AGENDA ITEMS:

1. CALL MEETING TO ORDER AND ATTENDANCE

2. APPROVAL OF THE MINUTES FROM THE FEBRUARY 11, 2019 MEETING

3. PUBLIC HEARING TO CONSIDER A CONDITIONAL USE PERMIT APPLICATION FROM KYLER ROYSTON IN ORDER TO ALLOW A FARMERS MARKET AND OUTDOOR VENDORS/ITINERANT SALES AT 15 THROUGH 27 BROADWAY, WISCONSIN DELLS, COLUMBIA COUNTY TAX PARCEL 11291-600. THE PROPERTY IS ZONED C-2 COMMERCIAL-DOWNTOWN.

4. DISCUSSION / DECISION ON CUP APPLICATION FROM KYLER ROYSTON IN ORDER TO ALLOW A
   a) Farmers’ Market
   b) Itinerant Sales (Night Market)
   c) Outdoor Vendor(s)

   AT 15 THROUGH 27 BROADWAY, WISCONSIN DELLS, COLUMBIA CO. TAX PARCEL 11291-600. THE PROPERTY IS ZONED C-2 COMMERCIAL-DOWNTOWN.

5. PUBLIC HEARING TO CONSIDER A CONDITIONAL USE PERMIT APPLICATION FROM DELLS ADVENTURE DEVELOPMENT INC IN ORDER TO ALLOW A STORAGE CONTAINER AT 600 TROUT ROAD, WISCONSIN DELLS, SAUK COUNTY TAX PARCEL 291-0133-10000. THE PROPERTY IS ZONED C-4 COMMERCIAL-LARGE SCALE.

6. DISCUSSION / DECISION ON ITEM #5 (CUP-DELLS ADVENTURE DEVELOPMENT INC)

7. PUBLIC HEARING TO CONSIDER SITE PLAN APPLICATION FROM NEIRA PRODUCTIONS, LLC IN ORDER TO CONSTRUCT AN OFFICE BUILDING AT 613 BROADWAY, WISCONSIN DELLS, COLUMBIA COUNTY TAX PARCEL 11291-681. THE PROPERTY IS ZONED C-2 COMMERCIAL-DOWNTOWN.

8. DISCUSSION / DECISION ON ITEM #7 (SITE PLAN-NEIRA PRODUCTIONS, LLC)

9. DISCUSSION/DECISION UPDATES TO DESIGN STANDARDS – FENCE

10. DISCUSSION/DECISION UPDATES TO SIGN ORDINANCE – PORTABLE MESSAGE SIGN

11. DISCUSSION/DECISION UPDATES TO ZONING CODE – SHORT TERM RENTAL

12. DISCUSSION/DECISION UPDATES TO ZONING CODE – INSTRUCTIONAL FACILITY IN C-2 DOWNTOWN ZONE

13. DISCUSSION/DECISION UPDATES TO ZONING CODE – RURAL RESIDENTIAL (PROPOSED NEW USE)

14. ANY OTHER ITEMS FOR REFERRAL TO FUTURE MEETINGS

15. SET DATE FOR THE NEXT PLAN COMMISSION MEETING (APRIL 8, 2019)

16. ADJOURNMENT

Open Meetings Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.

MAYOR ED WOJNICZ CHAIRPERSON DISTRIBUTED MARCH 8, 2019
Mayor Wojnicz called the meeting to order at 5:30 PM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes.

   Absent: Phil Helley

2. Motion by Theiler and seconded by Lechnir approve the January 21, 2019 meeting minutes. Motion carried.

3. Mayor Wojnicz declared the public hearing open for anyone to speak for or against the Zoning Map Amendment Application from Wisconsin Dells School District to rezone Sauk County, Wisconsin Dells tax parcel 291-0026-12000 from C-4 Commercial-Large scale to C-3 Commercial-Highway to accommodate the new high school. With no one speaking for or against the matter, Mayor Wojnicz declared the public hearing closed.

4. Motion by Delmore, and seconded by Ald. Freel recommend to council approve the Zoning Map Amendment Application from Wisconsin Dells School District to rezone Sauk County, Wisconsin Dells tax parcel 291-0026-12000 from C-4 Commercial-Large scale to C-3 Commercial-Highway to accommodate the new high school. Motion carried.

5. A Public Hearing for a Conditional Use Permit Application for a Farmers Market on the riverfront terrace will be on the next agenda. There were no other items for referral.

6. Scheduled is the next Plan Commission meeting on March 11, 2019 at 5:00pm.

7. Motion by Ald. Freel and seconded by Smith to adjourn. Motion carried and the meeting adjourned at 5:33pm.

____________________
Monica Dorow-Leis
Public Works Office Clerk
NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the City of Wisconsin Dells Plan Commission will hold a Public Hearing on Monday, March 11, 2019 at 5:00PM in the Council Chambers of the Municipal Building at 300 La Crosse Street, Wisconsin Dells, Wisconsin 53965, to consider the following:

Conditional Use Permit, per Municipal Code sec. 19.371(7), requested by Kyler Royston in order to allow a Farmers Market and Outdoor Vendors/Itinerant sales at 15 through 27 Broadway, Columbia Co. City of Wis. Dells tax parcel 11291-600. The applicant would like to add a Farmers Market, a Night Market, and a Food Cart to their existing Outdoor business activities. The markets will include outdoor retail sales by Farmers and Artisans.

The property is zoned C-2 Commercial-downtown, which requires a Conditional Use Permit for a “Farmers Market”; and also for “Outdoor Vendor” and “Itinerant sales” for non-cultivated items. The Markets display arrangements and the food cart require approval from the Design Review Committee. Copies of the application are available for review at the City of Wis. Dells Public Works office in the Municipal Building at 300 LaCrosse St.

All interested persons will be given an opportunity to be heard at the Public Hearing. With reasonable notice the City will provide appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in the Public Hearing.

Dated this 14th of February 2019
Chris Tollaksen
Planning & Zoning
City of Wisconsin Dells

Publication Dates:
February 21, 2019
February 28, 2019
The Planning & Zoning office has received a Conditional Use Permit application from Kyler Royston for a Farmers’ Market and Outdoor Vendors / Itinerant Sales at the Riverfront Terrace on tax parcel 11291-600. In the spring of 2018 a Conditional Use Permit was granted for Outdoor Commercial food and beverage service from outdoor bars and food vending units on the new Riverfront Terrace that was operated by the applicant. The applicant would now like to add a Farmers’ Market and Night Market to their operation.

The Farmers’ Market would begin as weekly events on Sunday mornings, and the Night Markets would be a monthly event occurring once in June, July, and August. The weekly markets will only be for a traditional Farmers’ Market, using the same vendor guidelines that applied to the City Farmers’ Market that took place in the Duchess Plaza last year. Then Night Markets would like to include artisans selling retail items. While the markets will start with a fairly infrequent schedule, there is the potential for them to become more frequent in future years if there is a demand for them.

All Outdoor sales areas must be approved by the Design Review Committee. The applicant has received conceptual approval from the DRC on their branding of the area to date. The applicant will need to bring in final design renderings for the Terrace and the new Markets for DRC approval. The applicant has provided a site map and some example photos to give some idea as to how the markets will be set up. The actual number of vendors at

The City Zoning Code requires a Conditional Use permit for Farmers’ Markets and Outdoor vendors / Itinerant sales. Outdoor sales are either accessory to an established brick and mortar business or limited in frequency as Itinerant sales. Approvals were granted last year for the establishment of a primarily outdoor commercial activity, initially focused on the food and beverage sales. This application is looking to expand the outdoor sales to include farmers, artisan retail sales, and possible retail sales accessory to their own brick and mortar business. It is also noted that the applicant intends to invest in the development of a more standard restaurant in the existing permanent building that was used for storage last year and used to house the Cheesy Tomato. The applicant is also exploring obtaining a food cart to operate on the Terrace as an extension of the new brick and mortar restaurant. The Zoning Code allows the food cart as an extension of a brick and mortar restaurant, with the approval of the Design Review Committee only.

This application is to request to adding retail type services to an existing Outdoor commercial food and beverage service facility. Standards for bathrooms are much higher for food and beverage service, therefore this site appears to have adequate bathroom facilities to accommodate this request.

The Farmers’ Market seems to be well in line with the River Arts vision for the downtown revitalization. A Craft Market for artisans to sell items they create themselves also seems in line with the River Arts vision, but does appear to start to raise some of the historical concerns with outdoor sales. Although it is noted that many of the same concerns with the original outdoor food and beverage request from last year would apply to the outdoor retail sales. Much of concern with outdoor sales revolves around the limited investment in the property that is normally associated with such requests. This was somewhat mitigated by the not insignificant investment that was required to this site to create the current outdoor terrace area.

Originally, some of the main concerns for the Outdoor Mobile Restaurant in the downtown area included the aesthetics, and the oversight of aesthetics has been placed in the Design Review Committee (DRC). The Design Review Committee updated there standards to address both food vending units (food carts) and outdoor retail sales. Any approval of this request for retail sales would be contingent that all outdoor retail activities and displays would need to be approved by the DRC, and the new standards are included at the end of this report for reference.

Another concern with mobile outdoor uses is the fairness of the outdoor use compared to the increased costs of an indoor use. Businesses that operate inside a permanent building have investments in the building and real tax costs

that mobile outdoor businesses don’t have. In the case of the food carts, the standard was implemented that food carts are only allowed if they are operated by local restaurants that have an existing brick and mortar establishment, as will be the case here. As such, the food cart does not require any additional approvals from the Plan Commission, only DRC approval.

The application in front of the Plan Commission now includes the addition of outdoor retail sales from mobile operators, as well as potential outdoor retail sales from existing brick and mortar establishments, which appears to raise an entirely new set of concerns. The primary application is for a Farmers’ Market, which seems to be of the least concern. The current proposal for the Night Markets are on a very limited bases of only three (3) market events, once per month in June, July, and August of 2019. The limited market events would seem to mitigate the concern of the use, and the Zoning Code establishes Standards for “Itinerant Sales”, limiting them to 5 days in a month. However, it is foreseeable that if the Night Markets are successful, the applicant may wish to expand them to be held on a more frequent basis.

It seems reasonable to also address Outdoor sales of retail items available from the on-site indoor business. This would be similar to the food cart, in that the Outdoor sales would be associated with an existing brick and mortar establishment. Given the outdoor nature of this facility, it seems reasonable that the operator may wish to set-up outdoor displays or sale/vending area. When the indoor restaurant is opened, it seems reasonable it could include some branded retail merchandise. It seems reasonable that the outdoor food cart for the on-site restaurant would also sell some retail merchandise. It would be best to clarify these items, or determine a process for keeping everyone on the same page.

There has already been a not insignificant investment in the real property at this site. Given the location of this property, perched on the cliff over the Wisconsin River, significant design and construction was required just to make the ground space suitable for the outdoor commercial business. While the construction of a structure would obviously entail an even greater investment and subsequent tax base, the uniqueness of this location would seem to put this property owner at a disadvantage to other businesses that sit on solid ground.

A primary concern of any outdoor commercial activity is always the maintenance and management of the outdoor area. Any approval should carry the condition that the area be well maintained and managed.

It appears there are some distinct approval options for this application, each of the below should be clearly addressed:

1. Farmer’s Market
   a. Weekly
   b. Allow Farmer’s market more frequently than 1/wk
2. Itinerant Sales – (Night Market) - Include Farmers and Artisan market
   a. Standards for what is acceptable retail sale – e.g. only items created by seller
   b. 1 per month
   c. 5 per month
   d. More frequently
3. Outdoor Vender
   a. Retail sales of items available from brick and mortar facility on-site
   b. Frequency limitation of outdoor sales
   c. Location/size limitation – e.g. only allow small merchandise display at food cart

Suggested Conditional to any approval:
1) All furnishings, including displaces, tables, chairs, tents, and umbrellas are approved by the DRC prior to installation.
2) The property is well maintained, well managed, and not allowed to be the source of a nuisance.
3) Applicant continues to cooperate with the City on determining what vendors/items are appropriate.

Prepared by:
Chris Tollaksen
INTENT: The City of Wisconsin Dells has determined that such service can create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

Standards

1. Outdoor sales area shall meet the City’s Code 19.905: Outdoor Vendor.

2. Outdoor sales area shall not be on public property and shall not be in the front, side or rear setback.

3. Outdoor sales area shall maintain a five (5) foot clear and unimpeded path to any and all building entrances.

4. Display furnishings (e.g., carts, racks, shelves, baskets, etc.) shall be of commercial grade, and shall be constructed primarily of wood and metal.

5. Lightweight chairs and tables are prohibited.

6. Display furnishings and displayed merchandise shall not encroach beyond use area or overhang pedestrian circulation paths.

7. Hanging of display items from overhead canopies, porches, doors awnings or other parts of the building (including the facade itself) is prohibited, unless continuously approved by DRC.

8. Free-standing display furnishings and merchandise shall be stored indoors outside of business hours.

9. Individual items to be displayed and individual display furnishings shall not exceed seven (7) feet in height.

10. Temporary tents are prohibited, unless approved for a special event.

11. Vending carts shall have integral roofs or umbrellas. Any roof or covering shall be of similar color schema used on the primary building.

