

Dane County Conditional Use Permit Application

Application Date	C.U.P Number
08/13/2021	DCPCUP-2021-02538
Public Hearing Date	
10/26/2021	

OWNER INFORMATION	AGENT INFORMATION
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OWNER NAME VALERIE AHL & TIMOTHY ALLEN	Phone with Area Code (608) 698-7924	AGENT NAME <input type="checkbox"/>	Phone with Area Code
BILLING ADDRESS (Number, Street) 4321 STATE HIGHWAY 138		ADDRESS (Number, Street) <input type="checkbox"/>	
(City, State, Zip) OREGON, WI 53575		(City, State, Zip)	
E-MAIL ADDRESS veahl@wis.edu		E-MAIL ADDRESS	

ADDRESS/LOCATION 1	ADDRESS/LOCATION 2	ADDRESS/LOCATION 3
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ADDRESS OR LOCATION OF CUP	ADDRESS OR LOCATION OF CUP	ADDRESS OR LOCATION OF CUP
4321 State Highway 138		
TOWNSHIP RUTLAND	SECTION 8	TOWNSHIP
		SECTION
PARCEL NUMBERS INVOLVED	PARCEL NUMBERS INVOLVED	PARCEL NUMBERS INVOLVED
0510-081-8580-0	---	---

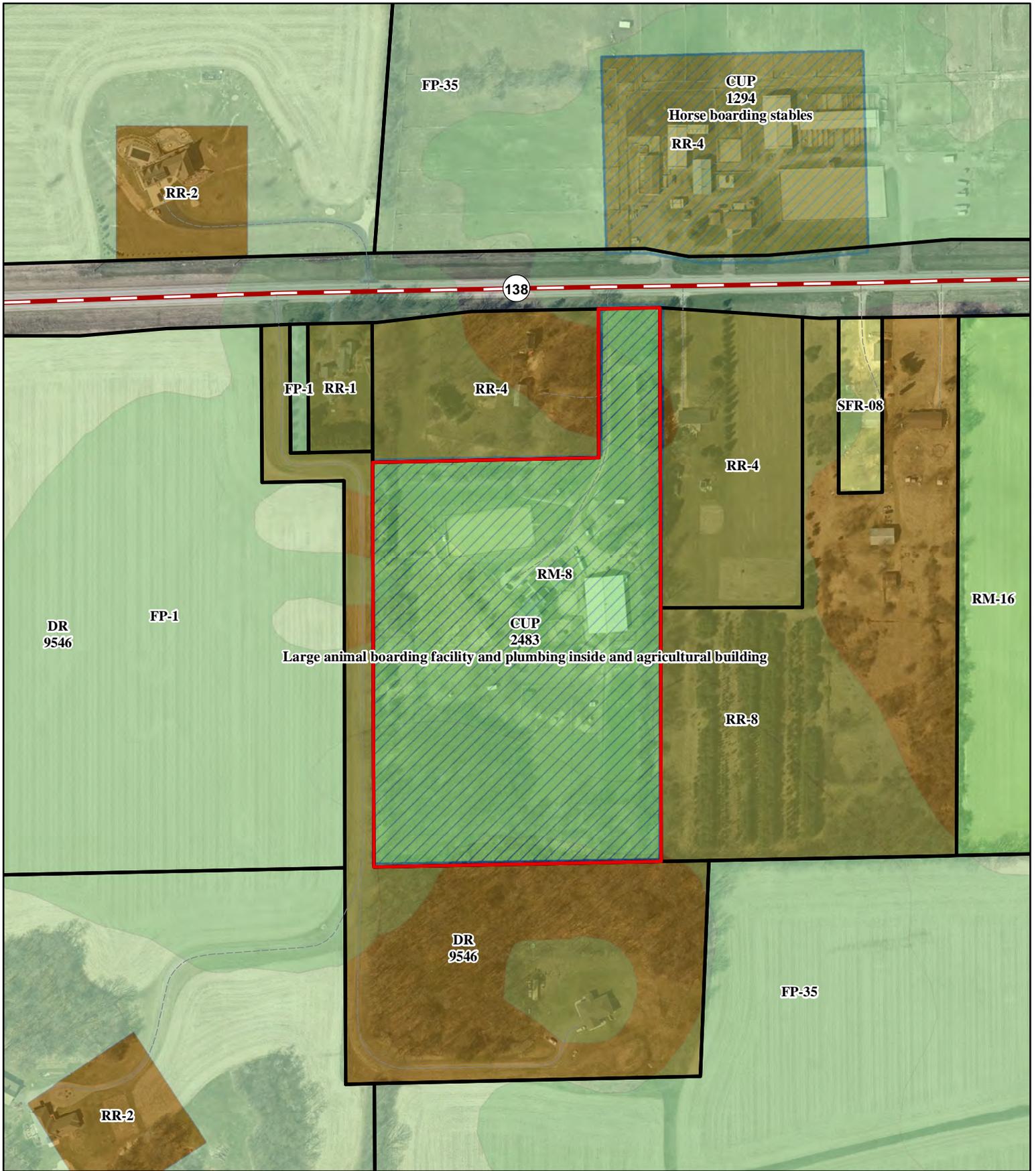
CUP DESCRIPTION

AGRICULTURE ENTERTAINMENT ACTIVITIES OCCURRING 10 DAYS OR MORE PER CALENDAR YEAR

DANE COUNTY CODE OF ORDINANCE SECTION	ACRES
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10.233(3)(a)	15
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DEED RESTRICTION REQUIRED? <input type="checkbox"/> Yes <input type="checkbox"/> No Applicant Initials _____	Inspectors Initials RWL1	SIGNATURE:(Owner or Agent) <hr/> PRINT NAME: <hr/> DATE: <hr/>
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Legend

-  Wetland
- Significant Soils**
-  Class 1
-  Class 2



0 100 200 400 Feet



CUP 02538
VALERIE AHL & TIMOTHY
ALLEN



Dane County
Department of Planning and Development
 Zoning Division
 Room 116, City-County Building
 210 Martin Luther King Jr. Blvd.
 Madison, Wisconsin 53703
 (608) 266-4266

Application Fees	
General:	\$495
Mineral Extraction:	\$1145
Communication Tower:	\$1145 (+\$3000 RF eng review fee)
PERMIT FEES DOUBLE FOR VIOLATIONS OR WHEN WORK HAS STARTED PRIOR TO ISSUANCE OF PERMIT	

CONDITIONAL USE PERMIT APPLICATION

APPLICANT INFORMATION

Property Owner Name:	Agent Name:
Address (Number & Street):	Address (Number & Street):
Address (City, State, Zip):	Address (City, State, Zip):
Email Address:	Email Address:
Phone#:	Phone#:

SITE INFORMATION

Township:	Parcel Number(s):	
Section:	Property Address or Location:	
