company and is regarded as the most impressive, progressive and modern appointed facilities.

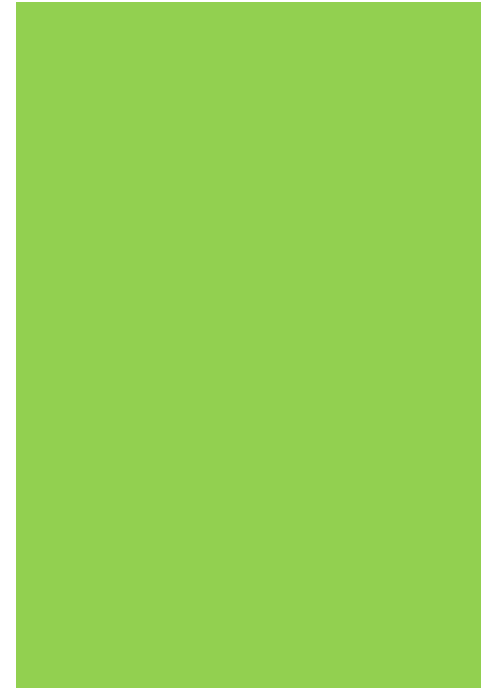
Our members represent the most desirable member demographic profile in the industry: affluent, dog-loving individuals who appreciate quality and want a state-of-the-art facility, personalized service, and first-class amenities for their dog.



INDUSTRY INNOVATOR ➤ From the inception, the Company has reinvented the concept of a lifestyle Club for dogs, establishing new standards of excellence in the industry and elevating the member experience to a new level. The Company pioneered the concept of a contemporary, multipurpose urban Club for dogs and their humans. We have innovative and creative marketing concepts to attract and retain its membership - dog birthday parties, meet-ups, holiday parties, speed dating for dogs and more.



BEST OPERATOR > We have created operating procedures that combine the best practices of the dog daycare, boarding and grooming sectors. The Company's image has been maintained through hiring the best people in the industry, rigorous training of staff, the development of detailed operating procedures, and a philosophy of attention to detail patterned after the procedures and practices of leading five-star hotels, spas, fitness clubs, and resorts. Dogs are offered a full range of personalized amenities that cater to their sense of comfort and well-being. The Clubs' staffs are noted for their courtesy, professionalism, and customer-service orientation. The Clubs are kept sparkling clean and odor free. Club premises and equipment are rigorously maintained in accordance with the highest standards and all Clubs are renovated periodically to maintain a fresh, updated look and feel.





Modern Dog Approach – The Un-Kennel

WHAT WE DO – OUR PROMISE >

- MTFL – Make them feel loved!
- Keep dogs safe and sound.
- Provide a sparkling clean Club.
- Surround them with good humans.
- Create more wiggle in the wag!

CLEANING PROGRAM >

Our promise: To provide a sparkling clean Club.
We are odor-free.

Design:

- Easy to clean surfaces: Epoxy floors, impermeable surfaces, and stainless steel equipment.
- All seams sealed.
- Service Stations

Equipment Investment:

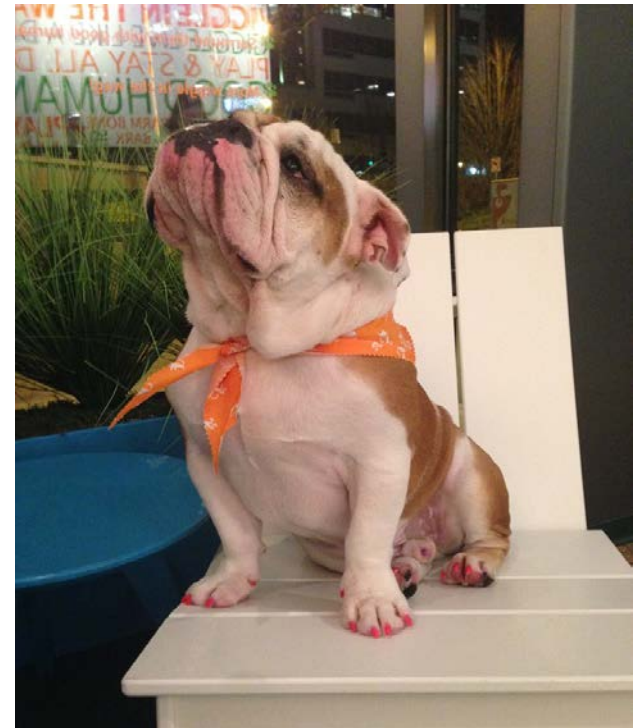
- Over \$25k invested in the best cleaning equipment including commercial scrubbers, commercial window cleaning equipment, sanitizers, central vacuum system, commercial washer/dryer.

