

City of Ashland- Sustainability Committee Meeting Notice

**City Hall Council Chambers (601 Main St W)
Thursday, March 28, 2019
6:00pm**

Agenda

- 1) Consent Agenda
- 2) Approval of Minutes
 - a) Approval of minutes from the February 28, 2019 Sustainability Committee meeting
- 3) Citizen Comments
- 4) Projects/Discussions
 - a) Updates and discussion with Public Works Director, John Butler, about strategies for addressing Inflow & Infiltration (I & I) issues
 - b) Discussion on Waterfront Development Plan/Comprehensive Outdoor Rec Plan updates
- 5) Announcements
 - a) Updates on rain barrel sale (partnership with Ashland County Land & Water Conservation Office)
- 6) Adjournment

It is possible that members of and a possible 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 race, color, national origin, sex, religion, 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.

City of Ashland- Sustainability Committee Meeting Minutes

A meeting of the Ashland Housing Committee was held on **Thursday, February 28, 2019 at 6:00 p.m.** in the **Ashland City Hall Council Chambers (601 Main St W)**

Committee Members Present: Jessica Eckhardt, Kaas Baichtal, Kate Ullman, Dale Kupczyk, La Mer Riehle

Committee Members Absent: Valerie Damstra, Lissa Radke

Staff Present: Megan McBride

Megan McBride opened the meeting at 6:00 p.m.

Agenda

1) Approval of the Agenda

Motion to approve the Agenda by Kate Ullman. Seconded by Dale Kupczyk. Passed unanimously.

2) Citizen Comments

No comments.

3) Projects/Discussions

a) Discuss 25 by 25 Plan prioritization strategies

Jess Eckhardt suggested that the waste water treatment plant should be a top priority for energy efficiency upgrades since it is the largest energy user.

Kate Ullman suggested it would be helpful to have a spreadsheet listing the recommendations by facility to be used for prioritizing and also as a reference when preparing future budgets.

Dale Kupczyk said it would be good to also identify low-hanging fruit, with examples being buying items such as light fixtures in bulk and taking advantage of Focus on Energy programs and resources.

Kaas Baichtal said that another low-hanging fruit identified during the tour of the water and waste water treatment plants would be educating residents not to flush wet wipes as these put a consistent strain on our City's waste water treatment facility.

Jessica Eckhardt suggested that education about conservation tips and financial resources available would be another priority.

Dale Kupczyk suggested sending conservation tips and other similar resources in water bills. He also said that the City needs to lead by example in promoting energy efficiency and sustainable practices.

Kate Ullman agreed that we can promote both actions the City and individuals can take to promote sustainability.

La Mer Reihle suggested that there is a need for the City to clearly state its position and agreed that the City needs to lead by example. She emphasized that educational materials should not portray this as just individual responsibility.

b) Update on Waterfront Development Plan/Comprehensive Outdoor Recreation Plan (CORP) updates

Megan McBride informed the committee that the public input process for updating the City's Waterfront Development Plan and Comprehensive Outdoor Recreation Plan (CORP) have just gotten started. There will be a more thorough discussion at a future meeting to get input from the Committee about the future waterfront development and outdoor recreation opportunities.

c) Discussion of rain barrel sale

Megan McBride updated the committee that the City will be working with Ashland County Land & Water Conservation Department

4) Announcements/Reports/Questions

a) 2019 Annual Green Tier Legacy Community meeting

Megan McBride informed the committee that she will be attending the Green Tier annual conference in early April. This meeting will include trainings/presentations as well as opportunities to learn what other Wisconsin Green Tier communities are doing to further their community's sustainability goals. Megan will update the committee on what she learns when she gets back.

5) Adjournment

Motion to adjourn by Dale Kupczyk. Seconded by La Mer Reihle. Passed unanimously.

Meeting was adjourned at 7:15pm. Minutes done by Megan McBride.

STRENGTHS

WEAKNESSES

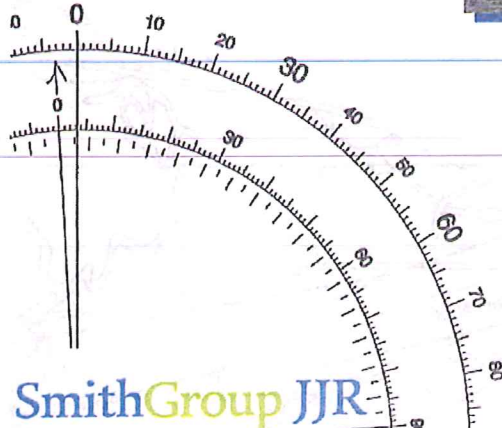
OPPORTUNITIES

CHALLENGES

Ashland

WISCONSIN

Lake Superior's Hometown



SmithGroup JJR

Waterfront Development Plan

Summary Report
Revised March 2002

Waterfront Development Plan

Summary Report

Revised March 2002

Prepared for:

The City of Ashland, Wisconsin

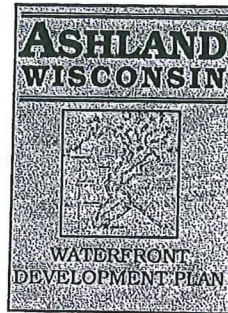
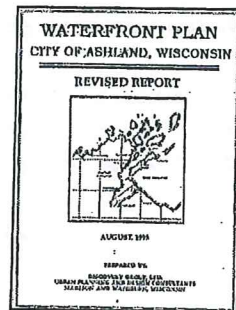
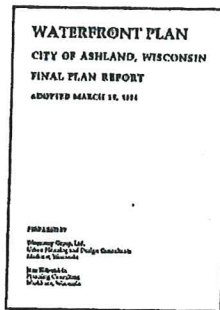
Prepared By:

SmithGroup JJR

Madison, Wisconsin

Plan History

This update to the Ashland Waterfront Plan traces its history back to a planning process initiated by the City in 1993. The Waterfront Plan was formally adopted by the City Council in March of 1994. At that time, little was known about the extent or nature of the contaminants at the former wastewater treatment plant site. Once information became available from preliminary testing at the site, a Revised Waterfront Plan was published in August of 1995. From that document a poster plan was created to summarize the plan recommendations.



Plan Progress To-Date

Since the time of the publication of the last plan, much progress has been made to improve access to the waterfront, upgrade facilities and provide linkages between many of the waterfront amenities. Following is a summary of improvements.

Waterfront Trail

The waterfront trail, beginning at Bayview Park to the east and terminating at Maslowski Beach to the west is nearly complete. This trail offers year-round recreational opportunities within close proximity to the waterfront. As a part of these improvements, amenities including path lighting, benches and interpretive stations are being installed in phases. Summer uses of the path include bicycling, walking, jogging and in-line skating; while Winter trail users can enjoy skiing and snowshoeing.

Maslowski Beach Improvements

New restroom and changing facilities have been added to Maslowski Beach as well as upgraded landscaping and an expanded parking area.

Excel Energy Plant Entrance Area Improvements

Lands to the East and West of the Bay Front Plant entrance have been leased to the City for public park and trail use. To the east, a new boat launch, additional parking and lighting have been added; and to the west, parking, a picnic facility and a fishing dock have been constructed in the area of the "Pig Iron Dock".

Marina Breakwall

A breakwall has been added to the marina, making it possible to expand the existing dockage configuration to accommodate 50 more slips.

Bayview Park Improvements

Bayview Park, one of the end points of the waterfront trail has been upgraded to include new children's play facilities, updated landscaping and a five acre expansion to the west near the old City Dock.

WATERFRONT DEVELOPMENT PLAN CITY OF ASHLAND, WISCONSIN

FINAL REPORT – MARCH 2002

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Acknowledgements:

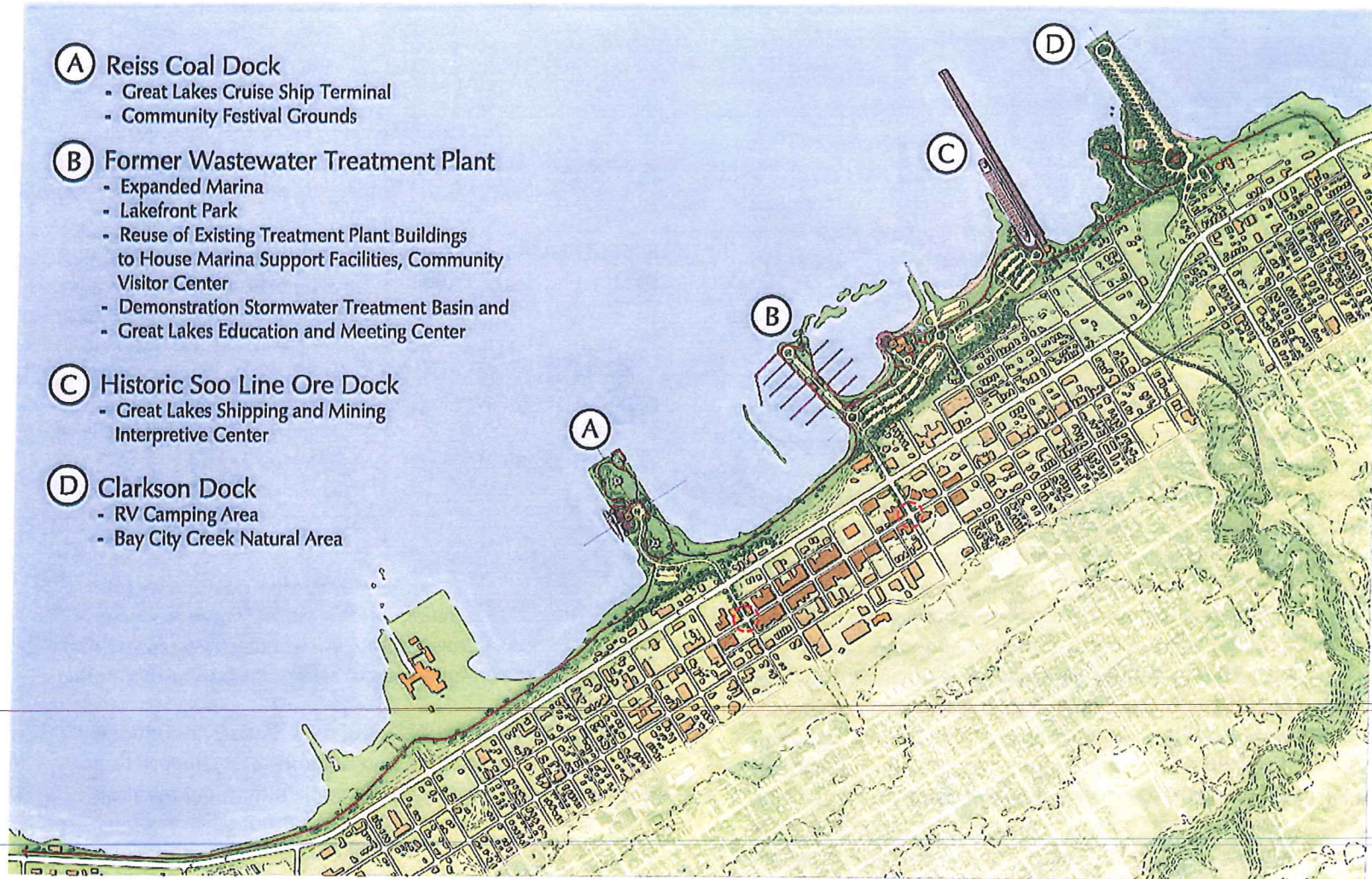
To successfully complete this detailed planning process, both a clear vision and an ongoing commitment on the part of all those involved has been required. SmithGroup JJR would like to thank the citizens and leaders of the City of Ashland for their efforts to bring the Waterfront Development Plan Update to a reality.

Members of the City Staff Steering Committee

Lowell Miller, Mayor
Rae Buckwheat
David Frasher
Dan Maderich
Mary McPhetridge
Michael Screnock
Jim Struck
Christopher Bolt

Members of the Waterfront Task Force

Kathy Allen
Mike BeBeau
Ann Bochler
Jamie Dunn
Tim Foley
Marlin Hofmeyer
Mike Keniry
Carol Larson
Sue Martinsen
Bob Miller
Maribeth Monroe
Darrel Robertson
Malcolm Traaholt



Introduction

The Ashland Waterfront Development Plan Update is a long-range vision for the redevelopment of the Ashland waterfront. The object is to update the Waterfront Development Plan of 1994. It is intended to both evaluate the current validity of the Plan's recommendations and provide a set of updated development recommendations for four specific target areas based upon new data available and progress since the previous plan.

This plan rests upon two primary goals:

- 1.) To build upon the successes of previous plans in order to illustrate the potential for the Ashland waterfront to become a major tourist destination on the South shore of Lake Superior in synergy with the regional tourism industry.
- 2.) To elevate the standard of community resources for the citizens of Ashland by providing recreational and cultural facilities, better access to Lake Superior and a broader employment and tax base.

Background Studies and Analyses

Several previous studies were utilized during the formation of this plan. These included:

- Waterfront Plan, City of Ashland (1994) Discovery Group Ltd.
- Revised Waterfront Plan, City of Ashland (1995) Discovery Group Ltd.
- Historical/Architectural Resources Survey, City of Ashland, Ashland County (2001) Heritage Research Ltd.
- Comprehensive Environmental Investigation Report, (1997) SEH INC.
- Supplemental Investigation Report, (1998) SEH INC.
- Baseline Human Health Risk Assessment, (1998) SEH INC.
- Ecological Risk Assessment, (1998) SEH INC.

- WDNR and Wisconsin Department of Health and Family Services Fact Sheets related to the Ashland/Northern States Power Lakefront site. (2000-2001)

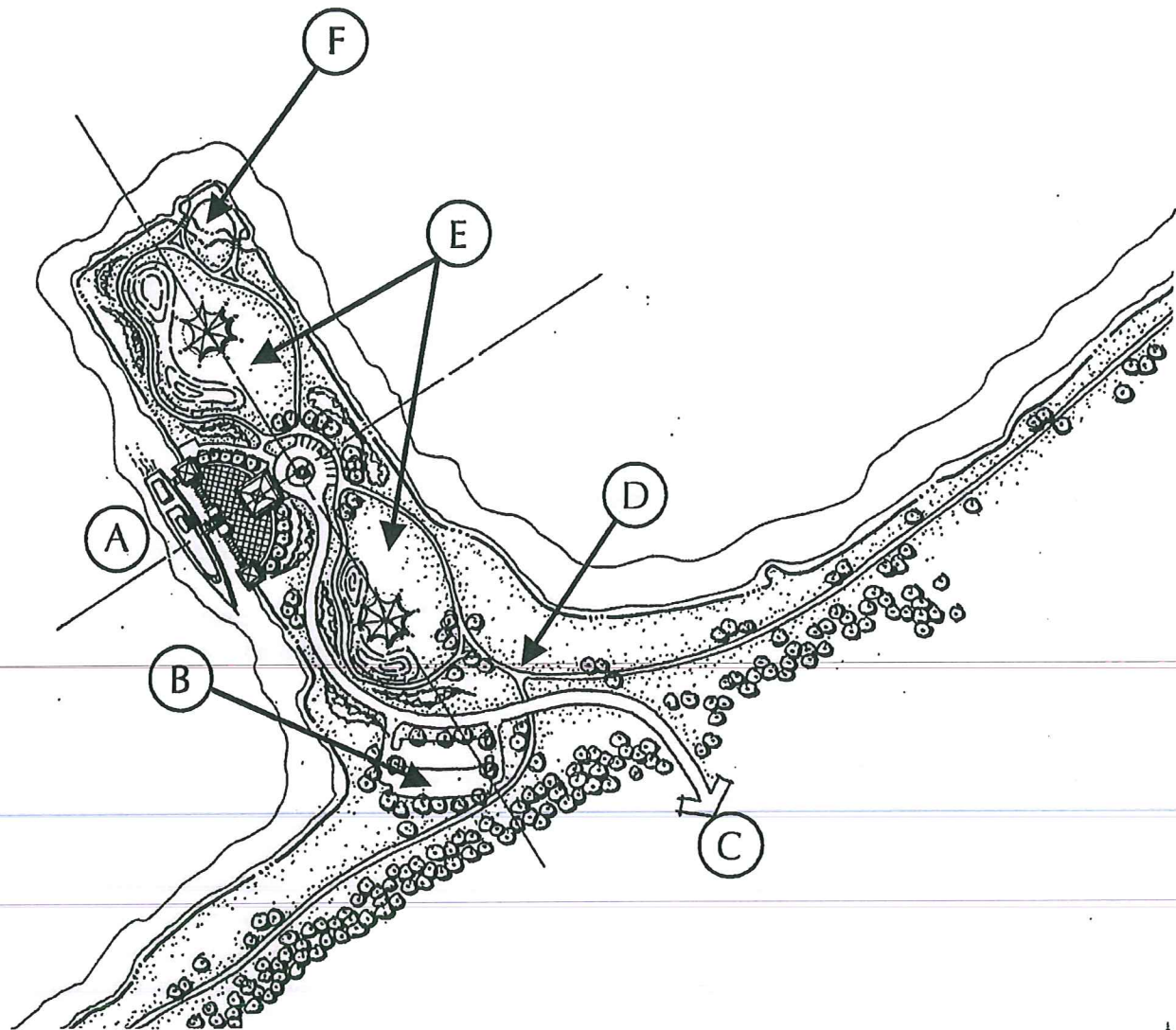
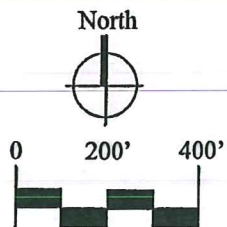
Project Process

To facilitate the creation of a community-led vision, participation in the Ashland Waterfront Development Plan Update included City officials, a Waterfront Task Force and input from the community via public involvement meetings. During initial meetings with City representatives, preliminary issues and target areas were discussed and a Waterfront Task Force was named. Subsequent meetings with the Task Force introduced the goals of the plan, the target redevelopment areas and project schedule. A three day workshop held in November 2001, served as the forum for developing a vision for the waterfront development areas through interactive work sessions with the City staff Steering Committee and the Waterfront Task Force. A tour of target area sites with these groups also stimulated the generation of development ideas. As a part of the workshop, a public meeting was also held to outline the project process and to solicit ideas from the community. From this workshop a defined vision for each of the target areas was crafted and refined by the consultant team. Following presentation of these refined plans to the City Steering Committee, Waterfront Task Force and the public during meetings in February 2002, this plan was finalized.

Target Development Areas

The primary focus of this plan was to refine development objectives for four target development areas identified by the City as the most desirable areas for redevelopment. These areas include:

- Reiss Coal Dock
- Former Wastewater Treatment Plant and Adjacent Land
- Historic Soo Line Ore Dock
- Clarkson Dock



Ashland Waterfront Plan
Reiss Coal Dock Target Area



SmithGroup JJR

Reiss Coal Dock

Introduction

Currently owned and operated by the Reiss Coal Company as a storage and transfer facility for coal. The dock extends 1200 feet into Lake Superior and includes coal piles and two permanent buildings on the site. The buildings and coal piles are currently active and do serve their functions of coal storage and transfer, predominantly in the service of the Excel Energy Bay Front Plant immediately to the west. However, they are a detraction from the visual quality of the waterfront; and they produce coal dust pollution that affects a large surrounding area.

Design Principles

- Create a year-round community amenity from what is currently a detraction from the visual beauty of the Lake Superior shoreline.
- Take advantage of the deep-water channel by serving Great Lakes cruise ships.
- Create a new location to host events such as Bay Days and Book Across the Bay.

Redevelopment Concept

Proposed redevelopment of this site includes a ship terminal for Great Lakes cruise ships, community festival grounds in a park-like setting with multi-programmable zones for tents or gatherings and a perimeter baywalk.

Links to Downtown and the Central Business District

This site would continue to be linked to Lakeshore Drive via 6th Avenue West. Improvements to this roadway including trees, site furniture and upgraded crossings are recommended up to Main Street to provide a distinct linkage to City Hall and the Downtown Business District.

(A) Cruise Ship Terminal with Entrance Plaza, Maintenance and Arrival Buildings.