Existing Zoning:	Proposed Zoning:	CUP Code Section(s):

DESCRIPTION OF PROPOSED CONDITIONAL USE

Type of conditional use permit (for example: limited family business, animal boarding, mineral extraction, or any other listed conditional use):	Is this application being submitted to correct a violation? Yes <input type="checkbox"/> No <input type="checkbox"/>
Provide a short but detailed description of the proposed conditional use:	

GENERAL APPLICATION REQUIREMENTS

Applications will not be accepted until the applicant has met with department staff to review the application and determined that all necessary information has been provided. Only complete applications will be accepted. All information from the checklist below must be included. Note that additional application submittal requirements apply for particular uses or as may be required by the Zoning Administrator. Applicants for significant and/or potentially controversial conditional uses are strongly encouraged to meet with staff prior to submittal.

<input type="checkbox"/> Complete attached information sheet for standards	<input type="checkbox"/> Site Plan drawn to scale	<input type="checkbox"/> Detailed operational plan	<input type="checkbox"/> Written legal description of boundaries	<input type="checkbox"/> Detailed written statement of intent	<input type="checkbox"/> Application fee (non-refundable), payable to Dane County Treasurer
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I certify by my signature that all information presented herein is true and correct to the best of my knowledge. I hereby give permission for staff of the Dane County Department of Planning and Development to enter my property for the purpose of collecting information to be used as part of the review of this application. I acknowledge that submittal of false or incorrect information may be grounds for denial of this application.

Owner/Agent Signature: _____

Date: _____

STANDARDS FOR CONDITIONAL USE PERMITS

Applicants must provide adequate evidence demonstrating to the Town and Dane County Zoning & Land Regulation Committee that the proposed conditional use satisfies the following 8 standards for approval, along with any additional standards specific to the applicable zoning district or particular use found in sections [10.220\(1\)](#) and [10.103](#) of the code.

