



## **PLAN COMMISSION MEETING AGENDA**

November 9, 2021 at 6:30PM via Go To Meetings

The meeting can be joined using a computer, smartphone or tablet at <https://global.gotomeeting.com/join/592335685>. The meeting can also be joined by phone at 1 866 899 4679 using Access Code: 592-335-685.

### **AGENDA**

1. Call to Order and Roll Call
2. Approval of the Agenda
3. Consent Agenda
  - a. Approval of minutes from the October 19, 2021 Plan Commission meeting
4. Public Comment (non-agenda items)
5. Action Items:
  - a. Public Hearing and Vote on a request to rezone parcel #201-05070-0000 from Light Industrial (LI) to Single-Family Residential (R-1). Applicant Lawrence Pufall.
  - b. Review and Vote on a Site Plan for expansion of the Deltco Plastics building located at 601 Industrial Park Rd, parcel #201-05056-1000, zoned Heavy Industrial (HI). Applicant: Deltco Plastics
  - c. Review and recommendation regarding updates to Unified Development Ordinance Section 4.46: W-O Waterfront-Overlay District
6. Announcement/Reports/Comments/Questions
7. Adjournment

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



## **City of Ashland – Plan Commission Meeting Minutes**

A meeting of the Ashland Plan Commission was held  
on **Tuesday, October 19, 2021 at 6:30 p.m.** via  
GoToMeetings.

**Committee Members Present:** Mayor Lewis, Laurie Gregor, David Mettille, Eric Lindell, Ana Tochtermann, Katie Gellatly

**Committee Members Absent:** John Beirl

**Staff Present:** Megan McBride

Mayor Lewis opened the meeting at 6:30 p.m.

### **Agenda**

#### **1) Call to Order and Roll Call**

#### **2) Approval of Agenda**

Mayor Lewis informed the Plan Commission that for item 5a, the required legal public hearing notice was issued, but direct mailings regarding the public hearing were not sent to surrounding property owners due to a staff error. The Mayor asked the Plan Commission if they would like to proceed with their discussion since all legal meeting notice requirements were met, or if they would like to table it to the next meeting to allow time for discretionary mailings to be sent.

|                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------|
| Motion to approve the agenda with item 5a removed by Eric Lindell. Seconded by David Mettille. Passed unanimously. |
|--------------------------------------------------------------------------------------------------------------------|

#### **2) Consent Agenda**

##### **a) Approval of minutes from the September 21, 2021 Plan Commission meeting**

Eric Lindell pointed out that he did not move to adjourn at the September 21, 2021 meeting. Megan McBride said that she listened to the audio again, and the minutes should be corrected to reflect that David Mettille moved to adjourn the September 21<sup>st</sup> meeting, not Eric Lindell.

|                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Motion by David Mettille to approve minutes from the September 21, 2021 Plan Commission meeting with correction. Seconded by Laurie Gregor. Passed unanimously. |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|



### **3) Public Comment (non-agenda items)**

None.

### **4) Action Items**

a) Public Hearing and Vote on a request to rezone parcel #201-05070-0000 from Light Industrial (LI) to Single-Family Residential (R-1). Applicant: Lawrence Pufall

Tabled until next meeting.

### **5) Announcements/Reports/Comments/Questions**

a) Updates on Timeless Timber redevelopment projects

Megan McBride updated the committee that the commercial development project is just waiting on an updated financing letter to reflect the increased project cost for submission to Wisconsin Economic Development Corporation (WEDC). This will be the last piece of documentation needed for the City's Idle Sites grant application to support this development project, and the overall property shall be subdivided after this Grant Agreement is received from WEDC and approved by Ashland City Council. State plan approval has already been obtained for the commercial project, as well as preliminary approval of their stormwater management plans and permitted by the WI Department of Natural Resources. For the residential development project, they are finalizing their civil engineering plans and will be submitted for state plan approval early this winter. Contingent upon state approval and successful negotiation of a Development Agreement, the residential developer also intends to begin construction in spring of 2022.

### **6) Adjournment**

|                                                                                 |
|---------------------------------------------------------------------------------|
| Motion to adjourn by Eric Lindell. Seconded by Mayor Lewis. Passed unanimously. |
|---------------------------------------------------------------------------------|

*Meeting was adjourned at 6:41 pm. Minutes done by Megan McBride.*

## STAFF REPORT - Plan Commission – November 9, 2021

### Agenda Item #5a: Public Hearing and Vote on a Request to Rezone Parcel #201-05070-0000 from Light Industrial (LI) to Single-Family Residential (R-1)

**Current Zoning:** Light Industrial (LI)

**Proposed Zoning:** Single-Family Residential (R-1)

**Applicants:** Lawrence Pufall

**Property Owner:** City of Ashland

**Staff Contact:** Megan McBride

### Background

Lawrence Pufall has approached the City with a request to rezone City-owned parcel #201-05070-0000 from its current zoning of Light Industrial (LI) to Single-Family Residential (R-1). If the requested rezone is approved, Mr. Pufall then plans to submit a request for a City-owned land transfer to sell him this parcel for development into a single-family home. The parcel is slightly less than nineteen (19) acres in size, with approximately six (6) acres being developable. Developability of the lot is limited by a ravine located on the eastern portion of the property, as well as the overall topography of the site.

### Standards for Review

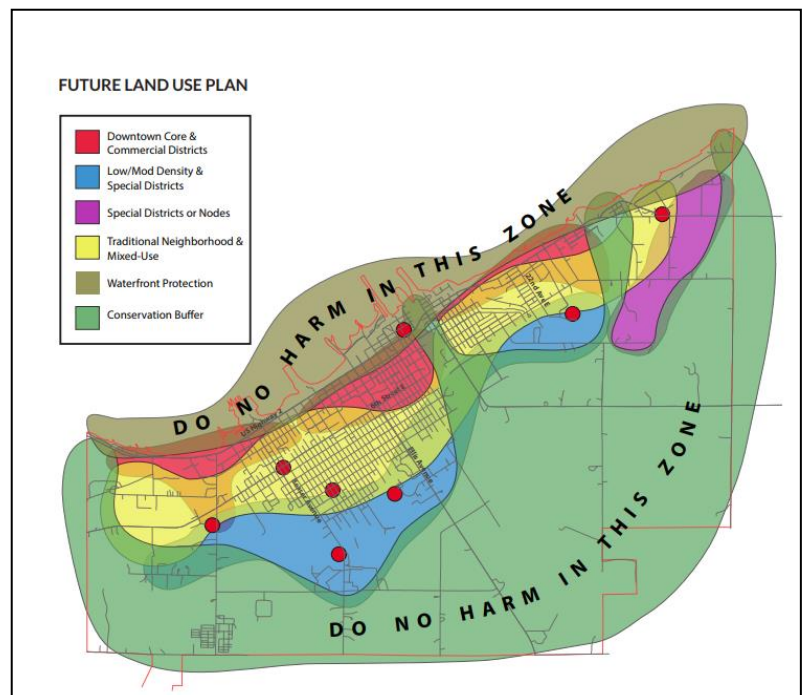
The City of Ashland's Unified Development Ordinance (U.D.O.) 781, Section 3.3: Zoning Map Amendment (Rezoning) creates the legal framework to regulate, administer, and enforce the rezoning process for the City of Ashland.

### Decision Criteria

In determining whether to approve or deny an application for a zoning map amendment, the following criteria should be considered:

1. *The Zoning Map Amendment is consistent with the Comprehensive Plan.*

The proposed rezoning of parcel #201-05070-0000 to Single-Family Residential (R-1) would not be consistent with the Future Land Use Plan identified in the City's Comprehensive Plan. The Future Land Use Plan identifies this area for "traditional neighborhood and mixed use"



overlapping with “downtown core and commercial districts.” Traditional neighborhood and mixed use districts are recommended to include single-family housing, and “duplexes and townhouses are often interspersed within these areas and provide a greater range of housing options for households of various income levels.” For mixed use opportunities, “it is strongly recommended that the community begin to consider small cafes (coffee shops, tea houses, bakeries, etc.) or a local mom-n-pop hardware store or pottery or art shop,” and recognizes that “a community cannot always predict where a need, or opportunity, for such will arise but we should plan for it.” Given the limitations of the R-1 zoning district, this would be overly restrictive based on Comp Plan recommendations for the area. Particularly given the upcoming residential development on the southern portion of the Timeless Timber site in this area anticipated in 2022, Planning staff recommends the City wait to rezone or redevelop this property until the highest and best complementary use can be identified for the site.

2. *The Zoning Map Amendment promotes public health, safety, morals, and the general welfare, as well as the efficiency and economy in the process of development.*

The proposed zoning amendment would promote public health, safety, morals and the general welfare of the area, which has existing residential uses directly to the north. Anticipated future residential development of the southern portion of the Timeless Timber site is also located northwest of the subject parcel. Therefore, rezoning this property from its current industrial zoning to residential would ensure this site continues to serve as a buffer between the Industrial Park and existing residential uses. R-1 zoning is not the only way that this goal can be achieved.