(B) Parking Area

(C) Link to 6th Avenue West and Downtown Shuttle

(D) Extension of Waterfront Trail

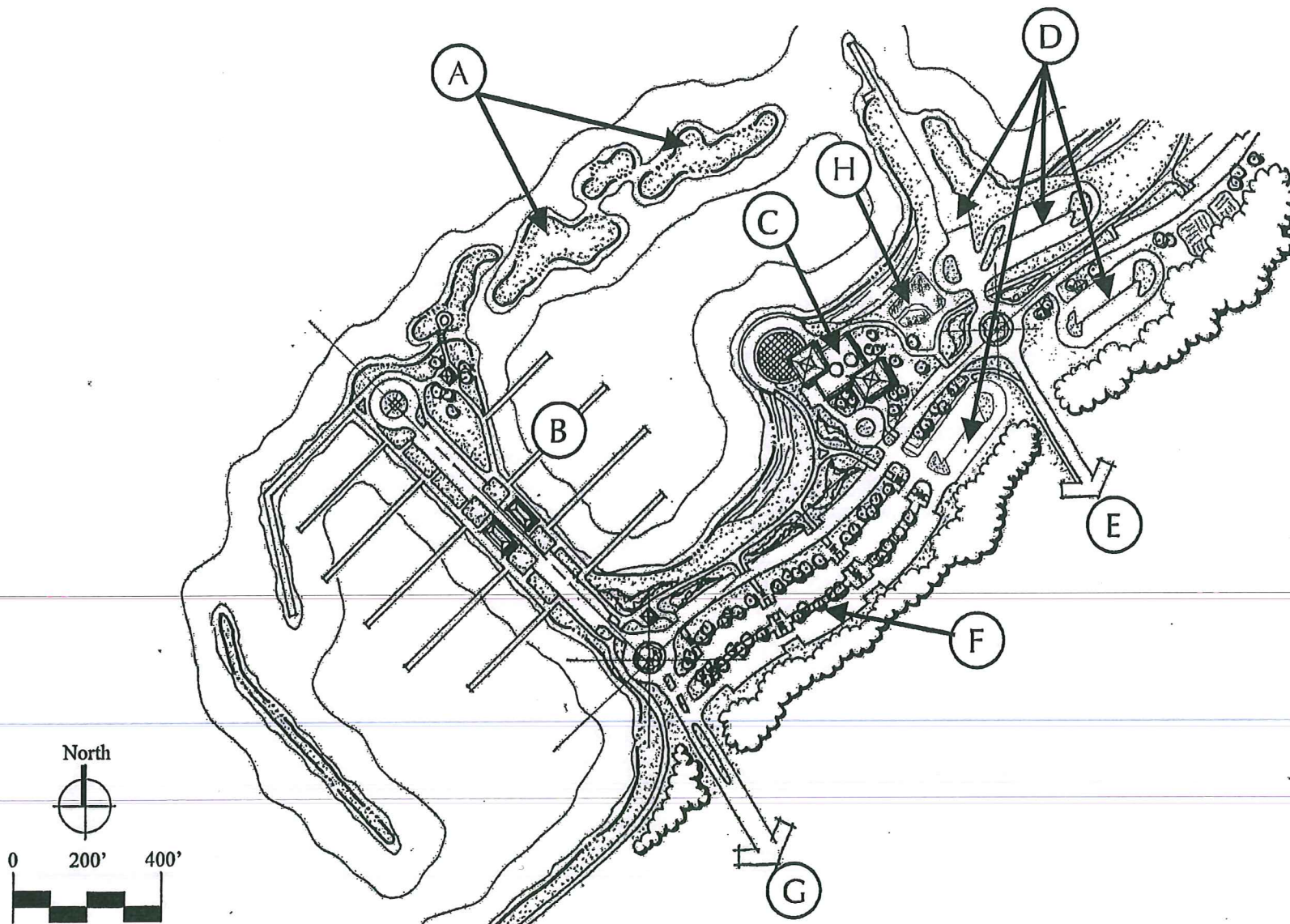
(E) Community Festival Grounds

(F) Plaza and Marina Overlook

Concept Level Opinion of Probable Project Costs

Site Preparation	\$ 300,000
Site Improvements	<u>\$ 2,331,000</u>
Subtotal	\$ 2,631,000
Estimating Contingency (25%)	\$ 658,000
Design Contingency (10%)	\$ 263,000
Project Total*	<u>\$ 3,552,000</u>

*Assumptions are listed on page 19



Ashland Waterfront Plan

Former Wastewater Treatment Plant Target Area



SmithGroup JJR

Former Wastewater Treatment Plant Target Area

Introduction

The former wastewater treatment plant, out of operation since 1992 sits on the bayfront just east of the Ashland municipal marina. The target area includes the plant buildings, and is bordered to the west by Ellis Avenue, to the east by Prentice Avenue and to the south by the bluff. The bay area north of the plant is included in this area as well. The buildings of the former plant are structurally sound and could support a wide variety of uses. Adaptive reuse of this site and these buildings will be contingent upon cleanup of contaminants that exist on the site. These efforts are discussed on page 6.

Design Principles

- Expand water and land-based marina facilities for the boating public in Ashland and to build upon the existing successful municipal marina.
- Reuse existing wastewater treatment plant buildings to create a multi-use community activity and education center.
- Work in tandem with the WDNR during mitigation efforts to maximize the benefits of cleanup efforts for the benefit of the community use of the bayfront.

Redevelopment Concept

Proposed redevelopment of this site includes an expanded marina with a "Harbor Island" breakwater system, public park lands, two sailing beaches (non-swimming), an adaptive reuse of the existing wastewater treatment plant buildings, expanded parking areas and a lakefront parkway.

Links to Downtown and the Central Business District

Ellis and Prentice Avenues currently serve as the access routes to this area. Future development should strengthen these linkages to the Downtown Business District through upgraded paving, street crossings, sidewalks, and the addition of street trees, lighting, signage and site furniture. The planned upgrades to STH 2 during

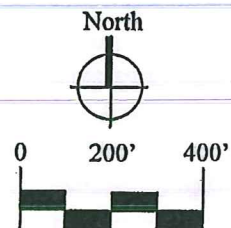
the years 2006-2008 present an opportunity to integrate amenities and safer pedestrian facilities into these linkages.

- (A) "Harbor Island" Breakwater System
- (B) Expanded Marina with New Harbormaster Building
- (C) Renovation and Re-Use of Existing Buildings to House Marina Support Facilities, a Community Visitor's Center, Potential Great Lakes Education (e.g. museum, fisheries/aquarium facility) and Meeting Facilities
- (D) Expanded Boat Launch and Trailer Parking Areas (Total of Six Lanes and 90 Trailer Parking Spaces)
- (E) Link to Downtown Via Prentice Avenue
- (F) Overflow Marina, Harbor Center and Boat Launch Parking
- (G) Link to Downtown Via Ellis Avenue
- (H) Demonstration Stormwater Treatment Basin

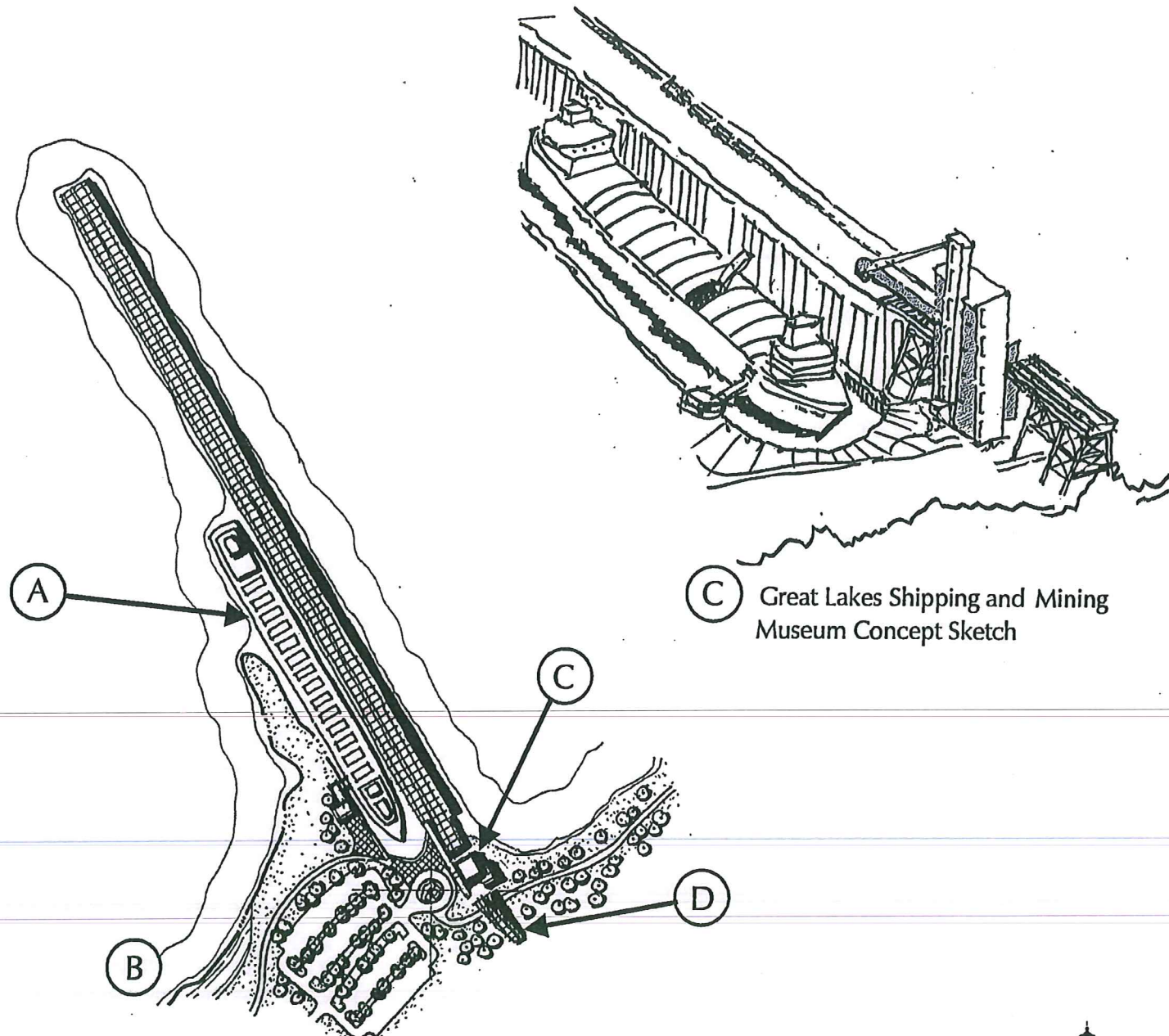
Concept Level Opinion of Probable Project Costs

Site Preparation	\$ 308,000
Site Improvements	<u>\$11,711,000</u>
Subtotal	\$12,019,000
Estimating Contingency (25%)	\$ 3,005,000
Design Contingency (10%)	\$ 1,200,000
Project Total*	<u>\$16,224,000</u>

*Assumptions are listed on page 19



Ashland Waterfront Plan
Ore Dock Target Area.



SmithGroup JJR

Historic Soo Line Ore Dock Target Area

Introduction

The Historic Soo Line Ore Dock, currently owned by Canadian National Railroad, is a monolithic concrete and steel structure that extends 1800 feet into Lake Superior and stands over 80 feet high. This structure is a central identifying element along the Ashland waterfront and can be seen from virtually any point on the shoreline. The ore dock was formerly used to transfer iron ore and other products from rail cars to freight ships and is connected to a massive wooden rail trestle. The ore dock ceased operations in 1965. The ore dock has been categorized as eligible to be listed on the National Register of Historic Places; and thus, the structure would be subject to designated redevelopment guidelines.

Design Principles

- Create a tourist destination with a regional draw that celebrates Ashland's industrial past and Lake Superior's national role.
- Relocate the current RV Camping Area to open up this unique City-owned park area to all Ashland residents and support the Ore Dock museum concept
- Focus on future use of the Ore Dock as a visual interpretive facility once it is found to be structurally stable and an appropriate maintenance program is developed.

Redevelopment Concept

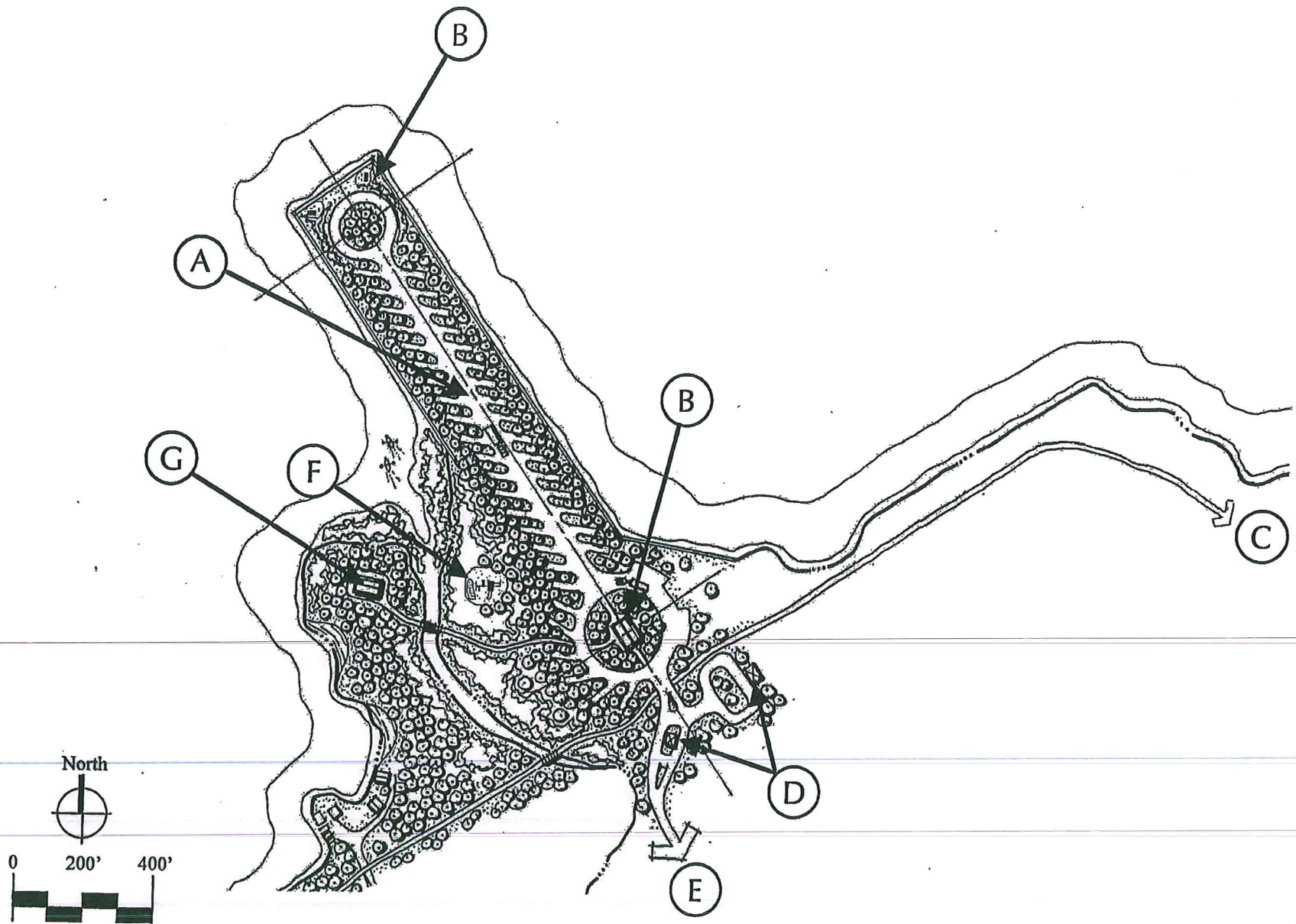
Proposed redevelopment of this site includes a relocation of the existing RV (recreational vehicle) camping area and the creation of a Great Lakes Shipping and Mining Interpretive Center. The concept of this center is to introduce a structural element which can celebrate the historical significance of shipping and mining to Ashland and the Nation and to allow visitors to experience the grand scale and appreciate the workings of the ore dock without the need to be in contact with the structure itself.

- (A) Ore Freighter or Research Vessel Linked to Interpretive Center
- (B) Kreher Park and Swimming Beach
- (C) Great Lakes Shipping and Mining Interpretive Center with Entry Plazas
- (D) Restored or Reconstructed Interpretive Section of Railroad Trestle

Concept Level Opinion of Probable Project Costs

Site Preparation	\$ 167,000
Site Improvements	\$ <u>6,475,000</u>
Subtotal	\$ 6,642,000
Estimating Contingency (25%)	\$ 1,660,000
Design Contingency (10%)	\$ 664,000
Project Total*	\$ 8,966,000

*Assumptions are listed on page 19



Ashland Waterfront Plan
Clarkson Dock Target Area



SmithGroup JJR

Clarkson Dock

Introduction

This unutilized waterfront property once served as a storage and transfer facility similar to the Reiss Coal Dock. The dock, currently owned by Koch industries, extends 1200 feet into Lake Superior. The dock has been vacant for 50-60 years and has been allowed to deteriorate to its current condition. The site appears suitable for redevelopment, however ownership and potential contamination issues would first need to be addressed.

Design Principles

- Keep the Bay City Creek estuary area as a quiet natural preserve.
- Maximize public access to the bayfront.
- Maintain a revenue generating community attraction.

Redevelopment Concept

Proposed redevelopment of this site includes the relocation of the RV camping area from Kreher Park near the Ore Dock to this site. Included in this site are 40 RV camping pads with utilities, a park loop road, picnic and gathering pavilions, a children's playground, RV utility service area and a link to the Bay City Creek estuary (also known as "Gilligan's Island") natural area with an open air pavilion.

- (A) RV Camp Site Pads (Gravel) with Utilities and Asphalt Access Road
- (B) Multiple Picnic and Gathering Pavilions
- (C) Waterfront Trail Link to Bayview Park
- (D) Park Entrance and Utility Service Buildings
- (E) Link to Downtown Via 11th Avenue East
- (F) Playground
- (G) Small Open Air Pavilion on "Gilligan's Island"

Concept Level Opinion of Probable Project Costs

Site Preparation	\$ 797,000
Site Improvements	\$ <u>1,839,000</u>
Subtotal	\$ 2,636,000
Estimating Contingency (25%)	\$ 659,000
Design Contingency (10%)	\$ 264,000
Project Total*	\$ 3,559,000

*Assumptions are listed on page 19

Potential Environmental Concerns

Each target area presents environmental concerns that may affect future development. Issues are based on physical conditions (actual or potential environmental contamination) and regulatory constraints to development. These issues are discussed on a property-by-property basis. Two potential concerns common to all properties include site ownership and floodplain limitations.

The City should determine ownership of the properties, including the filled lands and the lakebed (former or existing) beneath the properties. Unless included in a deed to the current or former occupants, the State of Wisconsin claims ownership of all lake bottomlands. Documentation of ownership should exist for the filled lands, covered lands (as in the case of the Ore Dock) lands and lake bottomlands. Depending on the degree and type of anticipated development on each site, if ownership of these areas resides with the State of Wisconsin, the City will need to make arrangements with the State for transfer of ownership, a lease, or other means in order to make the areas developable.

Federal Emergency Management Agency (FEMA) mapping provided by the City indicates that all of the sites have some portion within the 100-year floodplain of Lake Superior. Generally, structures may not be constructed within this zone, and current plans reflect this constraint. Changes in development plans in the future will need to be made in light of this constraint. Variances from floodplain ordinances can be granted, but their need and ramifications must be considered.

Reiss Coal Dock – At the end of its industrial use, this site may present concerns for contamination from coal wastes, in the form of soil deposits and sediment concentrations. Concentrations of polynuclear aromatic hydrocarbons (PAHs) in coal are high; in the environment, these chemical compounds present a source of health hazards to the human population and natural environment. Prior to acquisition by the City, a Phase 1 Environmental Site Assessment

(ESA) should be performed as part of the City's due diligence requirement under the federal Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA, or "Superfund Act"). Given the industrial nature of the site, a Phase 2 ESA should be done in coordination with the Phase 1 investigation. The results of these investigations will dictate the need for any site cleanup and/or restrictions on use (e.g., sediment contamination may preclude the dredging of a mooring berth for a cruise ship or require treatment of the dredged material as a hazardous waste).

Former Wastewater Treatment Plant – This site is currently the subject of a Wisconsin Department of Natural Resources (WDNR) remedial action as an uncontrolled hazardous waste site. It has also been nominated for inclusion on the federal National Priorities List as a Superfund site. The WDNR has been coordinating the project with the City and Xcel Energy Company, a potentially responsible party. To date, several investigations and analyses of environmental contamination have been made; these are summarized on the WDNR Remediation and Redevelopment web page. The primary contaminants have been identified as PAHs and volatile organic compounds (VOCs), and the source has been traced to a former coal gasification plant south of the Former Wastewater Treatment Plant site. The investigative efforts have been summarized in the following documents:

- Comprehensive Environmental Investigation Report, May 1997
- Supplemental Investigation Report, March 1998
- Baseline Human Health Risk Assessment, June 1998
- Ecological Risk Assessment, April 1998

Based on communications with the WDNR Project Manager and documents posted on the WDNR web site, supplemental environmental samples have been collected and analyzed and additional documents generated in an effort to better characterize the nature and extent of environmental contamination. Both

federal and State of Wisconsin environmental remediation project procedures include the future development of the following major documents:

- A Feasibility Study, in which potential environmental cleanup options are evaluated;
- A Record of Decision, in which the lead environmental regulatory agency (WDNR) summarizes the problem, the investigations, the consequences (human health and ecological risk assessments), and the potential remedial responses, and then selects the preferred cleanup approach; and
- A Remedial Design/Remedial Action report, in which the selected approach to remediation is presented in engineering detail sufficient to implement the action(s).

history of the dock suggest that additional investigation, in the form of a Phase 2 ESA, be performed to fulfill the City's due diligence requirement. The long history and persistence of residues of coal and coal dust suggest that PAH contamination of soils and nearby bay sediments is a possibility. As with the other properties, if contamination is found, its nature and extent may dictate not only cleanup actions, but also present future land use restrictions.

