



Planning Commission

Tuesday, October 17, 2023

City Hall Council Chambers – 601 Main St W. Ashland, WI 54806

6:30 PM

Take notice that a meeting of the Planning Commission will be held in- person in the City Hall Council Chambers, with the availability to attend virtually.

To join the meeting from your computer, tablet or smartphone: <https://meet.goto.com/775025133>. Or dial in using your phone. United States (Toll Free): 1 866 899 4679 Access Code: 775-025-133

The following items will be considered:

1. Call to Order and Roll Call

2. Approval of Agenda

3. Consent Agenda

- a. Approval of minutes from the September 19th, 2023 Plan Commission Meeting

4. Identify Conflicts of Interest

5. Public Comment (non-agenda items)

6. Action Items:

- a. Public Hearing and vote on a request for a Preliminary and Final Plat Review for a Concominium Plat for the property at 806 and 808 Main Street West (parcels #201-00198-0000 & #201-00199-0000), zoned City Center (CC). Applicant: Peter Nelson
- b. Review and approval of a Site Plan for a proposed addition at the Synergy property at 323 Sanborn Avenue (parcel #201-03808-0000), zoned Regional Commercial (RC). Applicant: Trevor Provost
- c. Review and approval of a Site Plan for a proposed accessory storage building at the KBK property at 1120 Lake Shore Drive East (parcel 201-01175-0000), and 1113, 1117, and 1119 Front Street East (parcels 201-01188-0000, 201-01189-0000, and 201-01190-0000), zoned Mixed Residential Commercial (MRC). Applicant: KBK Services, Inc.

7. Discussion Items

8. Announcements/Reports/Comments/Questions

9. 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 the City of Ashland Planning and Zoning Department at 715 -682-7041.



City of Ashland – Planning Commission Meeting Minutes

A meeting of the Ashland Planning Commission was held on **Tuesday September 19th, 2023 at 6:30 P.M.** in the Ashland City Hall Council Chambers and via GoToMeeting.

Committee Members Present: Mayor Matt MacKenzie, JoAnn Erickson, David Eades, and Jeff Beirl

Committee Members Absent: Laurie Gregor, John Beirl, and Ana Tochterman

Staff Present: Steven Wiley and Mandelyn Lyons

Mayor MacKenzie opened the meeting at 6:30 P.M.

Agenda

1. Call to Order and Roll Call

2. Approval of Agenda

Motion to approve the agenda by JoAnn Erickson, seconded by Jeff Beirl. Passed unanimously.

3. Statement of Conflict of Interest

4. Consent Agenda

a. Approval of the minutes from the August 15, 2023 Planning Commission meeting

Motion to approve the minutes from the August 15, 2023 Planning Commission meeting by JoAnn Erickson, seconded by David Eades. Passed unanimously.
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5. Public Comment (non-agenda items)

None.

6. Action Items

- a. Review and approval of a Site Plan for renovation of the new Opera House Condominiums at 206 & 208 3rd Ave W. Applicant: S.H. Warren LLC
Mr. Wiley presented the item and provided an overview of the proposed scope of work and site. Wiley presented the staff recommendation and recommended conditions of



approval. The Commission discussed the item and invited the applicants to participate in discussion. Mr. Warren, Mr. Trudeau, and Tom Westlund were in attendance. Wiley explained the staff concerns with the work that occurred on the ground level front façade (removal of previous storefront, replacement with modern windows, etc.) The applicants explained their rationale for why they removed the previous storefront based on the new residential unit layouts. Wiley also highlighted staff's concerns with the ribbed steel siding proposed for the rear façade. Commissioners engaged in discussion and Mr. Eades stated that he believed based on applicable ordinance language staff or the Plan Commission had some flexibility to approve steel siding as proposed. Wiley explained that the ordinance allowed this in isolated areas on the outskirts of the City but that this was a downtown location in the center of the City and prominent. After discussion the Commission was supportive of approving the work as proposed on the front façade with the understanding that the applicants would revise the cladding material on the rear façade to a lap siding. Staff explained that any changes from the plans approved would require additional reviews and approvals.

Motion to approve the Site Plan with amendments by David Eades, seconded by Jeff Beirl. Passed unanimously.

- b. Review and approval of a Site Plan for renovation of the new Hudson Square Coffee at 2419 Lake Shore Dr. E – formerly the Bay View Motel. Applicant: Hudson Square LLC Ms. Lyons presented the item, provided some information on the subject site and project, and the staff recommendation and recommended conditions of approval. The applicants April and Marques Jolma were in attendance. The Commission engaged in discussion. Staff explained the new proposed access and traffic patterns and parking proposed for the site. Traffic would enter using the existing driveway off of U.S. Hwy 2 and proceed to the drive-through window through the site and exit out onto 25th Avenue. The only traffic coming in from 25th Avenue would be employees and some customers looking to park. Ms. Lyons and Mr. Wiley explained that they had conversations with Public Works Director John Butler who was fine with this configuration as proposed. The presence of a center turn lane on the highway was a major factor in Mr. Butler's decision. Ms. Erickson and Mr. Eades expressed concern with the potential for backups or accidents on U.S. Hwy 2. Staff and the commission engaged in addition discussions. After further discussions the Commission was supportive of approving the Site Plan as presented.

Motion to approve the Site Plan by Jeff Beirl, seconded by David Eades. Passed unanimously.



- c. Public Hearing and vote on a request for a Conditional Use Permit (CUP) for a Vehicle Sales use at parcels #201-00066-3000 & #201-00066-0100. Zoned City Center with Gateway Overlay (GTWY-O) and Approx. 100 Year Flood Boundary. Applicant: Shanette Homola.

Mr. Wiley presented the item and provided an overview of the site and explained the recommended conditions of approval. Wiley explained that a Development Permit was approved in 2007 for a vehicle sales use but only on the quick lube property and what is now the small strip where the power lines run. The 2007 permit also required parking vehicles on paved areas. The subject properties were used until recently as a vehicle sales use but not legally.

Motion to go into public hearing by JoAnn Erickson, seconded by David Eades.

There was no public comment.

Motion to go out of public hearing by JoAnn Erickson, seconded by David Eades.

The applicant was not in attendance. Wiley explained that the applicant did not plan to move forward with the vehicle sales use if she needed to meet the recommended conditions due to cost. The Commission discussed the conditions and decided not to require paving the existing gravel surface onsite. The Commission discussed the number of vehicles that could fit on the existing gravel parking area and was fine with allowing whatever would fit neatly on the gravel. Commission members changed the condition limiting the types of vehicles and the new condition was that no commercial vehicles could be parked/sold onsite. Commissioners were supportive of requiring lighting and landscaping. The lighting would help from a safety and security standpoint and the landscaping would mitigate potential negative impacts the vehicle sales use could have visually on the neighboring properties.

Motion to amend the CUP conditions by JoAnn Erickson, seconded by Jeff Beirl. Passed unanimously.

Motion to recommend approval of the CUP with amended conditions by JoAnn Erickson, seconded by David Eades. Passed unanimously.

- d. Public Hearing and vote on a request for a Conditional Use Permit (CUP) for an increased sign graphic area at 319 Ellis Ave, parcel #201-01682-0000, zoned City Center (CC) with Gateway Overlay (GTWY-O). Applicant: HTG Architects

Ms. Lyons presented the item, provided relevant site information along with the staff recommendation and recommended conditions of approval. The applicant, Russ Schramm of HTG Architects was present virtually. Staff explained that the owner's existing sign exceeded the 32 square foot ordinance maximum permitted under the subject property's zoning. The proposed new sign would still exceed the 32 square foot maximum but would overall be a decrease in sign area from the current (45 square feet



versus the 52 square feet of the current). Commissioners asked the architect why he wanted the larger sign. The architect explained that the current width of the street was a factor.

Motion to go into public hearing by Jeff Beirl, seconded by David Eades.

There were no public comments.

Motion to go out of public hearing by Jeff Beirl, seconded by David Eades.

Motion to recommend approval of the Conditional Use Permit request by Jeff Beirl, seconded by JoAnn Erickson. Passed unanimously.

7. Announcements/Reports/Comments/Questions

8. Adjournment

Motion to adjourn by Jeff Beirl, seconded by JoAnn Erickson. Passed unanimously.

Meeting was adjourned at 8:25 P.M. Minutes done by Mandelyn Lyons & Steven Wiley



DEPARTMENT OF
PLANNING &
DEVELOPMENT
601 Main Street West
Ashland, WI 54806

STAFF REPORT

Plan Commission – October 17th, 2023

Agenda Item # 6a: Preliminary and Final Plat Review for a Condominium Plat

Zoning District: City Center (CC)

Property Address: 806 and 808 Main Street West

Parcel #: # 201-00198-0000 and 201-00199-0000

Applicant: Peter Nelson

Staff Contact: Steven Wiley

Background

Pete Nelson of Nelson Surveying requests Preliminary and Final Plat review and approval of a Condominium Plat for the property at 806 and 808 Main Street West. The intent of this plat is to divide ownership of the restaurant, bar, and Alley businesses from the apartments on the second and third floors. No site modifications are planned.

The subject sites of 806 and 808 Main Street West are approximately 0.086 and 0.258 acres (3,746 and 11,238.5 sq. ft.) respectively located on the western end of the Main Street commercial district. The condominium plat will allow for separate ownership of various spaces in the buildings on the subject site.

Existing Land Use	Zoning
Mixed Use – Commercial bars and restaurant, Residential Apartments	City Center (CC)

Existing Uses		Zoning
North	Commercial – Convenience Store and Fuel Station	City Center (CC) with Gateway Overlay (GTWY-O)
South	Commercial – Retail Store	City Center (CC)
East	Commercial – Laundry/Cleaners and Tool Sales and Service	City Center (CC)
West	Commercial - Hotel	City Center (CC)

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Downtown Core & Commercial Districts



The two subject properties are outlined in red in the above aerial.

