



**CITY PLAN COMMISSION**  
**CITY OF WISCONSIN DELLS**  
**MUNICIPAL BUILDING-300 LACROSSE STREET**  
**JULY 13, 2020**

Mayor Wojnicz called the meeting to order at 5:00 PM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes.

1. Present: Mayor Ed Wojnicz, Ald. Mike Freel, Fire Chief Pat Gavinski, Lisa Delmore, Chris Lechnir, Phil Helley and Ted Theiler  
Others: City Planner/Zoning Administrator Chris Tollaksen, DPW Office Clerk Monica Dorow-Leis, Public Works Director David W. Holzem, City Clerk Nancy R. Holzem, City Treasurer Karen Terry, Ald. Holzem, Ald. Marshall, and Ald. DeFosse
2. Motion by Theiler and seconded by Gavinski approve the June 8, 2020 meeting minutes. Motion carried.
3. Part of the Stony Acres project approved last month requires complete reconstruction of Jones Road. The Plat of Survey included the following:
  - a) The road right of way (ROW) is normally 66', but in this case the road right of way is going to be 80', which has become more standard.
  - b) The Plat of Survey submitted at the meeting shows the shift of the ROW to the south by 8.89' to match and line up.
  - c) The blue and pink highlighted areas on the survey is property the city is going to acquire, changing property lines. On the east end of Jones Road, the road curves north where there is potential room for a future road to line up with Trout Road.
  - d) An extra information page was provided in the packet, with highlighted areas in yellow, pink, green, and orange. This was a review of changes from the original Stony Acres Site Plan.
    - a. The yellow, pink, and green areas represent the new roads (in relation to each building phase), storm pond, and green space lands area that the Stony Acres development is dedicating to the City. The City has requested the all of this property be dedicated City, as this layout preferred of the road and storm ponds and it allows the City to utilize the green space. The City acknowledges that by dedicating all this property to the City and updated the road layout and access, this development loses some greenspace and parking that would normally be required. The City approves this Site, allowing for the green space dedicated to the City to be included in the development green space requirement.
  - e) The orange highlighted areas represent additional road Right of Way (ROW) that need to be dedicated to the City, and will probably be discussed next month.Motion by Freel and seconded by Delmore recommend to council approve Jones Road Right of Way Plat of Survey submitted at the Plan Commission meeting. The approved Plat of Survey includes shifting of the right of way south to match the line south of the existing right of way. Motion carried.
4. Motion by Freel and seconded by Gavinski recommend to council approve the Certified Survey Map submitted to combine Columbia County tax parcels 11291-47.1, 11291-45.03, and 11291-45.05 located on the south side of the 400 Block of Broadway (Chalet). Motion carried.
5. There were no referrals to a future meeting.
6. The next meeting is scheduled for Monday, August 10, 2020.
7. Motion by Theiler and seconded by Freel to adjourn. Motion carried and the meeting adjourned at 5:12 pm.

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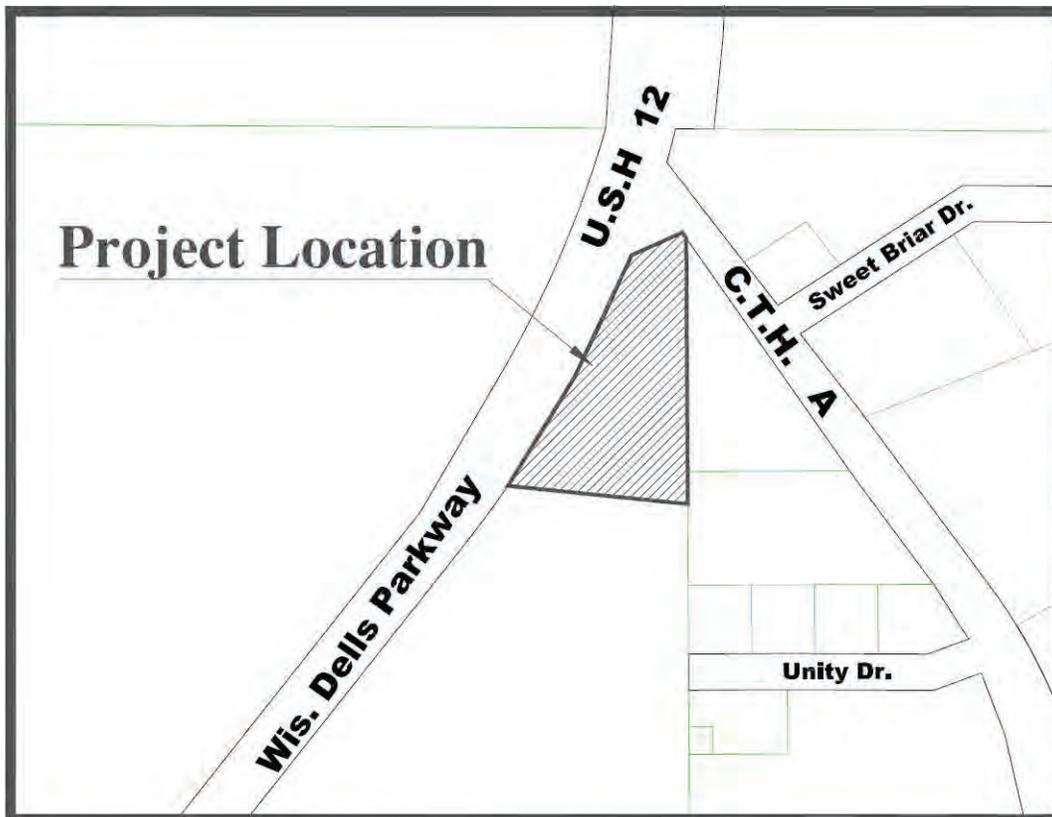
Monica Dorow-Leis  
Public Works Office Clerk

## NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the City of Wisconsin Dells Plan Commission will hold a Public Hearing on **Monday, September 14, 2020 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 and Site Plan application, per Municipal Code sec. 19.371(8), requested by Cuppa Mudd Espresso in order to allow Commercial activity without a permanent building, a Walk-up Service window, Drive-up Service window, and Outdoor Vendor located at 2040 Wis Dells Parkway, Sauk Co. City of Wisconsin Dells parcel 291-0148-00000. The applicant would like to sell Coffee from a kiosk at or near an existing ticket booth on the property next to the BP gas station. The applicant would operate primarily as a Drive-up service, with the possibility of a runner going from the building to cars taking orders and processing payments to speed up the lines. It would also be possible for customers to Walk-up to the service window. There are some existing outdoor picnic tables that customers could utilize as well. Their customers will have access to the restrooms in the BP store.

The property is zoned C-4 Commercial-large scale, which requires a Conditional Use Permit for a Drive-up Service window, a Walk-up Service window, and Outdoor Vendor per Chapter 19 Article 5 Division 3 of the Municipal Code. Zoning Code section 19.675 requires a CUP for any Commercial Activity that does not occur in a permanent structure with a washroom. Copies of the application are available for review at the City of Wisconsin Dells Public Works office in the Municipal Building at 300 La Crosse 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 August 2020  
Chris Tollaksen  
Zoning Administrator  
City of Wisconsin Dells

Publication Dates:  
August 27, 2020  
September 3, 2020

2030 Wisconsin Dells Parkway

Conditional Use Permit – Commercial activity without a permanent building with a washroom, drive-up service window, outdoor vendor, walk-up service window, and outdoor commercial food and beverage service.

Staff Report for Plan Commission, 09/14/2020

The Planning & Zoning office has received a Conditional Use Permit and Site Plan application from Cuppa Mudd Espresso to allow a drive-up Coffee Kiosk on Sauk Co, City of Wis. Dells tax parcel 291-0148-00000. The applicant intends to sell coffee from an existing standalone, walk-up ticket booth located just south of the BP gas station at 2030 Wisconsin Dells Parkway. The business would be primarily drive-thru only. There are some existing picnic tables set-up in this area, and this business would serve to walk-up customers as well. There will be no interior customer space, seating, or service. The applicant intends for their customers to utilize the restrooms in the BP Gas Station approximately 150 ft away. The applicant is requesting the use of the existing kiosk, or a similar sized building, for one year. If successful, the applicant would install a new larger building. The applicant will have hot and cold water through a tank system, similar to a food truck. Given the lack of interior customer space and the proximity of the BP restrooms, the applicant would prefer not to install a bathroom in the larger building, and not make a permanent plumbing connections to City water and sewer.

A Conditional Use permit is required for any commercial activity that does not occur within or on a premise having a permanent building equipped with a washroom having hot and cold running water, wash basins, towels, or equivalent, and a toilet. A Conditional Use Permit is also required for: drive-up service window, walk-up service window, outdoor commercial food and beverage service, and outdoor vendor. The outdoor vendor would only apply in the situation where there are a large number of vehicles in the queue, and the operator may choose to have an employee outside to take orders from waiting cars to speed up the service.

It has been made clear the applicant shall adhere to the sign ordinance, so as not to produce an excessive amount of signage. The applicant would like to install two menu board signs for customers approaching the building from either side. These are expected to be for customer on the private property and not intended to advertise to the public Right Of Way (ROW). They do intend to have a signs on the building, which would be intended for the public ROW.

