



Planning Commission

Tuesday, January 21, 2025

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 December 17th, 2024 Plan Commission meeting

4. Identify Potential Conflicts of Interest

5. Citizen Participation (non-agenda items)

6. Action Items:

- a. Public Hearing: Review and approval of a General Development Plan and Specific Implementation Plan and Zone Change for a Self-Storage Use for Parcel # 201-04943-0200, zoned Planned Residential/Institutional (PRI). Applicant: Michael Hebert
- b. Public Hearing and vote on a request to purchase City-owned land at 821 Water Street (Portion of Parcel # 201-01063-0000), zoned Waterfront City Center (W-CC) with a Waterfront Overlay (W-O). Applicant: Sara Brown
- c. Public Hearing and vote on a request to purchase one parcel of City-owned land at the corner of 6th St E and 10th Ave E (Parcel # 201-02065-0000), zoned Single-Family Residential (R-1). Applicant: Timothy and Kathleen Retaskie.
- d. Public Hearing: Review and approval of a Conditional Use Permit to allow a freestanding sign in excess of 75 square feet at 521 Lake Shore Dr E (Parcel # 201-01254-0000), zoned Waterfront City Center District (W-CC) with a Waterfront Overlay (W-O) and Gateway Overlay (GTWY-O). Applicant: Krist Oil Company
- e. Public Hearing: Review and approval of a Conditional Use Permit to allow a Vehicle Sales Use at 1318 Lake Shore Dr W (Parcel # 201-00066-0000), zoned City Center (CC) with a Gateway Overlay (GTWY-O). Applicant: Greta and Nicolas Blancarte on behalf of Lake Superior Auto Sales, LLC



7. Discussion Items

- a. Update on Property Maintenance Enforcement
- b. Update on Building Permits for December, 2024
- c. Update on Miscellaneous Planning and Development 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.

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

PLAN COMMISSION MEETING MINUTES

December 17th, 2024 at 6:30PM at the City Hall Council Chamber and via Go To Meetings

The meeting can be joined in person or by using a computer, smartphone or tablet at

<https://meet.goto.com/775025133>

**The meeting can also be joined by phone at
1 866 899 4679 using Access Code: 775-025-133**

Present: Mayor Matt Mackenzie, David Eades, Jeff Beirl, John Beirl, JoAnn Erickson, Steven Wiley (Planning and Development Director), Terri Erickson (Assistant Planner),

Public: Mike Hebert, Kathy Melco

Absent: Ana Tochtermann (Excused), Laurie Gregor (Excused)

AGENDA

1. Call to Order and Roll Call
Mayor Mackenzie called the meeting to order at 6:30 pm and a quorum was declared present.
2. Approval of the Agenda
Mackenzie asked for approval of the agenda. Jeff Beirl requested to have the required public hearing noticed in the agenda. He made a motion was made to amend the agenda to include public hearings for 6A and 6B. Seconded by David Eades. The motion carried 4-0. Approval of the agenda as amended moved by Jeff Beirl and seconded by JoAnn Erickson. The motion carried 4-0.
3. Consent Agenda
Mackenzie asked for approval of minutes from the Nov 19th, 2024 Plan Commission. Eades moved to approve the minutes and Jeff Beirl seconded. The motion carried 4-0.
4. Identify potential conflicts of interest
None
5. Citizen Participation (non-agenda items)
None
6. Action Items:
 - a. Public Hearing: Review and approval of a Zone Change from Planned Residential/Institutional District (PRI) to Planned Residential/Institutional District with a Planned Unit Development Overlay (PRI-PUD) for Parcel # 201-04943-0200. Applicant: Michael Hebert.

Mayor Mackenzie introduced the item and handed it over to Steven Wiley to give a background. Wiley described this as a zone change request and reminded the commission that there had been prior discussion regarding this initiative by the developer for this site. He is looking to do a planned unit development to allow some flexibility for the site. He reiterated that a formal land use development is not being proposed tonight. Hebert will have to come back to plan commission at a later date with a proposed development. Wiley described the property, its history and surrounding property characteristics and zoning. He reviewed standards for review with the comprehensive plan. This zone change is for an overlay over the existing zoning which provides more flexibility but also more control and the ability to set conditions on the development. We would be asking for a waiver of the requirement for the minimum size of a PRI district. We would be looking at heightened landscaping and storm water requirements for this development. Wiley proposed approval of the request by the commission to rezone the subject parcel with this overlay.

Mackenzie asked for a motion to go into public hearing. John Beirl moved. Second by J. Erickson. Motion Carried. He asked Wiley to describe the public notice details. Wiley explained that it was a class II notice that was published in three places and discretionary letters sent out to surrounding property owners. There has been no comments or responses received. Mackenzie asked if there were any comments or if Mike Hebert wanted to make any comments. He did not. A motion was made by J. Erickson to end the public hearing. Second by Eades. Motion carries 4-0.

Eades asked for clarification regarding if we are asking for the creation of a planned unit development overlay? He would like to understand the process because this would require an application and various other items from the owner as read from the UDO. Wiley replied that he felt it was appropriate to run this through as a zone change and that he would then be required to come back with a general development plan at a later time for approval. Eades went on to read the UDO noting what was required for a zone change approval. He doesn't feel that the commission has the authority to approve this without these submittals and felt we needed to follow them. Wiley noted that this is a bit different than his previous experience but agreed that this could be tabled temporarily until the applicant can submit the listed items stated in the UDO. Mackenzie asked Wiley if he can read the specific requirements from the UDO, section 3.8. Wiley reviewed the submittal requirements as noted in the UDO. He noted he is planning to overhaul this part of the UDO for a number of reasons which he will not go into. Mackenzie reiterated that our ordinance would require Hebert to provide us with a full plan in order to consider it. He agreed it would be nice if the applicant could know that the zone change will be approved before having to spend time and money to develop drawings but unfortunately it appears we don't have any choice but to table it. Wiley agreed that we can have the applicant come back with revised plans.

Jeff Beirl asked if we are allowed to take a straw poll and voice our opinions for Mr. Hebert and noted he is in favor of the project. He then inquired about the zoning change giving the developer more flexibility. He recalled that one of the discussion points was the blacktopping of the driving surface and is wondering if he will be able to put in gravel or have to follow the same rules? Wiley responded this will be up to the commission and the council as part of the development plan and specific implementation plan. He will request relief from the ordinance to do gravel instead of paving. The reason we didn't do it as a CUP is because you still have to meet all of the ordinance requirements so the PUD makes sense in this case. Mackenzie asked if the change being looked at allowed flexibility for the paving with conditions set for additional buffering. Wiley responded yes, the discussions revolved around additional stormwater retention provisions and landscaping.

John Beirl asked if we are trying to create a work-around for what's on the books? Wiley noted the intent of a PUD allows for more site-specific flexibility when it makes sense and its up to the commissions and

council to help determine this. The base ordinance cannot account for every situation that comes up. John Beirl commented that there are no flexibilities regarding paving in our ordinance which Wiley affirmed currently all developed surfaces must be paved. John Beirl restated this process to allow the PUD resulting in the allowance of a gravel surface seems like a work-around. Mackenzie agreed that it could be characterized that way but he sees it as a method to recognizing rules that are maybe too rigid that don't need to be applied in all circumstances. Eades responded that the process seems like a legitimate work-around as long as the required protocol is followed. Mackenzie agreed that we really have no other choice but to abide by the ordinance and state statutes and table it.

J. Erickson asked Hebert if he is just looking for storage or other things there? Hebert noted he was confused and has worked with C & S design to put together a drawing package with the city's stated requirements. He stated the only area still in question is the water retention area which requires engineering design that C & S cannot do in-house and will require additional cost. He doesn't understand what he is missing. Wiley noted that this is on him and that being this is the first time he has handled a PUD in Ashland the requirements have been different. They can talk after and get the required documents together and hopefully run it in January. Curly Ledin from Public Works has already indicated that he would be fine with the storm water plan proposed.

Mackenzie questioned Hebert's designer telling him if the City cannot provide exact numbers they will have to walk away. Hebert noted that they have a number that is pretty close and they told him should be run by the City for feedback before they spend the effort on getting the exact numbers. Mackenzie reiterated that seems to be willingness to support his project but unfortunately a mistake has occurred and we still need to follow the ordinance but that Mike did not make any errors on his part. It was an administrative error on our part. Wiley stated that we will plan to bring it back for January if Hebert is okay with that. Hebert noted due to some other upcoming tasks, this really will not hold him up. Some discussion took place regarding the general process of the PUD approval.

J. Erickson noted that the site is 10 acres but that he plans to use about 2 of those. What will be the process for future development of the other 8 acres? Wiley noted that he would need to come back to the city for an amendment to the PUD. An issue with the site is that there are wetlands existing on the site. Mackenzie requested Wiley provide a copy of the relevant ordinance section to Hebert and ask that we postpone this discussion. Eades made a motion to postpone the PUD zone change request until the General Development Plan Review Process is followed as per section UDO 3.8. J. Erickson seconded. Motion Passed 4-0.

- b. Public Hearing: Review and approval of a Conditional Use Permit (CUP) Request for a proposed fence with a height in excess of six (6) feet at 1615 Maple Lane, Parcel # 201-04893-0000, zoned Public Institutional (PI). Applicant: Arnie Mackey Construction Inc. for Tamarack Health

Mackenzie introduced item 6b on the agenda and handed it over to Terri Erickson for her report. She reviewed the standards for review, the existing land use, zoning and surrounding uses and the land use recommendation. An enlarged plan of the new parking area and proposed fence was further described noting the location, proximity to property lines, adjacent buildings and the new parking lot. The purpose of the fence was described as a way to add privacy to the patients and visitors at the adjacent behavioral health center. T. Erickson described several photos taken in the adjacent parking lot looking towards the facility. The photos show posts along the area where the fence is to be built. Eades asked if they have already started building the fence? T. Erickson replied that she believes based on the photos she received

from the owner recently that they have installed the footings and posts and then put it on hold when they realized they needed a permit. She described the construction of the fence with a section and elevation drawing. She went on to discuss the required review criteria including consistency with the comp plan, project compatibility, services to the community and neighborhood protections. The proposed fence has no impact on any neighboring parcels as they are undeveloped, owned by the Applicant or outside of the view area. There were no comments or responses from the neighborhood letters that were required to be sent out under the C.U.P. process. T. Erickson then reviewed the staff review recommendations as follows:

1. The applicant shall obtain all necessary building permits for the proposed project and provide drawings with the following information before work commences:

- a) The location of the fence showing fence length, width and height as well as dimensions from the adjacent property lines, building and parking area.
- b) Construction details of the fence including the anchoring system to the ground and the fasteners being used and any other information as requested by the building inspector.
- c) The structural supports are to be hidden or centered between the panels so that the exterior of the panel is finished on both sides

2. The fence shall be constructed in accordance with what has been submitted to the city with regards to location, materials, construction methods. It shall not be higher than eight (8) feet.

3. The fence shall be installed in a workmanlike manner, be maintained in good repair and be properly anchored so as to be kept in safe and sound condition.

4. The fence shall be protected from the elements and against decay and rust by the periodic application of weather-coating material, such as paint or other protective treatment as applicable.

5. The screen wall shall in no case be located closer than five (5) feet to the paved edge of the curb.

Mayor Mackenzie verified with staff that public hearing notices and letters were sent out per guidelines. Staff responded that there were no responses or comments received. Mackenzie entertained a motion to go into public hearing. Motion by Eades. Second by J. Erickson. Motion Carries 4-0. No public comment occurred. Mackenzie entertained a motion to go out of public hearing. Motion by Jeff Beirl. Second by J. Erickson. Motion Carries 4-0. Mackenzie notes the approval of this sends it to council for their final approval. Eades recommends approval with the conditions set forth by staff. Second by J. Erickson.

Discussion: Eades commented that being that it seems they have started construction before getting approval, the UDO states that permit fees shall be doubled so he hoped that we follow this. Mackenzie asked about whether or not they are in cement. T. Erickson responded that it appears from the photos that footing were poured although it may need to be further verified. Voice vote taken. Motion carries 4-0.

1. Discussion Items:

- a. Update on Property Maintenance Enforcement

General comments were made by commissioners about finding the report and fascinating and seeing how much is getting accomplished. Mayor commented on the report showing evidence of what is getting done and its good to bring the reports back to the commission. He noted that in the future people will be able to look online and see whether things have been permitted or not.

b. Update on Building Permits for October, 2024
No Commissioners had comments on the building permit report.

c. Update on Miscellaneous Planning and Development Items

- 1) J. Erickson asked if there is anything coming up for planning commission. Wiley mentioned that there are a few items we've received that missed the cut-off for December. There is a land transfer of city owned property. There are also some ordinance changes that are openly in conflict with state statutes so he will be bringing these forward.
- 2) Mayor Mackenzie noted that the city has reached out to a few adjacent property owners to the railroad right-of-way to see if there was interest in them. He noted that it is a long drawn out process to do the title search for any restrictions.
- 3) Wiley noted we are still working on a draft for the metal siding to bring forward to the commission. Mackenzie noted he would like to group to weight in on the standards for this.
- 4) Mackenzie mentioned a recent house fire that took place in the city with 8 people displaced. There was another fire outside of town with no one hurt.
- 5) J. Erickson said someone asked her about apartments being developed by the hospital. Mackenzie responded that he thinks they were confused with housing units being developed in Washburn. Mackenzie said Larry Cicero is looking at some units being developed at the old Ellis school on Beaser Ave. Mackenzie noted that the city is seeking infill development. We are trying to advertise what we have available. The city is looking at offering a program where a developer buys a lot and if they can construct something within two years, the city can credit them back what they paid for the lot. The idea is to help them get started.

Adjournment

Mackenzie wished all a Merry Christmas and Happy New Year, etc. and asked for a motion to adjourn.

J Erickson motioned to adjourn and seconded by Eades. Meeting adjourned at 7:32 pm.

Recorded by:
Terri Erickson
Assistant Planner



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

STAFF REPORT

Plan Commission – January 21, 2025

Agenda Item # 6a: **Public Hearing: Planned Unit Development Review – General Development Plan (GDP) Approval for a Self-Storage Use**

Zoning District: Planned Residential/Institutional (PRI)

Property Address: No Address-Vacant

Parcel #: # 201-04943-0200

Applicant: Michael Hebert

Staff Contact: Steven Wiley

Background

Michael Hebert recently acquired parcel 201-04943-0200 which is located on the north side of Binsfield Road between State Hwy 13 (Ellis Avenue) to the east and Farm Road to the West. This parcel was formerly part of a larger parcel that also included the former veterinary clinic on the western portion of the original parcel. Prior to Mr. Hebert purchasing the property the former parcel was split into the current two smaller properties. The subject property and parcels immediately to the north, east, and west are zoned Planned Residential/Institutional (PRI). The properties to the south across Binsfield Road are zoned Future Development (FD). The Calvary Tabernacle Church is immediately east of the subject property, the Xcel solar farm is to the north, with vacant parcels to the south and west. Bay City Creek and several institutional uses including Northwood Technical College and Tamarack Health Center are west of the subject site.

Mr. Hebert has appeared before the Plan Commission and met with Planning staff a number of times to discuss his proposal to construct a self-storage facility on a portion of the subject parcel. Mr. Hebert explained that strict compliance with some base zoning standards for the Planned Residential/Institutional District would be cost-prohibitive and prevent him from proceeding with the development. Staff explained to Mr. Hebert that he could pursue the project as a Planned Unit Development (PUD) in order to allow for greater flexibility on-site under a specific set of standards for the subject site. The PUD would allow Mr. Hebert or a subsequent owner to ask for relief from specific UDO provisions while allowing the City to ask him to exceed ordinance standards in other areas. Mr. Hebert has submitted materials for a PUD-GDP review and approval.

The UDO standards set the minimum area for a Planned Unit Development in the PRI district at twenty (20) acres. However, the Common Council can waive this requirement if it finds that the PUD encompasses a clearly defined area that will not preclude logical development of adjacent properties in a manner consistent with the PRI zoning district. The subject parcel is approximately 10.35 acres in

area. Staff finds that the PUD would encompass a clearly-defined area (the subject parcel only). Staff is of the opinion that the proposed PUD zoning for the site will not preclude development of adjacent properties and recommends that the Plan Commission and Council waive the 20-acre minimum area requirement based on this finding. Mr. Hebert has explained to staff that he would construct two (2) of the four storage buildings initially, and construct the last two buildings the following year. This phased approach would occur because Mr. Hebert cannot get a local contractor to guarantee availability for construction of all four buildings at once.

Existing Land Use	Zoning
Vacant (Eastern portion of former Veterinary property)	Planned Residential/Institutional (PRI)

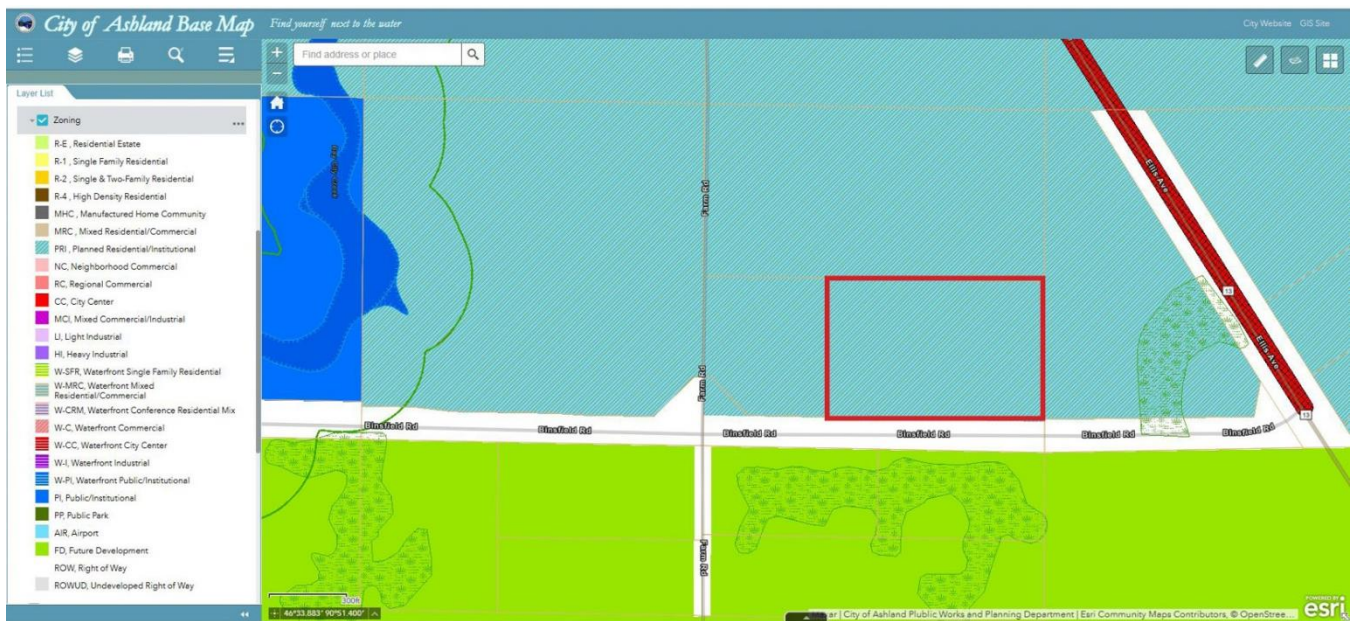
Adjacent Land Uses and Zoning

Existing Uses		Zoning
North	Vacant, Xcel Energy	Planned Residential/Institutional PRI)
South	Vacant	Future Development (FD)
East	Religious Institution	Planned Residential/Institutional with Gateway Overlay (PRI-GTWY-O)
West	Vacant, Education, Medical Center Institutional Uses	Planned Residential/Institutional (PRI), Public Institutional, Bay City Creek Overlay District (BCC-O)

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Conservation Buffer



The subject parcel is outlined in red in the above image. Binsfield Road runs along the south edge of the subject parcel and Highway 13 (Ellis Avenue) is to the east of the subject parcel.