Standards for Preliminary Plat Review

The City of Ashland's Unified Development Ordinance Section 3.23 (C) Preliminary Plat Approval Criteria (and all subsections thereof), create the legal framework for approving Preliminary Plats for the City of Ashland. The following decision criteria were used to review the submitted Condominium Plat:

1. Complete Application

The applicant submitted a complete application with the draft Condominium Plat and explained the reasoning for the proposed Condominium Plat. The Plat itself has the information necessary for staff, the Plan Commission, and the Common Council to review. The plat was drawn by a licensed surveyor and has a legal description, legend, scale, details, and areas of the portions of the subject property to be split into condominium units. Identification of each unit and common elements of the property are clear in the proposed Plat.

2. Consistency with Provisions of the Unified Development Ordinance and State Law

The Condominium Plat is consistent with Chapter 703 of the Wisconsin Statutes, Chapter A-E 7 of the Wisconsin Administrative Code, and City of Ashland Uniform Development Ordinance.

3. Consistency with City's Comprehensive Plan and other Adopted Plans and Standards

The UDO mentions consistency with the Comprehensive Plan and other plans as they relate to the City's current and future streets, sidewalks, bike lanes, alleys, parks, and public utility facilities.

The existing property is a mixed-use development with commercial bar and restaurant uses on the ground floor and residential units on the second and third floors. The subject development includes parking in the rear. The existing land uses are consistent with the recommendations laid

out in the Future Land Use Map (FLUM) of the Comprehensive Plan. The Downtown Core & Commercial Districts land use calls for mixed use development when possible. No changes are proposed to the existing land uses. The Condominium Plat is only intended to divide ownership of the subject property according to the different uses.

4. Extension, Improvement, or Widening of City roads

The extension, improvement, or widening of City roads, taking into account access to and extension of sewer, water and storm sewer mains and the instrumentality of public utilities.

The Condominium Plat does not include alterations to existing City infrastructure such as streets, sidewalks, bike lanes, alleys, parks, and public utility facilities. No extension, improvement, or widening of City streets or infrastructure are planned.

5. Preliminary Plat Promotes the Public Health, Safety, and General Welfare

The UDO includes a criterion of approval that a Preliminary Plat promotes the public health, safety, and general welfare; furthers the orderly layout and use of land; provides a balanced density of land, provides beneficial street layout and traffic flows; provides for adequate light and air; facilitates adequate provisions for water, sewerage, storm water management, and other public requirements; provides for proper ingress and egress; and promotes proper monumenting of land subdivided and conveyancing by accurate legal descriptions;

The intent of the section mentioned above is generally for subdivision plats. Since the proposed plat is a Condominium Plat intended to divide ownership of an existing property staff does not have concerns here.

6. Service by Public Improvements and Infrastructure

The tract of land subject to the application is adequately served by public improvements and infrastructure (as required by this Ordinance), or will be adequately served upon completion by the applicant of required improvements;

The subject property at 806 and 808 Main Street West is an existing mixed-use development already served by existing street and utility infrastructure. Staff does not have concerns here.

7. Schedule for Phasing of Improvements

The Plat submitted for review is a Condominium Plat and no changes are proposed to the subject properties other than dividing the property into condominium units to allow for separate ownership. This section is not applicable here.

FUTURE LAND USE PLAN



Final Plat Review

The UDO outlines the process for Final Plat Review. In the case of most subdivision plats, the Preliminary and Final Plat Reviews would occur separately. The staff and the Plan Commission would review the Preliminary Plat and approve it if the requirements of the WI Statutes, WI Administrative Code, and UDO are met. From there the developer and surveyor would finalize the Plat and submit for staff, Plan Commission, and Common Council review. In the case of this Condominium Plat, there is enough information in the submission for the reviews to occur simultaneously. The only change proposed with this plat is to divide ownership of the subject properties by splitting the properties into condominium units.

Planning staff has forwarded on the draft plat to the Public Works Director, Fire Chief, Police Chief, and Wastewater Operations Manager. The Fire Chief and Police Chief do not have concerns with the Condominium Plat as proposed. The Public Works Director explained that his only concern would be water metering so staff is seeking input from the Water Utility. Staff also inquired with the Wisconsin Department of Administration (DOA) on whether a DOA review is required. The DOA informed staff that they do not review condominium plats so nothing needs to be sent to them.

Final Plat Approval Criteria

The UDO provides that a final plat shall be approved if it meets the following criteria:

1. The application is complete and the information contained within the application is correct and sufficient to allow adequate review and final action; and
2. The final plat must be consistent with the approved preliminary plat and all of the approval criteria of the preliminary plat.

In the case of the draft Condominium Plat submitted, staff is of the opinion that there is enough information for the Plan Commission to conduct a preliminary and final plat review together and forward a recommendation onto the City Council for review.

Review Recommendation

Staff recommends Preliminary and Final Plat APPROVAL of the Condominium Plat proposed for the 806 and 808 Main Street West properties contingent on the following conditions:

- Applicant to meet any requirements of the Water Utility and any other utilities for metering.
- Applicant to submit a copy of the recorded plat to City staff once it is recorded at the Ashland County Register of Deeds.

Additionally, as a Public Hearing is scheduled for the proposed Conditional Use Permit, the Plan Commission should hear all input from the public prior to making a determination. A Class 2 public hearing notice was issued on October 6th & October 10th and discretionary letters were sent to all surrounding property owners within 200 feet of the proposed development.

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

DEEPWATER GRILL CONDOMINIUM

A CONDOMINIUM PLAT OF THE WEST 75 FEET OF LOTS 4, 5, AND 6, AND THE WEST 25 FEET OF THE EAST 75 FEET OF LOTS 4, 5 AND 6, BLOCK 25 OF ASHLAND CITY PROPER, CITY OF ASHLAND, ASHLAND COUNTY, WISCONSIN

UTILITIES LEGEND

- STORM SEWER GRATE
- A/C UNIT
- LIGHT POLE
- STEEL PLATE
- BALLARD
- SIGN
- WATER VALVE
- EXHAUST FAN/BLOWER
- ELECTRIC PANEL
- GAS REGULATOR/METER
- UTILITY PEDESTAL
- UTILITY POLE
- OVERHEAD ELECTRIC LINE
- MANHOLE COVER
- ↑ TRAFFIC DIRECTION ARROW
- PARKING STRIPES

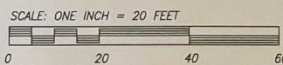
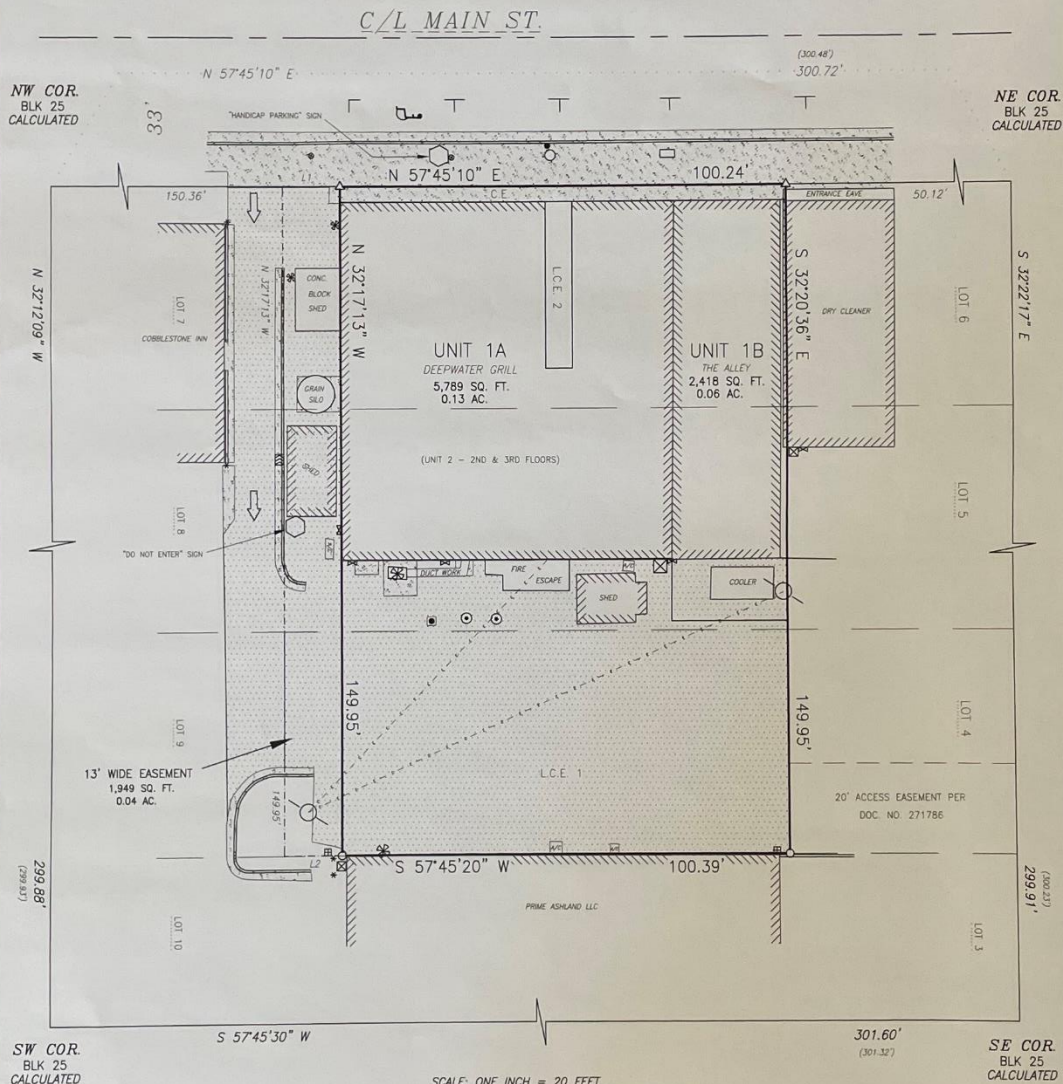
TOTAL AREA
15,042 SQ. FT.
0.35 AC.