The applicant has stated that they will not play loud music or use any other kind of noise, amplified or not, to call attention to their facility. Any ambient music that may be played within the property will be strictly regulated so as not to cause a nuisance to surrounding properties. The applicant would also be expected to keep the area around this service window maintained and clean up any garbage or refuse that may accumulate in the area.

The proposed plan does not include any parking stalls, as the expectation is that business will be drive-thru. This location is on a site with a significant amount of parking, so it seems unlikely that parking would be an issue. This property has multiple access to Wisconsin Dells Parkway (Hwy 12). It seems possible that if there is a significant amount of traffic to this site, and it is not property controlled. The applicant has stated that they operate a similar business in Mauston and expect no more than five (5) cars in line. They have provided a plan that indicates there is enough room on the private property to accommodate about six (6) cars in line without impacting the public Right of Way (ROW).

As with any outdoor commercial activities, a major concern is with how the facility is operated and managed. The area must be well kempt and adequately controlled to ensure it does not become a nuisance to surrounding properties. It seems prudent to require the building and signage design to be approved by the Design Review Committee.

This property sits near a significant intersection at Wisconsin Dells Parkway. It seems possible that if the vehicles on the site are not properly controlled it could cause issues with traffic in the Parkway. There is a significant amount of space in the private parking lot at this site. The applicant would be expected to address any traffic concerns the City may identify at its sole discretion.

The applicant is looking approval of two (2) buildings options at this time: 1. The existing 10'x12' building and the proposed temporary 8'x8' building. The applicant would like ability to choose which building they use initially based on their own judgement on what would be best for their business. The City

The City can choose to approve both the initial building options for a limited time (the applicant is requesting two (2) years, with a requirement that the applicant install a more permanent and larger building in the future. The applicant would like for the CUP approvals to carry forward to the new, larger (12'x24') building, including the lack of a bathroom in their building or a permanent connection to City water and Sewer. The applicant believe be benefits of the bathroom and plumbing are not sufficient to justify the cost.

It appears some approval Options are:

1. Permanent approval of CUP and Site plan for all buildings. Allow applicant to utilize building at their discretion.
  - a. Application includes: \$525 fee, public notice in newspaper and mailed to neighboring property owners, hearing at Plan Commission, final approval from Common Council.
2. Permanent approval of CUP and Site plan approval one or either two (2) temporary buildings for a limited time (applicant request 2 years). New Site plan approval required for larger building (or extension of temporary building). CUP approval terminate if new Site plan approval is denied.
  - a. Application includes: \$300 fee, no public notice, hearing at Plan Commission, final approval from Common Council.
3. Approval of CUP and Site plan for one of either temporary building for a limited time. New CUP and Site plan approval required after set time.
  - a. Application includes: \$525 fee, public notice in newspaper and mailed to neighboring property owners, hearing at Plan Commission, final approval from Common Council.

In the absence of any relevant adverse feedback during this public hearing, this office would recommend approval Option 2, with the following conditions. This allows for full City review after a limited time trial period, but removes some of the excess requirements of a full public notice process. This would still include a hearing at the Plan Commission where any public concerns reported during the trial period would be reported. In the past, temporary approvals have been

**Proposed Conditions of Conditional Use Permit (CUP) approval:**

- 1) Approval Option 2: Approval of the existing or similar sized temporary building will be for two (2) years, and will expire on December 31, 2022. CUP approval may be terminated during new building Site plan review.
- 2) The City retains the right to review the CUP after one (1) year, if the use creates concerns to the City in its sole judgement. This review may result in the requirement a new full CUP application, public notice, and public hearing for further review, or full revocation of the permit.
- 3) Additional Site plan approval will be obtained prior to the installation of the larger building.
- 4) Building and Signage approved by the Design Review Committee.
- 5) Any required Dept. of Health Services (DHS) or other associated license are obtained and in good standing.
- 6) The applicant obtains Premier Resort Tax and other required tax registrations and provides documentation to the City.
- 7) The applicant remains current on their Premier Resort Tax (PRT) payments and provides clear tax documentation to the City. Failure to pay any required taxes and/or submit tax reporting documentation that is deemed adequate by the City in its sole discretion, is grounds to revoke this permit.
- 8) The tank water supply system process is reviewed and approved by the City to ensure proper metering and billing of City water and sewer.
- 9) The site does not generate any nuisances to surrounding properties. Any nuisance that is identified shall be resolved to the satisfaction of the City, in its sole discretion, or this permit is subject to revocation.
- 10) Adequate traffic and parking controls are implemented to prevent this site from causing traffic flow problems on the access roads, specifically Wisconsin Dells Parkway. Any traffic issues identified by the City shall be resolved to the satisfaction of the City at their sole discretion, or this permit is subject to revocation.

None of these conditions shall be construed to remove the right of the City to terminate approval of this permit for violation of another condition of approval.

