

**286 Valley View Drive
Fontana Mart
Building, Site & Operational Plan (BSOP) Amendment**

July 27, 2012

Property: **286 Valley View Drive**
Fontana, WI 53125
Tax Parcel: SOP 00057

BSOP: seeking approval of proposed signage

Zoning District: C-2 General Commercial [§18-93]
 STH 67 State Trunk Highway 67 [§18-96]
 TIF, Tax Incremental Finance District [§23-25]
 * exterior alterations/modifications in excess of \$10,000 must be approved by the CDA
 (Community Development Authority)

Proposed Signage:	Size:	
Monument Sign: price info & logo - illuminated	32 SF (8'x4' each side)	32 SF PROPOSED : 50 SF ALLOWED
Open Sign - illuminated:	(not provided)	__ SF PROPOSED : 1.5 SF ALLOWED
On Main Building:		
Wall Sign 1: "SHELL FONTANA MARKET"	20 SF (4' x 5')	
Wall Sign 2: "FOOD MART"	10 SF (18" x 81")	
Wall Sign 3: "PICADILLY PIZZA"	16SF (43.5"x51.5")	46 SF PROPOSED : 84 SF ALLOWED
On Accessory Structure:		
Canopy 1: "SHELL," logo & stripe - illuminated	16SF (4'x4')	
Canopy 2: "SHELL," logo & stripe - illuminated	16SF (4'x4')	
Canopy 3: "SHELL," logo & stripe - illuminated	16SF (4'x4')	48 SF PROPOSED : 0 SF ALLOWED

Currently the only signs allowed to be illuminated are the monument sign & the open sign.

Comprehensive Master Plan:

High-quality design for Commercial Development Projects should complement the character and enhance the image of Fontana. Adherence to good design standards will be important along highly visible corridors such as Fontana Blvd. and Hwy 67, including high quality landscaping treatments and signage that includes quality materials and that is compatible in appearance with buildings as well as modest in height, number, and square footage.

Recommendation:

1. The proposed 32 SF illuminated monument sign shall be allowed with the condition that the base is upgraded to a traditional (standard) monument base (as opposed to the existing metal pole) with additional landscaping.
2. A 1.5 SF illuminated OPEN sign shall be allowed with the condition that the sign be illuminated with LEDs (light-emitting diodes).
3. The proposed 20 SF main building "SHELL FONTANA MARKET" wall sign shall be allowed with the condition that the material used is a wood texture look. This sign may be illuminated by an approved gooseneck-style lighting fixture.
4. The proposed 10 SF main building "FOOD MART" wall sign shall be allowed with the condition that the material used is a wood texture look. This sign may be illuminated by an approved gooseneck-style lighting fixture.

5. Proposed main building color bar (yellow and red) shall not be allowed. The area shall be beige or off-white and complimentary to the existing main building.
6. No signage shall be allowed on the accessory structure (canopy).
7. No color bar (yellow and red) shall be allowed on the accessory structure (canopy). The canopy edge shall be beige or off-white and complimentary to the existing main building.
8. On-pump signs and color bars must be less than or equal to 1 square foot. Anything larger is not permitted.
9. All other external signage (i.e., "PICADILLY PIZZA") shall be removed and shall not be replaced.
10. Temporary signage as allowed through the Village of Fontana Municipal Code (i.e., temporary banners, menu-board signage) shall be applied for prior to installation and use. Application may be made through the Building & Zoning Department and does not require BSOP approval, unless as determined otherwise by the Zoning Administrator.
11. All other permanent signage or modifications to the approvals herein shall require application and approval as described in the Village of Fontana Municipal Code.
12. All building, zoning and electrical permits shall be applied for and obtained prior to the installation of and use of any approved signage. BSOP approval shall NOT alleviate the applicant from securing all required permits.
13. All outstanding cost recovery fees billed to date applicable to this project shall be paid prior to the issuance of any building & zoning permits. This condition does not alleviate the applicant from any cost recovery fees not yet billed.
14. Any signage not approved, or without issued proper permits, that are installed or used at any time, whether permanent or temporary in nature, shall be subject to municipal violations and citations as described in the Village of Fontana Municipal Code.