



City of Ashland, Wisconsin

601 Main Street West — Ashland, WI 54806 — www.coawi.org

PLAN COMMISSION

September 17, 2019
City Hall Council Chambers
6:00 PM

AGENDA

1. Call to Order and Roll Call
2. Approval of Agenda
3. Consent Agenda
 - a. Approval of minutes from the September 3rd, 2019 Plan Commission meeting
4. Public Comment (non-agenda items)
5. Action Items:
 - a. Public Hearing and Vote to approve a Conditional Use Permit to operate a vehicle service/repair use at 1100 Lake Shore Drive East, zoned Mixed Residential/Commercial (MRC). Applicant: Richard Bloss.
6. Discussion Items
 - a. Updates and discussion of Comprehensive Plan implementation
7. Announcements/Reports/Comments/Questions
8. Adjournment

It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice. The City of Ashland does not discriminate on the basis of sex, race, creed, color, national origin, sexual orientation, age or disability in employment or provision of services, programs or activities. NOTE: Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Megan McBride at (715) 682-7041.

STAFF REPORT

Plan Commission – September 17th, 2019

Agenda Item # 5A: Conditional Use Permit Request to allow vehicle service/repair
Zoning District: Mixed Residential Commercial (MRC) and Gateway Overlay District
Property Address: 1100 Lake Shore Drive East
Parcel #: 201-01195-0000
Applicant: Richard Bloss
Staff Contact: Megan McBride

Background

Richard Bloss is requesting a Conditional Use Permit to operate a vehicle repair/service use at 1100 Lake Shore Drive East. While this property has been used for a similar vehicle repair use in the past, there was no Conditional Use Permit in place to do so which is why a CUP is required in order to reinstate this use at this property within the Mixed Residential/Commercial and Gateway-Overlay district.

The definition for a vehicle repair and/or service use in the Unified Development Ordinance is “An establishment providing the repair or servicing of vehicles, including the sale, installation, and servicing of related equipment and parts, where all such work is performed within an enclosed building. This term includes, but is not limited to, the repair or servicing of batteries, tires, mufflers, brakes, shocks, transmissions, or engines, and it includes paint and body work. This term includes, but is not limited to, an auto repair shop, auto body shop, wheel and brake shop, or tire sales and installation shop.” Therefore, all vehicle repair activities must be conducted within an enclosed structure, with outdoor storage of vehicles prior to and after work is completed being allowed. Minimum landscaping/screening will be required to screen views of the parking area from the adjacent

Standards for Review

The City of Ashland’s Unified Development Ordinance Section 3.9 (C) Conditional Use Permit – Approval Criteria (and all subsections thereof), create the legal framework to regulate, administer, and enforce the conditional use standards for the City of Ashland.

Conditional Use Review

The following decision criteria were used to review the submitted conditional use:

1. **Consistency with Comprehensive Plan.** The proposed use conforms to the Comprehensive Plan recommendations for this area of the City, as it will result in a currently vacant, formerly commercial building being revitalized for a similar business use. The Comprehensive Plan also identifies this area as a commercial corridor in the recommended Future Land Use map, and encourages land use planning to promote uses that are compatible with existing residences in mixed residential/commercial areas along US Hwy 2. With the recommended conditions, this business would fit with the existing neighborhood character and add additional vibrancy/activity along this commercial corridor.
2. **Compatibility.** The proposed use is compatible with that of existing development within 200 feet of the site, within 500 feet along the same street, and with anticipated future development in the vicinity. The property is

surrounded by other similar and compatible uses including an existing vehicle repair shop (Eder Bros) and a commercial and industrial contractor's yard (KBK Services) less than a block from the property. Additionally, its location on US Highway 2 and in the Mixed Residential/Commercial district is appropriate to accommodate the traffic generated by a commercial use without creating disturbances to nearby residences, and its location along a major highway is compatible with vehicle service use.

