



PLAN COMMISSION REPORT

Proposal: Conditional Use Permit with Conditions and Restrictions

Description: Review a request for a Conditional Use Permit with conditions and restrictions for animal daycare/recreation and kennel/boarding/shelter.

Applicant(s): Andrew Chromy, Chromy Corporation

Address(es): 7126 S. Millers Way, Ste 101-102 (1st Aldermanic District)

Suggested Motion: That the Plan Commission recommends that the Common Council approves a Conditional Use Permit for animal daycare/recreation and kennel/boarding/shelter for suites 101 -102 on the property at 7126 S. Millers Way., submitted by Andrew Chromy, Chromy Corporation after a public hearing and subject to Conditions and Restrictions.

Owner(s): 517 E Rawson, LLC

Tax Key(s): 766-9012-000

Lot Size(s): 19.194 acres

Current Zoning District(s): Lm-1, Light Manufacturing

Overlay District(s): PUD

Wetlands: Yes No Floodplain: Yes No

Comprehensive Plan: Business Park

Background: The applicant is requesting a recommendation for approval of a Conditional Use Permit for an animal daycare/recreation and kennel/boarding/shelter for suites 101 - 102 on the property at 7126 S. Millers Way. These suites will be occupied by Houndstown USA. The property is zoned Lm-1 Light Manufacturing, which allows equipment animal daycare/recreation and kennel/boarding/shelter as a Conditional Use.

The applicant will occupy approximately 6,000 square feet (suites 101-102) of the roughly 39,000 square-foot building. To mitigate sound, sound-dampening walls will be constructed parallel to the demising walls.

As shown on the attached floor plan, the majority of the space—about 1,850 square feet—will be used as play areas for the daycare. Approximately 940 square feet will be dedicated to kennel space, 355 square feet will serve as lobby space, 137 square feet will be allocated for grooming, and 125 square feet will be used as office space. The remaining area will accommodate ancillary functions such as a breakroom/prep room, restrooms, and a leash room. Additionally, there will be an outdoor space for the dogs. The dogs will use indoor restroom facilities, and staff will be assigned to promptly clean up dog waste throughout the day. Dog waste will not be disposed of in the sewer system; instead, it will be double-bagged and disposed of in the trash. At the end of each day, a thorough deep cleaning of the entire facility will be conducted.

Kenneling/boarding operations will take place on-site 24 hours a day, seven days a week, 365 days a year. The staffed hours of operation for daycare services and the drop-off/pick-up of boarded dogs will be 6:30 a.m. to 7:00 p.m. Monday through Friday, and 7:00 a.m. to 5:00 p.m. on Saturdays. On Sundays, the staffed hours will be from 11:00 a.m. to 1:00 p.m., limited to drop-offs and pick-ups of boarded dogs only. There will be a maximum of seven (7) employees working at any given time. No daycare services or drop-offs/pick-ups will occur on major holidays. Boarded dogs will receive care, including feeding and water, every day of the year.

At full capacity, the space can accommodate a maximum of 90 dogs at one time, with up to 25 of those dogs for daycare services only. It is expected that approximately 25 drop-offs and pick-ups will occur daily, resulting in a total of about 50 customer vehicles entering and leaving the site each day for this purpose. Each drop-off and pick-up will take approximately two to three minutes.

The proposed use requires one parking space for every 250 square feet, totaling 24 parking spaces. It is important to note that most visitors will only be dropping off or picking up their dogs, a process that typically takes two to three minutes. Parking is available adjacent to each of the four existing and proposed buildings, with the majority of spaces located between Buildings 1 and 2. Minimum parking requirements for multi-tenant and mixed-use developments are calculated based on the specific uses, for a cumulative total. General retail and service uses require one space per 250 square feet, office uses require one space per 300 square feet, and warehouse/storage uses require one space per 1,500 square feet.

Due to the speculative nature of the development, it is difficult to determine if the proposed parking will fully meet code requirements. However, Building 1 is designated for retail/service and office uses, which would require between 128 and 153 parking stalls. Buildings 2-4 are designated for office/warehouse/storage uses, requiring between 25 and 127 stalls. While it is likely that each of the tenant spaces in Buildings 2-4 will include some office space, it is unlikely that there will be more office space than warehouse/storage. Even if half of each building (2-4) were devoted to office space, 76 stalls per building would be required. The plans show a total of 359 stalls, with 129 stalls provided between Buildings 1 and 2 for shared use. Ultimately, it will be at the Plan Commission's discretion to determine whether the provided parking meets the requirements.

