

October 27, 2021

Department of Planning, Community, and Economic Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

RE: Letter of Intent for Conditional Use  
1422 MacArthur Rd., Madison, WI

Dear City of Madison Plan Commission:

The following submittal is for a Conditional Use Application for 1422 MacArthur Rd. I hereby request to allow Animal Day Care and Animal Boarding as a conditional use per the land use application and required submittal documents dated 10/27/2021.

Project Team:

Potential Property Buyer: Emily Messersmith  
15 Washington Place  
Madison, WI 53703  
[emilymessersmith@gmail.com](mailto:emilymessersmith@gmail.com)

Tenant: Madison Dog Care, LLC  
15 Washington Place  
Madison, WI 53703  
Contact: Charles Burhans  
[cburhans@gmail.com](mailto:cburhans@gmail.com)

Architect: Aro Eberle Architects  
116 King St. Suite 202  
Madison, WI 53703  
Contact: Matt Aro  
[aro@aroeberle.com](mailto:aro@aroeberle.com)

Landscape Architect: design studio etc.  
330 West Lakeside Street  
Madison, WI 53715  
Contact: Garret Perry  
[gperry@designstudioetc.com](mailto:gperry@designstudioetc.com)

Existing Site Conditions:

The potential property buyer, Emily Messersmith, entered into a contract to purchase the property located at 1422 MacArthur Rd. from the current owner, DVB Properties LLC, on September 24, 2021. The property is 1.17 acres and has an existing building that is approximately 12,000 sq ft. The building currently serves as a stained-glass studio and supply store.

### Specific Changes to the Existing Site:

Planned exterior changes to the site include:

- Addition of an enclosure around the dumpster at the side of the parking lot (updated to meet current requirements);
- Addition of a rack for 8 bicycles near the building entrance (updated to meet current requirements);
- Replacement of a screen gate/screen enclosure at the front of the garage with a roll-up door;
- Addition of fencing at the rear of the building to enclose a dog exercise area;
- Addition of rear exterior security lights to illuminate the dog exercise area;
- Updated landscaping in the dog exercise area to provide screening for adjacent properties and to accommodate dogs (e.g., removal of potentially hazardous small fruit trees);
- The addition of doors at the rear of the building to access the dog exercise area.

### Proposed Uses, Hours of Operation, and Number of Employees:

The Conditional Use would allow Madison Dog Care, LLC to operate a dog daycare and overnight boarding facility as per the plans included in this application. Pet grooming is also planned in a portion of the property; this use is currently permitted in the zoning text. Operation is anticipated as a single business operation combining all activities.

Madison Dog Care, LLC currently operates two dog daycares under the name Dog Haus University. The existing locations are 825 E. Johnson St. and 502 S. Park St. Madison Dog Care, LLC has been operating the two existing locations since May 2018, and both had been operated by a previous owner for several years prior to that. In addition, Madison Dog Care, LLC has been operating a pet grooming salon under the name Rufus DuMonde since February 2019; it was also operated by a previous owner for several years. These businesses have ratings of 4.6 to 5.0 on Google and Facebook. Overnight boarding would be a new service provided by Madison Dog Care, LLC. Madison Dog Care, LLC has 23 employees, including 19 employees who work at a daycare and 4 employees who work at the grooming salon. Subsidized health insurance, paid leave, and paid continuing education are available for full-time employees. Madison Dog Care, LLC is a member of the International Boarding & Pet Services Association and is committed to following best practices in supervising and caring for dogs.

The proposed new dog daycare at 1422 MacArthur would be the third location. In the new facility, approximately 1/4 of the space will be devoted to overnight boarding, 1/4 of the space will be used for daycare operations, and the remainder will be used for a grooming salon and shared spaces (e.g., a customer lobby, an employee break room, hallways). This will allow Madison Dog Care, LLC to provide daycare for up to 60 dogs daily on Monday through Friday between 6:00 am and 6:30 pm and to provide overnight boarding for up to 130 dogs on any day of the week. Please note that daycare and overnight boarding activities are counter-cyclical and the maximum capacity of these combined services would not exceed 130 dogs. Grooming will occur between the hours of 7:30 am and 6:30 pm any day of the week. Sound-damping panels will be hung from the ceiling above the daycare, overnight boarding, and grooming spaces to minimize noise for employees and prevent excessive noise from reaching the exterior of the building. It is anticipated that 11 employees will provide daycare and/or overnight boarding services at 1422 MacArthur and 4 employees will provide pet grooming services.

