



January 27, 2023

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr Blvd
PO Box 2985
Madison, WI 53701-2985

Re: The Learning Experience – Proposed Day Care Learning Center
652 Burnt Sienna Drive, Middleton, WI 53562

Dear City of Madison,

The Bradford Real Estate Companies, as the contract purchaser/ development company of the vacant 1.7 acre parcel, Chapel View – Lot 46, tax key 070821201088, hereby requests the City of Madison (AHJ) to consider the proposed project for The Learning Experience (TLE). To introduce The Learning Experience to the City, I provide the following excerpt from TLE.

The Learning Experience has child development centers throughout the United States. Our secure centers offer premier child care to children ages six weeks to five years: infants, toddlers, twaddlers, preppers, preschoolers, pre-K, kindergarten and after school care for children up to eight years of age at most of our centers.

The Learning Experience is not just a daycare facility but also a complete child development center. We welcome you to visit any one of our dynamic and fun environments to see for yourself why The Learning Experience is different and how committed we are to quality care and intellectual child development education of our children.

You want the best for you children and so do we! Our Charlie Choo Choo® Enrichment Programs: Marvelous Math®, Start to Art®, Suddenly Science®, Movin' n Groovin'®, Dancing Feet®, Music 4 Me® and Talent Sprouts® introduces children to the performing arts through a variety of activities involving all aspects of performance.

The Learning Experience believes that each child deserves to grow and learn at his or her own pace. Our diverse curriculum includes: L.E.A.P® 1, L.E.A.P® 2, Little Learners™ and Fun with Phonics®. Our responsibility is to establish a strong foundation for your child in a fun and exciting environment.



The proposed facility will serve the community with an early learning center (to be licensed by the State at about 160 students) in a 10,000 SF single story building all based on the high-quality standards required by this national day care provider with over 250 locations in the United States. The 1.7 acre site will be fully improved with on-site parking for 40 cars, a fenced outdoor play area, masonry screened recycling/trash enclosure and landscaped green space on all sides. Bradford has designed and built ten facilities (five in Wisconsin) that are serving the communities, we have five under construction in Indiana and this location is one of five additional centers planned for the Madison and Milwaukee areas.

Bradford is working with Vierbicher for civil engineering and Jarmel Kizel Architects and Engineers, a national firm that has designed buildings for TLE throughout the United States. The Bradford team has prepared the design and engineering drawings to illustrate the proposed facility and site layout. A summary of the learning center operation follows. You can visit the TLE website at thelearningexperience.com for additional information.

The Bradford team looks forward to working with the City of Madison to develop an exceptional learning center to serve the children and families in the community. We appreciate your consideration of our proposed project.

Sincerely,

Gary Wendt
The Bradford Real Estate Companies
106 Barrington Commons Court, Suite 726
Barrington, IL 60010
312.493.6256
Wendt@BradfordChicago.com



Information Regarding Operations – The Learning Experience

Hours of operation

- 6:30am-6:30pm (12 hours per day, Monday through Friday)

Size of the building

- 10,000 square foot building

Size of fenced playground

- 5,000 square feet

Licensed capacity of the center

- 159 children (per state licensing)

Overall average enrollment

- 80% Occupancy

Part time children attendance

- Typical center has 25% part-time students. (schedules vary)

Families with siblings

- Approximately 20% have one or more siblings attending

Number of employees

- Up to 23 staff at any one time (30% are part time)

Number of parking spaces

- 40 parking spaces

Drop-off and pick-up policies

From the moment your child arrives until he or she is picked up at the end of the day, your child's safety is our foremost concern. No child shall ever be left unsupervised.

Our center is equipped with an intercom/telephone in each classroom for emergency use.

Procedures for arrivals and departures are designed to ensure the safety and well-being of everyone at the center.

- Parents are to use only the front door for entering and exiting.
- Each authorized individual receives a key fob that he/she must use to obtain entry into the building.
- Children must be walked into the building by a parent or authorized guardian and placed with their assigned center staff member.
- Parents must complete the electronic sign-in and sign-out process as well as the manual sign-in sheet on a daily basis and any applicable forms requested by the center (e.g., medication, Communication Form).
- When parents pick up a child they are required to sign out.



Traffic operations

- Each parent parks their vehicle in The Learning Experience parking area and brings their child into the center. Their child is checked in at the reception counter. Subsequently, the parent then brings their child to their designated classroom. The reverse of this occurs at pick up.
- During drop off (average 5 minutes) generally between 6:30am to 9:30am.
- During pick up (average 8 minutes) generally between 3:30pm to 6:30pm.

Traffic during drop off (average 5 minutes)

- 6:30am-7:00am (7 cars)
- 7:00am-7:30am (14 cars)
- 7:30am-8:00am (22 cars)
- 8:00am-8:30am (19 cars)
- 8:30am-9:00am (17 cars)
- 9:00am-9:30am (14 cars)

Traffic during pick up (average 8 minutes)

- 3:30pm-4:00pm (8 cars)
- 4:00pm-4:30pm (14 cars)
- 4:30pm-5:00pm (23 cars)
- 5:00pm-5:30pm (21 cars)
- 5:30pm-6:00pm (16 cars)
- 6:00pm-6:30pm (11 cars)

Calculations based on a center with the license capacity of 159 and the above factors.



Safety and Security

The Learning Experience has instituted security systems as an effective means of protecting our children. This may include:

- Gates and fences surrounding the property with alarms on gates.
- Special locks at entrance with limited access.
- Cameras throughout the center for the purpose of monitoring a secure environment and for observation by both administration and parents.
- Windows on the doors allow parents the opportunity to view the child's activities without disturbing the integrity of the classroom environment.

Release of Children

Security fobs are issued to each authorized person who will be routinely dropping off and picking up your child. It is imperative for security purposes that the center is aware of each person coming or going.

On any occasion when a person without a security fob or pass must pick up a child, the person's name must be in child's file. He or she will be asked for a photo identification, which will be photocopied and placed in your child's file for future reference. A child will not be permitted to leave with any person other than those designated in writing by the parent.

Playground

Children of all ages are encouraged to participate daily in at least two occasions of age-appropriate outdoor time, weather permitting for a minimum of 30 minutes per increment. The children are always supervised during outdoor play.