Given the size and configuration of the site, R-1 zoning would not be conducive to efficiency and economy in the process of development. The minimum lot size for a single-family home in the R-1 zoning district is 7,000 square feet. The topography of the site makes it such that access via Toll Road would be limited, thus limiting the ability to facilitate subdivision of the developable area with individual access points off of Toll Road. With the unique topography of the site and existing ravine on the eastern side, Planned Unit Development (PUD) or other more flexible zoning districts may be more appropriate to facilitate the highest and best use of the property.

3. *The Zoning Map Amendment is compatible with the present zoning and conforming uses of nearby property and with the character of the neighborhood.*

Parcel #201-05070-0000, currently zoned Light Industrial (LI), is located adjacent to the Regional Commercial (RC), Single-Family Residential (R-1), and Heavy Industrial (HI) zoning districts. It currently serves as a buffer between existing heavy industrial uses in the Industrial Park and residential uses across Toll Road. The existing single-family residential uses directly north of the subject parcel have average lot sizes between 0.6 to 1.5 acres. Therefore, it would be consistent with the character of the existing neighborhood and surrounding uses to subdivide the property for residential development. However, it would be difficult to facilitate efficiency in subdivision with sufficient access points via Toll Road. To address this, the site would likely need to be zoned as a Planned Unit Development (PUD) in order to facilitate the appropriate type(s) and density of development according to Comprehensive Plan recommendations, and informed by neighborhood input. Waiting to rezone or redevelop the property until the impacts of development of the Timeless Timber site can be assessed would help the City receive better informed neighborhood input.

4. *The property to be amended (rezoned) is suitable\* for the uses permitted by the Zoning District that would be applied by the proposed Zoning Map Amendment.*

The property is suitable for the uses permitted in the R-1 zoning district, which are almost exclusively lower-density residential in nature. Single-family homes would be permitted by right, with duplexes and other residential uses allowed through a Conditional Use Permit (CUP). The developable area is more than sufficient to meet the minimum lot sizes of the R-1 zoning district.

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## STAFF REPORT - Plan Commission – November 9, 2021

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5. *The Zoning Map Amendment is generally consistent with the principles of sustainability specified in Unified Development Ordinance (UDO) Section 1.4: Integration of Principles of Sustainability.*

Rezoning parcel #201-05070-0000 to R-1 zoning would not be consistent with the principles of sustainability specified in the UDO. One Principle of Sustainability is reduction in dependence on fossil fuels, with a strategy to “promote a sensitive mixture of uses and compact development in appropriate areas that reduce the need to drive fossil fuel vehicles.” Another Principle of Sustainability is reduction in dependence on activities that harm life-sustaining eco-systems” through encouraging “infill development and redevelopment at appropriate densities and locations to help reduce sprawl and encroachment on nature.” Based on these principles and limitations for subdividing the property into individual buildable single-family lots, rezoning the property to R-1 at this time would be overly restrictive and could create sprawl through inefficient use of this property. While the buildable area is limited to approximately 6 acres, Planned Unit Development (PUD) zoning would create flexibility of use and design to ensure the highest and best use of the property which best responds to the current and future needs of surrounding property owners and the broader community.

Additionally, preservation of water quality of Lake Superior as well as the creeks and streams which connect to it is also a Principle of Sustainability, and prioritized in the City’s Comprehensive Plan and Waterfront Development Plan. Therefore, careful consideration should be given to site use and design which protect the ravine located on the east side of the property. Possible uses for the site which may be more consistent with UDO Principles of Sustainability could include subdividing the property to designate the ravine and creek area as a conservation zone, and facilitating an appropriate density of residential or mixed use development which is sensitive to the surrounding environment. Future use of the property should be determined through engagement with surrounding property owners, and with upcoming development of the Timeless Timber site considered.

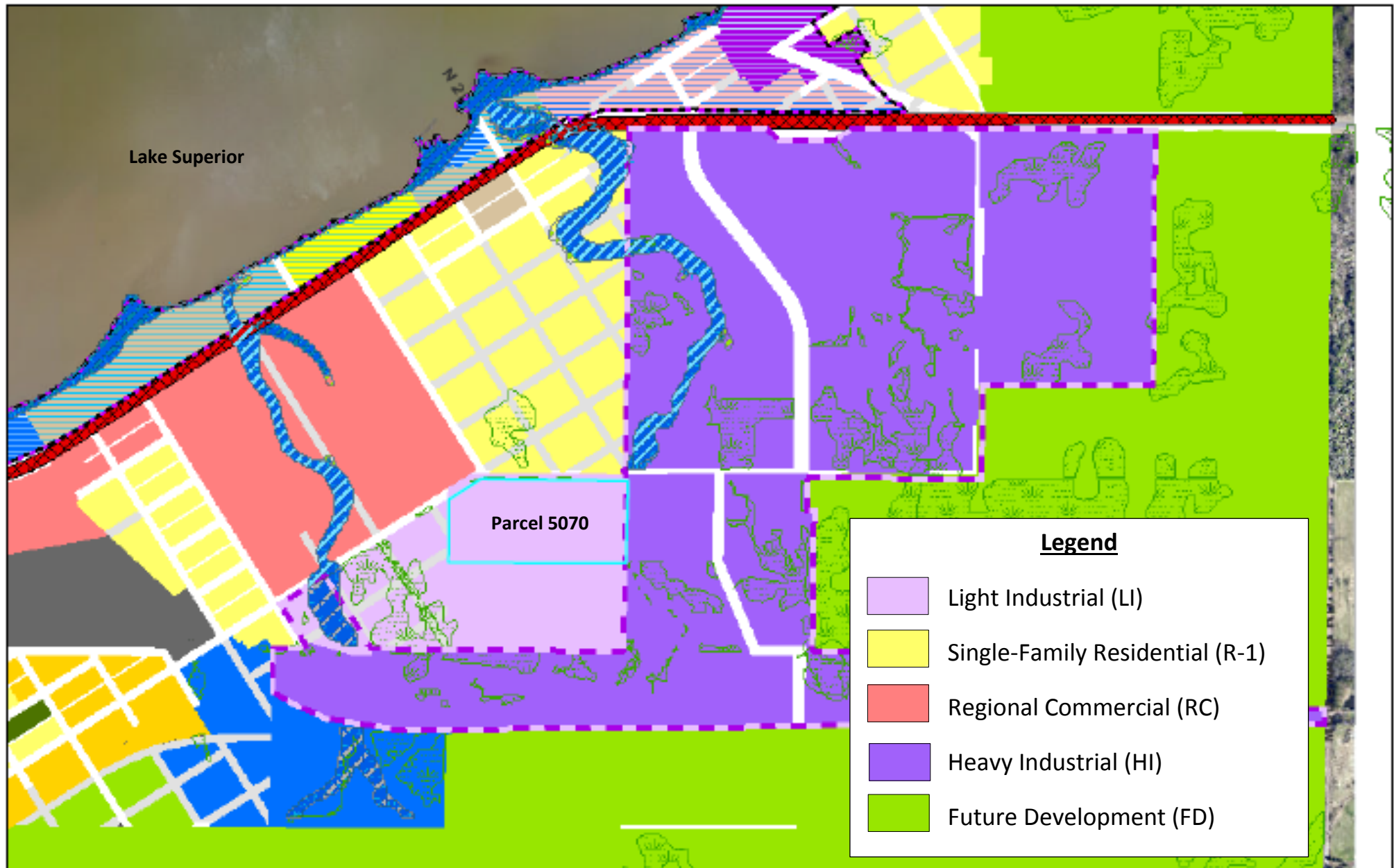
### **Preliminary Staff Recommendation**

Staff recommends DENIAL of the request to rezone City-owned parcel #201-05070-0000 from Light Industrial (LI) to Single-Family Residential (R-1).

In addition to the Staff Report, Plan Commission and City Council should consider public input received through the Public Hearing. The required Class 2 public hearing notice was issued.

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

## Zoning Map Parcel #201-05070-0000



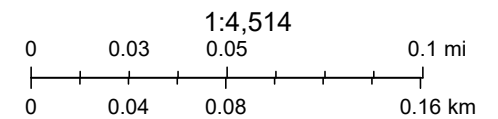
# Aerial Map Parcel #201-05070-0000



10/15/2021, 2:31:24 PM

- Parcel Mapping
- Parcel Labels
- FEMA Flood Ways
- Floodway
  - Floodway Fringe (100 Year)

- Approximate 100 Year Flood Boundary
- 500 Year Flood Boundary



City of Ashland Public Works Department, GIS Division, City of Ashland  
Public Works, GIS Division, PICTOMETRY INTL

Department of Public Works Engineering  
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# Elevation Contours Map Parcel #201-05070-0000



10/15/2021, 11:48:14 AM

COUNTOURS  
— 10 Ft  
— 2 Ft

Parcel Mapping  
Parcel Labels

FEMA Flood Ways  
Floodway  
Floodway Fringe (100 Year)

1:4,514  
0 0.03 0.05 0.1 mi  
0 0.04 0.08 0.16 km

City of Ashland Public Works Department, GIS Division, City of Ashland  
Public Works, GIS Division, PICTOMETRY INTL

