



December 1, 2025

City of Madison Building Inspection
P.O. Box 2984
215 Martin Luther King Jr Blvd.
Madison, WI 53701-2984

RE: Conditional Use Permit Application
2401 Grimm St., Madison, WI
"Mad Town Skate"

To whom it may concern:

Mad Town Skate is a tenant seeking occupancy and Conditional Use Permit of the entire building located at 2401 Grimm Street, Madison.

Building Owner:
Great Lakes Ed Loan Services Inc.
c/o Nelnet
121 S 13th St # 201
Lincoln, NE 68508

Tenant / Operator:
Mad Town Skate
Contact: Justin Alling
608-334-5109
Madtownskate608@gmail.com

Land Owner:
Dane County Airport
210 MLK Jr Blvd #114
Madison, WI 53703-3342

Architect:
Sketchworks Architecture, LLC
Contact: Steve Shulfer
2501 Parmenter St., suite 300A
Middleton, WI 53562
608-836-7570
sshulfer@sketchworksarch.com

Site Statistics:

Zoning District: "SE" Suburban Employment
"Indoor Recreation" is allowed as a Conditional Use

Existing Site Size:	141,922 sf
Existing Building Size:	23,524 sf
Existing Vehicle Parking:	67 spaces
Existing Bicycle Parking:	10 spaces (outdoor)

Existing loading dock and designated site area to remain
Existing refuse and recycling enclosure to remain

This site has been under consideration since first identified and discussed with City zoning staff in 2023. The Owner and Tenant have come to agreements on lease terms, and are seeking CUP approval for immediate occupancy.

Intended Use and History:

Tenant / Operator Justin Alling is the owner of Mad Town Skate LLC, and intends to open a new indoor roller skating rink in the Madison area. The building located at 2401 Grimm Street is under contract , pending a Conditional Use Permit.

The operator has extensive knowledge of the industry as he was employee and manager of Fast Forward Skate Center for 25 years, including full operations from 2013-2023. Since the property sale for redevelopment in 2023, Justin has been searching for suitable location to open a new rink. The Grimm Street property could not be more perfect for this use as the internal structural layout is suitable, the property has sufficient parking, and the location has proper access to avoid traffic congestion.

Skate rink operations will include:

- Skate rentals (inline and quad-wheel)
- Food concessions (pizza, hot dogs, candy, soda, etc.)
- Video games
- Amplified music / DJ
- Private party room rental

Hours & Days of Operation:

- Sunday-Thursday :10am-9pm
- Friday/Saturday: 10am-midnight

Employees:

- Full time: 4
- Part time: 4-8

There is no intention to serve alcohol, as such, an alcohol license is not being requested.

Considering the ideal location, existing structure, and suitable use for this property, we ask that you approve this Conditional Use request, and invite you to contact us with any questions you may have.

Respectfully,



Steve Shuffer, AIA.
Sketchworks Architecture, LLC

Attachments: Grimm St. Drawings, Land Use Application, submittal fee (under separate cover)