LIMITED COMMON ELEMENT TOTAL = 6,485 SQ. FT., 0.15 AC.
COMMON ELEMENT TOTAL = 351 SQ. FT. 0.01 AC.

LINE TABLE

LINE	BEARING	DISTANCE
L1	S 57°45'20" W	13.00'
L2	N 57°45'10" E	13.00'

BEARINGS ARE REFERENCED TO
THE NORTH LINE OF BLOCK 25
WHICH BEARS N 57°45'10" E



- LEGEND
- FOUND MONUMENT, AS NOTED
 - 1" x 18" IRON PIPE (IP), SET THIS SURVEY
 - △ MAGNAIL, SET THIS SURVEY
 - () RECORDED INFORMATION
- PIPE DIMENSIONS ARE OUTSIDE DIAMETER

CLIENT: MARK GUTTETER
JOB NO.: N23/142
SCALE: ONE INCH = 20 FEET
DATE: 8/28/2023
FIELD WORK COMPLETED: 8/23/2023

FILE: N/ASHLAND/ASHPROP/BLK25
ACAD: N23_142_GUTTETER
PSDATA: N23_142
NB: 424A PG. 118
DRAFTED BY: T2B
SHEET 1 OF 4 SHEETS

NELSON
SURVEYING
INCORPORATED
SURVEYING YOUR NECK OF THE WOODS SINCE 1954

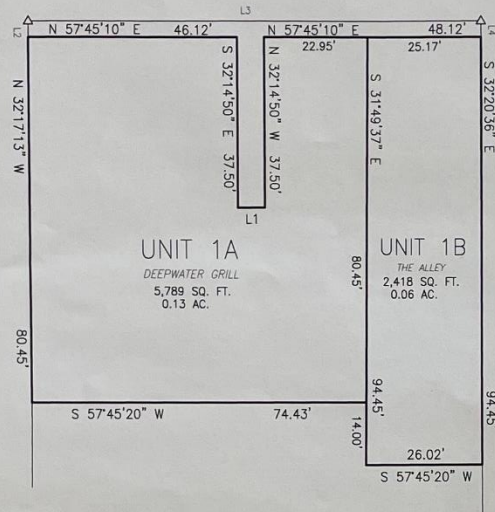
101 W. MAIN STREET
ASHLAND, WISCONSIN 54806
(715) 682-2692
WWW.NELSONSURVEYING.COM

MAP NO. 5504

DEEPWATER GRILL CONDOMINIUM

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UNIT 1 DETAIL



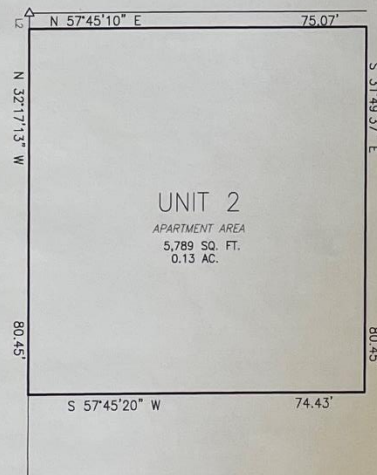
BEARINGS ARE REFERENCED TO THE NORTH LINE OF BLOCK 25, WHICH BEARS N 57°45'10" E.

TOTAL AREA
8,207 SQ. FT.
0.19 AC.

LINE TABLE

LINE	BEARING	DISTANCE
L1	N 57°45'10" E	6.00'
L2	S 32°17'13" E	3.50'
L3	N 55°45'11" E	100.30'
L4	S 32°20'36" E	3.50'

UNIT 2 DETAIL



SCALE: ONE INCH = 20 FEET



LEGEND

- FOUND MONUMENT, AS NOTED
- 1" X 18" IRON PIPE (IP), SET THIS SURVEY
- △ MAGNAIL, SET THIS SURVEY
- () RECORDED INFORMATION

PIPE DIMENSIONS ARE OUTSIDE DIAMETER

CLIENT: MARK GUTTETER

JOB NO.: N23/142

SCALE: ONE INCH = 20 FEET

DATE: 8/28/2023

FIELD WORK COMPLETED: 8/23/2023

FILE: N/ASHLAND/ASHPROP/BLK25

ACAD: N23_142_GUTTETER

PSDATA: N23_142

NB. 424A PG. 118

DRAFTED BY: TZB

SHEET 2 OF 4 SHEETS

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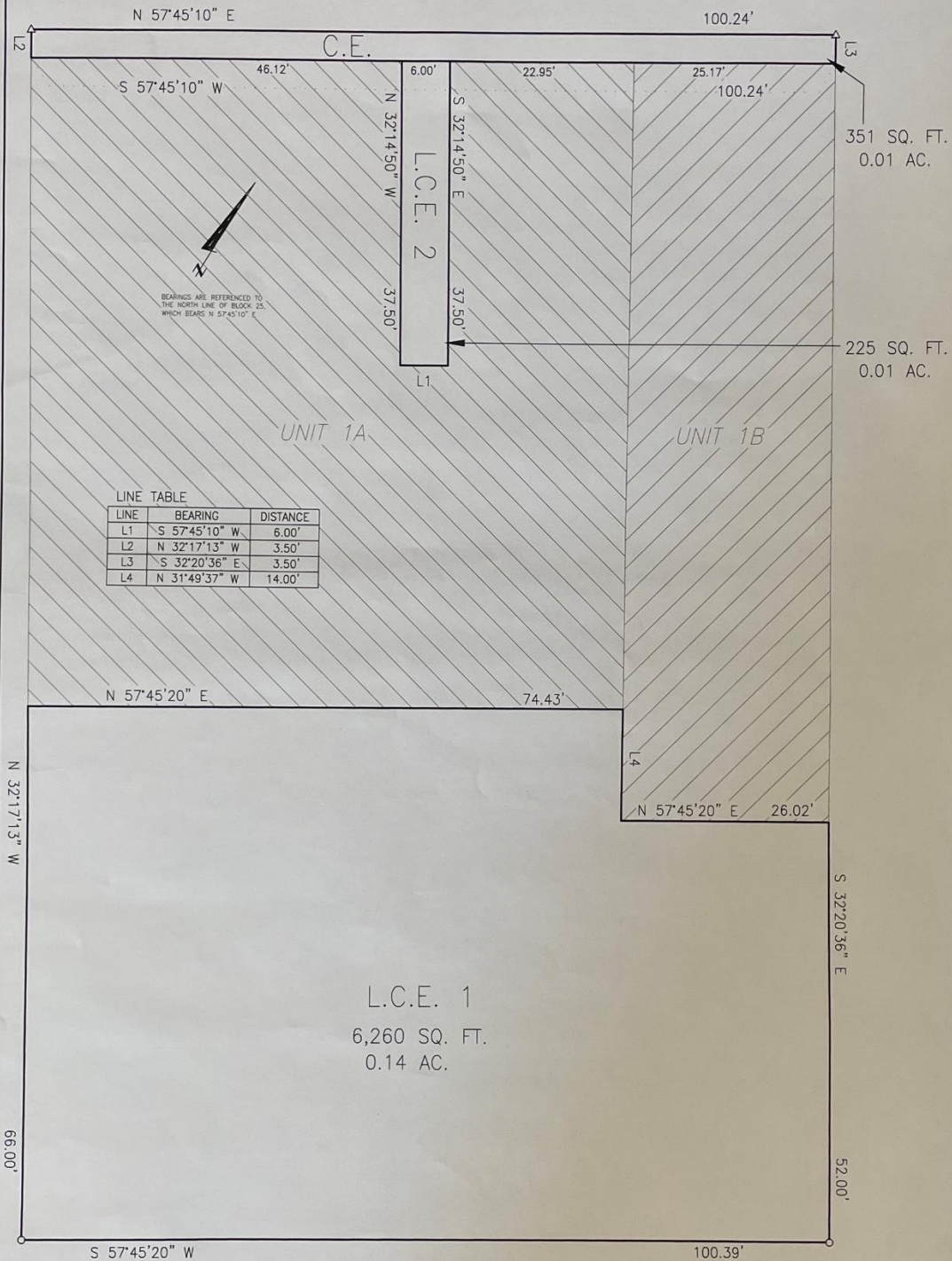
MAP NO. 5504

SURVEYING YOUR NECK OF THE WOODS SINCE 1954

©

DEEPWATER GRILL CONDOMINIUM

A CONDOMINIUM PLAT OF THE WEST 75 FEET OF LOTS 4, 5, AND 6, AND THE WEST 25 FEET OF THE EAST 75 FEET OF LOTS 4, 5 AND 6, BLOCK 25 OF ASHLAND CITY PROPER, CITY OF ASHLAND, ASHLAND COUNTY, WISCONSIN



LEGEND

- FOUND MONUMENT, AS NOTED
- 1" X 18" IRON PIPE (IP), SET THIS SURVEY
- △ MAGNAIL, SET THIS SURVEY
- () RECORDED INFORMATION

PIPE DIMENSIONS ARE OUTSIDE DIAMETER

CLIENT: MARK GUTTETER

JOB NO.: N23/142

SCALE: ONE INCH = 10 FEET

DATE: 8/28/2023

FIELD WORK COMPLETED: 8/23/2023

FILE: N/ASHLAND/ASHPROP/BLK25

ACAD: N23_142_GUTTETER

PSDATA: N23_142

NB. 424A PG. 118

DRAFTED BY: TZB

SHEET 3 OF 4 SHEETS

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MAP NO. 5504

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DEEPWATER GRILL CONDOMINIUM

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SURVEYOR'S CERTIFICATE

I, PETER A. NELSON, PROFESSIONAL LAND SURVEYOR IN THE STATE OF WISCONSIN, HEREBY CERTIFY:

THAT ON THE ORDER OF MARK GUTTETER, I HAVE SURVEYED AND MAPPED DEEPWATER GRILL CONDOMINIUM, THE WEST 75 FEET OF LOTS 4, 5 AND 6, AND THE WEST 25 FEET OF THE EAST 75 FEET OF LOTS 4, 5 AND 6, BLOCK 25 OF ASHLAND PROPER, CITY OF ASHLAND, ASHLAND COUNTY, WISCONSIN;

SAID PARCEL CONTAINS 15,0452 SQUARE FEET, WHICH IS 0.35 ACRE.

