

STAFF REPORT

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OFFICE OF COMMUNITY DEVELOPMENT

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Meeting Date: March 5, 2024

Submittal Date: February 16, 2024

Agenda Item: # 2

Date of Receipt: February 20, 2024

Application Type: Section 12.9 Minor Change

Proposal Address:
3039 Main Street

Applicant: Marcie's Angels Cat Café LLC

Owner: G3 LLC

Proposal:
Section 12.9 Minor Change

Zone: Planned Business & Development

Existing Land Use:
Commercial Plaza

Attached for Review:

- Draft motions
- Department Memos
- Applicant Packet / Parking Plan

Executive Summary

- The building is 19,350 sq ft on 2.38 acre parcel zoned Planned Business and Development.
- The applicant is planning on occupying a 1240 sq ft tenant space for purposes of operating a Cat Café. Food and drink will be offered for sale from local vendors. The proposed area will consist of the café area and a lounge area.
- The lounge area will be an area customers can interact with the cats (available for adoption).
- The café area is proposed to have limited seating (6 counter seats).
- The commercial plaza has 9 tenant spaces with 2 being vacant.
- The commercial plaza has 103 parking spaces and the applicant has provided parking analysis of current uses requiring 63 of the existing parking spaces.
- Proposed hours of operation are Thursday –Sunday 11 am to 7pm.



Aerial View

Site Description

The property is 2.38 acres and is zoned Planned Business & Development. The commercial plaza is 19,350 square feet with 9 tenant spaces of which 2 are currently vacant.



Street View

Proposal

The applicant is proposing 1240 sq ft tenant fitout for Cat Café with a café area and lounge area for interacting with the cats. The café will offer food and drink from local vendors. Cats will be available for adoption.

Planning and Zoning Analysis

The proposed use of a Cat Café is an allowed use as retail trade with eating and drinking. The applicant has limited seating with 6 counter seats in the café area. The parking analysis provided by the applicant shows 103 existing parking spaces, and the current uses when applied to the Parking Regulation only require 63 of the existing parking spaces to meet the parking standards. No exterior changes are being proposed.



Town of Glastonbury

Community Development

DRAFT MOTION OF APPROVAL

TOWN PLAN AND ZONING COMMISSION

SECTION 12.9 MINOR CHANGE

Marcie's Angel Cat Café LLC
Beth Drazak
17 Boxwood Ln
Glastonbury, CT 06033

RE: 3039 Main Street

MOVED, that the Town Plan & Zoning Commission approve the application of Marcie's Angel Cat Café LLC for a Section 12.9 Minor Change – for a Cat Cafe – 3039 Main Street – Planned Business & Development Zone – G 3 LLC owner, in accordance with the plans on file with the Office of Community Development and the following conditions:

1. Adherence to:
 - a. The Police Department memorandum, dated February 22, 2024.
 - b. The Health Department memorandum, dated February 23, 2024.

2. If unforeseen conditions are encountered during construction that would cause deviation from the approved plans, the applicant shall consult with the Office of Community Development to determine what further approvals, if any, are required.

APPROVED: TOWN PLAN & ZONING COMMISSION
March 5, 2024

ROBERT J. ZANLUNGO



Memo

February 23, 2024

To: Shelley Caltagirone, Director Planning and Land Use Services

Fr: Wendy S. Mis, Director of Health 

Re: 3039 Main Street
Section 12.9 Marcie's Angels Cat Cafe LLC

This office has received the informational packet revised 2/14/24 for the above-referenced property. The building is served by public water and sewer. The applicant will need to work with Glastonbury Health Department during the building permit and interior buildout processes. The Café will be inspected and licensed by the Health Department.

Approval with respect to CT Public Health Code is forwarded for Commission consideration.



Town of Glastonbury


GLASTONBURY POLICE DEPARTMENT • TEL (860) 633-8301 • FAX (860) 652-4290

CHIEF OF POLICE
Marshall S. Porter

CAPTAIN
Mark Catania

MEMORANDUM

TO: Town Plan and Zoning Commission

FROM: Marshall S. Porter, Chief of Police 

DATE 02/22/24

RE: Marcie's Angles Cat Café LLC- Minor Change of use- 3039 Main St

Members of the Police Department have reviewed the application for a minor change of use at 3039 Main St. The Police Department has no objection to the proposal.

MSP/ns



TOWN PLAN AND ZONING COMMISSION
GLASTONBURY, CT
APPLICATION FOR SPECIAL PERMIT

Application for:

- Section 12 Special Permit with Design Review (SPDR)
- Section 12.8 Change of Use to an approved Section 12 SPDR
- Section 12.9 Minor Change to an approved Section 12 SPDR
- Section 6.2 Excavation Special Permit
- Section 6.8 Rear Lot Special Permit
- Section 6.11 Accessory Apartment Special Permit
- Section 4.11 Flood Zone Special Permit
- Other

Application, Development Plan Review Checklist*, and fee (see page 2) to be submitted with 14 sets of plans. Consult Glastonbury Building Zone Regulation Sections 12.4 and 12.5 and other relevant sections to determine standards and criteria for application evaluation, including special noticing requirements to abutters.

