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February 24, 2021

Plan Commission
City of Madison Planning Division
Madison Municipal Building, Suite 017
Madison, WI 53701-2985

Re: The Dog Den, 410 Atlas Ave
Letter of Intent

Commissioners:

Our client, Two Brown Tails LLC, DBA The Dog Den, has operated dog daycares and a training facility at 1019 Jonathon Drive and 3120 Syene Road for the last 5-8 years. The business has been in operation for 15 years. Four years ago they purchased an existing dog daycare at 410 Atlas Avenue. The existing daycare had been in operation for almost 10 years, and our client assumed (incorrectly) that it had been operating with all necessary approvals. We found out last month that was not true, so we come to you to correct the situation.

The existing facility is a 6,175 gross square foot building, entirely occupied by The Dog Den. It is surrounded by industrial and commercial uses, and the lot backs up to Stoughton Road. The lot is wooded, and contains 0.965 acres. Part of the lot is fenced for a dog exercise area.

This lot is part of a larger zoning lot with two other parcels, under the same ownership, that share access and parking. The zoning lot as a whole is in site plan review for the permitted use on the south parcel. Site changes planned as part of the larger zoning lot improvement include: widening of parking lot aisles to conform to current standards, re-striping of parking spaces, directional signage and signage for accessible parking; new bicycle parking racks; removal of one driveway entrance; new trash enclosure.

No alterations are intended to the building. There is no public subsidy requested.

The Dog Den offers dog daycare and training classes. They open at 6:30am with staff arriving at 6am. Clients usually drop off between 6:30a-9a and pick up from 4p-6p. They have enrollment limited to 60-70 dogs. They also have training classes in the evenings and on weekends running no later than 9pm with 6-10 clients in a class a time. During the day, 5-7 employees are present and in the evenings, 2-3 employees.

The Dog Den would like to continue providing dog daycare services to their eastside clients. We hope that you will grant Conditional Approval to make this possible.

Sincerely,
Amy S Hasselman, AIA