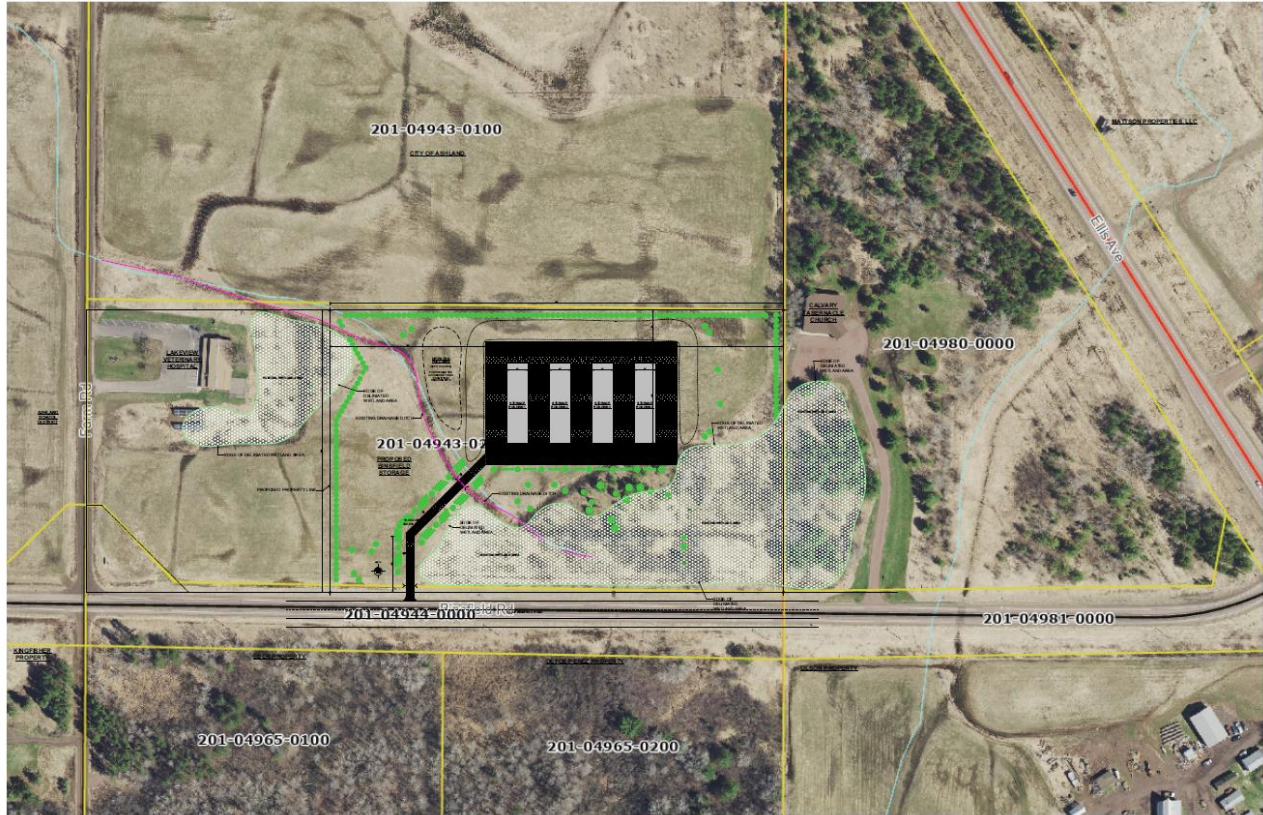


The subject property is outlined in red above. The hatched blue is the current Planned Residential/Institutional zoning of the subject parcel and some adjacent properties. The green to the south is Future Development zoning. The red cross-hatched zoning along Highway 13 is Gateway Overlay zoning. The dark blue to the west is Public Institutional and the green bubbled area west of the site is the Bay City Creek Overlay zoning.

Use

The applicant is proposing a self-storage facility and associated access drives and stormwater retention on the subject site. The self-storage buildings will be new structures on the currently vacant parcel. The applicant's proposal to construct a self-storage use was discussed at the April 23, 2024 Plan Commission meeting and the Commission expressed support for the proposal at that time.

Site Design



The applicant has continued to work with his designer on a site plan, which he has submitted to City staff. The Plan includes an access drive from Binsfield Road to serve the site. Four (4) self-storage buildings with associated drive access around and between them would be located on the northern half of the site. Stormwater retention is proposed to the west of the storage buildings. The existing vegetation and landscaping along with wetlands on the southeastern portion of the site will be maintained. A landscape buffer is proposed along the west, north, and eastern portions of the site to screen the view of the site from the street and adjacent properties.

	<u>Required</u>	<u>Provided</u>
Parking Spaces	1 per employee at maximum shift. 1 visitor space per employee at maximum shift. Can be set during the PUD Process. No employees planned to be on-site normally	None striped - Dimensionally room around the perimeter of the drive access adjacent to the buildings
Impervious Surface	No specific requirement - Can be set through the PUD process. Most districts allow up to 70% coverage for non-residential uses	19.40%
Building Height	Can be set during the PUD Process. Staff recommends a 35-foot maximum allowance	12-15 feet maximum according to the applicant

unless the Plan Commission sees fit to reduce this allowance. The proposed plan at 19.4 percent impervious coverage is well under 70 percent of the site area.

Setbacks in the Planned Residential/Institutional district are set as part of an approved PUD or to be consistent with the Future Development (FD) zoning district. Staff recommends maintaining the FD zoning setbacks as of now. The applicant's site plan shows setbacks which significantly exceed ordinance minimums and staff is supportive of the setbacks proposed in the site plan.

The Plan Commission and City Council may also set parking requirements for the site as part of the PUD process. Staff would recommend maintaining the ordinance requirement of one (1) parking space per employee at maximum shift and 1 visitor space per employee at maximum shift. According to the applicant he does not plan to have employees on-site so no striped spaces are proposed. No striped spaces would be required in this case. There is enough proposed gravel surfacing for vehicles to park around the perimeter of the drive areas if necessary.

The UDO requires that all parking and drive areas be paved with concrete or bituminous pavement. Properly designed porous pavement, concrete pavers, permeable pavers, or other materials may be approved provided that design and materials are consistent with the intent of the ordinance. The applicant has obtained a quote from a local paving contractor. He stated that the cost of paving the access drive areas according to the UDO requirement would make the project cost-prohibitive and prevent him from pursuing the project. The PUD zoning allows for flexibility in this area so the applicant has requested relief from the ordinance paving requirement in exchange for increased landscaping and stormwater management features. Staff and the Plan Commission have expressed support for this request. Staff recommends as part of the PUD approval a condition allowing the applicant relief from the paving requirement for parking and drive areas except for the first 100 feet of the Binsfield Road access drive.

Stormwater Management/Utilities

Staff has had discussions with the applicant and his designer along with the Department of Public Works. The applicant and his designer have taken care not to disturb the existing drainage ditch that runs through the site. Additionally, the applicant will provide a stormwater retention pond to the west of the proposed buildings and drive access. This pond will be appropriately sized and designed to handle stormwater runoff onsite and avoid runoff onto adjacent properties. The Plan Commission requested that the applicant provide appropriate stormwater management features to offset his request for relief from the ordinance paving requirement. Staff recommends that as a condition of approval the applicant provide a detailed stormwater management plan including calculations showing the amount of runoff anticipated from the impervious surfaces onsite and stormwater features sized to handle this runoff. Planning staff will work with Public Works to review the stormwater management design. Additionally, staff will have the applicant submit detailed stormwater management information as part of the Specific Implementation Plan (SIP) review.

Landscaping

The applicant has provided a landscaping plan and schedule as part of the site plan his designer prepared. The landscaping plan and schedule display the locations of existing landscaping to be maintained and proposed landscaping along with the number of required and proposed landscaping points. Staff and the Plan Commission discussed landscaping with the applicant and decided to ask the applicant to significantly exceed the ordinance minimum landscaping requirement for the site to offset the relief from the ordinance paving requirement. The landscaping plan and schedule illustrate that the applicant would significantly exceed the ordinance landscaping requirement for the development proposed. Staff is supportive of the amount and type of proposed landscaping.

LANDSCAPING REQUIREMENTS:

MIN. PLANTING REQUIREMENTS BASED ON DEVELOPMENT AREA
FOR PARCEL GREATER THAN 5 ACRES
DEVELOPMENT AREA: 87,550 S.F.

SHRUBS: 1 SHRUB/1,000 S.F. = 88 SHRUBS

TREES (TOTAL 630):

CONIFEROUS: 1 TREE/1,000 S.F. = 88 CONIFEROUS

DECIDUOUS: 1 TREE/2,500 S.F. = 35 DECIDUOUS

LANDSCAPING PROVIDED:

NEW TREES (185 TOTAL):



CONIFEROUS (150 TOTAL):

ARBORVITAE = 25'-30' TALL, 4' WIDE (MATURE SIZE)



DECIDUOUS (35 TOTAL) = TREES TO BE SELECTED FROM
THE CITY OF ASHLAND'S LIST OF APPROVED TREES

SHRUBS (185 TOTAL):



SMALL SHRUBS AND BUSHES = OWNER WILL WORK
WITH A LOCAL GREENHOUSE/LANDSCAPING SUPPLIER
TO INSTALL LOCALLY HARDY AND NON-INVASIVE SMALL
SHRUBS, GRASSES/SEDGES, AND FLOWERING PERENNIAL
PLANTS

The southeastern portion of the site contains wetlands and existing vegetation. The applicant plans to maintain these. Between the existing trees and proposed arborvitae, the applicant would have more than double the required trees by code. The applicant would also provide more than double the code required shrubs based on development area. If the Plan Commission would like to see more landscaping provided or landscaping shifted from the locations proposed on the site plan as part of the SIP submittal the Plan Commission can require this. The applicant will maintain the existing vegetation on the southeast portion of the site which serves as a buffer between Binsfield Road and the proposed development. Additionally, the applicant will add arborvitae to screen the site from the north, east, and west. Staff is of the opinion that the amount of landscaping proposed in tandem with the stormwater features will offset the relief from the paving requirements.

Signage

Currently there are no signs on the subject parcel. The applicant has not submitted any signage plans. Staff would recommend that the area and quantity standards for signage remain as they are in the sign section of the UDO. The applicant would need to submit sign plans and obtain a sign permit for any signage.

Lighting

The applicant and his designer have stated that the driveway will be illuminated with freestanding pole lights. The fixtures will be full cut-off and on poles less than 20 feet tall. The buildings will have wall-mounted fixtures that are shielded from neighboring properties using full cut-off fixtures and these will illuminate the driveway areas between and around the buildings. The applicant has not yet completed a photometric plan showing light levels for the access drives. Staff explained to him that the light levels on-site will need to meet the ordinance standards for low activity parking and access areas described in the UDO lighting standards. Staff recommends as a condition of approval that the applicant submit a photometric plan showing code-compliant light levels as part of the SIP process.

Building Elevations

The UDO does not have many design standards for the PRI district. The PUD process allows the Plan Commission and City Council the ability to set specific design requirements during the process. The applicant has provided images of Trachte Buildings which are similar to the structures he would construct. These are one-story buildings that are flat-roofed and 12-15 feet in height. They are metal-sided which is prohibited in most zoning districts. However, the UDO does allow for the use of metal siding in outlying areas of the city such as the subject site. Given the existing and proposed vegetation and landscaping staff does not have concerns with the buildings as proposed.



Standards for Planned Unit Development Review

The City of Ashland's Unified Development Ordinance Section 3.8 (E) Creation of a Planned Unit Development (PUD) Overlay District – Approval Criteria provide the approval criteria for a PUD General Development Plan for the City of Ashland. The following decision criteria were used to review the submitted PUD-GDP:

1. Consistency with Comprehensive Plan.

The PUD-GDP proposed is consistent with the Comprehensive Plan goals. The subject parcel is located within the Conservation Buffer zone of the Future Land Use Map. The Conservation Buffer surrounds the core of the community and the Future Land Use Map seeks to limit development in this zone while encouraging infill development where possible. Staff recognizes that this does not mean that no development whatsoever will occur in the outlying portions of the City. The City's goal is to restrict development to low density, low intensity uses that will not overburden public utilities/infrastructure or require cost-prohibitive extensions of utilities to serve new development. The proposed PUD is for a self-storage land use that would not be appropriate in the urban core of the City and would have a minimal demand for utilities. The PUD allows the Plan Commission and City Council to create a set of standards that make sense for the subject site while allowing a property owner greater flexibility than what is possible under base zoning. The PRI zoning district was designed in keeping with the intent of the Conservation Buffer district. PRI zoning allows for agricultural uses, open space, and some scattered low density residential and commercial uses. The uses permitted by the PRI district are lower intensity uses that do not require expansion of City utilities or create excessive pollution, congestion, noise, or other adverse conditions which is in keeping with the Comprehensive Plan while recognizing the need to allow property owners to use their parcels.

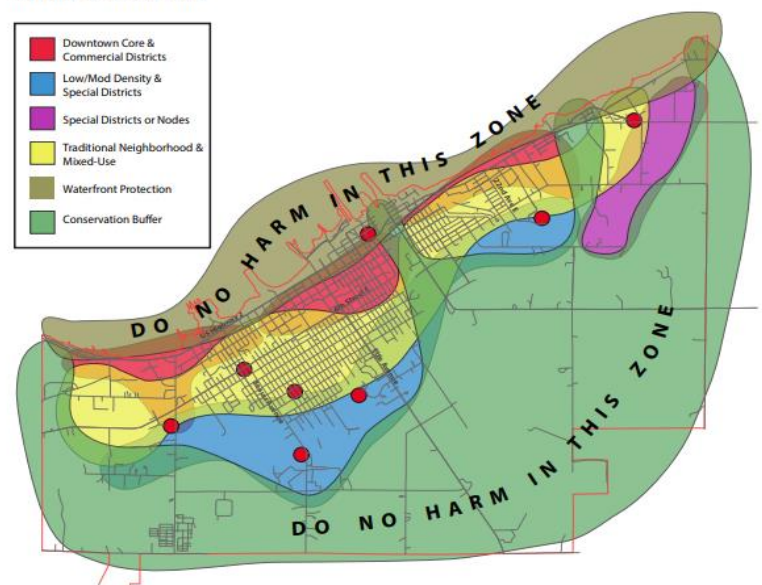
2. Consistency with the UDO

This use is consistent with the UDO.

The land use, site coverage/impervious surface area, landscaping, and stormwater design will comply with the ordinance. Lighting and signage will also comply. The only relief from the ordinance requested is from the paving requirement for drive access and staff is of the opinion that the stormwater management along with the proposed landscaping will offset the relief requested. Density, bulk, and use of the proposed structures are consistent with the ordinance.

The proposed development is located on the northern portion of the parcel away from Binsfield Road so this coupled with the visual buffer afforded by the existing and proposed landscaping will mitigate any visual impacts the development might have on neighboring properties or from the street. Staff finds that granting relief from the paving requirement of the UDO is in the public interest if it means that the applicant will provide increased landscaping and stormwater management in exchange.

FUTURE LAND USE PLAN



3. Open Space

The majority of the subject parcel will remain undeveloped as open space. The southeastern portion of the parcel contains existing wetlands and vegetation that will remain undisturbed. Though the development does not include recreation space it will preserve the wetlands and as much existing vegetation as possible. The proposed impervious area for the site is less than 20% of the site area. Generally self-storage uses are not designed with park or open recreational space but the preservation of a large portion of the parcel as undeveloped area is in keeping with this criterion of the approval standards.

4. Effect on the Neighborhood

The existing development around the subject site consists of scattered low-density uses on large parcels. Many parcels remain farmland, vacant, or undeveloped. Existing landscaping and wetlands on the subject parcel coupled with the proposed placement of the storage buildings over 250 feet off of Binsfield Road and proposed landscaping will ensure that the visual impact on the neighborhood is minimal. The Calvary Tabernacle Church occupies the parcel between the subject property and State Highway 13 which means that the subject parcel is not directly on a major gateway corridor leading into the city. Staff is of the opinion that as long as the applicant meets the landscaping, stormwater management, and lighting standards described, the development's impacts will be minimal.

5. Phasing

As mentioned earlier, the applicant plans to complete the project in two phases. The first phase would result in construction of the first two buildings. The second phase would occur the following year contingent on contractor availability and result in the construction of the last two buildings. Staff does not have concerns with allowing the applicant to phase the building construction. As long as the applicant can install the landscaping and stormwater management to ensure that these are in place during the first phase staff does not anticipate negative impacts on surrounding properties. If the applicant would want to deviate from the originally proposed GDP or SIP he would come back to City staff and the Plan Commission for further review.

6. Relationship to Existing Structures

The existing development on the parcels immediately surrounding the subject site is limited and the proposed structures will be developed within the subject site. The proposed placement of the structures will not impact the developability of any surrounding parcels nor will the proposed development impact the utilities at the expense of any other properties. The Future Development and Planned Residential/Institutional standards are intended to limit development to lower density/intensity uses that will not require sprawl-like extension of utilities or strain public safety or other resources. The FD and PRI zoning districts serve in many cases as holding zones allowing property owners some ability to use their properties but otherwise limiting development to that which would not make sense in the urban core or vacant or agricultural uses until such parcels might be platted and receive street and utility access. The Calvary Tabernacle Church is the closest structure to the proposed buildings and is located over 230 feet away from the closest proposed storage building. Staff does not have concerns with the proposed development's relationship to existing structures.

Application Submittal Requirements

UDO Section 3.8 includes the submittal requirements for a PUD-GDP review. These include the following items which staff has reviewed:

- a. Context Map: A map of the project including its relationship to the surrounding properties, topography, or other prominent site features. The applicant and his designer have submitted the required context map which contains this information. The map displays the proposed development's placement and layout in relation to the surrounding parcels, existing development on those parcels, streets, and wetlands. An aerial of the site is included on the context map.
- b. Statement: A statement as to why the planned unit development (PUD) zoning is proposed. The statement shall identify reasons why planned unit development (PUD) zoning is preferable to development under standard zoning districts. The applicant submitted a statement explaining that he wishes to develop his property as a self-storage land use. He obtained a quote from Northwoods Paving which provides the cost of paving the access drives to UDO standards. The cost of paving the drive areas of the site is prohibitive and would prevent the project from moving forward. It would be close to the cost of the entire project. The following are numbers the applicant obtained in his quote:

- \$123087.84 for just the blacktop
- \$135,182.90 for the gravel underneath it, and compacting
- \$15 to 39k for geogrid
- \$273270.74 to \$297270.74 for black top at a minimum

The applicant is requesting the PUD zoning to allow him the flexibility he says he needs in order to move forward with a development that is in demand in the area. The base zoning requires him to pave all drive access areas which would result in the project no longer making sense economically. The applicant says that he can however install landscaping and stormwater management features and exceed ordinance standards in the manner in which staff and the Plan Commission asked. Therefore, the PUD zoning is desirable.

- c. Site Plan: A site plan of the planned unit development (PUD) at a scale of not less than one-inch equals one hundred feet (1" = 100') showing the following:
- (1) Land uses and development densities: The 1" = 100' site plan shows four self-storage buildings each with 30 10' x 20' storage units. It shows self-storage as the land use proposed and number of units per building so it is compliant with this requirement.
 - (2) The size, arrangement, and location of parcels: The site plan shows the applicant's parcel which is the subject property for which the PUD will apply and includes the parcel location off of Binsfield Road. The parcel area of 10.35 acres/450,932 sq. ft. is listed on the plan.
 - (3) The proposed general location of buildings or groups of buildings: The site plan shows the four (4) proposed self-storage buildings on the northern portion of the site and setbacks proposed from property lines.
 - (4) The location, design, and construction of public and private streets: The site plan shows the existing streets that serve the area including State Hwy 13, Binsfield Rd, and Farm Rd. For the access drive and drive areas within the subject development the plan shows their locations and includes dimensions and labels describing the surfacing (asphalt and gravel) proposed.
 - (5) The location of recreational areas and open space and a description of who will own and maintain the spaces: Due to the property's self-storage land use no recreational areas are proposed. However, the site plan shows the open spaces and existing wetlands which will be maintained. The owner will maintain the open spaces on-site.
 - (6) A general landscaping plan: The applicant has submitted a landscaping plan with locations, the number and type of proposed plantings, the locations of existing vegetation to remain, and a landscaping schedule. The plan and schedule show landscaping amounts significantly exceeding ordinance minimums as requested.
 - (7) A general grading plan, indicating onsite stormwater management facilities and indicating the amount and location of off-site drainage: The applicant has included the existing drainage

ditch and proposed stormwater retention pond on the site plan. Stormwater runoff is planned to be handled onsite by a pond sized based on the amount of impervious area and runoff anticipated. The applicant's designer and City staff have discussed that the development will not impact the grading on-site and that the site is flat with minimal grade changes currently. Therefore, there are not many topographic lines on the site plan.

- (8) Identification of mature vegetation on the site and a proposal to preserve such vegetation worthy of protection: The applicant's site plan identifies the existing wetlands and location of existing trees onsite and the placement of the buildings and drive areas is such that the development will not disturb the wetlands. The site plan shows the locations of existing trees to be maintained particularly on the southeastern portion of the site. Staff does not have concerns with the proposed placement of the structures in regards to the existing vegetation.
- (9) Identification and/or delineation of wetlands and floodplains within the site and a proposal to protect such areas from encroachment or degradation: The applicant's site plan identifies the existing wetlands onsite. There are no floodplains that the applicant or staff are aware of. The proposal will maintain the existing wetlands. Staff does not have concerns with the proposed placement of the structures in regards to the existing wetlands.
- (10) Statistical data on the size of the development, density/intensity of various sub-areas, and expected phasing or staging: The applicant's site plan includes data on the physical sizes of the buildings: 40' x 150' with 30 units each. The applicant has informed staff that he plans to phase the project. Two (2) buildings would be constructed the first year and two (2) remaining buildings constructed the second year. The sole land use would be self-storage.
- (11) A description of the intended organizational structure for a property owner's association, if any: The applicant has explained to staff that he will place the developed property under a Limited Liability Company (LLC) which will either be 100% under him or 50% under him and 50% under his wife. He has not yet finalized the LLC. No property owner's association or condominium association is proposed.
- (12) A description of the deed restrictions or restrictive covenants, if any: There are no deed restrictions or restrictive covenants to staff's or the applicant's knowledge.