Please explain how the proposed land use will meet the following standards (attach additional pages, if necessary):

- | |
|---|
| 1. The establishment maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, comfort or general welfare. |
| 2. The uses, values, and enjoyment of other property in the neighborhood for purposes already permitted shall be in no foreseeable manner substantially impaired or diminished by establishment, maintenance or operation of the conditional use. |
| 3. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district. |
| 4. Adequate utilities, access roads, drainage and other necessary site improvements have been or are being made to accommodate the conditional use. |
| 5. Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets. |
| 6. That the conditional use shall conform to all applicable regulations of the district in which it is located. |
| 7. The conditional use is consistent with the adopted town and county comprehensive plans. |
| 8. If the conditional use is located in a Farmland Preservation (FP) Zoning district, the conditional use is subject to the following additional standards found in section 10.220(1). Attach additional pages, if necessary. <ul style="list-style-type: none">• Explain how the use and its location in the Farmland Preservation Zoning District are consistent with the purposes of the district:
• Explain how the use and its location in the Farmland Preservation Zoning district are reasonable and appropriate, considering alternative locations:
• Explain how the use is reasonably designed to minimize the conversion of land from agricultural use or open space use:
• Explain how the use does not substantially impair or limit the current or future agricultural use of surrounding parcels zoned for agricultural use:
• Explain how construction damage to land remaining in agricultural use is minimized and repaired, to the extent feasible: |

WRITTEN STATEMENT OF INTENT AND OPERATIONS PLAN

Applicants must provide a detailed written statement of intent describing the proposed conditional use along with an operational plan that explains how the conditional use will be operated. Please use the form below and provide responses, as applicable, to your proposed conditional use. Attach additional pages, if necessary.

Describe in detail the proposed conditional use. Provide the specific location of the use(s), type of equipment used, planned property improvements, including description / size of existing or proposed new buildings to be used, and any other relevant information. For existing or proposed commercial operations, provide the name of the business and describe the nature and type of business activity.
List the proposed days and hours of operation.
List the number of employees, including both full-time equivalents and maximum number of personnel to be on the premises at any time.
List any anticipated noise, odors, dust, soot, runoff or pollution associated with the conditional use, along with any proposed measures that will be taken to mitigate impacts to neighboring properties.
Describe any materials proposed to be stored outside and any activities, processing or other operations taking place outside an enclosed building.
For proposals involving construction of new facilities and/or infrastructure, describe, as applicable, any measures being taken to ensure compliance with county stormwater and erosion control standards under Chapter 11 of Chapter 14 , Dane County Code.
List and describe existing or proposed sanitary facilities, including adequate private onsite wastewater treatment systems, associated with the proposed conditional use. For uses involving domestic pets or livestock, list and describe measures taken to address manure storage or management.
List and describe any existing or proposed facilities for managing and removal of trash, solid waste and recyclable materials.
Describe anticipated daily traffic, types and weights of vehicles, and any provisions, intersection or road improvements or other measures proposed to accommodate increased traffic.
Provide a listing of any hazardous, toxic or explosive materials to be stored on site, and any spill containment, safety or pollution prevention measures.
Describe any existing or proposed outdoor lighting along with any measures that will be taken to mitigate light-pollution impacts to neighboring properties. The Zoning Administrator may require submittal of a photometric plan for outdoor lighting if deemed necessary to determine potential impacts to neighbors.
Describe any existing or proposed signage, including size, location, and materials, consistent with the county's sign ordinance found in s. 10.800 .
Briefly describe the current use(s) of the property on which the conditional use is proposed.
Briefly describe the current uses of surrounding properties in the neighborhood.

BUSINESS PLAN
PEN YR BRYN FARM, LLC



I. INTRODUCTION

Pen yr Bryn Farm, LLC is a family business, located on a property which the owner, Timothy Allen, originally purchased in 1973. Over the years the property has been used for agricultural purposes, such as growing tobacco and hay. During the 2020's our farm expanded to include horse breeding, and we are now wanting to share the healthy experiences that horses offer to people of all ages.

- **Mission statement:** Our primary mission is to offer the public an opportunity to experience the physical and mental health benefits of being around horses, and of developing a relationship with an equine partner. Our secondary mission is to help to grow the equine industry in Wisconsin by offering people an opportunity to experience horses without making a large financial commitment. There are many experienced "horse people" who are aging and leaving the market. Our proposal will help expand the pool of potential horse owners for the future. This, in turn, will contribute to horse boarding, training, and showing activities.