The remedial action may include removal of contaminated soils and sediments, implementation of a groundwater treatment system, incorporation of institutional controls (limiting land use) for the site, and/or other remedies.

Ore Dock – Evaluation of limited information on site use suggests that environmental issues with this site are not likely to be substantial. Some contamination of sediments around the dock from iron or trace heavy metals is possible; however, because the iron was generally bound in the ore, widespread contamination is not likely if the sediments are not disturbed as part of development of the site. Evidence of organic contamination, from PAHs or VOCs, associated with transfer or use of coal, has not surfaced. A Phase 1 ESA, and possibly a Phase 2 ESA, for the ore dock would be an appropriate part of the due diligence (required by CERCLA) prior to the City's obtaining the property.

Clarkson Dock – The City reports that a Phase 1 ESA has been performed for this property, with the conclusion that environmental hazards are not present at the site. Field observations indicate that coal residues are on the site. This situation and the industrial use

Potential Environmental Permitting Issues

Development of the properties will require coordination with state and federal environmental laws and regulations in the form of permits for actions that may affect the waters of the State and the U.S. The Wisconsin Wetland Inventory Mapping for the area does not indicate mapped wetlands to be present. Field observations suggest that if any small wetlands are present, they are at the lake edge or along Bay City Creek (Clarkson Dock area), in areas that are not proposed for development. Consequently, the applicable laws that may require permits for lake-based development are the State of Wisconsin Chapter 30, Wisconsin Statutes, and the federal Clean Water Act and the Rivers and Harbors Act of 1899. Stormwater management will also need to be addressed at each development site. It is anticipated that future stormwater management regulations will be stricter than those in place today and require sites over one acre to have a stormwater management plan or be included as part of a municipal plan prior to development. As the proposed developments are to be public facilities it is recommended that the City include these development areas in the City's future stormwater management plans.

Reiss Coal Dock – Most of the proposed development of this property is land-based. Activities that may require state and federal permits (from the WDNR and the U.S. Army Corps of Engineers (USACE), respectively) are dredging of lake sediments to allow access by cruise ships and larger vessels and development of shoreline mooring facilities. If any of the shoreline protection requires repair or replacement, that activity will also require permits.

Former Wastewater Treatment Plant – Measures to remediate the site will likely require dredging of nearshore sediments. This activity will require permits from the WDNR and USACE. If treatment of contaminated groundwater results in a direct discharge of treated water to Lake Superior or other surface water, the remediation will require a Wisconsin Pollution Discharge Elimination System

(WPDES) permit. The need for other federal and state permits specific to the remedial action may be identified in the development of the Applicable or Relevant and Appropriate Requirements (ARARs) document (part of the Feasibility Study identified on Page 8 as a document needing to be prepared as a future step in addressing environmental concerns). The permits for dredging and for the WPDES discharge are cited specifically because the need for them will persist beyond the initial remedial action. Federal and state permits will be required for construction of the proposed offshore breakwaters and marina docking facilities. Permits for beach nourishment of the pebble and sand beaches will also be required from both WDNR and USACE. Typically, an applicant includes all of the relevant site activities in one permit application. However, the need for remedial action at the site will likely affect the sequencing of activities such that the permits may need to be obtained using a phased approach.

Ore Dock – Proposed development at this site does not include changes to the structure of the ore dock. Future development of a mooring facility may require permits for dredging. Any permits necessary for structural stabilization of the dock with an epoxy coating will need to be obtained by the current owner prior to the City obtaining ownership of the structure.

Clarkson Dock - Most of the proposed development of this property is land-based. An activity that may require federal and state permits is the construction of the footbridge over Bay City Creek. Dredging of lake sediments to allow access by cruise ships and larger vessels and development of shoreline mooring facilities are not anticipated. If any of the shoreline protection requires repair or replacement, that activity will require permits.

Funding and Phasing Strategies

It is difficult to define a critical path of funding and phasing strategies due to the competitiveness of funding sources and the uncertainties of future ownership of three of the four redevelopment areas. As funds become available, successful securing of these funds will dictate project prioritization and implementation. Since the Former Wastewater Treatment Plant is currently owned by the City and the

process of site remediation is beginning, it would be in the City's best interest to secure a planning grant to produce preliminary engineering for the creation of the Bayfront Park, expanded Marina and Great Lakes Education Center. Further, it is recommended that the City identify a person or committee to proactively monitor funding opportunities and coordinate funding application efforts.

Program Name	Administered By	Applies To:	Matching Requirements	Application Cycle	Contact
Brownfield Site Assessment Grant	Wisconsin DNR	Site investigations, testing and site preparation of known or suspected brownfield sites.	80% State 20% Local	Yearly (Next Application Fall 2002)	Dan Boardman Wisconsin DNR Northern Region (715) 365-8943
Brownfields Environmental Assessment Program	Wisconsin Department of Natural Resources	Provides Phase I and II Environmental Site Assessments for abandoned, tax-delinquent or bankrupt properties.	None	Yearly (Next Application Fall 2002)	Wisconsin DNR Bureau for Remediation and Redevelopment Mike Netzer (608) 266-6008
Brownfields Greenspace and Public Facilities Program	Wisconsin Department of Natural Resources	Provides money for activities that develop brownfield sites into public amenities and public greenspace.	Tiered Local Match 20%-50%	Yearly (Next Application August 2002)	Wisconsin DNR Bureau for Remediation and Redevelopment Anna Bates (608) 266-6007

Program Name	Administered By	Applies To	Matching Requirements	Application Cycle	Contact
Federal Brownfields Economic Redevelopment Initiative	U.S. Environmental Protection Agency	Assessment Demonstration Grants can be used for preliminary investigation activities such as site assessment, site identification, site characterization, site remediation, planning and design, and community outreach. The grants cannot be used for the demolition or actual cleanup of a site.	None	Yearly (Next Application December 2002)	US EPA Office of Solid Waste and Emergency Response Region V Contact - Chicago Joseph Dufficy (312) 886-1960
Stewardship Program	Wisconsin Department of Natural Resources	State Trails: to provide a comprehensive state trails system for hikers, equestrians, bicyclists and cross country skiers. Urban Green Space: to provide green space, protect scenic, ecological or other natural features or provide land for noncommercial gardening.	50% State 50% Local	Yearly (Next Application May 2002)	Diane Conklin 810 West Maple Street Spooner, WI 54801 (715) 635-4130
Transportation Enhancements Program (Part of the TEA-21 Federal Grant Program)	Wisconsin Department of Transportation	Preserving historic sites; rehabilitating and operating historic transportation buildings and structures; acquiring scenic easements; providing facilities for pedestrians and bicycles; and preserving abandoned railroad corridors.	80% State 20% Local	Biennial (Next Application Spring 2004)	Wisconsin Department of Transportation John Duffy (608) 264-8723
Wisconsin Coastal Management Program	Wisconsin Department of Administration	Funds can be used for projects in four priority areas: public access/waterfront redevelopment, wetland protection, cumulative and secondary impacts of development, and land use planning. Brownfield redevelopment is an eligible activity when it involves a project in one of these priority areas.	50% State 50% Local	Yearly (Next Application Fall 2002)	Department of Administration Wisconsin Coastal Management Program (608) 261-8011

Program Name	Administered By	Applies To	Matching Requirements	Application Cycle	Contact
Recreational Boating Facilities Fund	Wisconsin Waterways Commission/ DNR	Local governments for the feasibility, design and construction of water and land-based facilities for recreational power boat users.	50% State 50% Local	Quarterly	Diane Conklin 810 West Maple Street Spooner, WI 54801 (715) 635-4130
Land and Water Conservation Fund (LAWCON)	Wisconsin Department of Natural Resources	Acquisition of land for public outdoor recreational areas and preservation of water frontage and open spaces.	50% State 50% Local	Yearly (Next Application May 2002)	Wisconsin Department of Natural Resources (608) 266-5891
Harbor Assistance Program	Wisconsin Department of Transportation	Funding for transportation facilities related to commercial vessels or cruise ships.	80% State 20% Local	Yearly (Next Application August 2002)	WisDOT Bureau of Harbors and Railroads Ellen Fisher (608) 267-9319
EPA Superfund Technical Assistance Grant	Wisconsin Department of Natural Resources	Provides money for activities that help communities participate in decision making at eligible Superfund sites. An initial grant up to \$50,000 is available for any Superfund site that is on the EPA's National Priorities List (NPL)	None	Open	U.S. EPA Region 5 - Chicago 312-353-1325

Site Assumptions Included in Planning and Concept-Level Opinion of Probable Construction Costs

Coal Dock Target Area

1. All costs in 2002 dollars.
2. The City is able to acquire the property from the Reiss Coal Company.
3. The site is free of contaminants and coal piles are removed.
4. A suitable navigable channel is available to accommodate cruise ships.
5. Shoreline is stable and no improvements are necessary.
6. All inhabited buildings will be constructed outside the 100 year flood plain.
7. Dock fill will need to be undercut 4' and new soil will be imported for tree planting.
8. Sanitary, water, gas and electric utilities are available immediately at Highway 2.
9. All removed fill material to be disposed of at landfill.

Former Wastewater Treatment Plant Target Area

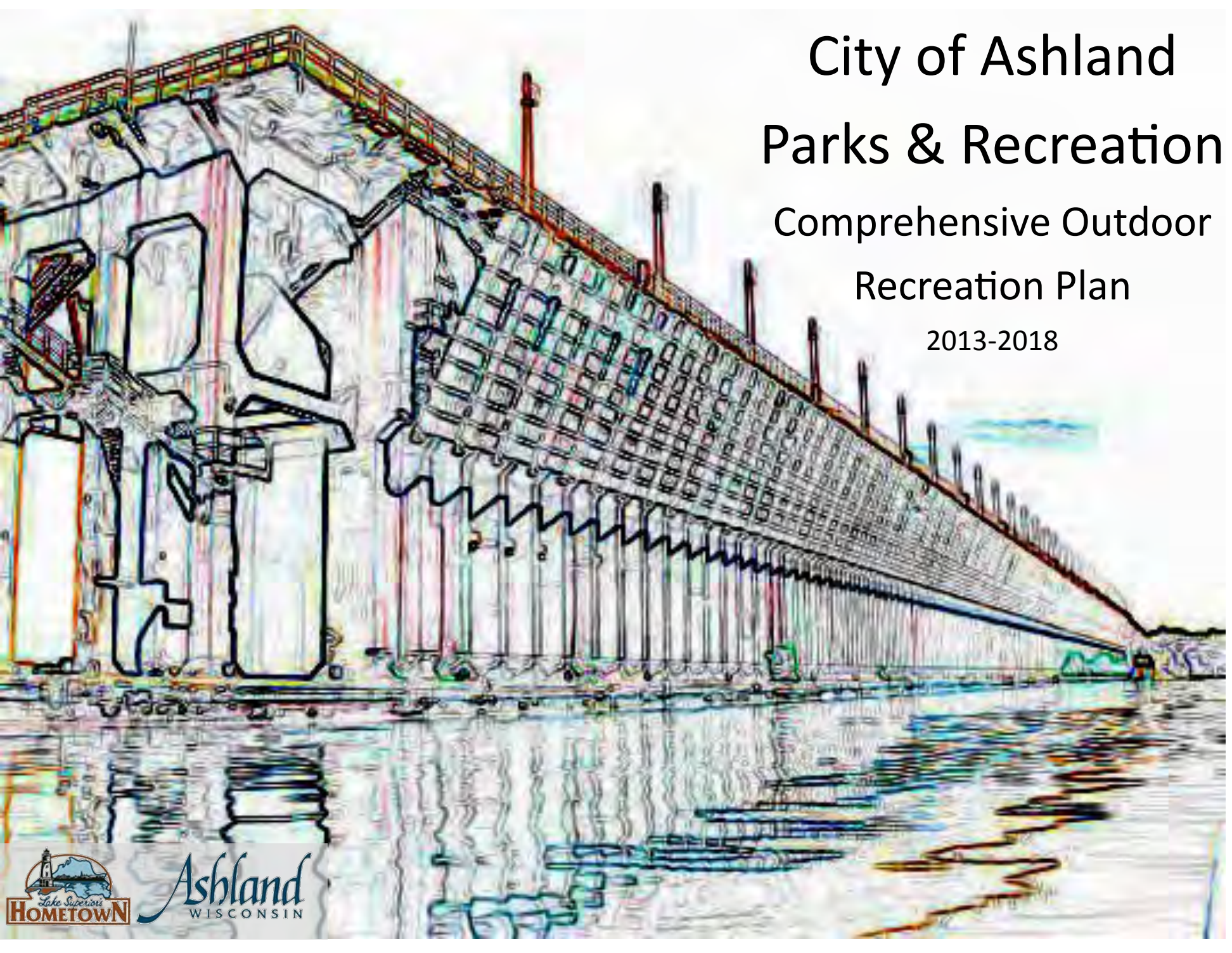
1. All costs in 2002 dollars.
2. Breakwater islands will be built inside of the coffer dam and under dry conditions.
3. After cleanup the lake basin will have 8' or greater navigable water to support boat dockage.
4. Existing treatment plant buildings are suitable and permissible for re-use and reconstruction.
5. Existing treatment plant buildings will be made habitable as a part of the State cleanup effort.
6. The upland portion of the site will be capped and will have utility corridors and tree pits built into the cap.
7. No improvements will be made to the existing marina breakwaters or seawalls.
8. No improvements will be made to the existing boat launch breakwaters or seawalls.
9. Parking areas, roads and landscape plantings will be allowed on the capped upland portion of the site.
10. A lift station is included with an allowance of \$250,000.
11. Sewage treatment tanks will be removed to 2' below finish grade and filled with stone to within 6" of sub-grade.
12. Remediation effort will prepare shore edge condition for cobble and sand beaches.

Ore Dock Target Area

1. All costs in 2002 dollars.
2. The City is able to acquire or lease the property necessary for museum footprint and plaza.
3. The site is free of contaminants.
4. A suitable navigable channel is available to freighters or large research vessels.
5. The above costs assume no structural modifications to the bulkhead or dock edge.
6. All inhabited buildings will be constructed outside the 100-year flood plain.
7. Sanitary, water, gas and electric utilities are available immediately adjacent to the site on Water Street.
8. Wooden railroad trestle will be removed by others.
9. Buildings and improvements will be developed independent of the ore dock.
10. No permanent mooring of a sea craft is included in this opinion of costs.
11. Any rehabilitation or improvements to the ore dock are by others.

Clarkson Dock Target Area

1. All costs in 2002 dollars.
2. The site is free of contaminants.
3. No utilities are present overhead or underground.
4. The above costs assume no structural modifications to the bulkhead or dock edge.
5. All inhabited buildings will be constructed outside the 100 year flood plain.
6. The Bay City Creek estuary area is free of contaminants.
7. The Bay City Creek shoreline is stable.
8. No utility improvements will be made to the Bay City Creek Estuary.
9. The existing fishing shacks and boathouses are outside the project limits.
10. Existing railroad bridges will remain in place.
11. No improvements will be made to Bay City Creek.
12. Dock fill will need to be undercut 4' on the East and west sides for planting trees and new soil will be imported.
13. Sanitary, water, gas and electric utilities are available immediately adjacent to the site.



City of Ashland Parks & Recreation Comprehensive Outdoor Recreation Plan 2013-2018



Ashland
WISCONSIN

Prepared By:

Department Administrative Staff

Sara Hudson -Program Coordinator

Jackie Moore -Administrative Assistant

Linda Simanovsky -Gymnastics Coordinator

Parks & Recreation Committee

Bob Blaszkowski-*Chair*

Anna Novak

Elizabeth Paul-Soch

Patrick Daoust

J.W. Sutton

Eric Erickson

Dick Pufall, *Council Representative*

The Park & Recreation Committee is comprised of no less than five (5) and no more than seven (7) members, each of whom shall serve no more than two (2) consecutive terms. Each member is approved by the City Council.

The Park & Recreation Committee meets on the third Wednesday of every month at 6:30 pm at the Ashland City Hall Council Chambers. The meetings are open to the public and the public is encourage to ask questions and provide feedback.

For:

Mayor & City Council

Mayor :: Bill Whalen

Ward 1 :: John Green

Ward 2 :: Richard Ketrting

Ward 3 :: Jerry Teague

Ward 4 :: Roland Peterson

Ward 5 :: Carl Doersch

Ward 6 :: Joyce Kabasa

Ward 7 :: Pat Kinney-*President*

Ward 8 :: Rick Dowd

Ward 9 :: David Eades

Ward 10 :: Dick Pufall

Ward 11 :: Kelly Westlund

Contact:

City of Ashland
Parks & Recreation Department
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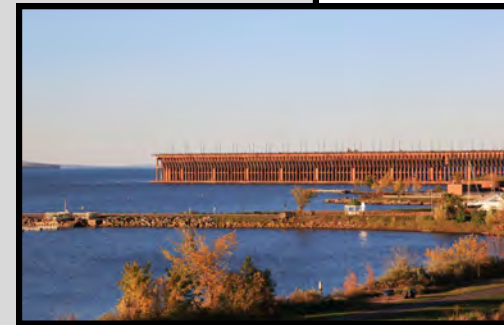
VI. Amending the CORP

Appendix

- ADA 2012 Parks Audit



CITY OF ASHLAND PARKS & RECREATION MASTER PLAN



EXECUTIVE SUMMARY

The *City of Ashland -Comprehensive Outdoor Recreation Plan (CORP) 2013-2018* is the third in a series of Wisconsin Department of Natural Resources (WDNR) recognized recreation plans. Ashland has developed and submitted approved five-year recreation plans in 1988 and 1991. The 2013 Recreation Plan is a completely revised and updated version intended to be used as a guide for parks and recreation development through 2018. Although this plan is designed to serve the City of Ashland, residents from the surrounding areas will undoubtedly use the facilities and program opportunities that the Ashland Parks & Recreation Department (APR) provides.

This plan is intended to be used as a guide for accomplishing future development of parks, recreational activities, programs, and facilities within the City of Ashland. It possesses several important purposes including: (1) a source of information, (2) a guide for identifying and correcting deficiencies, (3) an indicator of goals and objectives, (4) a framework for making decisions, and (5) a means of stimulating public interest, participation and stewardship in local community recreation opportunities.

The City of Ashland completed its last comprehensive Recreation plan (1991) in-house. That plan was a slight modification of the plan drafted in 1988. As with any plan, it

was a step in the right direction and provided an overview of City parks and recreation property, but it lacked any input on recreational programming, or long term improvement plans. The Parks & Recreation Staff developed the 2013 - 2018 comprehensive plan. The short time frame of this plan was established to allow focus on realistic goals and seek vital, immediate improvements to the parks within a 5 year planning horizon.

The most effective method to determine what services the community desires and is willing to pay for was an assessment using social science survey research. To identify the community needs, a total of 4,153 surveys were distributed to Ashland households and of those that received the survey, 772 surveys were fully completed and/or returned to the City; a survey response rate of 19%.

According to survey results, the Ashland community felt that job creation, environmental protection, projecting an attractive community image and youth activities were very important to the quality of life characteristics. Further, business development and strengthening relationships with local secondary educational facilities were extremely important to Ashland's future. The quality of services offered throughout the community were ranked average; namely access to Lake

Park & Recreation Committee Mission Statement

The Parks and Recreation Committee of the City of Ashland, Wisconsin is a municipal agency formulated to meet the needs for recreational resources to improve the quality of life for regional residents and visitors. This is accomplished through preserving, maintaining and improving services, facilities, parks and open spaces.

Mission Statement

The Mission of the Ashland Parks & Recreation Department (APR) is to meet the needs for recreational resources and to improve the quality of life for regional residents and visitors through quality programs, facilities, and recreational opportunities.

Superior, educational and medical facilities. Maintenance of parks, green spaces and trails were ranked as “good”, and the quality of parks, green spaces and trails were ranked as top attributes of the City.

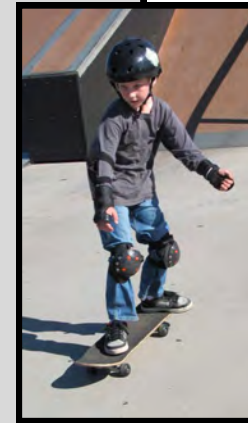
The process used to develop this plan began by analyzing current facilities, parks, recreational programs, and administrative conditions. From this analysis applicable goals and objectives were determined to improve services in each area.

The most recent five year Capital Improvement Program (CIP) which outlines proposed improvements to facilities and parks is included in the plan. The purpose of the CIP is to invest significant monies into improving the quality and safety of current park equipment as well as investing in additional revenue generating facilities. Ashland Parks & Recreation’s Capital Improvement Plan for 2013 - 2018 is included later in this plan.