3. **Importance of Services to the Community.** Vehicle repair is an important service for Ashland area residents, and remaining open seven (7) days a week will allow them to respond to more emergency/short term vehicle repair needs.
4. **Neighborhood Protections.** To meet UDO standards and the definition for vehicle repair and/or service use landscaping will be required to be installed to screen the parking area, and all vehicle repairs must take place in an enclosed structure. This will be an improvement for the neighborhood and ensure that this use will be compatible with the mixed use nature of the zoning district in which it's located.
5. **Conformance with Other Requirements:** The development must conform to all other provisions of the UDO, including but not limited to:
 - o Obtain a Sign Permit for new signage

Review Recommendation

Staff recommends APPROVAL of the Conditional Use Permit contingent on the following conditions:

- a. Applicant shall install landscaping to meet minimum screening requirements for outdoor parking area, and submit plan to Planning & Development Department for approval prior to installation
- b. All vehicle repair work must be done within an enclosed structure.

Additionally, as a Public Hearing is scheduled for the proposed Conditional Use Permit, the Plan Commission should hear all input from the public prior to making a decision. The required Class 2 Public Hearing notice was issued and discretionary letters were sent to property owners within 200 feet of the proposed development.

Approvals are based on background information provided by the applicant and known conditions. Deviations from this information may be considered a change in the application and reconsideration and possible revision to the approvals may be made by the Plan Commission and Common Council.

9-9-19

D-M Automotive

Good morning,

My Name is Richard A Bloss Jr I Am

The Proud owner of 1100 Lake Shore Dr E in
Ashland I wanted to take the Time to give u
a vision of my Plan for the property. My Goal
is to run a succell Tire shop an Repair shop
7 Days a week with my Son Michael Bloss Jr
Beside me, I sent my Son to IL to Unversal
Tecal instatue For 2 years my son is A.S.E Certified
Technision I Bon Fixing an repairing cars all my Life
my son an I will B. The only shop that works
7 Day's a week an Doesn't charge by the Hr
my son an I would Love the opportunity to
set are roots Down in a town we Love Thank
u For the consideration of working in this Great
Town

Owner Richard Bloss Jr

Owner 

1100 Lake Shore Drive East



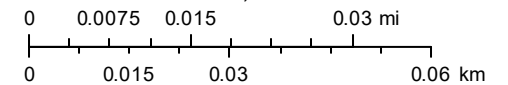
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Parcel Labels



Parcel Mapping

1:1,128

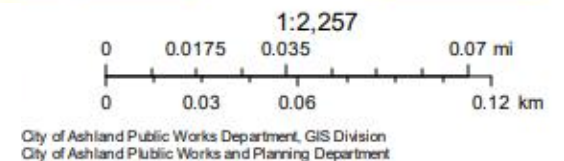


City of Ashland Public Works Department, GIS Division
PICTOMETRY INTL

City of Ashland Base Map



-  Mixed Residential/Commercial (MRC)
-  Gateway-Overlay District
-  Single- and Two-Family Residential (R-2)
-  Waterfront Mixed Residential/Commercial (W-MRC)



Department of Public Works Engineering
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Comp Plan Category	Comp Plan Goal	When	Progress Update
Downtown	Establish targeted revitalization zone	S	Funding has been budgeted to invest in infrastructure that will be used to both enhance vibrancy/walkability of downtown and also give the downtown as defined in the Comp Plan a unique character and set it apart from the rest of the downtown/City Center area. Potential projects include additional outdoor lighting and/or banners which signify this area as Ashland's Historic Downtown.
Downtown	Implement state affiliated Main Street program	S	The City will be submitting a joint application with the Chamber of Commerce in Fall 2020 to hopefully be approved and join as a Main Street Community in 2020.
Downtown	Implement Historic Tax Credits as a means to revitalize Main Street's historic structures	M	Initial outreach has been done to local realtors with handouts/educational materials that highlight funding incentives for downtown development which provides info on Historic Tax Credits. All eligible downtown property owners were also invited to a presentation on June 15th, 2019 about Historic Tax Credit opportunities for income-producing buildings.
Downtown	Strengthen and expand the Second Street Historic District to leverage funding	M	This has been explored, and Main Street west of 6th Avenue (City Hall) would not be eligible for state/national designation and therefore this is not a possibility at this time. The reasons for this are because of the significant changes that have taken place on many homes in this area, and the high proportion of parking lots and park area west of 6th Avenue W.

