



Site Plan Application  
Maurer's Addition  
Plan Commission, 1/21/2019

The City has received a Site Plan Application from Jeff Maurer to construct an addition to Maurer's Fresh Market on Columbia County, City of Wisconsin Dells parcel 11291-158 located at 216 Washington Ave.

Site Plan approval is required for any new commercial building, or additional to a commercial building greater than 500 sq ft. This construction will include the removal of some of the paved parking area beside the building. The new construction will be approximately 1200 sq ft that will provide space for a new coffee café.

The proposed addition seems like a nice fit to this facility. The only item that raises any questions would be the loss of three (3) parking stalls. This facility is located in the C-2 Commercial-downtown Zoning District, which is exempt from any parking requirements. After a preliminary review, the Zoning code would require approximately 71 parking stalls for the expanded facility.

After the addition, it appears there will be about 40 private parking stalls on this site. There are about 18 on-street angle stalls on the south side of Washington Ave. and about 14 on-street parking stalls on the north side of Washington Ave. There are also 5 on-street parking stalls on the east side of Superior St. So with the loss of the 2 parking stalls, there would be 33 private stalls and 37 public stalls, for about 77 parking stalls near this facility.

The applicant has stated that they are confident the available parking is adequate for their business purposes.

Chris Tollaksen  
City of Wisconsin Dells

# SITE PLAN APPLICATION

## Wisconsin Dells, Wisconsin

Version: February 27, 2008

**General instructions.** Complete this application as it applies to your project and submit one copy to the zoning administrator along with the required application fee. Before you formally submit your application and fee, you may submit one copy to the zoning administrator who will ensure it is complete. If you have any questions, don't hesitate to contact the zoning administrator at 608-253-2542. You may obtain a digital copy of this form from the zoning administrator.

### - Office Use Only -

Initial application fee	\$300.00
Receipt number	_____
Application number	_____

#### 1. Applicant information

Applicant name Jeff Maurer  
Street address S3330 Fox Hill Rd  
City Baraboo  
State and zip code WI 53913  
Daytime telephone number 608-963-1171  
Fax number, if any \_\_\_\_\_  
E-mail, if any jmaurer@myurbanmarket.com

#### 2. Subject property information

Street address	216 Washington Ave	
Parcel number	11291-158	Note: the parcel number can be found on the tax bill for the property or may be obtained from the City.
Current zoning classification(s)	C-2 Commercial Downtown	
Describe the current use	supermarket	

#### 3. Proposed use. Describe the proposed use.

Adding approximately 1200SF to existing building to accommodate Bella Goose Coffee shop

#### 4. Operating conditions. For non-residential uses, describe anticipated operating conditions (hours of operation, conditions that may affect surrounding properties, etc.)

7am-9pm 7 days per week

#### 5. Potential nuisances. Describe any potential nuisances relating to street access, traffic visibility, parking, loading, exterior storage, exterior lighting, vibration, noise, air pollution, odor, electromagnetic radiation, glare and heat, fire and explosion, toxic or noxious materials, waste materials, drainage, and hazardous materials.

none anticipated

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6. **Review criteria.** In making its decision, the Plan Commission must consider five factors as listed below. Provide a response to each. (See Section 19.393 of the Municipal Code.)

a. Consistency of the project with the city's comprehensive plan and neighborhood plan or other subarea plan, if any

Addition/CoffeeShop is filling an under served market for a coffee shop in the downtown area that caters to tourist and local residents.

b. Effects of the project on traffic safety and efficiency and pedestrian circulation, both on-site and off-site

Addition fits between existing projects of west side of store and does not affect traffic or pedestrian flow. Also we are adding a sidewalk that better defines pedestrain flow from city sidewalk to coffee shop.

c. Effects of the project on the natural environment

N/A The proposed addition is being installed over existing asphalt and doesn't affect any green space.

d. Effects of the project on surrounding properties, including operational considerations relating to hours or operation and creation of potential nuisances