Department of Public Works Engineering  
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- c. Exceptions to parcel requirements. Public parks, public open space, and utility, communication, and public service uses shall be exempt from the parcel requirements of this section.
- 2. **Setback requirements for principal building.** The minimum setback requirements for principal buildings from parcel lines shall be as follows, except as may be modified pursuant to [Section 6.1, B.: Setbacks](#).
  - a. Minimum principal building setback from front parcel line. Forty (40) feet.
  - b. Minimum principal building setback from corner street side parcel line. Thirty (30) feet.
  - c. Minimum principal building setback from interior side parcel line. Twenty (20) feet.
  - d. Minimum principal building setback from rear parcel line. Thirty-five (35) feet.
- 3. **Maximum height of principal building.** The maximum allowable height of principal buildings, as measured pursuant to [Section 6.1, C.: Building Height](#), shall be as follows.
  - a. All uses. Thirty-five (35) feet.
  - b. Exception for public, civic, and institutional uses. The maximum allowable height of a principal building for public, civic, or institutional use shall not exceed forty-five (45) feet, provided that the minimum principal building setback from the interior side parcel line as specified in this section shall be increased one (1) foot for every additional foot that the building is over thirty-five (35) feet in height.
- 4. **Setback and height requirements for accessory buildings.** The setback and height requirements for accessory buildings shall be as specified in [Section 5.6, A.: Accessory Building](#).
- 5. **Maximum building coverage of the parcel.** The maximum building coverage shall be as follows:
  - a. All residential uses. Twenty-five (25) percent.
  - b. Other uses. Fifty (50) percent.
- 6. **Maximum impervious coverage.** The maximum impervious coverage of a parcel shall be as follows, except as may be modified pursuant to [Section 6.1, D.: Impervious Coverage](#).
  - a. All residential uses. Thirty (30) percent impervious coverage.
  - b. Other uses. Seventy (70) percent impervious coverage.

## **Section 4.3 R-1 Single-Family Residential District**

### **A. Intent**

The intent of the R-1 Single-Family Residential District is to provide areas, as guided by the Comprehensive Plan, for low-density single-family residential uses and other uses compatible with single-family residential uses.

### **B. Uses**

- 1. **Permitted uses.** The following are permitted uses in the R-1 Single-Family Residential District, pursuant to all applicable specific uses standards.
  - a. Residential uses.

- (1) Community living arrangement, pursuant to [Section 5.1, C.: Community Living Arrangement](#) and provided not more than four (4) persons are served by the facility
    - (2) Dwelling: single-family detached
  - b. Public, civic, and institutional uses.
    - (1) Public park
  - c. Utility and communication uses.
    - (1) Essential services
  - d. Open space uses.
    - (1) Open space: private or public
  - e. Temporary, seasonal, or land filling/excavation uses.
    - (1) Land filling and/or excavation (excluding mining) involving fifty (50) cubic yards or less of material and three thousand five hundred (3,500) square feet or less of land disturbance, pursuant to [Section 6.1, H.: Grading, land filling, and/or excavation.](#)
  - f. Other uses.
    - (1) Other uses not specifically listed in this Ordinance, but for which the Zoning Administrator or Designated Authorized Agent has determined that the use is consistent with the intent for permitted uses in this district.
- 2. **Conditional uses.** The following are conditional uses in the R-1 Single-Family Residential District subject to the issuance of a conditional use permit as specified in [Section 3.9: Conditional Use Permit](#) and pursuant to all applicable specific use standards.
  - a. Residential uses.
    - (1) Adult family home, pursuant to [Section 5.1, A.: Adult Family Home](#)
    - (2) Bed and breakfast establishment, pursuant to [Section 5.1, B.: Bed and Breakfast Establishment](#)
    - (3) Community living arrangement, pursuant to [Section 5.1, C.: Community Living Arrangement](#) and provided that five (5) to fifteen (15) persons are served
    - (4) Convent, rectory, or monastery, pursuant to [Section 5.1, D.: Convent, Rectory, or Monastery](#)
    - (5) Dwelling: accessory, pursuant to [Section 5.1, E.: Dwelling: Accessory](#)
    - (6) Dwelling: two-family or duplex
    - (7) Emergency residential facility, provided that not more than fifteen (15) persons are served
    - (8) Home occupation, if the use exceeds the pertinent standards specified in [Section 5.1, F.: Home Occupation](#)
    - (9) Rehabilitation center/transitional living facility, pursuant to [Section 5.1, J.: Rehabilitation Center/Transitional Living Facility](#)

- (10) Tourist home, pursuant to [Section 5.1, K.: Tourist Home](#)
  - b. Commercial uses.
    - (1) Day care center: commercial, provided that it is an accessory use to a religious institution or primary or secondary school and pursuant to [Section 5.2, C.: Day Care Center: Commercial](#)
    - (2) Recreation facility: commercial outdoor
  - c. Public, civic, and institutional uses.
    - (1) Cemetery
    - (2) Government or community services
    - (3) Religious institution
    - (4) School: primary or secondary
  - d. Utility and communication uses.
    - (1) Communication equipment: major, provided that it is located on a parcel for which the principal use is a public, civic, or institutional use, and pursuant to [Section 5.4, A.: Communication Equipment: Major](#)
    - (2) Outdoor wood-fired furnace, pursuant to City of Ashland [Ordinance 750, Section 750.B.17.](#)
    - (3) Utility facilities, pursuant to [Section 5.4, C.: Utility Facilities](#)
    - (4) Wind energy facility, pursuant to [Section 5.4, D. Wind Energy Facility](#)
  - e. Temporary, seasonal, or land filling/excavation uses.
    - (1) Land filling and/or excavation (excluding mining), involving more than fifty (50) cubic yards of material or more than three thousand five hundred (3,500) square feet of land disturbance, and as a separate activity that is not associated with a development permit, pursuant to [Section 6.1, H.: Grading, land filling, and/or excavation.](#)
    - (2) Model home, pursuant to [Section 5.5, A.: Model Home](#)
    - (3) Temporary real estate office, pursuant to [Section 5.5, C.: Temporary Real Estate Office](#)
  - f. Other uses.
    - (1) Accessory building, if the building exceeds the pertinent standards specified in [Section 5.6, A.: Accessory Building](#)
    - (2) Parking lot as the principal use
    - (3) Other uses not specifically listed in this Ordinance, but for which the Zoning Administrator or Designated Authorized Agent has determined that the use is consistent with the intent for conditional uses in this district.
3. **Accessory uses.** The following are permitted as an accessory use to a permitted or conditional use in the R-1 Single-Family Residential District, pursuant to all applicable specific use standards.
- (1) Accessory buildings, pursuant to [Section 5.6, A.: Accessory Building](#)

- (2) Animals: keeping domestic animals, pursuant to [Section 5.6, C.: Animals: Keeping of](#)
- (3) Communication equipment: minor, pursuant to [Section 5.4, B.: Communication Equipment: Minor](#)
- (4) Composting, pursuant to City of Ashland [Ordinance 750, Section 750.B.7.](#)
- (5) Day care: family home, licensed or unlicensed, pursuant to [Section 5.6, D.: Day Care: Family Home](#)
- (6) Fence, pursuant to [Section 6.5: Fences](#)
- (7) Foster care: family home
- (8) Home occupation, pursuant [Section 5.1, F.: Home Occupation](#)
- (9) Landscaping and/or gardening, pursuant to [Section 6.4: Landscaping, Buffers, and Screening](#)
- (10) Off-street parking, loading, and access drives, pursuant to [Section 6.3: Parking and Loading](#)
- (11) Outdoor mechanical and electrical equipment, pursuant to [Section 5.6, E.: Outdoor Mechanical Equipment](#)
- (12) Patio, deck, terrace, and similar uses, pursuant to [Section 5.6, G.: Patio, Deck, Terrace, and Similar Uses](#)
- (13) Signs, pursuant to [Section 6.6: Signs](#)
- (14) Solar equipment, pursuant to [Section 5.6, J.: Solar Equipment and Solar Rights](#)
- (15) Sport court or play equipment for private recreation use, pursuant to [Section 5.6, K.: Sport Court, Play Equipment, and Similar Uses](#)
- (16) Swimming pool, pursuant to [Section 5.6, L.: Swimming Pool](#)
- (17) Temporary construction building, pursuant to [Section 5.5, B.: Temporary Construction Building](#)
- (18) Other accessory uses incidental and customary to permitted and conditional uses of this district as determined by the Zoning Administrator or Designated Authorized Agent.

### **C. Dimensional Requirements**

1. **Parcel requirements.** The minimum parcel requirements in the R-1 District shall be as follows, except as may be modified pursuant to [Section 10.3: Nonconforming Parcels](#).
  - a. Minimum parcel area.
    - (1) Dwelling: single-family detached. Seven thousand (7,000) square feet.
    - (2) Other residential use. Ten thousand five hundred (10, 500) square feet.
    - (3) Other principal use. Fourteen thousand (14,000) square feet.
  - b. Minimum parcel width.
    - (1) Dwelling: single-family detached. Fifty (50) feet.