Review Recommendation

Staff recommends APPROVAL of the PUD-GDP contingent on the following conditions:

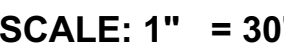
- Approval is for the PUD-GDP only. The applicant shall follow up with the PUD-SIP submittal through City staff, the Plan Commission, and City Council and obtain PUD-SIP approval and all necessary approvals and building permits for the proposed project prior to starting construction.
- PUD-GDP to allow a self-storage land use under a PUD Overlay on Parcel # 201-04943-0200.
- City Council to waive the 20-acre minimum area requirement for a PUD on 10.35-acre Parcel # 201-04943-0200 in the PRI zoning district with the finding that the proposed PUD encompasses a clearly defined area that will not preclude logical development of adjacent properties in a manner consistent with the intent of the UDO.
- Applicant has the option of phasing the development so that the first two (2) buildings are completed within the initial project phase (two-year term of the initial building permit) and the second two (2) buildings are completed within the following year. Substantial development progress shall occur on Phase 1 of the development within 12 months of PUD-SIP approval.
- Access drive width for the driveway from Binsfield Road shall be a minimum of 19 feet wide to allow two-way traffic. Applicant shall revise the site plan to show the 19-foot dimension for SIP review.
- Relief from UDO Section 6(G)(2) and Section 6.3(F)(5) requiring paving of driveways and parking areas with concrete or bituminous pavement. This provision shall allow the applicant to use an

approved unpaved surface in lieu of paving for areas shown as unpaved on the site plan. The first 100 feet of the Binsfield Road access drive shall be paved.

- Building setbacks, heights, and setbacks shall meet Future Development (FD) zoning standards.
- As part of the SIP submittal applicant shall submit a detailed stormwater management plan including calculations on the amount of runoff anticipated based on the proposed impervious area (to include buildings and drive areas). The stormwater management calculations shall demonstrate that the proposed stormwater retention pond is sized appropriately to handle all runoff generated onsite and that no runoff onto surrounding properties will occur as a result of this development. The stormwater management plan will require Planning and Public Works staff review and Plan Commission review.
- Applicant shall maintain the existing wetlands and landscaping as shown on the site plan.
- Any signage proposed shall meet UDO standards and require submission of sign proofs for Planning and Development review and issuance of a sign permit prior to installation.
- As part of the SIP submittal the applicant shall submit a code-compliant photometric plan for Planning and Development staff and Plan Commission review. The plan shall show light levels for all access/drive areas and between the buildings. Lighting shall meet the standard for “Low Activity” Non-residential open parking facilities as described in UDO Tables 6.7.A and 6.7.B.
- Any changes in the proposed land use or additional uses proposed shall require a PUD amendment and Plan Commission/City Council review.

Additionally, as a Public Hearing is scheduled for the proposed PUD-GDP, the Plan Commission should hear all input from the public prior to making a determination. The required Class 2 public hearing notice was issued on January 2nd & January 9th 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.



Page 22 of 73

FEATURES

- Elegant form factor
- High performance optics up to 51,543 delivered lumens
- Diffusion lens for low glare comfort
- NX™ wireless control options
- IP66 Rated



CONTROL TECHNOLOGY



SPECIFICATIONS

CONSTRUCTION

- One piece die-cast, low copper (<0.6% Cu) Aluminum Alloy 360 with vents and .100" minimum wall thickness.
- Separate internal driver compartment rated for IP66 ingress protection.
- Finish: fade and abrasion resistant, electrostatically applied, thermally cured, triglycidal isocyanurate (TGIC) polyester powdercoat.
- Optional lens is impact resistant 1/8" tempered glass with anti-reflective coating.
- Lens has a one-piece extruded vulcanized silicone gasket.
- Lens frame one piece die-cast, low copper (<0.6% Cu) Aluminum Alloy 360 and .100" minimum wall thickness.
- Lens frame has a one-piece O-ring extruded vulcanized silicone gasket.
- Mid-frame one piece die-cast, low copper (<0.6% Cu) Aluminum Alloy 360 and .100" minimum wall thickness.
- Mid-frame secures to Lens Frame and housing by stainless steel recessed Allen-head screws.
- Silicone gaskets throughout.
- All external fasteners are stainless steel.

OPTICS

- LEDs mount to a metal printed circuit board assembly (MCPCB.)
- Optical lenses are clear injection molded PMMA acrylic.
- Optional Backlight Control on each LED module to completely control unwanted backlight.
- Optional fixture finish optical surfaces will not exceed BUG ratings of the standard white finish and will be greater than or equal to the delivered lumens of the optional matte black optical surface finish.

INSTALLATION

- Fixtures must be grounded in accordance with national, state and/or local electrical codes. Failure to do so may result in serious personal injury.

ELECTRICAL

- Universal voltage, 120 through 277V with a ±10% tolerance. Driver is Underwriters Laboratories recognized.
- High voltage configurations, 347/480. Driver has a 0-10V dimming interface for multi-level illumination options. Driver is Underwriters Laboratories recognized.
- "Thermal Shield", secondary side, thermistor provides protection for the sustainable life of LED module and electronic components.
- Drivers shall have greater than a 0.9 power factor, less than 20% harmonic distortion, and be suitable for operation in -40°C to 40°C ambient environments.

Altitude®



RELATED PRODUCTS

[Ouro](#)

[Pavilion](#)

[PGL8](#)

ELECTRICAL (CONTINUED)

- Luminaire are capable of operating at 100% brightness in a 40°C environment. Both driver and optical array have integral thermal protection that will dim the luminaire upon detection of temperatures in excess of 85°C.
- Modular wiring harness in the service area provides user access to the dimming circuitry.
- Optional factory programmed dimming profile.
- Surge protection: 10,000k in parallel, 20,000k in series.
- SF for 120, 277, 347 Line volts. DF for 208, 240, 480 Line volts.
- Wiring: No. 18AWM rated 105°C, wet rating.

(Specifications continued on page 3)

KEY DATA	
Lumen Range	18,765–51,543
Wattage Range	307–387
Efficacy Range (LPW)	53–135
Reported Life (Hours)	L70/60,000
Weight	46.2 lbs 20.95 kg
EPA Front View / Side View	.50 / .98

DATE:	LOCATION:
TYPE:	PROJECT:
CATALOG #:	

ORDERING GUIDE

Example: ALT3-168L-350-3K7-3-UNV-A34-GTT-NXSPW30F-CLR

CATALOG #	
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HOUSING

ALT3					
Housing	LED Engine	CCT / CRI ¹⁴	Distribution	Rotation	Voltage
ALT3 Architectural Area/Site	168L-305 305W, 40,000 lm	AM⁹ Monochromatic Amber	FR Type I/Front Row	(Blank) Blank for no rotation	UNV 120-277V
	168L-350 350W, 45,000 lm	27K8 ¹² 2700K, 80 CRI	2 Type II	L³ Optic rotation left	347 347V
	168L-385 385W, 50,000 lm ¹¹	27K9 ¹² 2700K, 90 CRI	3 Type III	R³ Optic rotation right	480 480V
	100L-285 285W, 35,000 lm	3K7 3000K, 70 CRI	4 Type IV		
	<i>Equivalent</i> ALT180-P70 = 168L-305 ALT240-P35 = 168L-305 ALT240-P70 = 168L-385 ALT300-P35 = 168L-305	3K8 3000K, 80 CRI	4W Type IV Wide		
		3K9 3000K, 90 CRI	5QM Type V Square Medium		
		35K8 ¹² 3500K, 80 CRI	5QN Type V Square Narrow		
		35K9 ¹² 3500K, 90 CRI	5R Type V Rectangular		
		4K7 4000K, 70 CRI	5W Type V Wide (Round)		
		4K8 4000K, 80 CRI	CL Corner Left		
		4K9 ¹² 4000K, 90 CRI	CR Corner Right		
		5K7 5000K, 70 CRI			
		5K8 ¹² 5000K, 80 CRI			
		5K9 ¹² 5000K, 90 CRI			

Mounting	Fixture Finish	Control Options	Options	Control Accessories
ASQ Arm Square pole	BLS Black Gloss Smooth	7PR 7 pin PCR, wireless control enabled	BC⁶ Backlight Control	SCPREMOTE Remote control for SCP option. Order at least one per project to program and control the occupancy sensor
A34 Arm mt 3.3-4.2" OD pole	BLT Black Matte Textured	7PR-TL 7 pin PCR with twist lock photocontrol	SF Single Fuse	
A46 Arm mt 4.5-6.0" OD pole	DBS Dark Bronze Gloss Smooth	7PR-SC 7 pin PCR with shorting cap	DF Double Fuse	
MAF Horizontal Slipfitter 2.375" OD arm	DBT Dark Bronze Matte Textured	AD-01³ AstroDIM: 50% output at midnight	TB Terminal Block	
SVSF Vertical Slipfitter Mount square for 2" pipe tenon, (2.375" OD)	GTT Graphite Matte Textured	AD-02³ AstroDIM: 50% output midnight to 4AM	CLR Clear Lens	SW7PR SiteSync™ on fixture module via 7PR
VSF Vertical Slipfitter Mount for 2" pipe tenon, (2.375" OD)	LGS Light Grey Gloss Smooth	AD-03³ AstroDIM: 50% output 10PM	HDL⁷ Diffuse Lens	SWUSB SiteSync™ Software on USB
WB Wall Bracket for area wall mount	LGT Light Grey Matte Textured	AD-04³ AstroDIM: 50% output 10PM to 4AM	CP¹³ Clear Polycarbonate Lens	SWTAB¹² SiteSync™ Windows Tablet
	LGS Light Grey Gloss Smooth	NXSP14F^{3,4} Wired NX, PIR Occupancy Sensor, Dimming Daylight Harvesting, 14'		SWBRG SiteSync™ Wireless Bridge Node
	LGT Light Grey Matte Textured	NXSP30F^{3,4} Wired NX, PIR Occupancy Sensor, Dimming Daylight Harvesting, 30'		SWFC SiteSync™ Field Commission Service
	PSS Platinum Silver Gloss Smooth	NXSPW14F^{3,4} NX Wireless, PIR Occupancy Sensor, Dimming Daylight Harvesting, 14'		WIR-RME-L wiSCAPE™ External Fixture Module
	PSS Platinum Silver Gloss Smooth	NXSPW30F^{3,4} NX Wireless, PIR Occupancy Sensor, Dimming Daylight Harvesting, 30'		NXOFM-1R1D-UNV NX External Control
	VGT Verde Green Matte Textured	NXWE NX Wireless Enabled	Notes: 1 Not available with 5QM and 5W distributions. 2 Consult factory for custom color, marine and corrosive finish options. 3 Not available with other sensor or wireless control options. 4 Not available in 480V. 5 Specify group and zone at time of order. See www.hubbellighting.com/sitesync for more details. Order at least one SiteSync interface accessory SWUSB or SWTAB. Each option contains SiteSync License, GUI, and Bridge Node 6 Not available with Type 5 distributions, CLR, CP, or HDL option. 7 Only available in Type 3 or Type 5W. 8 Microsoft, Encarta, MSN, and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. 9 Turtle friendly. 10 UNV only. 11 See Lumen Multiplier chart on Page 11 for lumen scaling factor 12 IK10 rated. Consult factory for details	
	WHS White Gloss Smooth	SCL-8F Low voltage sensor for 3rd party wireless controls via 7PR. For mounting heights up to 8' ¹⁰		
	WHT White Matte Textured	SCL-40F Low voltage sensor for 3rd party wireless controls via 7PR. For mounting heights 9' to 40' ¹⁰		
	Color Option	SCP-8F Remote control programmable line voltage sensor, use with SCPREMOTE		
	CC² Custom Color	SCP-40F Remote control programmable line voltage sensor, use with SCPREMOTE		
		SWP^{6,7,9} Site Sync™ Pre Commission Wireless Module		
		SWPM-40F^{6,7,9} Site Sync with Sensor 9' to 40' Mounting Height		

SPECIFICATIONS (CONTINUED)

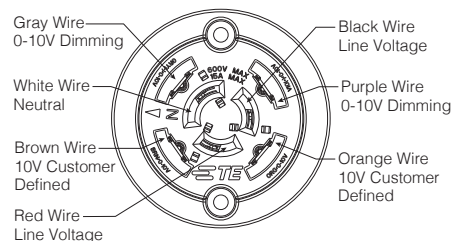
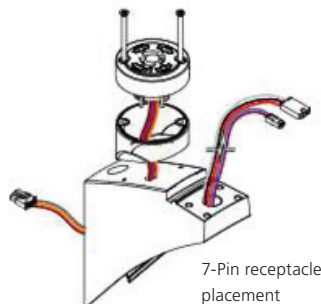
CONTROLS:

7PR

Fully gasketed and wired 7-pin receptacle option. Easy access location above the electrical compartment. 7-pin construction allows for a user-defined interface and provides a controlled definition of operational performance. ANSI twist-lock control module by-others.

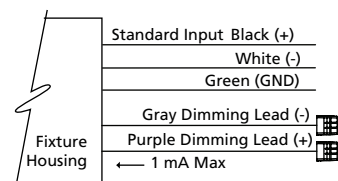
Standard customer operation modes:

1. Traditional on/off photoelectric control.
2. 5-pin wireless photoelectric control for added dimming feature.
3. 7-pin wireless photoelectric control for dimming and additional I/O connections for customer use.



Dimming:

- Dimming range from 100% to 10% through the use of the standard 0-10V interface on the programmable driver.



- Modular wiring harness in the service area provides user access to the dimming circuitry.
- Dimming circuitry compatible with 0-10V, user-defined control devices.
- Optional factory programmed dimming profile.

Wireless Controls wiSCAPE™

Hubbell Control Solution's wiSCAPE™ wireless control modules allow an individual fixture to be managed, monitored and measured. The modules communicate securely over a robust certified meshed radio signal. The wiSCAPE modules provide on/off/dim control, external device input, alerts and metering.

WIR-RME-L

wiSCAPE External Module, 120-480V, 1000ft range (LOS), Internal Photocell, 1 Digital Input, Compatible with the A-25-7H option

SiteSync™¹

SiteSync™ wireless control system for reduction in energy and maintenance cost while optimizing light quality 24/7. See ordering information or visit www.hubbellighting.com/products/sitesync for more details.

NX Distributed Intelligence™

Hubbell Control Solutions' NX Distributed Intelligence™ lighting control platform utilizes a Distributed Network Architecture (DNA) that connects intelligent devices including luminaires, controllers, panels, occupancy sensors, photocells, wall switches and dimmers, creating a system with an unmatched level of reliability, scalability and simplicity

Dimming WASP Occupancy Sensor WSP

The Dimming WASP Outdoor Occupancy Sensor is specifically designed to provide 0-10VDC output for the control of dimmable fixtures. Easy to use dipswitches allow the user to adjust sensor time delay and sensitivity as well as set unoccupied and occupied dimming levels. Sensors also feature a daylight sensor for ON/OFF control of fixtures when there is sufficient natural light. Visit https://hubbellcdn.com/installationmanuals/2102B_Dimming_WASP_Install.pdf for more details.

Round Pole-Mounted Occupancy Sensor up to 30'. Select voltage and finish color.

SCH-R

Round Pole-Mounted Occupancy Sensor: up to 30' - an outdoor occupancy sensor with 0-10V interface dimming control that mounts directly to the pole. Wide 360° pattern. Module colors are available in Black, Gray, and White. Module is cut for round pole mounting. Pole diameter is needed upon order. Poles to be drilled in the field will be provided with installation instructions.

Ordering Example: SCH-R4¹/277²/BL³

Square Pole-Mounted Occupancy Sensor up to 30'. Select voltage and finish color.

SCH-S

Square Pole-Mounted Occupancy Sensor: up to 30' - an outdoor occupancy sensor with 0-10V interface dimming control that mounts directly to the pole. Wide 360° pattern. Module colors are available in Black, Gray, and White. Module is cut for round pole mounting. Pole diameter is needed upon order. Poles to be drilled in the field will be provided with installation instructions.

Ordering Example: SCH-S/277²/BL³

AstroDIM

AstroDIM provides multi-stage night-time power reduction based on an internal timer referenced to the power on/off time. There is no need for an external control infrastructure. The unit automatically performs a dimming profile based on the predefined scheduled reference to the midpoint, which is calculated based on the power on/off times.

Optional Fusing:

SF for 120, 277, and 347 Line volts

DF for 208, 240, and 480 Line volts

High temperature fuse holders factory installed inside the fixture housing.

Fuse is included.

CAUTION:

Fixtures must be grounded in accordance with national, state and/or local electrical codes. Failure to do so may result in serious personal injury.

¹PRECOMMISSIONED SITESYNC ORDERING INFORMATION: When ordering a fixture with the SiteSync lighting control option, additional information will be required to complete the order. The SiteSync Commissioning Form or alternate schedule information must be completed. This form includes Project location, Group information, and Operating schedules. For more detailed information please visit www.HubbellLighting.com/products/sitesync or contact Hubbell Lighting tech support at (800) 345-4928.

SiteSync fixtures with occupancy sensor (SWPM) require the mounting height of the fixture for selection of the lens.

SPECIFICATIONS (CONTINUED)

Certifications and Listings:

Certifications and Listings:

- Listed to UL1598 and CSA C22.2#250.0-24 for wet locations and 40°C ambient temperatures.
- ANSI C136.31-2010 Vibration tested and compliant 1.5G and 4G reference [page 9](#)
- IEC 66262 Mechanical Impact Code IK08 and IK10.
- RoHS compliant.
- IP65 and IP66 Rated, please contact factory for further information
- Listed to UL1598 and CSA C22.2#250.0-24 for wet locations and 40°C ambient temperatures.
- ANSI C136.31-2010 Vibration tested and compliant 1.5G and 3G reference [page 10](#)
- IP65 rated with lens, IP66 rated with non-lens version

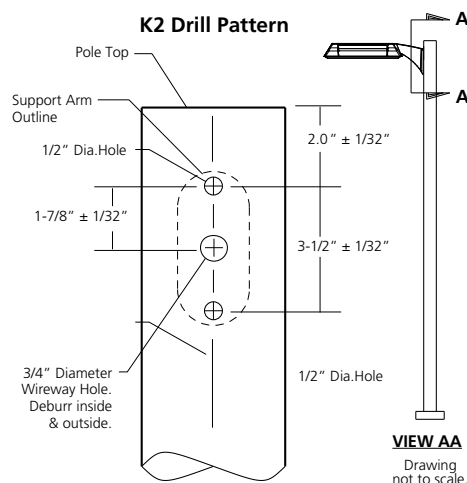
- IEC 66262 Mechanical Impact Code IK08 and IK10
- IDA approved, 3000K and warmer CCTs only.
- DLC® (DesignLights Consortium) Qualified, with some Premium Qualified configurations. Please refer to the DLC website for specific product qualifications at www.designlights.org

WARRANTY

- 5 year warranty
- See [HLI Standard Warranty](#) for additional information

Mounting:

Support Arm:



- Die-cast, low copper aluminum alloy, with splice access cover.
- Die-cast pole adapter and an internal reinforcing plate are provided with a wire strain relief.
- The arm adapter is square or circular cut for specified pole size and shape.
- For field wire connections, a terminal block is mounted in the arm cavity and accessible behind the splice access cover. The block accepts #14 to #8 wire sizes and is factory prewired to the electrical module's quick-disconnect plug inside the electrical compartment.

Optional Wall Mount:

- Optional, cast aluminum mounting plate attaches to a wall over a junction box and the speed mount is bolted to the cover plate. To complete the wiring, the luminaire assembly slides over the mounting plate.