If the Commission determines the proposed Conditional Use meets the requirements per Statute and the Municipal Code, a motion for recommendation of approval by the Common Council at the February 17, 2025 meeting has been provided above. Staff has also prepared Conditions and Restrictions for review. An

approval of the Conditional Use Permit, along with Conditions and Restrictions, does not constitute approval of a site plan and architectural review. A separate site plan and architectural review approval will be required.

Options/Alternatives: The Plan Commission has the discretion to recommend or not recommend Common Council approval of the Conditional Use Permit request. Should the request not be recommended for Council approval, Plan Commissioners must provide the Code Sections upon which the denial is based, and the Applicant may choose to request Council approval without recommendation. In that case, the Council would have the authority to approve the request, and remand the proposal back to the Plan Commission for Conditions and Restrictions.

Respectfully submitted & approved by:



Kristi Laine
Community Development Director

Prepared by:



Todd Roehl
Senior Planner

Attachments:

Draft Conditions and Restrictions

Location Map

Narrative (6 pages)

Site and Building Plans (2 pages)

**City of Oak Creek – Conditional Use Permit (CUP)
Conditions and Restrictions**

Applicant: Chromy Corporation

Approved by Plan Commission: 1-14-25

Property Address: 7126 S. Millers Way, Ste 101-102

Approved by Common Council: TBD

Tax Key Number(s): 766-9012-000

(Res. TBD)

Conditional Use(s): Animal daycare/recreation and kennel/boarding/shelter

1. REQUIRED PLANS, EASEMENTS, AGREEMENTS AND PUBLIC IMPROVEMENTS

- A. All requirements of the City of Oak Creek Municipal Code, as amended, are in effect.
- B. Any plans for new buildings, additions, exterior remodeling, site modifications, and landscaping shall be submitted to the Plan Commission for their review and approval prior to the issuance of any building permits. The approval of the Conditional Use, along with these Conditions and Restrictions, does not constitute approval of a site plan and architectural review. A separate site plan and architectural review approval will be required.
- C. For any new buildings, additions, structures, and site modifications, site grading and drainage, stormwater management, and erosion control plans shall be submitted to the City Engineer for approval, if required. The City Engineer's approval must be received prior to the issuance of any building permits.
- D. A Development Agreement shall be completed between the owner(s) and the City if deemed necessary by the City Engineer so as to ensure the construction or installation of public or other improvements required, and/or as specified by these Conditions and Restrictions.
- E. All new electric, telephone and cable TV service wires or cable shall be installed underground within the boundaries of this property.

2. SITE & USE RESTRICTIONS, MAINTENANCE & OPERATION REQUIREMENTS

- A. Only the uses approved in accordance with these Conditions and Restrictions is allowed. Other uses permitted by the zoning district, in accordance with other applicable Sections of the City of Oak Creek Municipal Code and these Conditions and Restrictions, are also allowed.
- B. Sound dampening walls shall be built parallel to demising walls to mitigate sound. Sound dampening walls shall be built with a one (1) inch air gap from demising wall and constructed with three and five-eighth (3 5/8) inch metal studs filled with rockwall insulation and finished with three (3) layers of five-eighth (5/8) inch drywall.
- C. No outdoor activity/operation is permitted, including dog runs or play areas.
- D. Outdoor storage is prohibited. No materials or items shall be stored outdoors.
- E. Staffed hours of operation for daycare and drop off/pick up of dogs shall be Monday through Friday 6:30 AM to 7 PM, Saturday 7:00 AM to 5:00 PM, and Sunday 11:00 AM to 1:00 PM. Kenneling/boarding operations shall be 24 hours a day, seven days a week, 365 days a year.

- F. Any change to the occupancy of the site or building shall conform to all Building, Fire, and Municipal Code requirements (as amended).
- G. Dog waste shall be cleaned up promptly. Dog waste shall not be disposed into the sewer system. Waste shall be double bagged and disposed of in the trash. Solid waste collection and recycling shall be the responsibility of the owner.
- H. Removal of snow from off-street parking areas, walks, public sidewalks, private roads and access drives shall be the responsibility of the landowner(s).