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## STAFF REPORT

Plan Commission – November 9, 2021

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**Agenda Item # 5b:** Site Plan review for building expansion of Deltco Plastics

**Applicant:** Deltco Plastics, Inc.

**Property Address:** 601 Industrial Park Rd

**Parcel No:** 201-05056-1000

**Zoning District:** Heavy Industrial (HI)

**Staff Contact:** Megan McBride

### Background

Ralph and Corey Larson of Delco Plastics, Inc. are requesting Site Plan review and approval to construct a 100ft by 144ft addition to the western side of the existing Deltco Plastics warehouse building. This expansion represents a size increase of approximately 20% to the current facility. The purpose of this addition will be to accommodate expansion of the business through introduction of a new recycling line, which will be installed in early 2022. The new line will utilize existing warehouse space, resulting in the need for the proposed addition. Additionally, the new line will require more space for material staging and sorting, enabling a more efficient use of the site and additional indoor storage of materials. The addition of this new recycling line will result in up to six (6) new operator positions being added to Deltco Plastics, Inc.'s workforce.

### Standards for Review

The City of Ashland's Unified Development Ordinance, Section 781 Section 3.20 Site Plan Approval (all subsections thereof), creates the legal framework to regulate, administer, and enforce the site plan review process for the City of Ashland.

### Site Plan Review

The following criteria were used to review the submitted site plan:

#### 1. Consistency with Comprehensive Plan.

The proposed development is consistent with the goals and principles established in the Comprehensive Plan. The Comp Plan encourages the City to support investment in retaining and expanding existing businesses as core to future economic development. The Comp Plan also specifically recommends proactive promotion of development standards in the Industrial Park, stating that "landscaping and screening requirements should be strongly implemented and enforced in these areas" (p. 34). The proposed building expansion will blend with the existing

structure, increase landscaping between the parking area and Industrial Park Rd, promote more efficient use and organization of the site, and result in the creation of up to six (6) additional jobs. This will benefit the business by allowing them to expand their operations in 2022, will provide aesthetic improvements to this area of the Industrial Park, and will benefit the overall community through the addition of jobs and property tax base.

## **2. Project Compatibility.**

The proposed expansion would be compatible with the existing site layout, surrounding uses, and intent of the zoning district in which it is located. The building expansion will blend with the materials and architectural style of the existing structure, and will promote more efficient use of the site. The building addition will also be located on the western side of the site, and have limited visual impact from the adjacent right-of-way (Industrial Park Rd). The expansion of an existing industrial use within Ashland's Industrial Park represents positive economic development, and is compatible with the Heavy Industrial (HI) zoning district in which this parcel is located. Installation of additional trees on the northern and northeastern property lines to provide additional screening from Industrial Park Rd will further promote site compatibility with surrounding uses.

## **3. Site Design**

### **a. Site Organization.**

The proposed building addition would promote more efficient site organization, with no changes proposed to existing site access or circulation through this project. The additional space will facilitate introduction of a new recycling line in 2022 and up to six (6) new jobs, as well as more efficient use of their existing building.

### **b. Location of Buildings.**

The proposed building addition will be located on the western side of the existing building, with the adjacent use being an approximately 19.5 acre parcel of undeveloped City-owned land. Therefore, the addition will have relatively limited visual impact from Industrial Park Rd.

### **c. Drives, Parking, and Circulation.**

- **Driveway.**

Existing driveways will be utilized, and no changes are proposed or required associated with the proposed building expansion.

- **Parking.**

No changes to existing on-site parking are proposed through this site plan.

- **Pedestrian Access.**

No changes in pedestrian access will result from this proposed development.

### **a. Grading / Drainage / Stormwater.**

- **Erosion Control/Grading** – Silt fencing will be utilized for erosion control during construction. An erosion control plan shall be submitted to the Planning Department, and measures shall be implemented per standards identified in UDO Section 8.2: Construction Site Erosion Control.

- **Stormwater/Drainage** – Based on the area of land being disturbed (0.33 acres) for this development, review and permit issuance from the Wisconsin Department of Natural Resources (WDNR) will not be required. The addition will be located where impervious parking area currently exists, and therefore will not create a net increase in the impervious surface coverage of the site. Based on this, the

proposed building addition is not anticipated to have significant impacts on drainage and overall stormwater management for the site. An updated site drainage plan shall be provided to the Planning Department with as-built construction plans prior to issuance of a final Occupancy Permit.

b. Utility Services.

There will be no changes to utility services for the site, and the proposed expansion will not represent an increase in demand on City utility services.

c. Fire Prevention.

The City requires a Knox Box on all new construction and rehabs if the business is not open 24-7. Following final design of the plans, the applicant shall provide a CD copy of the final Building Floor Plan Layout and Utility Plan (in a .dxf format), for the Fire Department's pre-fire planning of the structure's layout. Such information shall be provided to the Fire Department prior to the issuance of the Occupancy Permit.

d. Views.

The proposed development will not have a detrimental impact on any scenic vistas or view sheds.

e. Environmental Issues.

There are no environmental issues which require additional consideration associated with this project.

f. Landscaping/Screening.

The proposed building area increase would require an additional 6 deciduous trees be added to the site. The applicant is proposing to install an additional approximately 15 coniferous trees, and will locate the trees along the eastern and northeastern property lines to provide screening and aesthetic improvement from Industrial Park Road.

g. Signs.

No new signage is proposed.

h. Lighting.

All exterior lighting must be full cutoff, and specs for any new exterior lighting fixtures shall be submitted to the Planning and Development office prior to issuance of a Building Permit.

#### **4. Building Design.**

The proposed building addition will have corrugated metal siding to blend with the existing building material. It will be harmonious in style and scale with the existing building.

#### **5. Principles of Sustainability**

Site features of this renovation/expansion that address principles of sustainability laid out in the UDO include:

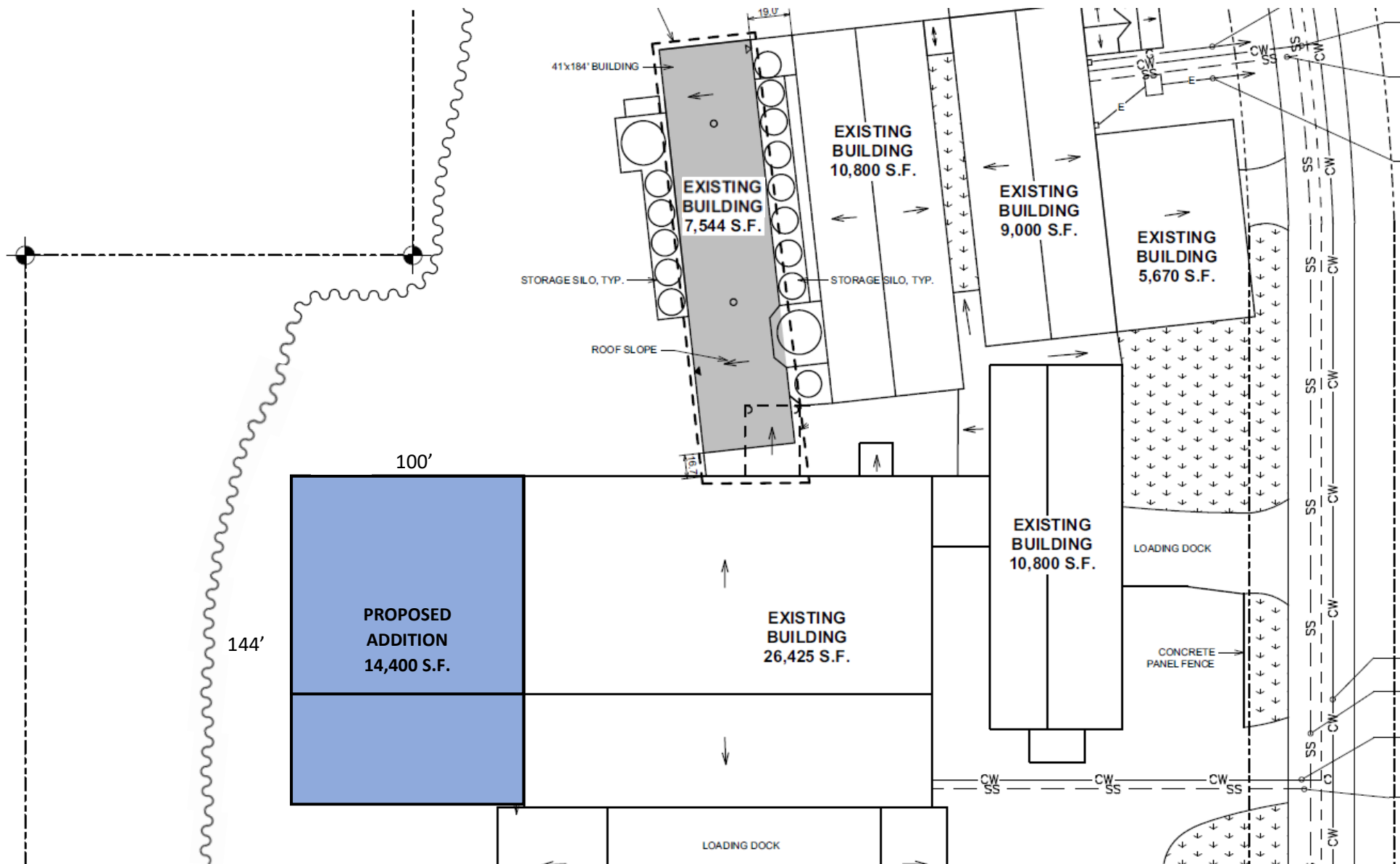
- Exceedance of UDO landscaping standards through installation of the required 6 deciduous trees, in addition to approximately 15 pine trees along the northern and northeastern property lines

- Promoting efficient use of their site to facilitate introduction of a new recycling line

### **Review Recommendation**

Staff recommends APPROVAL of the proposed site plan for the proposed expansion of the Deltco Plastics building located at 601 Industrial Park Rd (parcel 201-05056-1000), subject to the following conditions:

- Six (6) deciduous trees must be added to the eastern edge of the property along the Industrial Park Rd property line. Landscaping to take place in spring 2022, and final landscaping plans depicting locations and species for all new plantings shall be submitted to the Planning and Development Department prior to issuance of a Building Permit
- Final erosion control plans shall be submitted to the Planning and Development Department prior to issuance of a Building Permit
- Additional details on exterior lighting fixtures to be installed shall be submitted to the Planning Department for compliance with UDO standards prior to issuance of a final Building Permit
- Applicant shall provide as-built plans to the Planning and Development Department prior to issuance of a Final Occupancy Permit. An updated site drainage plan shall be provided to the Planning Department with as-built construction plans prior to issuance of a final Occupancy Permit.