Cleaning Solutions:

- All cleaning products are provided by Waxie and part of their Green product line, except for our disinfectant.

Accountability:

- We clean the entire building and do not rely on an outside service.
- Daily cleaning/task checklist
- General Manager inspects daily.
- Mystery Shoppers inspect to insure our cleaning goals are met.



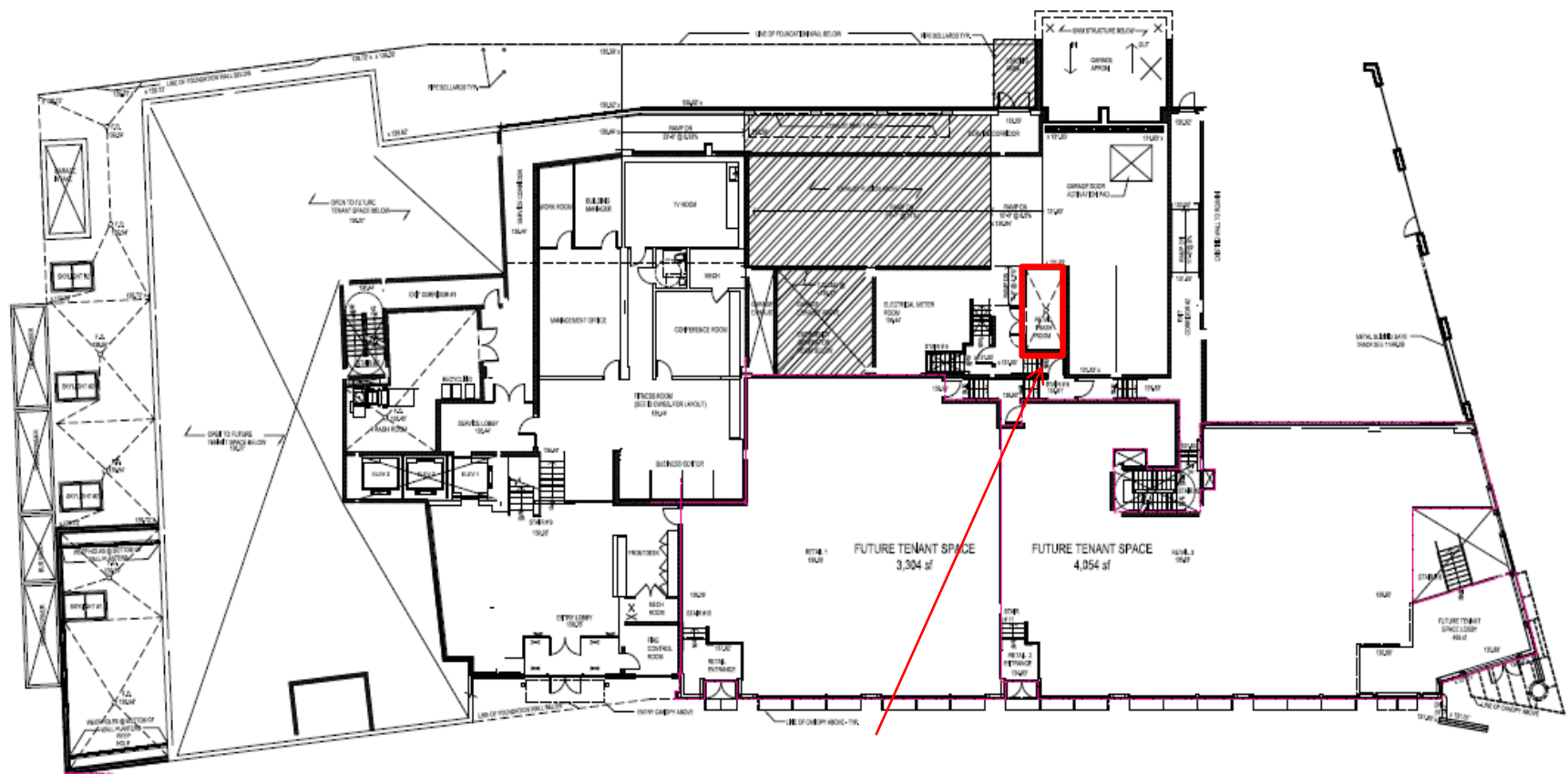


- Each of the 5 Play Parks have individual Service Stations which hold our disposal receptacles, cleaning supplies and equipment.
- Play Parks have PooPee Patches which are sanitized throughout the day and drain direct to the sewer.



