



CITY OF MONONA: ZONING AND CONDITIONAL USE PERMIT APPLICATION FORM

It is the responsibility of the applicant to contact the City Planner at (608) 222-2525 or dplowman@ci.monona.wi.us prior to application submittal to discuss the process. Please note that your application will not be put on the agenda until all materials are received by the City Planning office.

APPLICANT INFORMATION:	
Name: John Gefke	Company: Paws Aquatic Center LLC
Phone Number: 608-807-9309	Email: john@pawsaquaticcenter.com
Mailing Address: 4685 Schneider Dr., Oregon, WI 53575	

APPLICANT WILL BE REPRESENTED BY:		<input checked="" type="checkbox"/> N/A
Name:	Company:	
Phone Number:	Email:	
Mailing Address:		

PROPERTY INFORMATION:	
Property Address: 915 Femrite Dr.	Landmark Property: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Owner Name: 915 Femrite LLC	Owner's Address: 7791 Nikau Dr., Niwot, CO, 80503
Current Zoning: Community Design District	Existing Property Use: Vacant

APPLICATION PROCEDURES:

- Create a letter or memo stating your request and reasons why the request should be reviewed and considered for approval. Include a description of items including: the current and proposed business, hours of operation, number of employees, number of anticipated visitors per day, number of parking stalls, how and where deliveries are made, the modifications or additions to be made to the property, etc.
- List the name, address, and phone number of the Owner, Developer, Firm and Individual at that firm who prepared the plans. Owner authorization must be provided for tenants or lessees.
- Provide project plans labeled with scale, north arrow, adjacent street names, and dates on which plans were prepared or revised. Text must be readable (min. size 10 font). It is recommended plans be prepared by a professional engineer, architect, etc.
- Printed and PDF copies of all materials must be received by the City Planning office before the item is scheduled for a meeting.
- Please submit **10 copies of all plans** with any changes suggested by department heads on 11" x 17" size paper or larger **two weeks prior** to the meeting (date of meeting requested _____).
Note: For applications with noticing requirements, copies are due **4 weeks** prior to the meeting.
- The applicant or representative of the applicant shall be present at the Plan Commission meeting or the application may not be considered.
- The applicable permit fee of \$_____ is due at the time of plan submittal.

Below Space for Office Use	
Date Approved:	Permit Number:
Approved By:	

CITY OF MONONA: PLAN COMMISSION ZONING PERMIT CHECKLIST

Not all checklist items may be required for all permit applications. To determine what checklist items are necessary for your application, please speak to the City Planner at (608) 222-2525 or dplowman@ci.monona.wi.us.

Site Plan: (include 10 copies at a scale of 1"=20' or 1"=40', with all text being readable)

- Indicate property boundaries, existing/new structures, parking, building location with front yard, side yard & rear yard setbacks.
- Location of neighboring buildings.
- Total area of the site, square footage of buildings, square footage or % of paved surface, square footage or % of green space.
- Location of existing & proposed driveways, curb-cuts, sidewalks, loading & delivery areas, fire hydrants, etc.
- Locations of existing and proposed sanitary sewer, storm sewer, water mains, proposed or existing easements.
- Parking lot layout indicating size and quantity of spaces, dimensions of drive aisles, handicapped stall locations.
- Location, type, height and materials of existing and proposed fences or walls.

Building Plans: (include 10 copies at a scale of 1/8"= 1', with all text being readable)

- Building floor plan with dimensions.
- Detailed building elevations of all sides of the proposed building(s).
- Elevations must indicate the type & location of the exterior materials to be used & the proposed color scheme.
- Locate exterior lighting, locations for wall signage, awnings, or other exterior features.
- Indicate location of all HVAC units or other mechanicals and your proposal for screening.
- Present actual samples of materials and colors proposed for all exterior materials to the Plan Commission.

Landscaping Plan: (include 10 copies at a scale of 1"=20' or 1"=40', with all text being readable)

- Indicate size, quantity, type and common name of all existing and proposed trees, shrubbery, perennials, and other landscaping.
- Indicate the use of large scale planters, solutions for foundation plantings, and landscaping for parking islands.
- Describe the screening proposed for outdoor storage areas, parking, etc.
- Include the vision triangle area on plans to show the required lines of sight where driveways meet streets.
- Location of berms, fences with details and materials used, and any non-plant features proposed.
- Indicate exterior seating areas, bicycle racks, etc. along with manufacturer photos, materials and colors used.