- **Company summary:** Pen yr Bryn Farm, LLC is dedicated to promoting the horse industry in Wisconsin, by breeding highly athletic and intelligent horses. Our plan is to build on this foundation by inviting the public to enjoy horses in a safe and supportive environment.
- **Company history:** Pen yr Bryn farm, LLC has been a horse breeding stable since 2004. We expanded operations in 2020 to include horse boarding. The current proposal is a request to expand operations to include agricultural educational and entertainment activities, such as riding lessons, pony rides, birthday parties, and weddings.

- **Markets and Services**

For a parent of a “horse crazy” child, it is hard to find riding lessons for under \$50 per hour. Most horse trainers are promoting their careers and are looking for wealthy and talented individuals to become part of their team. The goal is to travel to horse shows to earn formally recognized, United States Equestrian Federation (USEF) awards, such as earning Dressage Medals at the Bronze, Silver and Gold levels. This experience requires an extensive investment, in terms of time and money. This is not a viable option for a parent or adult who would just like to get close to horses, and to learn about them.

Oregon Wisconsin advertises itself as the “Horse Capital of Wisconsin”. We are located in a rural area with many horse boarding stables. However, there are few places that offer affordable lessons for beginner riders, or other ways to visit and get close to horses. The horse owners of Wisconsin are aging, and the industry needs a way to bring new horse enthusiasts into the market. Our proposal will offer a venue for people who are curious, and would like to learn more, to visit and experience horses first-hand. While many people may not pursue their interests further, we hope to find new “horse people” to keep the industry going.

- **Operational structure:** Pen Bryn Farm, LLC is owned by Valerie Ahl, Ph.D. Valerie has a degree from UC-Berkeley in Developmental Psychology, and is working from home as a Licensed Clinical Psychologist, with Veterans who suffer from PTSD and addiction issues. Our family, who are involved in LLC-related activities, are: Timothy Allen, Valerie Ahl, Harrison Allen, Gwynedd Allen and Josephine Allen.
- **Financial goals:** Our goal is to keep the farm in the family. The original owner, Timothy Allen, Ph.D., is 79 years old. Tim has maintained the farm and has helped with our business expansions into horse boarding and breeding. We are hoping to generate additional revenue to cover the expenses of the farm mortgage and insurance. Our plan is to purchase several ponies and bouncy castles to provide outdoor entertainment for birthday parties and weddings. We believe we can recover these initial start-up expenses within one year of expanded business operations.

II. PRODUCT OVERVIEW

1. Horse Boarding

We will offer horse boarding and riding lessons throughout the year. Business operations will be 8 am to 8 pm, 7 days a week.

Cost: Monthly horse boarding is \$425 for stall board, and \$250 for pasture board.

2. Riding Lessons

All services will be booked and paid for in advance. Our web page will include online booking, payment, signing a liability release, and explain our refund policies. Only people who have signed a liability release form will be allowed on the property.

Cost: Riding lessons are \$40 for 60 minutes, and \$30 for 30 minutes. Group lessons of 3-4 riders are \$25 per person.

3. Birthday parties

Offered Friday through Sunday, 11 am to 5 pm. Parties last for 2.5 hours and include rotations through the following activities: bouncy castle, bouncy obstacle course, and celebrating with cake. Pony rides will be offered continuously, and individuals will be called from other activities when it is their turn to ride. For insurance purposes, bouncy castle activities will be divided into groups of children 9 and under, and 10 and over.

Cost: \$400 for up to 12 kids and 25 guests total. \$500 for up to 24 kids and \$45 guests total, \$10 for each additional child guest.

A 50% deposit will be required to book a party. Our venue is an outdoor venue, and in case of rain, we can move some activities to a covered area. A weather-related cancellation within 4 hours of the party time is allowed a full refund. Cancellations within 2 weeks of the party date are charged \$100. Cancellations within 1 week of the part we keep the 50% of the party fee deposit.

All services will be booked and paid for in advance. Our web page will include online booking, payment, signing a liability release, and explain our refund policies. Only people who have signed a liability release form will be allowed on the property.

8/16/21

Valerie Ahl, Ph.D.