One of three public
access points at
Maslowski Beach

CITY OF ASHLAND PARKS & RECREATION MASTER PLAN



CHAPTER 1 - INTRODUCTION

WELCOME TO ASHLAND...

The City of Ashland has multiple public open spaces, activity areas, and recreational programs to meet the needs and demands of the residents. The 2013 - 2018 Comprehensive Outdoor Recreation Plan (CORP) is the first plan to identify current services, provide goals and objectives for those services, and generate a plan to achieving those goals.

Recreation needs and opportunity for a wide range of experiences can be met by properly located facilities, natural and developed parks, and a variety of program offerings. Residents have expressed the desire to have these types of services, and the City has an responsibility to provide them. The increase in demand for park and recreation services in Ashland has created some challenges that will need to be addressed by elected officials. The biggest challenge is the need to improve the established facilities with limited funds. Planning is an important part of meeting the challenges and recreational needs of the community. Adoption of this plan, and acceptance by the Wisconsin Department of Natural Resources makes the City of Ashland eligible to pursue federal and state funding for maintenance and development of parks facilities and green spaces.

This planning process will be explained over the next five sections. Chapter 2 focuses on the history of Ashland and specific demographics of Ashland.

Chapter 3 will focus on current park and recreation services offered in the City of Ashland. Included will be an inventory of parks, pictures of parks, and brief future development goals for each park.

Chapter 4 will detail the results of the City Survey, which was sent to over 4,000 city residents.

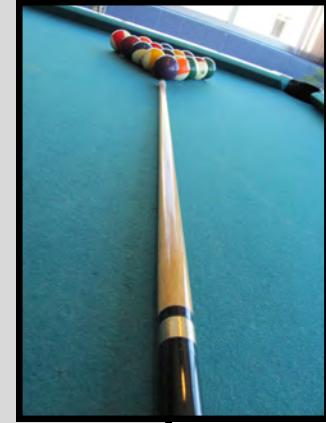
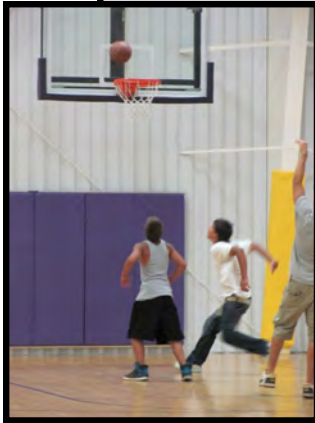
Chapter 5 will present the goals and objectives for the Ashland Parks & Recreation Department between 2013 - 2018. The goals are broken up into the following categories; administrative, parks, development, and programming.

Chapter 6 will detail the implementation schedule for the goals outlined in Chapter 5. This schedule was developed by Ashland Parks & Recreation Staff to meet the needs and priorities for each park. Flexibility is allowed in implementation as funding and staffing is available.



Loose Caboose Participants take off at the starting line. Loose Caboose is an annual free event held in conjunction with a Local marathon each year.

CITY OF ASHLAND PARKS & RECREATION MASTER PLAN



CHAPTER 2 - COMMUNITY DEMOGRAPHICS

SOCIAL CHARACTERISTICS

Located on the southeast shore of Chequamegon Bay, the City of Ashland is Ashland County's largest community and serves as the county seat. The City is a regional center for retail trade, medical services, educational institutions, government and recreation. Historically, Ashland has been closely tied to the natural resources surrounding the area. Early development of the City was based on the flourishing iron mining, stone quarrying and lumber industries at the turn of the twentieth century. Ashland was an important port for shipment of these and other commodities. Populations boomed as the Chequamegon Bay region was heralded as the "New Chicago." As natural resources became rapidly depleted, growth in the City ground to a halt. The past fifty years have been an era of stabilization, and acceptance; leading to a gradual decline in both population and economic prosperity.

Ashland was incorporated as a city on March 25, 1887. Before being settled by white men, this area was home to the Chippewa Indians. The first Europeans to come to this area, French and British fur traders and French Missionaries, came via Lake Superior.

Asaph Whittlesey was the first European to build a home and settle in what is now Ashland. When he felled the first tree, he said, "This will be the site of a great city." Whittlesey later served in the Wisconsin Legislature. At the time, the nearest train station was

in Chippewa Falls and the only way to get there was to walk the 150 miles.

Except for an occasional shipment of coal, Ashland is no longer used as an industrial port. This portion of Chequamegon Bay is now used primarily for recreational boating, swimming, jet-skiing, sailboarding, and in the winter, ice-fishing is a popular activity.

Railroads were also important in Ashland's development. Ashland was first connected by rail in 1877. Over the years, most tracks were abandoned and left in disrepair. The "Rails to Trails" program refurbishes old rail beds into paved pedestrian trails. Ashland utilized to "Rails to Trails" program and has a City wide trail system that links the City of Ashland to an impressive recreational trail system developed from abandoned railroad corridors across three counties. Ashland is still served by rail via a spur to the southern portion of our Industrial Park.



This image represents Ashland's Shoreline in 1886. Notice the multiple ore docks, and thriving industry.

AGE DISTRIBUTION & PROJECTIONS

Table 2-1, details Ashland's population, broken down by age, in comparison with Ashland County, and Wisconsin State figures based on 2010 Census results.

Compared to the 2000 Census, Ashland's population declined by 404, surpassing the projected decline by 241. For Projection information see Table 2-2 on page 12. This continuing decline is commonly attributed to lack of quality jobs available for residents. Ashland is a blue collar community, rooted in cultural perceptions about economic growth, and success traditionally based on mining, logging, and other industries known for resource depletion. Apart from a -0.8% percent drop from 1980—1990, Ashland's population has declined at an average of 4.12% over the past 40 years. (see table 2-3 on page 12)

Ashland is in a period of flux, where new concepts like sustainability, eco-tourism, and creative economic growth are struggling to be adopted by officials and residents. While drafting this Comprehensive Outdoor Recreation Plan, intense debates on mining in the region were occurring all over the state of Wisconsin. Regardless of the decision Ashland Parks & Recreation has made a commitment to ensure Ashland residents and visitors have quality recreational resources to share and grow in.



Parents and pre-school aged children enjoy Fun-N-Run, a popular community program sponsored by APR.

TABLE 2-1: AGE DISTRIBUTION - 2010

	CITY OF ASHLAND		ASHLAND COUNTY		WISCONSIN	
TOTAL POP.	8,216		16,157		5,686,986	
AGE	NUMBER	%	NUMBER	%	NUMBER	%
UNDER 5	454	5.5%	1,001	6.2%	358,443	6.3%
5 TO 9	436	5.3%	1,014	6.3%	368,617	6.5%
10 TO 14	514	6.3%	1,084	6.7%	375,927	6.6%
15 TO 19	632	7.7%	1,136	7.0%	399,209	7.0%
20 TO 24	753	9.2%	1,121	6.9%	386,552	6.8%
25 TO 34	1,054	12.8%	1,856	11.5%	349,347	6.1%
35 TO 44	836	10.2%	1,750	10.8%	345,328	6.1%
45 TO 54	1,192	14.5%	2,490	15.4%	873,753	15.4%
55 TO 59	586	7.1%	1,167	7.2%	385,986	6.8%
60 TO 64	423	5.1%	971	6.0%	227,029	4.0%
65 TO 74	580	7.1%	1,307	8.1%	400,496	7.0%
75 TO 84	481	5.9%	851	5.3%	258,313	4.5%
85 AND OVER	275	3.3%	409	2.5%	118,505	2.1%
MEDIAN AGE	38.6		40.3		38.5	

Source: US Census Bureau, 2010

**Table 2-2 : Population Projections
for City of Ashland**

YEAR	POPULATION
2000 Census	8,620
2005 (EST)	8,530
2010 Projected	8,457
2010 Actual	8,216
2015	8,408
2020	8,369
2030	8,175
Change	-445
Percent Change	-5.2%

Source: Wisconsin Demographic Services Center



Youth participants in the
2011 Baycross Race head
toward the starting line.

TABLE 2-3 : POPULATION CHANGE 1970 - 2010

PLACE	1970 POP.	CHANGE 1960-70	1980 POP.	CHANGE 1970 - 80	1990 POP.	CHANGE 1980-90	2000 POP.	CHANGE 1990-00	2010 POP.	CHANGE 2000 - 10
CITY OF ASHLAND	9,615	-5.1%	9,115	-5.2%	8,695	-4.6%	8,620	-0.8%	8,216	-4.9%
ASHLAND COUNTY	16,743	-3.6%	16,783	0.2%	16,307	-2.8%	16,866	3.4%	16,157	-4.4%
WISCONSIN	4,413,300	11.7%	4,705,642	6.6%	4,891,769	4.0%	5,363,690	9.6%	5,686,986	5.7%

SOURCE: WISCONSIN DEMOGRAPHIC SERVICE CENTER

RACE & ETHNICITY

Nearly 90% of residents are white, and 8.5% are American Indian (see Table 2-4). Ashland's eastern neighbor, the Bad River Band of Lake Superior Chippewa is home to nearly 500 residents. Children in this community typically attend Ashland Public Schools. Racial diversity is limited in the Northern regions of the United States, but Ashland is lucky to be surrounded by a variety of Native American Tribes, and to have local Colleges, introducing hundreds of students to the area every year.



The Anishinabe Peoples have lived in the Chequamegon Bay region for generations. Ashland is located between two tribes. The Bad River Band of Lake Superior Chippewa to the east, and the Red Cliff of Lake Superior Chippewa to the North.

TABLE 2-4: RACE - 2010

	City of Ashland		County of Ashland		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
White	7,149	87.0%	13,662	84.6%	4,902,067	86.2%
Black or African American	37	0.5%	48	0.3%	359,148	6.3%
Am. Indian or Alaska Native	615	7.5%	1,791	11.1%	54,526	1.0%
Asian	38	0.5%	59	0.4%	129,234	2.3%
Native Hawaiian/Pacific	3	0.0%	4	0.0%	1,827	0.0%
Other	43	0.5%	56	0.3%	135,867	2.4%
Two or More races	331	3.2%	537	3.3%	104,317	1.8%

Source: US Census Bureau, 2010



ECONOMIC CHARACTERISTICS

At the turn of the 20th Century, Ashland’s economy was based on mining, lumber mills, and other natural resource based industries. These industrial roots are still present in deserted infrastructure throughout the region. Ashland is a blue collar town with strong ties to it’s industrial history.

According to the Department of Work Force Development, the recession of 2007-2008 impacted the Ashland County area by increasing unemployment rates to levels not seen in recent history. In 2011 alone, Ashland County saw unemployment rates as high as 11% (Table 2-5). According to the Department of Workforce Development, unemployment rates in Ashland County have consistently remained above the National and State averages, as evident by the chart below.

The Wisconsin Council on Children and Families provides regular statistics on social indicators related to poverty from the 2010 Census . According to the information provided on their website, in 2010 22.6% of children in the City of Ashland were living below the poverty line. That rate is 6.8% higher than the Wisconsin average which was 15.8%. The total population living in poverty within Ashland County was 18.9%.

Another commonly used indicator of poverty is the percentage of students eligible for Wisconsin’s Free and Reduced Lunch Program. This government funded program utilizes the U.S. Department of Health and Human Services income eligibility guidelines, which are based on federal poverty levels. During the 2011-2012 school year, children in a household of four with an income of \$29,055 per year or less would qualify for free meals at school. The Ashland School District Free and Reduced Lunch rate for the 2009 - 2010 was 52.5%, or 1,154 students, compared to Wisconsin’s 39%. In 2011, Ashland’s percentage increased to 55.6%, or 1,199 students, and Wisconsin’s percentage of students on Free or Reduced Lunch increased to 41.4%.

Additionally, The Chequamegon Bay Region is home to at least two organizations specializing in services for people with Developmental Disabilities. While specific information about the number of individuals living with Developmental Disabilities in the area was unavailable, clients from both organizations frequent the Bretting Community Center daily, and Ashland Parks & Recreation (APR) has a commitment to providing ADA compliancy as much as possible.

TABLE 2-5: 2011 LABOR STATISTICS FOR ASHLAND COUNTY WI										
		JAN	FEB	MAR	APR	MAY	JUN	JLY	AUG	SEPT
Ashland County, WI	Labor force	8,326	8,352	8,408	8,584	8,788	9,228	9,114	8,985	8,792
Ashland County, WI	Employed	7,469	7,434	7,489	7,688	7,896	8,277	8,208	8,165	8,040
Ashland County, WI	Unemployed	857	918	919	896	892	951	906	820	752
Ashland County, WI	Unempl. Rate (%)	10.3	11	10.9	10.4	10.2	10.3	9.9	9.1	8.6
PROVIDED BY STATE OF WISCONSIN DEPARTMENT OF WORK FORCE DEVELOPMENT										

ECONOMIC CHARACTERISTICS

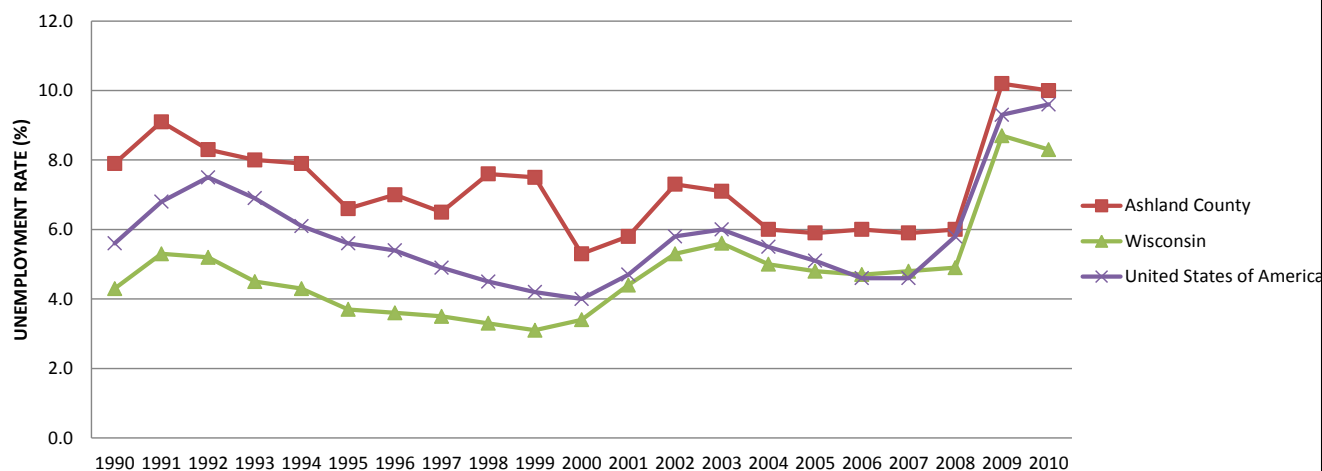
Recovery from the second worst recession in American history will be slow. As communities rebuild infrastructure and face the challenges of growing poverty, new ideas will need to be generated, new systems developed to meet the needs of a changing world.

APR recognizes the challenges ahead, and continually strives to meet those challenges through progressive thinking, community collaboration, and compassionate civility toward the citizens of the entire Chequamegon Bay. Together, our shared community can overcome the struggles faced every day, and well into the future.



Agriculture has a long history in the Ashland area. In recent years there has been a rise of small organic farms generating their own crops. The impact of this group has yet to be fully realized, but Ashland is lucky to have a number of local farmers producing quality foods, including organic vegetables, meats, and grains. Farmers Markets occur regularly throughout the summer months.

Unemployment Rates :: County, State, Country 1990 - 2010



PHYSICAL CHARACTERISTICS

In 2004 the City of Ashland approved and published a twenty year comprehensive plan. The information provided in the City's Comprehensive plan has proven to be an exceptional resource in the development of this Comprehensive Outdoor Recreation Plan. The following section on the Physical Characteristics of the City of Ashland is based primarily on the information found in the City's Comprehensive plan.

Ashland is located in the geographical province of the Lake Superior Lowlands. This area occupies the northern portion of Douglas County, small segments of Bayfield County and a portion of Ashland County, which includes the City of Ashland. This lowland area is surrounded by hills 12 miles south of Ashland. These hills were once the shoreline of glacial Lake



Southern view from Ashland. The ridge on the horizon was the Southern shore of Lake Duluth.



Northern view from Ashland, across the Chequamegon Bay.

Duluth, the predecessor of Lake Superior. Final deglaciation of Lake Duluth occurred some 10,000 years ago, leaving behind a primitive form of what we now call Lake Superior.

Topographical levels in Ashland range from 600 feet above sea level along the Lake Superior shoreline to 830 feet above sea level in the southwest portion of the City. Fifteen to thirty foot bluffs stretch along the shores of the Lake in Ashland, and provide for the higher elevation levels. These bluffs also provide the exceptional view sheds available throughout the City.

Ashland is located in the ecological landscape known as the Superior Coastal Plain. This area includes the region along the southwest coast of Lake Superior, stretching from Superior, WI to the eastern edge of Ashland County. This area is characterized as having relatively level plain of lacustrine clays that slope gently toward Lake Superior. The red clay found throughout the region is a result of deposition of materials during the last glacial retreat, and provide Ashland with a unique Soils system.

SOILS

Ashland has 5 major soil series, prime agricultural soils not being one of them. While the City is surrounded by pasture and other farm lands, the City itself is comprised of soils collectively known to be bad for development due to lack of sufficient strength to support vehicular traffic and buildings. All soils must be replaced before any development occurs. This feature is a legitimate concern for the City when considering future developments, including parks. Brief Descriptions of the Soils found in Ashland are located in Table 2-6.

Ashland City Hall, on Main Street West, was built in the Romanesque style of architecture in 1893, from locally quarried brownstone.

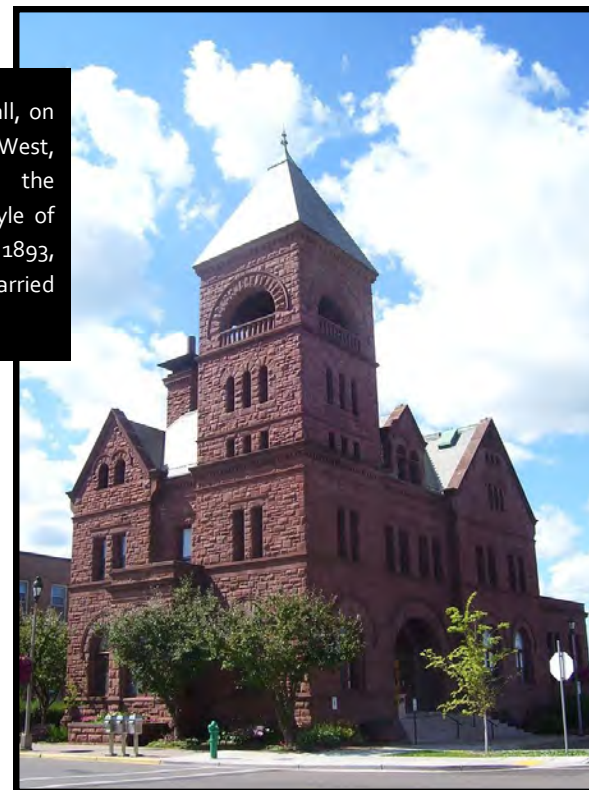


TABLE 2-6 : SOIL INFORMATION FOR CITY OF ASHLAND

	LOCATION IN CITY	DESCRIPTION
HIBBING CLAY-LOAM SERIES	MOST PREVALENT SOIL IN CITY	Dark, Reddish Brown. Slow Permeability, moderate water capacity. Rated Well for forests and wildlife habitat, fair for agricultural uses. Soils lack sufficient strength to support vehicular traffic and buildings and must be replaced with suitable base material before site development
RUDYARD SERIES	FOUND IN LEVEL, POORLY DRAINED AREAS	Slow permeability and moderate water capacity. Have fair potential for growing hay if drained
ONTONAGON-BERGLAND SERIES	ASSOCIATED WITH WETLANDS	Poorly drained, wet soils with slow rate of runoff. Should not be farmed or developed, however some of these soils may be suited for pasture. Memorial Medical Center was developed on this type of soil.
UDOR-THENTS SERIES	FOUND IN SLOPES ALONG LAKE SUPERIOR BLUFF LINE, AND BAY CITY CREEK CORRIDOR	Low water capacity and rapid runoff. Erosion is a severe hazard and tree growth is slow. No development should occur on or near these soils.
AQUENTS SERIES	FOUND IN FISH CREEK SLOUGH IN PRENTICE PARK	Nearly level and poorly drained, often wet, subject to flooding. Not suitable for development or agriculture, but tremendous value for wetlands and wildlife habitat.