Signage Plan & Completed Permit Form: (include 10 copies with all text being readable)

- Indicate location of proposed and existing site and landscape signage on an overall site plan (at 1" = 20' scale) including drive locations.
- Show proposed size & height of signs and signage elements, specific typestyle and all graphic elements to be used.
- Illustrate materials and colors used to fabricate signs.
- Shopping centers/buildings with leased space shall develop a comprehensive signage plan.

The applicant agrees to reimburse the City of Monona for professional site plan review fees associated with this application. This includes (but is not limited to) review of submitted stormwater (including stormwater management plans), erosion control and traffic circulation documents. The City may either ask for payment in form of escrow, or invoice upon project completion. Information on billing rates for the City's Consulting Engineer are available on request.

Please note that additional permits may be required. These include, but are not limited to, stormwater utility, erosion control and stormwater management, and right of way permits.

Property Accessibility for Site Review:

By signing below, the applicant hereby grants the Plan Commission members and City Staff access to the property in question, in the event that a site visit is deemed necessary for the zoning permit review process.

Applicant Signature _____

Date _____

Douglas Plowman

From: Yahoo Messenger <margiemateer@yahoo.com>
Sent: Saturday, February 06, 2021 10:10 AM
To: Douglas Plowman; Mallory Rekoske
Subject: Re: 915 Femrite Drive

Mr. Plowman,

I am the owner of the property located at 915 Femrite Drive in Monona. I am currently in negotiations to lease the property to John Gefke and his business, Paws Aquatic Center, LLC. I have signed a letter of intent with John and believe he will be presenting information regarding his business at your next city council meeting. If you need any additional information from me, please feel free to contact me at the phone or email address below.

Thank you,

Marjorie Mateer
7791 Nikau Drive
Niwot, CO 80503
cell: 303-746-0071
margiemateer@yahoo.com

Proposed Use
915 Femrite Dr.
Monona, WI 53716

Paws Aquatic Center, LLC
John Gefke, Owner
john@pawsaquaticcenter.com
608-807-9309

I grew up in the Madison area and, except for college, I have lived here my entire life. In the last 30 years, I have owned and run multiple successful businesses, including construction businesses. Currently, I am the co-owner of two very highly regarded Madison area businesses: [Perennial Yoga and Mediation](#) and [Surya Cafe](#). These are healing spaces where I have succeeded in expanding opportunities for yoga and community wellbeing in Fitchburg and Madison East.

In addition to being a business owner, I have spent my entire life working and playing with dogs. I currently live with two wonderful mixed rescues, Belle and Freya. My daughter is also a natural with animals and is in the process of becoming a dog trainer at The Dog Den, a local dog day care center. She is excited to be involved in building this amazing new business teaching dogs and owners to enjoy the benefits of water play and therapy.

My background as an entrepreneur, yoga practitioner/studio owner, and dog lover has led me to this point in my life where I am prepared to help our community by opening Paws Aquatic Center. It will be a fun and restorative indoor swimming facility for dogs. Owners will be invited to engage and learn while deepening their connection with their dog.

The use of indoor swimming pools for canine recreation and rehabilitation activities is a successful and established market segment within the +\$90 billion pet industry. While there are canine aquatic therapy facilities throughout the World, there are currently only five in Wisconsin, and no dedicated canine recreation and rehabilitation pools within 75 miles of the Madison Area.

The five facilities in Wisconsin that are similar to my business:

- [Welcome | Aqua Therapups | Wisconsin](#) (two facilities in Milwaukee area)
- [K-9 Splash – Think Pawsitive](#) (Waukesha)
- [SwimDog Wellness Center](#) (Appleton)
- [Home | Dog Paddle - Indoor Pool For Dogs](#) (Milwaukee)

These existing canine pools in Appleton, Waukesha and the Milwaukee area are very successful and their appointments are booked weeks in advance. One reason these facilities are so successful is that swimming for dogs can be extremely beneficial for canine health:

- <https://www.akc.org/expert-advice/health/hydrotherapy-for-dogs-growing-trend-in-canine-physical-therapy/>
- <https://www.petmd.com/dog/general-health/how-hydrotherapy-and-swimming-can-benefit-dogs>

The other reason for the success of these facilities is that playing with your dog while they are swimming is really fun!