PRODUCT EXCEPTIONS & DETAILS

Configuration			EPA
	1SA	1 Arm Side Mount	0.98
	2SL	2 Arm Side Mount	1.48
	2SB	2 Arm Side Mount	1.96
	3SY	3 Arm Side Mount	2.20

Configuration			EPA
	3ST*	3 Arm Side Mount	2.46
	4SC	4 Arm Side Mount	2.46
	1W	Single Wall Mount	n/a
	MAF	Horizontal Slipfitter	n/a

DELIVERED LUMENS

LEDs #	Nominal Watts	Nominal Lumens	Lens Options	Distribution	3000K 70CRI					4000K 70CRI					5000K 70CRI				
					Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w
						B	U	G			B	U	G			B	U	G	
168L	305	40,000	No Lens	FR	38736	3	0	2	126	40772	3	0	2	133	41318	3	0	2	135
				FR-BC	23115	1	0	1	75	24330	1	0	2	79	24656	1	0	2	81
				2	35485	3	0	4	116	37350	3	0	4	122	37850	3	0	4	123
				2-BC	19884	1	0	2	65	20930	1	0	2	68	21210	1	0	2	70
				3	36532	3	0	5	119	38452	3	0	5	125	38967	3	0	5	127
				3-BC	18765	1	0	3	61	19752	1	0	3	64	20016	1	0	3	66
				4	36767	2	0	5	120	38700	3	0	5	126	39218	3	0	5	128
				4-BC	21935	1	0	4	71	23088	1	0	4	75	23397	1	0	4	77
				4W	36699	3	0	5	120	38628	3	0	5	126	39146	3	0	5	128
				4W-BC	16647	1	0	3	54	17522	1	0	3	57	17757	1	0	3	59
				5R	37941	5	0	5	124	39935	5	0	5	130	40470	5	0	5	132
				5QM	38191	5	0	3	124	40199	5	0	3	131	40737	5	0	3	133
				5QN	38032	5	0	1	124	40031	5	0	1	130	40567	5	0	1	132
				5W	37305	5	0	4	122	39266	5	0	4	128	39792	5	0	4	130
			Clear Lens	FR	36230	2	0	2	118	38135	3	0	2	124	38646	3	0	2	126
				2	33190	3	0	4	108	34934	3	0	4	114	35402	3	0	4	115
				3	34169	3	0	5	111	35965	3	0	5	117	36447	3	0	5	119
				4	34389	2	0	5	112	36197	2	0	5	118	36682	2	0	5	119
				4W	34326	3	0	5	112	36130	3	0	5	118	36614	3	0	5	119
				5R	35487	5	0	5	116	37352	5	0	5	122	37853	5	0	5	123
				5QM	35721	5	0	3	116	37599	5	0	3	122	38102	5	0	3	124
				5QN	35572	5	0	1	116	37442	5	0	1	122	37944	5	0	1	124
				5W	34892	5	0	4	114	36727	5	0	4	120	37218	5	0	4	121
			HDL Lens	3	29047	3	0	3	95	30574	4	0	3	100	30983	4	0	3	101
				5W	29662	5	0	3	97	31221	5	0	3	102	31639	5	0	3	103

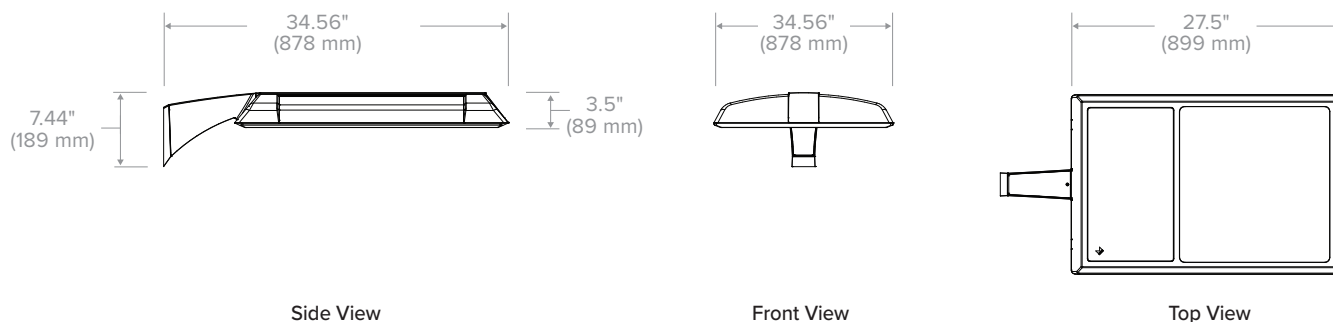
DELIVERED LUMENS (CONTINUED)

LEDs #	Nominal Watts	Nominal Lumens	Lens Options	Distribution	3000K 70CRI					4000K 70CRI					5000K 70CRI				
					Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w
						B	U	G			B	U	G			B	U	G	
168L	350	45,000	No Lens	FR	43308	3	0	3	124	45585	3	0	3	131	46195	3	0	3	133
				FR-BC	25844	1	0	2	74	27202	1	0	2	78	27566	1	0	2	79
				2	39673	3	0	4	114	41759	3	0	4	120	42318	3	0	4	122
				2-BC	22232	1	0	3	64	23400	1	0	3	67	23714	1	0	3	68
				3	40844	3	0	5	117	42991	3	0	5	124	43567	3	0	5	125
				3-BC	20980	1	0	4	60	22083	1	0	4	63	22379	1	0	4	64
				4	41107	3	0	5	118	43268	3	0	5	124	43847	3	0	5	126
				4-BC	24524	1	0	4	70	25813	1	0	4	74	26159	1	0	4	75
				4W	41031	3	0	5	118	43188	3	0	5	124	43766	3	0	5	126
				4W-BC	18612	1	0	3	53	19591	1	0	4	56	19853	1	0	4	57
				5R	42419	5	0	5	122	44649	5	0	5	128	45247	5	0	5	130
				5QM	42699	5	0	3	123	44944	5	0	3	129	45546	5	0	4	131
				5QN	42522	5	0	1	122	44757	5	0	1	129	45356	5	0	1	130
				5W	41709	5	0	4	120	43901	5	0	4	126	44489	5	0	5	128
			Clear Lens	FR	40507	3	0	2	116	42637	3	0	3	123	43207	3	0	3	124
				2	37107	3	0	4	107	39058	3	0	4	112	39581	3	0	4	114
				3	38664	3	0	5	111	40697	3	0	5	117	41242	3	0	5	118
				4	38449	3	0	5	110	40470	3	0	5	116	41012	3	0	5	118
				4W	38377	3	0	5	110	40395	3	0	5	116	40936	3	0	5	118
				5R	39676	5	0	5	114	41762	5	0	5	120	42321	5	0	5	122
				5QM	39938	5	0	3	115	42037	5	0	3	121	42600	5	0	3	122
				5QN	39771	5	0	1	114	41862	5	0	1	120	42423	5	0	1	122
				5W	39011	5	0	4	112	41062	5	0	4	118	41612	5	0	4	120
			HDL Lens	3	32720	4	0	3	95	34440	4	0	3	100	34901	4	0	3	101
				5W	34150	5	0	3	99	35945	5	0	3	104	36426	5	0	3	105

DELIVERED LUMENS (CONTINUED)

LEDs #	Nominal Watts	Nominal Lumens	Lens Options	Distribution	3000K 70CRI					4000K 70CRI					5000K 70CRI				
					Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w
						B	U	G			B	U	G			B	U	G	
168L	385	50,000	No Lens	FR	48322	3	0	3	125	50862	3	0	3	131	51543	3	0	3	133
				FR-BC	28836	1	0	2	75	30351	1	0	2	78	30758	1	0	2	79
				2	44266	3	0	5	114	46593	4	0	5	120	47217	4	0	5	122
				2-BC	24805	1	0	3	64	26109	1	0	3	67	26459	1	0	3	68
				3	45573	3	0	5	118	47968	3	0	5	124	48611	3	0	5	126
				3-BC	23409	1	0	4	60	24640	1	0	4	64	24969	1	0	4	65
				4	45866	3	0	5	119	48277	3	0	5	125	48924	3	0	5	126
				4-BC	27363	1	0	4	71	28802	1	0	4	74	29187	1	0	4	75
				4W	45781	3	0	5	118	48188	3	0	5	125	48833	3	0	5	126
				4W-BC	20767	1	0	4	54	21859	1	0	4	56	22151	1	0	4	57
				5R	47330	5	0	5	122	49818	5	0	5	129	50485	5	0	5	130
				5QM	47642	5	0	4	123	50147	5	0	4	130	50818	5	0	4	131
				5QN	47444	5	0	1	123	49938	5	0	1	129	50607	5	0	1	131
				5W	46537	5	0	5	120	48984	5	0	5	127	49640	5	0	5	128
			Clear Lens	FR	45197	3	0	3	117	47573	3	0	3	123	48210	3	0	3	125
				2	41403	3	0	4	107	43580	3	0	5	113	44163	3	0	5	114
				3	42625	3	0	5	110	44866	3	0	5	116	45467	3	0	5	117
				4	42900	3	0	5	111	45155	3	0	5	117	45759	3	0	5	118
				4W	42820	3	0	5	111	45071	3	0	5	116	45675	3	0	5	118
				5R	44269	5	0	5	114	46596	5	0	5	120	47220	5	0	5	122
				5QM	44561	5	0	3	115	46904	5	0	4	121	47532	5	0	4	123
				5QN	44376	5	0	1	115	46708	5	0	1	121	47334	5	0	1	122
				5W	43527	5	0	4	112	45816	5	0	5	118	46429	5	0	5	120
			HDL Lens	3	36235	4	0	3	94	38140	4	0	3	99	38651	4	0	4	100
				5W	37002	5	0	3	96	38947	5	0	3	101	39469	5	0	3	102

DIMENSIONS



PHOTOMETRY

ALT3-168L-385-4k7-FR

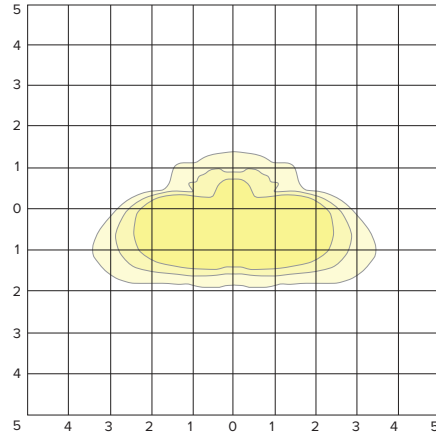
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	50862
Watts	387
Efficacy	131.4
IES Type	II
BUG Rating	B3-U0-G3
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	44147	86.8%
Downward House Side	6715	13.2%
Downward Total	50862	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	50862	100%

ISOFOOT CANDLE PLOT



ALT3-168L-385-4k7-2

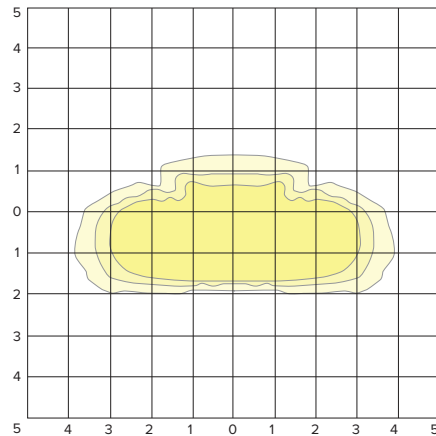
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	46593
Watts	387
Efficacy	120.4
IES Type	II
BUG Rating	B4-U0-G5
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	38449	82.5%
Downward House Side	8144	17.5%
Downward Total	46593	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	46593	100%

ISOFOOT CANDLE PLOT



ALT3-168L-385-4k7-3

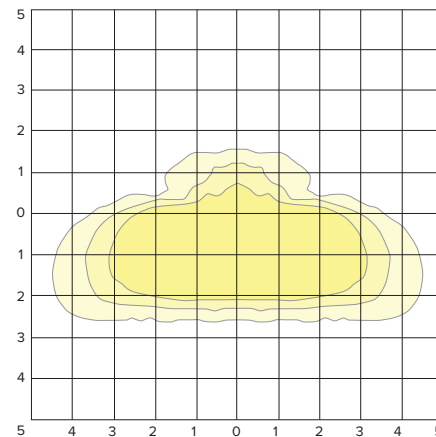
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	47968
Watts	387
Efficacy	123.9
IES Type	III
BUG Rating	B3-U0-G5
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	41348	86.2%
Downward House Side	6620	13.8%
Downward Total	47968	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	47968	100%

ISOFOOT CANDLE PLOT



PHOTOMETRY CONTINUED

ALT3-168L-385-4k7-4

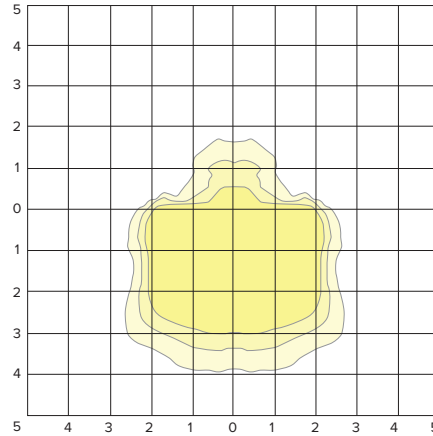
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	48277
Watts	387
Efficacy	124.7
IES Type	IV
BUG Rating	B3-U0-G5
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	43688	90.5%
Downward House Side	4589	9.5%
Downward Total	48277	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	48277	100%

ISOFOOT CANDLE PLOT



ALT3-168L-385-4k7-4W

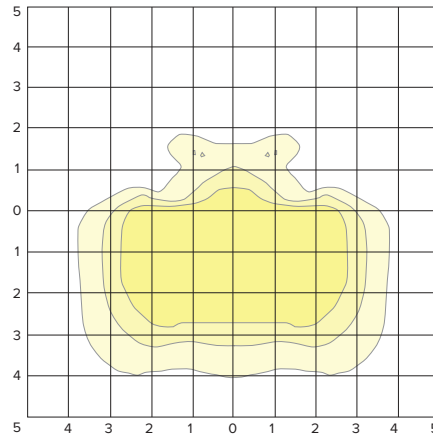
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	48187
Watts	387
Efficacy	124.5
IES Type	IV
BUG Rating	B3-U0-G5
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	42640	88.5%
Downward House Side	5547	11.5%
Downward Total	48187	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	48187	100%

ISOFOOT CANDLE PLOT



ALT3-168L-385-4k7-5R

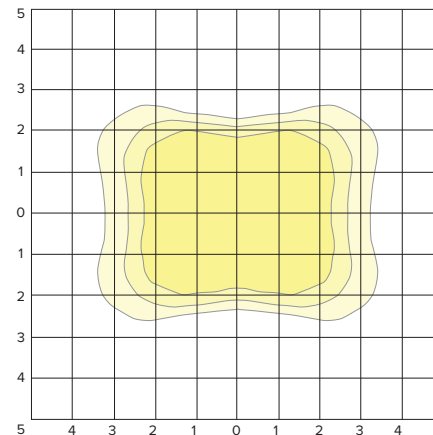
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	49819
Watts	387
Efficacy	128.7
IES Type	III
BUG Rating	B5-U0-G5
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	24910	50.0%
Downward House Side	24910	50.0%
Downward Total	49819	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	49819	100%

ISOFOOT CANDLE PLOT



ALT3

ARCHITECTURAL AREA/SITE

ALT3-168L-385-4k7-5QM

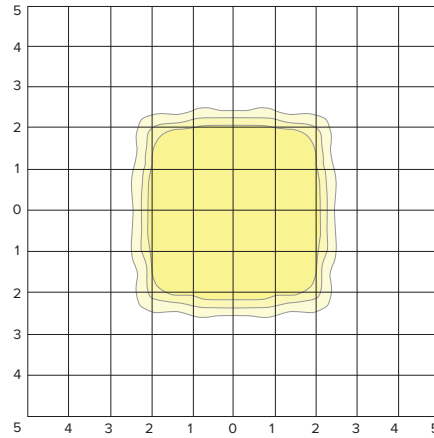
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	50148
Watts	387
Efficacy	129.6
IES Type	V
BUG Rating	B5-U0-G4
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	25074	50.0%
Downward House Side	25074	50.0%
Downward Total	50148	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	50148	100%

ISOFOOT CANDLE PLOT



ALT3-168L-385-4k7-5QN

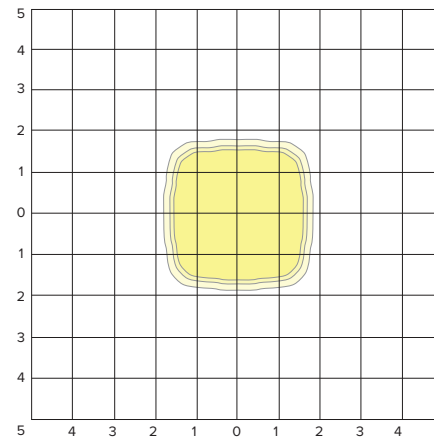
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	49938
Watts	387
Efficacy	129.0
IES Type	V
BUG Rating	B5-U0-G1
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	24969	50.0%
Downward House Side	24969	50.0%
Downward Total	49938	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	49938	100%

ISOFOOT CANDLE PLOT



ALT3-168L-385-4k7-5W

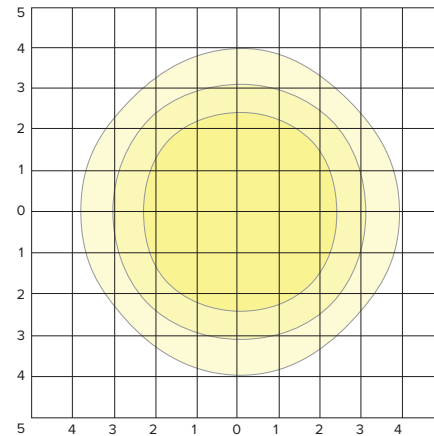
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	48984
Watts	387
Efficacy	126.6
IES Type	V
BUG Rating	B5-U0-G5
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	24492	50.0%
Downward House Side	24492	50.0%
Downward Total	48984	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	48984	100%

ISOFOOT CANDLE PLOT

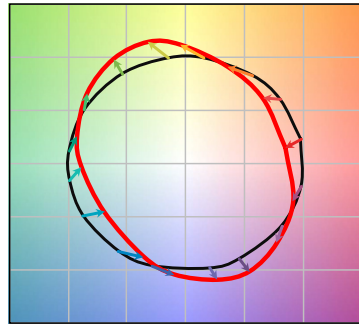


ALT3

ARCHITECTURAL AREA/SITE

TM-30 DATA

COLOR VECTOR GRAPHIC

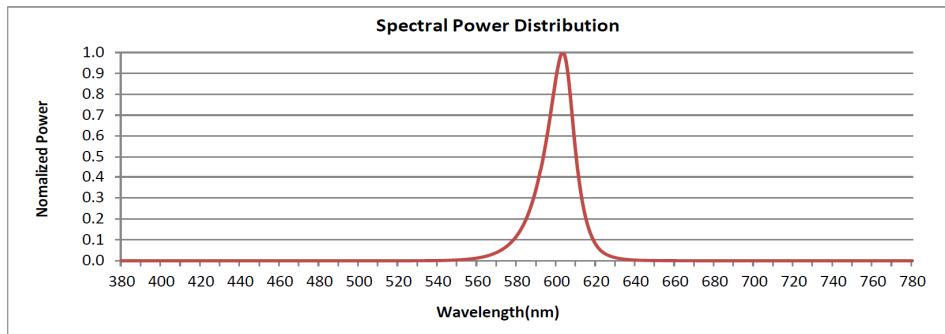
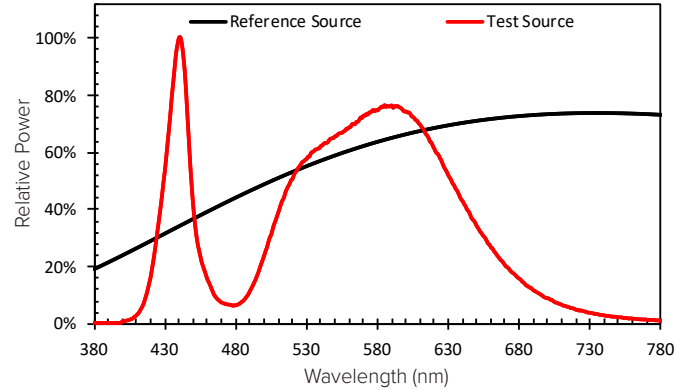


— Reference Illuminant — Test Source

TEST SOURCE

R _f	68
R _a	99
CCT(K)	3947
D _{uv}	0.0004
x	0.3831
y	0.3793
CIE R _a	72

SPECTRAL POWER DISTRIBUTION COMPARISON



ELECTRICAL DATA

Electrical												Dimming					
Light Engine	System Watts	Drive Current	Line Voltage		Amps AC						Min. Power Factor	Max THD (%)	Dimming Range	Source current out of 0-10V		Absolute voltage range on 0-10V (+)	
			VAC	Hz	120	208	240	277	347	480				Min	Max	Min	Max
168L	307	575 mA	120-480	50/60	2.56	1.48	1.28	1.11	0.88	0.64	>0.9	20	10% to 100%	0mA	1mA	0V	10V
	348	650 mA			2.90	1.67	1.45	1.26	1.00	0.73							
	387	725 mA			3.23	1.86	1.61	1.40	1.12	0.81							

TM-21 Lifetime Calculation - Projected Lumen Maintenance (25°C / 77°C)

Hours	0	25,000	36,000	50,000	100,000	Reported L70
Projected Lumen Maintenance	100%	93.8%	92.1%	90.0%	83.3%	>60000

Lumen Multiplier for 80 and 90 CRI

CCT	70 CRI	80 CRI	90 CRI
2700K	—	0.859	0.655
3000K	1	0.9119	0.7033
3500K	—	0.906	0.732
4000K	1	0.8941	0.734
5000K	1	0.879	0.7712

VIBRATION RATINGS

ALT 1		ALT 2		ALT 3	
Ordering Code	Rating	Ordering Code	Rating	Ordering Code	Rating
WM	1.5G	WM	1.5G	WM	1.5G
VSF	1.5G	VSF	1.5G	VSF	1.5G
SVSF	1.5G	SVSF	1.5G	SVSF	1.5G
A34	4G	A34	1.5G	A34	1.5
MAF	4G	MAF	4G	MAF	3G

WDM

WALL MOUNTED

FEATURES

- -5° to +10° tilt adjustment
- High performance optics deliver up to 16,000 lumens
- up or down mountable without modification
- Programmable occupancy sensor (dimming)
- NX Lighting Controls
- 130+ lumens per watt
- UL/cUL listed for wet locations, IP66 Listed.