SAID PARCEL IS SUBJECT TO EASEMENTS, RESTRICTIONS, RESERVATIONS AND RIGHTS OF WAY OF RECORD OR USE, IF ANY.

THAT SAID SURVEY AND PLAT FULLY COMPLY WITH THE PROVISIONS OF CHAPTER 703 OF THE WISCONSIN STATUTES, CHAPTER A-E 7 OF THE WISCONSIN ADMINISTRATIVE CODE AND THE CITY OF ASHLAND UNIFORM DEVELOPMENT ORDINANCE.

THAT THIS PLAT IS A CORRECT REPRESENTATION OF THE DEEPWATER GRILL CONDOMINIUM AND THE IDENTIFICATION OF EACH UNIT AND COMMON ELEMENTS CAN BE DETERMINED FROM THE PLAT; AND

THAT SAID SURVEY AND PLAT ARE CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

PETER A. NELSON _____ DATED THIS _____ DAY OF _____, 2023
PLS - 3071

CITY OF ASHLAND PLANNING & DEVELOPMENT DEPARTMENT

THIS PLAT IS HEREBY APPROVED BY THE CITY OF ASHLAND PLANNING AND DEVELOPMENT DEPARTMENT.

_____ DATED THIS _____ DAY OF _____, 2023
STEVEN WILEY
DIRECTOR OF PLANNING & DEVELOPMENT

RECORDING CERTIFICATE

STATE OF WISCONSIN)
COUNTY OF ASHLAND)

THIS PLAT WAS RECEIVED FOR RECORDING ON THE _____ DAY OF _____, 2023

AT _____ M. AND IS RECORDED IN VOLUME _____ OF CONDOMINIUM PLATS ON PAGES _____.

JULIE GLEESON
ASHLAND COUNTY REGISTER OF DEEDS

CERTIFICATES

CLIENT: MARK GUTTETER
JOB NO.: N23/142
DATE: 8/28/2023
FIELD WORK COMPLETED: 8/23/2023
DRAFTED BY: TZB
FILE: N/ASHLAND/ASHPROP/BLK25
ACAD: N23_142_GUTTETER
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SHEET 4 OF 4 SHEETS

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MAP NO. 5504

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STAFF REPORT

Plan Commission – October 17th, 2023

Agenda Item # 6b: Site Plan Review for a proposed addition to the existing building

Zoning District: Regional Commercial (RC) District with 100-Year Flood Boundary

Property Address: 323 Sanborn Avenue

Parcel #: # 201-03808-0000

Applicant: Trevor Provost on behalf of Synergy

Staff Contact: Steven Wiley

Background

Trevor Provost of C&S Design & Engineering is requesting a Site Plan Review to allow for an addition to the existing building at 323 Sanborn Avenue. The property owner would like to construct a mercantile addition on the existing feed mill. Synergy Community Cooperative owns two parcels off of Sanborn Avenue and Junction Road. The 1.38-acre (60,112.80 square foot) subject property is zoned Regional Commercial (RC) and is located west of Sanborn Avenue and north of Junction Road. It contains a feed mill which is approximately 7,050 square feet in area. The remainder of the parcel includes parking and loading areas and is covered in asphalt or gravel. The subject property and immediately surrounding parcels are zoned RC. The subject parcel and parcel to the south have portions within the 100-year flood boundary. The parcels to the west are zoned High Density Residential and Residential Estate with portions of these parcels within the 100-year flood boundary. The surrounding properties consist of a mix of commercial, vacant, and industrial uses.

The owners plan to construct a mercantile addition on the west side of the existing feed mill. No other site changes are proposed. Due to the percentage of site area to be disturbed Site Plan Review through Plan Commission is required.

Existing Land Use	Zoning
Synergy Co-op Feed Mill	Regional Commercial (RC) with 100-Year Flood Boundary

Adjacent Land Use and Zoning

Existing Uses		Zoning
North	Ashland County Land and Conservation Department	Regional Commercial (RC)

South	Industrial, Vehicle Storage	Regional Commercial (RC) with 100-Year Flood Boundary
East	Commercial-Convenience Store and Fuel Station	Regional Commercial (RC)
West	Vacant, Commercial-Towing	High Density Residential (R-4), Residential Estates with 100-Year Flood Boundary

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Overlap of Downtown Core and Commercial Districts and Traditional Neighborhood and Mixed Use

Analysis

The owners are proposing a 30 foot by 70 foot (2,100 square foot) mercantile addition for the western side of the existing feed mill (see aerial below). The existing feed mill building is 7,050 square feet in area and contains an existing mercantile area located on the north side of the building. The rest of the building is storage of bulk feed and other products and a loading and mixing area where trucks are filled with feed products. The existing mercantile area will be moved to the new addition to provide handicapped accessibility and more shield from the wind according to the applicant. The addition will include a new accessible toilet room, two offices, and a mechanical room. The designer is proposing polar white ribbed steel siding to clad the new addition and this siding would match the existing building. The only site work proposed is that which is associated with the new addition. The drive area will remain crushed gravel and accommodates trucks coming and going daily.

Site Design and Parking



Standards for Review

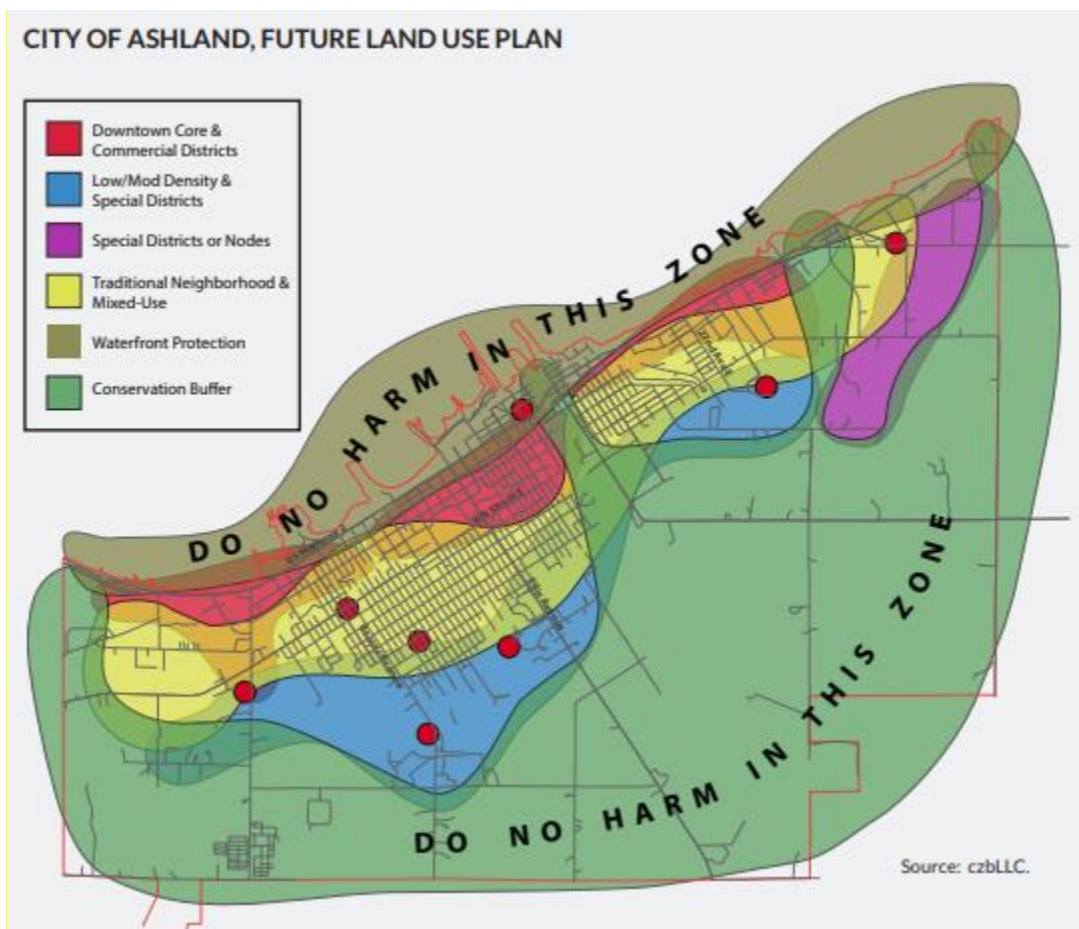
The City of Ashland's Unified Development Ordinance 781 Section 3.20 Site Plan Approval (all subsections thereof), creates the legal framework to regulate, administer, and enforce the site plan review process for the City of Ashland.

Site Plan Review

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

1. Consistency with Comprehensive Plan.

Retail/commercial space is consistent with the Future Land Use recommendation for the general area. Staff would argue that the Future Land Use Map (FLUM) provides enough flexibility to accommodate the proposed mercantile addition to the existing Synergy feed mill. The proposed use of the addition is consistent with the Downtown Core & Commercial Districts in the FLUM of the Comprehensive Plan. The mercantile component is a retail/commercial component of the business and the Downtown Core & Commercial Districts allows for a range of commercial uses. Given the nature of the existing development and flexibility provided by the general land uses in the FLUM staff is of the opinion that the proposed land use is consistent. Staff anticipates that the general area will remain mixed commercial and industrial uses for the foreseeable future.