Based on my deep passion to help others, the demonstrated health benefits of swimming for dogs, the financial success of other existing canine aquatic facilities, and the lack of this type of

facility in our area, I have plans in place to build-out and operate a canine recreation and rehabilitation aquatic facility in the Madison area.

Proposed hours of operation for this facility will be 7:00 am- 7:00 pm, with 90% of the business operated by appointment only. Each appointment will allow one individual/family to bring up to 4 of their own dogs into the facility at any one time. The other 10% of the business will be group activities. These group activities will be limited to 8 dogs for no more than 1-3 hours at a time. Common activities would include training sessions, yoga with dogs, promotions for local shelters/adoption agencies, and other activities that would promote family values and local community bonds. All group events would be operated during normal business hours.

This aquatic facility will be centered around a 16' x 32' above ground swimming pool with elevated dock space for entry. Water catch systems will be in place to maintain the integrity of the building. [SwimDog Wellness](#) center in Appleton has a pool setup that will be very similar to what I will install. The building and pool access will be designed to be ADA compliant. Specific site improvements are detailed in Appendix A.

My intended market demographic is individual and family dog owners who want to play with their dog in a climate controlled environment that is safe and friendly, as well as owners and vet clinics that have dogs needing either rehabilitation or general fitness outlets. There are currently no other local options. As my facility is a destination business, this upscale demographic could bring additional spending into the surrounding neighborhood without drastically increasing traffic or noise-pollution.

It is important to note that this location is very desirable for my business because it is:

- 2 miles/5 minutes from 6 vet clinics/hospitals
- 5 miles/10 minutes from 16 vet clinic/hospitals
- In a warm and inviting, family oriented, mixed residential area
- Within short walking distance to the City of Monona's Dog Park
- Has easy access from the interstate and beltline

I am deeply committed to helping members of our community by creating an environment that is fun and restorative. We invite people and dogs of all abilities to enjoy the benefits of canine recreation and rehabilitation and look forward to cultivating more positive relationships in Monona.

Sincerely,

John Gefke
Owner, Paws Aquatic Center LLC

Appendix A: 915 Femrite Building Modifications

- The building is currently empty with no operating business
- Proposed business is Paws Aquatic Center, LLC, a canine rehabilitation and recreation swimming facility
- Hours of operation are 7:00 am- 7:00 pm Tu-Sun, by appointment
- This business will employ 1-4 FTE employees
- 10-15 visitors per day
- This business has 20 (Estimated) parking stalls
- A limited number of deliveries per week will be made to front door by standard UPS, FedEx, USPS