**Proposed Conditions of Site Plan approval:**

- 1) Site Plan approval at this time is only for the smaller temporary buildings.
- 2) Site Plan approval will expire on December 31, 2022, unless otherwise addressed by the City.
- 3) Additional Site plan approval will be obtained prior to the installation of the larger building.
  - a) Future Site plan approval will address requirement of connection to City water and sewer.
- 4) Denial of a new Site Plan can be grounds for denial of CUP.

Prepared by: Chris Tollaksen, City of Wisconsin Dells.

# 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.

**- Office Use Only -**

Initial application fee	<b>\$525.00</b>
Receipt number	_____
Application number	_____

**1. Applicant information**

Applicant name \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_

State and zip code \_\_\_\_\_

Daytime telephone number \_\_\_\_\_

Fax number, if any \_\_\_\_\_

E-mail, if any \_\_\_\_\_

**2. Subject property information**

Street address		
Parcel number	291-0148-00000	Note: the parcel number can be found on the tax bill for the property or may be obtained from the City.
Current zoning classification(s)	C4	Note: the Zoning map can be found on the "Planning & Zoning" Department page of the City web-site: <a href="http://www.citywd.org">www.citywd.org</a>
Describe the current use		

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

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

# CONDITIONAL USE APPLICATION

## Wisconsin Dells, Wisconsin

Version: May 21, 2007

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.

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

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

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

d. Effects of the proposed use on the natural environment

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

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

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

# CONDITIONAL 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.

*Joseph Oreill*

Applicant Signature

Date

**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.

*Joseph Oreill*

Applicant Signature

Date

# CONDITIONAL USE APPLICATION

## Wisconsin Dells, Wisconsin

Version: May 21, 2007

### Project Map Checklist

Project Information	Included ?
Project name (e.g., business name, subdivision name)	<input type="checkbox"/>
Applicant name	<input type="checkbox"/>
Preparation date	<input type="checkbox"/>
Survey Information	
North arrow and graphic scale	<input type="checkbox"/>
Address of subject parcel or legal description	<input type="checkbox"/>
Property boundaries	<input type="checkbox"/>
Acreage of subject parcel	<input type="checkbox"/>
Project Development Information	
Easements/rights-of-ways (location, width, purpose, ownership)	<input type="checkbox"/>
Common areas/conservancy areas (location, purpose, ownership)	<input type="checkbox"/>
Setting	
Property boundaries within 50' of the subject parcel	<input type="checkbox"/>
Land uses within 50' of the subject parcel	<input type="checkbox"/>
Zoning district boundaries within 50' of the subject parcel	<input type="checkbox"/>
Municipal boundaries within 50' of the subject parcel	<input type="checkbox"/>

Site Features (Existing and Proposed)	Included ?
Wetlands	<input type="checkbox"/>
Woodlands	<input type="checkbox"/>
Wildlife habitat, including critical wildlife habitat	<input type="checkbox"/>
Environmentally sensitive features	<input type="checkbox"/>
Water resources (rivers, ponds, etc.)	<input type="checkbox"/>
Floodplain boundaries	<input type="checkbox"/>
Environmental and man-made hazards including brownfields, contaminated sites, unstable soils, high groundwater, bedrock, high-pressure natural gas lines, and others as appropriate	<input type="checkbox"/>
Fences, buffers, and berms	<input type="checkbox"/>
Existing trees and other prominent vegetation	<input type="checkbox"/>
Transportation Facilities (Existing and Proposed)	
Streets	<input type="checkbox"/>
Driveways and road access onto public and private roads	<input type="checkbox"/>
Sidewalks / trails	<input type="checkbox"/>
Buildings / Structures (footprint, use, etc.)	
Existing and proposed within subject parcel	<input type="checkbox"/>
Existing within 50' of subject parcel	<input type="checkbox"/>



*Cuppa Mudd*  
*Espresso*

**WISCONSIN DELLS  
LOCATION PLAN**

# **Business Activity**

The main scope of our business is locally owned drive-thru coffee shop offering a variety of unique high quality drinks. Depending on demand we may offer a small line of other specialty products that go with our drinks and merchandise with our logo. The customer can purchase drinks and products without leaving their vehicle. The main intention is to be drive up only, but our design may allow for a walk up window to order and utilize the nearby outdoor seating. Customers will have no access to the interior of business. We thrive to be extremely fast and efficient while maintaining quality.

## **Site Description**

### **Location**

2040 Wisconsin Dells Pkwy, Wisconsin Dells, WI 53965

We are intending to utilize an area that has an existing kiosk building. The design we have submitted allows for a great flow with vehicles. In case of huge surges of customers, we have the ability to have 19 large vehicles lined up straight towards the 2 nearest entrances without creating a traffic concern. The area is mainly a large parking lot and the vehicles have 5 entry options, huge amount of parking spaces and plenty of space to avoid any traffic concerns. We feel the modern upgrade we will be providing this space will make it a unique and a beneficial part of the Wisconsin Dells.