WASTE MANAGEMENT >

- Nine waste receptacles throughout the Club.
- PooPee Patches
 - Provide a designated spot for dogs to do their business
 - Equipped with K9 Grass, supported by a stainless steel grid.
 - Drains freely to sewer.
 - Containment basin is easy to clean stainless steel
 - Drains treated nightly to keep free-flowing and odor free
 - Sanitized a minimum of once per hour.
 - Detailed nightly.
- Urine Deposited on Floor
 - Extracted with commercial scrubber – no stringy mop & buckets
 - Waste water disposed down PooPee Patch drain
- Solid Waste
 - Immediately picked up, bagged and sealed.
 - Placed in enclosed trash receptacle – double bagged.
 - Area disinfected.
 - Waste removed 3 times a day
 - Private and completely enclosed, cinder block trash enclosure
 - During walks, excrement is immediately bagged and returned to the Club to dispose.
- Exterior
 - Exterior entry area washed down daily

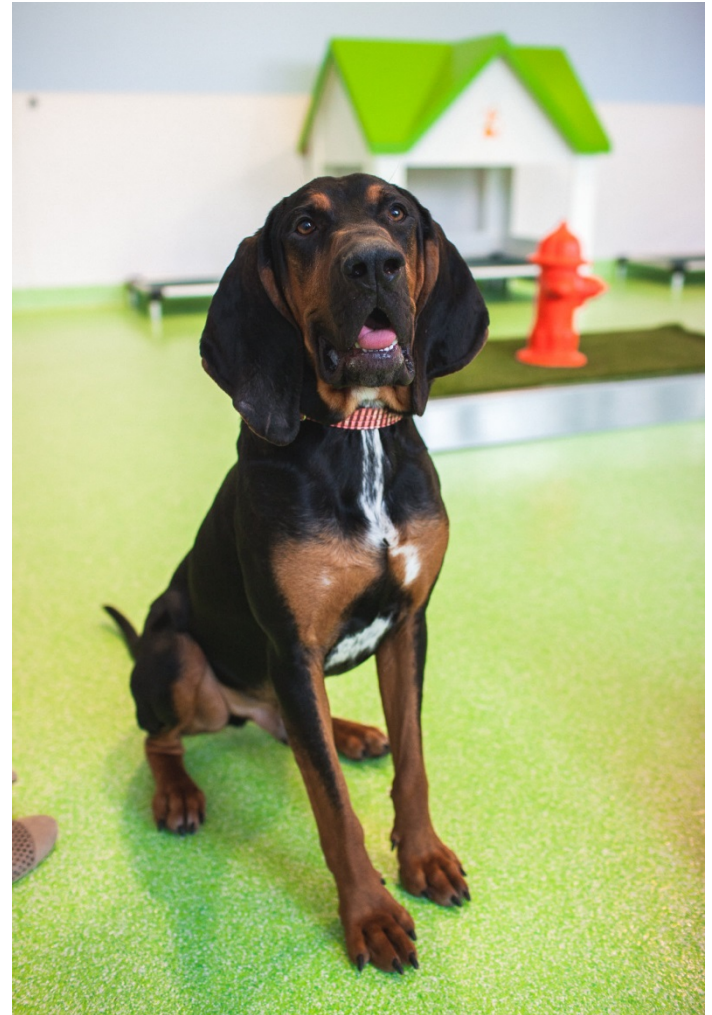


Enclosed and private trash room located behind the premise.

NOISE MITIGATION >

With 30 years experience at The Sports Club Company, we are very familiar with noise mitigation issues. We successfully mitigated noise from our fitness operation to the abutting Ritz-Carlton/Four Seasons Hotel and Residence resulting in no complaints or problems.

- Our Meet & Greet process and on-going dog evaluation identifies chronic barkers who are kicked out.
- Restricted access to Play Parks keeps dogs calm.
- Feature path for dog observation has one way window glass.
- Chill music played 24/7 to calm dogs.
- Handlers are trained on several methods to minimize barking.



ODOR CONTROL >

- We are odor free.
- Cleaning program and waste management eliminates odors.
- HEPA filters will be used and serviced on a quarterly basis.