3. BULK AND DIMENSIONAL STANDARDS

Bulk and dimensional standards shall comply with Chapter 17, Article III of City Municipal Code (as amended)

4. PARKING AND ACCESS

- A. Parking for this development shall be provided in accordance with Sections 17.0501, 17.0502, & 17.0503 of the Municipal Code (as amended).
- B. Traffic volume for customer vehicles may not exceed 25 vehicles in and 25 vehicles out for drop off/pick up of dog.

5. LIGHTING

Any plans for new or replacement outdoor lighting shall be reviewed and approved by the Plan Commission and Electrical Inspector in accordance with Section 17.0509 of the Municipal Code (as amended).

6. SIGNAGE

A permit shall be required prior to the display, construction, erection, or alteration of any proposed sign(s). All signs must comply with Chapter 17, Article VI of the City Code and applicable sections of the building code as adopted by the City. (as amended)

7. PERFORMANCE STANDARDS

The use must comply with performance standards as stated in Section 17.0510 of Municipal Code (as amended)

8. TIME OF COMPLIANCE

The operator of the Conditional Use shall commence work in accordance with these Conditions and Restrictions within twelve (12) months from the date of adoption of the resolution authorizing this Conditional Use. This Conditional Use approval shall expire within twelve (12) months after the date of adoption of the resolution if building or occupancy permits have not been issued for this use.

9. OTHER REGULATIONS

Compliance with all other applicable City, State, DNR and Federal regulations, laws, Code, ordinances, and orders, as amended, not heretofore stated or referenced, is mandatory.

10. VIOLATIONS & PENALTIES

Any violations of the terms of this Conditional Use Permit shall be subject to enforcement and the issuance of citations in accordance with Section 1.20 of the City of Oak Creek Code of Ordinances (as amended). If the owner, applicant or operator of the Conditional Use Permit is convicted of two or more violations of these Conditions and Restrictions or any other municipal ordinances within any 12-month period, the City shall have the right to revoke this Conditional Use Permit, subject to the provisions of Paragraph 11 herein. Nothing herein shall preclude the City from commencing an action in Milwaukee County Circuit Court to enforce the terms of this Conditional Use Permit or to seek an injunction regarding any violation of this Conditional Use Permit or any other City ordinances.

11. REVOCATION

Should an applicant, their heirs, successors or assigns, fail to comply with the Conditions and Restrictions of the approval issued by the Common Council, the Conditional Use Permit approval may be revoked. The process for revoking an approval shall generally follow the procedures for approving Conditional Use Permit as set forth in Section 17.0804 of the Municipal Code (as amended).

12. ACKNOWLEDGEMENT

The approval and execution of these Conditions and Restrictions shall confirm acceptance of the terms and conditions hereof by the owner, and these Conditions and Restrictions shall run with the property unless revoked by the City, or terminated by mutual agreement of the City and the owner, and their subsidiaries, related entities, successors and assigns subject to Paragraph 11 above.