# City of Ashland Base Map

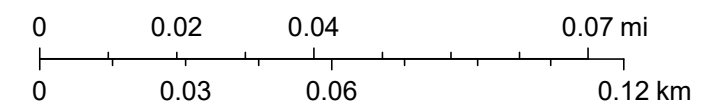


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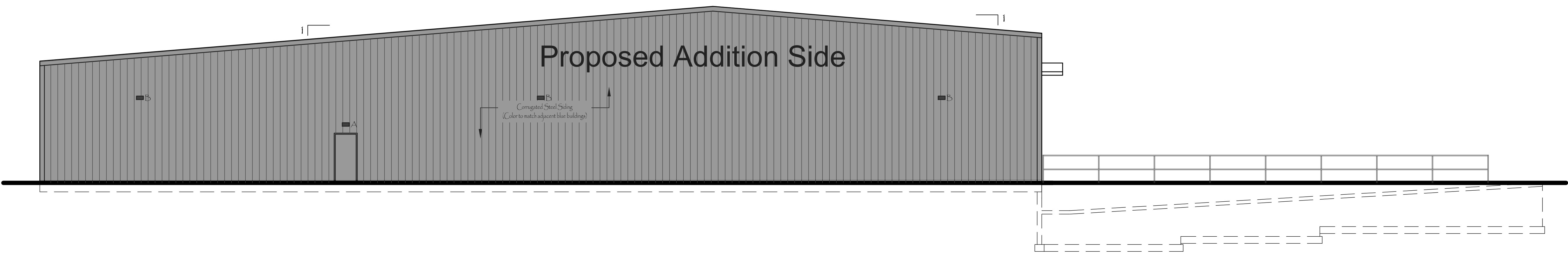
-  Override 1
-  Parcel Mapping

Parcel Labels

1:2,257

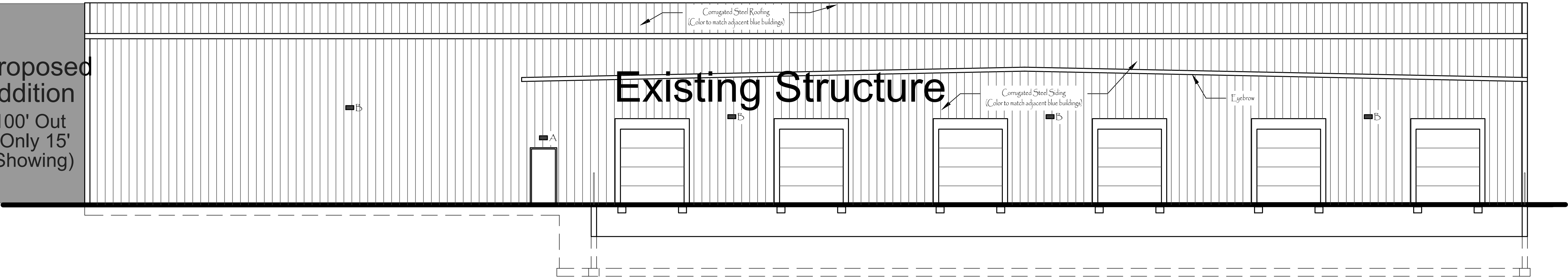


City of Ashland Public Works Department, GIS Division,  
PICTOMETRY INTL



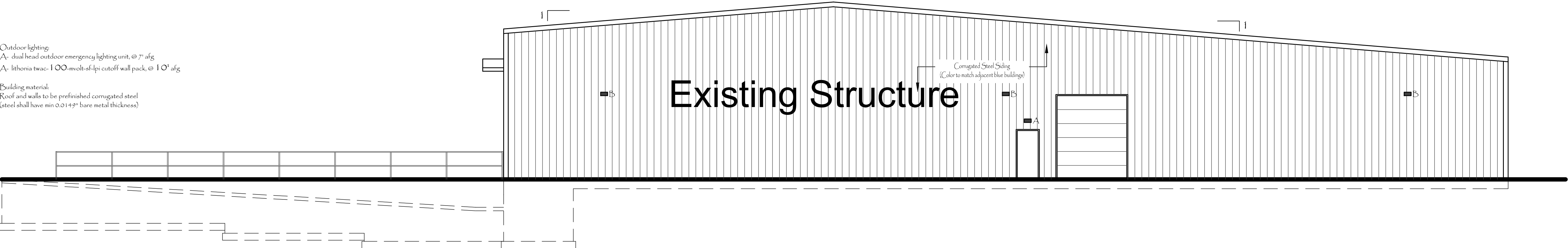
West Elevation  
1/8" = 1'-0"

Proposed Addition  
100' Out  
(Only 15'  
Showing)

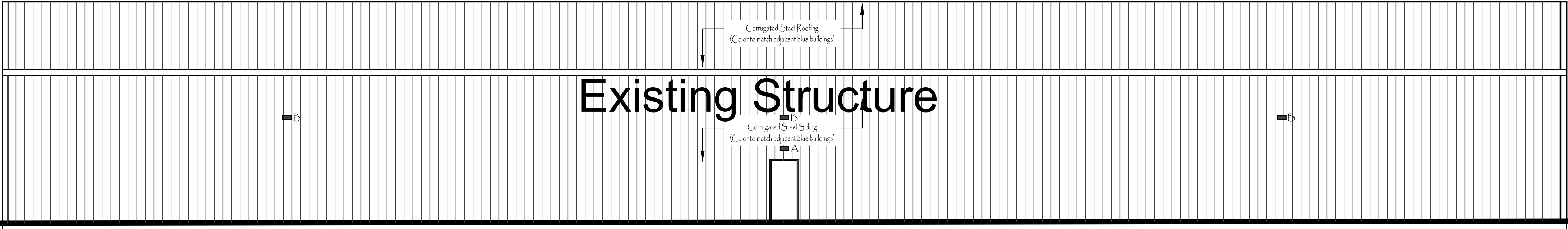


South Elevation  
1/8" = 1'-0"

Outdoor lighting:  
A- dual head outdoor emergency lighting unit, @ 7' afg  
A- lithonia twac-1 00-mvolt-af-4pi cutoff wall pack, @ 10' afg  
Building material:  
Roof and walls to be prefinished corrugated steel  
(steel shall have min 0.0149" bare metal thickness)



East Elevation  
1/8" = 1'-0"



North Elevation  
1/8" = 1'-0"

Proposed Addition  
100' Out  
(Only 50' Showing)

**Legend**  
architecture LLC

15224 Koenig Drive Suite 204 Hayward, WI 54843 (715) 944-2725

101 West Main Street Suite 208 Ashland, WI 54806 (715) 682-4423

www.legendarch.com

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| Revisions |             |      |
|-----------|-------------|------|
| No.       | Description | Date |
|           |             |      |

New Unheated Storage Building for  
**Deltco Plastics**  
Ashland, Wisconsin

|            |          |
|------------|----------|
| Job Number | 0917     |
| Date       | 09-04-08 |
| Drawn By   | TAW      |
| Checked By | TAW      |

Building  
Elevations

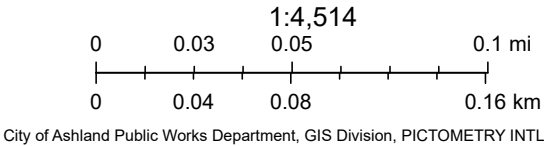
A501

Aerial Map 601 Industrial Park Rd (Deltco Plastics)