Downtown	Market downtown's abundant parking opportunities	M	Signage was installed in 2017 through partnership with the Chamber to direct towards public parking lots. The parking study that was completed in summer 2018 will be sent to Council to begin conversations about how to both market current parking opportunities and strategize for implementation of recommendations made in the plan to improve public understandign of parking regulations (i.e. better signage, marking spaces on street, explore option for angled parking on avenues)
Downtown	Explore the opportunity to create a Business Improvement District (BID)	M	This may be explored in future years after the Main Street Program has gained more momentum.
Protect and Connect the Lake	Capitalize upon the Waterfront Trail as a protection area	M	This is being incorporated as a priority in the City's Waterfront Development Plan update.
Protect and Connect the Lake	Complete the oerdock and upland entryway area	M - L	Grant and community fundraising have been done to complete the walkway to the end of the dock as well as the extension of Stuntz Avenue (pending DOT approval) in 2020.
Protect and Connect the Lake	Ensure that the reuse of the Superfund clean up site protects the integrity of the lake	M	The planned future use for the cleaned up Superfund site is more passive recreational use as well as parking area for individuals who will utilize the new boat launch, Kreher Park, the oredock, and want to watch sunsets by the Lake. The parking area is needed to protect the site cap, but will also support other uses in this area. Potential future projects for the site include indoor boat storage, a 4-season pavilion, and a bathroom/fish-cleaning station.
Knit the Urban Fabric Together	Add Connections from the Waterfront Trail to the Tri-County Corridor Trail	O	This is being evaluated through the City's Comprehensive Outdoor Recreation Plan update.
Knit the Urban Fabric Together	Bay City Creek trail connection	L	This is being evaluated through the City's Comprehensive Outdoor Recreation Plan update.
Knit the Urban Fabric Together	Maslowski Beach, via Prentice Park, to the Tri-County Corridor connection	M	This is being evaluated through the City's Comprehensive Outdoor Recreation Plan update.

Knit the Urban Fabric Together	Northern Great Lakes Visitors Center-- trail connection and loop	M	This is being evaluated through the City's Comprehensive Outdoor Recreation Plan update.
Knit the Urban Fabric Together	Reimage the City's entryways	L	Funding is included in the Planning Department's Capital Improvement Project budget for 2021 to seek grant funding and hold a contest to solicit designs from local artists for a gateway feature on the Highway 2 West or Ellis Avenue where the City currently has easements for this use.
Knit the Urban Fabric Together	East meets West-- Connect the Neighborhoods	L	Funding has been budgeted to install lighting stretching over the first 2-3 blocks of Main Street East (similar to what is now in Otis Park) to give this area its own character/vibrancy while also better connecting it to our core downtown. Additional work is needed on this item.
Knit the Urban Fabric Together	Capture views to the lake along north/south street corridors	L	This is a consideration that will be incorporated into the City's updated Waterfront Development Plan to ensure residents and visitors can enjoy the lake in a variety of ways, including preserving and enhancing (as feasible) view corridors.
Strengthen Housing Stock	Diversify and upgrade via Infill housing	O	Outreach has begun and will continue to connect interested developers with downtown property owners to promote infill of residential units on upper stories that are currently not being utilized. Amendments to the Unified Development Ordinance to allow and encourage a wider variety of housing types (e.g. Accessory Dwelling units, small homes, etc.) will be taking place with associated outreach to promote less conventional forms of infill housing that help boost density and affordability of housing.
Strengthen Housing Stock	Conservation Buffer	O	Ongoing efforts are being done to assist property owners in making repairs to existing homes through the Housing Improvement Program (HIP) and Community Development Block Grant (CDBG) Revolving Loan Fund.