We are however requesting approval on several size options. We are currently finalizing our new facility for our Mauston location and have 2 other buildings available along with the potential of utilizing the existing kiosk at the site and updating that to work with our needs.

## **Buildings & Facilities**

### **Building 1**

The proposed building is a prefabricated unit state approved modular kiosk. It is 8.5ft x 8.5ft. It is 13.5 ft tall with signage on roof. The unit has a gross floor area of 64 square feet. It is constructed with metal framing. The unit consists of a workstation with two drive thru order windows and 1 walk up door window. No customer seating is provided. We will be residing the building with smart lap or cedar siding and replacing roofing after the possible move.

### **Building 2**

12x24Ft building, 13.1Ft height with 2 ft overhangs and recessed soffit lighting. The building is constructed of wood, can utilize 1 of 2 approved plumbing plans. Its designed to maximize flow of operations to its fullest and creates ample storage. We designed the building to maximize energy efficiency and create a low impact on resources. The building pictures are included in the plan. But our long term plan is to end up with a building like this regardless of the first building choice.

### **Building 3**

We would be utilizing the current kiosk that is approximately 10x12. We would add 2 drive thru windows and update where needed.

### **Exterior's**

The general plan for the exterior update is to match and utilize themes from other business in that immediate area. Ideas are being discussed and the finalized. We are also thinking the lower half of building to be a lava stone rock and the upper cedar and possible copper tone roof or shingles as pictured on other building. Wrapped around the building will be a concrete curb with landscaping rock and potted plants.

## **Plumbing**

Plumbing has been approved as a "prefabricated plumbing system" by the Wisconsin Department of Commerce.

## **Restroom Facilities**

No need for customer restrooms besides the small amount that may park and order but even if our building had a restroom it would not be available for customers.

Staff will use the facilities at BP as the other staff do on the same parcel. The distance is very minimal and 100 ft away at most.

We prefer not to add a restroom at the new building if the board will approve. We feel that the additional cost and amount of work to upgrade falls short of having a significant impact. There are many work areas in which staff must utilize restrooms at a much greater distance in other local businesses. If the board feels its needed for the operation we will accommodate and understand the position of the request.

## **Health**

Operating procedures have been approved in the past by the Wisconsin Department of Agriculture. The facility will also be approved/inspected by the Sauk county health department for a food service license. Owner, Manager's and some select staff have their Serv Safe & Food Manager Certification.

# **Business Operations**

## **Hours of Operation**

Tourist Season Hours 6:00AM-6:00PM

Off Season Hours 6:30AM-4:00PM

Open year round & 7 days a week

\*Hours are subject to change and maybe adjusted based on sales and demand.

## **Employees**

The maximum employee count will depend of the final choice of the short term building and the design of the new building in a year. We believe under any circumstance no more then 4 employees will be working at any given time but 2-3 is the expected normal. We expect this business will create 5 year round positions and an additional 2-3 seasonal positions. We focus on hiring quality staff and long term retention by offering flexible schedules, paid vacation, sick time, employee outings, group dinners & optional benefits. Happy employees create happy customers and positive experiences.

## **Parking**

### **Staff Parking**

Staff will utilize the parking spaces in parking lot near the kiosk. We see no parking issues arising with the ample amount of available spaces at any given time.

### **Drive Thru Spaces & Parking**

The site plan shows the amount of available spaces for each drive up window. We believe that the amount of available line space for vehicles is very sufficient compared to other business in the area with same business activity. We also have the additional space to take orders and pull them ahead. No coffee shop in the area has double drive up windows this makes us unique by allowing us to process customers at a greater rate then our competitors. The concerns with the traffic flows and back ups of traffic causing issues at local chain business may be slightly reduced by having another option for coffee products. I have personally waited 25 minutes in line for coffee on many occasions.

## **Other Concerns**

### **Traffic Generation**

Peak hours of operation are between 6:30 AM - 9:00 AM with anticipated daily traffic flow of 75 cars. Vehicles will enter and exit using existing ingress and egress. No pedestrian traffic anticipated. A drink is prepared in 60 - 90 seconds eliminating long waiting periods and traffic congestion. During peak hours of operation, a minimum of 2 baristas will be working in the unit to help assure smooth traffic flow and no congestion.

**Noise, Air, Water, or other Forms of Environmental Pollution** - No adverse effects anticipated. Cuppa Mudd Espresso is a low impact business. No speaker box is utilized. All orders are placed directly with the barista at the order window, person to person.

**Lighting and Signage** – The building will have lighting effects in the soffit surrounding the building. Menu boards on building on each side.