2. Compatibility.

The proposed addition and use are compatible with the existing site and adjacent uses. Retail land uses are permitted in the Regional Commercial district. There are several existing commercial and industrial land uses in the immediate vicinity and the addition is planned for the western façade of the building. Visually the impact will be minimal. The subject parcel is set back from the closest streets and located behind other parcels and buildings. This along with the proposed placement of the addition and matching façade materials will help minimize the visual impact.

3. Site Design

a. Site Organization

The site includes the existing feed mill building surrounded by gravel and paved areas. There are loading docks and a mixing area and the existing building contains storage of bulk feed and other products. The existing mercantile area on the north side of the building will be moved to the southwest side of the building in the new addition. There is no street access directly from the subject parcel. Rather, access exists through parcels to the south and east. The proposed 2,100 square foot addition and associated lighting are the only changes proposed for the site.

b. Location of Buildings

The planned addition is the only change proposed to the site. The existing building is centrally located and the 30 foot by 70-foot addition is proposed for the southwestern corner of the building. Otherwise the existing building will remain the same.

c. Drives, Parking, and Circulation

No changes are proposed to the existing parking and drive areas. The dimensions for these areas conform to UDO standards.

Driveway

The existing access through adjacent parcels will remain the same. No changes are proposed.

Parking

The existing parking will remain the same. No changes are proposed.

Pedestrian Access

Pedestrian access onsite is through the adjacent parcels. No changes are proposed. Public sidewalk exists on the east side of Sanborn Avenue and the most direct route is through Midland Services' property to the east or the Synergy property immediately south of the subject parcel. The Tri-County Corridor also runs east-west south of Junction Road and the subject site. The Tri-County Corridor also provides access near the site.

Grading and Drainage

No significant changes are anticipated. The applicants do not propose any changes to the existing snow storage or stormwater management. The entire subject parcel is currently covered by building, pavement, or gravel. Due to this the site is nonconforming as the impervious coverage is over the 70 percent permitted by code. However, the owner is not adding impervious surface to the site as the addition will simply replace gravel surface. The building coverage of the lot with the new addition will still be under 50% of the overall lot area as permitted by

ordinance. Therefore, staff does not have concerns with the addition as proposed. Staff would recommend a condition of approval that if the Department of Public Works requires any stormwater management plans the applicants submit them for staff review and approval.

Utility Services

The applicant is proposing to use existing utility infrastructure onsite. No changes are proposed.

Fire Prevention

Planning staff discussed the project with the Fire Chief and the Chief indicated based on the size of the project that Knox Boxes would not be required. If the applicants want to install them they can.

Views

The proposed addition is one story in height and will be placed at the southwest corner of the existing building. It will not impact any existing view sheds or corridors.

Environmental Issues

Staff does not anticipate negative environmental impacts. The addition will not be located within the 100-Year flood boundary. The site is nonconforming in that all of the site is covered with impervious surfaces or gravel. If the site was not entirely covered and the proposed addition would render a conforming site nonconforming by putting the site above the impervious surface thresholds, staff would have concerns with stormwater. However, the owner plans to add building where existing gravel is now.

Landscaping/Screening

The applicant does not show landscaping or screening in the plans provided. Typically, the UDO Landscaping standards require one tree and two shrubs for every 2,000 square feet of site disturbance. Staff would generally require or recommend requiring corresponding landscaping for most projects. In this case since the subject parcel is set back over 240 feet from either nearby street and surrounded by uses of similar intensity, staff does not have concerns if no landscaping is proposed. The addition is proposed for the far (western) side of the existing building. The entire parcel already consists of gravel and paved surfaces and the much of the addition will not be visible from the street. Plan Commission may choose to require landscaping points based on ordinance requirements if desired.

Signs

No signage is proposed. If new signage was proposed the applicant would need to obtain approvals and sign permits.

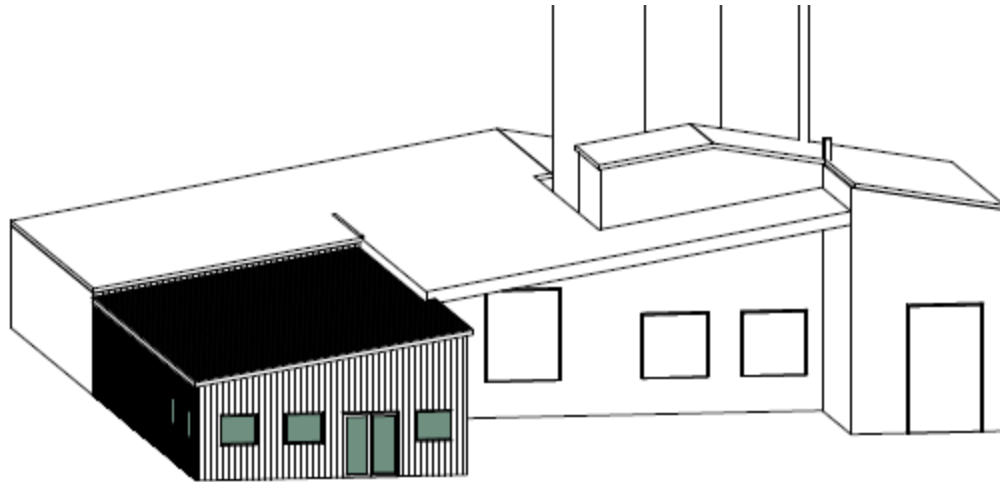
Lighting



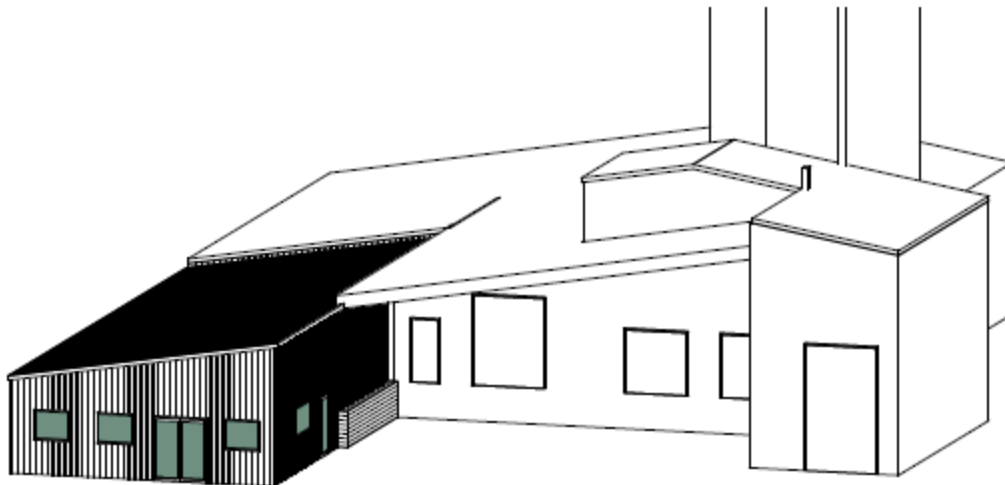
The applicants have proposed some additional light fixtures as part of the project. Examples are shown in the above image submitted by the designer. The designer explained a need to illuminate the site to prevent break-ins and other issues due to the secluded nature of the site. The proposed light fixtures are wall packs to be mounted on the building. The applicant has not yet submitted a lighting plan showing illumination levels onsite. A lighting plan is required in most cases if the applicants propose changes to on-site lighting fixtures. Any new light fixtures would need to comply with current lighting standards. Staff would recommend as a condition of approval that the applicants submit a photometric plan showing light levels in the areas where the new light fixtures are proposed.

4. Building Design

The addition would be a single-story addition located on the southwest corner of the existing building. The designer has submitted axonometric views showing the proposed massing and appearance of the new addition. See below for axonometric views.