*Development Plan Review Checklist requirements do not apply to Section 6.11 applications.

Applicant Marcies Angels Cat Cafe LLC Property Owner G3 LLC
 Name Beth Drazak Name _____
 Address 17 Boxwood Lane Address 931 Main st
 Telephone 8604220699 Telephone 860-633-8883
 Fax _____ Fax _____

Address of proposed use 3039 Main St

Map/Street/Lot ___/___/___ Zoning District of proposal _____

Nature of request, including type of use, reasons for application, etc.

Lease holder improvement -
buildout

Signature Beth Drazak
Applicant or Authorized Representative

Signature Brittney Gondek
Owner or Authorized Representative

dotloop verified
01/03/24 5:59 PM EST
85QH-AJJ5-LYET-HDOW

Date 12/26/2023

Date _____

BETH DRAZAK, OWNER

WWW.MARCIESANGELSCATCAFE.COM

MARCIESANGELSCATCAFE@GMAIL.COM

860.422.0699

Marcie's Angels Cat Cafe

Drink Coffee, Pet Cats, Repeat



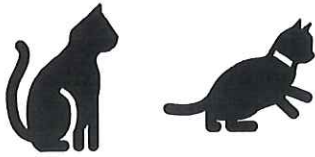
Marcie's Angels Cat Café

Business Plan

Revised on February 14, 2024

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Executive Summary

Overview

Marcie's Angels Cat Cafe LLC will serve customers by offering, a selection of locally produced food and drink, the opportunity to purchase creations from local artists and other customer-focused merchandise, various special events and classes, and a relaxing environment to interact with adoptable rescue cats.

Mission and Vision Statement

Our mission is to create a haven of comfort, joy, and feline companionship where cat lovers can relax, unwind, and connect with our resident foster cats. We strive to provide a unique and enriching environment that fosters the well-being of both our cats and our visitors. Our commitment to the welfare of our feline friends extends beyond our lounge as we work to promote cat adoption and support our partner animal rescue organization. Join us in the pursuit of a world where every cat finds a loving home, one cozy coffee sip at a time.

Our vision for the cat café/lounge is to be a destination for cat enthusiasts and coffee lovers alike. We aim to create a welcoming and tranquil space where people can escape the stresses of daily life and interact with our friendly feline foster residents. We envision a future where our café not only serves as a place of relaxation but also plays a vital role in promoting cat adoption and supporting the welfare of homeless cats.

Company Description

Company Ownership/Legal Entity

The café is a Limited Liability Company (LLC) and is owned by Beth Drazak. It is a new, independent business.

Beth Drazak is a cat lover, she has a B.A. in Business Administration, with over 30 years' experience living with cats and currently volunteering at Protector of Animals in East Hartford, CT on the clean/feed team as well as a foster. Previous work experience in the retail field, banking industry and has been employed for the past 24 years working for a financial planning firm.

Location

The business is securing a lease at 3039 Main Street, Glastonbury, Connecticut. We are looking to start with a 5-year lease term. The 1,500 square foot space is in a highly sought after Glastonbury market.

Easy On- Easy Off access from Route 2 and Route 3 and visibility provides a strong regional draw to the area. National retailers including, TJ Maxx, PetSmart, Home Depot, and ShopRite which are in the shopping center.

Operational Plan

Marcie's Angels Cat Cafe LLC is going to offer many things that are needed and wanted in the Hartford County. The business will contain two sections: a traditional café and the cat lounge. The cafe is where customers will enter. The cafe will offer food and drinks from local vendors. We will serve coffees, teas, waters along with locally made pastries and bakery goods that are seasonal and cat themed. The customer area of the cafe will have limited bar seating, a merchandise section, as well as a viewing area to watch the cats in the lounge.

The thing that makes a cat cafe unique among cafes is the lounge. This will be a separate section of the building where customers can spend time with adoptable rescue cats in a very relaxed atmosphere. Customers pay an hourly fee to enter the

lounge and spend time with the cats. Food and drink from the cafe will be allowed. Special events will be held in the lounge- games with cats, yoga with cats, meditation with cats, and educational programs. Story time for younger children will be held at times as well.

We are working towards partnering with a local animal rescue (Protector of Animals) to help us manage the lounge. This includes locating suitable cats for the lounge and coordinating volunteers who will help care for the cats. The cats will be fully vaccinated, spayed/neutered, and approved by the rescue to be in a communal setting. The adoption process will be managed by the animal rescue.