None as Coffee Shop hours will match existing grocery store hours.

e. The overall appearance of the project

Consistent with existing grocery store architecture.

f. If the project is a multi-family real estate development (more than 3 dwelling units), does the project meet the following standards:

1. All setback areas fronting on or visible from an adjacent public street, and all recreation, leisure and open space areas shall be landscaped in accordance with the project plan. Decorative design elements, such as fountains, pools, benches, sculpture, planters, exterior recreational facilities and similar elements may be permitted, providing such elements are incorporated as part of the landscaping plan; and, permanent and automatic irrigation facilities are provided in all planted landscaped area.

N/A

2. Minimum open space is thirty (30%) percent of the net area being developed. The net area shall exclude dedicated or proposed-dedicated public rights-of-way.

N/A

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3. Common open space areas are designed and located within the project to afford use by all residents of the project. These common areas may include, but are not limited to: game courts or rooms, swimming pools, garden roofs, sauna baths, putting greens, or play lots.

N/A

4. Active recreation and leisure areas, except those located completely within a structure, used to meet the open space requirement, shall not be located within fifteen (15) feet of any door or window of a dwelling unit.

N/A

5. Private waterways, including pools, streams and fountains, may be used to satisfy not more than fifty (50%) percent of the required open space.

N/A

6. Trash collection areas shall be provided within two hundred and fifty (250') feet of the units they are designed to serve. Such areas shall be enclosed within a building or screened with masonry walls having a minimum height of five feet. Access gates or doors to any trash area, not enclosed within a building, are to be of opaque material.

N/A

7. **Project map.** Attach a scaled map showing the information as listed at the end of this application. Use one of the following page sizes as appropriate: 8½" x 11", 11" x 17", or 24" x 36".

### 8. Applicant certification

- ◆ I certify that the application is true as of the date it was submitted to the City for review.
- ◆ I understand that I may be charged additional fees (above and beyond the initial application fee) consistent with the agreement below.

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Applicant Signature

Date

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**Governing Regulations** The procedures and standards governing this application process are found in Chapter 19, Article 4, Division 6, of the City's Municipal Code.

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**Reimbursement Agreement for Application Review Costs**

**A. Payment for Eligible Costs.**

By submitting this application for review, the applicant agrees to pay all administrative costs incurred by the City in the processing, study, and review of the application including costs for planning, legal, engineering, and related services, referred to herein as eligible costs.

**B. Guarantee of Payment.**

To guarantee reimbursement, the applicant shall submit one of the following along with this application:

1. an irrevocable letter of credit in the name of the City in an amount as set by the zoning administrator; or
2. a cash deposit in an amount as set by the zoning administrator.

If a cash deposit is used to guarantee reimbursement, the City will periodically deduct from the cash account such amounts necessary to pay for eligible costs and submit a written statement to the applicant. If a letter of credit is used, the applicant agrees to pay such amounts as invoiced within 7 days of the invoice date. An interest rate of 1½ percent shall be charged on invoices not paid within 30 days of the invoice date. The City shall access the letter of credit to pay for overdue invoices, including late penalty charges, and submit a written notice to the applicant.

If remaining monies in the cash account are insufficient to pay for current and reasonably anticipated eligible costs, the applicant agrees to deposit additional monies into the cash account in an amount as set by the zoning administrator. If the principal amount of the irrevocable letter of credit is insufficient to pay for current and reasonably anticipated eligible costs, the applicant agrees to submit a second letter of credit in an amount as set by the zoning administrator. The applicant may withdraw this application prior to final action by the City Council by submitting a written letter to the City. Upon such notice, the City shall cease all work related to the review of the application. However, withdrawal of this application does not terminate this reimbursement agreement.

If the applicant does not pay for eligible costs, the City Clerk/Treasurer shall add the outstanding balance to the tax roll as a special assessment against the subject property. In addition, the City may pursue other legal means to obtain the outstanding balance as allowed by law.