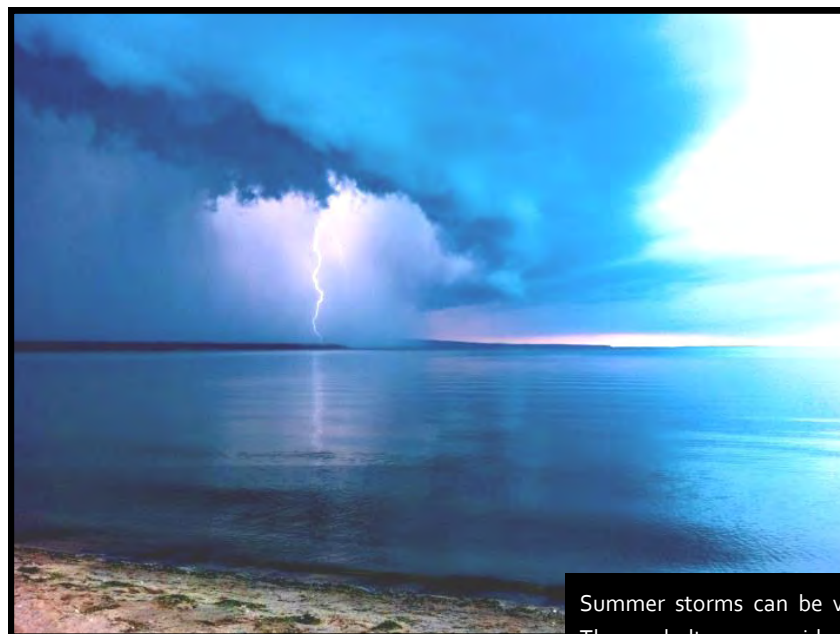
City of Ashland Comprehensive Plan, 2004

CLIMATE

According to the Wisconsin State Climatology Office (WSCO), Ashland borders the North West and North Central areas of Wisconsin. These divisions were created in 1950 and categorize areas based on similar weather patterns. Positioned on the southern shore of Lake Superior, the City's weather can be unpredictable with varying impacts from lake effects. Ashland technically has four seasons; winter, spring, summer, and fall. The transitions between seasons can be sudden and intense, winter storms can generate inches of snow in late November and April, traditionally autumn and spring months. The region has severe winters with temperatures regularly dropping below zero. The entire Chequamegon Bay freezes, allowing for motor or foot traffic from Ashland to Washburn, approximately 5 miles across the bay. WSCO lists annual average temperatures at 51.3° Fahrenheit. Table 2-7 provides the Historical Climate Data for the Ashland area from 1971 – 2000.

Recreationally, Ashland boasts being a 4 season City. Winter months provide ample opportunities for a variety of activities, whether motorized or silent. Snowmobiling is very popular in the region, and provides a big boom to the local economy. Likewise, Nordic skiing is

growing rapidly in popularity, with local and regional races occurring throughout the winter months. Fishing occurs year round, whether on ice or on a boat, anglers are plentiful throughout the region. Boating is very popular as well. The Ashland Marina houses a number of boats every summer. Kayak and canoes are used along the shorelines, and for fishing in the Prentice Park area. Overall Ashland offers something for everyone, all year long.



Summer storms can be violent. The shelter provided by Chequamegon Bay generally protects Ashland from a fair amount of extreme weather, but not always.

TABLE 2-7: HISTORICAL CLIMATE DATA FOR ASHLAND WI 1970 - 2000

Element	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	ANN
Max °F	19.9	27.1	36.8	50.2	64.8	73.9	79.3	77.1	67.8	56.2	38.2	24.8	51.3
Min °F	-0.4	4.8	17.0	28.6	39.3	49.0	55.1	53.7	45.1	34.2	22.2	7.3	29.7
Mean °F	9.8	16.0	26.9	39.4	52.1	61.5	67.2	65.4	56.5	45.2	30.2	16.1	40.5

Wisconsin State Climatology Office, www.aos.wisc.edu

WATER RESOURCES

The most vital water resource to the City is the Lake it borders. Lake Superior provides water to the residents of Ashland, Washburn, and Bayfield. The protection of these waters is an utmost concern for the future of the community. The Chequamegon Bay is rather shallow and protected. Throughout the history of Ashland, people have been attracted to the bay area. During the turn of the twentieth century, Ashland's waterfront was lined with ore docks, mills, and other industries. During that era, the value of the bay was tied to its value as an industrial port.

Ashland is located in the Fish Creek Watershed, one of the 16 watersheds that drain into Lake Superior Basin. The Bay City Creek is the primary sub-watershed within the City. The Bay City Creek originates near the John F. Kennedy Airport, southwest of town. This warm water stream provides a natural divide between east and west Ashland. The quality of these tributaries is important as they all drain into Lake Superior. Local Natural Resource Conservation Offices work with area farmers to develop natural vegetation plans to reduce the amount of contaminants entering these waterways in an attempt to keep the Lake clean.

Ashland residents have the option of getting glacial water from Artesian wells located throughout the City. These wells provide pure, quality drinking water from

deep underground. Ice cold upon surfacing, this water is one of Ashland's prized resources, and is very popular among residents, and tourists.



Satellite image of the Chequamegon Bay, and Apostle Islands. Notice Long Island to the east of Ashland. This strip of land, which is not actually an island, provides a natural break wall, protecting Ashland and Washburn from the intensity of Lake Superior's open waters.

FLORA & FAUNA

The Chequamegon Bay area contains many unique natural features that are not found elsewhere in the Great Lakes Region. In the late 1800's boreal conifers dominated most of the landscape. But by the 1900's most of the forested areas were harvested. Today the landscape is dominated by second-growth forests, of which 40% are aspen and birch forests. Roughly, 1/3 of the area is open and used for pasture and agricultural use. The Nature Conservancy identifies that the area is home to 137 plant and animal species and 33 natural communities of special concern. While not all of these species and natural communities exist within Ashland's city limits, it is important to recognize that Ashland's land use decisions can either enhance or adversely affect these plant and animal communities.

Native coastal vegetative buffers along the shoreline and adjacent to creeks and drainage ways help reduce erosion and filter sediments and pollutants. Native vegetation provides habitat for important coastal animal species, helps screen and enhance views of the Lake, and maintains the integrity of the bluffs along the waterfront.

Animals and Plants that are not native to the habitat are considered exotic or non-native species. Non-native species have no natural predators or competition to keep their numbers in check. Consequently, they present a risk to native species, and their survival. Once established, exotic species are difficult to control and are virtually impossible to eliminate. The most common invasive species are purple loosestrife, and buckthorn. These vegetative species have infested the entire City.

A moose wanders through Northland College Campus. Wildlife frequent the City so often, City wide bow hunting is sometimes allowed after deer season ends to help control nuisance deer.



Conifer trees in Prentice Park, a boreal forest located on the western edge of the City.

CITY OF ASHLAND PARKS & RECREATION MASTER PLAN



CHAPTER 3 - CURRENT PARK & RECREATION SERVICES

PARKS & RECREATION TERMS

The City of Ashland has provided citizens with recreation programs for over 25 years. During that time, department structures have shifted, APR and the Public Works departments work together to provide quality parks and recreation experiences for community members and visitors.

The Public Works Department , which includes facilities management, is responsible for the park and facility maintenance.

APR is responsible for recreation programs, and planning for future park improvements. APR offers a variety of activities for area residents, and has seen an increase in interest for youth activities that are affordable and close to home.

Housed in the Bretting Community Center, APR is responsible for the daily operation of this facility, providing a drop-in teen center for area youth to engage with peers and positive adults. Additionally, APR generates 3 seasonal brochures offering athletic programs, Red Cross Trainings, and other activities for children and adults. The following information provides basic information about the classes offered through APR, and the unique terms used by the department .



BayCross Race Participant follows course in Bayview Park, east of the Ore Dock. City Parks provide multiple opportunities for recreational races and events.

RECREATION PROGRAM OFFERINGS & TERMS

Ashland Parks & Recreation (APR) offers a wide variety of National recognized certificate programs.

Swim Lessons - Parent/child thru level 6 offered each programming season.

Trainings

- Babysitters Training
- CPR/First Aide Training
- Waterfront Lifeguard Training
- Water Safety Instructor Training

ADULT PROGRAMS

Aquatics - Programs involving water and at the Pool

- Scuba Classes
- Water Aerobics

Athletics - Generalization for sports activities

- Tennis
- Volleyball
- Gymnastics

Co-op Classes - New descriptor for classes co-sponsored by the Chequamegon Food Co-op

- Eating organic on a budget
- Baby food Making
- Cooking with Jon Boy

Digital Photography - Class to teach people how to use digital cameras.

YOUTH PROGRAMS

- **JFK Activities** - Programs geared for children ages 5 - 10. Arts, crafts, educational, and general activities for younger children.
- **No School Days** - Program offers affordable supervision for children on days off from school.
- **Pre-School Activities** - Programs for children ages 18 months - 4.

YOUTH ATHLETICS

- **Teen & Tween Activities** - Programs for children ages 11 - 17.
- **Gymnastics** - Offering classes for youth and adults. Program starts with toddlers, 2-3 years of age, and continues with Club Gymnastics opportunities for children until they graduate high school.
- **Basketball** - Classes for grades K - 5
- **Tennis** - Classes for grades 2 - 12, and Adults
- **Skateboarding** - Seasonal Classes for ages 6 - 9
- **Softball** - Traveling Competitive Team for girls 10 - 14
- **Baseball/T-Ball** - Basics classes for ages 5 - 8
- **Flag Football** - Intro Class for ages 6 - 10
- **Swim Team** - Traveling Competitive Team for ages 8 - 18

SPECIAL EVENTS

- Art Festival - 2011 was the first year of the H. Pearson Plaza Art Festival. APR intends to make this an annual event.
- Bike Races
- Mud Rutters Bike Race - Summer
- Baycross Bike Race - Fall, 7th annual in 2011
- Loose Caboose Foot Race

PARK TERMS & CLASSIFICATIONS

MINI-PARKS are defined as small parcels of land used for flower beds, fountains, and other park related features. Each is under an eighth of an acre, and are usually found downtown on corner parcels, or between buildings. These spaces are beautified to add to the attractiveness of the community, and provide small green spaces in an otherwise developed area.



The **BANDSHELL** is located in Memorial Park. This facility was constructed as a Veteran's Memorial. Over the years, the facility has received special interest from local donors to help with repairs. But with time, has finally succumb to age and is in desperate need of further repairs. Events held at this facility range from City Band performances, Music in the Park, and various other community gathers. Situated at the intersection of two prominent highways, this facility is increasingly considered a vital facility in the City of Ashland.

PAVILIONS are typically wooden structures located on designated park lands. These facilities are open on all sides, but offer shade and roof protection. Picnic tables

are generally located under pavilions for use by visitors and residents. Pavilions are available for rent for events, big and small. Rental rates are included in the comprehensive fee schedule which is approved annually by the Common Council. Ashland has a total of eight pavilions of various sizes. Six of the pavilions have electricity available for renters.

CONCESSION STANDS

Ashland has five concessions stands. Four are located adjacent to ball fields, and typically offer snacks to participants and fans of sporting events. Prentice Park also has a concessions stand, which offers refrigeration and electricity. This facility is available for renters at an additional cost.

ARTESIAN WELLS are located throughout the City of Ashland. These wells offer pure, untainted water sprung from glacier reserves located deep below ground. Renowned for their high quality of drinking water, these wells are becoming a popular stop for tourists, and have long been utilized by area residents as an alternative to City water.

INDOOR RECREATION FACILITIES

Ashland Parks & Recreation currently operates and resides in the Bretting Community Center. This is the only true indoor recreation facility operated by the City. The facility consists of a gymnastics gym, multi-use

PARK TERMS & CLASSIFICATIONS

gymnasium, and a game room with various electronic games and game tables. Adjacent to the Bretting Community Center is the City owned but privately operated Bay Area Civic Center. This facility has an indoor ice rink that is used excessively throughout the winter months.

PUBLIC SCHOOL FACILITIES

The Ashland School District and Ashland Parks & Recreation have an intergovernmental agreement that allows the park and recreation department to use Ashland School District buildings free of cost. The Ashland Parks & Recreation Department rarely uses the facilities in exchange, but does offer the school district access to City facilities for no charge.

LEVEL OF SERVICE

The city of Ashland has ownership of a variety of developed and undeveloped open space lands to be compliant with National Park & Recreation Associate (NRPA) standards. Capital improvements are necessary to bring Ashland's parks to the standards necessary to meet the needs of the population. Improvements to park lands will also meet the needs identified in the community survey for improved aesthetics and youth opportunities. The opportunities in Ashland to have exceptional parks are present, the funding and commitment to project plans and ideas are the only necessary tools missing.

SITE INVENTORY AND ANALYSIS

The City of Ashland parks system has a total of 24 parks. Each of the park sites are described in detail on the following pages. The name, size, type, amenities, general impressions, accessibility, and photos of exiting conditions are listed on each inventory page. The park system as a whole is in fair condition, but if routine and deferred maintenance issues are not addressed soon the entire system could be in jeopardy of falling into a state of disrepair (several recreation areas have reached this state from lack of funds for reinvestment in facilities).



The Bretting Community Center is the City's primary indoor recreation facility, equipped with a gymnasium, gymnastics facility, game room, and APR offices.

NATIONAL PARKS & RECREATION ASSOCIATION (NPRA) CLASSIFICATIONS

The National Recreation and Park Association (NRPA). Has established standards for public park & recreation areas. The NRPA suggest that a park system, at a minimum, be composed of a total of 6.25 to 10.50 acres of developed open space per 1,000 population. Table 3-1 provides the NRPA standards for recreation areas. These standards are to be used as guidelines when analyzing existing park systems and planning future parks developments.

PLAYLOTS

Description: Small areas intended primarily for the use of children up to early elementary grades. Most suited for apartments, townhouse, and trailer parks.

- Contents; Play equipment, swings, slides, sandboxes, beaches
- Population served: Generally, serves toddlers to age nine. Should be designed to have areas that accommodate adult gatherings.
- Service area and accessibility: The service area is confined to a sub-neighborhood level of 500 to 2,500 residents with 1/4 mile area.
- Acres/1,000 people: No ratio established; suggested 0.1 to 0.3 acres
- Size range: 1,000 square feet to one acre. Can be serviced through mobile recreation programs.

NEIGHBORHOOD PLAYGROUND

Description: Designed to provide both active and passive

short-term activities. Usually located adjacent to public schools.

- Contents: Distinct play areas for preschool and school age children, shelter structures, open space, multiple-use paved for court games, areas for field games, some off-street parking, lighting.
- Population served: General focus is for ages 5 to 14, with informal recreation for all ages. One per 1,000 to 5,000 population: possibly one for every elementary school.
- Service area and accessibility: Neighborhood. Walking distance within 1/2 mile radius.
- Acres/1,000 persons: 2.0 for cities of 10,000 to 25,000. *Ashland could subsist with 1.0 - 1.5 acres.*
- Size range acres: 5-10 for cities of 1,000 to 25,000

NEIGHBORHOOD PARK

Description: Landscaped natural park of limited size primarily for passive recreational needs of all ages but with some designated active areas. Provides some scenic and aesthetic value. Should be located in the center of a multiple-family dwelling neighborhood or nearby site.

- Content: Open lawn space, shrubbery, small picnic areas, drinking fountain, miniature scenic paths or nature walks, area for court games, if not provided at a nearby recreation facility, off-street parking, and lighting. Has some program potential.
- Population served: For all ages. From 1,000 to 10,000 maximum

NPRA CLASSIFICATIONS

- Service area and accessibility: Entire neighborhood. If park is unique, it may attract others from another neighborhood.
- Acres/1,000 persons: 2.0 for cities of 1,000 to 25,000
- Size range acres: 6-8 for cities of 1,000 to 25,000

COMMUNITY PLAYFIELD

Description: Primarily an athletic complex that serves the recreation needs of the community. Usually one per community, however, if the community is cut by barriers or if sufficient acreage cannot be obtained, then two are recommended.

- Content: Athletic complex—lighted court and field games area, community center, swimming pool, lawn



Central Railyard Park Complex: Major Community Park

areas, adequate parking, may have picnic and play area for children. May be a portion of a major community park. Has high potential for recreation programming.

- Population served: All ages. Entire population of community.
- Service area and accessibility: Within biking distance
- Acres/1,000 persons: Minimum one acres per 1,000 persons.
- Size range acres: 15 to 25 for cities of 1,000 to 250,000

MAJOR COMMUNITY PARK

Description: A large natural area and/or landscaped area to provide urban dwellers escape for city congestion without traveling a large distance. Designed to accommodate a large number of people and a wide variety of activities. Provides for both intensive use and passive use.

- Contents: Provides for combination of intensive and non-intensive development ranging from play apparatus to bicycle trails. Typical facilities include swimming facilities, picnic tables, paths, game courts, gardens, and natural areas, pavilion, ample parking, and sanitary facilities. May include multipurpose trails internally or as part of a system.
- Population served: All ages, toddler to retiree. Serves between 40,000 to 100,000 people
- Service area and accessibility: Entire population for cities with population up to 25,000.
- Acres/1,000 persons: From minimum of one acre

NPRA CLASSIFICATIONS

to maximum of five acres.

- Recommended: 5.0 acres for cities of 1,000 to 100,000
- Size range acres: 20-35 for cities of 1,000 to 25,000

URBAN GREENSPACE OR OPENSOURCE

Description: Passive areas in landscaped or natural state in or near urban areas. May be planned for conversion to more intensive recreational use when needed and may provide environmental quality. Main recreational purpose is to act as buffer from congestion and provide aesthetic experience. It may also act as a land bank.

- Contents: Natural lands, watershed and waterfront, forests; landscaped borders, parkways, boulevards, corner parks, medians, downtown aesthetic parks, plazas, malls, and sanitary facilities. May provide bicycle, hiking, and nature trails as a feature or as part of a larger system.
- Population served: entire population, but may also be used as privacy buffer against high traffic corridors.
- Service area and accessibility: Not established. Usually part of the park system and viewed as part of urban design and urban beautification program. Primary accessibility is visual, may have hiking paths along traffic corridors.
- Acres/1,000 persons: No ration established. Suggested

to be .75 to 1.0 acres per 1,000.

- Size range acres: form a few square feet to an extended boulevard or parkway development.

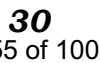
TABLE: 3-1 : National Recreation and Park Association (NRPA)

FACILITY	AREA NEEDED	UNITS PER POPULATION	SERVICE AREA
Basketball Court	7,280 sq. ft.	1 per 5,000	1/4 - 1/2 mi
Tennis Courts	7,200 sq. ft. (1 crt.)	1 per 2,000	1/4 - 1/2 mi
Volleyball	4,000 sq. ft.	1 per 5,000	1/4 - 1/2 mi
Baseball (youth)	1.2 acres min.	1 per 5,000	1/4 - 1/2 mi
Football	1.5 acres	1 per 20,000	15 - 20 min. travel time
Soccer	1.7 - 2.1 acres	1 per 10,000	Depends on popularity
Softball	1.5 - 2 acres	1 per 5,000	1/4 - 1/2 mi
Multi-Use Court	9,840 sq. ft.	1 per 10,000	1/4 - 1/2 mi
Swimming Pool	2 acres minimum	1 per 20,000	15 - 30 minutes travel time
Trails	1 trail system per region		

PARKS INVENTORY

Name of Park	Acres	Comments
Ashland Rail Trail System	9.36 miles	Circling the City of Ashland from Wal-mart to Sanborn Ave
Bay City Park	0.35	Playground & pre-school play equipment
Bayview Park	17.71	Neighborhood Park, Scenic Overlook, Pavilion, Swimming Beach, Fishing Pier, Green Space, Festival Grounds
Beaser Park/Little League	2.08	Neighborhood park, baseball diamonds, Community Garden
Central Railyard Park	9.26	Tennis, Baseball fields, Skatepark, Neighborhood Playgrounds, Hockey Green space, Pavilions, Concessions Building
Downtown Mini Parks (2)	0.39	Menard Park & Ellis Fountain
East End Skating Rink	1.29	Neighborhood playground, skating rink, warming house, and tennis court
Ellis Park	2.06	Neighborhood Park, basketball, green space
H. Pearson Plaza & Beach Pavilion	1.15	Green Space, Small Pavilions, Pedestrian Pass to Lake Front
Hodgkins Park	15.53	Baseball fields and playground
Hot Pond	5.10	Public boat landing, trail, parking
Kreher Park	11.08	Beach, Playground, Pavilion, <i>see RV Park</i>
Locomotive Park	n/a	Historical Locomotive parallel to Soo Line Depot
Marina Park	3.3	Green space, Picnic area, Gazebos
Marina Scenic Overlook	2.80	Highway Pull off
Memorial Park	3.33	Bandshell, Bluffview and Memorial markers
Maslowski Beach	5.15	Swimming beach, artesian well, highway turn off, pavilion
Oredock Park	1.36	Adjacent to Oredock, vacant
Penn Park	2.29	Baseball Park
Prentice Park	98.56	Woodland, Wetland, Wilderness Trails, Playground, Pavilions, Camping, Water Access
10 th Ave. W. Scenic Overlook Park	1.31	Highway Pull off
West End Skating Rink	1.03	Boarded skating rink

**CITY OF ASHLAND
PARKS AND TRAILS**



ASHLAND RAIL TRAIL SYSTEM (A.R.T.S) 9.36 MILES

The Ashland Rails to Trails System was developed in collaboration with grant funding available specifically for rehabilitating old, abandoned railroad right-of-ways. For the City of Ashland, this included repaving the section of the Tri-County Corridor running east to west through Ashland, and developing the waterfront trail. Trails are primarily used for bike and pedestrian traffic. Snowmobiles use a designated portion of the 5th. St. Corridor. Now, in 2012, the Phase VII project will create new trails through Prentice Park, and connect officially, for the first time, the entire A.R.T.S.

