

Two Brown Tails LLC d/b/a The Dog Den, Dog Daycare and Training
Letter of Intent

1019 Jonathon Drive Madison, WI 53713

July 29, 2013

Dear City of Madison Plan Commission,

OBJECTIVE

Two Brown Tails LLC d/b/a The Dog Den Dog Training and Daycare (“The Dog Den,”) has recently signed a contract to lease the property located at 1019 Jonathon Drive, Madison, Wisconsin. This property includes a brick building containing 10,800 square feet as well as an adjacent outdoor area containing 6,000 sq. feet.

The Dog Den provides the services of dog daycare and puppy playgroup, dog training and behavior consultation, as well as limited grooming and overnight care. The Dog Den has been providing these services (excluding overnight care,) at a separate nearby location since 2004 and has maintained happy clients as well as happy neighbors. The Dog Den currently employs 25 staff members, up to 8 of which are scheduled to be present at a time. Eighteen of these staff members are employed in the daycare and training departments, the remaining staff members are employed in either the daycare department or training department exclusively.

The property located at 1019 Jonathon Drive is currently in need of a conditional use permit to accommodate these services and this letter intends to overview these services in order to obtain the necessary permits to provide them to our clients. Specific objectives include the addition of one ADA parking stall, one bicycle rack, and four non-ADA parking stalls.

SCOPE OF SERVICES

1. Dog Daycare
 - a. The Dog Den provides safe, supervised play space to a range of breeds, ages, and sizes of dogs. All dogs are screened for sociability with people and other dogs, and only dogs that are highly social and safe with people and other dogs are allowed to attend the daycare service.
 - b. All dog owners are required to complete a daycare registration form (which includes information about their dogs’ overall behavior,) as well as daycare waiver forms prior to their dog starting daycare. All clients must make a reservation prior to their dog attending daycare.
 - c. Documentation of current vaccination status from a veterinarian is required prior to their dog starting daycare. The Dog Den requires that all dogs attending daycare be up-to-date with the following vaccines:
 - Rabies

- Distemper combo (DHPP/DHLPP)
- Bordetella/Kennel Cough

The Dog Den also requires documentation of a recent negative intestinal parasite screening from a veterinarian.

- d. The Dog Den will provide five different play spaces enclosed in three separate warehouse spaces. Warehouse #1 contains 1,350 sq. footage, Warehouse #2 contains 3,000 sq. footage, and 3, 000 sq. footage.
- e. Each play space will contain a maximum of 20 dogs to one staff member (“playgroup leader,”) who will be supervising the dogs at all times. Each play space will include dogs of similar size and temperament.
- f. Playgroup leaders are responsible for monitoring the overall activities of each dog present in their play group to ensure the safety of everyone at all times. Playgroup leaders are also responsible for maintaining standards of cleanliness outlined in the Dog Den’s policies and procedures.
- g. Each play space is secured with sturdy fencing and will include visual barriers to help decrease the occurrence of excessive barking due to outside disturbances. Each play space includes the necessary sanitizing materials and appropriate dog training equipment. No food, toys, or unnecessary materials will be allowed in any of the play spaces at any times.
- h. All dogs will have access to water at all times, and playgroup leaders will bring dogs outside at least once per hour. The dogs will only be allowed into securely fenced-in outdoor play areas.
- i. There will be a separate area where dogs will be checked-in/checked-out upon arrival and departure. Dogs will be leashed at all times unless secured in a fenced-in play space. Clients will not be allowed access to any of the off-leash play spaces during daycare hours.
- j. Clients have the option to add on training services while their dog is attending daycare. These one-on-one training lessons are conducted by a training staff member, who will work with the dog separately in the Behavior Consult room. Any dog working on training will be supervised by a staff member at all times, and either be securely leashed, crated, or off-leash in a fenced-in area or closed room at all times.
- k. Clients have the option to add on limited grooming services while their dog is attending daycare. These services will not be extended to dogs not attending the daycare service. These services are conducted by a qualified staff member, and include:
 - Nail Trimming
 - Ear & Eye Wiping
 - Light brushing
- l. First Aid materials will be available at all times in the event of any injury.

- m. Any emergency situations will be attended to according to the Dog Den's policies and procedures.
- n. The Dog Den provides daycare service between the hours of 6:30 am-6:00 pm, Monday through Friday.

2. Puppy Playgroup

- a. The Dog Den provides puppy owners with use of its play spaces (as described in Section 1 (d.)) on a regular weekly basis as its Puppy Playgroup service. This service is intended for a range of breeds and sizes of puppies under the age of 12 months old.
- b. All puppy owners are required to complete a Playgroup waiver form prior to their puppy attending playgroup. Documentation of current vaccination status from a veterinarian is required prior to their puppy attending playgroup. The Dog Den requires that all puppies attending Playgroup be up-to-date with the following vaccines, as long as the veterinarian deems them old enough to receive them:
 - Rabies
 - Distemper combo (DHPP/DHLPP)
 - Bordetella/Kennel Cough

Any puppy that is not old enough to receive these vaccines must have been seen by a veterinarian for a health screening, and documentation of a recent negative intestinal parasite screening must be received prior to attending Playgroup.