## **OWNER STATEMENT**

When I purchased this business, the goal was to get to a point of expanding into several locations in our area. The Wisconsin Dells our dream location. I and many others prefer local coffee shops over chain businesses. I spent 9 years in military, 5 years in correctional & 4 years private sector food service positions. At these positions I managed large amounts of staff including military, inmates & patients. Prepared meals for sizes of up to 1400 on many occasions with limited staffing. I was injured while I worked at Sandridge Secure Treatment center and had to leave state service. At this time, I started a new business with the focus of government & facility management. I grew the business to a spot where it manages quite easily. But I missed the enjoyment I had in food service.

When I purchased the business, I was an 8-year, 2-3 time a day customer at Mountain Mudd and have not found many places that compare to the quality. I purchased it 2 years ago and due to the previous franchise being out of business I created Cuppa Mudd Espresso. Last year I had designed a new facility, ordered it prior to Covid and planned on expanding. Due to the uncertainty created by Covid and the possible economic effects our plans got delayed. We are fully confident in the plan but want to take the cautious route just in case the coming years have huge travel impacts. Our quality is unmatched by chain shops because they do everything to reduce costs. The products we use are of the best quality and cannot be substituted by lower grade brands. 86% of the products we use are produced by Wisconsin companies with the main exception being espresso beans.

The outside of our building will be landscaped beautifully. Installing a concrete curb as shown in site plan's and landscaped to make it a wonderful site.

I appreciate the time and consideration of our plan.

Thank You

10' x 12' Existing building





8' x 8' Temporary building

**Sign Specifications:**

**Non-Illuminated Flat Panel**  
Flush mounted to wall

**Faces:**  
Flat (Max Metal) Faces painted (white) with applied vinyl graphics

**Qty: (4)**

SCALE: 3/4" = 1'-0"

**CUSTOMER INFORMATION**

Customer: **Cuppa Mudd**

Address: **Eau Claire, WI**

Sales: **Brad Reiter**

**DRAWING INFORMATION**

File Name: **Cuppa Mudd Roof Panels REV A 12-16-19**

Date: **REV A 12-16-19**

Revisions:

Scale: 3/4" = 1'-0" at 11" x 17"

Page: 1 of 2

Designer: **Elizabeth Bremer**

Customer/  
LL Approval:



Sign Area: 40 sq. ft.



**SignArt Company**

Eau Claire, WI  
715-834-5127  
800-235-5178

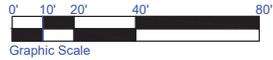
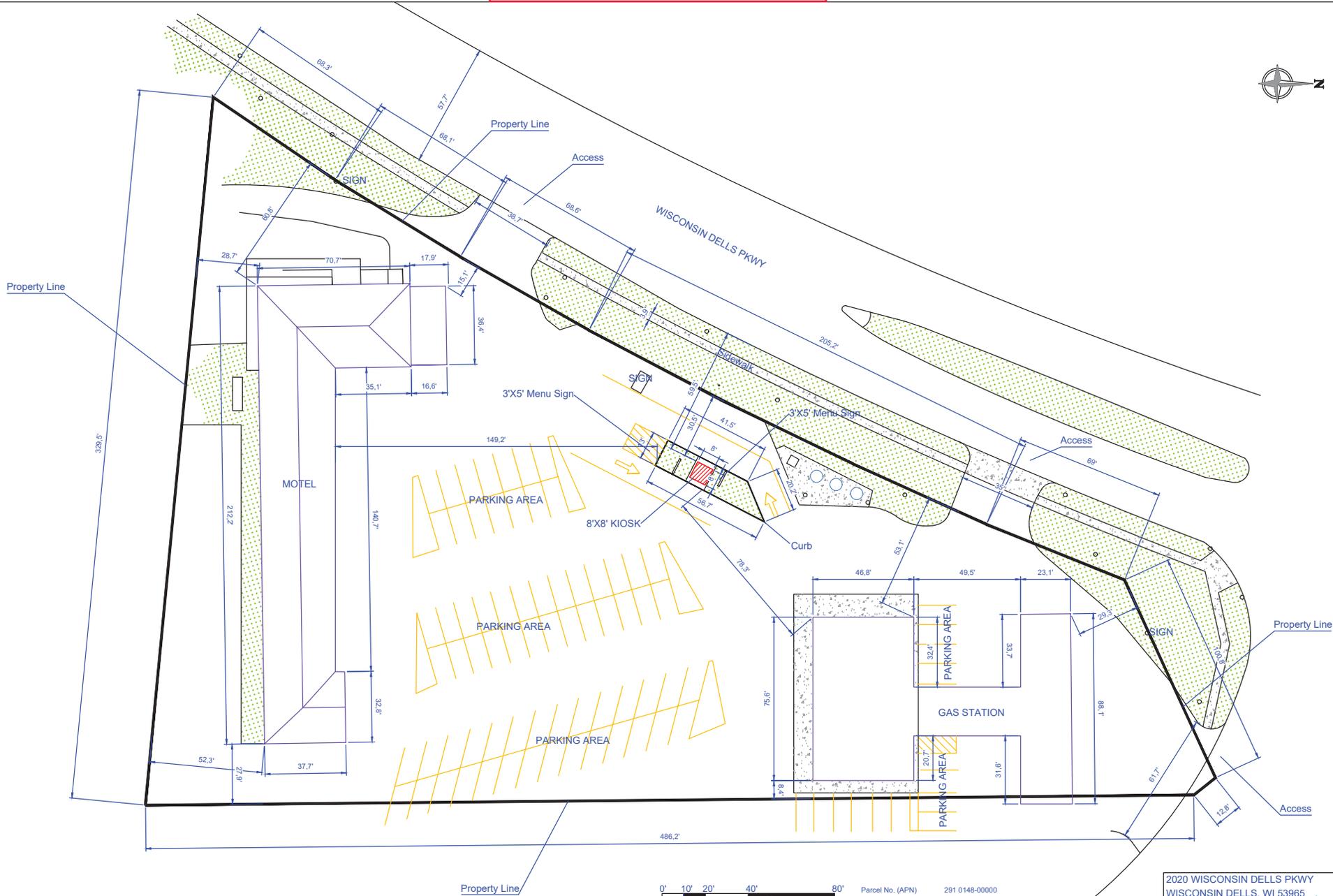
St. Paul, MN  
651-688-0563  
800-699-0563