12. Umbrellas shall use a canvas-type fabric and shall provide a minimum of seven (7) foot vertical clearance.

13. Light door displays shall be approved by the DRC.
14. Outdoor sales area shall not include signs or other forms of advertising, including “sale” signs on boards, balloons, pinwheels, paper, clothing, streamers, or on merchandise added to the outdoor display.

15. Outdoor display and storage areas shall be screened from view from adjacent residentially zoned property by a minimum of six (6) foot solid fence or wall.

16. Prohibited sale items to be displayed outdoors include the following: alcohol, alcohol paraphernalia, drug paraphernalia, tobacco products, knives, hazardous materials, counterfeit materials, trash or discarded boxes, packing materials, and any other materials prohibited by code.

**Recommendations**

A. Display merchandise should the display furnishings and should not be draped from or hang over the sides.

B. The use of unstained or unpainted pressure-treated wood is discouraged.

C. Outdoor display and storage areas should be screened from view of public right-of-way up to four (4) foot in height. Landscaping elements placed between fence and public-right-of-way is encouraged.
CONNDITIONAL USE APPLICATION
Wisconsin Dells, Wisconsin
Version: May 21, 2007

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 file from the zoning administrator.

1. Applicant information
   Applicant name: Kyle Ransom
   Street address: 103 River Rd #108
   City: Wisconsin Dells, WI 53965
   State and zip code:
   Daytime telephone number: 608-432-2082
   Fax number, if any: 
   E-mail, if any: kylie@justagameheldtime.com

2. Subject property information
   Street address: 27 Broadway
   Note: the parcel number can be found on the tax bill for the property or may be obtained from the City.
   Parcel number: 
   Current zoning classification(s): 
   Describe the current use: Restaurant, beer/wine garden, entertainment space

3. Proposed use. Describe the proposed use.
   Weekly Farmers' Market Sunday's 11-4, June 9
   Monthly "Night Market" on TBD weeknight likely 6-10
   June 19, July 17, Aug 14

4. Operating conditions. For non-residential uses, describe anticipated operating conditions (hours of operation, conditions that may affect surrounding properties, etc.)
   Live music, positive effect on surrounding businesses, hopefully brings a crowd clamor.
5. **Off-site effects.** Describe any potential nuisances and mitigating circumstances 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.

   Minor traffic disruption during loading and unloading of vendors.

6. **Review criteria.** The plan commission in making its recommendation and the common council in making its decision must consider the factors listed below. Provide a response to each. (See Section 19.373 of the Municipal Code.)

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

      We're inspired by the Roger Brooks Plan and are aiming to help The River Arts District meet the brand promise laid out in the plan.

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

      Nothing outside of normal business operations other than the loading and unloading of vendors.

   c. The suitability of the subject property for the proposed use.

      It's a big concrete slab on Broadway overlooking the river. Perfect.

   d. Effects of the proposed use on the natural environment.

      None, stop down and buy some vegetables.

   e. Effects of the proposed use on surrounding properties, including operational considerations relating to hours of operation and creation of potential nuisances.

      None.

   f. Effects of the proposed use on the normal and orderly development and improvement of the surrounding property for uses permitted in the district.

      None.

   g. Effects of the proposed use on the city's financial ability to provide public services.

      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”.

will provide upon request

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.

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.

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.

Applicant Signature: [Signature]
Date: 1/31/2019
RIVERFRONT TERRACE 2019 NIGHT MARKET SETUP MAP

- 10x10 vendor stalls - set up lower and upper terrace 15-18 vendor spaces per market
- 10x10 anchored tents are allowed
- Our own food cart on lower terrace
EXAMPLE NIGHT MARKET IMAGES (sourced Madison Night Market)

- 10x10 anchored tents are allowed
2019 Riverfront Terrace Night Markets
Rules and Regulations
1/31/19

2019 Night Market Rules and Regulations
1. All vendors for the Terrace Night Markets will be reviewed and selected at the discretion of Riverfront Terrace.
2. Space is limited.
3. Applications will NOT be reviewed until ALL required documents are submitted. See section 5 of night market application.
4. Applications received after the May 15, 2019 deadline will not be reviewed or screened unless there is space available.
5. All vendor fees must be paid prior to set up.
6. Riverfront Terrace will select a variety of vendors that best meet the overall goals of the Market.
7. Vendor selection is designed to provide a variety of food producers, retailers, artisans and craftpersons at the Market. Riverfront Terrace will make its decisions based upon the application, photographic presentation, and/or a personal showing of the product.
8. To ensure a quality, handcrafted Market, the Market requests that the seller is the maker of the products, grower, producer, or owner of the business. Immediate family members (parent, child, siblings, spouse) or partners who participate in the making of your item may sell in your booth. Collectives and co-ops are approved on a case by case basis. NO BOOTH SHARING.
9. Handcrafted/Fair Trade imports and products will be permitted from local area retailers. Other handcrafted imports will be considered at the discretion of Riverfront Terrace. Machine made (factory) imports will be considered. Information of non-handmade or non-seller-made items must be disclosed on applications under description/scope of items.
10. The Market will assign a location to each vendor. Booths are subject to change per the discretion of the Market.
11. Demonstrations of the art or crafting process is encouraged in all spaces.
12. Vendor early-tear down is prohibited and may result in non-approval or revocation of invitation to future markets.
13. Vending space is 10’ x 10’. All items must be confined within this space.
14. Vendors must dispose of all waste and remove all garbage from the site, leaving the space the way you found it.
15. Approved vendors are responsible for providing the following:
   a. All paperwork and payment as detailed in the application.
b. Tables, chairs, furnishings, backdrops or any other equipment need for inside their booths.
c. 10x10 tent or canopy. Tents must be weighted or sandbagged appropriately. Tents not required.
d. Lighting inside the booth – twinkle lights or other lighting applications are encouraged!
e. Proper disposal of in-booth trash.
f. Clearly marked signage with vendor name.
g. Notification to and approval by the Market selection committee if scope of items included on application changes.

16. Vendors are required to obtain their own liability insurance listing Riverfront Terrace.
   a. Find affordable event insurance policies: https://www.actinsurance.com/

17. Riverfront Terrace’s insurance does NOT cover seller’s/vendor’s activities within the booth spaces.

18. Wholesalers, distributors, and processors of packaged food products will not be considered for participation.

19. Riverfront Terrace will be providing the warm food and all beverage offerings for these events. Food vendors serving desserts or snack/appetizer items will only be considered for these events.

20. Vendors are responsible for their own parking and must remove vehicles immediately after unloading/loading of market.

21. Event is held rain or shine. In the event of severe weather, the night market may be delayed, paused or cancelled. The safety of our vendors and attendees is our highest priority.

22. Vendors must contact Market staff 24 hours prior to event if unable to attend. Vendors who do not attend and do not notify may be removed from future markets and may forfeit all market fees.

23. All fees are non-refundable.

24. Photographs will be taken during the Markets to be used by the Riverfront Terrace for marketing purposes. By signing this agreement, you agree to have your likeness, business, and product used for/in any and all marketing purposes and mediums.

25. No live animals are allowed where food is served or stored, except for service dogs or dogs used by the blind.

**SPECIAL Food Vendors Rules**

1. All food vendors must adhere to Public Health of Wisconsin and Columbia food safety guidelines.
2. All food vendors must display menus with pricing.
3. Any hot food stations must be equipped with fire extinguishers
4. NO COOKING is permitted under pop up tents.
5. If used, all food vendors must contain and remove all cooking oil.
6. Hot coals, wood or fire are prohibited for vendors at these events.
7. All food vendors must have access to a staff hand washing station.
8. All food vendors must supply own refuse and recycle containers. (This may be dumped in provided waste bins at the close of the Market.)

By signing this document, I acknowledge and agree to the rules of the Riverfront Terrace Night Markets

Print Name _____________________________________________

Business Name _________________________________________

Signature ______________________________________________

Date __________________________________________________
Thank you for your interest in becoming a vendor at the Dells Farmers’ Market

The Downtown Dells Farmers’ Market (DDFM) is proud to serve as a market for the many wonderful farms, nurseries, bakeries, meat, cheese makers & specialty food producers our area has to offer. Every vendor is carefully screened with a commitment to creating a diverse market with the highest quality locally produced products available.

The Downtown Dells Farmers’ Market is strictly a producer’s only marketplace. We are interested in showcasing locally grown, raised, sourced and produced products. Businesses with value-added products have priority if at least 25% of the ingredients used in the products are sourced directly from Wisconsin farms. DDFM considers local sourcing to be the farm-direct purchasing of locally grown or raised, raw agricultural products, which does not include local distributors.

We will not accept the following items at our market:

- Crafts
- Carnival-like foods such as: cotton candy, cany apples, candied nuts, taffy
- Overly processed and/or fried foods
- Nationally distributed products
- Energy drinks
- Meat and dairy products treated with growth hormones
- Non-sustainably raised fish
- Genetically modified crops
- Businesses that operate under a franchise agreement
- Food items not grown and/or processed by the vendor
- Non-food items not grown and processed by the producer (e.g., flowers, herb tinctures, beeswax candles)
Thank you for your interest in the 2018 Dells Farmers Market.

The Dells Farmers Market is a Wisconsin Producer-Only market. While we do not require the producer to be present at the market, we do encourage it. Complete the product information check-off section of the application as realistically and accurately based on what you would grow or produce for sale at the market— it is vital to the Dells Farmers Market to maintain a reputation as a well-balanced producers market. The Market Committee will assess product compatibility during the application review.

Completed applications and payment shall be mailed by April 1st, 2018 to the following address:

City of Wisconsin Dells
Dells Farmers’ Market
300 LaCrosse St
Wisconsin Dells, WI 53965

Completed application packets include:
- Completed 2018 Application
- Copies of all current, applicable license and permit documents, and labels for processed products.
- Check for 2018 fee (processed upon selection of participation)

If your application is not accepted for the 2018 season, your check will be returned to you uncashed. Questions can be addressed to the Market Manager or the city of Wisconsin Dells (see next page for contact information). All approved vendors will be notified via email by April 15, 2018 of acceptance into the market.
2018 Rules - Dells Farmers Market

Market Location and Time:
The 2018 Market will be located in Duchess Plaza at the intersection of Oak St & Broadway. The 2018 season will run every Sunday, rain or shine, from May 20, 2018 to October 14, 2018 (excluding Sunday, September 16, 2018 – Wo-Zha-Wa weekend). Market hours are from 9 am to 1 pm.

Contact Information:
For further information regarding the Market policies and regulations within, or for general inquiries about the market contact our Market Manager at dellsfarmersmarket@gmail.com or check our website for current contact information.

Tolerance:
The Dells Farmers Market does not discriminate against Vendors, or potential Vendors, on the basis of sex, religion, color, national origin, ancestry, age, handicap, marital status, physical characteristics, source of income, arrest record, conviction record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status.

Rule Change Policy:
Please note the procedures listed here may be changed during the Market Season with thirty (30) days written notice to all Vendors.

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1.0 INTRODUCTION

Founding Goals
The Dells Farmers Market is founded to pursue the following goals:

- To give growers and producers of Wisconsin agricultural commodities and other farm-related products alternative marketing opportunities.
- To promote the sale of Wisconsin-grown farm products.
- To improve the variety, freshness, taste and nutritional value of produce available in the surrounding area.
- To provide an opportunity for producers and consumers to deal directly with each other rather than through third parties and to thereby get to know and learn from one another.
- To provide an educational forum for consumers to learn the uses and benefits of quality, locally grown or prepared food products.
- To provide educational opportunities for producers to test and refine their products and marketing skills.
- To enhance the quality of life in the Greater Wisconsin Dells area by providing a community activity that fosters social gathering and interaction.
- To preserve Wisconsin's unique agricultural heritage and the historical role which farmers' markets have played in it; and
- To provide a balance between Vendor profitability and a full product availability to Dells Farmers Market customers.

2.0 VENDOR DUTIES AND PRIVILEGES

Eligibility
Any individual whose goods are in compliance with Market Rules and guidelines who wishes to participate in the Market is eligible to apply to become a Vendor at the Market.

A complete application packet consists of:
1. Completed and signed Market Application.
2. Copies of all current, applicable, required licenses, organic certification, permit documents, proof of insurance and labels for processed products for your business and for products you wish to sell at Dells Farmers Market, and a list of all production locations.
3. Check for your application fee and vendor fee based on full season or individual sessions. (See 6.0 Fee herein, and see Application)

Dells Farmers Market will cash your check when/if the Dells Farmers Market Committee accepts your application for vending. Denied applicants will have checks returned to you no later than April 1st.

Applications are responsible for knowing which licenses and permits are required to meet state and local laws. The application for vending, along with rules (this document) is mailed in January to all Vendors in good standing as of end of previous year and to others who express interest in vending. Applications must be postmarked or date stamped by March 1, 2017 to be considered at that time. Mail completed application packets to:
Dells Farmers’ Market, 300 La Crosse Street, Wisconsin Dells, WI 53965

Vendors
An Owner/Vendor is not required to be present at the stall during the Market, but anyone selling at the Market for the Vendor must abide by the Market Rules and be listed as a qualified worker on the application.