**C. Termination of Guarantee.**

If a cash deposit is used to guarantee reimbursement, the City agrees to reimburse the applicant any unused monies in the cash account, including earned interest, within 60 days of the date when the City Council takes final action on the application. If a letter of credit is used, the City shall send a written letter to the applicant releasing the applicant from the letter of credit when all outstanding invoices have been paid.

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Applicant Signature

Date

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### Site Plan Check List

Project Information	Included ? Yes / No
Project name (e.g., business name, subdivision name)	Y / N
Applicant name	Y / N
Preparation date	Y / N
<b>Survey Information</b>	
North arrow and graphic scale	Y / N
Address of subject parcel or legal description	Y / N
Property boundaries	Y / N
Acreage of subject parcel	Y / N
<b>Project Development Information</b>	
Easements/rights-of-ways (location, width, purpose, ownership)	Y / N
Common areas/conservancy areas (location, purpose, ownership)	Y / N
<b>Setting</b>	
Property boundaries within 50' of the subject parcel	Y / N
Land uses within 50' of the subject parcel	Y / N
Zoning district boundaries within 50' of the subject parcel	Y / N
Municipal boundaries within 50' of the subject parcel	Y / N
<b>Site Features (Existing and Proposed)</b>	
Ground contours when any slope exceeds 10 percent	Y / N
Wetlands	Y / N
Woodlands	Y / N
Wildlife habitat, including critical wildlife habitat	Y / N
Environmentally sensitive features	Y / N
Water resources (rivers, ponds, etc.)	Y / N
Floodplain boundaries	Y / N
Environmental and man-made hazards including brownfields, contaminated sites, unstable soils, high groundwater, bedrock, high-pressure natural gas lines, and others as appropriate	Y / N
Fences, buffers, and berms	Y / N
Pervious and impervious surfaces by type	Y / N
Site amenities (benches, fountains, etc.)	Y / N
Existing trees and other prominent vegetation	Y / N
Trees / shrubs to be planted, including a plant list and specs.	Y / N
Trees / shrubs to be retained	Y / N
<b>Outdoor Lighting (Existing and Proposed)</b>	
Location	Y / N
Fixture specifications	Y / N
<b>Utilities (Existing and Proposed)</b>	
Location	Y / N
Type (sewer, telephone, etc.) (buried or overhead, if applicable)	Y / N
<b>Stormwater Facilities (Existing and Proposed)</b>	
Location	Y / N
Specifications for each facility	Y / N
<b>Solid Waste Collection</b>	
Location	Y / N
Enclosed	Y / N

Transportation Facilities (Existing and Proposed)	Included ? Yes / No
Streets	Y / N
Driveways and road access onto public and private roads	Y / N
Sidewalks / trails	Y / N
Clear visibility triangles (location and dimensions)	Y / N
<b>Buildings / Structures (footprint, use, etc.)</b>	
Existing and proposed within subject parcel	Y / N
Existing within 50' of subject parcel	Y / N
<b>Signs (Existing and Proposed)</b>	
Location	Y / N
Specifications for each sign including type, height, dimensions, lighting, and other factors considered during the	Y / N
<b>Parking</b>	
Number of stalls	Y / N
Dimensions of stalls	Y / N

Washington Ave

Washington Ave

Washington Ave

Superior St

Oak St

Maurer's Market

Western Union

Oak St

Superior St



RELOCATED ADA  
PARKING STALL  
W/ NEW STRIPED  
STALL ADJACENT

PROPOSED  
ACCESSIBLE WALK

PROPOSED 1,156 SF  
COFFEE SHOP ADDITION



**GENERAL NOTES**

REFER TO FUTURE PLANS, EQUIPMENT SCHEDULES, EQUIPMENT INSTALLATION SPECIFICATIONS AND CUT SHEETS FOR ALL EQUIPMENT. CONSULT OWNER, EQUIPMENT MANAGER AND ARCHITECT UPON ANY DISCREPANCIES IN PLANS AND CUT SHEETS PRIOR TO INSTALLATION.