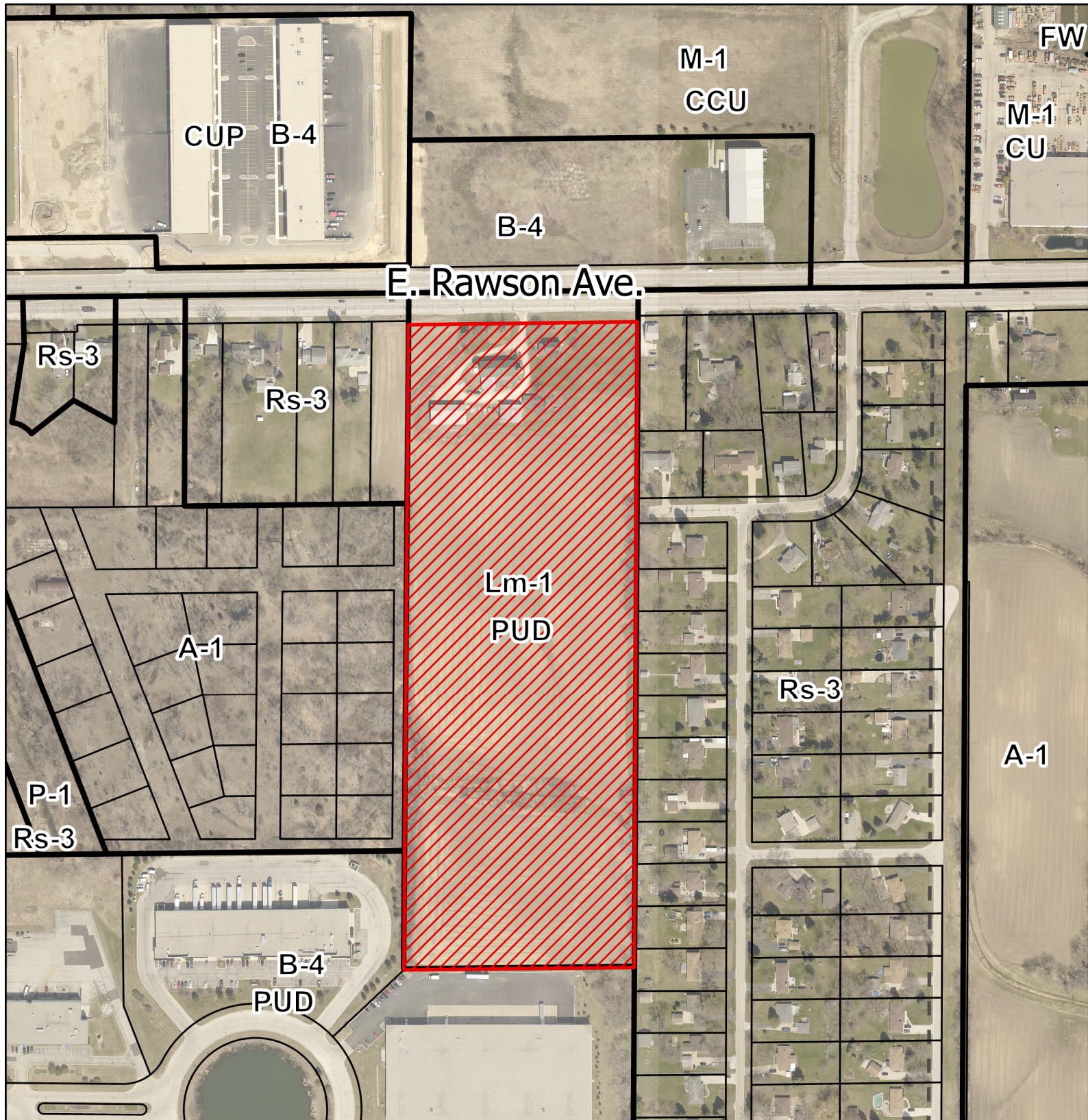
Property Owner / Authorized Representative Signature

Date

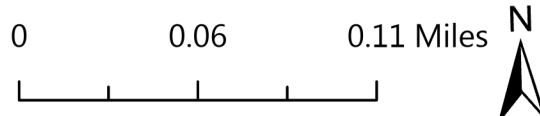
(please print name)

Location Map

7126 S. Millers Way



This map is not a survey of the actual boundary of the property this map depicts



Legend

- Zoning
- Official Street Map
- Parcels
- OCGIS.GIS.FloodFringe2024
- OCGIS.GIS.Floodway2024
- 7126 S. Millers Way
- <all other values>
- FLD_ZONE
- A
- AE

HOUNDSTOWN USA FRANCHISE

Chromy Corporation – Franchisee – Conditional Use Permit Application Information

Andrew & Jenny Chromy
andrew.chromy@houndstownusa.com --- jennifer.chromy@houndstownusa.com
4791 W Bear Claw Ct, Franklin, WI 53132
414.651.5911 (Andy Cell) --- 414.708.3546 (Jenny Cell)

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CONDITIONAL USE PERMIT REQUEST

We are requesting a conditional use permit at 7126 Millers Way (suites 101-102), Oak Creek, for the use of dog daycare and overnight boarding. 7126 Millers Way is currently zoned LM-1.

EXECUTIVE SUMMARY

We have partnered with the franchise Houndstown USA, who is becoming a fixture in the pet day care and boarding industry. They have taken their time to develop a solid game plan for building their brand and bringing on the support that new franchisees need.