A Vendor or anyone selling at Market for a Vendor must be 16 years of age, or older, for the Vendor to exercise its rights to vend at a Market. The Market Manager may waive the minimum age upon request if the younger Vendor/co-Vendor or representative is capable of responding to all requests for information from the Market Manager or Market customers, capable of handling any problems that are likely to arise, and that such waiver will not place other Vendors or the Market's customers at undue risk. Marketing cooperatives where Vendors produce products separately and merely market them together are not allowed. Persons who desire to sell product produced by a franchise are not eligible. For purposes of this section “franchise” is defined as a business or operation, which pays compensation for use of another party's system or name for marketing goods or services. Membership privileges include the right to sell at the Market, meeting participation, season stall eligibility. A Vendor is good standing is considered to hold a “stall permit” for the Markets that he/she is approved to vend.

Absences/empty stalls hurt the market.

Regular attendance is expected. Owner/Vendors are expected to notify manager of upcoming absences within four days.

Vendors who vend at any Market must have available for inspection, at each Market by the Market Manager or the public, any licenses or permits required for any product(s) they sell. This is in addition to providing copies of licenses and permits with their annual Application.

Seniority
Each year each Vendor's seniority will be determined at the time their application is accepted. Seniority ranking will be considered when the Market Manager and the Committee evaluate Vendor requests, but in and of itself is not a guarantee. Seniority ranking is determined by the three attendance factors:
1. The number of years Vending out of the total number of years the Market has been running; and
2. The number of sessions vended; and
3. The combined daily attendance since start of vending.
4. Termination due to rule violation(s) will result in seniority on a subsequent application as if a first-time Vendor.

Operating From More Than One Stand
Due to limited space and the Market's desire to provide selling opportunities to as many Vendors as possible, no Vendor may be involved in the operation of more than one stall on any one Market date, unless a Vendor holds a double stall permit. Vendors who operate or have financial interest in more than one stall at any one Market shall be immediately expelled from the Market, with the loss of all vending rights and privileges.

3.0 OPERATIONS

Market Day Vendor Times
The Dells Farmers Market, 2018 location is TBD downtown. The 2018 season will run every Sunday, rain or shine, from May 20, 2018 to October 14, 2018 (excluding Sunday, September 16, 2018 – Wo-Zha-Wa weekend). Market hours are from 9 am. to 1 pm. Vending Vendors use this schedule.

**Vendor Set Up**

Vendors set up in stalls between 8 a.m. – 8:45 a.m. **No Early Sales.**

Parking only for vendors of the Dells Farmers Market. If vendor arrives later than 8:30am Market Manager will assign stall(s) if available.

**Vendor Pack Up**

Vendors must pack up stalls and exit lot by **2:00 pm.**

This 2:00 pm rule will be monitored and enforced by the Market Manager.

**Unscheduled Vending**

To vend at Market on a date other than one already applied and accepted for, Vendor must obtain the explicit permission of Market Manager **no later than the Thursday preceding the Market in question.** Only a Vendor may make such a request, and approval is **NOT automatic.** Daily stall permit fees required.

### 4.0 STALLS

**Stall Availability**

As the market strives to keep a variety of Wisconsin products in balance, the market maintains **no waiting list.** This, in part, is an effort to prevent the market from being flooded by one type of vendor or another. The result is a dynamic market that has a broad selection of products for our customers, whilst remaining a viable and productive market for our vendors. We encourage all applicants to apply annually.

**Stall Location**

Attempts will be made to keep vendors in the same location or general area as prior market seasons. However, there is no guarantee that a vendor will receive the same stall location each year. The Market Manager has the power to change Vendors' stall locations in order to create a market product mix that attracts more customers.

**Stall Size**

Width of a parking stall is 11 feet and width of a single stall vending area is 10 feet (allowing for one-half foot space on either side, for total of one foot between Vendors).

Each single stall shall allow for a 10’ market tent.

Each double stall is 22 feet wide.

No stall shall exceed these limits.

The Market Manager and Dells Farmers Market Committee will consider various factors in approving a double stall request.

All tent, umbrellas, and canopies must be tightly secured and adequately weighted at all times, with at least **25 pounds per canopy leg.**

**Parking**

Vendor parking will be determined based on the final decision for the Market location.

### 5.0 INSURANCE

Sellers are responsible for their own personal liability and product liability insurance. The Market encourages Vendors to obtain personal liability insurance.

### 6.0 FEES

**Vendor Stall Fees – 2018 Dells Farmers’ Market**

NOTE: Once the vendor is approved, fees are non-refundable.

May 20 – October 14, 2018 (21 markets/excluding Sept. 16)

• Single Stall/Full Season, $125

• Single Stall/Daily Fee: $10

### 7.0 RULES APPLICABLE TO ALL VENDORS AND PRODUCTS

**7.1 Producer Only**

Vendors may display, sell, deliver, and take orders for only those Market-approved products they themselves produce. The sale of any goods not grown or produced by the seller, the reselling of goods, or the sale of goods that have been traded or bartered for is not permitted. All sellers must abide by and all products must comply with all applicable federal, state, and local regulations.

a. Vendor producers are encouraged to be present in their stall but a Vendor is **not required** to be present.

b. Any pre-orders or CSA sales and displays at the Market must be secondary to public sales and displays. All CSA products distributed at the market must comply with the Market rules.

**7.2 Licenses and Permits**

It is the responsibility of the Vendor to obtain and provide to the Market Manager copies of all licenses and permits required for the sale of Vendor's products at the market.

**7.3 Samples**

All samples offered by Vendors must meet the following criteria:

a. Samples must be stored in rigid containers and covered until serving.

b. All samples must be pre-cut in a licensed kitchen facility, with facility documentation available at the Market stall each time samples are served.

c. Sample should be of adequate size and proportionally spaced to minimize customer handling.

d. All samples must be held and dispensed under clean and sanitary conditions (i.e. toothpicks provided for sampling).

e. All Vendors giving free samples must provide a waste container in a prominent place and labeled for use by the public.

**7.4 Cross Promotion**

Cross promotion among Market Vendors is allowed and encouraged. Monetary transactions among Vendors for cross promotions are prohibited.
7.5 Prohibited Items
The sale of hobby-ware, art objects, clothing and animals is prohibited. The Market Manager is empowered to interpret the existing Market rules and to approve or disapprove products of craft-like nature.

7.6 Brand Names
Products which are processed and sold under a brand name other than the Vendor's own are not allowed.

7.7 Trash Management
Vendor must not discard refuse of any kind in or around receptacles, must clean up their sales areas completely before leaving, and haul waste home. Leaving stalls with litter or refuse will be considered a procedural violation and the procedures outlined under “Enforcement Of Market Policies” will be followed. Failure to clean up properly will result in a $20 fine payable to the Dells Farmers Market for services rendered.

7.8 Weights and Measures
All produce to be sold in the Market will be sold by legal weights and measures. Vendors are responsible for having their scales certified for compliance annually. The use of a non-certifiable scale at the market is a procedural violation.

7.9 Pets
Sellers must not bring pets into the Market for health and safety reasons.

7.10 Parking
Vendors must discourage (a) sales to people in vehicles or (b) lengthy parking not in slots by customers for picking up purchased items. The practice of customers not parking in designated slots is a potential safety hazard.

7.11 Documentation
Documentation of a product's legitimacy must be submitted upon request.

7.12 Potentially Hazardous Foods
Potentially hazardous foods are so defined by the Department of Health, “Potentially Hazardous food means any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean, or other ingredients, and which is capable of supporting rapid and progressive growth of pathogenic, infectious or toxigenic microorganisms.” It is the responsibility of the Vendor to abide by the Department of Health regulations concerning the vending of such products.

7.13 Product Temperature
The Vendor is responsible for monitoring and maintaining proper temperatures in accordance with health codes. Vendors who sell foods that must be kept refrigerated or frozen must have an accurate thermometer at the Market.

7.14 Noise and Emissions
No loud or disturbing noises shall be made or action taken on the grounds which will interfere with the rights, comfort or convenience of other Vendors or the public. The running of any gasoline or diesel motors or engines, including all vehicles, is not permitted. Because of the safety hazard, gas or charcoal grills, or any open flames are prohibited at the Market. Generators must be at or below XX decibels

7.15 Organic Labeling
All Vendors using the term “organic” must follow the federal regulations, with appropriate organic certification on file with the Dells Farmers Market and available at the Vendor's stall.

8.0 RULES FOR SALE OF SPECIFIC PRODUCTS
Each variety of a product in these categories (e.g. duck vs. chicken, swiss cheese vs. cheddar cheese) is considered a separate product for product legitimacy purposes.

8.1 Raw Fruits and Vegetables
(1) Must be grown from cuttings grown by the Vendor or from seeds or transplants, and the final product may not be purchased or bartered. The Market Vendor must have tended perennial crops from leased or rent land for one growing season prior to sale of the product.
(2) Must not be processed or adulterated. Vendors may sell a mixed bag of produce or vegetables but may not process, including chopping or shredding, the fruits or vegetables without a processing license and approved processing procedures.

8.2 Nuts and Grains
(1) If cultivated, must be grown from trees, seeds, transplants or cuttings taken by the Vendor and cannot be purchased or bartered.
(2) If gathered wild, must conform to rule 8.12.
(3) Must not be processed or adulterated.

8.3 Plants
(1) Plants grown by the vendor – there is no holding period required for plants grown from seed, or plants grown from cuttings and divisions from mother plants maintained by the vendor.
(2) Purchased plants transplanted into a larger container:
(a) Cuttings, rooted cuttings, small plugs – purchased plant materials must be grown on the Vendor's premises for at least 30 days before they can be offered for sale in the Market. (Small plugs are defined by those fitting 50 or more in a standard 10.5” x 21” tray.)
(b) Herbaceous bare root, herbaceous division, large plugs – purchased plant materials must be grown on the Vendor's premises for at least 45 days before they can be offered for sale in the Market. (Large plugs are defined by those fitting fewer than 50 in a standard 10.5” x 21” tray.)
(3) Purchased plants NOT transplanted to a larger container must be grown on the Vendor's premises for at least 60 days before they can be offered for sale in the Market. (This includes purchased woody bare root plant material, woody divisions and pre-planted material.)
(4) Plants must be grown in the Vendor's nursery.
(5) Labeling must be informational and not promote a non-vendor's brand.
(6) Containers must be utilitarian and not decorative.
(7) Vendor must have a Nursery and Grower License for woody and perennial plants.

8.4 Flowers and Ornamental
(1) Must be grown or gathered (see rule 8.12) by the Vendor.
(2) Must not be treated with any substance other than a clear lacquer spray. If so treated, must be labeled “Not edible.” Dyes and paints are prohibited.
(3) The value of the arrangements may not be increased by the use of decorative fasteners, hangers, bows, ribbons or containers.
(4) Braids must be edible. Vendors are allowed to include in the braid more than one material, as long as all of the materials are edible.
(5) Potpourris must be 100% of the Vendor's productions, including the oil and fixative.

8.5 Eggs
Must be produced by hens which have been maintained by the Vendor.

8.6 Honey and Beeswax
(If wild gathered, refer to rule 8.12)
(1) Must be produced by bees kept by the Vendor in the State of Wisconsin.
(2) Must not be adulterated, except honey sticks, which may be flavored.
(3) Raw beeswax must not be adulterated with dyes, fragrances, etc.
(4) Raw beeswax may be formed into blocks, tapers, votive, or cylindrical-type candles only. Specialized molds, forms, honeycomb tapers, or otherwise decorative candles are strictly prohibited.
(5) Vendor/honey producer must manufacture the candles him/herself.

8.7 Sorghum
May sell no more of the final product than can be processed from the amount of raw materials that the Vendor grows and delivers to the processing plants.

8.8 Juices
(1) Must be grown and processed by the Vendor OR,
(2) The Vendor may not sell more juice than could be produced by the amount of fruit Vendor has grown and delivered to the processing plant. All juices must be processed in a licensed plant. All juices processed must meet Federal Regulations for pasteurization.

8.9 Meat, Fish, and Poultry
(1) All stock held for sale shall have been raised by the Vendor for at least 75% of the live weight or for eighteen months at slaughter.
(2) Hides or pelts must be tanned to garment quality and must not be stored or transported in contact with food products.
(3) Products must be in a sanitary condition. No manures or compost products may be sold.
(4) Products must be from domesticated animals and may not be wild gathered. Products must come from animals held by the Vendor for one year or from the offspring of those animals.
(5) Wool/Mohair:
(a) 100% of the product must come from the Vendor's own flock.
(b) The animals may be professionally sheared.
(c) The raw product may be sent out for processing.
(d) Only clean wool/mohair, roving, yarn, or batts may be sold. All wood displayed and/or sold must be in its natural color; bleached wool but not dyed wool may be sold.

8.11 Prepared Food Products (other than 8.11)
(1) The processing Vendor must produce the major ingredient. Fifty-one Percent (51%) Rule: If the product is processed other than by the Vendor, the Vendor must raise the first ingredient on the label and raise 51% of the product by weight. Any major recipe changes must be filed with the Market Manager.
(2) Vendor must have photocopies of all necessary licenses for the production of the processed product and must have them filed with the Market at the time of application.