An outdoor dog exercise area of approximately 10,000 sq ft will be located at the rear of the building, and will be more than the required 200 feet away from the residential district across the street. This area will be divided into two dog runs. The dog run closest to the building will be surrounded by permanent fencing that is not more than 6 feet high. The dog run furthest from the building will be created with portable barriers, not more than 6 feet high, that extend from the new permanent fencing to the existing fence at the property line. The entire outdoor dog exercise area will be screened from adjacent and nearby properties with a hedge or similar plant material not more than 6 feet high. The outdoor exercise area will be used for small groups of supervised dogs for short periods of time during the daycare operating hours. Dogs staying overnight may be let outside for short periods of time until 9:00 pm. Dogs will not be kept outside overnight. Daily cleaning of all areas, including the outdoor exercise area, will ensure a clean and safe environment for dogs, staff, and adjoining properties.

For more information on the services currently offered by Madison Dog Care, LLC, please visit their websites at <https://doghausuniversity.com> and <https://rufusdumonde.com>. For more information about the proposed use of 1422 MacArthur, please see the attached Operating Procedures.

Anticipated Project Schedule and Phasing Plan:

The closing date of the sale of the property is subject to seller discretion, with a window of 14-60 days after contingencies are satisfied. If the closing occurs on 01/15/2022, construction could begin immediately and occupancy would be anticipated on 06/01/2022. The initial work will be interior. Work on the fenced outdoor exercise area will begin as weather improves, estimated to be no earlier than 03/01/2022.

Please contact me with any questions. Thank you for your time in reviewing this Conditional Use Application.

Sincerely,

Emily Messersmith

Enclosure: Madison Dog Care, LLC Operating Procedures

## Madison Dog Care, LLC Operating Procedures

Updated 10/2/2022 to include overnight boarding

### Dog Daycare

- Daycare provides socialization, basic training, and supervision to dogs of all breeds and sizes between the hours of 6:00 am and 6:30 pm.
- Dog owners must register before their dog can attend daycare. Registration includes contact information, waiver form(s), and details about the dog's health, vaccination status, behavior, etc. The following up-to-date vaccinations/examinations are required:
  - Rabies
  - DHPP/DAPP
  - Leptospirosis
  - Bordetella
  - Negative fecal test
- Before attending daycare, dogs are screened for their ability to get along with people and other dogs. Only dogs that exhibit appropriate social behavior and can be handled safely will be allowed to attend daycare.
- Puppies must be properly immunized before attending. Dogs that are 9 months old or older must be spayed/neutered unless a waiver has been granted based on a veterinarian's recommendation and appropriate behavior.
- Dogs must be on a leash in the parking lot and in the lobby. Customers will not have access to leash-free areas of the building.
- The indoor daycare area is divided into 3 enclosed play rooms.
- Dogs are separated into groups based on size, energy level, and temperament. Each group is assigned to a play area and supervised by an assigned Caregiver.
- Caregivers monitor the overall activities of each dog present in their play group to ensure the safety of people and animals. Caregivers use techniques outlined in the International Boarding and Pet Services Association Canine Behavior Certification and described during employee training to manage the activities of the dogs and prevent excessive barking, including using positive reinforcement, keeping other noise levels low (avoid loud music or slamming doors) and using distraction techniques, such as voice commands of trained behaviors or changing the environment.
- Caregivers also maintain cleanliness using techniques outlined in the Employee Training Guide. Each play area has a mop bucket with clean sanitizing solution, dog waste bags, a lidded trash can, and paper towels. Messes are cleaned up as soon as they occur, both inside and outside. Play areas and the outdoor exercise area are thoroughly cleaned at the end of the day.
- Each play area has a bowl of clean water that is filled/refreshed regularly. Food is not allowed in the play areas; dogs are placed in a ventilated crate/kennel to eat if the dog owner provides food.
- Dogs are allowed rest periods in ventilated crates/kennels.
- Caregivers move the dogs in their assigned group to the outdoor exercise area at predetermined schedules.
- All exterior gates to the outdoor exercise area are kept closed while the area is in use for dogs.

- Groups of dogs are supervised by their assigned Caregiver while outside.
- All caregivers are trained in basic dog anatomy and first aid. First aid materials for humans and dogs are available in case of injury.