- c. The Dog Den will provide up to five different play spaces for this service, with a maximum of 20 puppies to one playgroup leader, who will be supervising the puppies at all times. Puppy owners will also be present during the Playgroup to monitor their puppy's activities. Each play space will include puppies of similar size and temperament.
- d. Puppy owners are responsible for monitoring the overall activities of their own puppy during the Playgroup. Playgroup leaders are responsible for supervising the puppy owners and their puppies, and maintaining standards of cleanliness outlined in the Dog Den's policies and procedures.
- e. All areas used for Playgroup play space purposes will be the same areas of the property that are used for the Dog Den's Dog Daycare service. As such, each play space is secured with sturdy fencing and will include visual barriers to help decrease the occurrence of excessive barking due to outside disturbances. Each play space includes the necessary sanitizing materials and appropriate dog training equipment. No food, toys, or unnecessary materials will be allowed in any of the play spaces at any times.
- f. All puppies will have access to water at all times, and all puppies and puppy owners will be allowed access to securely fenced-in outdoor spaces under the supervision of a playgroup leader(s).
- g. Dogs will be leashed at all times unless secured in a fenced-in play space.

- h. First Aid materials will be available at all times in the event of any injury.
- i. Any emergency situations will be attended to according to the Dog Den's policies and procedures.
- j. The Dog Den provides Puppy Playgroup between the hours of 9:00-10:00 am on Saturdays.

3. Group Training Classes

- a. The Dog Den provides a range of positive-reinforcement-based dog training classes to the general public. These classes will take place in the play spaces outlined in Section 1(d.) These classes include several levels of basic obedience classes, as well as specialized training classes:
 - All Star Puppy Classes (Levels 1-4) focus on teaching basic obedience cues to puppies and young dogs
 - Dream Team Classes (Levels 1-3) focus on teaching basic obedience cues to dogs over 5 months old
 - Outdoor Classes (Levels 1-2) focus on improving basic obedience cues in an outdoor setting
 - Canine Good Citizen/Therapy Dog Prep Class focuses on preparing dogs for Canine Good Citizen testing and certification through the American Kennel Club, as well as preparing dogs for future training as a therapy dog
 - Total Control Unleashed Class focuses on improving focusing and impulse-control skills of excitable dogs
 - Scrappers Class focuses on improving handler management of reactive dogs, as well as improving the focusing and impulse-control skills of those dogs
 - Shy Dog Class focuses on confidence-building training
 - Walking Nicely on Leash Class focuses on improving leash manners of dogs
 - Agility Foundations Class focuses on teaching competitive beginner agility techniques
 - Rally Classes (Levels 1-2) focus on teaching competitive Rally cues
 - Treibball Classes (Levels 1-2) focus on teaching competitive ball-herding skills
- b. Each of the group training classes listed above will take place in one of the designated daycare play spaces outlined in Section 1(e.) Food, toys, and other items will be allowed in these spaces during group training classes due to the nature of the positive-reinforcement training methods used.
- c. All dogs will be either secured on-leash or in fenced-in areas at all times for all training classes.

- d. All classes in exception to the Scrappers and Total Control Unleashed Classes have a class capacity of 15 dogs. Due to the more excitable nature of the Scrappers and Total Control Unleashed Classes, those classes will be limited to a capacity of 8 dogs. There will be at least 2 training staff members present for all classes in which 5 or more dogs are in attendance.
- e. Training Staff members must complete occupational training requirements and continuing education requirements outlined in the Dog Den's policies and procedures in order to work any training classes in which reactive dogs may be present.
- f. Training Staff members are responsible for maintaining standards of cleanliness outlined in the Dog Den's policies and procedures for each of their training classes.
- g. All safety rules for each training class are communicated to each training class client on or before the first day of their dog's training class. Dog owners must sign a waiver prior to the start of their dog's first training class.
- h. All training class clients are required to complete a Training Class waiver form prior to the start of their dog's training class. Documentation of current vaccination status from a veterinarian is required prior to the start of their dog's training class. The Dog Den requires that all dogs attending any Training Class be up-to-date with the following vaccines, as long as the veterinarian deems them old enough to receive them:

- Rabies
- Distemper combo (DHPP/DHLPP)

Any puppy that is not old enough to receive these vaccines must have been seen by a veterinarian for a health screening. The Bordetella/Kennel Cough vaccine is strongly suggested to any client whose dog is not already vaccinated for it, for the health of the other dogs in attendance.