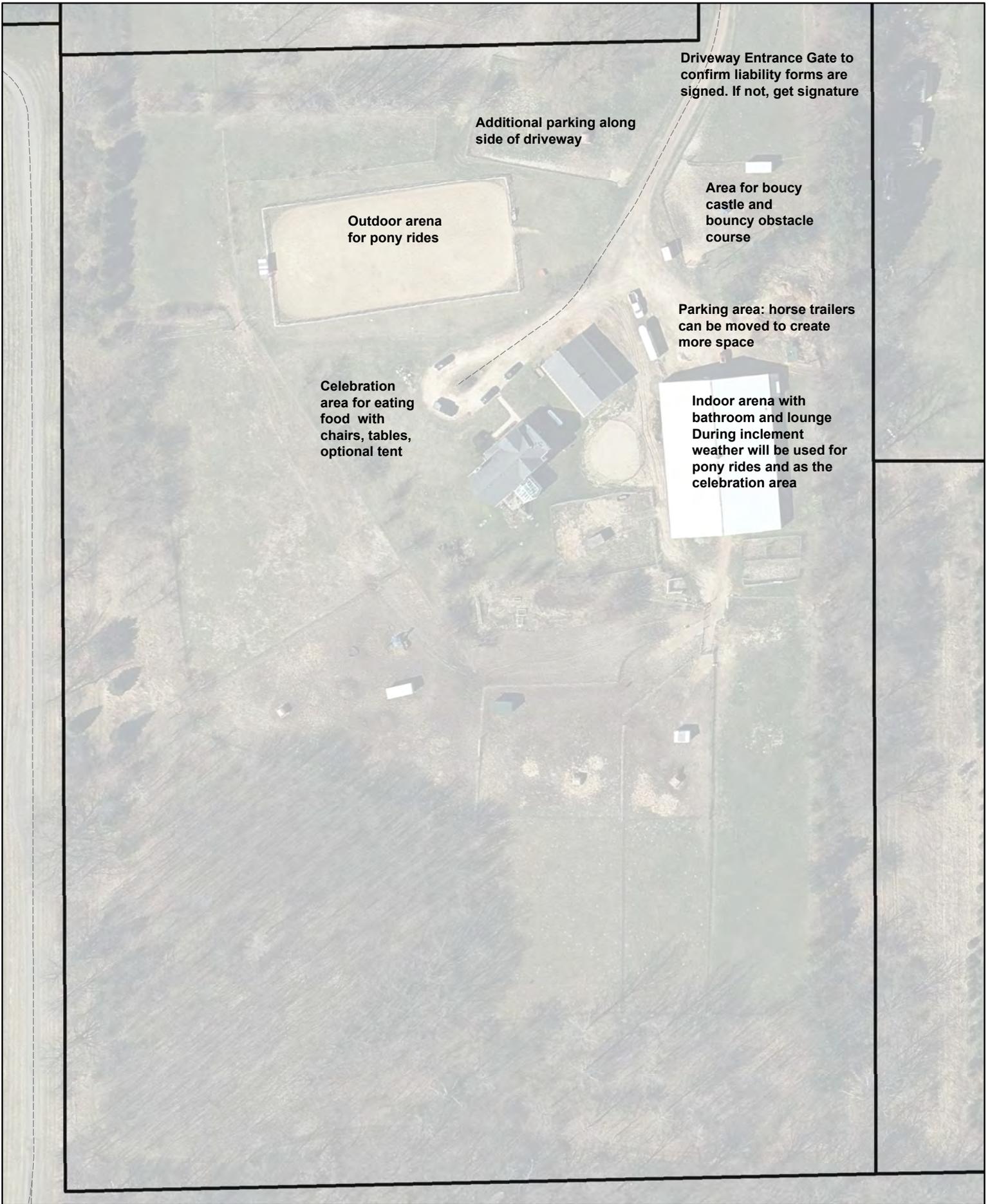
4. Private Events

For Couples planning an outdoor, farm style wedding, Pen yr Bryn Farm, LLC provides the perfect venue.

Cost: Minimum cost is \$400 per day. A la carte additions include renting a large tent, chairs, tables, and access to the bouncy castles and pony rides. A 50% deposit will be required to book a wedding.

A weather-related cancellation within 4 hours of the party time is allowed a full refund. Cancellations within 2 weeks of the party date are charged \$100. Cancellations within 1 week of the part we keep the 50% of the party fee deposit.

All services will be booked and paid for in advance. Our web page will include online booking, payment, signing a liability release, and explain our refund policies. Only people who have signed a liability release form will be allowed on the property.