Completed to Date

- Trails Paved
- Appropriate signage installed

Future Development

- Restoration of deteriorating portions of pavement
- Phase VII connection between lakefront & Prentice Park
- Additional Lighting & Signage
- Improved crosswalks across major streets and highways
- Adjustment of clearances of Vaughn Ave. Bridge
- Restoration of native habitat



Above: The ARTS system does not allow motorized vehicles along the LAKE WALK segment of the system.

Left: The 5th Street Corridor is a part of the Tri-County Corridor, which goes through Iron, Ashland, and Douglas Counties. This portion of the ARTS allows snowmobile traffic.

BAY CITY PARK**0.35 ACRES**

This park is located in Ashland's east end on the corner of 11th Ave. East and Main St. The site features swings, radar tower slide, tank climber, rocket climber, swinging and stationary benches, sand box, and bouncy animals. Some trees have been planted. Wood rail fencing, new sidewalks and a small shelter have been installed. The park serves as a gathering place for children of all ages and their parents, and provides a rest stop for Main Street walkers.

**Completed to Date**

- Playground equipment installed
- Small shelter constructed
- Wood Fence installed

Future Development

- Install park name sign
- Install playground fall protection
- Review landscaping, plant trees
- Mutt Mitts Installed.
- Tree planting



BAYVIEW PARK**17.71 ACRES**

Overlooking the Chequamegon Bay, this lake side park is located on Lake Shore Drive and 19th Ave. East. This location offers a scenic view of forests, and neighboring communities for those enjoying swimming, fishing or picnicking. An old fishing pier, originally installed by the Wisconsin Conservation Corps offers access to a diving board during the summer months, and fishing year round. A prime smelting site and home of Ashland's annual Bay Days festival, this park is highly utilized in every season. This park offers a pavilion, playground, access to waterfront trails, guarded swimming beach, and a vast green space with potential for future festival grounds development. Recent developments include the installation of a Lions Fountain, provided by the local Lions Chapter.

Completed to date

- Playground equipment installed
- Pavilion built
- Public Bathrooms available
- Lions Head Fountain
- Scenic overlook
- Lake shore trails
- Flower gardens

The local Lions Club donated a water fountain to APR for Bayview Park.

**Future Development**

- Potential stage for festivals
- Potential veterans Memorial Park
- Improvements to Scenic Overlook Parking area
- Repaving Parking lot
- Implementing Smelting Season Camping/Fee area
- Restoration of Native Habitat
- Resetting trail pavers
- Safety improvements to US Hwy 2 crosswalks



A wooden ramp was built to provide handicap access to the playground at Bayview



BAYVIEW PARK CONTINUED



The restroom facility at Bayview is available to residents and visitors during the Summer months.



Bay City Dock is a lovely area overlooking the bay, and surrounded by waterfront trail.

This open green space was home to a stockade. The City is considering what to do with this valuable lake front property.



The pavilion at Bayview provides an exceptional view for events.



Pilings from an from the old C&NW ore dock #3, dismantled in 1960. The board dock is used for a diving board during the summer months.

BEASER PARK & BALL FIELDS

2.08 ACRES

A busy thoroughfare, Beaser Avenue divides the two distinctive recreation areas. East of Beaser Avenue is Beaser Park, a multiple use neighborhood park, once contained many elms and formal/informal shrubbery and arboretum areas. Now there are only two large shade trees, a few small Chinese Elms and a few small spruce trees in the park. The park contains nearly one acre of open green space, an asphalt basketball court, benches, sheltered picnic tables, and some play equipment. The play equipment is continually in need of repair and would do best with complete removal and replacement. The park receives use throughout the day and evenings by neighborhood children, young adults and parents or childcare providers with toddlers and children. Most recently this area became home to the Ashland Community Garden group, whose members maintain and tend to community run garden plots during the summer months.

The Little League Park, located on the West side of Beaser avenue receives continuous use during the spring and summer months by multiple baseball teams including Ashland Parks and Recreation's own T-Ball program. A single purpose park, the Little League Park has a long history as a ballpark, serving at some period of time as a baseball park and then again as a softball park. It now has two regulation little league ball fields, each field complete with dugouts, bleachers and fencing. Restrooms are located on the west corner, in the concessions building, and are open only for league use.

With the addition of the Central Rail Yard Little League Fields, one field at the Beaser Ball Park may be renovated into a regulation Softball Field for the newly developed Ashland Parks and Recreation Girls Softball program.

Completed to date

- Fence replaced
- Horseshoe pits buried
- Drainage improved
- Installed new side walks
- Installed watering source at Little League Park

Future Development

- New playground equipment
- Softball field refinishing
- Develop a restoration landscape and area use plan
- Construct Volleyball Court
- Refinish Basketball Court
- Deconstruct west bleacher shelter
- Install seasonal shade structures over bleachers
- Tree Planting



BEASER PARK & BALL FIELD PICTURES



CENTRAL RAILYARD PARK (CRYP) 9.26 ACRES

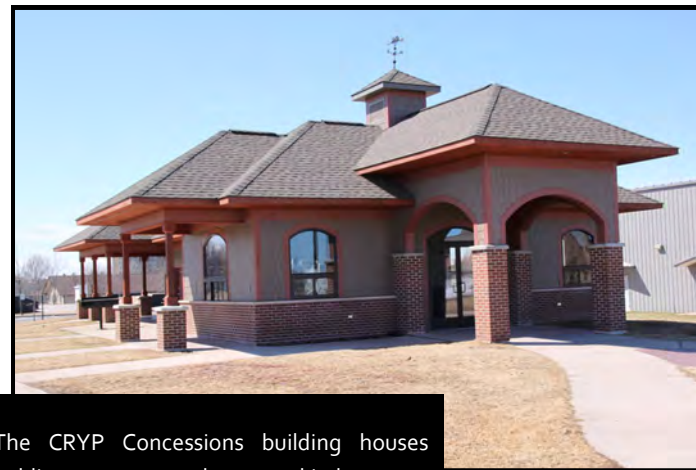
This multi-purpose park is a bustling depot of pedestrian traffic. Located north east of Vaughn avenue and sixth street west, the CRYP is home to new little league fields with digital score boards, a concessions building, lighted tennis courts, Skatepark, open air pavilion, a toddler playground and the “purple park”, the newest playground facility in the City. The Bretting Community Center, home of Ashland Parks & Recreation, is located at the north edge of this complex and provides a central location for visitors to stop and play, inside or out. Woven through the area are various paths connecting to the 5th St. Corridor/Arts trails. Parking lots surround the area to accommodate little league fans and park users. Bay Area Civic Center and Indoor Ice Rink adjoins CRYP.

Completed to date

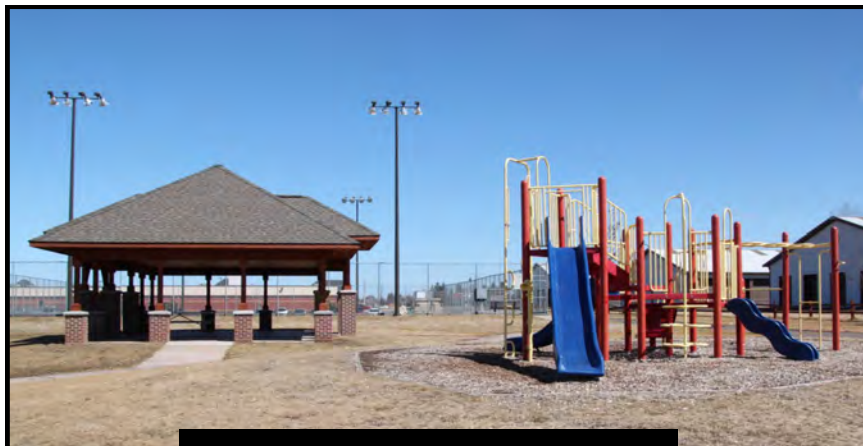
- Lighted Tennis Courts (coin timers)
- Lighted Ball fields with sprinkler system
- Outdoor lighted ice rink
- Native landscaping
- Playgrounds
- Skate Park
- Outdoor Ice Rink

Future Developments

- Lights at Skatepark
- Install basketball court
- Graffiti Wall/Bench at Skatepark
- Outdoor restroom near Purple park



The CRYP Concessions building houses public restrooms, and an open kitchen area. This building is used primarily by the Little League during the summer months to provide concessions to ball game patrons.



CRYP offers 2 playgrounds, this tot playground is ideal for toddlers. The “Purple Park” is suitable for children of all ages. This area is adjacent to ball fields and tennis courts.

CENTRAL RAILYARD PARK (CRYP) PICTURES



The "Purple Park" is a very popular resource in the community.



DOWNTOWN MINI-PARKS

0.39 ACRES

The Ashland Beautification Council has established two small parks on vacant lots in the central business district. The parks are for the use of shoppers in downtown Ashland. The sites are landscaped and have seating and trash receptacles. The Otis site, at 517 Main Street West has been incorporated into the Howard Pearson Plaza Park, as a paved, landscaped path to the plaza. Menard Park, located on the corner of Main Street West and Chapple Avenue features a small shelter, paving brick walkway and a drinking fountain. At the intersection of Highway 13 and Main Street is a beautiful fountain offering visitors a place to sit and rest during downtown excursions.



Menard Park is primarily maintained by volunteers and was dedicated to those who beautify the space every year. Mini-parks are a great way to beautify downtown with limited demand on public works and parks caretakers.

Completed to date

- Landscaping and flower planting

Future Developments

- Renaming of Otis Park
- Refinish fountain lining
- Amenities/Banners
- Information Kiosks
- New Bollards
- Park Sign
- Resetting walkway pavers



EAST END PLAYGROUND

1.29 ACRES

This park is a beloved neighborhood playground. Located near the trailer park, this area is utilized by youth, and parents for recreational activities. A flat area takes up most of the space, and provides for an ice skating rink in the winter months. A warming house, in need of repairs, provides bathrooms and concessions and is staffed from December through March. Two fenced in doubles tennis courts have fallen into disrepair, and need to be renovated or removed. A small playground is available with swings and a merry-go-round.



Completed to date

- Drinking fountain installed
- Playground equipment maintenance

Future Development

- Refinish/refabricate Tennis Courts
- Improve/Remove playground equipment
- Renovate warming house and replace roof
- Install new light poles
- Signage
- Tree Planting



The warming shack and small playground provide recreation opportunities to the east side of Ashland, which has fewer park options than its western counterpart.



ELLIS PARK 2.06 ACRES

This neighborhood park formerly served as an elementary school playground for the Ellis School across the street. Located along 3rd Street East and Stuntz Avenue, this park takes up a city block. A small playground exists in the south east corner, adjacent to an outdoor basketball court. The remainder of the park is open green space, with a small hill on the north west corner. Intersecting paved paths currently cross the park from corner to corner. Equipment consists of swings, merry-go-round, teeter-totter, and a dome shaped climber. Benches and picnic tables are located throughout the park to provide seating. Security lighting has been installed, and a few large trees still remain in the park, and new ones have been planted in recent years. This area is highly sought after for various future developments. Possible plans include a construction of a new pavilion. The Dr. Ellis Memorial has been located in this park.

Completed to date

- I.D. sign installed
- Trees Planted
- Mutt Mitt dispenser installed
- Basketball hoops replaced

Future Developments

- Repave Basketball court
- Playground equipment replaced.
- Needs Assessment for future development with local Lions Club.
- Tree Planting

The playground at Ellis Park is dated. The large building in the background is Ellis School, constructed in the 1890's. The park was once a play yard for students.



H. PEARSON PLAZA**1.88 ACRES**

The newest addition to the Ashland Parks system, this revitalized facility was developed with Department of Transportation Enhancement Funds. This facility offers manicured green space surrounded by wrought iron fencing and has a few small picnicking pavilions. Public bathrooms with solar lighting are available during the summer months. Stairs and a handicap accessible ramp lead to The Ed Griffiths Pedestrian Pass, an underground tunnel affording safe passage across US Highway 2, leading to the North side of the facility. The North or Lakeside offers access to water, and a small open air pavilion. Most importantly this pass connects the lakefront trail to Ashland's downtown.

Completed to date

- Installation of all planned components
- Paving of two additional parking lots

Future Development

- Shelter and placement of H. Pearson Bell
- Removal of billboards
- Amenities: Banners
- Replace Bollards
- Removal of bricks along shoreline



The "arch" design of H. Pearson Plaza adds a new, modern style to the City, and will be utilized in park redevelopment.



An aerial shot of the H. Pearson Plaza shows the north entry of the Ed Griffiths Pedestrian Pass, which provides ADA compliant access to the Lake Shore.

HODGKINS BALL PARK COMPLEX**15.53 ACRES**

Historically, Hodgkins Ball Park was the City's Baseball field, home of the Merchants minor league stadium. In the 90's two additional softball fields were developed to accommodate community leagues. Over the last 20 years little has been done to improve this facility. General maintenance occurs when costs can be afforded, but the fields are in dire need of serious rehabilitation. Drainage is an issue for both fields. Dug outs and bleachers are in decent condition, but could use with new paint. There is a playground located near the restrooms. The equipment is wooden, and is on high priority for replacement. The public restrooms are primitive and could also be updated to accommodate the heavy use of the complex in the summer months.

Completed to date

- Fields developed
- Bathrooms installed
- General maintenance

Future Developments

- Re-grading of fields
- Installation of new playground equipment
- Installation of additional lighting
- Signage
- Bathroom upgrading
- Repainting of dugouts
- Renovation of Bleachers
- Paving of access roads
- Development of trails and parking areas
- Tree planting



Hodgkins provides adults with a unique recreational opportunity. The land south of the ball park is available for parking, and future development.



HOT POND 5.10 ACRES

The area known as the Hot Pond located east of the Bayfront Steam Plant, is not actually City Property. This area is owned by Xcel Energy, and made available for public use through an agreement with the city. The area offers public access to Lake Superior, and boat landing, access to the waterfront trail, and a large parking lot. The water in this area is open year round, and never freezes. Fishing is very popular in this area, and the view is one of the best in the City. The Lakefront Trail crosses this site also.

Completed to date

- Boat ramp installed
- Trail completed

Future Development

- Install new fee station
- Maintenance of existing pavement
- Signage

Boat ramp access is available for the public for a daily fee of \$5.00.



The Xcel Energy owns the Hot Pond and allows recreational access to the public.



KREHER PARK**11.08 ACRES**

Located at the northern edge of Prentice Avenue on the Lakeshore, this park is the home of the City's RV park. Featuring multi-use restroom/showers, a pavilion, playground, parking, picnic area, boat launch, and a swimming beach, this facility sees heavy use in the summer and winter months. Shadowed by a soon to be demolished iconic Ore Dock, this is a high-priority location for development. A swath of green space is located to the west between the park and the marina property. Plans are being moved forward for the clean-up of the NSP Wisconsin Lakefront Super Fund site to the west. Once remediated, the property will provide additional recreation opportunities. This project will most likely be in conjunction with the demolition of the Ore Dock. APR is currently developing plans to deal with the impact of these massive projects on Kreher Park, and the visitors who stay there.

Completed to date

- All RV sites have electric and water
- Up-grade to shower building done
- Parking lot bollards repaired
- Bathroom entrance made handicap accessible
- Gazebo re-roofed
- Drinking fountain installed

Future Development

- Update all electric in RV Park to 50 amp
- Repave roadway through R.V. Park

- Pave all R.V. Pads
- Repave parking areas
- Reroof shower/bathroom building
- More clearly defined RV park/Fee Area
- Replace boat launch pay box
- Install dumping station donation box
- Outside drinking fountain
- Redevelopment of trails
- Acquisition of abandoned railroad rights of way
- Adjoining park
- Redevelopment of boat launch
- Creation of additional boat basin
- Restoration of native habitat
- Attractive fencing on south side of park
- Signage
- Improved lighting



Kreher R.V. Park in the shadow of the Ore Dock. When the Ore Dock is demolished, Kreher Park will have a whole new view of the bay.

LOCOMOTIVE PARK**0.08 ACRES**

A number of years ago the Soo Line Railroad donated a steam locomotive to the City. The locomotive was the only decapod owned by the railroad. Locomotive 950 switched the railroad's iron ore dock before it was retired and gifted to the City. The locomotive was housed on the highway at Oredock park for a number of years. During deconstruction of the ore dock trestle approach and rail overpass, the locomotive was moved to land across from the historic depot. The locomotive has been fenced and is a tourist attraction for visitors to the Depot. This "park" is more of a parking spot for the historic relic, and is kept up to date with general maintenance.

Completed to date

- Security fencing
- Sheltered structure
- Lighting

Future Developments

- Sand blasting & repainting of locomotive



While the Locomotive Park is more of a housing for the locomotive, than a park, the icon is still a nice addition to the history of Ashland.

The Soo Line Depot was once home to a restaurant, bar and brewery. A fire forced the business to move locations. A local business man renovated the building. The historic nature of this large building makes it an important attribute to the City.



MARINA PARK**3.3 ACRES**

The City of Ashland purchased what was known as the old pulp hoist site from Northland College in 1983 for \$145,000. Utilizing a Federal EDA grant, State of Wisconsin Economic Development Funds, County funds from the sale of Oak Island and an additional \$100,000 from the City of Ashland, a break wall, 26 slip marina and marina building were constructed on the west side of the pulp hoist site. An additional 46 slips were installed in 1989. The Marina Park was constructed on the east side of the pulp hoist site in 1988. A parking lot and road was paved in 1988 as part of TIF III. The Chequamegon Hotel and restaurant have been developed on North Ellis Ave to complement the Marina Development.

Completed to date

- Flowers Planted
- Trail Completed
- Misc. Maintenance
- and repairs

Future Developments

- Repaint Gazebos
- Install Mutt Mitts
- Renovation of trail & boardwalk



The gazebo in Marina Park is used primarily for weddings, and provides an exception view of the bay.



The Ashland Marina is located at the end of Ellis Ave. in Ashland. The large hotel to the South, is the Chequamegon Hotel, a an old name for a new structure that was originally erected by the Wisconsin Central Railroad in 1976 at the site of the courthouse.

MARINA SCENIC OVERLOOK**2.80 ACRES**

This area provides visitors an opportunity to pull off the highway and take in a lovely view of the Chequamegon bay. Just west of Memorial Park, this area isn't a park as much as a valuable natural space, preserved to provide public access to the beauty of the region.

Completed to date

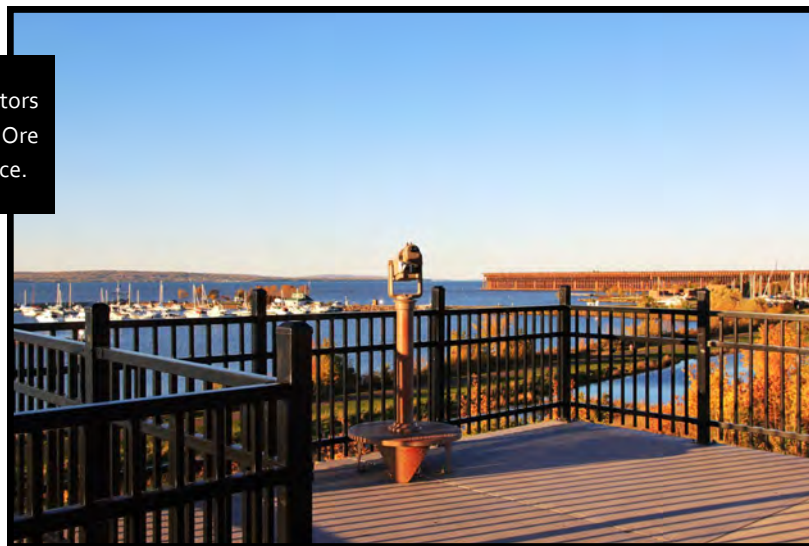
- Redevelopment of wood walkway with concrete sidewalk
- New safety rails

Future Developments

- Restoration of Native
- Habitat
- Informational Signage

The Marina Overlook is an exceptional view shed area. New plant studies are being conducted along the bluffs of this area.

A view finder is available for visitors to get a close up glance at the Ore Dock, and activity on the water/ice.