8.12 Wild Gathered (Non-Cultivated) Items and Maple Syrup
(1) Vendors selling wild-gathered items must:
(a) have an application to sell filed with the Market prior to arrival at the Market and either have proof of land ownership or show written permission from the land owner to gather the item; and
(b) provide the location and amount of land from which items are gathered.
(2) Items may not be purchased or bartered.
(3) Vendors who do not adhere to these rules may not sell the item at the Market.
(4) Maple syrup must be produced by the Vendor from sap that he/she collects.

8.13 General Rules for Exempt Products
Because historically certain products contributed to the foundation of Wisconsin Farmers Markets, they have been exempt from the general “Vendor must grow or produce” rule. These include cheese, cured meat, smoked meat, cased sausage, bakery goods, pasta, candy, and butter.

8.14 Additional Rules for Bakers
(a) The Vendor may not sell items made from purchased premade doughs, batters, crumbs, or dry ingredient mixes. For example, the shortening (fats and oils), the leavening, and the salt must be added by the vendor to comply with this rule.
(b) The Vendor may not use pre-made frostings or pre-made cream/fruit fillings.
(c) The Vendor must use locally sourced/Wisconsin products. (see 8.13 (1) above)
(e) The Vendor must keep all recipes and receipts for ingredients on file and must be able to produce them at an inspection.

8.15 Additional Rules for Cheese Vendors
(a) A Vendor must operate the processing plant and must participate on a regular basis in the physical making of the cheese, which he/she sells at the Market. Such Vendors may sell only cheese made from milk produced by contracted milk producers.
(b) Vendor must be a licensed cheese maker, unless, as with a farmstead cheesemaking operation, the State
Department of Agriculture permits the Vendor to make cheese just from his or her own milk in a licensed plant on the farm to sell directly to customers.

8.16 Additional Rules for Chocolate or Confection Vendors
(a) All chocolate candy products sold must be made with chocolate tempered at a licensed location.
(b) Chocolate candies may contain other products, such as nuts, fruits, fondant, or nut butters, as long as the first condition is met.
(c) The use of coloring in the production is an acceptable practice.
(d) The use of compound coatings is acceptable, as long as they are melted and molded or mixed with other ingredients at a licensed location.
(e) All compound coatings (chocolate containing other vegetable fats, not cocoa butter) must be clearly marked so customer will know the difference.
(f) Confections that are judged to be craft-like in nature rather than products primarily intended for consumption are not allowed.

8.17 Additional Rules for Butter Vendors
(a) A Vendor must operate the processing plant and must participate on a regular basis in the physical making of the butter, which he/she sells at the Market. Such Vendors may sell only butter made from the cream produced by the contracted cream producers or as a by-product of cheese making.
(b) One of the Market Vendors must be a licensed butter maker and butter grader.

8.18 Additional Rules for Cured Meat, Smoked Meat & Cased Sausage
(a) Meat used must be sourced from Wisconsin.

9.0 PROCEDURE TO CHANGE RULE TO ALLOW A PRODUCT

9.1 Request to Sell a New Product
Requests for new products that are not currently eligible for sale at the Market must be submitted in writing to the Dells FARMERS’ MARKET Committee for consideration. Such requests must be submitted well in advance of the expected sale of the new product. Requests for new products will be reviewed periodically by the Committee.

9.2 Appeal Process Following Denial
In the event the Market Committee denies a Vendor's request to allow the sale of a new product, the Vendor may appeal the Committee's decision in the following manner:
(a) The Vendor may request from the Market Manager a written decision from the Committee.
(b) The Vendor may submit an appeal statement, which shall re-state the Vendor's request for approval of the new product for sale at the Market and any other related materials to the Committee.
(c) The Vendor will be notified of the approval or non-approval of the new product within thirty (30) days.

10.0 VENDOR CONDUCT

Vendors shall conduct themselves in a manner that is courteous to other Vendors, Market personnel and the public. Behavior that is threatening, abusive or harassing shall constitute a violation of Market rules. Repeated violation may result in disciplinary action by the Committee.

Committing a criminal act at the Market and/or failure to comply with any regulating agencies may cause the Vendor to be expelled from the Market, which means a termination of vending privileges, seniority and Market Membership.

11.0 INSPECTION

Representatives of the Market shall have the right to conduct an on-site inspection of the production areas of those products sold by a Vendor at the Market. An inspection may include ownership information and any other information relevant to determining product legitimacy. Failure to allow such an inspection will constitute a violation of Market rules, and the procedures outlined under "Enforcement of Market Policies and Rules" will be followed.

12.0 ENFORCEMENT OF MARKET POLICIES AND RULES

Membership Agreement
All Vendors who sell in the Market will complete an "Application For Membership" prior to selling in the Market. This application will constitute an agreement between sellers and the Market to abide by the policies and rules governing the Market. Should any questions arise regarding the observance of Market policies and rules, the procedures outlined below will be followed.

Reporting Violations And Follow-up
A Vendor, Market customer, or the Market Manager may submit to the Market Manager or a Committee Vendor a complaint against a Vendor where there is reason to believe a violation of Market rules exists. The identity of the complainant will not be revealed by the Market. Vendors have the responsibility to report to the Market Manager when they witness and/or suspect an infraction of Market rules. The Market Manager will conduct an initial investigation of any complaint, which could include an on-site inspection. The investigation will include an attempt to obtain detailed information from the complainant, the alleged violator and other witnesses before a determination is made that a violation occurred.

Procedural Violations
Procedural violations include actions such as early parking, violation of maximum stall width, failure to properly license or label, use of a non-certified scale, failure to adequately weigh down tent, and other non-product legitimacy violations. The Market Manager will bring violations to the Vendor’s attention for immediate remedy. Continual procedural violations may result in expulsion.

Product Legitimacy Violations
If a Vendor offers a product for sale at the Market and it is determined that the Vendor did not produce the product, the Vendor’s Membership and vending privileges will be immediately terminated. A Vendor will not be eligible to re-apply for Membership in the Market until at least 12 months have expired since the date of the final termination determination and then only if the Vendor’s application is approved by a two-thirds vote of the Committee.

13.0 RIGHT TO APPEAL
- Any Vendor whose vending and their rights have been terminated may appeal the determination.
- The Vendor will have fourteen (14) days from the date of receipt of the written determination to file a written appeal with the Market Manager.
- The Market Committee. (not including the Market Manager, though he/she may be present) or a committee of at least three Market Vendors appointed by the Market Committee will hear the appeal within fourteen (14) days of the Market Manager's receipt of the Vendor's appeal request.
- If the determination is reversed on appeal, the Vendor's Membership and vending privileges will be immediately restored.
- In no event shall any person be entitled to recover damages from the Market for being denied vending privileges based on a good
faith enforcement of the Market's rules.

14.0 COVENANT TO HOLD HARMLESS
The Vendor agrees to indemnify and hold the the Dells Farmers Market harmless against and from any and all claims, damages, costs and expenses, including reasonable attorney's fees, arising from the conduct or management of the business conducted by a Vendor at the the Market. A Hold Harmless statement is included in the application; signature is required as part of a complete application.

Resource Contact Information
Weights & Measures, Department of Agriculture, Trade and Consumer Protection (DATCP)
(608) 224-4942, datcpweightsandmeasures@wisconsin.gov
Information on Licensing, Inspections, Food Safety, and Processing
(608) 224-4700, food@datcp.state.wi.us
Wisconsin Department of Revenue – Sellers Permits
(608) 266-2776 DORBusinessTax@revenue.wi.gov
Dells Farmers Market
2018 APPLICATION

VENDOR INFORMATION:

Business Name
________________________________________________________________

Name of Vendor Contact
_________________________________________________________________
(Name used for Dells records.)

Address _____________________________________________________________________________________________________
City _____________________________________________ State _________________________ Zip code ____________________

Primary Phone (________)______________________________Secondary Phone (_________)______________________________

E-mail ___________________________________________________________ Fax ________________________________________

English-speaking contact (if necessary): Name: ______________________________________ Phone: (________)_____________________

Business Website Link ____________________________________________

Ownership Partners (if applicable): Each person must have proven ownership to be recognized as a partner with the primary the Market approved vendor.

Name Address, if different __________________________________________
Vendor __________________________________________________________
Vendor __________________________________________________________

Qualified Workers:

Name: ________________________________________ Relationship: ____________________________________

Name: ________________________________________ Relationship: ____________________________________

Name: ________________________________________ Relationship: ____________________________________

Documentation of Ownership Partners (IMPORTANT - if you have a business partner.)
Dells Farmers Market Rules require each partner have (a) a proven ownership of the enterprise and (b) substantial participation in production.

The intent is to show that each partner is “at risk” and involved.
1. Please provide written documentation of your partnership (other than spousal partnership). Documentation may include a written partnership agreement and other related documentation such as: a joint loan, joint checking account, receipts for production materials, or other evidence of ownership for each claimed partner).
2. Additionally:
   - If the business is a federal partnership (1065), submit each Vendor’s K-1 form for the previous year.
   - If the business is a corporation (includes LLC), provide documentation of the total number of share and the number that each market Vendor owns.

PRODUCTION INFORMATION:

Location of land or production facility:
Section______________ Town of _____________________________ County _____________________________

AND Address __________________________________________________________________________________________

Owner of land or production facility:
If owner is not one of the above listed partners, list complete address and phone number of landowner:
Size of Growing Area if applicable: (please state approximate size in acres) ________________________ Acres
Location, size, and number of greenhouses (if applicable): _______________________________________
Name of processor and location of plant (if applicable): _________________________________________

LICENSE, PERMIT, LABELING AND PERMISSION INFORMATION:
Record appropriate license/permit number AND provide copies of licenses and permits issued by regulatory agencies, as required. Provide a copy of the product label for all processed products to be sold.
Nursery ____________________________________________________________________________ Required if you sell perennials
Growers ____________________________________________________________________________ Required if you sell perennials
Processing ___________________________________________________________________________ Required to process food in an inspected facility
(licensed kitchen, meat processing, cheese making, juice processing, etc.)
Mobile Retail License __________________________________________________________________ Required if you sell potentially hazardous food.
Warehouse License ______________________________________________________________________ Required if you sell potentially hazardous food.
WI Retail Sellers Permit __________________________________________________________________ Required if you sell any cut flowers, bakery goods, ornamentals and other taxable items.
Organic Certification, list certifying agency and number _____________________________
Other Issues:
● Liability Insurance – Vendor is responsible for their own personal and product liability insurance.
● Labeling – Vendor is responsible for meeting all labeling requirements. This includes stall signage if a Declaration of Responsibility is not provided on product labels.
● Certified Scale – Vendor is responsible for meeting scale certification requirements.
● Wild gathered items and maple syrup
● Identify the location(s) where items are gathered or tapped and attach permission of property owner where gathered or tapped. (Add additional pages as needed.)

Required Permits/Certifications/License Attached: _____ Yes _____ No Not Required

To learn more about Farmers’ Market licensing/permits, please go to Dane County Public Health website:
http://www.publichealthmdc.com/environmental/food/farmersmarket.cfm

PRODUCT INFORMATION
This information is important in planning a well-balanced market with a wide variety of items available to customers. Please be as accurate and realistic as possible. Include only what you would grow or produce for Dells Farmers’ Market. Admission to the Market will be partly based on the prospective Vendor providing a product compatible with the Market's needs.

Please check all products that you plan to sell at Dells FARMERS’ MARKET:

<table>
<thead>
<tr>
<th>category</th>
<th>products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuts</td>
<td>__Nuts __ Houseplants __ Herb plants (license required if a perennial)</td>
</tr>
<tr>
<td></td>
<td>__Perennials/wildlings (license required)</td>
</tr>
<tr>
<td></td>
<td>__Eggs __ Maple Syrup __ Bedding plants (license required if a perennial)</td>
</tr>
<tr>
<td></td>
<td>__Herbs (fresh cut) __ Nursery stock (license required)</td>
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<td></td>
<td>__Cut flowers (Required: attach a list of varieties to sell)</td>
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<td></td>
<td>__Honey __ Sorghum __ Wild gathered items (attach location &amp; permission of landowner)</td>
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<tr>
<td></td>
<td>__Wildflower varieties (attach list of types and varieties)</td>
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<td></td>
<td>__Animal products other than meat (attach list)</td>
</tr>
<tr>
<td>Processed Goods</td>
<td>__Baked Goods __ Pasta __ Candy __ Cheese __ Pesto</td>
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<td></td>
<td>__Jam/jellies __ Herbal Oils __ Herbal Vinegars __ Pickles and Relishes __ Canned Sauces __ Other</td>
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<td>Meat (check all that apply)</td>
<td>__Chicken __ Turkey __ Goose __ Rabbit</td>
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<td>__Pork __ Beef __ Venison __ Lamb</td>
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<td>__Duck __ Fish __ Emu __ Ostrich</td>
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<td></td>
<td>__Raw (unprocessed) Fruit</td>
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<td>__Apples __ Cherries __ Cranberries __ Pears __ Plums</td>
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<tr>
<td></td>
<td>__Raspberries __ Strawberries __ Blackberries __ Apricots __ Elderberries __ Grapes __ Currants __ Other</td>
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<tr>
<td></td>
<td>__Eggplant __ Garlic __ Gourds __ Greens __ Kohlrabi __ Leeks</td>
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<tr>
<td></td>
<td>__Lettuce __ Mushrooms __ Okra __ Onions (seed or storage) __ Onions (Green) __ Peas (shell) __ Peas (snap/pod) __ Peppers __ Potatoes __ Pumpkins</td>
</tr>
<tr>
<td></td>
<td>__Radishes __ Rhubarb __ Rutabaga __ Soybeans (edible) __ Spinach __ Squash (Summer) __ Squash (Winter) __ Tomatoes __ Turnips __ Watercress __ Watermelon __ Shelled Peas or Beans (dried)</td>
</tr>
<tr>
<td></td>
<td>Other</td>
</tr>
</tbody>
</table>

If you need more space attach any additional sheets.