We are currently in the loan procurement phase of our plan with loan commitment verified. We have completed our evaluation of the company, local market, and have completed discovery day and a follow up call with their COO to finalize any questions we had.

The pet care industry is growing exponentially and has been for several years. This includes the increase in pet ownership, specifically dogs, dating back to the pandemic. We are looking to capitalize on more people returning to work, and the increased market for pet care and boarding through opening a Houndstown USA franchise.

Both my wife and I have spent our entire professional career in public education. We have both been teachers and high school coaches, and I have moved into the role of public school finance and am currently the Assistant Superintendent for Business and Operations with Franklin Public Schools in Franklin, WI. These experiences have given us great insight in the need for relationship building, developing pride in others and the moral compass that has guided us. In addition, my role in finance has brought many additional areas of focus to my world. Budgets as large \$100 million, direct supervision of employees, both hourly and salary, process development and improvement, risk management, procurement and facility management, to name a few. When I partner my current experiences with a lifelong desire to be “my own boss” and run my own company, Houndstown USA has provided the perfect match.

Our goals are simple. Establish our Houndstown USA franchise in the community so that every dog has the opportunity to be part of a pack.

We believe these goals are attainable based on a couple of factors:

1. Houndstown USA does a phenomenal job of pre-open marketing to drive new customers to your business for dog evaluations and free doggie day care opportunities.
2. Houndstown USA does not discriminate by breed, only temperament.
3. Houndstown USA focuses on the establishing of packs by the dogs, and leaves the human element out of the play areas.

The final 2 points are the distinguishing differences between Houndstown USA and their competitors. Focusing on the animal and what is good for the animal will be the primary focus.

MISSION STATEMENT

Provide the highest quality day care and boarding services for your pet(s) and provide that care as if your pet(s) is ours.

DESCRIPTION OF BUSINESS

Houndstown USA is a franchise in the pet care industry. The focus is on day care and boarding services for dogs. Houndstown USA is unique in this industry in that the pet is the customer, not the owner. How that translates into function is by working through a dog focused grouping arrangement within a defined space and without the constant interaction of a human in that space. This allows the dogs to play and define their hierarchy while focusing on the “pack” mentality that is natural to them.

In addition to this dog focused mentality, Houndstown USA does not discriminate by breed of dog. All dogs must undergo a temperament test, and if they pass, they are eligible to become a member of the pack. This is definitely an industry separator as many of our competitors do discriminate by breed.

COMPANY OWNERSHIP/LEGAL ENTITY

Our company will be C-Corp using the ROBS program and will function in the service industry. Both Jenny and I will be rolling over prior employer operated 403b contributions into the ROBS program. We will be co-owners of this C-Corp with no other investors.

PRODUCTS AND SERVICES

Houndstown USA focuses on day care and boarding services for dogs. These services are the primary focus of all revenues generated from the business. There will be ancillary offerings as well that may consist of dog treats, bathing, nail clipping and some standard pet supplies.

Our focus will be professionals who work outside of the home and are looking for an interactive platform for their dogs and for individuals/families looking for an interactive solution for boarding their pets and providing the necessary stimulation for dogs that is needed.

Our competitive edge is threefold:

1. We do not discriminate by breed. All dogs passing the temperament test become part of the Houndstown USA family.
2. Our dog groups are developed by size, energy level and temperament. However, different from competitors, we provide minimal human interaction and allow our groups to use their natural instincts to develop packs.
3. All dogs being boarded become part of the daily groupings and are provided that playful interaction time as our day care dogs receive.

As part of purchasing into the franchise, Houndstown USA provides an extensive marketing campaign to generate approximately 100 dog evaluations during the opening weekend and boasts an incredibly high retention rate from the trial period. In addition, the marketing platform continues in earnest throughout your time with Houndstown USA. Finally, our focus with this marketing is in the differences that help us stand out from competitors and truly put the focus on dogs and their wellbeing.

LOCATION

We currently in agreement to lease at 7126 Millers Way, Oak Creek, an approximately 6,000 sq. ft section of the building on the Western portion of the building for dog boarding and day care. We have negotiated a 10 year lease with 2-5 year renewal options for this space. A site plan is attached of the property and projected buildout plan is also attached for your review.