MEMORIAL PARK**3.33 ACRES**

Located on the north side of US Highway 2 and Lakeshore Drive overlooking the marina, the park features the City Bandshell and an excellent view of the Ashland waterfront. Topography at the park consists of a steep bluff facing the bay with a level area at the top of the bluff. The park is nicely landscaped, with heavy shrub plantings on the bluff and evergreen planting throughout the site. The Bandshell with bench seating, a display of pulp rafting equipment and a cannon are located in the park. In recent years, the building has been repaired, repainted, decorative and security lights have been installed and/or repaired. This park is on the western edge of the marina development complex. A walkway ramp system connector from the top of the bluff to the Lake front trail has been completed. The benches have been replaced, selective tree removal, brushing and a general face-lift have been accomplished and overhead wires have been buried. A small veterans memorial is on site.

Completed to date

- Installation of watering fountain
- Vegetative Restoration (grant funded)
- Benches repaired

**Future Developments**

- Removal of some benches
- Revitalization of Bandshell
- Drainage Improvements
- Additional bench repair
- Trim replacement



The Bandshell is a unique structure in the City of Ashland, and recently received a push of support from local officials for revitalization.



Memorial Park has some old timbers, a cannon, and a large propeller on display for visitors.

MASLOWSKI BEACH**5.15 ACRES**

Maslowski beach is utilized primarily as a swimming beach and a highway rest stop by travelers on US. Highway 2 and 13. A historical marker commemorating the Radisson-Grossielliers exploration of the region in 1659 reinforces the highway-related aspect of the park. The site is linear, parallel with the lakeshore. The topography is flat and the park is subject to wind and wave damage as a result of spring storms. The Lakefront trail terminates in the park at Maslowski beach.

**Completed to date**

- Pavilion
- Picnic Tables
- Bathroom/showers
- Fountain refurbished

Future Developments

- Signage at Artesian well
- Parking lot directions at well
- Comb below waterline to remove bricks
- Phase 7 Pedestrian trail connection to Prentice Park
- Restoration of Radisson-Grossielliers shelter
- Removal of bricks along shoreline

Bricks collected by a handful of volunteers at the First APR sponsored "Pick a Brick" event in 2011.



Informational sign providing features of park, and greeting visitors along the highway into/out of Ashland.



OREDOK PARK**1.36 ACRES**

This park is located on Front Street at the base of the Soo Line Railway's approach trestle to the Oredock. It was the former site where the locomotive was displayed before it was moved to the Soo Line Depot site. This grassy area will provide a unique setting for travelers to stop and learn about the history of the railroads, which were so significant to the development of the area. Area is currently vacant.

Completed to date

- General Maintenance

Oredock Park is currently undeveloped. Possible development concepts are currently being reviewed to optimize the high visibility of the lot located on the northern side of Highway 2.

**What's Next for the Ore Dock?**

Demolition on the last remaining Ore Dock in Ashland began in Spring 2012. The process will be long, but provides the City with time to plan future uses for the base of the dock once the vertical structure is removed. Current plans include a fishing pier and a historical marker telling the story of the dock, its history in Ashland, and the sadness surrounding its removal.

PENN BALL PARK**2.29 ACRES**

This park is used solely for Babe Ruth Baseball. The site is flat, and there is no appreciable vegetation, ie. shrubs, trees, flowers. The ball field is completely fenced and has a wire mesh backstop concrete block dugouts, a scoreboard and a concession stands with restrooms. The field is not lighted and parking at the ball field is limited to street.

Completed to date

- General Maintenance

Future Development

- Reroof concessions stand/bathrooms
- Renovate bathrooms for Handicap accessibility
- Paint and repair bleachers and dugouts
- Improve/expand parking
- Scoreboard
- Signage
- Tree planting



Top: The Penn Park concessions building and score board.

Left/Bottom: Dug outs and call boxes surround the Penn Park ball diamond.



PRENTICE PARK

98.56 ACRES

Prentice Park is Ashland's largest park; a diverse environment of boreal forest adjacent to wetlands that lead to Lake Superior provides a rich habitat for wildlife. Currently the park is in need of multiple improvements, and grant opportunities are being investigated to help cover the costs. Two pavilions, a large green space, playground, sand volleyball pit, multiple day use picnic sights and scenic overlooks are in the eastern portion of the park. The western portion of the park has tent and RV camping, and a trail with a fishing bridge, and access to Maslowski beach. Highly utilized by citizens and visitors, Prentice Park is the crowned jewel of Ashland's parks system.

Completed to date

- General Maintenance
- Rehabilitation of boardwalk
- Buckthorn removal (on going)
- Removal of "deer yard" fencing
- Redefinition of day use vs. fee area

Future Development

- Phase 7 pedestrian trail completion
- Rehabilitation of camp ground
- Build new board walk
- Revitalize nature trails for wheel chair access & boardwalks
- Restoration of Native Habitat
- Fishing Pier
- Lighting



The Prentice Park Small Pavilion is located between a playground and a large open field (not shown). This pavilion is ideal for parties with small children.



The Prentice Park Large Pavilion, is the most utilized pavilion in the City.

- Improvements to shelter
- Shower installation
- Signage
- Sustainable best management practices

10TH AVE. WEST SCENIC OVERLOOK PARK**1.31 ACRES**

This highway related facility is maintained by the City to afford travelers an opportunity to pull off the highway and enjoy the view of Ashland's waterfront. It features picnic tables and a Vista Dial which guides one's sight to points of interest.

Completed to date

- General Maintenance

Future Development

- Repair fencing and table location
- Brush control for view
- Signage
- Restoration of Native Habitat



This overlook provides travelers and residents with a lovely location to stop and take in the breath and depths of the bay. This view is spectacular anytime of year.



WEST END SKATING RINK

1.03 ACRES

This recreation area on Ashland's west end at 6th St. W and 17th Ave. features a boarded ice skating rink. The warming house is set for demolition. Light fixtures and poles have been donated, but need to be installed.

Completed to date

- General maintenance
- Hockey Boards installed (Men's Hockey League)
- Warming house demolished

Future Development

- Develop memorandum of agreement with Men's Hockey League
- Install light fixtures
- New warming house with restrooms and water
- Signage
- Tree planting
- Liner installation



Above: The West end hockey boards completed.

Left: The original draft for footage and area for the plan developed by Men's Hockey League.

OTHER RECREATION AREAS

Outdoor Recreation Areas

- Ashland School District Trails & Athletic Fields
- Hospital Ski Trails
- Elks Lodge Golf Course/Public Ski trails
- Tri –County Corridor
- Snowmobile trails established by Snowmobile Clubs
- County Boat landing at 27th Ave East
- Northland Pathway
- Northland Athletic Fields
- Lake Superior Water Trail

Indoor Recreation Areas

- Bay Area Civic Center
- Northland College Pool & gymnasium
- Ashland School of Dance
- Ashland School District gymnasiums

Waterfront Development Plan

The City of Ashland established a Waterfront Development Plan to ensure funds be set aside to aide in the protection and production of City property located on the water. Ideas being generated to utilize Plan funds include

- Creation of a Festival Park
- A 2nd basin for the Marina
- Campground on the Clarkson Dock
- Creating a Pig Iron Dock

Funds have typically been used as a match to grant funds awarded to the City. All future developments would need Council Approval, and would greatly increase Ashland's recreation potential on the shores of Lake Superior.

CITY OF ASHLAND PARKS & RECREATION MASTER PLAN



CHAPTER 4 ASHLAND COMMUNITY SURVEY 2011 : RESULTS

CITY SURVEY INTRO

In 2011, the City of Ashland Planning Department conducted a city wide community survey to gather feedback on community impressions relating to quality of life characteristics, and gauge satisfaction with City government performance and services. The City distributed 4,153 surveys, of those received, 772 were fully completed, creating a response rate of 19%.

According to the published survey results, the Ashland community identified job creation, environmental protection, projecting an attractive community image, and youth activities as very important quality of life characteristics. A response similar to the results of an earlier community survey compiled as part of the Comprehensive plan. City services were ranked average, access to Lake Superior and educational and medical facilities being most noted.

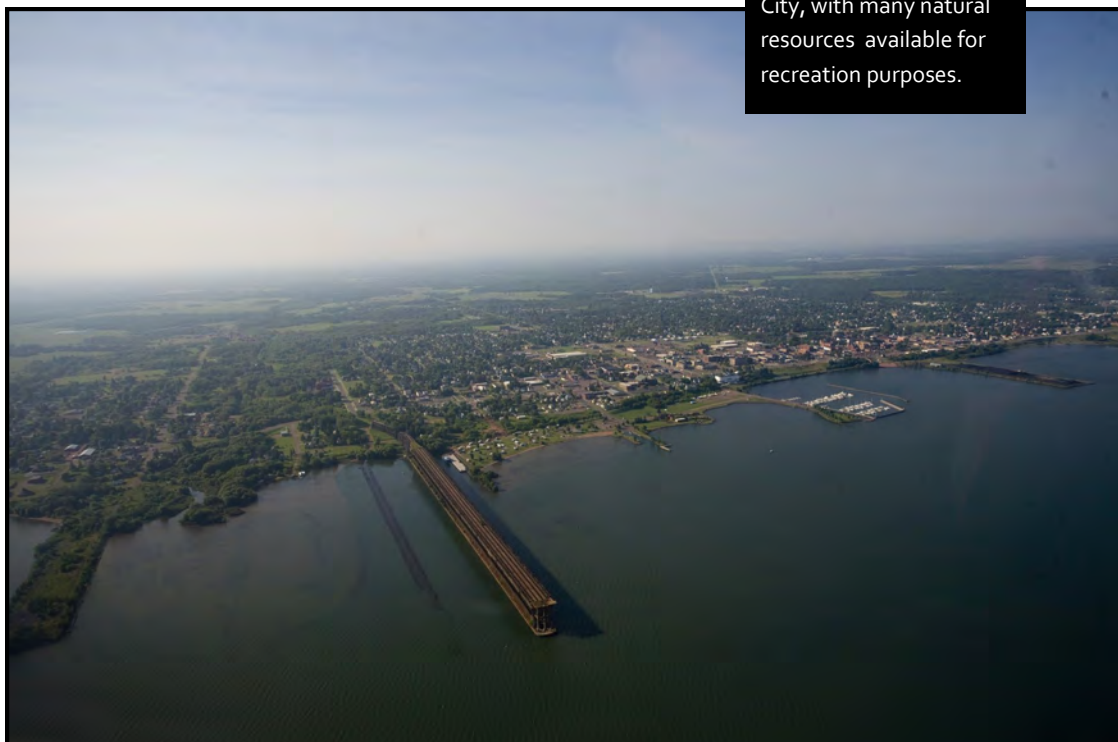
This survey was tailored to include specific information about parks and recreation services in the City of Ashland. According to survey results, the maintenance of parks, green spaces and trails were ranked “good” (4 out of 5). The top attributes of Ashland were public access to Lake Superior, quality parks, green spaces and trails, an attractive downtown and quality educational facilities. Ashland’s most noted accomplishments were the 5th Street Cor-

ridor and Waterfront Trail (the ARTS Trail System).

The strong response in relation to City parks indicates community appreciation and interest in the quality and maintenance of these areas, and helps prove the importance of these services to the Citizens of Ashland.

The following chapter will provide basic information about the survey results in the form of charts that were included in the published version of the survey. This information will be used in validating improvements to City parks and green spaces when attempting to fund projects.

Ashland is a beautiful City, with many natural resources available for recreation purposes.



How Important is it for Ashland to...

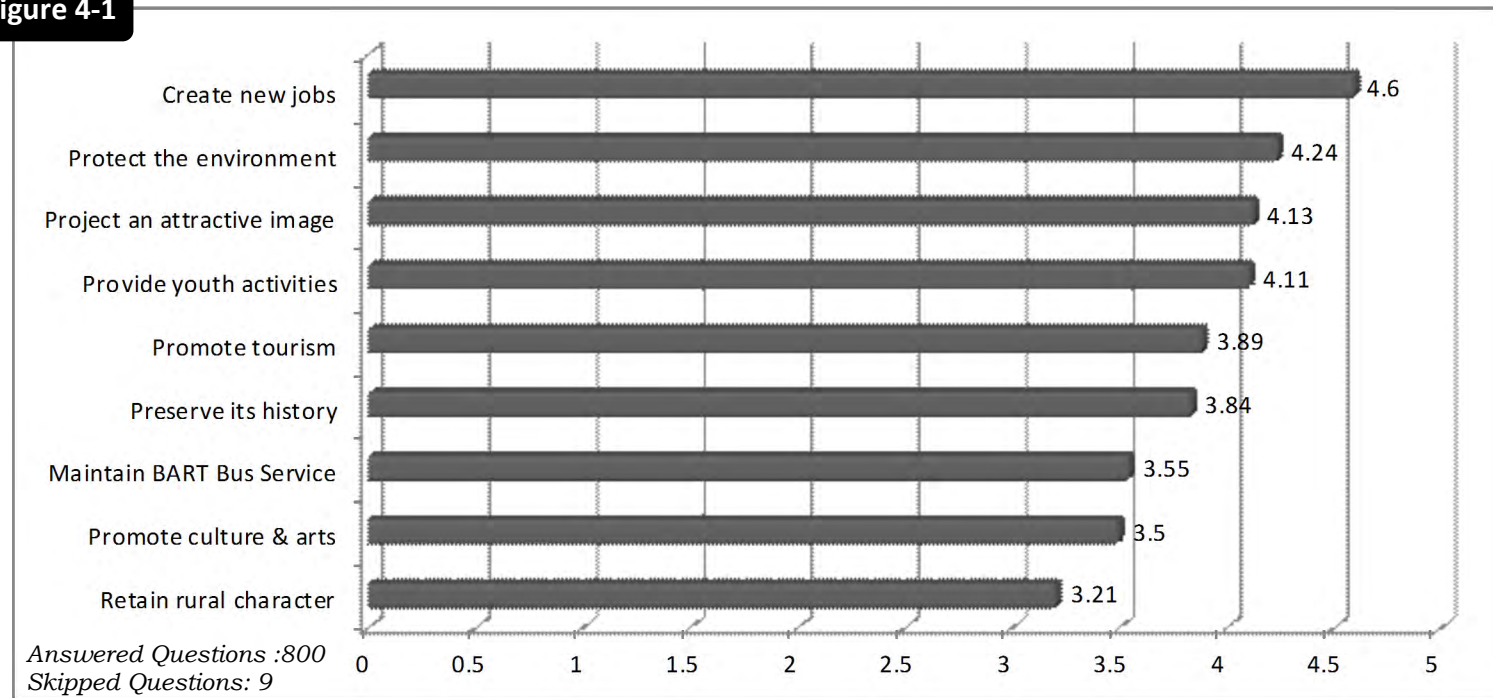
The first question of the survey was designed to get a general impression of citizen priorities. The chart below shows what survey respondents felt were the most important areas for Ashland.

The most important area was identified by residents was the creation of new jobs. This option was expected as Ashland is a depressed area, with higher poverty than the state average. The following four aspects, protect the environment, project an attractive image and provide

youth activities, promote tourism are all related to Parks & Recreation service areas.

Protecting and maintain public park lands, especially natural habitat areas, helps to promote environmental protection and projects an attractive image. Quality parks and camping facilities impact tourists, and give visitors a reason to return. Finally, APR regularly offers youth activities. With additional support and collaborations, APR could offer even more programs for youth and families.

Figure 4-1



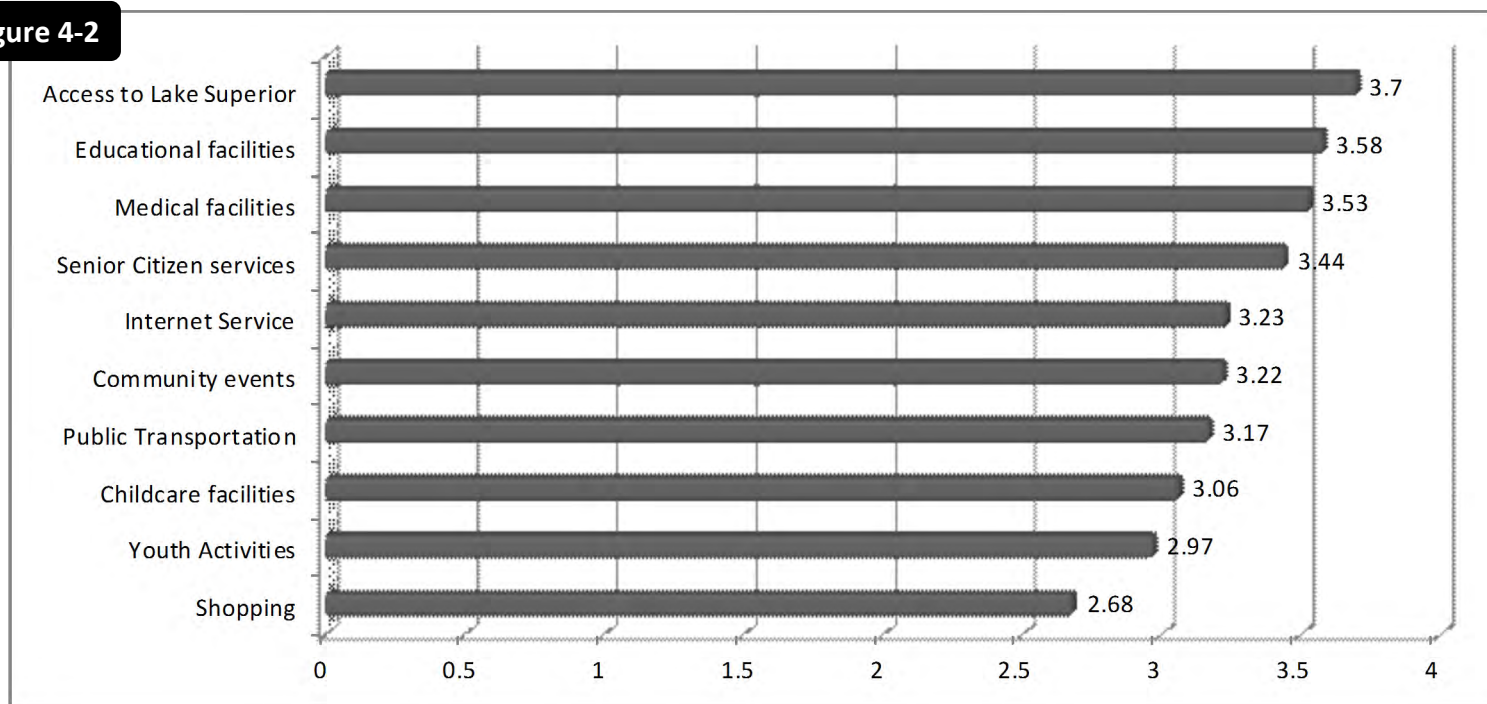
Rating of Community Services

The overall opinion of citizens on basic services allows government officials to gain an understanding of what citizens find important, what they're happy with, and what needs improvement.

Access to Lake Superior has been a challenge, requiring zoning rewrites, and planning to renovate old industrial areas, into safe, public spaces. The addition of the Ed Griffiths Pedestrian Pass is a solid improvement to

public access. The handicap accessibility lends to APR's goal of making all public parks and recreational areas ADA compliant. The low rating for youth activities is evident in the number of petty theft and vandalism occurrences in Ashland. While APR offers youth programs, and a drop-off community center open 7 days a week, over all, youth activities need to be improved throughout Ashland. Collaborative efforts must take place to foster better relationships between multiple youth orientated organizations.