Strengthen Housing Stock	Strategic Demolition	M	Strategic demolition funding assisted in removing 1 very visible, dilapidated home in 2019. Additional funding will be budgeted and projects have already been identified in partnership with the property owners as candidates for 2020.
Strengthen Housing Stock	Strategic Code Enforcement	S	The Property Maintenance Specialist position was extended to be full-time, year round starting in January 2019. This has resulted in much higher compliance rates and number of properties that have been brought into compliance with City codes.
Strengthen Housing Stock	Healthy Neighborhoods	L	Some funds have been budgeted for this in 2021-2022 to work with residents to identify small pilot projects that would create positive impacts in their neighborhood.
Strengthen Housing Stock	Careful Disposition of Vacant Land	O	The Planning Department will be working to host a developer summit in Ashland in spring of 2020 to network with developers and show them the City-owned land available for redevelopment in an effort to generate interest and ensure that the proposed developments align with the community's vision for these properties. Request for Proposals will then be reissued in 2020 to seek potential housing and mixed use projects.
Promote Place-Based Economic Development	Implement this plan's "quality of place" initia	O	The City has worked with community partners to incorporate place-based, artistic infrastructure (trash containers and bike racks) into the downtown, and significant progress has been made to improve and increase accessibility of public waterfront spaces. Ongoing efforts in partnership with other community entities will be needed.
Promote Place-Based Economic Development	Leverage Northland College's environmental	S	The City plans to work with AADC, the Chamber and other community organizations to develop a strategy for recruiting and supporting Northland grads interested in opening businesses within the City, particularly capitalizing on Northland's fairly new Sustainable Entrepreneurship program

Promote Place-Based Economic Development	Promote collaborative entrepreneurialism in downtown Ashland	S	There have been discussions with AADC and the Chamber of Commerce about supporting an artist co-working space in or near the downtown. Additional outreach and collaboration will be needed to move this forward.
Promote Place-Based Economic Development	Complete an Economic Development Strategy	S	Completed in 2017-2018 in partnership with many other community organizations and stakeholders. A copy of the final plan is available on the City's website.
Sustainability	Provide rebates for home retrofitting	M	This has been looked into, funding will need to be budgeted and a partnership with Xcel Energy will likely be the best way to accomplish this.
Sustainability	Prioritize energy efficient improvements and updates to City buildings and facilities	M	The City updated its 25 x 25 Plan in 2018 to help identify opportunities for this. The Sustainability Committee will be prioritizing this plan and bringing back to City Council to help inform future capital improvement projects to City facilities.
Sustainability	Institute a mandatory recycling and compost	S	Recycling ordinance is in place. Outreach has been done to partner with Northland College's existing composting program to expand to provide community-wide composting services. Additional work will be needed to implement this.
Sustainability	Create easy ways for residents and businesses	M	The recent group buys provided a great opportunity for residents to opt into renewable energy. Xcel Energy's new Renewable Connect program also is a good and easy avenue for additional residents to utilize renewable energy sources.
Sustainability	Promote green spaces within Ashland	O	The updated Comprehensive Outdoor Recreation Plan (CORP) will provide a plan for prioritizing our green spaces and determining how they can be improved to decrease maintenance, increase usability for residents.

Sustainability	Increase access to local food	L	The City has become more involved with the Farmer's Market as a way to help increase access to local foods and will possibly be contributing funding towards the market and their double points EBT program in the future.
Sustainability	Promote alternative modes of transportation	O	Ongoing implementation of the Bike & Pedestrian Plan as bike lanes and sidewalks are planned into future City infrastructure improvement projects. Installation of bike racks in the downtown was a big improvement for bike accessibility, and future work with the High School to fabricate more racks for additional City facilities may be budgeted for future years.
Sustainability	Increase options for solar panels and solar fa	L	The new Xcel Energy Solar Garden is a great opportunity for residents to opt into solar energy without having to actually install their own panels. The group buy through Cheq Bay Renewables is another local resource to support this.