This space is sufficient enough for us to hold a maximum of 90 dogs if operating at full capacity. It is important to note that there is an expectation of a maximum drop off or pickup time to be 5 minutes

with the vast majority of drop offs/pickups to be approximately 2 to 3 minutes. This is important to note as long term parking is not needed for pet owners, only for employees. The overall site plan shows our portion of the facility highlighted with immediate adjacent parking as well. It is important to note that this is a shared parking site with no designated spots per business.

While 90 dogs is the maximum, we are estimating to be at 30 dogs/day by the end of year 1 and 50 dogs/day at the end of year 2. It is estimated that boarding dogs will be approximately 50% of the dogs on site on a daily basis, so approximately 25 day care only dogs. Day care only dogs correlate to a 1 to 1 relationship with pet owners/vehicles dropping off and picking up daily.

The facility plan consists of:

- 1850 sq ft for daycare
- 940 sq ft for boarding
- 355 sq ft for lobby
- 137 sq ft for grooming
- 133 sq ft for breakroom/prep room
- 125 sq ft for office space
- 64 sq ft for rest room
- 50 sq ft for leash room
- Remaining sq ft is open corridor/hallway space

Signage will be consistent with municipality requirements and franchise branding. Ideally a monument style sign would be erected and we will have placement on there, as well as, building signage on the building facade. We will maximize signage allowances.

HOURS OF OPERATION

Hours of operation, as tentatively planned are as follows:

M-F 6:30am-7pm for day care services and drop-off/pick-up of boarded dogs

Sat 7am-5pm for day care services and drop-off/pick-up of boarded dogs

Sun 11am-1pm for drop-off/pick-up of boarded dogs

There will be no hours of operation for drop-off/pick-up on major holidays: New Years Day, Easter, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas.

Boarded dogs will be taken care of with feeding/water throughout all 365 days of the year.

CLEANLINESS and HYGIENE

At Houndstown, we prioritize cleanliness and hygiene for both the pets and our staff. Dogs use the restroom inside the facility, and our trained staff is dedicated to cleaning pet waste promptly and

thoroughly as needed throughout the day. At the end of each day, we will conduct a deep cleaning of the entire facility to maintain a fresh and sanitary environment.

To ensure that pet waste is handled responsibly, it is never disposed of in the sewage system. Instead, it is carefully double-bagged into waste bags and then disposed of in appropriate trash receptacles. Urine will be cleaned up with anti-microbial disinfectant and then mopped.

This process helps us maintain cleanliness and environmental responsibility while keeping our facility safe and pleasant for all pets and staff.

SOUND MITIGATION

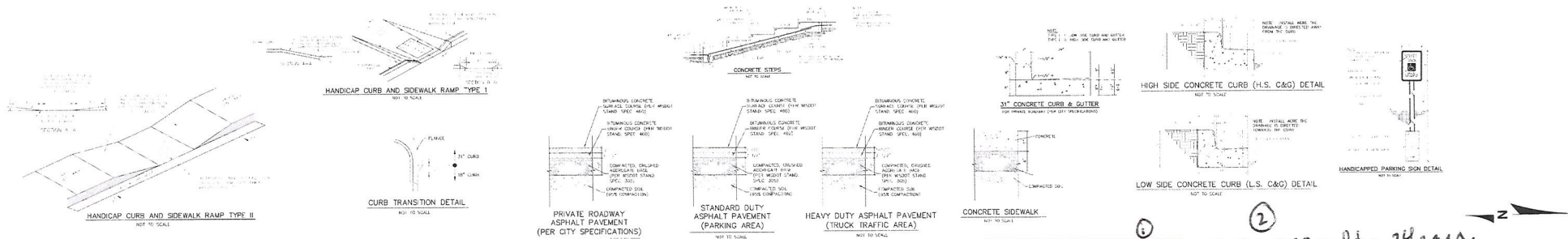
Sounds damping walls are built parallel to demising walls with a 1" air gap from demising wall. It is constructed with 3 5/8" metal studs filled with rockwall insulation and finished with 3 layers of 5/8" drywall.