BENEFITS OF THE CLUB >

- Our Club is an “attraction” and creates vitality to the sidewalk – who can resist a puppy in the window.
- The Club is the perfect amenity for a community in need of an upscale service provider.
- Our marketing efforts are strategically designed to support the community.
- Our Members do not take up valuable parking spaces since our business is primarily drop off/pick up.



LOCATION >

Located at the ground floor retail space at View 14, a mixed use project located at 2301 14th Street NW.



- The Club would represent over 4,300 square feet of ground floor retail space on 14th Street.
- The owner and residents of View 14 are excited about this use, and view this concept as an amenity to the building and community.

We need a
place to play.

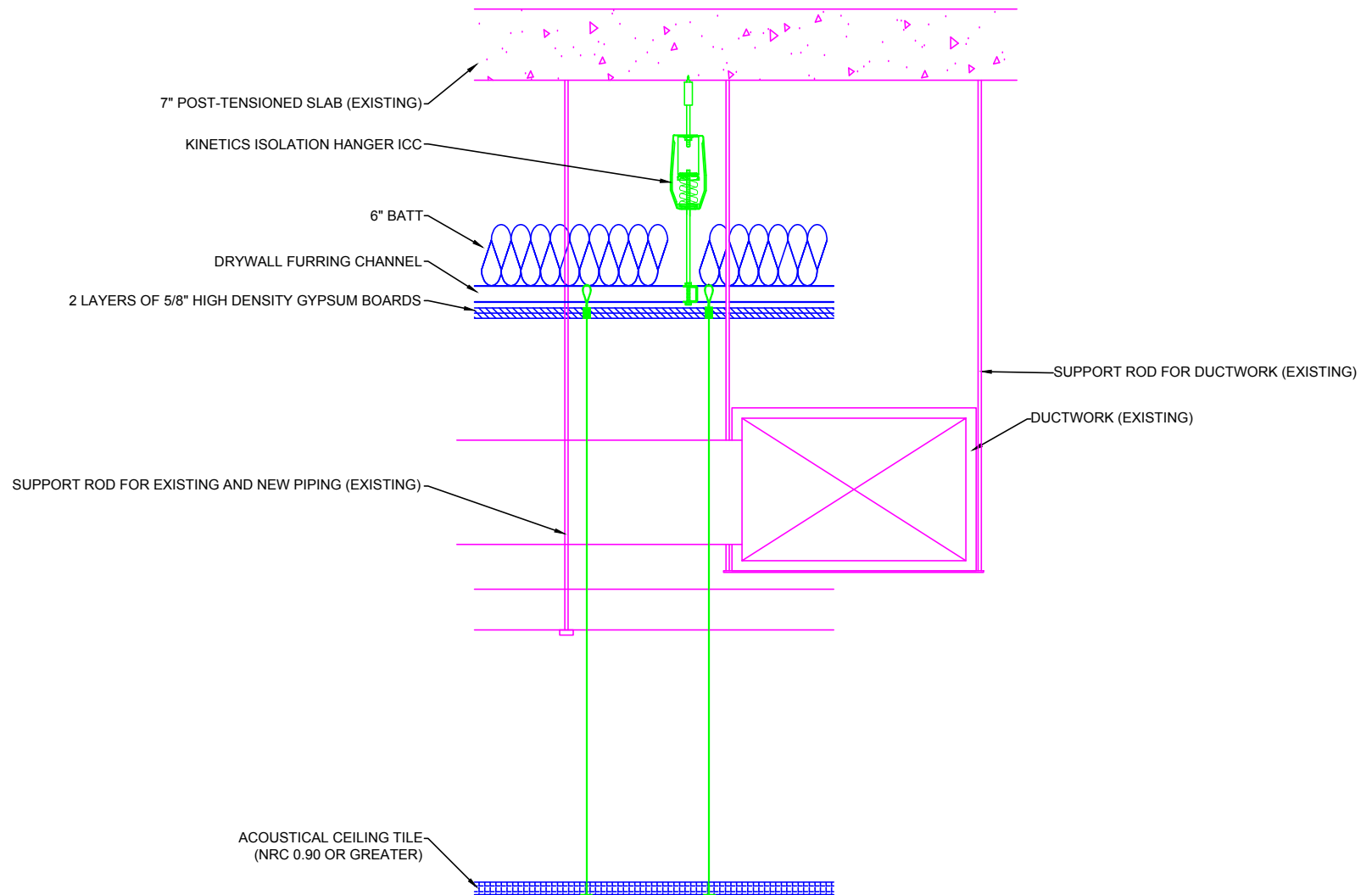
Don't make
us ask twice.