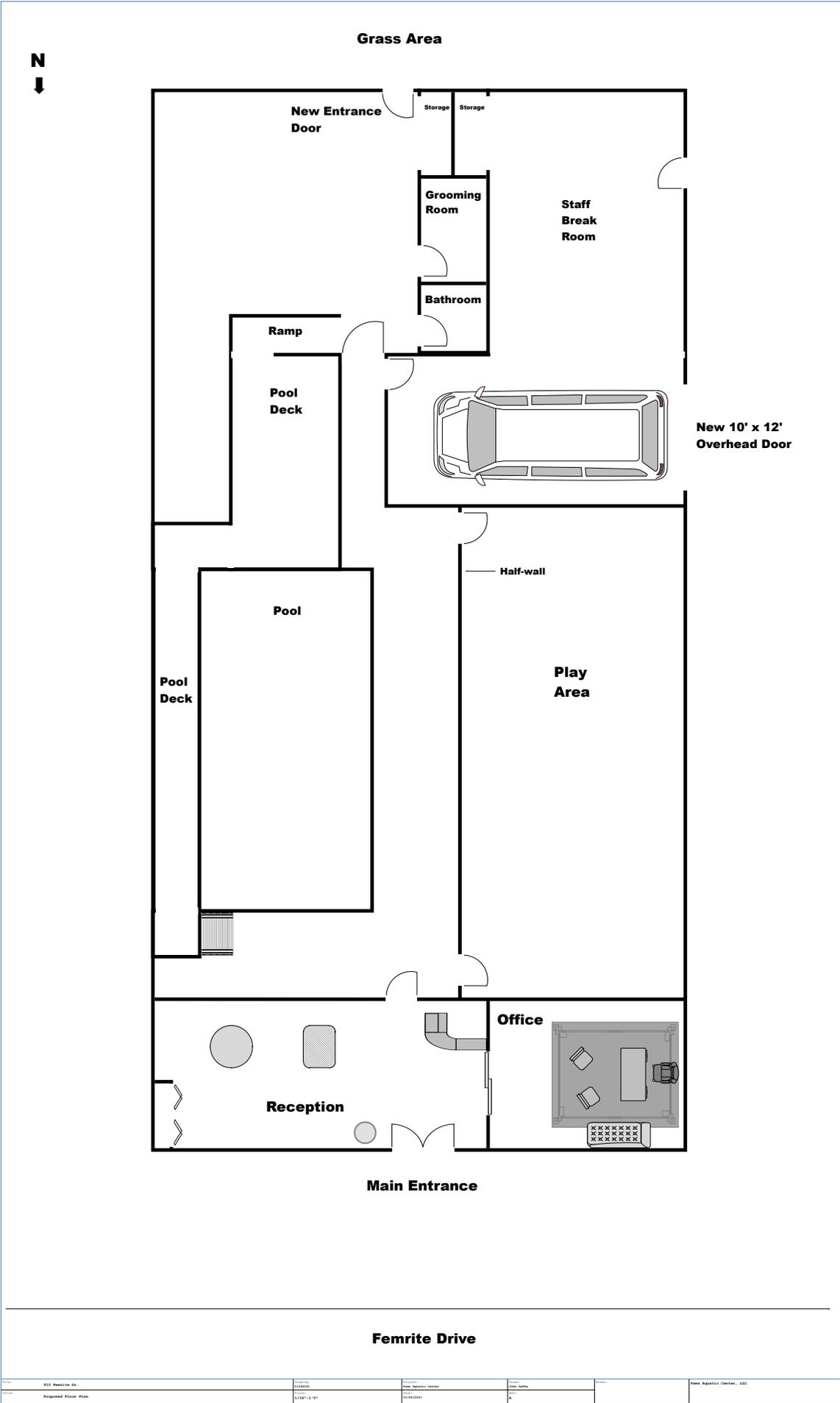
THE FOLLOWING DETAILS MODIFICATIONS MADE TO THE PROPERTY:

EXTERIOR MODIFICATIONS:

- Install 10' x 12' insulated overhead door Southern end of West wall
- Make North entrance ADA compliant
- Designate handicap parking stall(s) per regulations
- Power Wash exterior walls
- Remove all existing exterior signage
- Remove front entrance railings
- Remove wagon wheels on North wall
- Remove trash from behind building
- Fix up awning over West entrance
- Install (per regulations) new Signage:
 - West wall
 - North wall
- Install one 36" insulated exterior passage door South wall
- Paint front entrance doors
- Clean up wooded back lot- remove invasive species, create usable/attractive greenspace

INTERIOR MODIFICATIONS:

- Install 16' x 32' above ground pool with:
 - 10' x 20' entrance dock and 4' x 32' side dock
 - ADA compliant ramp for pool access
- Water containment system to capture splash from pool as needed
- Construct two (2) interior walls with 36" passage door South West corner
- Construct two (2) interior walls with 36" passage door North West corner
- Install additional air handling exhaust system as needed
- Reconfigure existing bathroom/storage rooms to create:
 - One (1) ADA compliant bathroom
 - One grooming room and storage areas
- Paint interior walls as needed



Client: K12 Phoenix Co.	Project: 2100000	Location: Deer Springs Center	Architect: John Gaffa	Phase: 1	Project Name: Deer Springs Center, LLC
Document: Proposed Floor Plan	Date: 1/24/17 - 1-31	Scale: 1/8"=1'-0"	Sheet: A		