Figure 4-2



Answered Questions : 795

Skipped Questions: 14

City Services Ranking & Fees

Figure 4-3

	Major Improvement Needed (1)	Needs Improvement (2)	Average (3)	Good (4)	Very Good (5)
Operation of City Utilities (water, sanitary, sewer)	6.1%	15.8%	44.9%	28.8%	4.4%
Street and alley maintenance	18.9%	30.3%	32.3%	15.3%	3.2%
Managing /Planning for growth	16.8%	30.9%	34.8%	14.9%	2.6%
Assisting with business development	16.8%	29.9%	38.1%	12.6%	2.5%
Enforcement of Property Maintenance Codes	11.5%	22.2%	40.3%	21.7%	4.3%
Operation of Recreation Programs	4.4%	19.0%	47.3%	23.9%	5.3%
Maintenance of parks, green space, trails	4.9%	12.3%	30.0%	39.9%	12.9%
Maintenance of campgrounds	4.8%	11.6%	36.7%	36.6%	10.2%
Police Protection	3.3%	6.7%	23.8%	39.9%	26.4%
Fire & Ambulance Services	1.6%	5.4%	20.5%	42.0%	30.5%
<i>Answered Questions:776 Skipped Questions : 33</i>					

Figure 4-4

	Response %	Response Count
Park Rental Fees	48.6%	371
Parking lot fees	38.4%	293
Camping fees	38.0%	290
Modest Increase in taxes to balance services	34.1%	260
Building, zoning, sign permit fees	34.1%	260
Street parking fees	28.2%	215
Fees to maintain recycling program	24.0%	183
None	16.1%	123
Increase *	3.3%	25
Reductions to City Government *	1.2%	9
Raise Taxes, etc *	1.2%	9
Other (please specify)	4.1%	31
Answered question: 763 skipped question: 46		
* indicates grouped respondent comments		

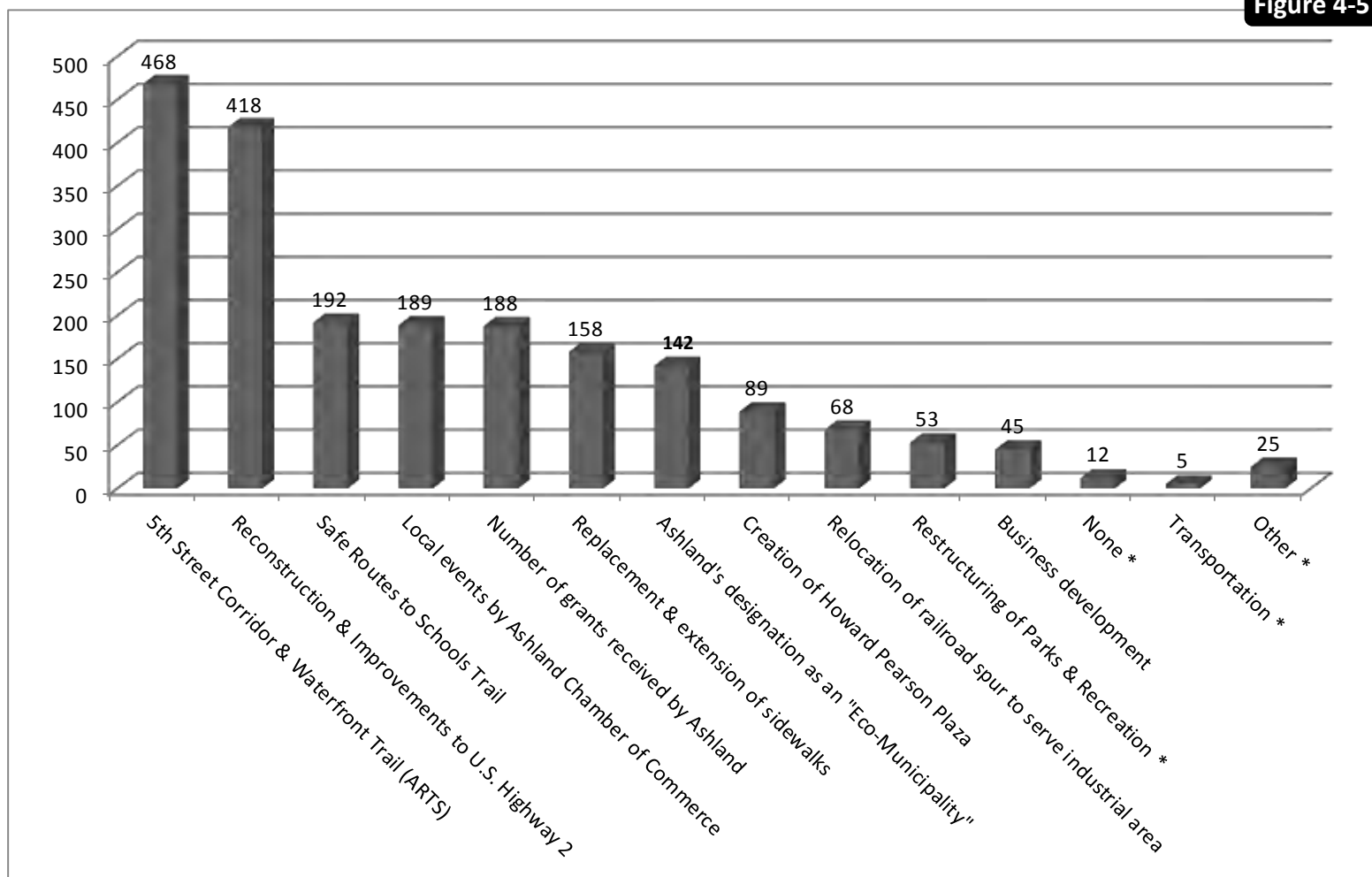
Residents were asked to rate the quality of ten services provided by the City of Ashland. Figure 4-3 details the overall response to the question, and determines the value of each government service area. Most service areas ranked average, with the exception of Maintenance of parks, green space, and trails. Maintenance of campgrounds had slightly more people respond with average, but over 70% of respondents felt that campgrounds in Ashland were average to good.

In response to budget shortfalls, residents completing the survey felt increasing park rental and camping fees to be a suitable option for maintaining current service levels. Figure 4-4 outlines response percentages and counts for fee increases.

Ashland's Top Accomplishments...

According to the City Survey report, the City was interested in finding out what residents felt were Ashland's Top Accomplishments over the last ten years. Figure 4-5 outlines the most selected options were the 5th Street Corridor & Waterfront Trail; also known as the Ashland Rails to Trails System, and the Reconstruction & Improvements to U.S. Highway 2. The Reconstruction & Improvements to U.S. Highway 2 resulted in the creation of the Howard Pearson Plaza. The creation of the Plaza received 89 separate votes.

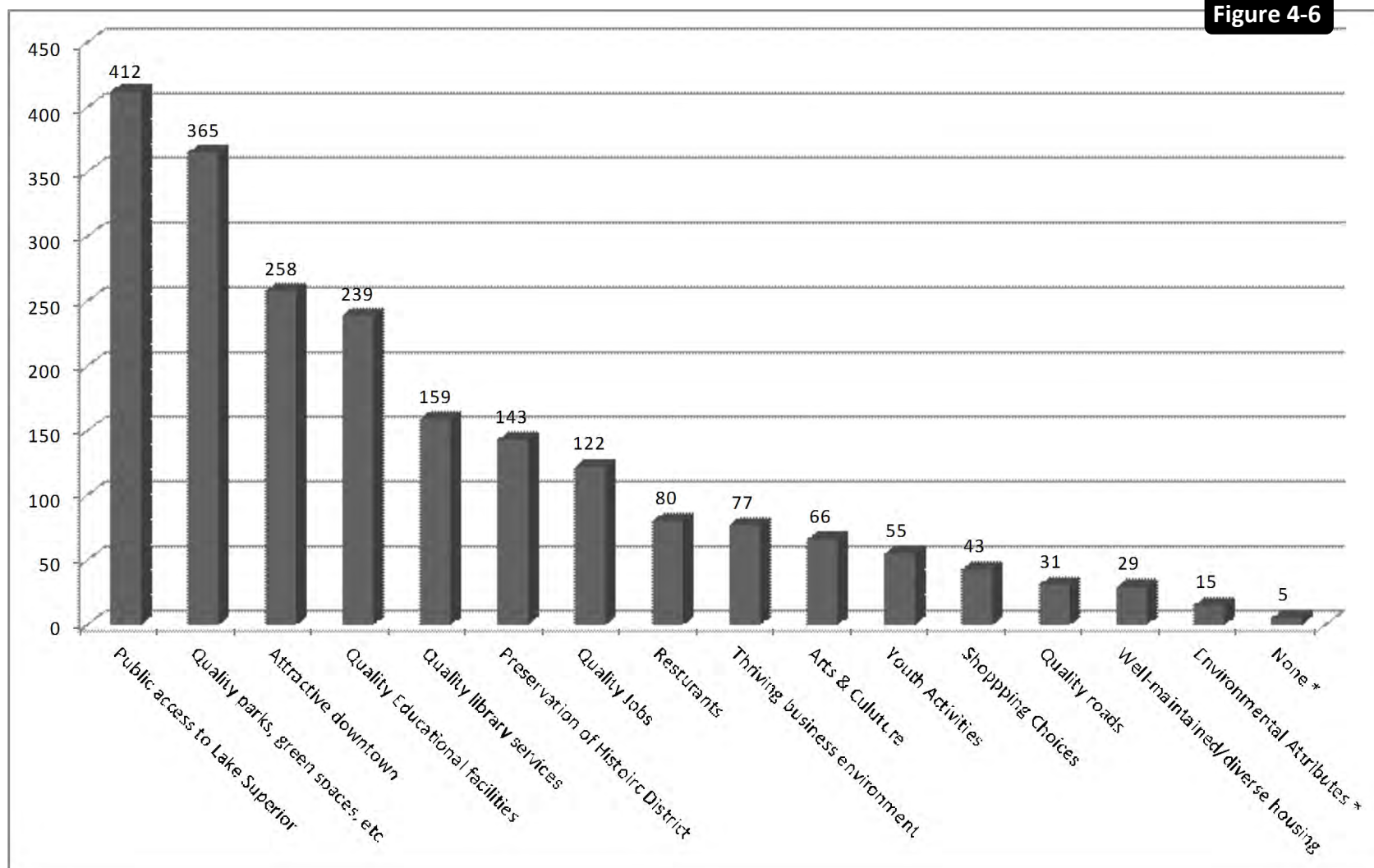
Figure 4-5



Ashland's Most Important Attributes...

Residents were asked to select up to three of Ashland's most important attributes based on the options listed in figure 4-6, including written in responses. According to the survey results, the top attributes of Ashland are public access to Lake Superior, quality parks, green spaces, and trails, an attractive downtown, and quality educational facilities. These results are all related to quality of life characteristics, and show a dedication by citizens to maintaining a standard in the City of Ashland.

Figure 4-6



CITY OF ASHLAND PARKS & RECREATION MASTER PLAN



CHAPTER 5 GOALS & OBJECTIVES

Introduction: Goals vs. Objectives

Goals are the long term tasks an organization sets for itself to accomplish. They are the unfulfilled needs that an agency is attempting to correct. Objectives are the smaller steps taken to accomplish the goals and it is imperative that they are complete if a goal is to be considered reached. Objectives are also specific, measureable, and can be evaluated. The goals in this plan are the results of the committee, staff and public input. Some of the goals and objectives resulted from the professional opinions and observations of APR staff.

Administrative Goal 1: Create new and update current policies , procedures, and structure to serve as guidelines for City staff and Parks & Recreation Committee to conduct business in an efficient manner.			
Objectives	Staff	Time	Status
Collect and identify current documentation on file defining policies and procedures for Parks, Recreation Programs, BCC, and PRC.	• APR Director • Admin Assistant • Activities Coordinator • Gymnastics Coordinator • PRC Members • PW Staff	2013	
Define Parks & Recreation specific ordinances, rules, and procedures. Updated documents will be submitted to Common Council for approval.	• APR Director • Admin Assistant • Activities Coordinator • Gymnastics Coordinator • PRC Members • PW Staff	Regularly as needed.	
Define operating procedures for APR Recreation programs and the BCC	• APR Director • Admin Assistant • Activities Coordinator • Gymnastics Coordinator • PRC Members	2013	
Collectively define Parks policies and procedures.	• APR Director • Admin Assistant • Activities Coordinator • PRC Members • Public Works Director • Operations Manager • Facilities Manager	2013 & 2014	

Administrative Goal 2: Formulate partnerships in the region to promote volunteer opportunities and strengthen relationships with both organizations and individuals.

Objectives	Staff	Time	Status
Refine and improve current Friends of the Parks program information to better define volunteer opportunities in Ashland City Parks.	• APR Director • Admin Assistant • Activities Coordinator • PRC Members • PW Staff	2013	
Identify area organizations potentially interested in partnering with APR to improve Parks.	• APR Director • Admin Assistant • Activities Coordinator • PRC Members	2014	
Publications for the Friends of the Parks Program will be developed and distributed throughout the Ashland area.	• APR Director • Admin Assistant • Activities Coordinator • PRC Members	2013	
Survey area organizations to determine the interest in sponsoring a City Park.	• APR Director • Admin Assistant • Activities Coordinator • PRC Members	2015	

Friends of the Parks
City of Ashland



Friends of the Parks Purpose

The primary goal of the Friends of the Park program is to enhance the appearance, character, and quality Ashland's diverse parks system. Friends of the Park is a citywide volunteer program that recruits and trains residents to assist in the general care and maintenance of neighborhood parks and other open spaces. The Friends of the Park program will not be used in place of the Park Department's regular maintenance of the parks. Instead, this program is designed to increase citizen awareness and pride in Ashland's invaluable parks.

Parks Goal 1: Create Master Park Plans for each park based on individual needs, and state and national standards.

Objectives	Staff	Time	Status
Collaboration between the Department of Public Works and APR to identify work schedules for each park.	• APR Director • Admin Assistant • Activities Coordinator • PRC Members • Public Works Director • Operations Manager • Facilities Manager	2013 - 2014	
Master Plans will include park standards for ADA compliancy.	• APR Director • Facility's Manager • Admin Assistant	2014	
Park work schedules and ADA compliancy will be created based on public safety issues, availability of funds, and park usage.	• APR Director • Facility's Manager • Admin Assistant	2015	
Costs of bringing each park to ADA standards will be calculated for budgeting.	• APR Director • Facility's Manager • Admin Assistant	2014	

Parks Goal 2: Develop an up-to-date & working parks priority list.

Objectives	Staff	Time	Status
utilize information from developed park work plans and ADA compliancy implementation schedule to determine priority list to better utilize available funds in the most productive way possible	• APR Director • Admin Assistant • Public Works Director • Facilities Manager	2015	
Once developed, park priority list will be used before any improvements are done in a Park.	• APR Director • Public Works Director • Operations manager	2015 - 2017	

Parks Goal 3: Establish Rules of Working Order for Parks & Recreation Department and the Department of Public Works.

Objectives	Staff	Time	Status
APR and DPW will independently generate pros and cons on current working order between both departments. The information generated will be given to City Administrator. The City Administrator, DPW and APR will collaboratively create a rules of working order for parks, green spaces and recreational areas. This plan will be presented to City Council.	• APR Director • Admin Assistant • Activities Coordinator • PRC Members • Public Works Director • Operations Manager • Facilities Manager • Public Works Committee • City Administrator	2013	
APR will work with the PRC, DPW, PW Committee and City Administrator to identify areas need working orders.	• APR Director • Admin Assistant • PRC Members • Public Works Director • Facility's Manager • Operations Manager • Public Works Committee	2014	

Parks Goal 4: Acquisition of a Lease for the Land associated with Clarkson Coal Dock for future campground development.

Objectives	Staff	Time	Status
Identify current owner and leasing price for land	• APR Director • Planning and Development Director	2016	
Determine funding opportunities with grants, and designated waterfront development funds.	• APR Director • City Administrator • Planning and Development Director	2016	



The Clarkson Coal Dock: This area extends out into the bay, and could provide a unique camping experience complete with access to down town Ashland, Bay City Creek and the Lakeshore Trail.

Parks Goal 5: Create Dog Park - This goal is currently underway in 2012

Objectives	Staff	Time	Status
Identify public land that meets the size requirements for a Dog Park.	- APR Director - Admin Assistant - DPW Staff	2013	
Create Memorandum of Agreement with community group to cover maintenance and cleaning duties for new park.	- APR Director - Admin Assistant - PRC Members	2013	
Determine funding opportunities with grants, and public fundraising.	- APR Director - Admin Assistant	2013	
Create partnerships with local businesses specializing in dogs, and pet care to generate local support for a Dog Park.	Admin Assistant	2013	

Parks Goal 6: Create more camping opportunities in Ashland.

Objectives	Staff	Time	Status
Identify public areas suitable for camp ground Development.	- APR Director - Admin Assistant - PRC Members	2015	
Obtain public input on selected location	- Public Works Director - Facility's Manager - Operations Manager - Public Works Committee	2015	
Determine funding opportunities with grants, capital improvement funds, or special revenue funds.	- APR Director - Planning Director	2016	

Development Goal 1: Seek and procure grant opportunities inline with APR goals, objectives, and park work plans.

Objectives	Staff	Time	Status
APR staff will be responsible for identifying grant sources	• APR Director • Admin Assistant	2013 - 2017	
APR and DPW will collaborate in the development of grant proposals to ensure accurate understanding of proposed project between each department.	• APR Director • Admin Assistant • Operations Manager • Facilities Manager	2013 - 2017	

Development Goal 2: Establish a restricted Parks Fund, designated specifically to fund parks capital improvements. (ie. Playgrounds, Facility improvements, etc.).

Objectives	Staff	Time	Status
APR Staff will consult with Director of Finance to determine legal ability to create a designated special revenue fund for Parks.	• APR Director • Admin Assistant • Finance Director • Public Works Director	2016	
APR Staff will work with DPW Director to create guidelines on type of funds eligible for special revenue fund.	• APR Director • Public Works Director	2016	
Once established, special revenue funds will be used <i>solely</i> for park improvements.	• APR Director • Finance Director • Public Works Director	2016	

Programming Goal 1: Create cost/benefit program to effectively analyze all APR programs.

Objectives	Staff	Time	Status
APR staff will outline every current program, identifying <i>all</i> costs associated with each program.	• APR Director • Admin Assistant	2013 - 2014	
APR will determine a pricing schedule that not only covers all costs associated with each program, but also generates revenue based on Fee Schedule Models provided by Wisconsin Park & Recreation Association.	• APR Director • Admin Assistant	2013 - 2014	
Developed Fee Schedule and Pricing Model will be submitted to Common Council for approval prior to implementation.	• APR Director	2013 - 2014	

Programming Goal 2: Establish regular review schedule for all programs and staff

Objectives	Staff	Time	Status
APR staff will review yearly calendar of events to determine the most suitable time to schedule program reviews to ensure proper completion.	• APR Director • Admin Assistant • Gymnastics Coordinator	2014	
APR staff will develop universal guidelines for review of each program and the staff involved in the activity to ensure only those programs meeting the needs of the community in a cost effective way are continued.	• APR Director • Public Works Director	2014	
APR staff will utilize a survey system to ensure public comment on programs are included in the review process.	• APR Director • Admin Assistant • Gymnastics Coordinator	2015	

CAPITAL IMPROVEMENT SCHEDULE

Proposed Year	Park	Proposed Project	Priority	Estimate Cost
2013	Central Railyard Park	Installation of public restroom by the purple park	High	\$50,000
2013	Prentice Park	Funding for Re-Development Plan for Camping and Picnicking	High	\$30,000
2013	Hodgkins Park	Replacement of playground equipment	High	\$35,000
2013	Prentice Park	ADA compliant trails and boardwalk replacement	High	\$ 150,000
2013	Beaser Park	Replacement of Playground Equipment	High	\$45,000
2013	Hodgkins Park	Planning and the creation of a City Dog Park	Medium	\$15,000
2013	East End Tennis Courts	Resurfacing or removal	Medium	\$25,000
2015	Bayview Park	Construction of an outdoor amphitheater	Medium	\$20,000
2014	Kreher Park	ADA compliant restroom and shower facilities	High	\$80,000
2014	Bretting Community Center	Locker Room Renovation: installation of bathrooms.	Low	\$15,000
2014	Bayview Park	ADA Compliant Beach and View Pier Access	High	\$800,000
2015	East End Skating Rink	Installation of new playground equipment	High	\$20,000
2015	Bretting Community Center	Removal of Round-A-Bout to create additional parking	Low	\$10,000
2015	Maslowski Beach	Upgrade of restroom facilities	High	\$50,000
2016	Bayview Park	Creation of a new/bigger parking	Low	\$100,000
2016	Maslowski Beach	Installation of a toddler park	Low	\$20,000
2017	Bayview Park	Creation of RV campground on City Dock	Medium	\$500,000

AMENDING THE CORP

The Comprehensive Outdoor Recreation Plan (CORP) for the City of Ashland was created as a guideline for future development and of parks, recreation and green spaces in the City of Ashland. Future amendments will be necessary to accommodate funding, community wants/needs, and City Staff input. To meet this need, the amendment process for this document will be as follows.

- Amendment suggestions must be brought to the Parks & Recreation Department for consideration.
- APR Department will confer with other City departments and City Administrator on the amendment to determine if the amendment is necessary.
- If determined necessary by the City Staff, the APR Director will bring the proposed amendment to the Park & Recreation Committee for preliminary approval.
- The Parks & Recreation Committee will review the proposed amendment(s) at a regularly scheduled meeting .
- If the amendment(s) is approved by the PRC, it will be forwarded to City Council at a regularly scheduled meeting..
- If the Common Council approves the amendment(s) it will be officially adopted into the COPR..
- At each step in this process, community members and city staff will have a chance to comment on the amendment(s).

RESOLUTION

WHEREAS, the Park and Recreation Committee of the City of Ashland has developed a Comprehensive Five Year Outdoor Recreation Plan; and,

WHEREAS, this plan outlines foreseeable outdoor recreation facility needs of Ashland's recreational areas, and identifies improvements necessary to fulfill these needs,

NOW THEREFORE, BE IT RESOLVED that the Common Council of the City of Ashland hereby formally adopts the Ashland Comprehensive Outdoor Recreation Plan as the official policy statement for the development of outdoor recreation programs and facilities in Ashland.

PASSED: _____

COUNCIL PERSON

ATTEST: _____

CITY CLERK

MAYOR

CITY OF ASHLAND PARKS & RECREATION MASTER PLAN



APPENDIX