Los Angeles
Culver City
Seattle - Downtown
Seattle - Ballard
Dallas
San Diego

1803 Pontius Ave.
Los Angeles, CA 90025

citydogclub.com

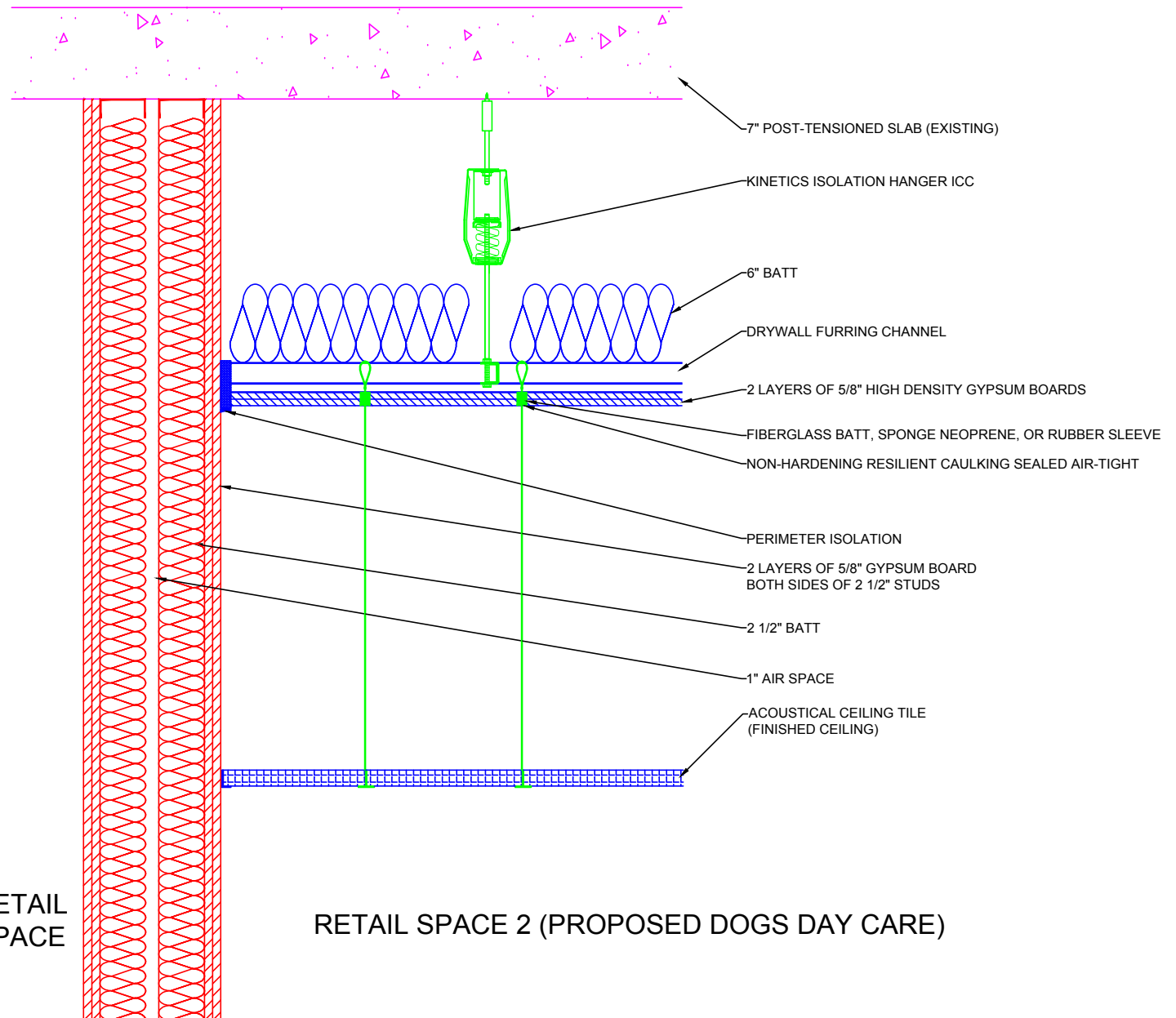


POLYSONICS

Acoustics & Technology Consulting

405 Belle Air Lane
Warrenton, VA 20186
540-341-4988

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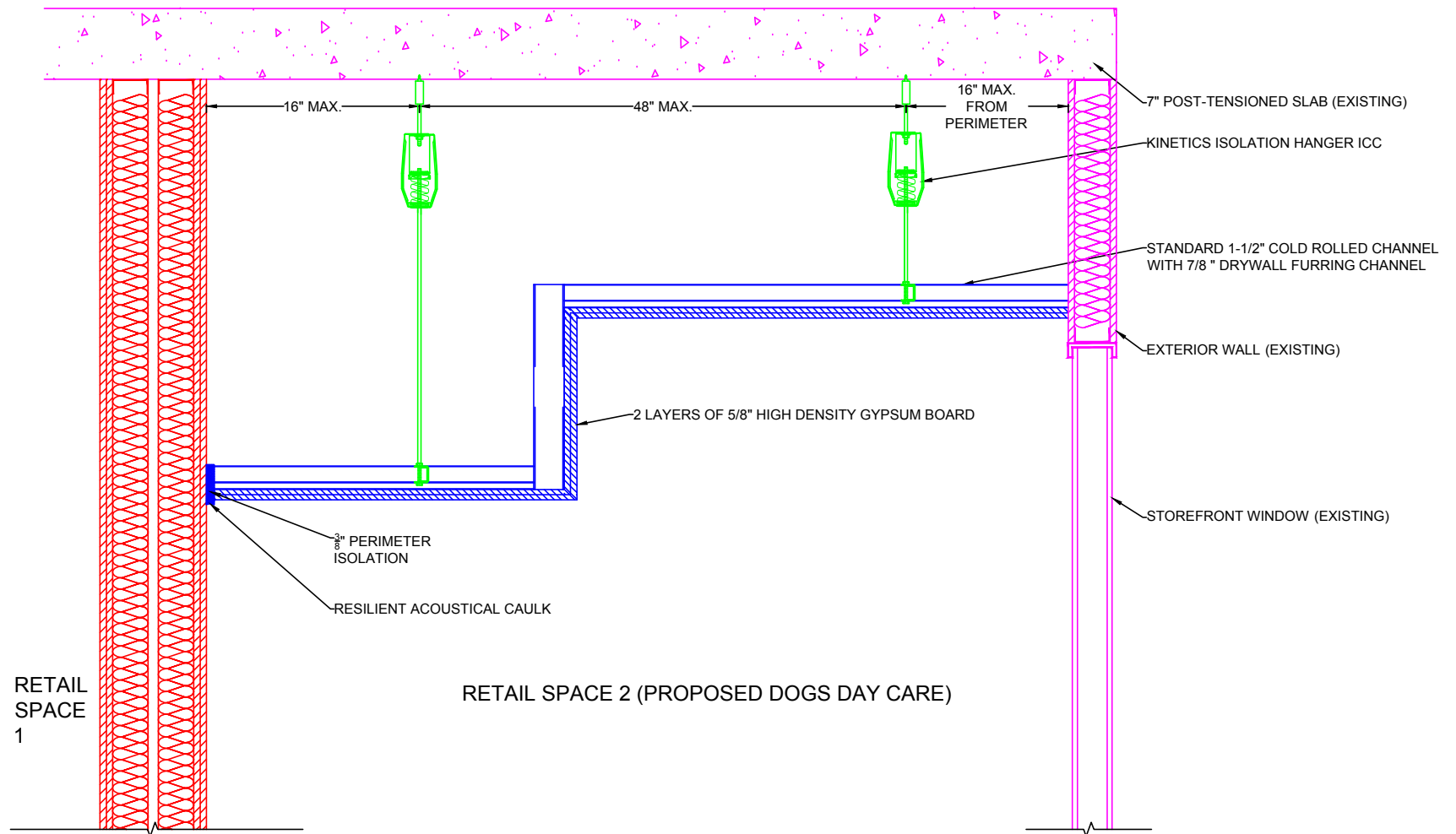


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CONTRACT: -	2303 14th Street NW	TYPE: AX
TASK ORDER: -	TITLE: TYPICAL WALL AND CEILING ISOLATION- CONDITION 1	DATE: 01/17/2014
DRAWN BY: AD	NOTE: FOR INFORMATION ONLY	2 SHEET #
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CONTRACT: -