Driveway Entrance Gate to confirm liability forms are signed. If not, get signature

Additional parking along side of driveway

Outdoor arena for pony rides

Area for boucy castle and bouncy obstacle course

Parking area: horse trailers can be moved to create more space

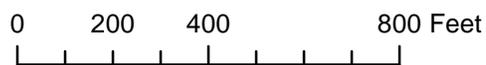
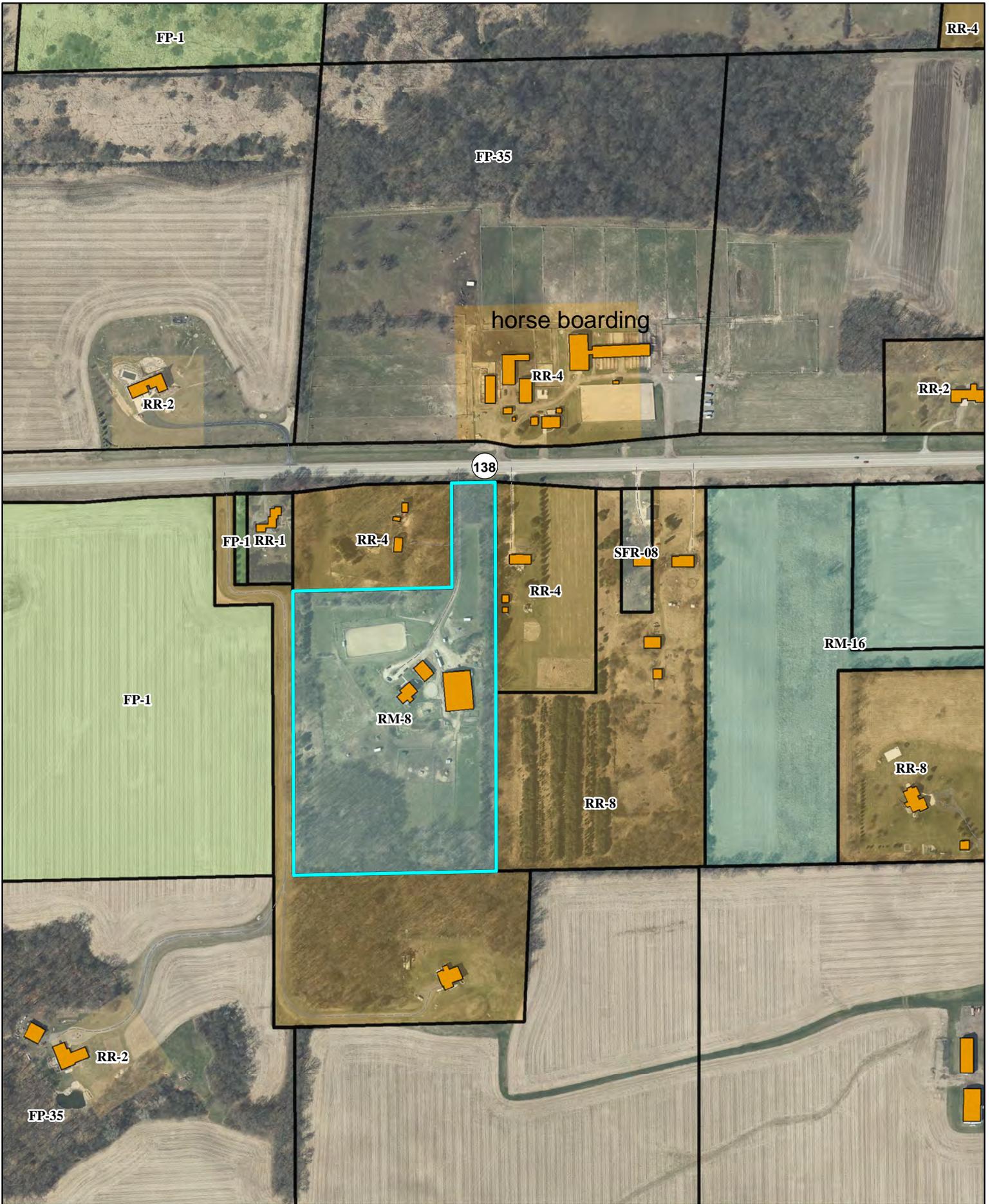
Celebration area for eating food with chairs, tables, optional tent

Indoor arena with bathroom and lounge
During inclement weather will be used for pony rides and as the celebration area



0 50 100 200 Feet

Operations Plan



Neighborhood Plan