www.signartusa.com



This drawing was created to assist you in visualizing our proposal. It is the property of Sign Art Company and may not be used or reproduced by others.

8' x 8' Temporary building



Parcel No. (APN) 291 0148-00000  
 Land Use Cat. COMMERCIAL  
 Land Use Desc. MISCELLANEOUS COMMERCIAL  
 Lot Area 125,453 SF (2.88 ACRES)

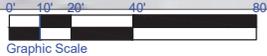
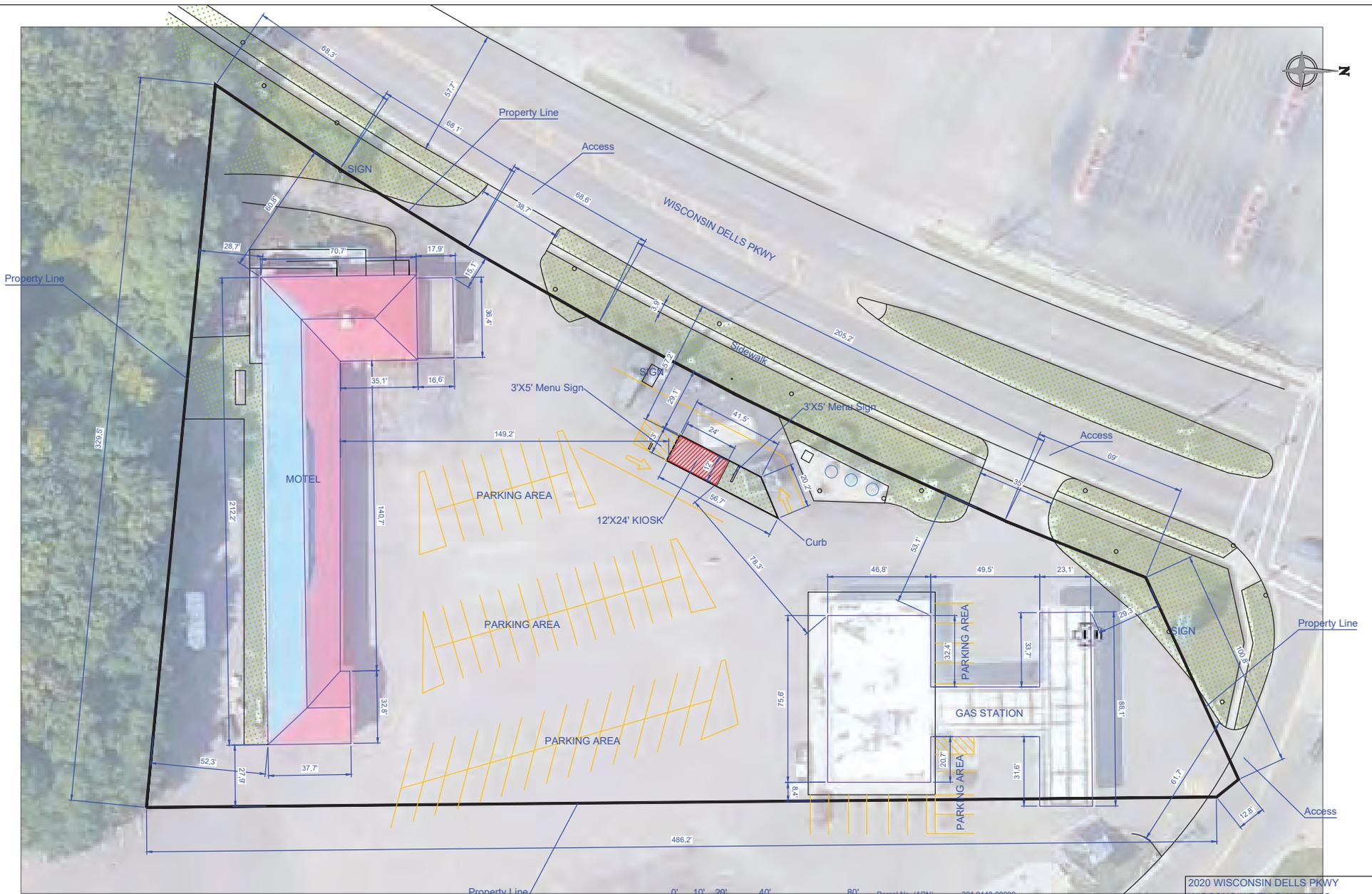
2020 WISCONSIN DELLS PKWY  
 WISCONSIN DELLS, WI 53965  
 Scale: 1"=40'