MANAGEMENT

Owners:

- Andy Chromy – Currently an Assistant Superintendent for Franklin Public Schools, Franklin WI. I currently manage a budget of approximately \$78 million and oversee the HR, Buildings and Grounds, Technology and Recreation Departments. I have been in this oversight role for 11+ years with multiple districts and have managed budgets from \$12 million to \$110 million throughout that time. I have substantial experience with direct supervision through managing departments of 100+ employees. Prior to my time in management, I was a classroom teacher and high school coach for 13 years.
- Jenny Chromy – Currently a substitute teacher at Oak Creek High School. Jenny is a former middle school teacher for 11+ years prior to becoming a stay at home parent before returning to the workforce 5 years ago.

Our plan is to run this business as owners, Jenny taking the primary lead, and handling the overall management of the team (approximately 8-10 part time employees) until we have established the business. While we anticipate having 10-12 part time employees, during year 1, we expect no more than 3 employees to be working at any one time and by the end of year 2, we expect no more than 4 employees to be working at any one time, and if we reach max capacity, we expect no more than 7 employees at any one time. Employees will work shifts (i.e. a morning shift and an afternoon shift), so there will be crossover of employees during this time, but for a short period of time. It is important to note that this shift crossover time is also coincided with time where customers are not allowed to drop off or pick up their dogs, so this will limit the traffic flow to employees only.

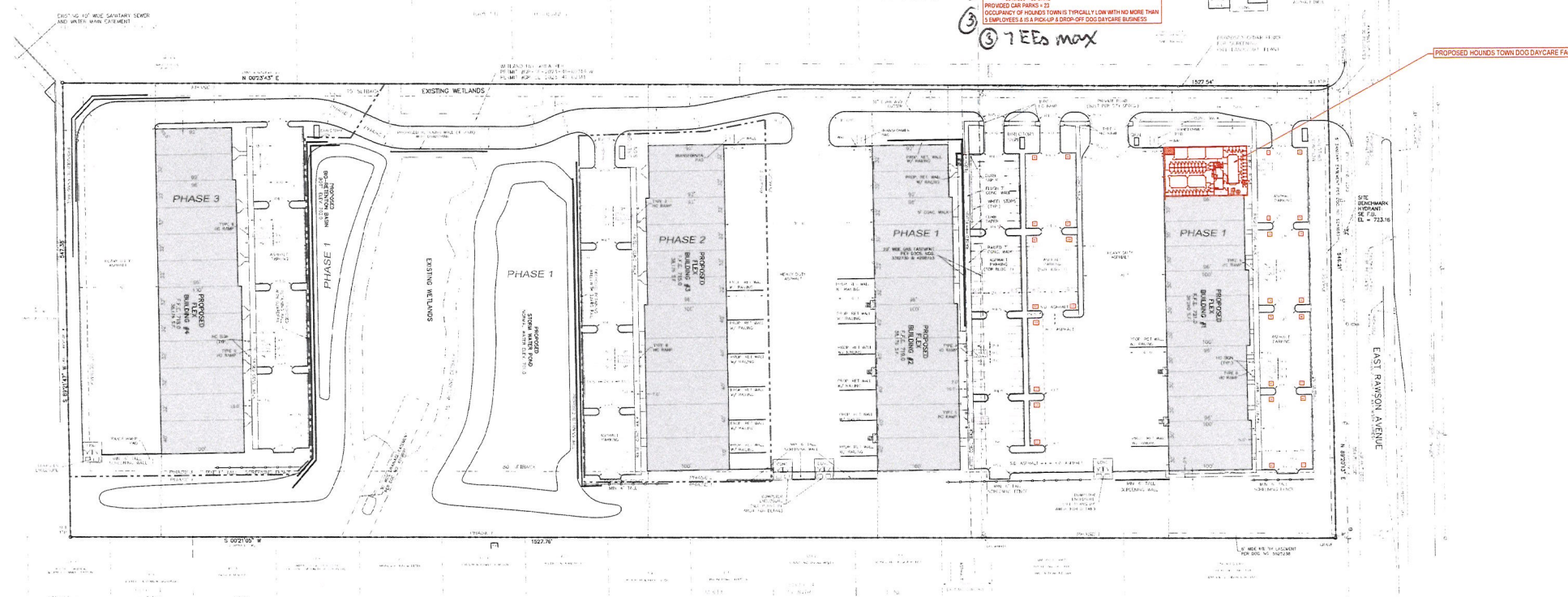
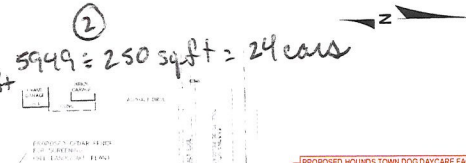