TASK ORDER: -

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2303 14th Street NW

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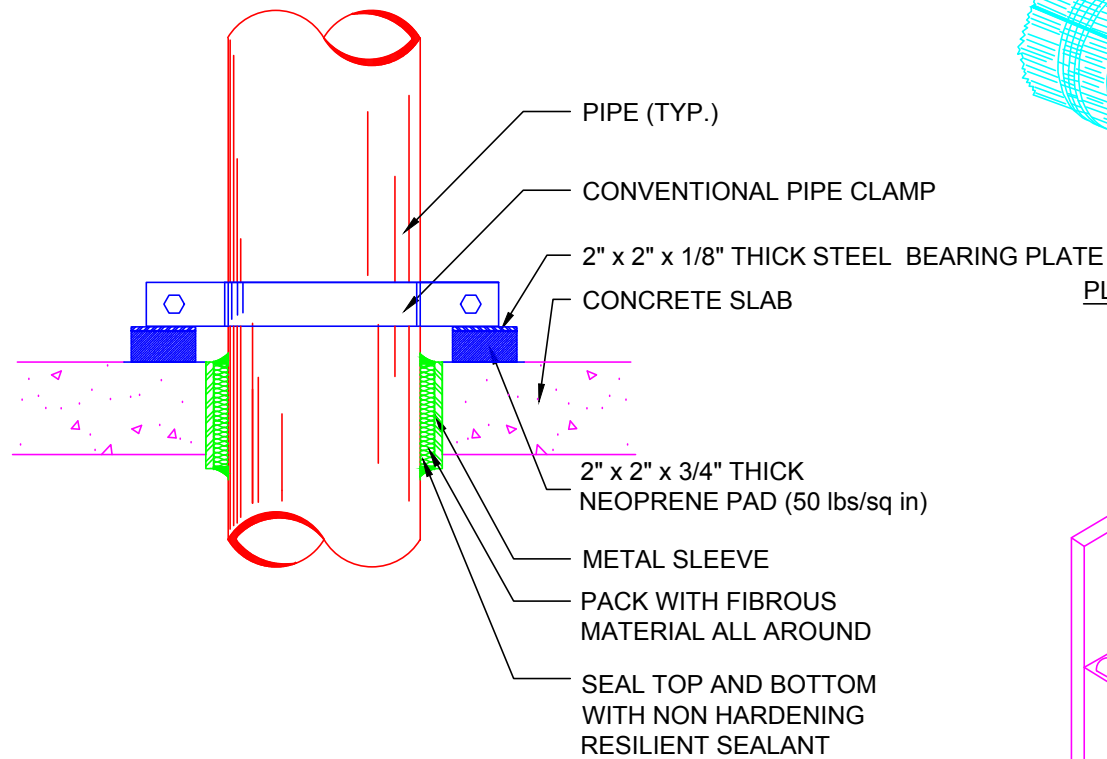
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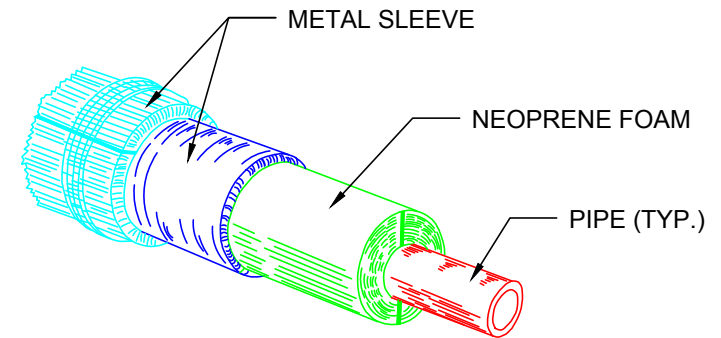
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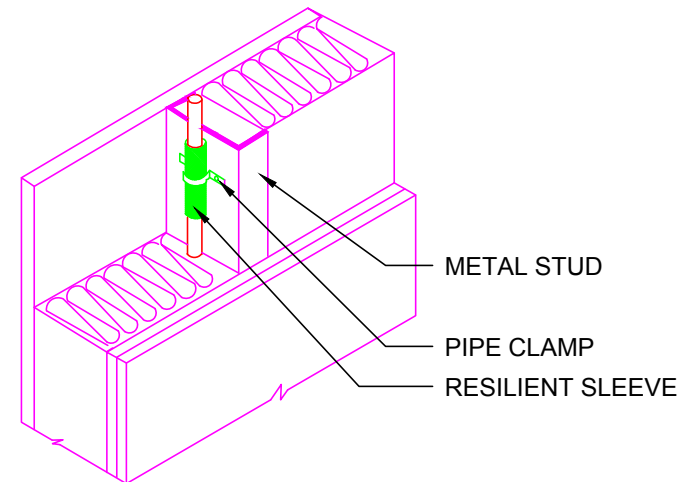