ALL EQUIPMENT TO BE INSTALLED PER CURRENT HEALTH, FEDERAL, STATE AND LOCAL CODES. ALL EQUIPMENT AND MATERIAL TO BE APPROVED BY OWNER, EQUIPMENT MANAGER AND ARCHITECT PRIOR TO INSTALLATION.

GENERAL, FIRE PROTECTION, PLUMBING, REFRIGERATION, MECHANICAL AND ELECTRICAL CONTRACTORS TO COORDINATE ALL INSTALLATIONS AND SCHEDULE PRIOR TO INSTALLATION.

PENETRATIONS THROUGH WALLS OR ROOFS (STRUCTURAL AND NON-STRUCTURAL) TO BE APPROVED BY ARCHITECT AND/OR STRUCTURAL ENGINEER PRIOR TO COMMENCEMENT OF WORK. ARCHITECT/STRUCTURAL ENGINEER TO PROVIDE NECESSARY DETAILS, IF REQUIRED, FOR PENETRATIONS.

FURNISH - MEANS TO SUPPLY AND DELIVER TO PROJECT SITE, READY FOR INSTALLATION.  
 SUPPLY AND FURNISH - SHALL MEAN THE SAME.  
 INSTALL - MEANS TO PLACE IN POSITION FOR SERVICE OR USE.  
 PROVIDE - MEANS TO FURNISH AND INSTALL COMPLETE AND READY FOR INTENDED USE.  
 DEMO - MEANS TO REMOVE AND DISCARD UNLESS NOTED TO SAVE FOR FUTURE USE.

\*\*\*\*\* DISCLAIMER \*\*\*\*\*  
 THIS PLAN IS PROVIDED FOR REFERENCE AND OTHER SPECIFICATIONS ONLY. REFER TO DESIGN-BUILD CONTRACTOR OR ENGINEER DRAWINGS FOR ANY AND ALL SIZES, LOCATIONS AND INSTALLATION OF REQUIREMENTS. IF ANY DISCREPANCIES ARISE BETWEEN THIS DRAWING AND ENGINEERED DOCUMENTS, NOTIFY AND CLARIFY ANY DISCREPANCY.

DESIGN-BUILD ELECTRICAL (E/C), PLUMBING (P/C), HVAC (H/C), LOW VOLTAGE (LVC), FIRE PROTECTION (FP/C), MECHANICAL (M/C), AND REFRIGERATION (RF/C) CONTRACTORS SHALL PROVIDE ALL DRAWINGS NECESSARY FOR THE PROJECT.

ALL NOTES AND TAGS REPRESENTED BELOW ARE SPECIFIC TO SUPERMARKET EQUIPMENT REQUIREMENTS AND PROPRIETARY SYSTEMS. THEY ARE NOT INCLUSIVE OF A COMPLETE AND TOTAL BUILDING PROJECT DESIGN AND REQUIREMENTS. RESPECTIVE DESIGN-BUILD TRADES SHALL PROVIDE APPROPRIATE SYSTEMS IN ADDITION TO THE SCOPE AND SPECIFICATIONS ON THIS PLAN SHEET.