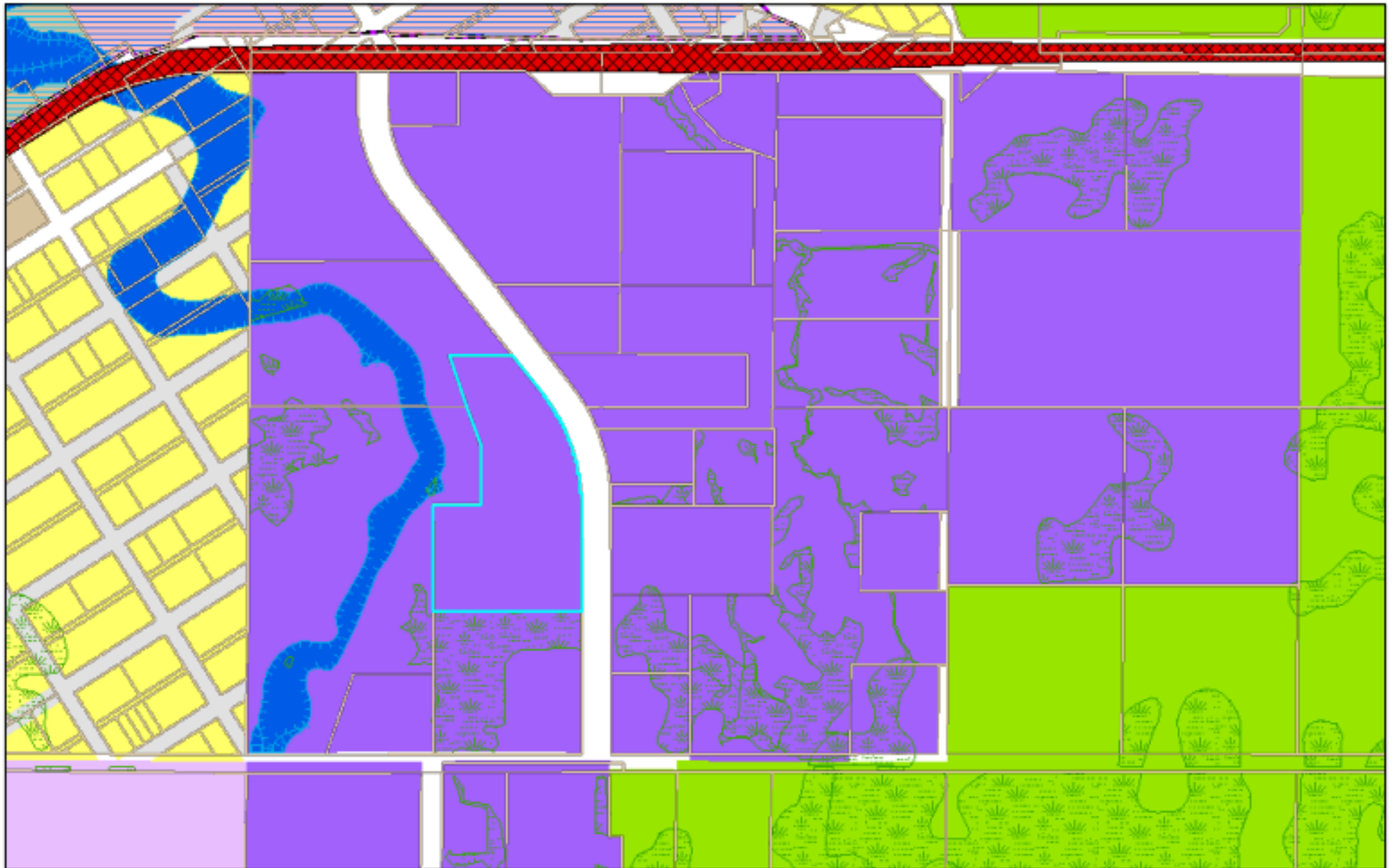


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 Parcel Mapping  
Parcel Labels



## Zoning Map 601 Industrial Park Rd (Deltco Plastics)



### Legend

|                                                                                                           |                                                                                                                     |                                                                                                                |
|-----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
|  Heavy Industrial (HI) |  Future Development (FD)         |  Floodplain-Overlay (F-O) |
|  Light Industrial (LI) |  Single-Family Residential (R-1) |  Wetland-Overlay (WET-O)  |

*Find yourself next to the water.*



*City of Ashland, Wisconsin*

601 Main Street West Ashland, WI 54806 [www.coawi.org](http://www.coawi.org)

DEPARTMENT OF  
PLANNING &  
DEVELOPMENT

601 Main Street West  
Ashland, WI 54806

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## STAFF REPORT

Plan Commission – November 9, 2021

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**Agenda Items #5c:**

**Discussion and possible recommendations  
on Text Amendments to the Unified  
Development Ordinance # 781 Section 4.6:  
W-O Waterfront-Overlay District**

**Staff Contact:**

**Megan McBride**

### **Background**

The attached document reflects recommendations made by the City's contracted consultant GRAEF based on public input, planning best practices and adopted City planning documents. The Sustainability Committee has also reviewed and made edits to the draft document at their October 28, 2021 meeting. All recommended changes are indicated in red, and a clean copy with all amendments incorporated has also been included in the packet for review.

The intent behind updating the City's W-O zoning district is to better align development standards with Comprehensive Plan and Waterfront Development goals, connect City goals for improved stormwater management with landscaping and other design standards, and prohibit those uses deemed incompatible with the waterfront.

### **Review Criteria (As specified in UDO Section 3.4,C)**

#### **1. Consistency with Comprehensive Plan**

The proposed UDO text amendments are consistent with goals and principles of the Comprehensive Plan. Citizen input through the Comp Plan update process strongly highlighted the community's connection to the Lake, and the importance of protecting and enhancing water quality through any future development activities north of U.S. Highway 2. One of the six (6) central Comp Plan goals is to "Protect and Connect the Lake." The recommended text amendments would further this goal through encouragement of green infrastructure and native plantings to promote water quality, and creating additional guidelines to limit and regulate parking areas located near the waterfront to prioritize pedestrian accessibility and reduce runoff.

#### **2. Promotes public health, safety, morals, and the general welfare, as well as efficiency and economy in the process of development**

The proposed amendments to development standards in the Waterfront-Overlay (W-O) zoning district would promote public health, safety, morals and the general welfare, as well as efficiency and economy in the process of development. The amendments proposed focus on striking a balance between requiring and encouraging development

practices which promote public health and welfare. This is promoted through environmental resiliency features such as green infrastructure and native plantings, while also reflecting community values gathered through public input which highlighted a desire for diversification of waterfront amenities and recreational opportunities.

### **3. Compatible with the present zoning and conforming uses of property and the character of neighborhoods**

The proposed UDO text amendments would be compatible with present and anticipated future zoning, and conforming uses of property and the character of neighborhoods along the waterfront. The majority of undeveloped parcels located within the Waterfront-Overlay zoning district are owned by the City, including multiple waterfront parks as well as significant land holdings in the Oredock upland. The amended development standards for future development would further promote compatibility with existing uses by prioritizing protection of the Lake, integration with existing uses through landscape and design, and prohibiting uses which would be counter or detrimental to community goals for the waterfront.

### **4. Consistent with UDO Principles of Sustainability**

The recommended amendments to the City's Waterfront-Overlay (W-O) development standards directly further the following Principles of Sustainability:

1. "Protect trees, wetlands, floodplains, the waterfront, and other significant natural resources from adverse development" – Adjusting waterfront development standards in anticipation of redevelopment in the Oredock upland and other areas will ensure that new uses promote the community's vision for waterfront development and are sensitive to their location near the Lake. This means developing stronger standards for landscaping and stormwater management to protect water quality, and also being intentional about selecting uses for City-owned land which are cohesive with their waterfront proximity and surrounding existing uses.
2. "Promote development patterns that respect natural systems." – Clarification and tightening of standards around landscaping, impervious surface coverage, and prohibited uses in the W-O district will help to better promote the desired community balance between environmental conservation and the addition of appropriately scaled amenities that enhance and are enhanced by their proximity to the waterfront.
3. "Promote the local economy and community needs without adversely affecting the natural environment" – This principle of sustainability exemplifies the intent of the proposed UDO text amendments, which is to codify community values for development which seek to foster a vibrant, accessible, resilient waterfront that serves the diverse interests of residents and visitors.

### **Recommendation**

At this time staff is only seeking feedback and recommendations to City staff regarding the proposed amendments to the City's W-O zoning district. A public hearing shall be held at a future Plan Commission meeting, and Plan Commission may vote on a recommendation to City Council after said public hearing has been held.