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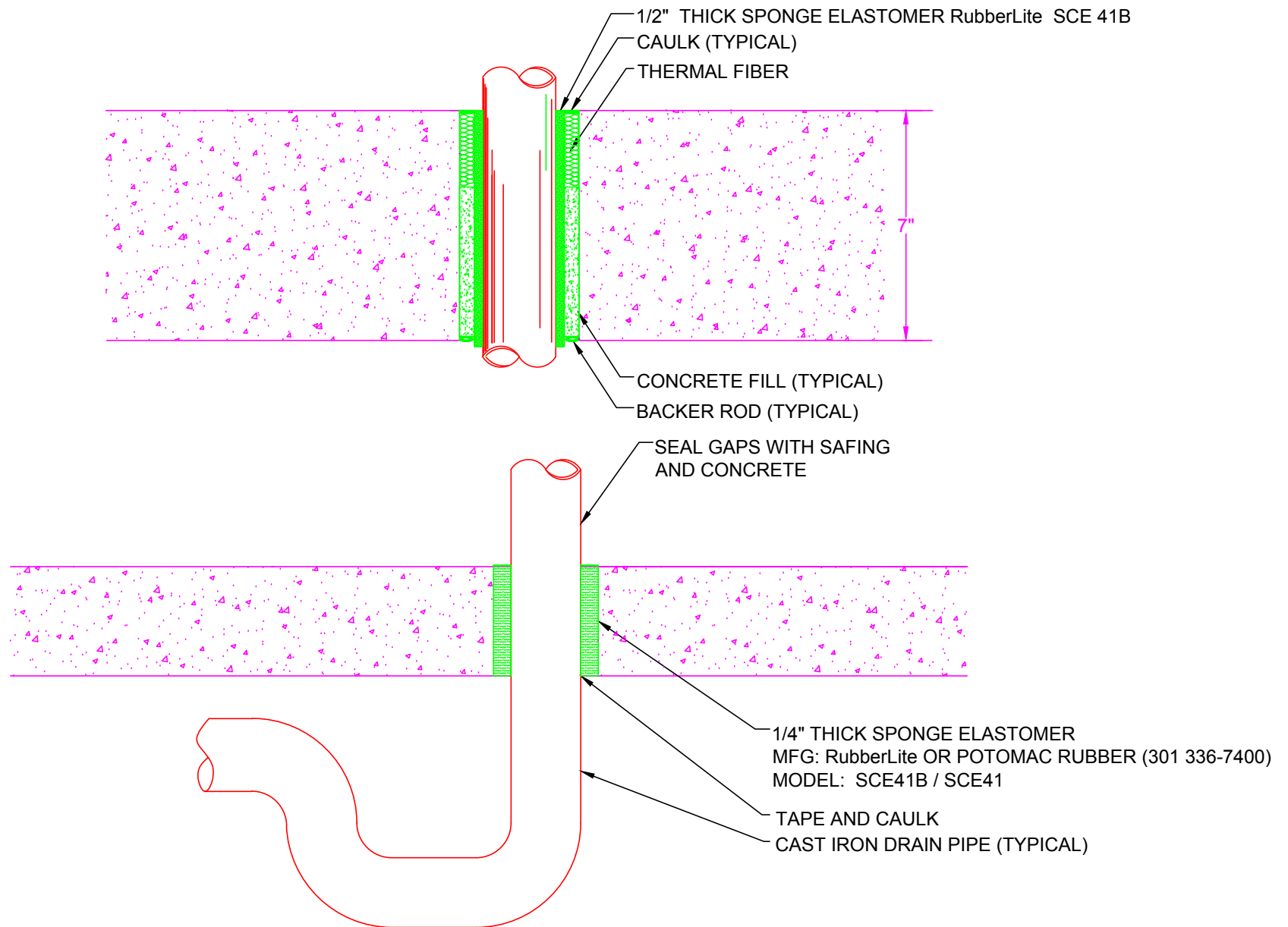
PLUMBING NOISE CONTROL DETAIL -2



PLUMBING NOISE CONTROL DETAIL-1



PLUMBING NOISE CONTROL DETAIL -3

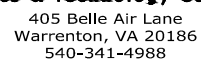


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CONTRACT: -	2303 14th Street NW	TYPE: AX
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CHECKED BY: DJ		
		SHEET #