PARKING LOT VIEW



VIEW FROM OUTDOOR SEATING/ALLEY



STREET VIEW



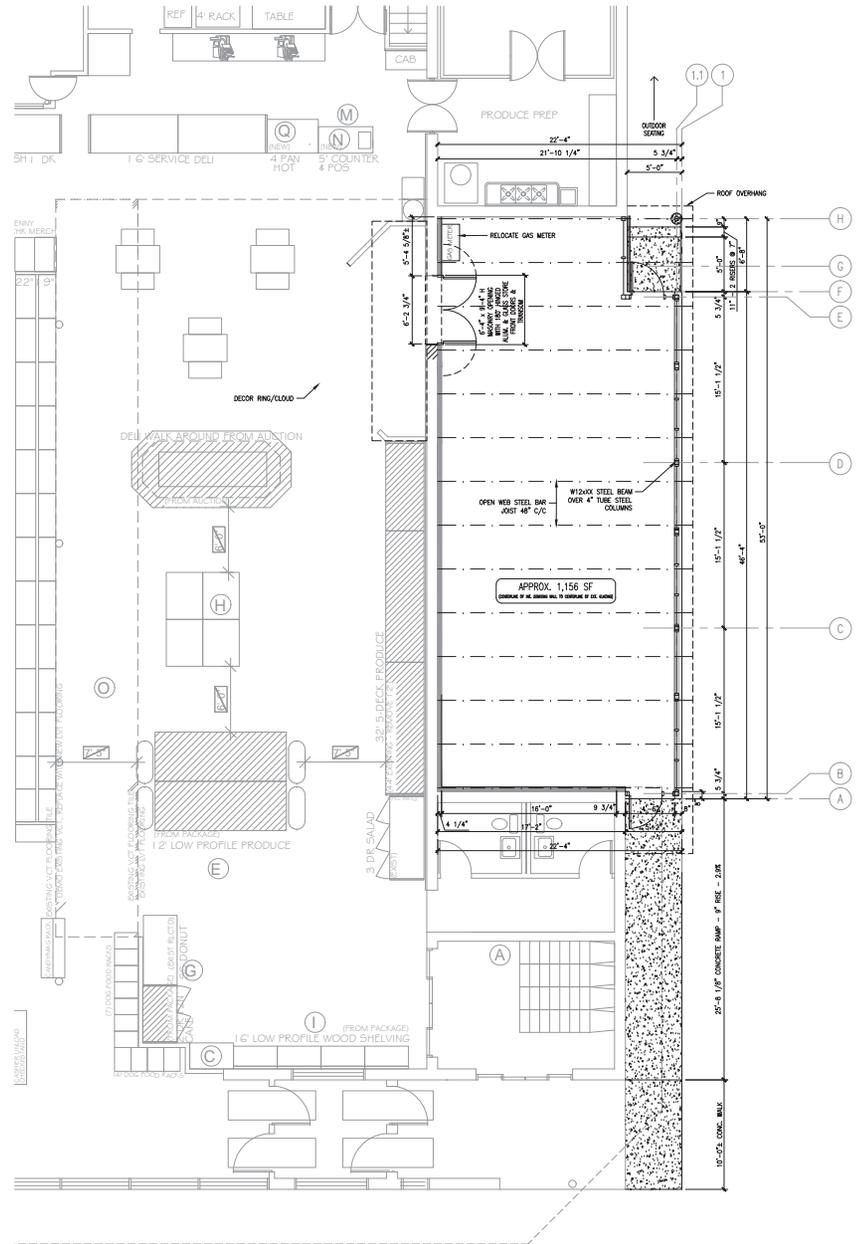
VIEW FROM SIDEWALK APPROACH TO ENTRY



VESTIBULE FEATURE WALL



AERIAL PERSPECTIVE



FLOOR PLAN

SCALE: 3/16" = 1'-0"



CONTRACTOR SHALL  
 BE THE RESPONSIBLE  
 PARTY TO OBTAIN  
 SERVICE E.C.  
 CONTRACTORS SHALL  
 BE RESPONSIBLE FOR  
 ALL PROJECTS.

BELLA GOOSE COFFEE HOUSE AT  
 MAURER'S MARKET  
 WISCONSIN DELLS, WI

NO.	DESCRIPTION	DATE

FLOOR PLAN  
 DRAWN BY  
 bk  
 DATE  
 12-29-2018  
 PROJECT  
 18-10781  
 SHEET  
**A101**



# BELLA GOOSE COFFEE COMING SPRING 2019 TO MAURER'S MARKET





# BELLA GOOSE COFFEE **COMING SPRING 2019** TO MAURER'S MARKET





# BELLA GOOSE COFFEE COMING SPRING 2019 TO MAURER'S MARKET