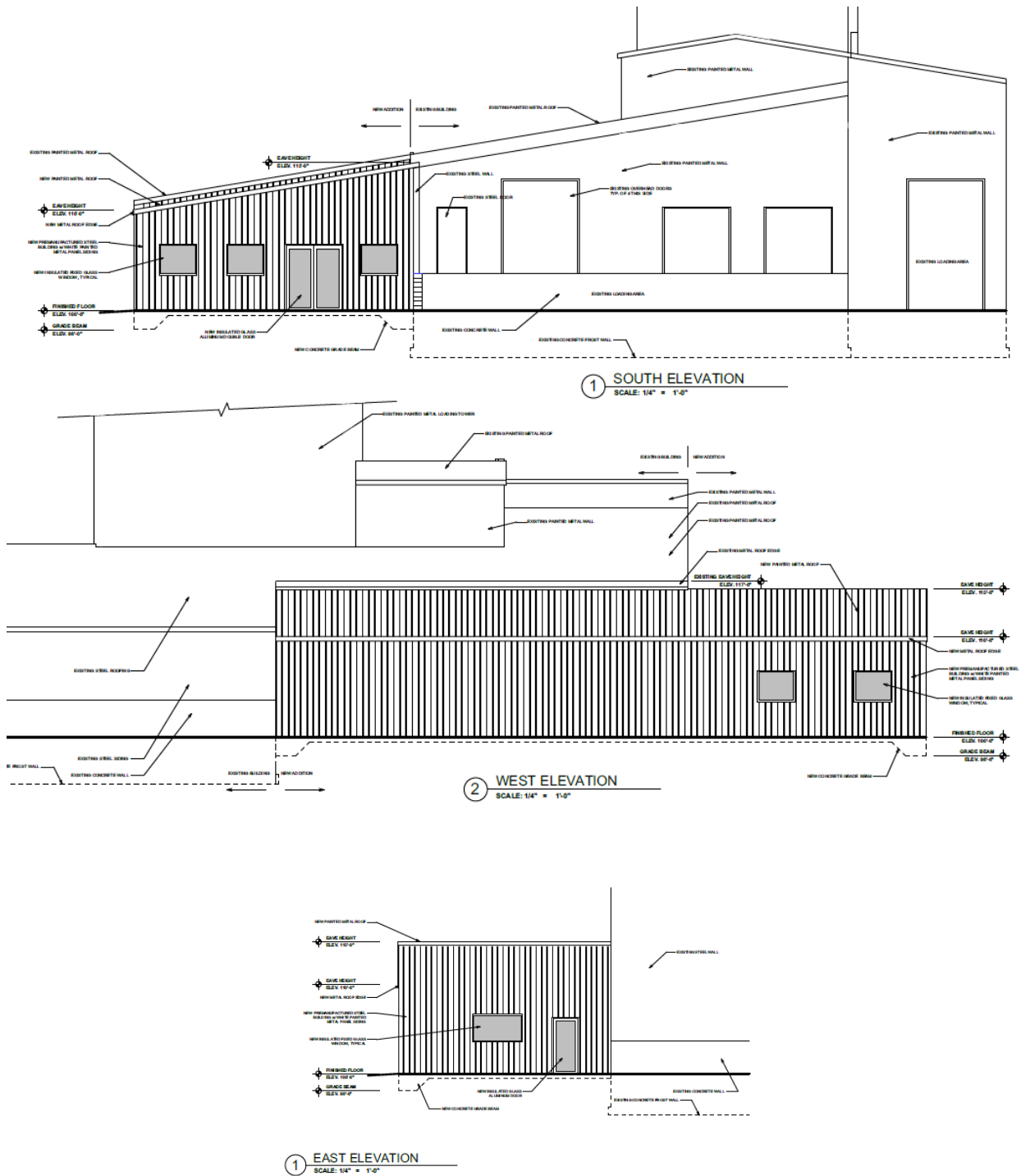
① Generic Axonometry
SCALE: 1:100



① Generic Axonometry (1)
SCALE: 1:100

Building Elevations

The designer has submitted elevations for the proposed addition. The addition would be clad in polar white ribbed steel siding which would match the existing building. Typically, ordinance prohibits corrugated steel or siding associated with pole barn construction. In this case the site's location is set back from both nearby streets and the addition is proposed for the west side of the building. Due to the location of the addition away from the streets and use of a similar ribbed siding product on the existing and some nearby buildings, staff does not have concerns with the siding material or elevations as proposed. Below are elevations submitted by the designer showing the proposed appearance.



5. Principles of Sustainability

Site features of this addition that address principles of sustainability laid out in the UDO include:

- The proposed addition is on an infill lot already containing an existing building. This project does not involve development of a previously undeveloped site.

Review Recommendation

Staff recommends APPROVAL of the proposed Site Plan for the construction of a new addition to the existing Synergy feed mill at 323 Sanborn Avenue contingent on the following conditions:

- The applicant shall be required to submit updated plans to the City for review and approval if work will deviate from the plans provided. Additional staff and Plan Commission reviews will be required as appropriate if this is the case.
 1. The applicant shall obtain all necessary building permits for the proposed project.
 2. Any new signage or signage replacements require a Sign Permit to be obtained through the Planning & Development Department to ensure it conforms to UDO standards (UDO 4.46 D.10., 4.47 D.6., and 6.6).
 3. Applicants must not allow stormwater to run off onto adjacent properties as a result of this project. If the Department of Public Works requires stormwater management plans the applicants shall submit stormwater management plans to Public Works for staff review prior to obtaining building permits.
 4. The applicant shall submit a code compliant lighting plan showing proposed illumination levels in the vicinity of planned new or revised light fixtures to Planning staff for review and approval prior to installing lighting onsite.
 5. 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.

Additionally, as a Public Informational Meeting is scheduled for the Site Plan Review, the Plan Commission should hear all input from the public prior to making a determination. A Class 2 meeting notice was issued on October 6th & October 10th, and discretionary letters were sent to all surrounding property owners within 200 feet of the proposed development.

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

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City of Ashland, Wisconsin

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

**DEPARTMENT OF
PLANNING &
DEVELOPMENT**

601 Main Street West
Ashland, WI 54806

STAFF REPORT

Plan Commission – October 17th, 2023

Agenda Item # 6c:	Site Plan Review for a proposed accessory storage building
Zoning District:	Mixed Residential/Commercial (MRC) District with Gateway Overlay (GTWY-O)
Property Address:	1120 Lake Shore Drive East, 1113, 1117, and 1119 Front Street East
Parcel #:	# 201-01175-0000, 201-01188-0000, 201-01189-0000, 201-01190-0000
Applicant:	KBK Services, Inc.
Staff Contact:	Steven Wiley

Background

KBK Services, Inc. is requesting a Site Plan Review to allow for the construction of an accessory storage building at KBK's property (currently 4 parcels) off of Lake Shore Drive East and Front Street East (1120 Lake Shore Drive East, 1113, 1117, and 1119 Front Street East). The property owner would like to construct an approximately 120 foot by 120-foot storage building. Currently KBK Services owns property at 1120 Lake Shore Drive East and recently acquired formerly residential properties at 1113, 1117, and 1119 Front Street East. The four properties combined total approximately 2.151-acres (93,698 square feet) in area. The subject properties are zoned Mixed Residential/Commercial (MRC) and the parcel on Lake Shore Drive East also has Gateway Overlay (GTWY-O) zoning. KBK's Lake Shore Drive East parcel contains their 14,540 square foot main building and a 3,760 square foot detached storage building along with materials and equipment storage all enclosed by solid fencing. Most of the main parcel is covered with buildings, pavement, or gravel. In addition to the Lake Shore Drive property KBK has acquired three adjacent formerly residential parcels along Front Street. KBK plans to combine these three parcels with the Lake Shore Drive parcel to create an expanded site. The subject property and immediately surrounding parcels to the east and west are zoned MRC. Adjacent parcels along Lake Shore Drive include the GTWY-O zoning. The properties across Lake Shore Drive to the north are zoned Waterfront Mixed Residential/Commercial (W-MRC) with GTWY-O and Waterfront Overlay (W-O). The parcels across Front Street to the south are zoned Single and Two-Family Residential (R-2). The surrounding properties consist of a mix of commercial and residential uses of varying intensities.

The owners plan to combine all four of their parcels into one lot and construct a 14,000 square foot accessory storage building. The building is proposed for the three former residential parcels KBK recently acquired to the west of KBK's main parcel. KBK has informed staff that upon completion of the

new storage building, they will demolish the existing detached storage building. Due to the percentage of site area to be disturbed Site Plan Review through Plan Commission is required.

Existing Land Use	Zoning
KBK Services, Inc.	Mixed Residential/Commercial (MRC) with Gateway Overlay (GTWY-O)

Adjacent Land Use and Zoning

Existing Uses		Zoning
North	Single-family Residential, Commercial	Waterfront Mixed Residential/Commercial (W-MRC) with Gateway Overlay (GTWY-O) and Waterfront Overlay (W-O)
South	Single-family Residential	Single and Two Family Residential (R-2)
East	Single-family Residential, Commercial-Tavern	Mixed Residential/Commercial (MRC) with Gateway Overlay (GTWY-O), Mixed Residential/Commercial
West	Single-family Residential, Commercial-D&M Auto	Mixed Residential/Commercial (MRC) with Gateway Overlay (GTWY-O), Mixed Residential/Commercial

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Boundary of Downtown Core and Commercial Districts and Waterfront Protection



Above is an aerial image of the subject site.

Analysis

The owners are proposing an approximately 14,000 square foot accessory storage building to be located on the three formerly residential parcels just west of their main property. Currently the three residential parcels contain single-family homes and detached garages which would be demolished. The proposed storage building would be clad in ribbed steel siding which would be similar to some of the siding on KBK's existing building. KBK has indicated that they will demolish the existing 3,760 square foot accessory building once the new storage building is completed.

Standards for Review

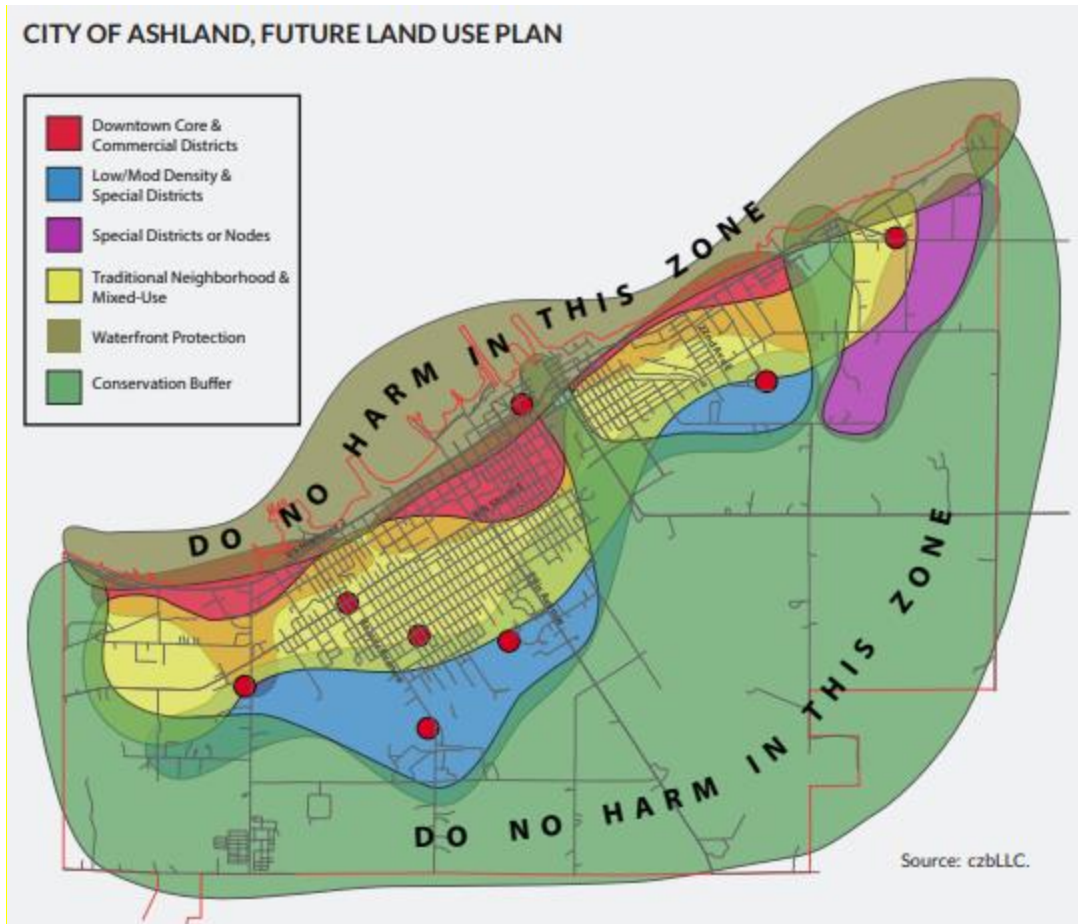
The City of Ashland's Unified Development Ordinance 781 Section 3.20 Site Plan Approval (all subsections thereof), creates the legal framework to regulate, administer, and enforce the site plan review process for the City of Ashland.