We plan to hire people at a living wage (part time to start).

Hours of Operation

The café will be open Thursday through Sundays 11AM – 7PM. Hours will be revised based on business.

Market Analysis

The United States pet industry was a \$136.8 Billion in 2022 and grew at an astounding 10.68 % over year 2021. Projected sales within the US for 2023 are \$143.6 Billion.¹ Coffee and snack shops in the US were a \$63.6 Billion industry in 2022, and growth increased by 2.2%.²

The world's first cat café, "Cat Flower Garden," opened in Taipei, Taiwan, in 1998 and eventually became a global tourist destination.³ According to Meow Around, a website, there are 122 cat cafes in the United States.⁴

The author is aware of two cat cafes in Connecticut, one in New Haven and the other in Old Saybrook. Another cat café is looking to open in the Spring of 2024 in Torrington. In New England there is only one cat café in each of the following states: Rhode Island, Massachusetts, Maine, Vermont, and New Hampshire. Cat cafes are still a relatively new phenomenon in the New England area and the United States.

¹ [Industry Trends and Stats | American Pet Products Association](#)

² [Coffee & Snack Shops in the US - Market Size | IBISWorld](#)

³ [Feline fun in Japan's cat cafes - BBC Travel](#)

⁴ [List of Cat Cafes in United States - Meow Around](#)

Customers

Hartford County is in central Connecticut and to the east of the Connecticut River, located right over the Putnam Bridge. The population in this area is roughly 896,000.⁵ This would be our overall customer base. Cat cafes are a destination location and people routinely travel to visit them. There are many sub-groups in the population that would be targeted customers.

One group that would likely benefit from our services would be individuals--male or female--between the ages of 18-24 who have experienced high anxiety levels. Many people within this age group will often experience significant life changes, and sometimes the stress from these life changes could result in higher levels of anxiety. Therapy pets have shown to aid immensely in helping individuals manage their stress and/or anxiety.

College students at UCONN, Trinity College, University of Hartford, Eastern Connecticut State University, Wesleyan University as well as the CT State Community Colleges in the area could benefit from interacting with the cats in the lounge. We would also plan to offer study sessions during finals.

Another group that would benefit from our café/lounge would millennials. According to APPA, 33 percent of pet owners are in this age group, born between 1981 and 1996.⁶

Another group that would benefit from the cafe would be seniors. This group is often lonely and looking for companionship and a comforting environment. The cafe's cats and other patrons would fill this need.

Finally, another group that could benefit from the cafe would be those with developmental disabilities, including autism.⁷

⁵ [Hartford County, CT population by year, race, & more | USAFacts](#)

⁶ [Industry Trends and Stats | American Pet Products Association](#)

⁷ [New Research Shows Cats Help Children with Autism | HABRI](#)

Marketing and Sales

We plan to use social media like Instagram, Facebook and TikTok very heavily in our marketing campaign. The cafe has a Facebook page⁸ and Instagram page that have been started and will heavily promote the café. We plan to introduce our cat café business by posting on social media and sharing across group pages in the nearby towns as we get closer to an opening date. We also plan to contact local community-based newspapers when we announce a grand opening.

Word of mouth from family, friends and coworkers has generated a lot of excitement.

We had a Bonfire campaign in mid-November for 3 weeks to sell our newly designed tee shirts, crew neck and hoodie sweatshirts. MACC will receive any profits from the fundraising campaign.

We have secured a website, www.marciesangelscatcafe.com and plan to promote the business with google.

We are also members of a Facebook group for future cat cafe owners. This group has been instrumental in helping us to plan our cafe menu as well as identify the type of merchandise that sells best and overcoming any obstacles.

⁸ [Facebook](#)

3039 Main Street Parking Analysis January 2024

Tenant	Use	Parking Requirement	Square Footage	Table Seats	Bar Seats	Total Parking Spaces
Vacant space (Main Street side)	TBD	1 Parking Spot per 150 sq ft (Assumed)	4320			29
Famous Tobacco LLC	Retail	1 Parking Spot per 150 sq ft	1200			8
Noble Reflexology	Massage	1 Parking Spot per 150 sq ft	1200			8
Unique Eyebrow Threading	Eyebrow Threading	1 Parking Spot per 150 sq ft	1240			8
Clean N Green	Laundramat	1 Parking Spot per 150 sq ft	3100			20
D'Lux Nails	Nail Salon	1 Parking Spot per 150 sq ft	1240			8
No Loose Ends	Hair Salon	1 Parking Spot per 150 sq ft	1240			8
Proposed Cat Café	Restaurant	1 Parking Spot per 3 table and 2 bar seats	1240		6	3
Tobys LLC (Home Depot Side)	Restaurant TBD	1 Parking Spot per 3 table and 2 bar seats	4320			
Total						92