FEES
Market Stall Fees: (21 markets/excluding Sept. 16):
● Single Stall/Full Season, $125.00 (10’ stall)
● Single Stall/Daily Fee: $10

Generators must be quiet and not interfere with the market setting. Electricity is not provided.
If you are unable to vend, you must contact the Market Manager no later than the Thursday (noon) prior to market. Two no shows without notifying the Market Manager are subject to removal of the market.

**COVENANT TO HOLD HARMLESS**
The Vendor agrees to indemnify and the Dells Farmers Market harmless against and from any and all claims, damages, costs and expenses, including reasonable attorney's fees, arising from the conduct or management of the business conducted by a Vendor at the Dells Farmers Market.

Applicant Signature __________________________________________ Date __________________________

**AFFIDAVIT**
I have read the Rules, regulations and policies as described for the Dells Farmers' Market and hereby agree to abide by them. Further, I agree to sell at the DELLS FARMERS' MARKET only such items as those listed above. I also acknowledge those products must be of my own production and produced at the locations described on my application. I acknowledge full responsibility for all my activities in the Market (and for those assisting me) throughout the term of this season's permit. I acknowledge the authority of the Market Manager to immediately settle any disputes regarding product legitimacy, procedural and vendor conduct violations subject to appeal under the procedures set forth in the Market Rules. I agree to allow for inspection of my records and of the premises where the products offered for sale are produced. The Market Manager and/or representatives of the Market will carry out these inspections at any time. Failure to allow an inspection will constitute a violation of Market policies. I understand that the DELLS FARMERS' MARKET does not carry any insurance policies to cover individual participants and that I may be required to carry such insurance.

Applicant Signature __________________________________________ Date __________________________

Make check payable to: Dells Farmers Market
Mail to: 300 La Crosse Street, Wisconsin Dells, WI 53965
Applications must be postmarked or date stamped by March 31st, 2018. Total amount must be included with the application for consideration. If your application is denied, your check will be returned to you. All vendors will be notified of approval into the market by April 15, 2018.

If you have questions about the Dells Farmers Market Application or Market Rules, please contact Nancy Holzem, 608-254-2012 x405, delsfarmersmarket@gmail.com go to delsfarmersmarket.com for more information.

**NOTE: INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.**
NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the City of Wisconsin Dells Plan Commission will hold a Public Hearing on **Monday, March 11, 2019 at 5:00PM** in the Council Chambers of the Municipal Building at 300 La Crosse Street, Wisconsin Dells, Wisconsin 53965, to consider the following:

Conditional Use Permit, per Municipal Code sec. 19.371(7), requested by Dells Adventure Dvlpmt Inc. in order to allow a “Storage Container” at 600 Trout Rd, Sauk Co. City of Wis. Dells tax parcel 291-0133-10000.

The property is zoned C-4 Commercial-large scale, which requires a Conditional Use Permit for the accessory use of “Storage Container”. Copies of the application are available for review at the City of Wis. Dells Public Works office in the Municipal Building at 300 LaCrosse St.

All interested persons will be given an opportunity to be heard at the Public Hearing. With reasonable notice the City will provide appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in the Public Hearing.

Dated this 14th of February 2019
Chris Tollaksen       Publication Dates:
Planning & Zoning       February 21, 2019
City of Wisconsin Dells       February 28, 2019
The Planning & Zoning office has received a Conditional Use Permit application from Dells Adventure Development for two Storage Containers on tax parcel 291-0133-10000.

The applicant was in need of additional storage on their property and has installed two (2) storage containers side-by-side between the riding stable barn and the aquarium on their property located at 600 Trout Rd. These containers are located behind an existing, approximate 6’ tall, wooden fence that is 65-70 feet off Trout Road. The owner was unaware that the Zoning code now requires a Conditional Use Permit for the use of a Storage Container as an Accessory Use.

The applicant has submitted photos of the storage containers in place.

The general concern with storage containers is the aesthetic from the public way. As such, some general standards for storage containers include: they not be located in a parking lot, they be located in the back of the lot, and that there be only one container per commercial lot.

The applicant does have two adjoining commercial lots, and operates at least three different businesses on this premise.

It seems some of the general standards apply more to an urban environment. The City has allowed two storage containers in the front of a lot in the industrial park, for Firefighter training.

In this case, a reasonable alternative may be to paint the containers a matching color that also hides the containers from the public view, such as the blue color of the existing fence.

Prepared by:
Dave Leifer
CONDITIONAL USE APPLICATION  
Wisconsin Dells, Wisconsin  
Version: May 21, 2007

**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 file from the zoning administrator.

1. **Applicant information**
   - **Applicant name:** Dells Adventure Dells, Inc.
   - **Street address:** 600 Trout Rd
   - **City:** Wisconsin Dells
   - **State and zip code:** WI 53965
   - **Daytime telephone number:** 608-432-9528
   - **Fax number, if any:**
   - **E-mail, if any:**

2. **Subject property information**

<table>
<thead>
<tr>
<th>Street address</th>
<th>600 Trout Rd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parcel number</td>
<td>291 0133-10000 Note: the parcel number can be found on the tax bill for the property or may be obtained from the City.</td>
</tr>
<tr>
<td>Current zoning classification(s)</td>
<td>C-4 Note: the Zoning map can be found on the “Planning &amp; Zoning” Department page of the City web-site: <a href="http://www.cityed.org">www.cityed.org</a></td>
</tr>
</tbody>
</table>

   - **Describe the current use:**

3. **Proposed use.** Describe the proposed use.

   **Storage Container**

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

   **Receive during regular operating hours**
5. **Off-site effects.** Describe any potential nuisances and mitigating circumstances 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.

Deliveries can pull up to container area, off the Public Road at existing parking lot.

6. **Review criteria.** The plan commission in making its recommendation and the common council in making its decision must consider the factors listed below. Provide a response to each. (See Section 19.373 of the Municipal Code.)

a. Consistency of the proposed use with the city’s comprehensive plan and neighborhood plan or other subarea plan, if any

   **Accessory use to existing commercial use area.**

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

   OFF street parking lot - no effect.

c. The suitability of the subject property for the proposed use 

   **Commercial zoning with existing business.**

   not affecting use of other properties

d. Effects of the proposed use on the natural environment

   already developed business

e. Effects of the proposed use on surrounding properties, including operational considerations relating to hours of operation and creation of potential nuisances

   **Hours of operation will not change.**

f. Effects of the proposed use on the normal and orderly development and improvement of the surrounding property for uses permitted in the district

   within existing development

g. Effects of the proposed use on the city’s financial ability to provide public services

   N/A
CONDITIOINAL USE APPLICATION  
Wisconsin Dells, Wisconsin 
Version: May 21, 2007

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.

   ![Signature and Date]

   Applicant Signature  
   Date: 2-13-19

**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.

---

**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.

   ![Signature and Date]

   Applicant Signature  
   Date: 2-13-19
## Conditional Use Application

### Wisconsin Dells, Wisconsin

**Version:** May 21, 2007

### Project Map Checklist

<table>
<thead>
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<td>Address of subject parcel or legal description</td>
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</tr>
<tr>
<td>Property boundaries</td>
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<tr>
<td>Acreage of subject parcel</td>
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</table>

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<tr>
<td>Easements/rights-of-ways (location, width, purpose, ownership)</td>
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<tr>
<td>Common areas/conservancy areas (location, purpose, ownership)</td>
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<tbody>
<tr>
<td>Property boundaries within 50' of the subject parcel</td>
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<tr>
<td>Land uses within 50’ of the subject parcel</td>
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</tr>
<tr>
<td>Zoning district boundaries within 50’ of the subject parcel</td>
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<tr>
<td>Municipal boundaries within 50’ of the subject parcel</td>
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### Site Features (Existing and Proposed)

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<tbody>
<tr>
<td>Wetlands</td>
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<tr>
<td>Woodlands</td>
</tr>
<tr>
<td>Wildlife habitat, including critical wildlife habitat</td>
</tr>
<tr>
<td>Environmentally sensitive features</td>
</tr>
<tr>
<td>Water resources (rivers, ponds, etc.)</td>
</tr>
<tr>
<td>Floodplain boundaries</td>
</tr>
<tr>
<td>Environmental and man-made hazards including brownfields, contaminated sites, unstable soils, high groundwater, bedrock, high-pressure natural gas lines, and others as appropriate</td>
</tr>
<tr>
<td>Fences, buffers, and berms</td>
</tr>
<tr>
<td>Existing trees and other prominent vegetation</td>
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</tbody>
</table>

### Transportation Facilities (Existing and Proposed)

<table>
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<tbody>
<tr>
<td>Streets</td>
</tr>
<tr>
<td>Driveways and road access onto public and private roads</td>
</tr>
<tr>
<td>Sidewalks / trails</td>
</tr>
</tbody>
</table>

### Buildings / Structures (footprint, use, etc.)

<table>
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<tbody>
<tr>
<td>Existing and proposed within subject parcel</td>
</tr>
<tr>
<td>Existing within 50’ of subject parcel</td>
</tr>
</tbody>
</table>
"Location" to:

A. 85 Feet (Trout Rd)
B. 140 Feet (North 1st line)
600 Trout Rd, Wis Dells

Storage container View from parking lot.
The City of Wis. Dells has received a Site Plan Application from Neira Productions LLC to construct a new office building for “General Services”. The use is proposed on Columbia County, City of Wis. Dells parcel 11291-436, which is currently a vacant lot located at 613 Broadway. This area is zoned C-2 Commercial-downtown, which allows “General Services” as Permitted by Right. All new commercial buildings require Site Plan approval.

The main proposed use is an Event Planning business operated by the applicant. The applicant helps with planning and organizing events such as weddings. This space would be utilized as an office and workshop for the planning business. The applicant would utilize a portion of the building to store and prepare decoration at this site, consisting in large part of vases for table settings. The applicant has stated there would be very little public traffic at this site. Clients may meet at this site a couple of times, but primarily the business would working independently at this location to organize/plan the event and prepare the event decorations. The applicant would then transport the decorations from this site to the event site somewhere else. Events are held off-site, and primarily occur on Saturdays. This business would have a couple of employees that would mainly help with the loading and transporting of the decorations on Saturdays. Hours of operation would be Mon-Fri 9-5 and Sat 9-8.

The applicant’s needs for this building involve a fairly large space, but somewhat infrequent use. As such, the applicant would like to construct the building as a shared office workspace, with two (2) 10ft x 10ft offices, three (3) 10ft x 15ft offices, and one (1) larger 28ft x 18ft office. The applicant would utilize one (1) of the offices for her business, and the other offices would be rented out to other small businesses. There would be shared common areas, with workspaces, seating, and a kitchenette where coffee would available to the office workers. The idea is that the rental offices would be utilized by people with occupations that would often work out of a home office, such as a realtor, appraiser, seamstress, massage/beauty treatments (not hair or nail salon). This building would provide an affordable, more professional workspace, away from the distractions of a home office, such as children, animals, or household clutter/chores. This new building would, providing a more professional area for a small business to meet with clients. Again, the expectation is that these client meetings are rather rare, so it is not feasible for any one (1) of these small business to maintain their own office/meeting space. The applicant currently runs her business out of her home and meets clients at a coffee shop. The applicant has described this use as very low impact, but more private and professional than meeting clients at a public coffee shop. This space could also be viewed as a small service business incubator. There will be no retail sales at this location, but it will provide a professional atmosphere for a small service business to get started. It seems reasonable that the Dells area has a handful of individuals looking to start up service type businesses that would need access to a professional yet affordable office space.

The building would be a 50ft x 60ft footprint with 10ft walls. The front of the building would have wood siding to comply with the design standards for the C-2 District. The initial request is for metal siding on the sides and back of the building, but that will be subject to DRC approval. The intent is to have a refined industrial look. The building would be split into offices, work areas, and shared areas.
As this request includes the proposed construction of a new commercial building, Site Plan approval is also required. The primary logistical concerns of this Site plan are access, storm water, and parking. As this building will be located in the C-2 Commercial-downtown Zoning District, it is subject to the Design Standards, and must receive approval from the Design Review Committee (DRC).