## Dog Overnight Boarding

- Overnight boarding provides a safe and clean environment for daytime and nighttime care of dogs of all breeds and sizes.
- Dog owners must register before their dog can be boarded overnight. Registration includes contact information, waiver form(s), and details about the dog's health, vaccination status, behavior, etc. The following up-to-date vaccinations/examinations are required:
  - Rabies
  - DHPP/DAPP
  - Leptospirosis
  - Bordetella
  - Negative fecal test
- Before being boarded, dogs are screened for their ability to be handled safely. Only dogs that are safe to handle will be allowed to stay overnight.
- Puppies must be properly immunized before attending.
- Dogs must be on a leash in the parking lot and in the lobby. Customers will not have access to leash-free areas of the building.
- The indoor boarding area is divided into approximately 111 enclosed kennels/rooms.
- Kennels are grouped into pods with a common observation space from which a Caregiver can view each kennel. Each pod is assigned to a Caregiver.
- Noise-reducing building techniques and sound-damping panels are used to manage sound throughout the facility. No kennels are located on the front wall of the building to minimize exterior noise overnight.
- Caregivers monitor the overall activities of each dog in their assigned pod to ensure the safety of people and animals. Caregivers use techniques outlined in the International Boarding and Pet Services Association Canine Behavior Certification and described during employee training to manage the activities of the dogs and prevent excessive barking, including using positive reinforcement, keeping other noise levels low (avoid loud music or slamming doors) and using distraction techniques, such as voice commands of trained behaviors or changing the environment.
- Caregivers also maintain cleanliness using techniques outlined in the Employee Training Guide. Each grouping of kennels has a mop bucket with clean sanitizing solution, dog waste bags, a lidded trash can, and paper towels. Messes are cleaned up as soon as they occur, both inside and outside. Kennels and the outdoor exercise area are thoroughly cleaned at least once a day.
- Each kennel has a bowl of clean water that is filled/refreshed regularly. Food and medications are provided by the dog owner and are given on a schedule as requested by the owner.
- One to two dogs (dogs in the same household can be moved together if the owner permits it) are brought outside several times a day for relief and exercise.
- Dog Caregivers move the dogs to the outdoor exercise area at predetermined schedules.
- All exterior gates to the outdoor exercise area are kept closed while the area is in use for dogs.

- Groups of dogs are supervised by their assigned Caregiver while outside.
- All Caregivers are trained in basic dog anatomy and first aid. First aid materials for humans and dogs are available in case of injury.

## Pet Grooming

- Grooming improves the health and appearance of cats and dogs of all breeds and sizes between the hours of 7:30 am and 6:30 pm.
- Pet owners must register before their pet can receive a full groom. Registration includes contact information, waiver form(s), and details about the dog's health, vaccination status, behavior, etc. The following up-to-date vaccinations/examinations are required:
  - Rabies
  - DHPP/DAPP
  - Leptospirosis
  - Bordetella
  - Negative fecal test
- Grooming services include the following:
  - Bath with shampoo, conditioner, and drying
  - Brush out
  - Nail trim
  - Ear cleaning
  - Full groom (all 4 of the above with a cut and style)
  - Spot shave
  - Face trim
  - Anal gland expression
  - De-matting
  - De-shed treatment
  - Tooth brushing
- Walk-in requests for expedited services, such as nail trims, may be permitted subject to Groomer availability.
- Before being groomed, pets are screened for their ability to be handled safely. Only pets that are safe to handle will be groomed.
- Dogs must be on a leash in the parking lot and in the lobby. Cats must be kept in a carrier in the parking lot and in the lobby. Customers will not have access to leash-free areas of the building.
- The grooming salon has several bathing, drying, and grooming stations. Each grooming station is assigned to a Groomer. Bathing and drying stations are shared between Groomers.
- Groomers monitor the behavior of the pet under their supervision to ensure the safety of people and animals. Groomers use techniques outlined in the International Boarding and Pet Services Association Canine Behavior Certification and described during employee training to manage pets and prevent excessive barking, including using positive reinforcement, keeping other noise levels low (avoid loud music or slamming doors) and using distraction techniques, such as voice commands of trained behaviors or changing the environment.
- Groomers also maintain cleanliness using techniques outlined in the Employee Training Guide. The grooming salon has multiple spray bottles with sanitizing solution, dog waste bags, trash

cans, and paper towels. Messes are cleaned up as soon as they occur and pet hair is swept or vacuumed between animals. The grooming salon is cleaned at the end of each day.

- Pets are placed in a ventilated crate/kennel/cat carrier when they are waiting to be groomed or waiting to be picked up by their owner.
- The door separating the grooming salon from the rest of the facility is kept closed while animals are present.
- All Groomers are trained in basic dog anatomy and first aid. First aid materials for humans and animals are available in case of injury.