CONTROL TECHNOLOGY



SPECIFICATIONS

CONSTRUCTION

- Optical housing is a one-piece, die-cast low copper (<0.6%) aluminum alloy with integral heat sink. The housing rotates against mounting arm housing to provide -5° to 10° of adjustment with degree markers label. At 0° adjustment, lens is totally concealed from view above horizontal with fixture mounted in the downward position.
- Mounting arm housing is one-piece die-cast, low copper (<0.6%) aluminum alloy with provisions for tilt mechanism. Mounting arm fastens to the mounting plate with keyhole slots freeing both hands for securing and wiring. One stainless steel socket-head screw on the tilt mechanism frees the optical housing to rotate for aiming. Tightening the screws locks the housing and lens frame together with sealing provided by a silicone gasket. For visual aiming, adjustment may be accomplished with the fixture on.
- Lens Frame is a one-piece, die-cast low copper (<0.6%) aluminum alloy with integral cooling fins to dissipate driver thermal.
- Finish: fade and abrasion resistant, electrostatically applied, thermally cured, triglycidic isocyanurate (TGIC) polyester powdercoat
- Bracketry and hardware shall be stainless steel

OPTICS

- LEDs mount to a metal printed circuit board assembly (MCPCB).
- Optical lenses are clear injection molded PMMA acrylic.
- Secondary lens is impact resistant 1/8" tempered glass with anti-reflective coating.

INSTALLATION

- Junction box (by Others): Standard with steel, quick-mount junction box plate that mounts directly to 4" J-Box.
- Mounting plate is stainless steel and features a one-piece EPDM gasket on back side of plate to firmly seal fixture to wall surface, forbidding entry of moisture and particulates.
- Fixtures must be grounded in accordance with national, state and/or local electrical codes. Failure to do so may result in serious personal injury.

SERVICING

- Housing should hang freely in an open service position for inspection of primary wire connections. Once in service position, the housing can be removed for service by sliding the assembly to the left (for down mounting) or to the right (for up mounting) and disconnecting the wiring plugs.
- Driver assembly shall be mounted to a prewired internal tray with quick disconnects for removal.

Wall Director Medium

RELATED PRODUCTS

Wall Director Small

ELECTRICAL

- Universal voltage, 120 through 277V with a ±10% tolerance. Driver is Underwriters Laboratories listed.
- High voltage configurations, 347/480. Driver has a 0-10V dimming interface for multi-level illumination options. Driver is Underwriters Laboratories listed.
- "Thermal Shield", secondary side, thermistor provides protection for the sustainable life of LED module and electronic components.
- Drivers have a greater than a 0.9 power factor, less than 20% harmonic distortion, and be suitable for operation in -40°C to 40°C ambient environments.
- Luminaire shall be capable of operating at 100% brightness in a 40°C environment. Both driver and optical array have integral thermal protection that will dim the luminaire upon detection of temperatures in excess of 85°C.
- Modular wiring harness in the service area provides user access to the dimming circuitry.

(Specifications continued on page 3)

KEY DATA	
Lumen Range	5,950–16,000
Wattage Range	54–131
Efficacy Range (LPW)	97–145
Reported Life (Hours)	L70/60,000
Weight	35 lbs/15.87 kg

WDM

WALL MOUNTED

ORDERING GUIDE

Example: WDM-D-48L-55-3K7-1-UNV-BLS-PC-EM

CATALOG #

HOUSING

WDM						
Model	Mounting	Source	Wattage	Light Engine	Distribution	
WDM WallDirector Medium	D Down U ¹ Up	48L 48 LEDs	55 55 Watts, 6000 lm	AM ⁶ Amber-595nm Peak	1	Type I
			65 65 Watts, 8000 lm	3K7 3000K/70CRI	2	Type II
			85 85 Watts, 10000 lm	3K8 3000K/80CRI	3	Type III
			105 105 Watts, 12000 lm	4K7 4000K/70CRI	4W	Type IV Wide
			130 130 Watts, 14000 lm	4K8 4000K/80CRI	4F	Type IV Forward
				5K7 5000K/70CRI	WG ²	Wall Graze
					SP	Spot/Column
					FTD ²	Forward Throw Diffuse
					WTD ²	Wide Throw Diffuse

Voltage		Fixture Finish		Control Options		Options		Control Accessories	
UNV	120-277V	BLS	Black Gloss Smooth	SCP-8F ^{3, 4, 5, 9}	Programmable Occ. Sensor (<9' height)	EM ³	Integral Battery Backup Unit (8W)	SCPREMOTE	SCP configuration tool
347 ³	347V	BLT	Black Matte Textured	SCP-20F ^{3, 4, 5, 9}	Programmable Occ. Sensor (<9' - 20' height)	SF	Single Fuse & Fuse holder		
480 ³	480V	DBS	Dark Bronze Gloss Smooth	2DR	Dual Drivers	DF	Double Fuse & Fuse holder		
		DBT	Dark Bronze Matte Textured	2PF	Dual Power Feeds	SCM1	1/2" Surface Conduit Mount		
		GTT	Graphite Matte Textured	NXWS16F ^{1, 4}	NX Networked Wireless Enabled Integral NXSMP2-LMO PIR	SCM2	3/4" Surface Conduit Mount		
		LGS	Light Grey Gloss Smooth		Occupancy Sensor with Automatic Dimming Photocell and Bluetooth Programming	PC ^{3, 5}	Button Photocell		
		LGT	Light Grey Matte Textured	NXW ^{4, 5}	NX Networked Wireless Radio Module NXRM2 and Bluetooth Programming, without Sensor				
		PSS	Platinum Silver Gloss Smooth						
		VGT	Verde Green Matte Textured						
		WHS	White Gloss Smooth						
		WHT	White Matte Textured						
		Color Option							
		CC ⁸	Custom Color						

Notes:

- Not available with EM option or with SCP, NXWS16F sensor options.
- WG, FTD, and WTD come with a diffused lens
- Not available with other control options
- Input voltage 120-347V
- Not available in 480V
- Turtle friendly
- Consult factory for custom color, marine and corrosive finish options
- SCPREMOTE SCP configuration tool needed

Microsoft, Encarta, MSN, and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

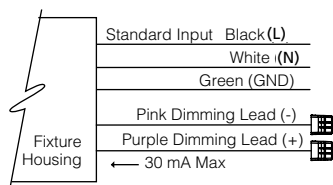
SPECIFICATIONS (CONTINUED)

ELECTRICAL (CONTINUED)

- Optional factory programmed dimming profile.
- Surge protection: 10,000k in parallel, 20,000k in series.
- Wiring: No. 18AWM rated 90°C, wet rating.

DIMMING

- Dimming range from 100% to 10% through the use of the standard 0-10V interface on the programmable driver.



- Modular wiring harness in the service area provides user access to the dimming circuitry.
- Dimming circuitry compatible with 0-10V, user-defined control devices.
- Optional factory programmed dimming profile.

BUTTON PHOTOCELL

- Optional universal voltage (120-277V) button photocontrol for dusk to dawn energy savings. Photocontrol is factory installed inside the housing with a fully gasketed sensor on the side wall. For multiple fixture mountings, one fixture is supplied with a photocell to operate the others.

NX LIGHTING CONTROLS

- NX lighting controls platform utilizes a Distributed Network Architecture (DNA) that connects intelligent devices including luminaires, controllers, panels, occupancy sensors, photocells, wall switches and dimmers, creating a system with an unmatched level of reliability, scalability and simplicity

OPTIONAL FUSING:

- SF for 120, 277, and 347 Line volts
- DF for 208, 240, and 480 Line volts
- High temperature fuse holders factory installed inside the fixture housing.
- Fuse is included.

OPTIONAL BACKUP BATTERY

- Integral battery backup provides emergency path of egress lighting for the required 90 minutes for 0°C ambient environments.

CAUTION

- Fixtures must be grounded in accordance with national, state and/or local electrical codes. Failure to do so may result in serious personal injury.

CERTIFICATIONS AND LISTINGS

- Listed to UL1598 and CSA C22.2#250.0-

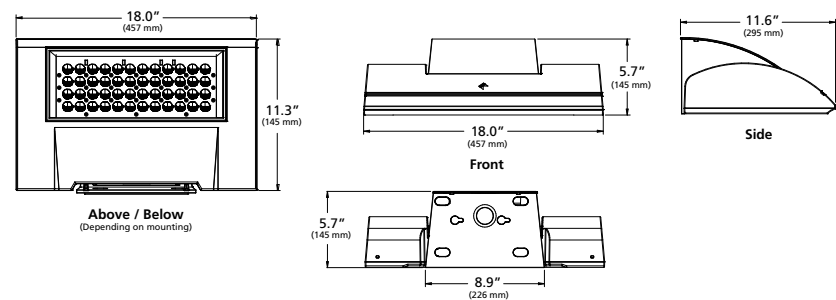
24 for wet locations and 40°C ambient temperatures

- IEC 66262 Mechanical Impact Code IK08
- IP66 certified
- RoHS compliant
- This product qualifies as a "designated country construction material" per FAR 52.225-11 Buy American-Construction Materials under Trade Agreements effective 6/06/2020. See Buy American Solutions.

WARRANTY

- 5 year warranty

DIMENSIONS



Weight: 35 lbs

CRI Lumen Multiplier			Amber Multiplier	
CCT	80 CRI	90 CRI	CCT	Multiplier
3000K	0.9119	0.7033	5000K	1
4000K	0.8941	N/A	AM	0.1727

DELIVERED LUMENS

LEDs #	Drive Current	Lumens Package	Nominal Watts	Lens Options	Distribution	3000K 70CRI					4000K 70CRI					5000K 70CRI				
						Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w
							B	U	G			B	U	G			B	U	G	
48L	350mA	6,000	55	Clear	1	7162	1	0	1	132	7342	1	0	1	135	7426	1	0	1	137
					2	6782	1	0	1	125	6953	1	0	1	128	7032	1	0	1	130
					3	6896	1	0	2	127	7070	1	0	2	130	7151	1	0	2	132
					4F	6766	1	0	2	125	6937	1	0	2	128	7016	1	0	2	129
					4W	6802	1	0	2	125	6973	1	0	2	128	7053	1	0	2	130
					SP	7594	4	0	1	140	7785	4	0	1	143	7874	4	0	1	145
				Diffused	WG	6576	3	0	1	121	6741	3	0	1	124	6818	3	0	1	126
					FTD	5950	2	0	1	110	6100	2	0	1	112	6170	2	0	1	114
					WTD	6439	2	0	1	119	6601	2	0	1	122	6677	2	0	1	123
	425mA	8,000	65	Clear	1	8775	1	0	1	129	8996	1	0	1	132	9099	1	0	1	134
					2	8309	1	0	2	122	8518	1	0	2	125	8616	1	0	2	127
					3	8450	1	0	2	124	8662	1	0	2	127	8761	1	0	2	129
					4F	8290	1	0	2	122	8499	1	0	2	125	8596	1	0	2	126
					4W	8334	1	0	2	123	8544	1	0	2	126	8641	1	0	2	127
					SP	9304	4	0	1	137	9538	4	0	1	140	9647	4	0	1	142
				Diffused	WG	8057	3	0	1	118	8260	3	0	1	121	8354	3	0	1	123
					FTD	7290	2	0	2	107	7474	2	0	2	110	7559	2	0	2	111
					WTD	7890	2	0	1	116	8088	2	0	1	119	8181	2	0	1	120

DELIVERED LUMENS (CONTINUED)

LEDs #	Drive Current	Lumens Package	Nominal Watts	Lens Options	Distribution	3000K 70CRI					4000K 70CRI					5000K 70CRI				
						Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w	Lumen	BUG Rating			lm/w
							B	U	G			B	U	G			B	U	G	
48L	550mA	10,000	85	Clear	1	11194	1	0	1	127	11476	1	0	1	130	11607	1	0	1	132
					2	10601	2	0	2	120	10867	2	0	2	123	10991	2	0	2	125
					3	10779	1	0	2	122	11050	1	0	2	126	11177	1	0	2	127
					4F	10576	1	0	2	120	10842	1	0	2	123	10966	1	0	2	125
					4W	10632	1	0	2	121	10899	2	0	2	124	11024	2	0	2	125
					SP	11870	5	0	1	135	12168	5	0	1	138	12308	5	0	1	140
				Diffused	WG	10279	3	0	1	117	10537	3	0	1	120	10658	3	0	1	121
					FTD	9300	2	0	2	106	9534	2	0	2	108	9643	2	0	2	110
					WTD	10065	2	0	2	114	10318	2	0	2	117	10436	2	0	2	119
	650mA	12,000	105	Clear	1	12808	1	0	1	124	13130	1	0	1	127	13280	1	0	1	128
					2	12128	2	0	2	117	12433	2	0	2	120	12575	2	0	2	121
					3	12333	1	0	2	119	12643	2	0	2	122	12787	2	0	2	123
					4F	12100	2	0	2	117	12405	2	0	2	120	12547	2	0	2	121
					4W	12163	2	0	3	117	12469	2	0	3	120	12612	2	0	3	122
					SP	13580	5	0	1	131	13922	5	0	1	134	14081	5	0	1	136
				Diffused	WG	11760	3	0	1	113	12056	3	0	1	116	12193	3	0	1	118
					FTD	10641	2	0	2	103	10908	2	0	2	105	11033	3	0	2	106
					WTD	11515	2	0	2	111	11805	2	0	2	114	11940	2	0	2	115
	800mA	14,000	130	Clear	1	15227	2	0	1	117	15610	2	0	1	120	15789	2	0	1	121
					2	14419	2	0	2	110	14782	2	0	2	113	14951	2	0	2	114
					3	14662	2	0	3	112	15031	2	0	3	115	15203	2	0	3	116
					4F	14386	2	0	2	110	14748	2	0	3	113	14917	2	0	3	114
					4W	14462	2	0	3	111	14826	2	0	3	114	14995	2	0	3	115
					SP	16146	5	0	1	124	16552	5	0	1	127	16741	5	0	1	128
				Diffused	WG	13981	3	0	2	107	14333	3	0	2	110	14497	3	0	2	111
					FTD	12651	3	0	2	97	12969	3	0	2	99	13117	3	0	2	100
					WTD	13691	3	0	2	105	14035	3	0	2	107	14196	3	0	2	109

PHOTOMETRY

WDM-D-48L-130-4K7-1

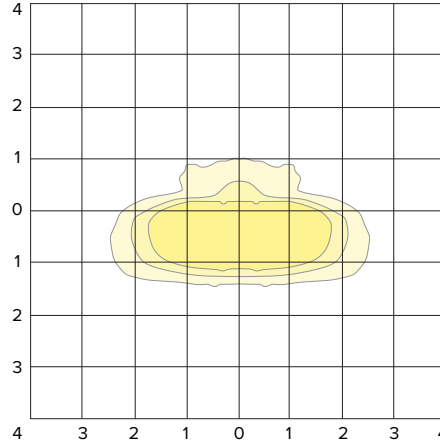
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	15610
Watts	131
Efficacy	119.2
IES Type	I
BUG Rating	B2-U0-G1
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	13607	87.2%
Downward House Side	2003	12.8%
Downward Total	15610	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	15610	100%

ISOFOOT CANDLE PLOT



WDM-D-48L-130-4K7-2

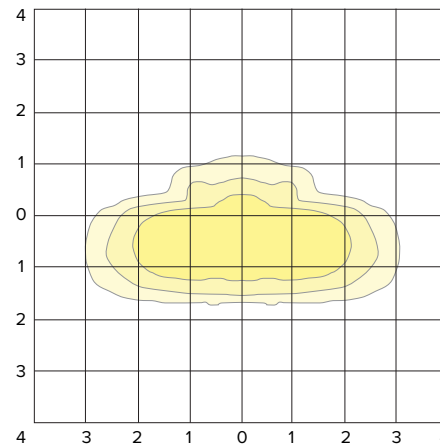
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	14782
Watts	131
Efficacy	112.8
IES Type	II
BUG Rating	B2-U0-G2
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	11861	80.2%
Downward House Side	2921	19.8%
Downward Total	14782	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	14782	100%

ISOFOOT CANDLE PLOT



WDM-D-48L-130-4K7-3

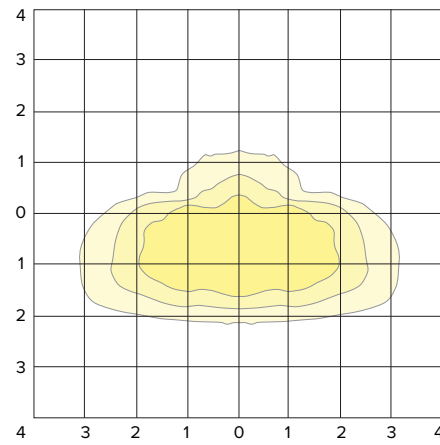
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	15031
Watts	131
Efficacy	114.7
IES Type	III
BUG Rating	B2-U0-G2
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	12414	82.6%
Downward House Side	2617	17.4%
Downward Total	15031	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	15031	100%

ISOFOOT CANDLE PLOT



PHOTOMETRY

WDM-D-48L-130-4K7-4F

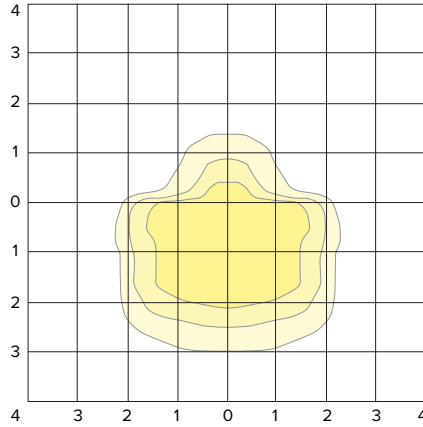
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	14747
Watts	131
Efficacy	112.6
IES Type	IV
BUG Rating	B2-U0-G3
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	12444	84.4%
Downward House Side	2303	15.6%
Downward Total	14747	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	14747	100%

ISOFOOT CANDLE PLOT



WDM-D-48L-130-4K7-4W

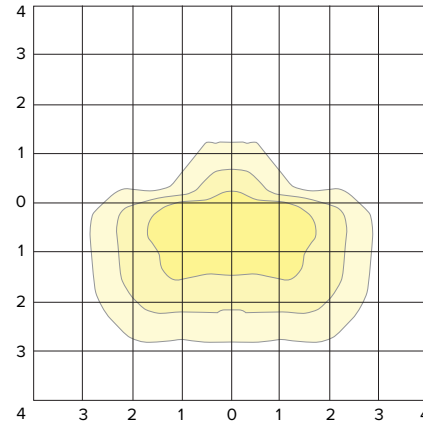
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	14826
Watts	131
Efficacy	113.2
IES Type	IV
BUG Rating	B2-U0-G3
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	12625	85.2%
Downward House Side	2201	14.8%
Downward Total	14826	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	14826	100%

ISOFOOT CANDLE PLOT



WDM-D-48L-130-4K7-FTD

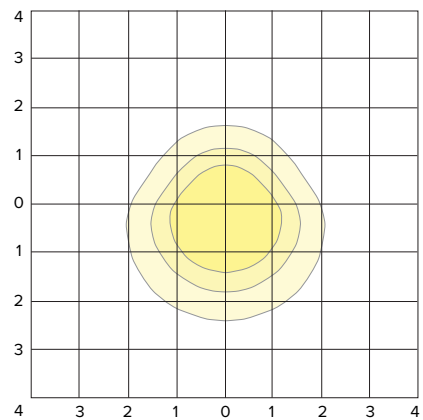
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	12968
Watts	131
Efficacy	99.0
IES Type	IV
BUG Rating	B3-U0-G2
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	8709	67.2%
Downward House Side	4259	32.8%
Downward Total	12968	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	12968	100%

ISOFOOT CANDLE PLOT



PHOTOMETRY

WDM-D-48L-130-4K7-SP

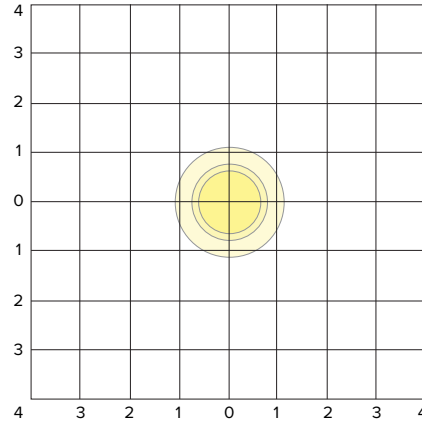
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	16550
Watts	131
Efficacy	126.3
IES Type	VS
BUG Rating	B5-U0-G1
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	8275	50.0%
Downward House Side	8275	50.0%
Downward Total	16550	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	16550	100%