Although it is noted that business with the C-2 Zoning district are exempt from the parking requirement, this proposal does include 5 parking stalls, one of which will be ADA. The service uses proposed for this site (which includes the applicant’s Event planning business) would require one (1) parking stall for every 300 sq ft of building space devoted to office use. The actual offices in this building will occupy a little less than 1200 sq ft, which would require 4 parking spaces. This does not include any accommodation for the shared common space or the storage/work space for the event planning.

Most of the Site plan concerns stem from the actual topographical nature of this property. There is a somewhat unique grade at this site as the property rises significantly from the Broadway curb line (~3ft) up to the sidewalk, and then drops down ~5 ft heading north to the alley. These elevation changes create challenges with the grading of this site for a relatively large building and parking. The grade of this site also appears to make direct access to Broadway somewhat unique, and difficult to provide ADA access. The current plan sets the building first floor elevation (FFE) based on the slopes required to tie into the back alley and allow access from the ADA stall. It appears that the applicant is unable to obtain ADA accessibility from the sidewalk. The current plan proposes steps from the sidewalk to the building, which will require all ADA access to come from the alley.

This plan proposes steps from the sidewalk down to the street level. The applicant is also requesting that one parking stall be removed to provide access to the steps leading to their building.

To help with the grade changes from the curb to their building, the applicant is proposing the removal of the existing sidewalk in front of their property, re-grading the terrace as much as possible without extending beyond their property, and then installing new sidewalk that will be flat along the east of their property (pitched to drain water towards Broadway).

The applicant has had a full Storm water evaluation and management plan completed. They appear to be able to control the peak discharge to not exceed the current conditions. It is noted that this property used to have a buildings and asphalt, so the current conditions are likely less than historical conditions.

Any approval of the Site plan should carry the following conditions.

1. Final Site Plan is approved by City Staff.
2. The applicant is responsible for any storm water issues that may arise. The applicant will cooperate with any corrections required to address storm water issues.
3. Removal of the parking space on Broadway follows the recommended by the Parking Board.
4. The applicant gain DRC approval on the building and landscaping design.

Chris Tollaksen
City of Wis. Dells
3/11/2019
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.

1. Applicant information
   
   Applicant name: Neira Productions LLC
   Street address: PO BOX 624
   City: Wisconsin Dells
   State and zip code: WI 53965
   Daytime telephone number: 6084324624
   Fax number, if any: 
   E-mail, if any: fiorellabneira@gmail.com

2. Subject property information

   Street address: 613 Broadway Ave
   Parcel number: 11291-681
   Current zoning classification(s): C-2
   Describe the current use: open green space

3. Proposed use. Describe the proposed use.

   The proposed development consists of constructing a 3,000 square foot office building, 4 associated parking areas, and storm water features.

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

   M-F - 9am-5pm
   Sat - 9am-9pm
   Sun - Closed

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.

   Proposed 4 parking areas. Will utilize street parking as well.
6. **Review criteria.** In making its decision, the Plan Commission must consider five factors as listed below. Provide a response to each. (See Section 18.393 of the Municipal Code.)

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

      The project development falls in with City Comprehensive Plan.

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

      The proposed development will utilize existing City Street parking and provide additional parking.

   c. Effects of the project on the natural environment

      None

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

      None. All surrounding properties are zoned commercial.

   e. The overall appearance of the project

      See attached plans for the project.

   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.

         \[ N/A \]
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.

   ✔️

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.

   ✔️

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

   ✔️

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.

   ✔️

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.

   Applicant Signature: [Signature]
   Date: 3-5-19
The procedures and standards governing this application process are found in Chapter 19, Article 4, Division 6, of the City's Municipal Code.
SITE PLAN APPLICATION
Wisconsin Dells, Wisconsin
Version: February 27, 2008

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.

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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.

[Signature]

Date: 3-5-19
### Site Plan Check List

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<tr>
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</tr>
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<tbody>
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<tr>
<td>Easements/rights-of-ways (location, width, purpose, ownership)</td>
<td>Y / N</td>
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<tr>
<td>Common areas/conservancy areas (location, purpose, ownership)</td>
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<table>
<thead>
<tr>
<th>Setting</th>
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<th>Yes / No</th>
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<tbody>
<tr>
<td>Property boundaries within 50' of the subject parcel</td>
<td>Y / N</td>
<td></td>
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<tr>
<td>Land uses within 50' of the subject parcel</td>
<td>Y / N</td>
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<tr>
<td>Zoning district boundaries within 50' of the subject parcel</td>
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<tr>
<td>Municipal boundaries within 50' of the subject parcel</td>
<td>Y / N</td>
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<table>
<thead>
<tr>
<th>Site Features (Existing and Proposed)</th>
<th>Included?</th>
<th>Yes / No</th>
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<tr>
<td>Ground contours when any slope exceeds 10 percent</td>
<td>Y / N</td>
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<tr>
<td>Wetlands</td>
<td>Y / N</td>
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<tr>
<td>Woodlands</td>
<td>Y / N</td>
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<tr>
<td>Wildlife habitat, including critical wildlife habitat</td>
<td>Y / N</td>
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<tr>
<td>Environmentally sensitive features</td>
<td>Y / N</td>
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<tr>
<td>Water resources (rivers, ponds, etc.)</td>
<td>Y / N</td>
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<tr>
<td>Floodplain boundaries</td>
<td>Y / N</td>
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<tr>
<td>Environmental and man-made hazards including brownfields, contaminated sites, unstable soils, high groundwater, bedrock, high-pressure natural gas lines, and others as appropriate</td>
<td>Y / N</td>
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</tr>
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<table>
<thead>
<tr>
<th>Transportation Facilities (Existing and Proposed)</th>
<th>Included?</th>
<th>Yes / No</th>
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</thead>
<tbody>
<tr>
<td>Streets</td>
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</tr>
<tr>
<td>Driveways and road access onto public and private roads</td>
<td>Y / N</td>
<td></td>
</tr>
<tr>
<td>Sidewalks / trails</td>
<td>Y / N</td>
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</tr>
<tr>
<td>Clear visibility triangles (location and dimensions)</td>
<td>Y / N</td>
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</table>

<table>
<thead>
<tr>
<th>Buildings / Structures (footprint, use, etc.)</th>
<th>Included?</th>
<th>Yes / No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing and proposed within subject parcel</td>
<td>Y / N</td>
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<tr>
<td>Existing within 50' of subject parcel</td>
<td>Y / N</td>
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<table>
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<tr>
<th>Signs (Existing and Proposed)</th>
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<tr>
<td>Location</td>
<td>Y / N</td>
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<tr>
<td>Specifications for each sign including type, height, dimensions, lighting, and other factors considered during the Parking</td>
<td>Y / N</td>
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<table>
<thead>
<tr>
<th>Parking</th>
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<tr>
<td>Number of stalls</td>
<td>Y / N</td>
<td></td>
</tr>
<tr>
<td>Dimensions of stalls</td>
<td>Y / N</td>
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</tr>
</tbody>
</table>
BROADWAY AVE. DEVELOPMENT
FIORELLA NEIRA

CITY OF WISCONSIN DELLS
COLUMBIA COUNTY, WI

TABLE OF CONTENTS:

GENERAL
G1.0 TITLE PAGE
G1.1 LEGEND & NOTES

CIVIL
C2.0 EXISTING SITE PLAN
C3.0 PROPOSED SITE PLAN
C4.0 PROPOSED GRADING PLAN
C5.0 EROSION CONTROL DETAILS
C6.0 CONSTRUCTION DETAILS
C7.0 EROSION CONTROL SPECIFICATIONS

PRELIMINARY NOT FOR CONSTRUCTION
NOTES:
1. ALL EXISTING UNDERGROUND UTILITY LOCATIONS ARE APPROXIMATE AND SHOULD BE FIELD VERIFIED PRIOR TO CONSTRUCTION.
2. ALL GENERAL NOTES FOUND ON SHEET G1.1.
NOTES:
1. ALL EXISTING UNDERGROUND UTILITY LOCATIONS ARE APPROXIMATE AND SHOULD BE FIELD VERIFIED PRIOR TO CONSTRUCTION.
2. ALL GENERAL NOTES FOUND ON SHEET G1.1.

Wisconsin Statute 182.0175 (1974) Requires Min. 3 Work Days Notice Before You Excavate To Obtain Location of Participants Underground Facilities Before You Dig in Wisconsin or 1-800-242-8511 DIAL PROPOSED SITE PLAN BROADWAY AVE DEVELOPMENT FIORELLA NEIRA CITY OF WISCONSIN DELLS COLUMBIA COUNTY, WI 2020 LAL BRB FEB 2019 2-1018-499B C2.0
NOTES:
1. ALL EXISTING UNDERGROUND UTILITY LOCATIONS ARE APPROXIMATE AND SHOULD BE FIELD VERIFIED PRIOR TO CONSTRUCTION.
2. ALL GENERAL NOTES FOUND ON SHEET G1.1.
March 7, 2019

Zoning Administrator/Building Official
City of Wisconsin Dells
Attn: Chris Tollaksen

Re: Broadway Ave Development
City of Wisconsin Dells
Fiorella Neira – Owner
GEC #2-1018-499B

Dear Chris:

The purpose of this letter is to provide a framework for the storm water management for the proposed development located along the Broadway Ave in City of Wisconsin Dells.

The proposed development consists of approximately 3,000 square foot office building, 4 associated parking stalls, and storm water features such as stone trenches. The features will be constructed to provide attenuation of stormwater that will be increased by development on this property.

The runoff from the project site will be directed to stone trenches via building gutters, and grading of the site. The devices will ultimately surface discharge onto alley way in the north section of the property.

The analysis point has been set as the northern discharge point for both the pre-development and post-development conditions. Post-development storm water runoff has been reduced for all the 1, 2, 5, 10, 25, 50 and 100-year storm events below pre-development flows.

A summary of the pre-development and post-development peak flow discharges at the analysis points are shown below. The post-development scenario assumes the storm water management facilities are attenuating storm water, the watershed is completely developed and all disturbed areas have been stabilized.

<table>
<thead>
<tr>
<th>Year Storm</th>
<th>Pre-Dev. Peak Discharge (cfs)</th>
<th>Post-Dev. Peak Discharge (cfs)</th>
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<tbody>
<tr>
<td>1</td>
<td>0.3</td>
<td>0.1</td>
</tr>
<tr>
<td>2</td>
<td>0.4</td>
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</tr>
<tr>
<td>5</td>
<td>0.5</td>
<td>0.1</td>
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<tr>
<td>10</td>
<td>0.7</td>
<td>0.10</td>
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<tr>
<td>25</td>
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<tr>
<td>50</td>
<td>1.26</td>
<td>0.88</td>
</tr>
<tr>
<td>100</td>
<td>1.54</td>
<td>1.54</td>
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</table>
A NEW FACILITY FOR:

BROADWAY AVENUE DEVELOPMENT

FIORELLA NEIRA

WISCONSIN DELLS - COLUMBIA COUNTY, WI

INDEX OF DRAWINGS

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<tr>
<th>CVR</th>
<th>COVER SHEET, CODE DATA</th>
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<tbody>
<tr>
<td>A1</td>
<td>FLOOR PLAN</td>
</tr>
<tr>
<td>A2</td>
<td>ELEVATIONS</td>
</tr>
<tr>
<td>S1</td>
<td>SECTION &amp; END WALL FRAMING</td>
</tr>
<tr>
<td>S2</td>
<td>FRAMING DETAILS</td>
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<tr>
<td>ADA</td>
<td>ADA DETAILS</td>
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STRUCTURAL DESIGN DATA

<table>
<thead>
<tr>
<th>LIVE LOADS</th>
<th>DEAD LOADS</th>
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</thead>
<tbody>
<tr>
<td>100 PSF FLOOR</td>
<td>20 PSF ROOF</td>
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</tbody>
</table>

DESIGN WIND SPEED:

95 MPH

DEAD WEATHER:

S1 R. DOC. 2015

DEAD HEATING DESIGN:

2000 PSF

BUILDING CODE INFO

BUSINESS USE - FIRST FLOOR ONLY

APPLICABLE CODES:

2012 INTERNATIONAL BUILDING CODE

BUILDING USE GROUP: B - BUSINESS

CONSTRUCTION TYPE: S2

FLOOR AREA: 9,300 SF

FLOOR AREA - PRIMARY USE: 9,300 SF

FLOOR AREA - SECONDARY USE: 0 SF

FLOOR AREA - NOT SPECIFIED: 0 SF

TOTAL FLOOR AREA: 9,300 SF

DATE:

03/2/2019
GLAZING CALCULATIONS - FRONT ELEVATION

TOTAL SIDING AREA PER DDS. PAGE 40 = 500 S.F.
TOTAL GLAZING AREA = 134.37 S.F.
TOTAL GLAZING PERCENTAGE = 26.87%
### INTENT: To encourage streetscape enhancements that blend the public and private realms, while maintaining a consistent “street wall” (especially on Broadway Avenue).

### Standards

1. Primary structures **shall** be built to the front property line, unless the setback will be used for an outdoor sea [wa] plaza, or similar usable (accessible) space. See Recommendations for more information.

   ![Image](image1.png)

   **APPROPRIATE** The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

   ![Image](image2.png)

   **APPROPRIATE** Portion of the building is set back from the street, creating a space for outdoor seating and activity without obstructing the sidewalk.

