



2096 Red Arrow Trail
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To Whom it May Concern,

Dane County Parent Council, dba Reach Dane, is requesting a Conditional Use Permit (CUP), for 3201 Latham Drive, Madison, WI 53713 for a 21,906 sf Head Start/childcare facility with 4,500 sf of playground space and office space for staff on a site which is 1.942 acres (84,951 sf). The project is predominantly funded by federal grant money. After closing on the property Reach Dane will submit an RFP for architectural and construction work for competitive bidding on the project which will utilize Davis Bacon prevailing wages.

The Purpose of this request is to allow Reach Dane to establish a new childcare facility on the south side of Madison to replace the current location and function at the Villager Mall located at 2206 S. Park St. Madison, WI 53713.

Reach Dane and its mission provides high-quality early childhood services to over 1,000 children ages 0-5 in Dane County through center based and home visitation programs. Our mission is to change the lives of underserved children and families through education and supportive services. Our staff work tirelessly every day to reach the most vulnerable children and families in our community, and the need for our services is growing. The number of infants and toddlers experiencing homelessness enrolled in our programs has tripled over the last four years. Last year, Reach Dane served more homeless children than any other Head Start program in Wisconsin.

Reach Dane is the only agency in Dane County offering Early Head Start and Head Start, which provides a comprehensive system of support for families including physical and mental health, dental services, nutrition, and transportation. All of Reach Dane's 15 centers are rated 5 stars in Young Star. In fact, Reach Dane enrolled 36% of all the Dane County children attending 5-Star centers who received a state childcare subsidy.

Reach Dane offers a variety of program options designed to meet the individual needs of families. One program, Satellite Family Child Care (SFCC), is so unique that there is no other program of its kind in the country. SFCC provides city accreditation to family childcare providers in the City of Madison, ensuring that providers have the support and resources they need to provide the highest quality programming for the children in their care.

The proposed site at 3201 Latham Drive is an ideal site for Reach Dane to relocate services for its Head Start and Early Head Start programs. The site will be able to accommodate between 100 and 150 children between the ages of 0-5. It also will be able to accommodate some office staff as well as break room, multipurpose rooms, community service rooms, and conference room activities. There will be approximately 60 people employed on site of which only 40-45 are on site at a time. The hours of operation for the building typically run from 6am to 6pm Monday through Friday.

"Reach Dane changes the lives of underserved children and families through education and supportive services"

The site does reside in the middle of the South Metropolitan Business Association which is zoned IG Industrial - General District in which a daycare facility is a conditional use. This site is located at an ideal location for Reach Dane and its target demographic (see attached graphic). Madison College is located less than a 4-minute drive or 1.4 miles away to provide students childcare while pursuing their academics, and there is significant (800 plus units) south and west of the site within one mile that can take advantage of the Latham Drive site conveniently and effectively both by private and public transportation.

In short, this site has the size and conditions that Reach Dane needs to be able to relocate their current facilities at the Villager Mall to a superior facility at 3201 Latham Drive. The current Villager location is owned by the City of Madison and needs to be vacated due to the facility being beyond its useful life. City officials have been assisting Reach Dane in the search for a new suitable location for several years. The site provides additional parking, more convenient bus drop off and pick up, and superior playground space for children to play. Surrounding businesses have been contacted to gauge their support of the project and none of them have objected. Most that have been contacted have been willing to sign a letter of support of the project.

We anticipate construction of the project to begin in late January or early February of 2020 with a completion date of the middle of August 2020 to open for the fall school year.

Reach Dane administration includes Jen Bailey, Executive Director, Charles Bridwell, Chief Financial Officer, Luann Williams, Child and Family Programming Director, and Patty Lofquist Administrative Director.

We are excited about the potential of this project and please let us know any further information you may require.

Thank You



Jen Bailey

Executive Director