ISOFOOT CANDLE PLOT



WDM-D-48L-130-4K7-WG

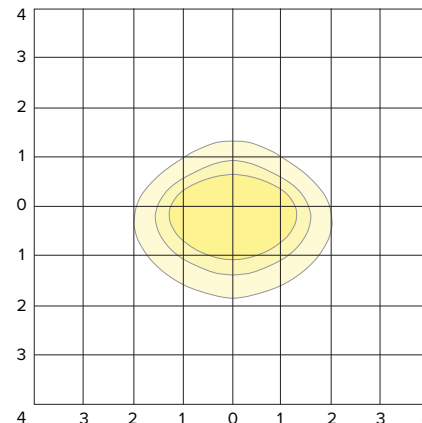
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	14333
Watts	131
Efficacy	109.4
IES Type	I
BUG Rating	B3-U0-G2
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	9242	64.5%
Downward House Side	5091	35.5%
Downward Total	14333	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	14333	100%

ISOFOOT CANDLE PLOT



WDM-D-48L-130-4K7-WTD

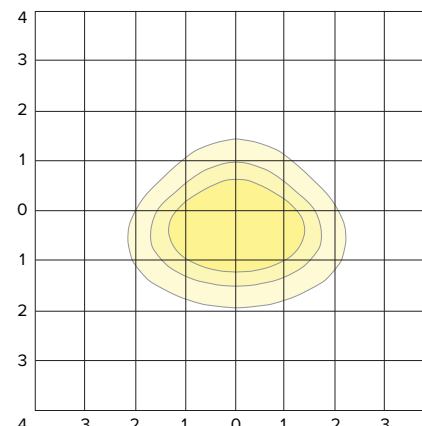
LUMINAIRE DATA

Description	4000K, 70CRI
Delivered Lumens	14034
Watts	131
Efficacy	107.1
IES Type	II
BUG Rating	B3-U0-G2
Mounting Height	30 ft
Grid Scale	30 ft

ZONAL LUMEN SUMMARY

Zone	Lumens	% Luminaire
Downward Street Side	10105	72.0%
Downward House Side	3929	28.0%
Downward Total	14034	100%
Upward Street Side	0	0%
Upward House Side	0	0%
Upward Total	0	0%
Total Flux	14034	100%

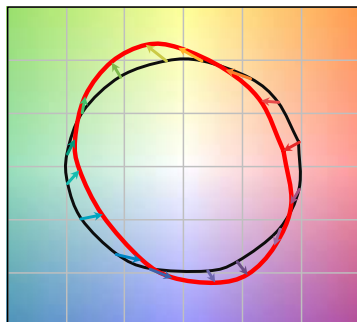
ISOFOOT CANDLE PLOT



WDM
 WALL MOUNTED

TM-30 DATA

COLOR VECTOR GRAPHIC

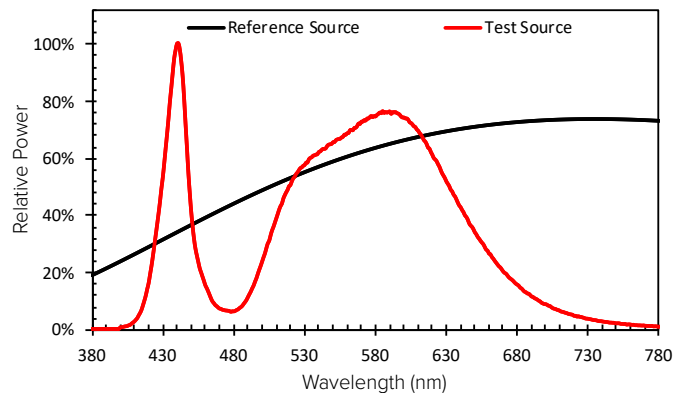


— Reference Illuminant — Test Source

TEST SOURCE

R _f	68
R _a	99
CCT(K)	3947
D _{uv}	0.0004
x	0.3831
y	0.3793
CIE R _a	72

SPECTRAL POWER DISTRIBUTION COMPARISON



ELECTRICAL DATA

Drive Current	System Watts	Line Voltage		Amps AC						Min. Power Factor	Max THD (%)	Dimming Range	Dimming			
													Source current out of 0-10V		Absolute voltage range on 0-10V (+)	
		VAC	Hz	120	208	240	277	347	480				Min	Max	Min	Max
350mA	54	120-480	50/60	0.45	0.26	0.23	0.19	0.16	0.11	>0.9	20	10% to 100%	0mA	1mA	0V	10V
425mA	68			0.53	0.31	0.27	0.23	0.18	0.13							
550mA	88			0.70	0.40	0.35	0.30	0.24	0.18							
650mA	104			0.84	0.49	0.42	0.36	0.29	0.21							
800mA	131			1.09	0.63	0.55	0.47	0.38	0.27							

TM-21 Lifetime Calculation - Projected Lumen Maintenance (25°C / 77°C)

Ambient Temp.	0	25,000	36,000	50,000	100,000	Reported L70
25°C / 77°F	100%	97%	96%	94%	88%	60khrs
40°C / 104°F	100%	94%	92%	90%	82%	

CRI Lumen Multiplier

CCT	70 CRI	80 CRI	90 CRI
3000K	1	0.9119	0.7033
4000K	1	0.8941	0.734
5000K	1	0.879	0.7712

Amber Multiplier

CCT	Multiplier
5000K	1
AM	0.1727

2700K Multiplier

CCT	Multiplier
5000K	1
2700K	0.897

Find yourself next to the water.



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 – January 21st, 2025

Agenda Item # 6b:	Public Hearing Vote on a Citizen Request to Purchase City-owned Property
Zoning District:	Waterfront City Center (W-CC) District with Waterfront Overlay (W-O)
Property Address:	821 Water Street
Parcel #:	Portion of Parcel # 201-01063-0000
Applicant:	Sara Brown on behalf of KBC Properties, LLC
Staff Contact:	Steven Wiley

Background

The City owns a vacant parcel at 821 Water Street. The vacant parcel is approximately 50 feet wide by 142 feet long. KBC Properties, LLC owns the 823 Water Street property immediately east of the subject lot. The 823 Water Street property is only 25 feet wide. The 823 Water Street property's narrow width limits the potential to construct an addition or accessory structure or accommodate off-street parking on the parcel. Sara Brown reached out to the City on behalf of KBC Properties, LLC regarding the purchase of property at 821 Water Street. City staff discussed Ms. Brown's request internally. The subject City-owned parcel at 821 Water Street is within the Oredock Upland redevelopment area. Due to this, staff reviewed the EPA report completed in May/June of 2023 when considering the land purchase request. The report contains development strategies and recommendations for the area. Staff determined that the City could sell Ms. Brown approximately half (25 feet wide) of the 821 Water Street parcel. Ms. Brown could then combine this with the current KBC Properties parcel to create a 50-foot-wide lot. Ms. Brown would like to acquire the 25-feet of City property to allow her to construct a garage or add on to the home. Planning staff advised Ms. Brown that she would need to make an offer to purchase the property and have a surveyor complete a Certified Survey Map (CSM) for the combined parcel. Ms. Brown worked with surveyor Patrick McKuen who drafted a CSM. According to the draft CSM the combined parcel would be approximately 7,008 square feet (0.16 acres) in area. KBC Properties has offered the City \$6,000 for the 25-foot wide section of City property. After reaching out to the City Assessor, reviewing the Comprehensive Plan, zoning, and EPA recommendations for the Oredock area, the City Administrator and Planning staff are supportive of proceeding with this request.

PRELIMINARY - FOR REVIEW ONLY

ASHLAND COUNTY CERTIFIED SURVEY MAP NO. _____

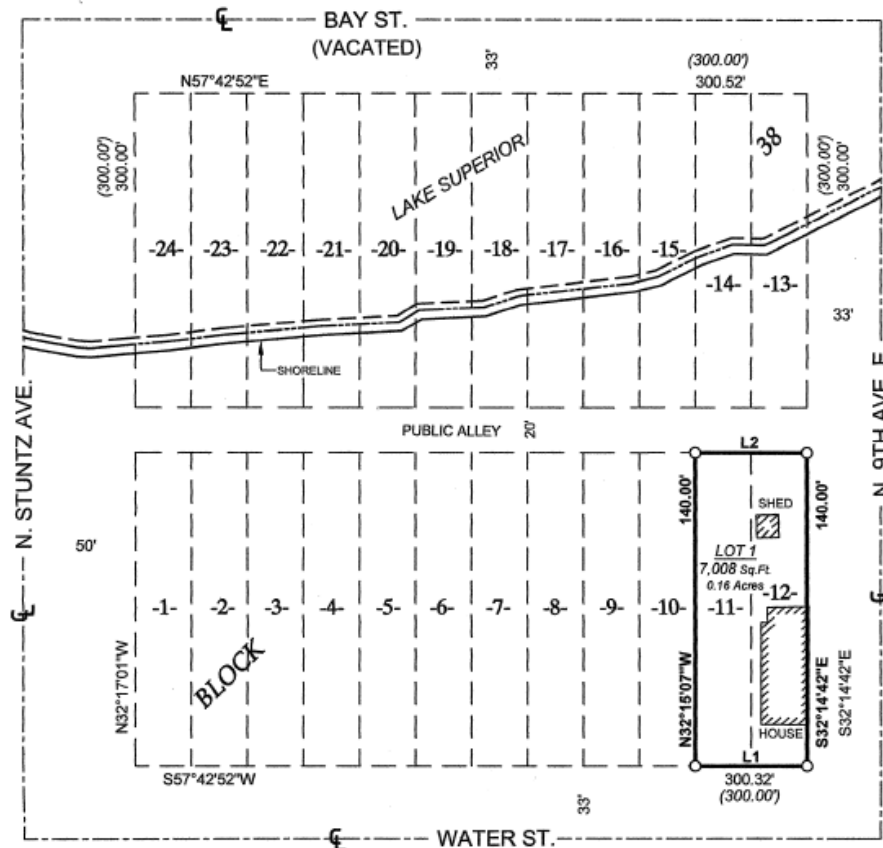
LOTS 11 & 12, BLOCK 38, ELLIS DIVISION,
CITY OF ASHLAND, ASHLAND COUNTY, WISCONSIN.

LINE TABLE

LINE	BEARING	DISTANCE
L1	S57°42'52"W	50.05'
L2	N57°42'52"E	50.07'



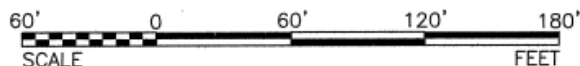
BEARINGS ARE GRID BASED
WCCS - ASHLAND COUNTY - NAD83 (2011) WITH
THE S. LINE OF BLOCK 38 MEASURED TO BEAR
S57°42'52"W



LEGEND

- - SET 1" O.D. IRON PIPE
WEIGHING 1.13 LBS PER LIN. FOOT
- () - RECORDED AS DIMENSION

RECORDED LOT DIMENSION: 25'x140'



FIELD WORK COMPLETED: 11/14/2024

Pine Ridge Land Surveying, LLC.

Professional Land Surveying Services

Value & Quality in a Timely Manner

PATRICK A. MCKUEN, PLS

1424 1/2 Lake Shore Dr. W.

Ashland, Wisconsin

Phone (715) 682-2969

WWW.PINERIDGESURVEYING.COM

PROJECT NO. BROWN24-COA-ELLIS

SHEET 1 OF 2 SHEETS

PRELIMINARY - FOR REVIEW ONLY

ASHLAND COUNTY
CERTIFIED SURVEY MAP NO. _____

LOTS 11 & 12, BLOCK 38, ELLIS DIVISION,
CITY OF ASHLAND, ASHLAND COUNTY, WISCONSIN.

Surveyor's Certificate

I, Patrick A. McKuen, Registered Land Surveyor S-2992, hereby certify that I have surveyed, divided and mapped; Lots 11 & 12, Block 38, Ellis Division, City of Ashland, Ashland County, Wisconsin.

That the above described parcel of land contains 7,008 square feet or 0.16 acres.

That I have made this map at the direction of Tony Brown, OWNER of said lands.

That said parcel is subject to any easements, restrictions and right-of-ways of record.

That I have fully complied with the provisions of Section 236.34 of Wisconsin Statutes and the City of Ashland Subdivision Control Ordinance in surveying, dividing and mapping said parcel.

That this map correctly and accurately depicts the exterior boundaries of said parcel and the division thereof made.

dated this _____ day of _____

Pine Ridge Land Surveying
Patrick A. McKuen
WI PLS S-2992

CITY OF ASHLAND PLANNING & ZONING APPROVAL CERTIFICATE

I, STEVEN WILEY, CITY OF ASHLAND ZONING ADMINISTRATOR ,
DO HEREBY APPROVE THIS CITY OF ASHLAND CERTIFIED SURVEY MAP

SIGNED: _____
STEVEN WILEY

DATED THIS _____ DAY OF _____, 2024.

Pine Ridge Land Surveying, LLC.

Professional Land Surveying Services
Value & Quality in a Timely Manner.

PATRICK A. MCKUEN, PLS
1424 1/2 Lake Shore Dr. W.
Ashland, Wisconsin
Phone (715) 682-2969

WWW.PINERIDGESURVEYING.COM
PROJECT NO. BROWN24-COA-ELLIS
SHEET 2 OF 2 SHEETS

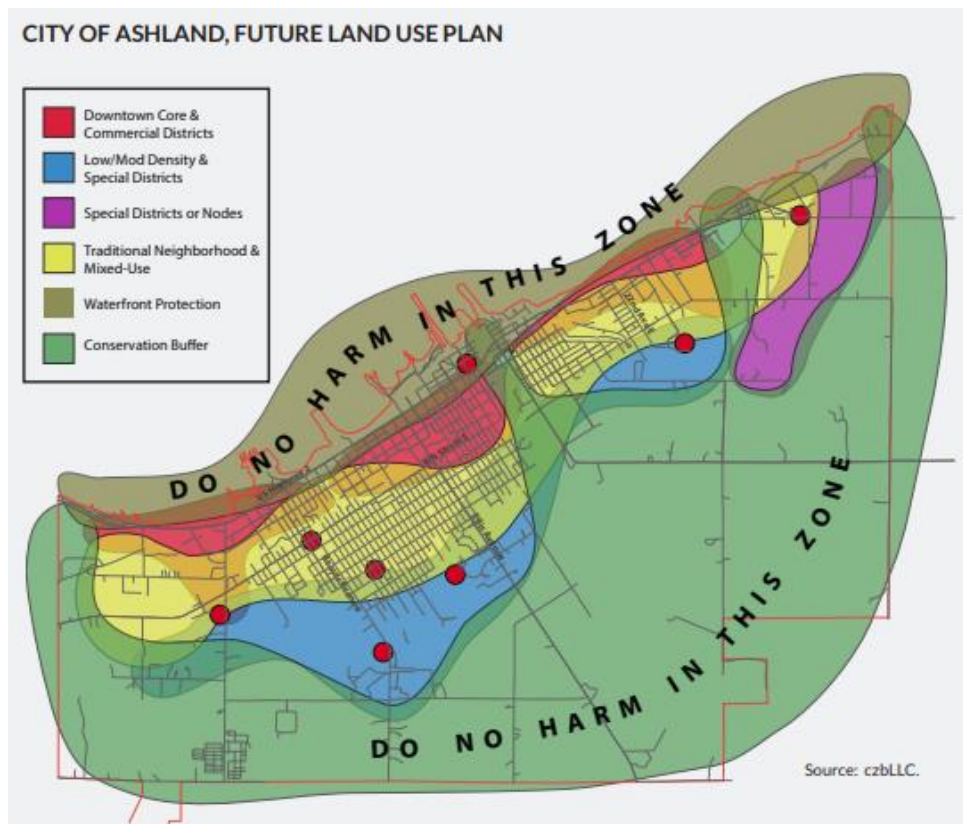
Review Criteria for Offer to Purchase and Sale of Land:

The following decision criteria were used to review the submitted land transfer request:

1. Consistency with Comprehensive Plan.

The Comprehensive Plan calls for careful disposition of vacant land. This includes making fiscally sound decisions with the land the City owns, and ensuring that the highest and best use for the land is achieved. Parcel # 201-01063-0000 is currently vacant and does not show up as essential on the land inventories. To staff's knowledge the parcel does not have easements or deed restrictions attached.

Staff is of the opinion that the proposed land transfer of a portion of Parcel # 201-01063-0000 is in conformance with the Future Land Use Map, and the sale supports the principles and goals of the Comprehensive Plan. The Waterfront Protection zone includes much of the area along the waterfront including the subject site. The Comprehensive Plan recommends protecting areas outside the city core wherever possible. The plan does not provide much commentary on the Waterfront Protection Zone but the City would like to maintain public access to the waterfront while promoting infill development where appropriate that fits the existing fabric of the city. The City plans to maintain ownership of the existing parkland and trails in the Oredock Upland area while encouraging redevelopment of former railroad right-of-way and development of vacant infill parcels where streets and utilities exist. In many cases the City seeks to limit development in the Waterfront Protection and Conservation Buffer zones to infill development or land uses that will not excessively burden the utilities and public safety. City staff and the Comprehensive Plan recognize the need to accommodate existing development in the various Future Land Use zones of the city.



The land transfer involves the sale of a portion of vacant City property to an existing residential property owner. The property owner would combine the portion of City-owned property with her existing parcel. The land use for the subject parcel would not intensify beyond a single-family use and the land transfer and combination would allow for the property owner to construct additional improvements on the newly-combined parcel.

2. Consistency with the Unified Development Ordinance (UDO):



A. Zoning District: Waterfront City Center (W-CC) with Waterfront Overlay (W-O)

The addition of the requested land for purchase (a portion of parcel # 201-01063-0000) to parcel 201-01065-0000 will not impact consistency with standards for the W-CC district. The applicant's current property (parcel 201-01065-0000 at 823 Water Street) is a nonconforming lot for the Waterfront City Center district due to the setbacks of the existing home. The W-CC zoning applies the setbacks for the zoning district that most closely resembles the land use (Single-Family Residential setbacks would apply here). The current parcel's width and area dimensions are conforming. The land transfer as requested and subsequent lot combination will not resolve the setback issue but it will allow for the property owner to construct additional improvements on the parcel while maintaining current setbacks and impervious surface maximums as required by the UDO.

The Waterfront Overlay zoning includes design guidelines on building materials that would apply to any improvements constructed on the property. The W-O zoning also provides for setbacks for structures on parcels with frontage on Lake Superior. The subject parcel does not have frontage directly on Lake Superior due to the location of the Corridor Trail to the north of the parcel. The W-O zoning requires that structures not be located in a manner that restricts views of Lake Superior from North-South Avenues and trails. The sale of half of the City-owned property at 821 Water Street and potential construction of a structure on the parcel would not interfere with views of the lake from north-south streets. 9th Avenue East is to the east of the subject property. The trail is to the north of the subject parcel and adjacent to the lake so the sale and use of the subject property would not compromise views of the lake from the trail.

B. Compatibility of Proposed Development with Existing Development

The land requested for transfer by the applicant is currently vacant with no immediate development plans proposed. The land transfer and incorporation into the applicant's parcel to create a conforming lot are compatible with the existing residential and recreational uses and would facilitate the owner's future use of the property which would otherwise not be possible.

3. **Consideration of Highest and Best Use:**

Considering all factors as listed above, staff sees single-family residential as the highest and best use of the property. City staff reviewed the 2023 EPA report and the recommendations and vision the report provides for the Oredock Upland Area. The report is intended to serve as a guide by which the City encourages development in the Oredock area. In reviewing the existing land uses and EPA report along with the location of the subject parcel in relation to the redevelopment area as outlined in the EPA report staff believes that the sale of 25 feet of the vacant City property will not negatively impact development plans for the area. The parcel is on the northeast edge of the redevelopment area. If it was in the center of the redevelopment area a land sale might significantly impact development options for the surrounding City-owned parcels and staff could see other, denser forms of residential development such as row or townhouses as higher and better uses. The City has deemed the portion in question of the subject parcel land as non-essential for future City needs. City of Ashland Ordinance Chapter 478.03 provides criteria for essential properties and essential properties with conditions, which are not to be made available for purchase:

- (a) Part of an existing or planned park, trail, or public open space
- (b) Necessary for public utility or stormwater management
- (c) Necessary for existing or future public rights-of-way (roadways, alleys, sidewalks); or
- (d) Adjacent to or provides access to Lake Superior;
- (e) Public Facilities.

The subject parcel does not fit any of the five categories outlined in Chapter 478.03.

City of Ashland Ordinance Chapter 478.04 provides two criteria for essential properties with conditions, which are to be kept in City ownership until a proposal for redevelopment is approved:

- (a) Part of a planned redevelopment project; or
- (b) Available in whole or in part when certain conditions are met

The subject parcel does not fit either of the two categories listed in Chapter 478.04.

The requested sale and proposed use of half of the City-owned parcel is compatible with the site and surrounding areas. The surrounding uses are primarily residential and recreational. The applicant's existing home would remain and the intent is that this would allow the applicant to construct improvements on the enlarged property which are currently not possible. Other than combining a portion of vacant City-owned property with the existing residential parcel no changes in land use are proposed.