- i. Dog owners will be allowed access to securely fenced-in outdoor spaces if their dog needs to go outside to relieve themselves.
 - j. First Aid materials will be available at all times in the event of any injury.
 - k. Any emergency situations will be attended to according to the Dog Den's policies and procedures.
 - l. Training classes will be offered on weekday evenings after the daycare service closes, as well as on weekends. Multiple training classes may be in attendance at the same time in different play spaces on the property.
4. Behavior Consultations & Private Dog Training Lessons
- a. The Dog Den offers behavior consultations and private dog training lessons to the general public, to address a range of behavioral/training concerns. These include, but are not limited to:
 - Basic obedience cues (Sit/Down, Stay, Come, etc.)

- Household manners (Jumping, Digging, Crate Training, etc.)
 - Behavior concerns (Reactivity toward other dogs & people, fearfulness, etc.)
- b. Behavior consultations & private training lessons will take place in a separate room containing 420 square feet.
 - c. Behavior consults & private training lessons are conducted by a training staff member, who will work with the dog and their owner separately in the Behavior Consult room. Any dog working on training will be supervised by their owner or a training staff member at all times, and either be securely leashed, crated, or off-leash in a fenced-in area or closed room at all times.
 - d. Training Staff must complete occupational training requirements and continuing education requirements outlined in the Dog Den's policies and procedures in order to be work any behavior consultations or private training lessons in which reactive dogs may be present, or during which advice concerning reactivity is given to the client.
 - e. Training Staff members are responsible for maintaining standards of cleanliness outlined in the Dog Den's policies and procedures for each of their private training lessons/behavior consultations.
 - f. If another dog is necessary in order to provide a behavioral assessment during a behavior consultation, only dogs belonging to training staff members will be used for this purpose.
 - g. Dogs attending private training lessons/behavior consultations will not be allowed access to any other areas of the property while other dogs or staff members are present. Dogs may have access to fenced-in outdoor area when other dogs or staff members are not in attendance.
 - h. First Aid materials will be available at all times in the event of any injury.
 - i. Any emergency situations will be attended to according to the Dog Den's policies and procedures.
 - j. Private training lessons/behavior consultations may be scheduled at any time throughout the day/evening and on weekends, depending on scheduling availability of training staff and client.

5. Overnight Care

- a. The Dog Den will offer overnight care to a limited amount of dogs at a time. Dogs that are allowed to partake in the overnight care service will be dogs that are already familiar to staff members through the daycare service and training classes. Dogs who have not yet attended daycare through the Dog Den will not be allowed to partake in the overnight care service.
- b. Overnight care will take place in a separate room containing 590 square feet.
- c. All dog owners are required to complete an Overnight Care form prior to their dog staying in overnight care. All clients must make a reservation prior to their dog staying in overnight care.

- d. The Dog Den requires documentation of each dog's vaccine status as outlined in Section 1(c.) in order to partake in the overnight care service.
 - e. All overnight care will be conducted in the Overnight Care room. Capacity of dogs staying in overnight care at a time will be 25. Dogs will be supervised at all times by an on-site caretaker while staying in overnight care and will attend the daycare service during open daycare hours, where they will be supervised at all times by Playgroup Leaders.
 - f. Crates of an appropriate size, as well as fresh water will be provided to the dogs staying in overnight care. Dog owners will be required to provide all meals and necessary medication(s) for their dog while their dog will be staying in overnight care. Overnight Caretaker is responsible for feeding all dogs and providing other necessities, including access to outdoor area before bedtime as well as first thing in the morning. Overnight caretaker is also responsible for dispensing any medication(s) to dogs as indicated by the dog's owner and/or veterinarian.
 - g. Overnight caretaker is responsible for maintaining standards of cleanliness in the Overnight Care room as outlined in the Dog Den's policies and procedures.
 - h. First Aid materials will be available at all times in the event of any injury.
 - i. Any emergency situations will be attended to according to the Dog Den's policies and procedures.
6. Administrative/Storage/Staff Break Rooms
- a. Any remaining square footage will be used for administrative purposes, employee break rooms, or storage.
7. Property Maintenance
- a. City of Madison will provide trash disposal receptacles and weekly trash removal service for this property. All animal waste will be disposed of as outlined in the Dog Den's policies and procedures by an animal waste removal service.
 - b. Building owner is responsible for providing regular snow/ice removal service for adjacent parking lot.
 - c. The Dog Den is responsible for shoveling snow on pathways leading to building and placing sand onto any icy areas.

We appreciate the opportunity to provide our range of services to the community, and are happy to answer any questions that may arise in relation to our business.

Sincerely,

Laura Schorrak
Owner, Two Brown Tails LLC d/b/a The Dog Den, Dog Daycare and Training