Site Plan Review

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

- 1. Consistency with Comprehensive Plan.**

Commercial land uses would fit within the Future Land Use recommendation of the Comprehensive Plan. New industrial uses are not encouraged in the Downtown Core & Commercial Districts area. The Comprehensive Plan acknowledges that reversal of post WWII development patterns will take time. KBK is an existing commercial/industrial use and staff would encourage the Plan Commission to consider Site Plan approval with the condition that for the amount of area redeveloped for the new storage building, an equivalent amount of site area elsewhere on the KBK property is restored to green space.



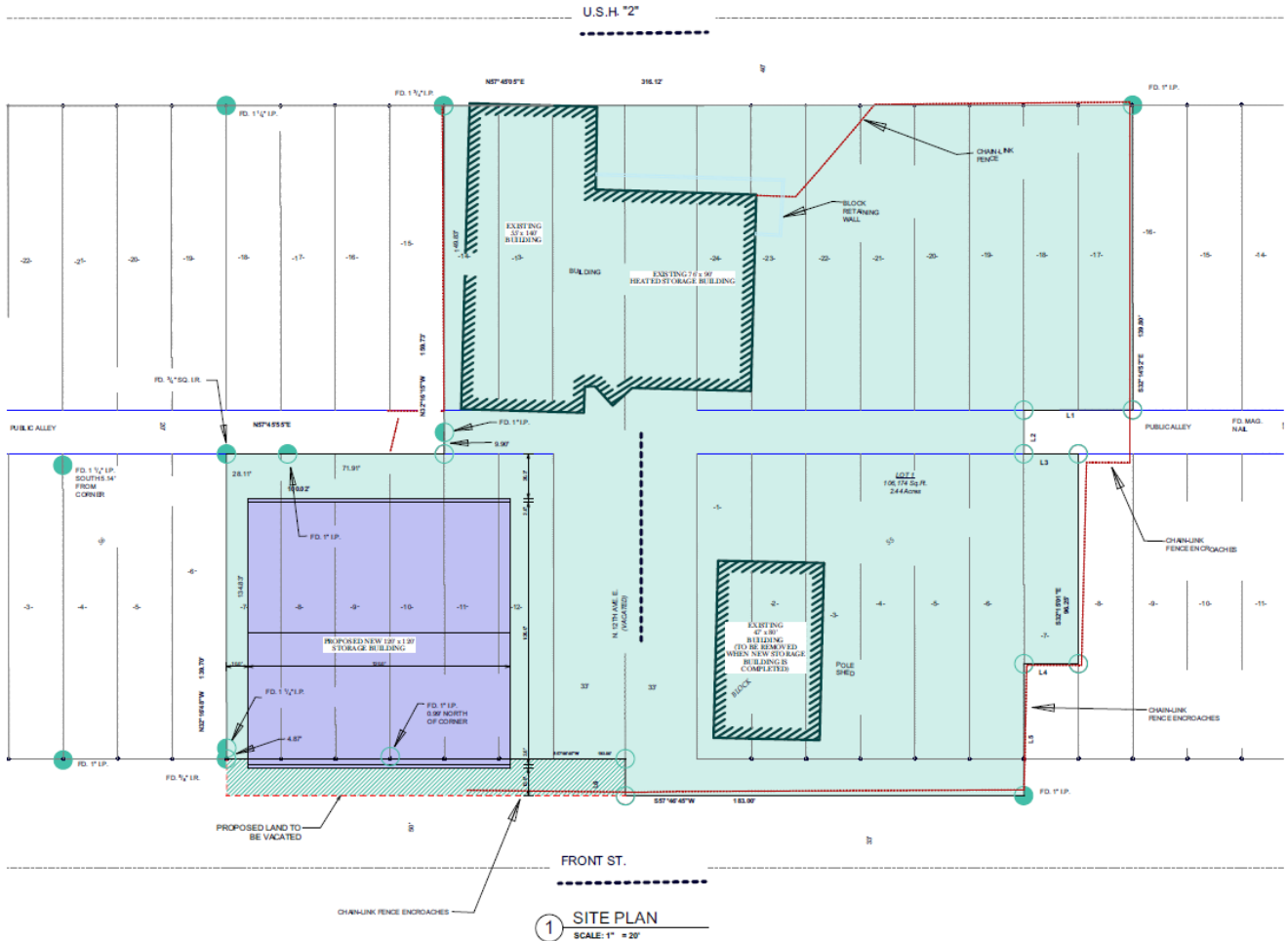
2. Compatibility.

The proposed addition and use can be compatible with the existing site and adjacent uses. Staff has concerns with the amount of impervious surface area on the existing KBK site and the close proximity of the proposed accessory building to the adjacent residential properties. The UDO allows for the expansion of industrial uses such as contractor yards through the Conditional Use Permit (CUP) process. Staff would recommend if the Plan Commission would like to approve the Site Plan for KBK, that the Plan Commission include a number of conditions to mitigate negative impacts on the neighboring properties. One condition would be that if KBK constructs the 14,000 square foot storage building, KBK must remove the equivalent amount of impervious area (building and gravel area) elsewhere on their property to ensure that the overall impervious surface ratio does not increase for the site. Additionally, applicable landscaping standards require a 30-foot screened buffer between industrial uses and adjacent residential uses. If the proposed storage building is constructed without removing impervious area onsite or constructing the required buffer, staff is of the opinion that the storage building would not be compatible with the adjacent residential properties or zoning standards.

3. Site Design

a. Site Organization

The site includes the existing 14,540 square foot KBK building located off of Lake Shore Drive along with gravel and paved areas for parking and storage. A 3,760 square foot accessory storage building is located to the south of the main building. The owners have indicated their plans to demolish this storage building once the proposed storage building is constructed. KBK's existing property is fenced in. Access to the site is from Lake Shore Drive on the north and Front Street on the south. The proposed storage building would be located on the western side of the site on the three former residential parcels.



Above is the site plan submitted by the applicant. The storage building is planned for the southwest corner of the site. The existing storage building to the east would be demolished upon completion of the new building.

b. Location of Buildings

The planned storage building would be located on the southwest side of the combined site. The construction of the storage building is the largest change proposed for the site. The existing storage building would be demolished. The owners do not have plans to alter the main building off of Lake Shore Drive. No other buildings or building additions are planned for the site.

c. Drives, Parking, and Circulation

No changes are proposed to the access drive or parking areas off of Lake Shore Drive. The owners have not proposed any changes to the access drives off of Front Street.

Driveway

The existing access from Lake Shore Drive and Front Street will remain the same. No changes are proposed.

Parking and Storage Areas

No changes are proposed to the parking adjacent to the building off of Lake Shore Drive. Much of the 1120 Lake Shore Drive parcel not currently covered by buildings is fenced in area used for equipment storage. Staff would recommend as a condition of approval that the applicant remove an amount of existing building and/or gravel area equivalent to the area to be disturbed with the construction of the new building or at least enough impervious to hit the 70% maximum impervious ratio. This would require changes to the site plan and staff would recommend requiring that the applicant make revisions to the existing site plan and submit a revised site plan reflecting the changes required.

Pedestrian Access

Pedestrian access to the site is primarily from Lake Shore Drive. Public sidewalk exists along Lake Shore Drive but not along Front Street to the south. People can access the main building using the public sidewalk along the north side of the site.

Grading and Drainage

No significant grading changes are anticipated. If the applicant would add the proposed storage building without removing impervious surface (gravel and/or building area) this could cause drainage and stormwater runoff issues. Staff has concerns with the plans as proposed and would recommend requiring revisions (mentioned in the Parking and Storage Areas section above). The UDO allows for a slight increase in impervious surface ratio (75% versus 70% if the applicants implement stormwater management features).

Utility Services

The applicant is proposing to use existing utility infrastructure onsite. No changes are proposed.

Fire Prevention

Planning staff has reached out to the Fire Department for input. Staff recommends as a condition of approval a requirement that the applicant install any fire prevention measures required by the Fire Department.

Views

The proposed building would not significantly affect view sheds or corridors. Due to the size and height of the proposed building (18 feet to the eaves and 28.5 feet to the peak) the building could have a significant impact on the appearance and character of the neighborhood. Due to this, staff would recommend a requirement that the applicant revise the siding materials for the west and south facades to materials more consistent with the adjacent neighborhood. Staff would also recommend a requirement that the applicants must include a 30-foot wide

landscaping buffer between the proposed building and adjacent residential properties to the west. The applicant can mitigate potential negative impacts by meeting these requirements.

Environmental Issues

The main environmental issue would result from adding impervious surface area to the site without removing enough existing impervious. Staff has concerns with the plans as proposed for this reason. Currently other than the planned removal of the existing storage building the applicant has not shown plans to remove existing impervious area on the site. Staff would recommend a condition requiring the removal of an amount of existing impervious equivalent to the amount of area to be disturbed by the construction of the new building or enough existing impervious to ensure the combined site is not over the 70% impervious surface maximum (or 75% if stormwater management/runoff features are implemented).