- 4. Additional Factors, including Compliance with other City Ordinances and State Statutes:**
- a. The applicant shall apply with Ashland County for combination of the subject 25-foot-wide portion of Parcel # 201-01063-0000 with her existing property at Parcel # 201-01065-0000 via Certified Survey Map into a single tax parcel.

Review Recommendation

Staff recommends APPROVAL of the Land Transfer request contingent on the following conditions:

- The applicant shall be responsible for the costs associated with the land transfer including but not limited to: Land sale, Certified Survey Map, closing costs, Register of Deeds recording fees, etc.
- Applicant shall combine the subject eastern 25-foot-wide portion of parcel 201-01063-0000 with KBC Properties, LLC's existing property to create one lot and City staff shall review and approve the CSM prior to recording at the County.
- Price of the 25-foot-wide section of property shall be \$6,000.
- Applicant shall obtain required approvals and zoning and building permits prior to constructing any improvements on the resulting property. Any improvements shall meet the design standards listed in UDO Section 4.46 W-O Waterfront Overlay District.
- Any existing nonconformities (i.e., setbacks, lot coverage) shall not be expanded by new uses of the property. Based on staff's initial review, the setbacks of the existing home are less than the setbacks required by code today. The home is almost on the property line along the sides which would not be permitted under current code. Any improvements constructed after the land sale and lot combination would need to meet current setback requirements and impervious coverage maximums.

Additionally, as a Public Hearing is scheduled for the proposed Land Transfer, the Plan Commission should hear all input from the public prior to making a determination. The required public hearing notice was issued on January 2nd and January 9th, 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.

Find yourself next to the water.



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 – January 21st, 2025

Agenda Item # 6c: Public Hearing Vote on a Citizen Request to Purchase City-owned Property

Zoning District: Single-Family Residential (R-1) District
Property Address: Vacant – Corner of 6th St E and 10th Ave E
Parcel #: 201-02065-0000
Applicant: Tim Retaskie
Staff Contact: Steven Wiley

Background

The City owns a vacant parcel at the corner of 6th St E and 10th Ave E. The vacant parcel is approximately 140 feet wide by 200 feet long (approximately 28,000 sq. ft. in area). Tim and Kathleen Retaskie own the single-family property across the alley to the east at 523 11th Ave E. Mr. Retaskie reached out to Planning staff regarding the potential of purchasing the subject property. He would like to acquire the property so that his daughter could build a home on it in the future. In the meantime, he would maintain the property which is currently covered in brush and not maintained. City staff discussed Mr. Retaskie's request internally. Staff determined that the City could sell the subject parcel to Mr. Retaskie. Planning staff advised Mr. Retaskie that he would need to make an offer to purchase the property. A Certified Survey Map (CSM) is not required because the parcel already exists and no new lots are proposed nor is a lot division or combination proposed. Mr. Retaskie has offered the City \$15,000 for the subject parcel. The subject parcel and immediately adjacent properties are all zoned Single-Family Residential (R-1). The parcel to the west across 10th Ave E is zoned R-1 with the Bay City Creek Overlay (BCC-O). The properties to the north, south, and west are vacant. Bay City Creek runs north-south to the west of the subject property. The properties to the south and east have single-family land uses.

Existing Land Use	Zoning
Vacant: City-owned	Single-Family Residential (R-1)

Adjacent Land Use and Zoning

Existing Uses		Zoning
North	Vacant	Single-Family Residential (R-1)
South	Vacant: City-owned	Single-Family Residential (R-1)
East	Single-family Residential	Single-Family Residential (R-1)
West	Vacant, City-Owned, Bay City Creek	Single-Family Residential (R-1) with Bay City Creek Overlay (BCC-O)

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Overlap of Conservation Buffer and Traditional Neighborhood & Mixed Use

Mr. Retaskie and City staff have discussed his potential land purchase for several months. Staff explained to Mr. Retaskie that his request would require Plan Commission review and City Council approval. Mr. Retaskie submitted his application and offer to purchase the property.



The above aerial image shows the location of the subject property outlined in red. The applicant's property is east of the subject parcel.

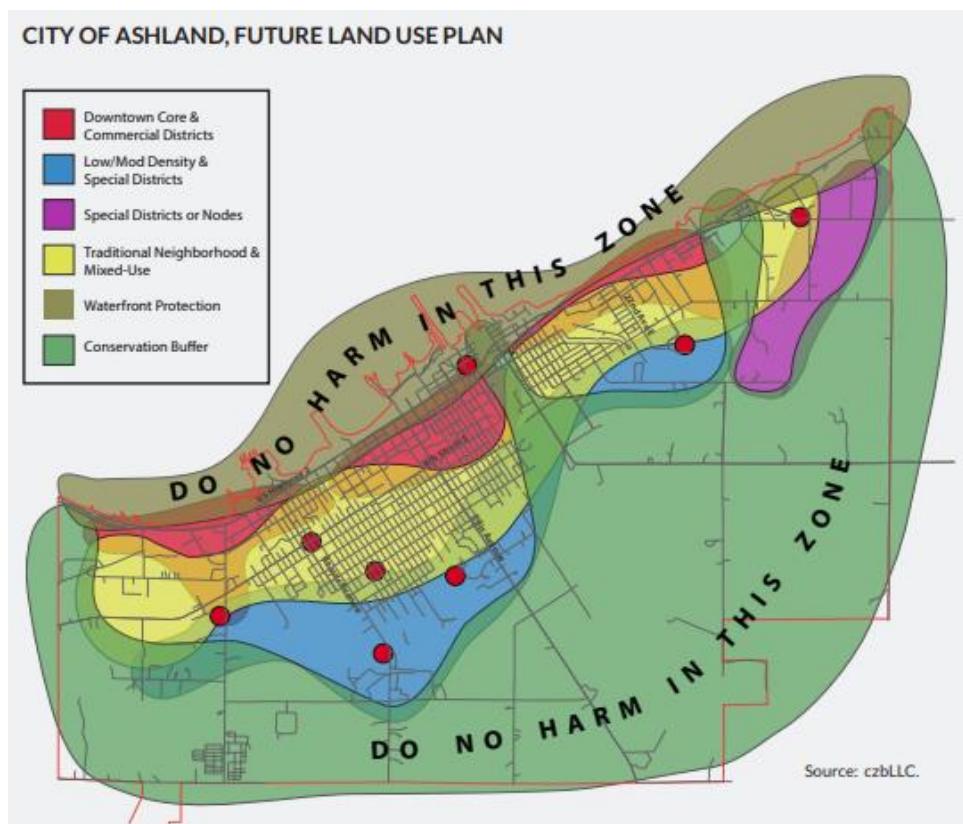
Review Criteria for Offer to Purchase and Sale of Land:

The following decision criteria were used to review the submitted land transfer request:

1. Consistency with Comprehensive Plan.

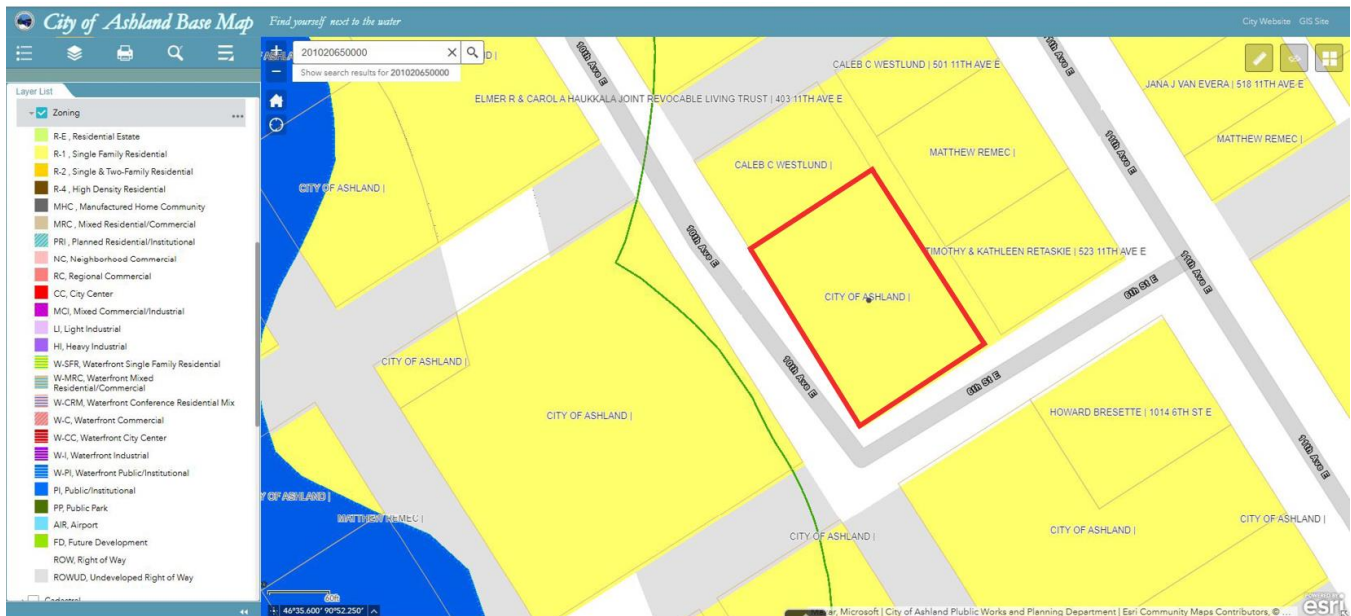
The Comprehensive Plan calls for careful disposition of vacant land. This includes making fiscally sound decisions with the land the City owns, and ensuring that the highest and best use for the land is achieved. Parcel # 201-02065-0000 is currently vacant and does not show up as essential on the land inventories. To staff's knowledge the parcel does not have easements or deed restrictions attached.

Staff is of the opinion that the sale of Parcel # 201-02065-0000 is in conformance with the Future Land Use Map, and the sale and use of the parcel as proposed is consistent with the principles and goals of the Comprehensive Plan. The subject parcel is located within the overlap of the Conservation Buffer and Traditional Neighborhood & Mixed-Use areas on the Future Land Use Map. The Conservation Buffer zone includes much of the area surrounding the core of the city and area along Bay City Creek. The Traditional Neighborhood & Mixed-Use zone includes a large portion of the City south of US Hwy 2 and Main Street. The Future Land Use Map does not provide firm distinctions between land use zones. It provides for overlap between zones to allow for flexibility for land uses permitted and transitions in the areas between zones. City staff have discussed the proposed land sale and the City plans to maintain ownership of the City-owned parcels and railroad right-of-way in the immediate vicinity of Bay City Creek to preserve a buffer along the creek which is consistent with the Future Land Use recommendation for the creek area. The subject parcel's location within the overlap of two land use zones on the Future Land Use Map allows for land uses which would fit within either of the two zones. The applicant's plans to maintain the parcel as a vacant property or to construct a single-family home on the parcel fit within the Future Land Use zones for the parcel. Conservation Buffer zones encourage infill development or land uses that will not excessively burden the utilities and public safety. Traditional Neighborhood & Mixed-Use zones encourage primarily single-family housing but also allow for interspersed duplexes and townhouses in some areas. Staff do not have concerns with the sale of Parcel # 201-02065-0000 in light of the Future Land Use Plan.



2. Consistency with the Unified Development Ordinance (UDO):

A. Zoning District: Single-Family Residential (R-1)



The sale of Parcel # 201-02065-0000 will not impact consistency with standards for the R-1 district. The parcel is not located within the Bay City Creek Overlay (west of the green line on the map above) so is not subject to additional standards beyond the base R-1 requirements. The parcel is large enough to construct a single-family home. The applicant has indicated that he would like to possibly construct a single-family home on the property in the future. Currently he would maintain the property and plant a garden on it. These uses of the parcel are compatible with the parcel's existing zoning. Staff does not have concerns with the sale of the parcel for the uses mentioned above.

B. Compatibility of Proposed Development with Existing Development

The land requested for purchase by the applicant is currently vacant and near existing single-family residential uses including the applicant's home across the alley. City water and sewer are available along 6th Street East. The use of the parcel for gardening or for a single-family use is consistent with the uses of the surrounding parcels. Such uses would not significantly increase the burden on the public utilities nor would they be out of character with the existing surrounding uses for the area.

3. Consideration of Highest and Best Use:

Considering all factors as listed above, staff sees single-family residential as the highest and best use of the property. Staff examined the Future Land Use Map, the current zoning of the subject parcel and surrounding properties, and existing uses in the vicinity of the subject site. The subject parcel is near but not adjacent to Bay City Creek or in the Bay City Creek Overlay district. Staff does not believe the parcel is suited to high density or high intensity land uses such as industrial, commercial, or high-density residential. The use of the parcel for single-family residential would allow the City to place the property on the tax roll while preventing the potential negative impacts of a higher intensity use in the area. The City does not have plans for the subject parcel and has deemed the property as non-essential for future City needs. City of Ashland Ordinance Chapter

478.03 provides criteria for essential properties and essential properties with conditions, which are not to be made available for purchase:

- (a) Part of an existing or planned park, trail, or public open space
- (b) Necessary for public utility or stormwater management
- (c) Necessary for existing or future public rights-of-way (roadways, alleys, sidewalks); or
- (d) Adjacent to or provides access to Lake Superior;
- (e) Public Facilities.

The subject parcel does not fit any of the five categories outlined in Chapter 478.03. The Parks and Recreation Director did not have concerns with the land sale. There are no plans to construct trails or other recreational facilities on the parcel, nor is access to Bay City Creek provided through the parcel. The parcel is not needed for public infrastructure or right-of-way or for public facilities.

City of Ashland Ordinance Chapter 478.04 provides two criteria for essential properties with conditions, which are to be kept in City ownership until a proposal for redevelopment is approved:

- (a) Part of a planned redevelopment project; or
- (b) Available in whole or in part when certain conditions are met

The subject parcel does not fit either of the two categories listed in Chapter 478.04.

The requested sale and proposed use of the City-owned parcel is compatible with the site and surrounding areas. The surrounding uses are primarily residential. Other parcels are currently vacant.

- 4. Additional Factors, including Compliance with other City Ordinances and State Statutes:**
- a. The applicant shall comply with all Building Codes as laid out in the Uniform Dwelling Code (UDC) for Single and Two-Family Residential construction and zoning standards described in the City of Ashland Unified Development Ordinance (UDC).

Review Recommendation

Staff recommends APPROVAL of the Land Transfer request to sell Parcel # 201-02065-0000 contingent on the following conditions:

- The applicant shall be responsible for the costs associated with the land transfer including but not limited to: Land sale, closing costs, Register of Deeds recording fees, etc.
- Price of the subject parcel shall be \$15,000.
- Applicant shall obtain required approvals and zoning and building permits prior to constructing any improvements on the resulting property. Any improvements shall meet the setback and impervious maximum standards listed in the current zoning district for the subject parcel.

Additionally, as a Public Hearing is scheduled for the proposed Land Transfer, the Plan Commission should hear all input from the public prior to making a determination. The required public hearing notice was issued on January 2nd and January 9th, 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.



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

STAFF REPORT

Plan Commission – December 17, 2024

Agenda Item # 6d: Conditional Use Permit Request to allow a freestanding sign in excess of 75 SF.

Zoning District: Waterfront City Center District (W-CC), Gateway Overlay District, Waterfront Overlay District (W-O)

Property Address: 521 Lakeshore Dr. E

Parcel #: # 201-01254-0000

Applicant: Krist Oil Company

Staff Contact: Terri Erickson

Background

Krist Oil Company requests review and approval of a conditional use permit (CUP) to add a reader board to an existing multi-pole freestanding sign at the Krist Gas and Convenience Store located at 521 Lakeshore Dr E (Parcel # 201-01254-0000). The subject parcel is located in the eastern portion of the city a couple blocks to the east of Prentice Avenue. The parcel is .48 acres (approximately 21,030 sq. ft.) in area and contains the Krist Food Mart building and canopy covered fuel pumps. Primary access is available off of Lakeshore Drive by way of Willis Avenue. The applicant originally applied for a sign permit for an additional 16 square feet of sign area. The total combined area, with the existing sign, would have totaled 88 square feet which is over the allotted allowable area of 75 square feet. However, the ordinance allows an increase in the maximum area if a conditional use permit is approved. The proposed modifications to the sign included the addition of two new 2-foot by 4-foot reader boards below the existing sign panels. Planning staff reviewed the application and it was determined that the lower reader board would conflict with the required vision triangle clearance. The applicant understands that the lower board would therefore not be allowed by ordinance and has decided to move ahead with the application for adding only one 2-foot by 4-foot panel which would be installed above the ten-foot high clearance required for the vision triangle. With this modification, the total area would equal 80 square feet which still requires the approval of a CUP.

Existing Land Use	Zoning
Krist Food Mart (Convenience Store/Gas Station)	Waterfront City Center District (W-CC), Gateway Overlay District, Waterfront Overlay District (W-O)

Existing Uses		Zoning
North	Single Family Residential	Waterfront City Center (W-CC), Waterfront Overlay (W-O)
South	Commercial (Ken's Mobile Service, Inc.)	City Center (CC) with Gateway Overlay (GTWY-O)
East	Commercial – Retail/Associated Parking (Taste of Wisconsin)	Waterfront City Center (W-CC), Gateway Overlay (GTWY-O), Waterfront Overlay (W-O)
West	Single Family Residential	Waterfront City Center (W-CC), Gateway Overlay (GTWY-O), Waterfront Overlay (W-O)

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Downtown Core & Commercial District, Waterfront Protection



The subject property is outlined in the above aerial image

Site Design and Parking

The subject property includes a one-story commercial building along the west edge of the property and a row of pumps covered by a drive under canopy on the east side. There are two uncovered diesel pumps located along the north side adjacent to the alley marked above with the blue box. Customer



View of the site from the East off the intersection of Lake Shore Drive and Willis Avenue.

parking takes place along the east side of the building. There are no designated parking spaces delineated by striping. There is a combination of concrete and bituminous pavement covering the entire lot. No changes are proposed to the building, site, pumps or canopy. The existing pole sign proposed for the CUP is located on the south-east corner of the property marked by the orange circle on the aerial image.

Landscaping

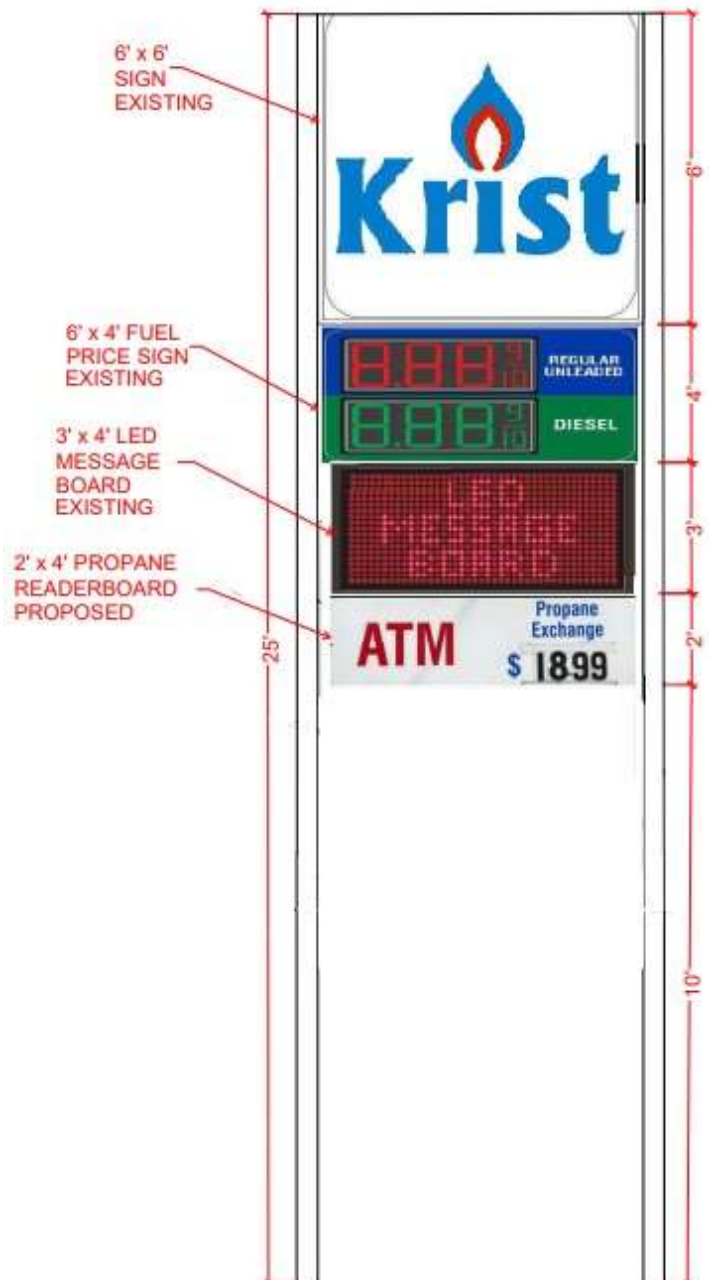
The lot is covered with 100 percent impervious surface which makes this a non-conforming parcel. The maximum impervious coverage in the Gateway Overlay District is seventy percent (70%). In addition, the sign ordinance requires that new freestanding signs shall provide an attractive landscape area around the entire base of the sign to compliment the sign. With these factors in mind, staff recommends as a condition of approval that the owner provide a landscape base around the existing sign that would also comply with the vision triangle requirements. (Not to exceed two and a half feet in height.) The property owner shall be responsible for the maintenance of the landscaping.