NOTE: SITE PLAN INFORMATION IS PROVIDED BY THE LANDLORD

1 HOURS TOWN GROSS AREA = 5649 SF
 REQUIRED CAR SPACES (1 SPACE PER 200 SQ FT) = 28.25 = 28 CARS
 PROVIDED CAR SPACES = 32
 OCCUPANCY OF HOURS TOWN IS TYPICALLY LOW WITH NO MORE THAN 15 EMPLOYEES & IS A PICK-UP & DROP-OFF DOD DAYCARE BUSINESS

2 5949 sqft

3 7 EEs max



NOTES:

1. PARALLELS ARE TO THE FACE OF CURB OR EDGE OF SIDEWALK
2. PRIVATE ROADWAY SHALL BE CONSTRUCTED PER CITY OF OAK CREEK DESIGN MANUAL CHAPTER 10, ROADWAY STANDARDS
3. 1.5' - 1.5' TRAYS OF CURBS FOR SIDE OF R/W

SITE AREAS

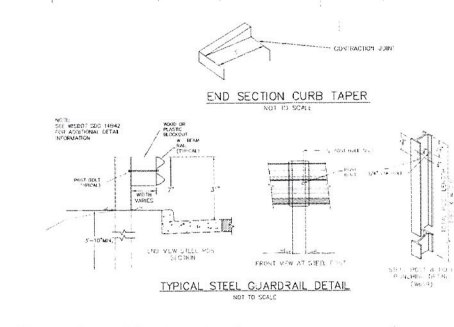
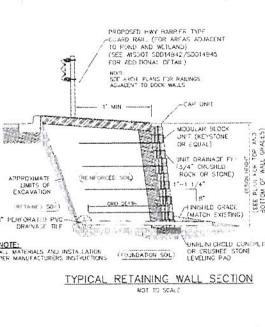
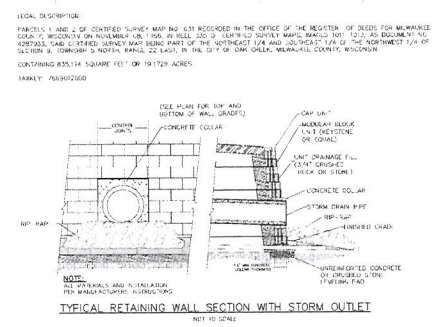
PHASE 1: 10,000 SQ FT (23.0 ACRES)
 PHASE 2: 10,000 SQ FT (23.0 ACRES)
 PHASE 3: 10,000 SQ FT (23.0 ACRES)

PROPOSED SURFACE PARKING

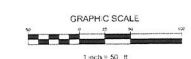
32 TOTAL SPACES

LEGEND

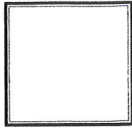
--- PROPOSED PHASE LIMITS



RAWSON BUSINESS PARK
 ST JOHN PROPERTIES
 517 E. RAWSON AVENUE OAK CREEK, WISCONSIN

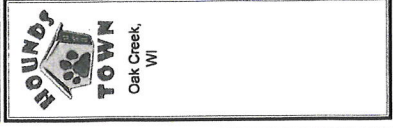


SITE PLAN C1.0



ONE! ARCHITECTURE
 4628 N. Central Ave., Suite 104
 Oak Creek, WI 53154
 Phone: 414.246.2172
 Fax: 414.246.1982
 www.ONE!Architecture.us

Principal:
 Dustin Curtis
 dcurtis@onearchitecture.us
 Project Manager:
 Name:
 Title:



Revisions

HOUNDS TOWN
 517 E. Rawson Ave
 Oak Creek, WI 53154
 11/21/24
 WI-051

SP
 Space Plan

SUITES	
TYPE	NO.
STD	34
LUX	11
DEL.	3
TOTAL	53

Lobby = 355 sq ft
 Break room/Prep room = 133 sq ft
 Office = 125 sq ft
 Restroom = 44 sq ft
 Leash room = 50 sq ft

Remaining sq ft is open corridor/hallway

Boarding = 940 sq ft
 Daycare = 1850 sq ft
 Grooming = 137 sq ft