Landscaping/Screening

The applicant does not show landscaping or screening in the plans provided. Typically, the UDO Landscaping standards require one tree and two shrubs for every 2,000 square feet of site disturbance for a new accessory building. Additionally, a 30-foot wide landscape buffer is required between industrial uses and adjacent residential properties. Staff would recommend as conditions of approval that the applicant submit a code-compliant landscaping plan and species list. Staff would also recommend that the Plan Commission require the 30-foot wide landscape buffer between the proposed storage building and residential to the west. Staff would require a revised site plan showing this buffer and indicating dimensions.

Signs

No signage is proposed. If the applicant would want any additional on-building or freestanding signage this would require appropriate reviews and sign permits prior to completing work.

Lighting

No changes to onsite lighting are proposed. If the applicant proposes any new onsite lighting or changes to the existing lighting staff will require a photometric plan to ensure compliance with the UDO lighting standards.

4. Building Design

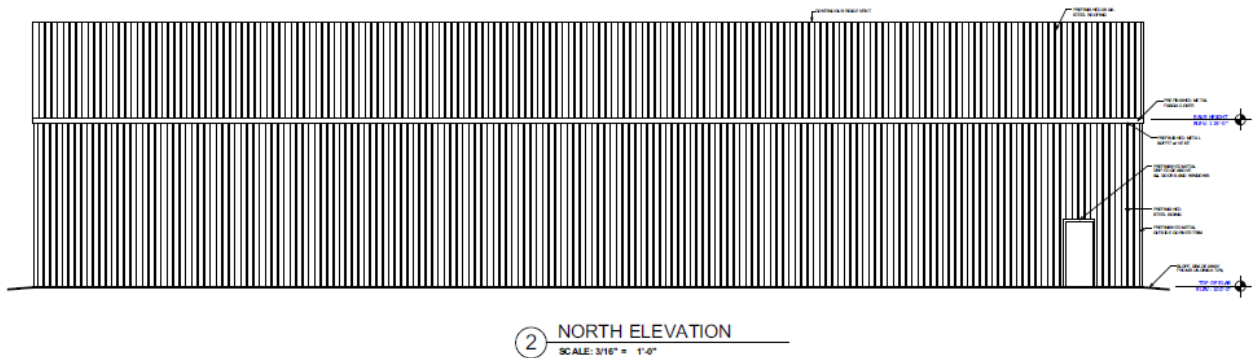
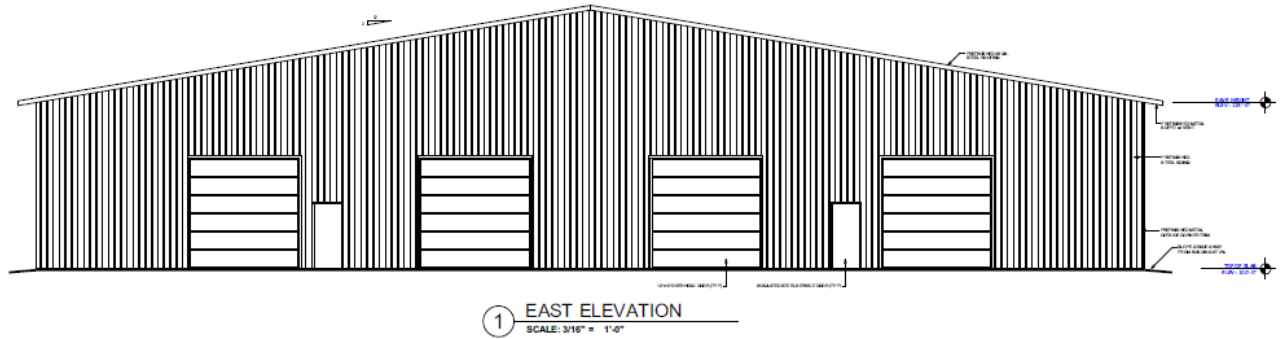
a. Building Massing

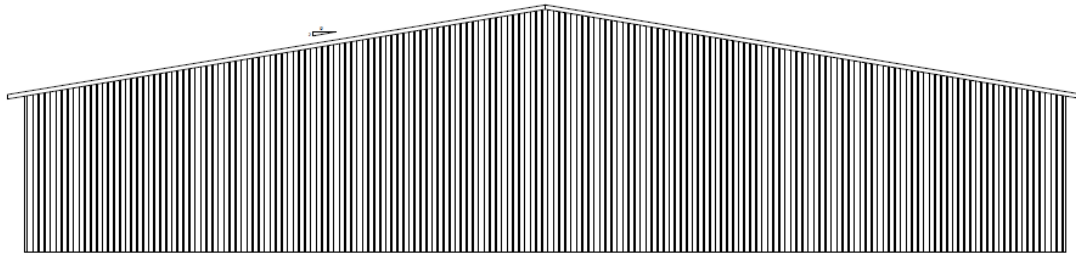
The proposed storage building is approximately 120 feet by 120 feet (14,000 square feet) and almost square in shape with a gable roof. The façades would be mostly flat and the eastern façade facing KBK's site would have four garage doors allowing access into the building. The eave height would be 18 feet and the overall peak height would be 28.5 feet.

b. Building Elevations

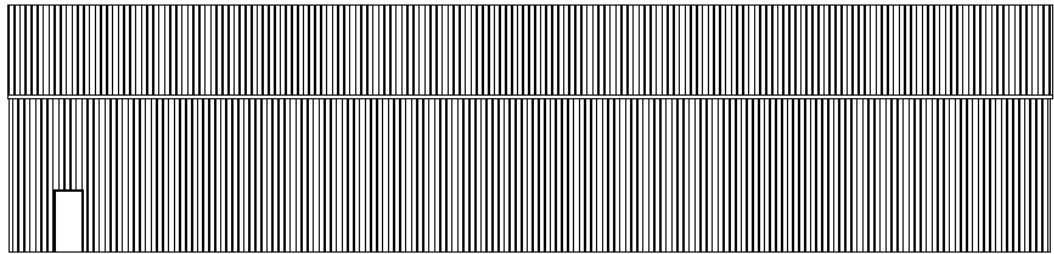
The applicant has submitted elevations for the proposed storage building. The elevations show the building having a gable roof and four garage doors for vehicle access on the east elevation. Two service doors are shown on the east elevation and one service door on the north and south elevations. The elevations submitted show the building to be clad in ribbed steel siding similar to siding used on KBK's other buildings on the property. Staff has communicated to the applicant that there are concerns with the ribbed steel siding

proposed on the west and south elevations. The west elevation will face adjacent residential land uses immediately next to the KBK property and the south elevation will face Front Street and be highly visible in the neighborhood. The applicants have indicated that they are willing to explore alternative cladding materials for the west and south facades. Staff would recommend as a condition of approval that the applicant submit revised west and south elevations showing code-compliant materials appropriate for the neighborhood.





① WEST ELEVATION
SCALE: 3/16" = 1'-0"



② SOUTH ELEVATION
SCALE: 3/16" = 1'-0"

Above are the elevations submitted by the applicant for the proposed building.

5. **Principles of Sustainability**

Site features of this addition that address principles of sustainability laid out in the UDO include:

- The proposed accessory structure is on an infill lot already containing existing development. If the applicant removes the equivalent amount of impervious surface (building and/or gravel) elsewhere on the property this would help with stormwater management and runoff. This project does not involve the development of a previously undeveloped site.

Review Recommendation

Staff recommends APPROVAL of the proposed Site Plan for the construction of a new accessory storage building on the KBK property at 1120 Lake Shore Drive East, 1113, 1117, and 1119 Front Street East contingent on the following conditions:

- The applicant shall be required to submit updated plans to the City for review and approval if work will deviate from the plans provided. Additional staff and Plan Commission reviews will be required as appropriate if this is the case.
 1. The applicant shall obtain all necessary building permits for the proposed project.
 2. The applicant shall combine all four subject parcels into one lot via Certified Survey Map (CSM). The CSM will require review and approval by staff prior to recording at the Ashland County Register of Deeds.

3. Any new signage or signage replacements require a Sign Permit to be obtained through the Planning & Development Department to ensure it conforms to UDO standards (UDO 4.46 D.10., 4.47 D.6., and 6.6).
4. If the applicant proposes any new exterior light fixtures the applicant shall submit a lighting plan to Planning staff for review and approval prior to installing lighting onsite.
5. 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.
6. If the Fire Department requires any fire prevention measures the applicant shall implement these as required.
7. Applicant must demolish the existing accessory storage building and remove it and existing impervious surface area (building, pavement, or gravel) equivalent to the area to be disturbed for the proposed storage building or remove enough existing impervious to ensure that the site does not exceed 70% impervious surface (or 75% if acceptable stormwater management/runoff features are approved and implemented) for the overall site upon completion of the proposed accessory storage building. Applicant shall update the site plan to show the location of the impervious areas to be removed and submit the revised plan with impervious area calculations to Planning and Development staff for review.
8. Applicant shall submit a code compliant landscaping plan and schedule for staff review prior to conducting work onsite.
9. Applicant shall submit a design for an acceptable 30-foot landscape buffer between the proposed storage building and the adjacent residential properties to the west. Applicant shall also update the site plan to show the 30-foot buffer and dimensions and submit the revised plan to Planning and Development staff for review.
10. Applicant shall revise the west and south elevations of the proposed storage building with a code-compliant material other than ribbed steel siding and submit the revised elevations for staff review prior to obtaining building permits.

Additionally, as a Public Informational Meeting is scheduled for the Site Plan Review, the Plan Commission should hear all input from the public prior to making a determination. A Class 2 meeting notice was issued on October 6th & October 10th, and discretionary letters were sent to all surrounding property owners within 200 feet of the proposed development.

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