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

# Existing Waterfront Zoning

Parcels

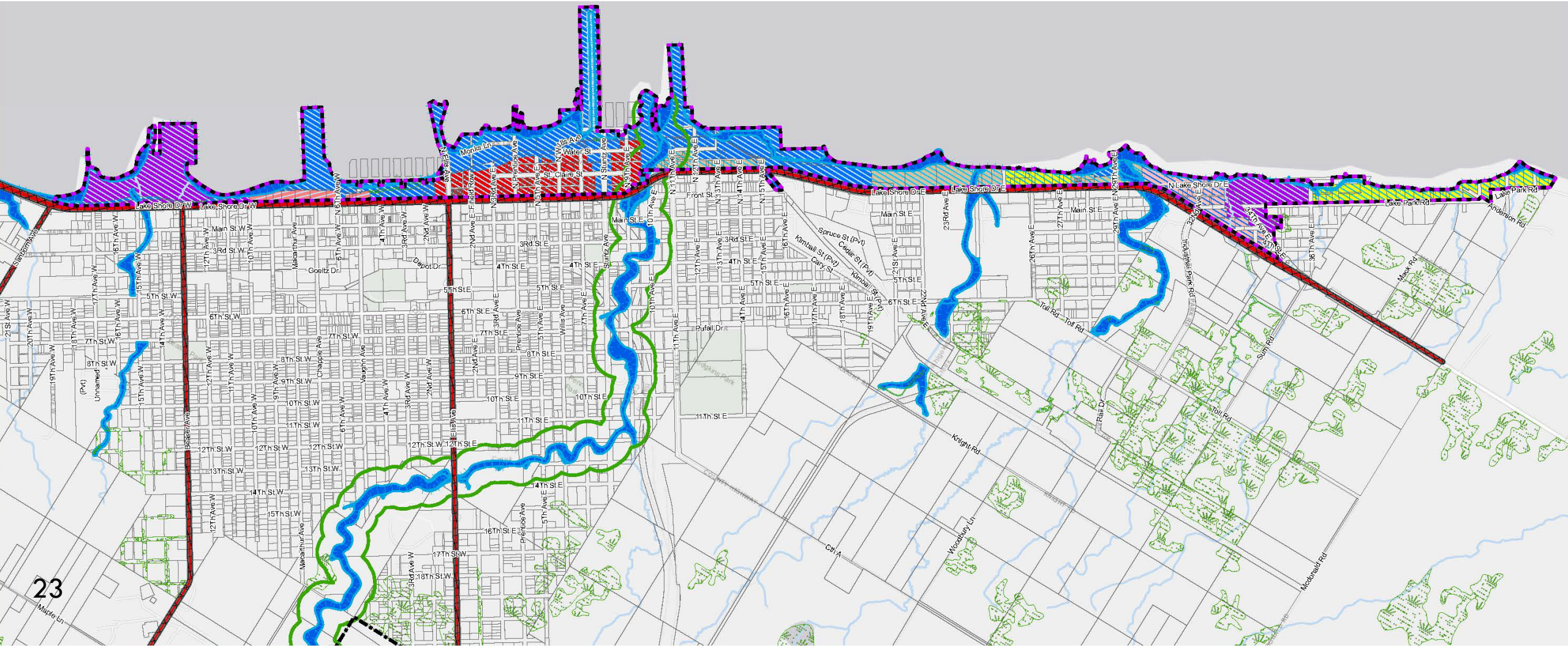
**Overlay Districts**

- Waterfront Overlay District
- Planned Unit Development
- Gateway Overlay District
- Bay City Creek Overlay
- Wetland Overlay
- Floodplain Overlay

**Legend**

**Zoning Categories**

- W-SFR, Waterfront Single Family Residential
- W-MRC, Waterfront Mixed Residential/Commercial
- W-CRM, Waterfront Conference Residential Mix
- W-C, Waterfront Commercial
- W-CC, Waterfront City Center
- W-I, Waterfront Industrial
- W-PI, Waterfront Public/Institutional



## Section 4.46 W-O Waterfront Overlay District

### A. Intent

1. ~~The Ashland's Lake Superior waterfront~~ area is encompassed by the W-O Waterfront Overlay District and is a valuable asset to the City of Ashland. The intent of the district is to impose land use controls (in addition to those in the applicable underlying zoning districts) to accomplish the following:
  - a. ~~Protect Use property in the district in a manner that promotes economic development, affords a high quality of life, and protects~~ and enhances the natural environment in Ashland by requiring and incentivizing sustainable development practices, such as the use of native plant landscaping and green infrastructure, to improve water quality along Ashland's lakeshore, and add biodiversity and habitat for wildlife, and improve the quality of life for all Ashland residents;
  - b. ~~Use property in the district in a manner that both promotes economic development and community amenities and affords a high quality of life for all residents, including those who live in Ashland's lakefront neighborhoods and those who visit the lakefront for recreation;~~
  - a. —
  - b.c. ~~Protect and enhance public investment in the waterfront area while stimulating encouraging high-quality, sustainable~~ private development where appropriate;
  - c.d. ~~Encourage high quality development and amenities that areis~~ attractive and that promotes a unique sense of place tied to the waterfront; ~~and~~
  - e. ~~Enhance and encouragePreserve~~ public access and enjoyment of the waterfront and encourage new access points and recreation opportunities; and
  - d.f. ~~Prohibit those uses which are not appropriate or desired on Ashland's waterfront because they do not accomplish the goals outlined above.;~~
2. If the City of Ashland has adopted a plan for any area in the W-O Waterfront Overlay District, then the application of this Ordinance is intended to be consistent with the vision, goals, objectives, and policies of that plan. Such plans include, but are not limited to, the Waterfront Development Plan and various plans included in the Ashland Comprehensive Plan.

### B. District Boundaries

The W-O Waterfront Overlay District overlays ~~and is bound by the following underlying districts: W-SFR Waterfront Single-Family Residential, W-MRC Waterfront Mixed Residential/Commercial, W-CRM Waterfront Conference/Residential Mix, W-C Waterfront Commercial, W-CC Waterfront City Center, W-I Waterfront Industrial, and W-PI Waterfront Public/Institutional~~ the area of the City to the north and west of Lake Shore Drive East. The Overlay District is bound by Lake Superior, Lake Shore Drive East, 34<sup>th</sup> Avenue East, and lake Park Road.

### C. Administration

1. **General application.** The design guidelines specified in this Section shall apply to all properties in Waterfront Overlay District.

2. **Underlying zoning district.** The regulations for the underlying zoning district shall remain in effect, except as otherwise provided in this Ordinance.
3. **Compliance with design guidelines.** Given the pattern of existing development in this District and the size and configuration of the existing parcels, it may not be feasible for all new development or redevelopment in the District to be consistent with all of the design guidelines specified in this Section. Consequently, prior to action on a building permit, site plan approval, or other applicable approvals associated with a proposed development application, the appropriate review and approval authority (pursuant to Part 2 of this Ordinance) shall make a determination that the proposed development is consistent with the intent of the design guidelines of this Section when considered as a whole. However, the development proposal need not be in complete conformance with every design guideline specified herein in order to receive approval.
4. **Supremacy of regulations.** In some cases, parcels may be in more than one overlay district. If any conflict between the regulations applicable in another overlay district (or the underlying zoning district) and the design guidelines of the Waterfront Overlay District occurs, the more restrictive provisions shall take precedence.

#### **D. Design Standards and Guidelines**

1. **Intent.** The following design standards and guidelines are intended to further the intent of Waterfront Overlay District by providing review guidance relating to specific design elements that affect the appearance and function of uses in the Waterfront Overlay District. The standards and guidelines are not intended to discourage development, but to encourage development that is functional, attractive, and meets the intent of this District. The word “shall” as used in this Ordinance refers to a standard that is a mandatory requirement. The word “should” refers to a guideline that is encouraged and discretionary, but not mandatory.
2. **Principal building setback from the ordinary high water mark.** All principal buildings with frontage on Lake Superior shall be set back a minimum of seventy-five (75) feet from the ordinary high water mark of Lake Superior and thirty (30) feet from the top of bluffs, unless issued a conditional use permit pursuant to [Section 3.9: Conditional Use Permit](#). Requirements set forth in [Part 8: Environmental Protection](#) may also apply. Where principal buildings exist on the adjoining parcels on both sides of a proposed building site, the subject principal building setback may be altered to conform to the prevailing setback, but in no case shall a principal building be set closer than fifty (50) feet to the ordinary high water mark.
3. **Accessory building setback from the ordinary high water mark.** Accessory buildings shall not be placed between the principal building and the ordinary high water mark, on properties with frontage on Lake Superior. However, a water oriented accessory building (such as a boathouse or gazebo) may be placed within ten (10) feet of the ordinary high water mark, provided that the accessory building does not exceed four hundred (400) gross square feet and one (1) story in height.
4. **Impervious surface setbacks.** Impervious surfaces shall have a minimum setback of fifty (50) feet from the ordinary high water mark of Lake Superior and a minimum setback of thirty (30) feet from the top of bluffs. Trails, walks, and similar uses shall be exempt from this standard provided the use will not contribute to destructive erosion or allow unfiltered runoff into Lake Superior.
5. **Undisturbed vegetative buffer adjacent to Lake Superior.** Where feasible, a minimum undisturbed vegetative buffer of thirty five (35) feet shall be maintained from the ordinary

high water mark of Lake Superior. Slopes over twenty (20) percent extending beyond the minimum vegetative buffer shall necessitate a wider buffer. Native waterfront vegetation ~~should~~shall be established in the buffer area to stabilize the soils and to protect water quality. Selective removal of dying, diseased, invasive vegetation, and weeds is permitted; however, replacement with native waterfront vegetation is ~~encouraged~~required. *For a list of recommended native plants, please refer to the Wisconsin Department of Natural Resources document entitled Wisconsin Native Plants: Recommendations for Landscaping and Native Community Restoration.*

**6. Sustainable Waterfront Development & Landscape Incentives.** *In order to encourage sustainable development practices within the Waterfront Overlay District, all new development may incorporate any of the following sustainability options in return for a reduction in other requirements, as specified below:*

**a. Onsite stormwater management through green infrastructure**

**(1) Pervious pavement**

**(2) Vegetated bioswale**

**b. Native landscape plantings**

**c. Shoreline restoration using native plants**

**5.7. Building design.** Building design shall be consistent with the design standards specified in *Section 6.2: General Building and Site Design Standards and Guidelines*. In addition, the following guidelines shall apply to the maximum extent practical:

- a. **Architectural style or theme.** New buildings shall relate to City adopted or approved plans that specify an architectural style or theme for the waterfront. If an approved plan does not exist, but a particular neighborhood in the waterfront has a desirable existing architectural theme or style as determined by the applicable approval authority, then the new buildings in the neighborhood should be compatible with the existing theme.
- b. **Materials.** Construction shall be of quality finish materials including, but not limited to, brick, stone, stucco, wood, and architectural concrete. Composite boards manufactured from wood or other products, such as hardboard or hardplank, may be used when the board product is less than six (6) inches wide. Where horizontal siding is used, it must be shiplap or clapboard siding composed of boards with a reveal of three (3) to six (6) inches, or vinyl or aluminum siding that is in a clapboard or shiplap pattern where the boards in the pattern are six (6) inches or less in width. Unfinished concrete or masonry units, corrugated metal, plywood, and sheet pressboard are not allowed.
- c. **Colors.** Predominate exterior colors should be neutral or earth tone, but bright colors may provide a compatible accent.
- d. **Screening.** Service areas, refuse collection areas, storage areas, **parking areas**, and loading areas shall be located away from or screened from public view, including views from Lake Superior.