   ![Image](image3.png)

   **APPROPRIATE** This outdoor plaza provides a unique space in downtown Dells that is welcomed by the City. However, continuation of the “street wall” along Broadway is also very important and should be considered when designing a building setback not consistent with the adjacent buildings. Excessively large breaks in Broadway Avenue’s “street wall” is discouraged.

2. Screening/fencing **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.

   ![Image](image4.png)

   **APPROPRIATE** Portion of the building is set back from the street, creating a space for outdoor seating and activity without obstructing the sidewalk.

   ![Image](image5.png)

   **APPROPRIATE** The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

   ![Image](image6.png)

   **APPROPRIATE** This outdoor plaza provides a unique space in downtown Dells that is welcomed by the City. However, continuation of the “street wall” along Broadway is also very important and should be considered when designing a building setback not consistent with the adjacent buildings. Excessively large breaks in Broadway Avenue’s “street wall” is discouraged.

   ![Image](image7.png)

   **APPROPRIATE** Portion of the building is set back from the street, creating a space for outdoor seating and activity without obstructing the sidewalk.

3. Screening/fencing **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.

   ![Image](image8.png)

   **APPROPRIATE** The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

   ![Image](image9.png)

   **APPROPRIATE** This outdoor plaza provides a unique space in downtown Dells that is welcomed by the City. However, continuation of the “street wall” along Broadway is also very important and should be considered when designing a building setback not consistent with the adjacent buildings. Excessively large breaks in Broadway Avenue’s “street wall” is discouraged.

4. Chain link fencing **shall not** be used.

### Recommendations

A. Building setback **should** be consistent along Broadway Avenue to continue the “street wall” appearance. A small break in the “street wall” is allowable as ant street frontage can be damaging to the overall feel/look of the downtown and is discouraged.

B. Disabled access **should** be seamlessly incorporated into the building and site design. Facilities should be designed to provide in access to all users.

![Image](image10.png)

**APPROPRIATE** Portion of the building is set back from the street, creating a space for outdoor seating and activity without obstructing the sidewalk.
The VCB asked the DRC for the possibility of a portable Variable message sign. The DRC discussed this and has approved the proposed change to the Sign Ordinance.

Section 22.02 Definitions

(26) Portable Changeable Message Sign – A 100% LED message sign, mounted on a trailer to be temporarily used for special events.

Section 22.05 Exemptions

(18) Portable Changeable Message Signs that have been approved by the Design Review Committee (DRC) for a particular, temporary use.

Section 22.09 General Sign Regulation

(8) Portable Changeable Message Signs
   (a) Location. The sign may be temporary located within a public Right Of Way, but may not be located so as to interfere in any way with the travel lanes of vehicle or pedestrians.
   (b) Usage. The sign usage will be approved on a case-by-case basis by the Design Review Committee, using the following basis for decision
      a. The sign shall be primarily used for the public benefic, such as:
         i. Advertisements for public events, festivals, or the like
         ii. Safety or directional information for large private events
      b. Each message shall remain in a fixed position for at least 6 seconds
      c. Display areas may be illuminated only to a degree of brightness that is reasonably necessary for adequate visibility. The Chief of Police, Director of Public Works, Code Enforcement Officer, Zoning Administrator, or their designee may require the brightness of the sign to be reduced if they determine the brightness to be excessive
      d. The brightness level of all messages must be uniform
      e. Flashing, intermittent, or moving lights or lights are prohibited, except those giving public service information, such as time, date, temperature, weather or similar information.
      f. The sign shall not create a nuisance or safety hazard
   (c) The maximum sign area shall be 64 square feet (8x8)
   (d) The Changeable display area may be 100% of the total area of the portable changeable message sign
Proposed Zoning Update
PC 031119
New Land Use – Short Term Rental

In 2018 a new State Law was passed that limited our ability to regulate short term rental of residences for between 7-29 days, see article below. To align City Law with this new State Law, and provide for as much City oversight as allowed, the City Attorney has drafted an Ordinance to update the Ordinance Chapter 19 (Zoning Code) and Ordinance Chapter 16 (Licensing & Regulation of Trade).

WISCONSIN VACATION HOME RENTALS GET A BOOST FROM A NEW STATE LAW

Wisconsin is a popular destination for tourists. With coastlines on two Great Lakes, rolling hills dotted with farms, expansive forests offering the unforgettable smell of pine, and many cultural attractions in its two largest cities—Milwaukee and Madison—tourists find plenty of reasons to escape to Wisconsin.

After settling on a destination, the next question for most travelers is where to stay. Hotels and resorts have been the traditional option for years, but tourists are now more frequently turning to vacation rentals as a lodging option. Homeowners advertise their homes for rent on websites like Airbnb and VRBO (Vacation Rental By Owner), and travelers snap up these properties for a weekend or week or two, citing the draw of being able to house their entire family or group under one roof and have a unique backdrop for their vacation memories. It seems like a win-win for homeowners and travelers.

LOCAL ORDINANCES FOR VACATION RENTALS

But vacation rentals have a spotty history in Wisconsin, with local municipalities enacting varying laws regarding vacation home rentals. With different laws being enforced by each county, city, town, and village, and with at least one local zoning agency enforcing what were mere guidelines outlined in an unpublished memo tucked away in a file cabinet for years, homeowners were often left guessing what they were and were not allowed to do when renting their homes. Murdock Law has helped many homeowners challenge enforcement actions by local zoning agencies trying to shut down vacation rentals. We were delighted then, last fall when state legislators took action to allow short-term rentals, within certain guidelines.

NEW WISCONSIN VACATION RENTAL LAW

Effective September 23, 2017, Governor Walker signed into law the 2017/2018 state budget (2017 Wisconsin Act 59). That state budget includes some provisions relating to short-term rentals of residential dwellings in Wisconsin. Here are the highlights of the new law:

- Short-term rentals are now defined as “a residential dwelling that is offered for rent for a fee and for fewer than 30 consecutive days.”
- Municipalities are permitted to enforce local room taxes on owners of short-term rentals, subject to certain caps.
- Cities, villages, towns, and counties are prohibited from enacting or enforcing an ordinance that prohibits the rental of a residential dwelling for 7 consecutive days or longer.
- If a residential dwelling is rented for periods of between 7 and 29 consecutive days, cities, villages, towns, and counties may limit the total number of days within any consecutive 365-day period that the dwelling may be rented to no fewer than 180 days, and they may require that the days run consecutively.
- Anyone who maintains, manages, or operates a short-term rental for more than 10 nights each year is now required to obtain a tourist rooming house license from the Wisconsin DATCP and also obtain a license for conducting such activities from the city, village, town, or county if any of these enact an ordinance requiring such a license.

In short, Wisconsin homeowners may now rent their houses on a short-term basis for periods of one week or longer, but local governments may impose a tax on such rental activity and may require that the rental activity be limited to 180 days, consecutive or non-consecutive. Homeowners may also have to obtain state and local licenses to rent their properties, depending on how frequently they rent and the licensing laws of the village, town, city, or county where their properties are located. Even with these restrictions, the new State Law was welcome news for many homeowners who have opened up their homes to travelers from across the United States and even from other countries.

If you are a homeowner who wants to offer your house for vacation rentals, be sure to keep your rental activity in line with the new State law and watch for any changes to local laws regarding short-term rentals so that you can ensure that you are in compliance. Reach out to the attorneys at Murdock Law if you need additional guidance.

Now, if you are a homeowner who has been renting your house to tourists for years, sometimes for less than one-week periods, you may be asking whether you can continue renting for weekends or other periods of less than one week. The short answer is: Maybe. Depending on your use of the property, you may be able to establish your property as an existing nonconforming use under which are colloquially referred to as “grandfathered.” Contact the attorneys at Murdock Law if you think this might be your situation and if you need help navigating the laws. We’re here to help protect your property rights.
The City of Wisconsin Dells, Adams, Columbia, Juneau and Sauk Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

Wisconsin law does not allow municipalities to prohibit the short term rental of residential dwellings. Such rentals, however, may be regulated. This ordinance amends the zoning and business regulation codes to implement the state mandate. Short term rentals of residential dwellings are permitted as an accessory use in all zoning districts subject to regulation as tourist rooming houses; and, further subject to the limitation that the total number of days of operation within any calendar year shall not exceed 180 days which must be consecutive and must be specified in advance.

SECTION II: PROVISION AFFECTED

Wisconsin Dells Code Sec. 19.100(2) is amended.
Wisconsin Dells Code Sec. 19.111.30 is created.
Wisconsin Dells Code Sec. 16.35(1a) is created
Wisconsin Dells Code Sec. 16.35(2)(k) is repealed and recreated

SECTION III: PROVISION AS CREATED:

A. The following is made part of “General Definitions” sec. 19.100(2):

“Residential Dwelling” is any building or structure with facilities for living, cooking, sanitary and sleeping that is used or intended to be used by the owner as the owner’s primary or secondary home, residence or sleeping place by one person or by two (2) or more persons maintaining a common household to the exclusion of others.

Note: This provision specifically defines the type of accommodations permitted by right in all zoning districts; i.e. residential, not commercial.

* * *

B. Code Sec. 19.111.30 is created:

Short term rental: A residential dwelling offered or occupied for rent for a fee or similar consideration for more than six but fewer than 29 consecutive days.

Note: This creates a specific land use definition.
C. Code sec. 19.630 delineates “Allowable uses within zoning districts”. Exhibit 5-2 is a table which specifies “Allowable uses by district”. That table is amended to create accessory use 20.30, “Short term rentals” as permitted by right in all zoning districts subject to the standards of Code sec. 16.35.

D. Code sec. 16.35(1a) is created:

(1a) **Short Term Rentals.**

Short term rentals, a form of Tourist Room House, are permitted by right as an accessory use in all zoning districts subject to the regulatory provisions of this Section 16.35; and, further subject to the limitation that the total number of days of operation within any calendar year shall not exceed 180 days which must be consecutive and must be specified in advance.

*Note:* This makes clear that short term rentals are subject to the Tourist Rooming House regulations.

E. Code Sec. 16.35(2)(k) is repealed and recreated:

**Short term rental:** A residential dwelling offered or occupied for rent for a fee or similar consideration for more than six but fewer than 29 consecutive days.

*Note:* This makes the definition of short term rental consistent in the zoning and business regulation codes.

**SECTION IV: VALIDITY**

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

**SECTION V: CONFLICTING PROVISIONS REPEALED**

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

March 5, 2019
SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication and as provided by statute.

SECTION VII: PART OF CODE:

This ordinance becomes a part of Wisconsin Dells Codes, Chapters 16 and 19.

Edward Wojnicz, Mayor                     Nancy R. Holzem, Clerk

INTRODUCED:          
PUBLISHED:            
PASSED:               

March 5, 2019
Proposed Zoning Update
PC 031119
Allow in C-2 Commercial – downtown Zoning District – Instructional Facility

It was recently discovered that the land use “Instructional Facilities” is not permitted in the C-2 Commercial – downtown Zoning District. This office is of the opinion that “Instructional Facilities” are a more appropriate use in the downtown than “Commercial educational facilities”. This office would propose updating the Zoning code to Permit “Instructional Facilities” in the C-2 District. This office would also consider moving “Commercial education facility” as a Conditional Use to the C-4 Commercial – large scale Zoning District.

15.0 EDUCATION

15.1 Commercial educational facility An educational facility operated by a private institution or a person used or is intended for preparing students for jobs in trades or professions. The term includes hair styling schools, real estate schools, and the like.

15.2 Educational facility (K-12) A place and/or building, or portion thereof, used or is intended for use as a preschool, elementary, junior high, or high school.

15.3 Educational facility (higher education) Any place and/or building, or portion thereof, that offers or is intended to provide secondary education. The term includes colleges, universities, community colleges, and vocational schools.

15.4 Instructional facility Any place and/or building, or portion thereof, used or is intended to offer instruction, training, or tutelage in such areas as gymnastics, dance, art, music, martial arts, and the like.
Proposed Zoning Update
PC 031119
New Land Use – Rural Residential

Rural Residential – The City has at least two (2) fairly large two areas if land on the edge of the City limits that were originally annexed into the City to be the second Phase of residential subdivisions: Deerwood Glen and Prairie Oaks. The City has also gotten a handful of inquires about the keeping of horses within the City. There is some thought that one of the more likely markets for these properties are larger, rural residential lots. It is assumed potential residential buyers of these lots would like to be able to include rural type uses on these lots, primarily the keeping of livestock. Limited research into this subject found that mostly County Zoning standards for “Rural Residential”. The Adams Co. and Dane Co. versions are included for preliminary review.

There are currently two (2) existing Agricultural Zoning Districts in the City of Wisconsin Dells. Below is a list of the uses that are permitted or conditionally permitted in the existing City Agricultural Districts. To allow residential horses, a property would currently need to be zoned Agricultural, which would also allow these uses:

### 1.0 AGRICULTURAL USES

1.1 **Agriculture, horticulture** A place and/or building, or portion thereof, used or is intended for growing fruit, vegetables, flowers, agricultural crops, and other plants typically grown on farming operations in the region.