**BUILDING 2**  
**Almost complete 12x24**







Parcel No. (APN) 291 0148-00000  
Land Use Cat. COMMERCIAL  
Land Use Desc. MISCELLANEOUS COMMERCIAL  
Lot Area 125,453 SF (2.88 ACRES)

2020 WISCONSIN DELLS PKWY  
WISCONSIN DELLS, WI 53965  
Scale: 1"=40'



## Vehicle Traffic Outlook

The photo below shows that 15 large vehicles can line up without backing up into the entrances. It also shows the curb and landscaped plan easier than on site plan. We see no possible traffic concerns.



# SITE PLAN APPLICATION

## Wisconsin Dells, Wisconsin

Version: February 27, 2008

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

**- Office Use Only -**

Initial application fee	
Receipt number	
Application number	

**1. Applicant information**

Applicant name	<b>CUPPA MUDD ESPRESSO</b>
Street address	<b>1007 GATEWAY AVE</b>
City	<b>MAUSTON</b>
State and zip code	<b>WI, 53948</b>
Daytime telephone number	<b>608-547-7684</b>
Fax number, if any	<b>888-982-8772</b>
E-mail, if any	

**2. Subject property information**

Street address	2040 Wisconsin Dells PKWY	
Parcel number	291-0148-00000	Note: the parcel number can be found on the tax bill for the property or may be obtained from the City.
Current zoning classification(s)		
Describe the current use	GAS STATION & MOTEL	

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

Drive thru coffee shop

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

Expected hours of operation are 6am-6pm, 7 days a week.

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

We are unaware of any nuisances it would create. Our outlook is that it will improve the existing section we would be utilizing and bring a facility in that modernizes the atmosphere.

Exterior lighting would be more ambient lighting to improve looks.

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

# SITE PLAN APPLICATION

## Wisconsin Dells, Wisconsin

Version: February 27, 2008

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

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

We have created a version of a traffic study to show the amount of vehicles that can fit in the area before effecting street traffic flow like is being experienced near the Walgreens intersection. I think it may improve conditions at the intersection just from some customers utilizing our coffee shop vs the chain shops. Our shop has 2 drive thru windows and processes customers at a faster rate. In Mauston we never have more than 5 or 6 cars total waiting at any given time.

c. Effects of the project on the natural environment

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

e. The overall appearance of the project

We have included building photos and options. Depending on the building we utilize, The buildings would receive new roofing & siding to match the general flow of the surrounding businesses.

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.
  
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.

# SITE PLAN APPLICATION

## Wisconsin Dells, Wisconsin

Version: February 27, 2008

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.



8/31/20

Applicant Signature

Date

### 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.

# 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.

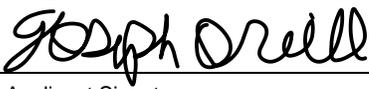
If a cash deposit is used to guarantee reimbursement, the City will periodically deduct from the cash account such amounts necessary to pay for eligible costs and submit a written statement to the applicant. If a letter of credit is used, the applicant agrees to pay such amounts as invoiced within 7 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.

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.



8/31/20

Applicant Signature

Date

# SITE PLAN APPLICATION

## Wisconsin Dells, Wisconsin

Version: February 27, 2008

### Site Plan Check List

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

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