**6.8. Views.**

- a. Views of Lake Superior. New structures and plantings shall not be located in a manner that restricts views of Lake Superior from north-south avenues and from public trails. All new landscape screening shall consist of at least 50% native plants.
- b. Views of Lake Superior from Structure. Where views of Lake Superior are possible from within the structure, the structure design shall maximize views of Lake Superior for employees and customers, considering orientation and window coverage.
- c. Views from Lake Superior. Views of the proposed development from Lake Superior shall be considered. Landscape screening shall be provided to screen objectionable views (such as refuse collection areas and storage areas) from the perspective of those viewing the development from Lake Superior. All new landscape screening shall consist of at least 50% native plants.

**7.9. Parking, access, and circulation.** Parking, access, and circulation shall be as specified in [Section 6.3: Parking and Loading](#) of this Ordinance. In addition, the following guidelines shall apply:

- a. Location of parking. Parking between the principal building and the public right-of-way or between the principal building and Lake Superior is shall be prohibited unless no other practical alternatives exist or unless proper buffering and landscaping measures are used pursuant to [Section 6.4: Landscaping, Buffers, and Screening](#).
- b. Connection to public trail or sidewalk. Pedestrian systems that provide public access to the waterfront should be provided where feasible. The quality of the pedestrian system should be enhanced by means of appropriate landscaping, lighting, graphics, and furnishings. Internal pedestrian systems should coordinate with adopted City plans for public trails, bikeways, walks, and other movement systems associated with the waterfront.

**8.10. Landscaping and grading.** Landscaping shall be consistent with the landscaping standards specified in [Section 6.4: Landscaping, Buffers, and Screening](#) and the grading standards specified in [Section 6.1, H.: Grading, Filling, and/or Excavation](#). In addition, the following standards and guidelines shall apply:

~~Landscaping and grading should provide continuity and harmony between development parcels;~~

- a. All new landscaping must consist of at least 50% native landscaping materials to fulfill the landscape standards in the Waterfront Overlay District. For a list of recommended native plants, please refer to the Wisconsin Department of Natural Resources document entitled Wisconsin Native Plants: Recommendations for Landscaping and Native Community Restoration.
- b. Landscaping and grading should provide continuity and harmony between development parcels.

~~Landscaping and grading should provide continuity and harmony between development parcels;~~

- c. The modification of existing grades should consider the scenic quality of the waterfront area and storm water management best management practices.

**9.11. Signs.** Signs shall be consistent with the standards specified in [Section 6.6: Signs](#). In addition, the following guidelines shall apply:

- a. Signs should enhance the Waterfront Overlay District's visual appeal and its sense of place;

- b. Signs should not block views of Lake Superior;
- c. Other than small identification or directional signs, signs should not be placed so that they are visible from Lake Superior;
- d. Wall signs should be designed to fit within the architectural space intended for signage;
- e. Signs seen in relation to other signs should be compatible in location, shape, style, graphics, size, material, illumination, and color, while allowing individual expression and identification. When viewed as a whole, signs in the district should be seen as having been coordinated. A cluttered, haphazard appearance should be avoided.

**12. Utilities.** All utilities (including, but not limited to, telephone, electrical, and cable) shall be installed underground, where feasible. Utility components required to be above ground (including, but not limited to, transformers and meters) shall be screened by landscaping or decorative wall and/or be located away from public view.

**13. Prohibited Uses.** The following uses are not permitted in the Waterfront Overlay District. Where there is any discrepancy between restrictions that appear on this list and the allowable uses in the base zoning district, the prohibited uses listed here shall take precedent.

a. Adult entertainment

b. Gas filling station

~~a-c.~~ Parking as a principal use

d. Vehicle sales and/or rental

~~b-e.~~ Vehicle repair and/or service

f. Storage of hazardous waste materials (as principal or accessory use)

~~e-g.~~ etc [Will likely be impacted by changes in permitted/conditional uses and

## Section 4.46 W-O Waterfront Overlay District

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*Resources document entitled Wisconsin Native Plants: Recommendations for Landscaping and Native Community Restoration.*

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    - (1) Pervious pavement
    - (2) Vegetated bioswale
  - b. Native landscape plantings
  - c. Shoreline restoration using native plants
7. **Building design.** Building design shall be consistent with the design standards specified in [Section 6.2: General Building and Site Design Standards and Guidelines](#). In addition, the following guidelines shall apply to the maximum extent practical:
  - a. Architectural style or theme. New buildings shall relate to City adopted or approved plans that specify an architectural style or theme for the waterfront. If an approved plan does not exist, but a particular neighborhood in the waterfront has a desirable existing architectural theme or style as determined by the applicable approval authority, then the new buildings in the neighborhood should be compatible with the existing theme.
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  - b. Views of Lake Superior from Structure. Where views of Lake Superior are possible from within the structure, the structure design shall maximize views of Lake Superior for employees and customers, considering orientation and window coverage.

- c. Views from Lake Superior. Views of the proposed development from Lake Superior shall be considered. Landscape screening shall be provided to screen objectionable views (such as refuse collection areas and storage areas) from the perspective of those viewing the development from Lake Superior. All new landscape screening shall consist of at least 50% native plants.
- 9. Parking, access, and circulation.** Parking, access, and circulation shall be as specified in [Section 6.3: Parking and Loading](#) of this Ordinance. In addition, the following guidelines shall apply:
- a. Location of parking. Parking between the principal building and the public right-of-way or between the principal building and Lake Superior is shall be prohibited unless no other practical alternatives exist or unless proper buffering and landscaping measures are used pursuant to [Section 6.4: Landscaping, Buffers, and Screening](#) .
  - b. Connection to public trail or sidewalk. Pedestrian systems that provide public access to the waterfront should be provided where feasible. The quality of the pedestrian system should be enhanced by means of appropriate landscaping, lighting, graphics, and furnishings. Internal pedestrian systems should coordinate with adopted City plans for public trails, bikeways, walks, and other movement systems associated with the waterfront.
- 10. Landscaping and grading.** Landscaping shall be consistent with the landscaping standards specified in [Section 6.4: Landscaping, Buffers, and Screening](#) and the grading standards specified in [Section 6.1, H.: Grading, Filling, and/or Excavation](#). In addition, the following standards and guidelines shall apply:
- a. All new landscaping must consist of at least 50% native landscaping materials to fulfill the landscape standards in the Waterfront Overlay District. For a list of recommended native plants, please refer to the Wisconsin Department of Natural Resources document entitled [Wisconsin Native Plants: Recommendations for Landscaping and Native Community Restoration](#).
  - b. Landscaping and grading should provide continuity and harmony between development parcels.
  - c. The modification of existing grades should consider the scenic quality of the waterfront area and storm water management best management practices.
- 11. Signs.** Signs shall be consistent with the standards specified in [Section 6.6: Signs](#). In addition, the following guidelines shall apply:
- a. Signs should enhance the Waterfront Overlay District's visual appeal and its sense of place;
  - b. Signs should not block views of Lake Superior;
  - c. Other than small identification or directional signs, signs should not be placed so that they are visible from Lake Superior;
  - d. Wall signs should be designed to fit within the architectural space intended for signage;
  - e. Signs seen in relation to other signs should be compatible in location, shape, style, graphics, size, material, illumination, and color, while allowing individual expression and identification. When viewed as a whole, signs in the district should be seen as having been coordinated. A cluttered, haphazard appearance should be avoided.

12. **Utilities.** All utilities (including, but not limited to, telephone, electrical, and cable) shall be installed underground, where feasible. Utility components required to be above ground (including, but not limited to, transformers and meters) shall be screened by landscaping or decorative wall and/or be located away from public view.
13. **Prohibited Uses.** The following uses are not permitted in the Waterfront Overlay District. Where there is any discrepancy between restrictions that appear on this list and the allowable uses in the base zoning district, the prohibited uses listed here shall take precedent.
  - a. Adult entertainment
  - b. Gas filling station
  - c. Parking as a principal use
  - d. Vehicle sales and/or rental
  - e. Vehicle repair and/or service
  - f. Storage of hazardous waste materials (as principal or accessory use)
  - g. etc