1.2 **Agriculture, livestock** A place and/or building, or portion thereof, used to raise livestock of all types. Examples of livestock include cattle, horses, mules, llamas, pigs, goats, ostriches, and sheep.

1.3 **Greenhouse** A place and/or building, or portion thereof, used or is intended for growing and selling fruit, vegetables, flowers, and other types of plants within an enclosed building, whether using sunlight or artificial lighting.

### 2.0 RESOURCE-BASED USES

2.1 **Aggregate extraction operation** A place used or is intended to remove any aggregate resource from the ground in any manner, or to stockpile or process any aggregate resource for sale as an industrial or commercial product by either retail, wholesale, contract purchase or other considerations, including uses by a governmental agency. The term does not include on-site leveling, grading, filling, or removing of earth materials in conjunction with a farm use, road construction, or for on-site construction projects.

2.2 **Forest management** The harvesting, thinning, and planting of trees including all associated forest management activities whether for commercial or noncommercial purposes. The term includes temporary skidding yards necessary to store and sort logs harvested on the premises. The term does not include processing, permanent skidding yards, and the like.

2.3 **Game farm** A place and/or building, or portion thereof, used or is intended for purposes of obtaining, rearing in captivity, keeping, and selling game farm animals or parts thereof as authorized by state law.

2.4 **Hunting and fishing preserve** A place used or is intended primarily for hunting and/or fishing and may or may not be open to the public for a fee. The term includes shooting preserves and duck clubs. The term does not include lands that are leased for private individual use.

2.5 **Industrial Retail.** Retail sales and activities related to the products manufactured on premises.
3.0 RESIDENTIAL USES

3.2 Residence, single-family detached A single building situated on one lot, contains one dwelling unit, and is not attached to any other dwelling unit by any means. The term includes factory-built homes, manufactured homes, and stick-built homes, but excludes mobile homes.

5.0 GROUP ACCOMMODATIONS

5.2 Group camp A place and/or building, or portion thereof, or tents or other structures maintained as living quarters that are used or is intended to be used by a group of individuals for recreational or educational purposes. The term includes youth camps and church camps.

5.6 Resort A place with lodging facilities and on-site amenities primarily intended for the use of overnight guests. Guest rooms may be located in one or more buildings and may include kitchen facilities. In addition to lodging facilities and recreational amenities such as golf, horseback riding, or lake/beach access, a resort may include a lodge or other gathering place for guests, dining facilities, administrative facilities, and maintenance and storage facilities.

8.0 GENERAL SERVICES

8.10 Veterinary clinic A place and/or building, or portion thereof, used or is intended for the medical care of animals. A veterinary clinic may include office space, medical labs, appurtenant facilities, and kennels and/or enclosures for animals under the immediate medical care of a veterinarian. The term includes pet clinics, dog and cat hospitals, animal hospitals, and the like.

Veterinary clinic, large animal A veterinary clinic that specializes in the care and treatment of large animals and livestock.

Veterinary clinic, small animal A veterinary clinic that specializes in the care and treatment of small animals including dogs, cats, birds, and other small domesticated and semi-domesticated animals.

11.0 GENERAL STORAGE

11.1 Agricultural commodity storage facility A place and/or building, or portion thereof, used or is intended to store bulk food stuffs prior to shipment and/or processing. The term includes grain elevators and such facilities.

13.0 COMMUNITY SERVICES/USES

13.2 Animal shelter A place and/or building, or portion thereof, used or is intended to temporarily house stray pets.

13.3 Cemetery A place and/or building, or portion thereof, used or is intended for burial purposes. Accessory uses include columbariums, crematories, mausoleums, and mortuaries when operated in conjunction with and within the boundaries of such area.

13.7 Community garden An outdoor area used to grow vegetables, fruits, flowers, and the like by a group of unrelated individuals who primarily use what is grown for their personal use. The community garden can be divided into individual plots of land for the exclusive use of the person assigned each plot, or the entire garden may be a cooperative effort of any number of people, or a combination thereof.

16.0 SOLID WASTE MANAGEMENT

16.1 Composting facility A place and/or building, or portion thereof, used or is intended for collecting and processing vegetation (but not food wastes) for composting. The term includes the storage and manipulation of materials prior to, during, and following composting.
ADAMS COUNTY
COMPREHENSIVE
ZONING ORDINANCE

Zoning Guide

County Comprehensive Zoning:
- Adams
- Colburn
- Dell Prairie
- Easton
- Jackson
- New Chester
- New Haven
- Preston
- Richfield
- Springville

Town Comprehensive Zoning:
- Lincoln
- Quincy
- Rome
- Strongs Prairie

No Comprehensive Zoning:
- Big Flats
- Leola
- Monroe

REVISED DECEMBER 2010
(B) Lot Area excluding access strips:

R-1: Minimum area of twenty thousand (20,000) square feet.
R-1 {LL}: Minimum area of two (2) acres.

(C) Lot Width. All lots shall have a minimum width of 100 feet, measured at the front yard setback line.

5-6B.07 PARKING AND ACCESS REGULATIONS. (See Section 7).
5-6B.08 SIGN REGULATIONS. (See Section 8).

5-7.00 R-2 RURAL RESIDENTIAL DISTRICT

5-7.01 PURPOSE AND INTENT: To provide for areas of residential living in the rural countryside, where prime agricultural lands would not be involved, and where the residents of this district accept agriculture as the dominant way of life, wishing to participate in a limited way, living on large lots that have space for vegetable gardens, small crop fields or orchards, keeping of livestock, and similar rural activities. Since parcels suitable to be placed in this district may be scattered along the rural road network, among larger tracts of A-1 zoning, this district may be expected to regulate small groupings of such residences. Although this district will be used in an agricultural environment, since the emphasis of this district is on residential living, it is necessary to place limits on the amount of animal keeping on each parcel.

5-7.02 PERMITTED USES: The following uses and their customary accessory uses are permitted:

(A) Same as R-1 & R-1 LL Single Family Residential District (see section 5-6.02) as well as agricultural activities compatible with rural residential living, such as gardening, raising seed, grain and fruit crops, bee-keeping, horse grazing and stables, limited livestock raising and keeping as follows: one livestock unit for each acre of lot area

5-7.03 CONDITIONAL USES: The following uses may be permitted after review and approval by the County Planning and Zoning Committee (See Section 4-4. for application and review requirements):

(A) Same as R-1 Large Lot Single Family Residential District (see section 5-6.03).

5-7.04 PROHIBITED USES: Same as Section 5-6B.03-1.

5-7.05 YARD REQUIREMENTS: All uses shall meet the following minimum setback requirements:

(A) Class A, B & C Highway: 100 ft. from Right-of-Way line or lot line, whichever measures furthest into the lot.
(B) Front Lot Line: 100 ft. for all structures.
(C) Rear Lot Line:
  1. Dwelling and attached accessory structures: 30 ft.
  2. Detached accessory building: 10 ft.
(D) Side Lot Line: 10 ft. for all structures.

5-7.06 HEIGHT REQUIREMENTS: (See also Section 3-5.00).

(A) All single-family dwellings, manufactured homes, group homes, and their accessory structures shall not exceed the following maximum requirements:
  1. Principal buildings and attached accessory buildings: 35 feet.
  2. Detached accessory structures: 20 feet.
(B) Exceptions: See Section 3-5.02.

5-7.07 AREA REQUIREMENTS: (See also Section 3-6.00).

(A) Maximum Ground Coverage. The total ground area occupied by any principal building with all its accessory buildings shall not exceed eight (8) percent of total lot area and in no case more than 15,000 sq. ft.

(B) Lot Requirements. All lots shall meet the following minimum requirements:

1. Lot area: (174,240) square feet (4 acres)

2. Lot width: 300 feet, measured at the front yard setback line.

5-7.08 PARKING AND ACCESS REGULATIONS: (See Section 7)

5-7.09 SIGN REGULATIONS: (See Section 8)

5-8.00 R-3 VERSATILE RESIDENTIAL DISTRICT

5-8.01 PURPOSE AND INTENT: To provide areas for a variety of housing structures and to regulate existing mobile/manufactured home developments and provide for new such settlements.

5-8.02 PERMITTED USES: The following uses and their customary accessory uses are permitted:

(A) Single family homes and sectional & non-sectional manufactured homes as defined in Section 2.

(B) Home occupations and professional home office.

(C) Essential services.

(D) Recreational vehicles pursuant to 3-8.00

(E) Camping (see Section 3-8.00).

5-8.03 CONDITIONAL USES: The following uses may be permitted after review and approval by the County Planning and Zoning Committee (See Section 4-4.00 for application and review requirements).

(A) Commercial recreational facilities such as swimming pools, tennis or golf clubs, or lakeshore boating spaces, intended to serve more than just residents of a mobile home park.

(B) Community based residential group home facilities, and day care.

(C) Manufactured home parks including common open and recreational space and management office.

5-8.04 PROHIBITED USES: Same as Section 5-6B.03.01

5-8.05 YARD REQUIREMENTS: All uses shall meet the following minimum setback requirements except side yards shall be increased to thirty (30) feet where units are not served with public sanitary sewer:

(A) Class A Highway {State Highway}: 110 ft. from centerline or 50 ft. from lot line, whichever measures furthest into the lot.

(B) Class B Highway {County Trunk}: 83 ft. from centerline or 50 ft. from lot line, whichever measures furthest into the lot.
### RR-1 Rural Residential Zoning District
Zoning district for single family homes with agricultural uses – CH. 10-Zoning, [Section 10.241](#)

#### Permitted Uses 10.241(2)

- Single family home – one per parcel
- Small-scale farming
- Residential accessory uses
- Home occupations
- Incidental room rental
- Community living Arrangements for less nine (9) persons
- Foster homes for less than five children
- Undeveloped natural resource and open space areas
- Utility services associated with a permitted use
- Transportation, utility, communication, or other use required by law

#### Conditional Uses 10.241(3)

- Attached accessory dwelling units
- Limited family business
- Day Care Centers
- Community living arrangements for nine (9) or more people
- Governmental, institutional, religious, or nonprofit community uses
- Transient or Tourist Lodging
- Transportation, communication, pipeline, electric transmission, utility, or drainage uses, not listed as a permitted use above

#### Setbacks and Height Requirements for Structures 10.241(5),(6)

<table>
<thead>
<tr>
<th>Setting</th>
<th>Requirement</th>
</tr>
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<tbody>
<tr>
<td>Front setback for all structures from Highway centerline / right-of-way line (whichever is greater)</td>
<td>100/42 feet minimum for State or Federal Highway, 75/42 feet minimum for County Highway, 63/30 feet minimum for Town Road, 20 feet minimum for Subdivision streets platted prior to ordinance, 30 feet minimum from right-of-way for all other streets</td>
</tr>
<tr>
<td>Max. Height:</td>
<td>Residences: 2½ stories or 35 feet maximum, Accessory buildings: 16 feet maximum, Agricultural buildings: No height requirement</td>
</tr>
<tr>
<td>Side yard:</td>
<td>25 feet total, with no single side less than 10 feet minimum</td>
</tr>
<tr>
<td>Rear yard:</td>
<td>50 feet minimum, Uncovered decks/porches: 38 feet minimum</td>
</tr>
<tr>
<td>Not housing livestock:</td>
<td>10-feet</td>
</tr>
<tr>
<td>Housing livestock:</td>
<td>100 feet from Residential or Hamlet zoning districts, 50 feet from Rural Residential zoning districts, 10 feet from all other zoning districts</td>
</tr>
</tbody>
</table>

#### Lot Width & Area 10.241(4)

- Minimum: 1 acres
- Maximum: 2 acres

#### Maximum Lot Coverage 10.241(7)

- Minimum lot width: 100 feet
- Maximum building coverage of lot: 10% of lot area

#### Accessory Buildings Requirements 10.102(2)(a)

Any number of detached accessory buildings associated with a permitted or conditional residential use is permitted, provided that the following conditions are met:
- A principal residential use (home) exists or is under construction before a Zoning Permit for an accessory building may be issued.
- Sanitary fixtures are prohibited in accessory buildings.
- No living spaces are allowed in accessory buildings.

**NOTE:** A Zoning Permit is required for every building larger than 120 square feet in size. Zoning Permits are not required for accessory buildings equal to or less than 120 square feet on non-permanent foundations, provided they meet setback, height, and lot coverage requirements.

#### Livestock 10.004(85); 10.103(18)

- The number of livestock kept is limited to one (1) animal unit for each full acre.
- An animal unit is defined as the equivalent of 1 cow; 4 hogs; 10 sheep or goats; 100 poultry or rabbits; 1 horse, pony, or mule; or an equivalent combination thereof..
**Incidental Room Rental 10.004(72)**
Rental or leasing of rooms within a single-family residence is permitted provided all of the following are met:
- All rooms offered for rent are within the landowner’s primary residence
- No more than two bedrooms are offered for rent
- One off-street parking space is provided for each rental room.

**Limited Family Business 10.004(83)**
A small family-run commercial operation, accessory to a permitted principle use, that takes place entirely within an accessory building. All employees, except up to one or one full-time equivalent, must be a member of the family residing on the premises.