Lighting

There are no changes or additional requirements for lighting. The proposed sign panel will be backlit.

Building Elevations

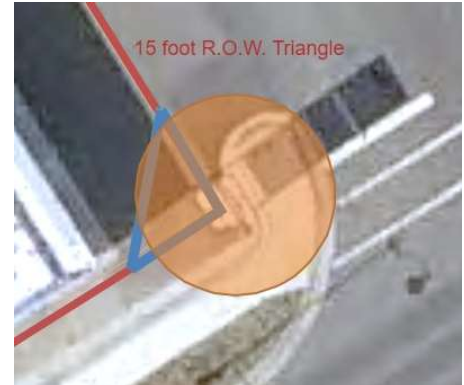
No changes are proposed to the existing building.



Signage

The CUP request is to allow the placement of one 2-foot high by 4-foot wide back-lit reader board to the existing sign. This would be located directly underneath the LED message board as shown on the sign elevation to the right. The proposed sign would advertise the propane exchange rate and the ATM service provided. According to the applicant, this panel was once in place but removed, as required by city, to install the LED message board in its place. The applicant is requesting to re-install one of these panels below the message board. The ordinance states that signs containing manual changeable copy or electronic reader boards shall have less than thirty (30) percent of the entire sign area dedicated to changeable copy or reader boards. Fuel price displays shall not be included in changeable copy calculations. The entire sign area, with the proposed reader board, is eighty (80) square feet. The allowable changeable message board area at thirty percent would be twenty-four (24) square feet. The existing electronic reader area plus the new proposed reader-board equals twenty (20) square feet which complies with the ordinance.

The location of the existing sign is also not complaint with the ordinance which would require a six (6) foot setback from the Lake Shore Drive property line. The existing sign does not appear to have any setback from the property line and possibly extends beyond it. It is also located in the fifteen (15) foot required vision triangle as shown on the adjacent photo. Due to this, any added signage shall be located above the ten (10) foot clearance requirement.



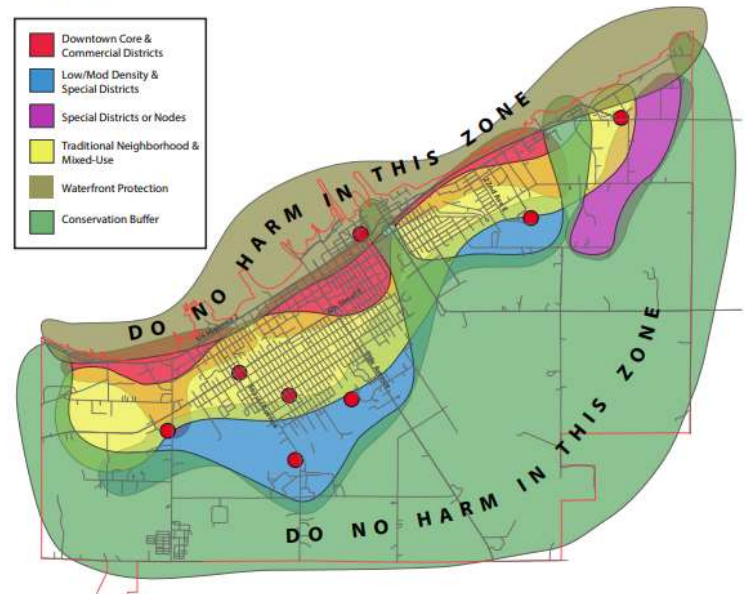
Standards for Conditional Use Review

The City of Ashland's Unified Development Ordinance Section 3.9 (C) Conditional Use Permit – Approval Criteria (and all subsections thereof), create the legal framework to regulate, administer, and enforce the conditional use standards for the City of Ashland. The following decision criteria were used to review the submitted conditional use:

1. Consistency with Comprehensive Plan.

The subject property is located within the Downtown Core and Commercial District as well as the Waterfront Protection district and Gateway Overlay District. The Future Land Use Map does not rigidly define land use districts but allows some overlap and flexibility to accommodate different uses as needed. The existing commercial use of the property as a convenience store and fuel station is consistent with the Downtown Core and Commercial District. No changes to the property which would result in encroachment into the Waterfront Protection district are proposed. Staff does not have concerns with the proposed CUP with regards to the Future Land Use Map.

FUTURE LAND USE PLAN



2. Compatibility.

The filling station use is compatible with the current Unified Development Ordinance, City Center Zoning, and surrounding properties which include an auto repair shop, a local food retail store, a Dairy Queen and a family restaurant. The Conditional Use Permit requested would allow for the proposed mounting of an additional panel on an existing sign for passing motorists to be informed of additional services and current prices. No other changes are proposed aside from city staff recommending the addition of landscaping around the sign base. The subject property is occupied by a commercial building that predates the Comprehensive Plan and current UDO. This use as a filling station would require approval under a conditional use permit if proposed today under our current ordinance. The facility use serves the community well and helps contain the traffic flow around and through the city on US-2 and away from the surrounding residential neighborhoods. Staff does not anticipate any increase in traffic, noise, stormwater runoff, etc.

3. Importance of Services to the Community.

The subject property is occupied by a commercial use that provides necessary services to the community of Ashland and motorists traveling through the city. In addition to fuel, the retail portion provides the community with food, drink and other general items that may be hard to come by when other stores are closed for the day. The additional sign will advertise current prices and facility amenities helping to keep prices competitive throughout the city.

4. Neighborhood Protections.

The subject property is located on the main thoroughfare through the city where such uses are permitted and anticipated. The addition of a reader board on the existing sign on the subject parcel will not significantly impact the neighborhood. Providing services along the gateway corridor where people will be slowing down for turning and entering also helps keep traffic speeds down which in turn promotes a higher level of safety for pedestrians and the surrounding residential neighborhood. The CUP is only to permit the sign panel addition proposed and may incorporate landscaping which the parcel has been lacking. The inclusion of landscaping at the base of the sign will help offset the aesthetic impact the reader board would have. Staff has ensured that the vision triangle at the corner will remain.

5. Conformance with Other Requirements:

The development must conform to all other applicable City code requirements, including (but not limited to):

- All applicable sections of the Gateway Overlay and Waterfront Overlay
- Local and state building code requirements to ensure the property meets code standards for the proposed use(s) prior to issuance of any future Building or Occupancy Permits.
- The applicant shall obtain necessary zoning and building approvals along with building permits for any future improvements on the property.

Review Recommendation

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

1. Approval of the Conditional Use Permit to allow for the addition and placement of one (1) 2-foot by 4-foot propane reader board backlit panel according to the submitted sign elevation located at the 521 Lake Shore Dr E subject property.
2. Signage shall meet UDO standards.
3. Conditional Use Permit is only for the signage proposed and not for any additional uses or improvements. If any additional changes are proposed such uses will require additional

staff and/or Conditional Use Permit approvals through Plan Commission and the Common Council.

4. A sign permit is required prior to the installation of the proposed signage.
5. The base of the existing sign shall be landscaped with plantings. Drawings (plan, elevation and/or section) of the planter base materials, dimensions, details and planting type shall be submitted to the city for review and approval before a sign permit is approved. The plantings shall not exceed two and a half feet in height. The landscaping shall be installed when the reader board is installed or within the growing season. The landscaping shall be cared for and maintained by the property owner.

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. The required Class 2 public hearing notice was issued on January 2nd & January 9th 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.



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

STAFF REPORT

Plan Commission – January 21, 2025

Agenda Item # 6e: Conditional Use Permit Request to allow a vehicle sales use in the City Center District

Zoning District: City Center (CC), Gateway Overlay District
Property Address: 1318 Lakeshore Drive
Parcel #: # 201-00066-0000
Applicant: Greta and Nicolas Blancarte
Staff Contact: Terri Erickson

Background

This request is for a conditional use permit to operate a small used car dealership under the name of Lake Superior Auto Sales, LLC. The business will be a “by appointment only” and will use an office within the Schraufnagel Glass building. They have worked out a deal with the owners to use this space for the noted purpose. The office will have its own entrance with nearby parking spaces for use by the applicants and their clients. The applicant is proposing to have two to three vehicles for sale at a time with a maximum of five.

All vehicle repair work will take place at Nick’s Car Care Shop at the owner’s residence on Sanborn Avenue. The operation of this home business was approved under a Conditional Use Permit around fourteen years ago. Vehicles to be sold will undergo any repair work required inside the shop. Vehicles awaiting repair work will also be parked at the shop. No sales of these vehicles will take place at the shop. The customer appointments may take place during the evening hours.

Existing Land Use	Zoning
Business and Retail (Roots Salon, Country Buds Flower Shoppe, Schraufnagel Glass, Jackson Hewitt Tax Service, Corn man sales and truck)	City Center (CC), Gateway Overlay District

Existing Uses	Zoning
North	Northern States Power Company (Xcel)
South	Single Family Residential
East	Single Family Residential
West	Pioneer Quick Lube
	Waterfront Industrial (W-I) with Waterfront Overlay (W-O)
	Mixed Residential/Commercial (MRC)
	City Center (CC) with Gateway Overlay (GTWY-O)
	City Center (CC) with Gateway Overlay (GTWY-O)

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Downtown Core and Commercial District Waterfront Protection



Aerial View with Adjacent Properties

Site Design

The aerial photo shown below depicts the location of the building in relation to Lake Shore Drive and the surrounding parking lot. The orange designates where the retail businesses are located and the blue line outlines the Schraufnagel Glass business. The building is surrounded on all sides by an unstriped parking lot with a small amount of grass and vegetation around the perimeter. The purple box designates the location of the interior office that would be used by the applicant. Parking by the customers would take place directly in front of the office and the applicant would park in the back of the building as denoted by the single purple triangle. The vehicles for sale would be parked along the front edge of the property adjacent to Lake Shore Drive shown below as three purple triangles. These spaces would be adjacent to the entrance to the property from Lake Shore Drive. The intent of this location is for the sale vehicles to be highly visible to drivers passing by.



Enlarged Aerial View of Building and Parking Lot

Parking and Drives

The expansive parking lot is under-utilized and other individuals selling cars have often parked here as it is a visible location from a busy highway. The intent of locating the for-sale vehicles on the north end is to take advantage of the exposure to traffic on Lake Shore Drive. This first photo shows the approach to the site from the west arriving into town. The entrance to the site is just beyond the light pole showing in the photo. The sale vehicles would be parked just before this entry point beyond the Quick Lube Sign. This is also the same area of the lot where the Corn Man parks and sells his product during later summer and fall seasons. Otherwise this section of lot is typically quite empty. Customers for the retail spaces park in directly adjacent to the building on the east and west sides. Employees and customers for the Glass Shop park along the west and back sides of the building as evident from the aerial site photo.



View from Lakeshore Drive from the West (Above)



View from Lakeshore Drive from the East

Landscaping

There is very little existing landscaping or green space on this site aside from a few bushes and small trees along the north and west property lines. There is approximately a 20-foot grass buffer between the parking lot and the sidewalk that runs along Lake Shore Drive. On the rear property line there is a 40-foot grass buffer between the parking lot and road as well as a second vehicular entry drive.

Signage

Currently there are two existing pilaster signs - one at each entry to the site displaying names of the various businesses in the building. There will be no changes to these. The applicant intends to locate a small sign on the window in the entrance door to their office with the name and contact information for their business. Per ordinance, window signs applied to the interior of the glass, if under 25 percent of the window area on that elevation, do not require a permit. This entry and adjacent office window are highlighted in the photo below with the red circle.



Photo looking at the main entrance to the office and the adjacent window

Lighting

There are no changes or additional requirements for lighting. It does not appear that there is any existing lighting for the parking lot although there is street lighting that illuminate sections of the lot. There is an existing exterior wall light above the entry door to be used by the applicant and customers.

Standards for Conditional Use Review

The City of Ashland's Unified Development Ordinance Section 3.9 (C) Conditional Use Permit – Approval Criteria (and all subsections thereof), create the legal framework to regulate, administer, and enforce the conditional use standards for the City of Ashland. The following decision criteria were used to review the submitted conditional use:

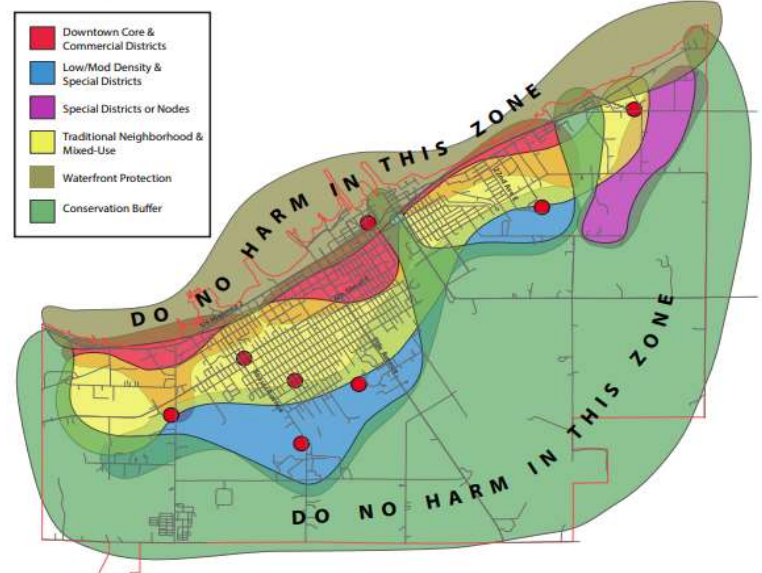
1. Consistency with Comprehensive Plan.

This Conditional Use Permit does not detract from the goals of the Comprehensive Plan. The subject property is located within the Downtown Core and Commercial District along with the Gateway Overlay District. This is a proposal for a new and needed service in the city by local residents for local residents. The existing oversized parking lot associated with the building is the type of past development that has occurred that is now considered undesirable. Future infill development of this area may be encouraged to help create higher density and a more attractive entrance to the city along the gateway. In the meantime, use of the parking lot to help provide for a new local small business will benefit the community and create more activity in a typically dead space. A Vehicle Sales Use at an existing commercial property is consistent with the Downtown Core and Commercial District zone of the Future Land Use Plan.

2. Compatibility.

This use is compatible with the site. The existing building currently provides space for multiple other retail or service business that support the community. Surrounding the property are residences on two sides that would be minimally affected by this additional small business. The Quick Lube to the west is a related and compatible business. Existing views to the lake looking north from the lot are hindered by the Xcel energy plant so the lot is not a primary Lake Superior viewpoint. The existing building will be better utilized which increases the value and density of the use which is desirable in this district.

FUTURE LAND USE PLAN



3. Importance of Services to the Community.

The addition of a used car dealership with a reputation for quality work and high integrity would be a benefit to the community. The option of working with local residents and businesses can support the growth of meaningful and trustworthy business/customer relationships and offer additional and potentially lower price options in the community. The applicant has stated with the high prices of new vehicles, many community members are pursuing used alternatives. They are seeking to help fill this need.

4. Neighborhood Protections.

The residential area surrounding the property on two sides will not be further impacted by the incorporation of this business. There may be a very minimal increase to traffic and pedestrian flow and the addition of 3-4 vehicles parked on the north end of the lot.

5. Conformance with Other Requirements:

The development must conform to all other applicable city code requirements, including (but not limited to):

- All applicable sections of the City Center Zoning District of the Ordinance
- All applicable sections of the Gateway Overlay
- All required State Motor Vehicle Dealer Licensing requirements

Review Recommendation

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

- The applicant shall obtain all necessary building and/or sign permits for the proposed project and provide drawings with following information prior to operating on-site:
 - A site plan designating the location of for-sale vehicles, employee and customer parking, and the primary entrance to the building and office location.
- The number of for-sale vehicles must not increase beyond the 5 approved in the CUP approval. If the applicant desires to go beyond this, they must come back to City Planning Staff and the Plan Commission for further review and approval.
- The for-sale vehicles must be parked on the paved surface. They shall not be elevated or located beyond the pavement in the grass area. No vehicles for sale shall be parked in the 10-foot by 10-foot vision triangle at the driveway entrance from Lake Shore Drive.
- Any future or additional signage on the building, existing pole sign or at the location of the sale vehicles must be submitted to the city planning staff for review and approval.

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. The required Class 2 public hearing notice was issued on January 2nd & January 9th 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.

Case Activity Report

12/01/2024 - 12/31/2024

Case #	Case Date	Assigned To	Main Status	Description	Closed Date	Parcel #	Parcel Address
20240489	11/13/2024	Raymond Kallio	Closed	vehicle accross sidewalk and messv vard	12/30/2024	201022860000	709 4TH AVE W
20240504	12/3/2024	Raymond Kallio	Closed	misc storage	12/30/2024	201024640000	816 5TH AVE E
20240521	12/12/2024	Raymond Kallio	Closed	misc storage	12/30/2024	201024780000	804 PRENTICE AVE
20240522	12/12/2024	Raymond Kallio	Closed	junk	12/30/2024	201006290000	917 BEASER AVE
20240525	12/19/2024	Raymond Kallio	Closed	mattress in yard	12/30/2024	201044370000	809 CHAPPLE AVE
20240527	12/20/2024	Raymond Kallio	Closed	couch	12/30/2024	201019690000	315 6TH ST W
20240524	12/12/2024	Raymond Kallio	Closed	Tires	12/23/2024	201032290000	1319 9TH AVE W
20240523	12/12/2024	Raymond Kallio	Closed	tires	12/23/2024	201025830000	801 6TH AVE W
20240515	12/9/2024	Raymond Kallio	Closed	cardboard	12/23/2024	201036720000	609 14TH AVE E
20240518	12/11/2024	Raymond Kallio	Closed	tv by garage	12/23/2024	201014880000	206 14TH AVE E
20240509	12/4/2024	Raymond Kallio	Closed	misc storage	12/23/2024	201038560000	1101 CHAPPLE AVE
20240511	12/5/2024	Raymond Kallio	Closed	misc storage	12/23/2024	201022610000	709 6TH AVE W
20240512	12/5/2024	Raymond Kallio	Closed	debris	12/23/2024	201030140000	918 9TH AVE W

20240514	12/6/2024	Raymond Kallio	Closed	misc storage and debris		201015720000	712 MAIN ST E
20240500	11/25/2024	Raymond Kallio	Closed	tires		201026260000	910 3RD AVE W
20240441	10/10/2024	Raymond Kallio	Open	misc storage		201017400000	321 WILLIS AVE
20240527	12/20/2024	Raymond Kallio	Closed	couch	12/30/2024	201019690000	315 6TH ST W
20240529	12/20/2024	Raymond Kallio	Closed	snow pushed onto another property	1/6/2025	201011940000	1104 LAKE SHORE DR E
20240530	12/20/2024	Raymond Kallio	Open	misc storage	12/20/2024	201001550000	1207 3RD ST W
20240525	12/19/2024	Raymond Kallio	Closed	mattress in yard	12/30/2024	201044370000	809 CHAPPLE AVE
20240526	12/19/2024	Raymond Kallio	Closed	debris	1/6/2025	201015700000	215 STUNTZ AVE
20240474	10/30/2024	Raymond Kallio	Closed	debris	12/19/2024	201033480000	2904 LAKE SHORE DR E
20240500	11/25/2024	Raymond Kallio	Closed	tires		201026260000	910 3RD AVE W
20240484	11/5/2024	Raymond Kallio	Open	appliance		201002840000	308 16TH AVE W
20240517	12/9/2024	Raymond Kallio	Closed	tires	12/18/2024	201020250000	500 WILLIS AVE
20240516	12/9/2024	Raymond Kallio	Closed	misc storage	12/17/2024	201019040000	419 WILLIS AVE
20240507	12/3/2024	Raymond Kallio	Closed	misc storage		201024040000	700 WILLIS AVE
20240503	12/2/2024	Raymond Kallio	Closed	misc storage		201000390000	108 11TH AVE W
20240496	11/22/2024	Raymond Kallio	Closed	furniture		201006120000	801 BEASER AVE
20240521	12/12/2024	Raymond Kallio	Closed	misc storage	12/30/2024	201024780000	804 PRENTICE AVE

20240523	12/12/2024	Raymond Kallio	Closed	tires	12/23/2024	20102583000 0	801 6TH AVE W
20240522	12/12/2024	Raymond Kallio	Closed	junk	12/30/2024	20100629000 0	917 BEASER AVE
20240524	12/12/2024	Raymond Kallio	Closed	Tires	12/23/2024	20103229000 0	1319 9TH AVE W
20240518	12/11/2024	Raymond Kallio	Closed	tv by garage	12/23/2024	20101488000 0	206 14TH AVE E
20240519	12/11/2024	Raymond Kallio	Open	misc storage		20101507000 0	201 14TH AVE E
20240520	12/11/2024	Raymond Kallio	Closed	misc storage	1/9/2025	20102159000 0	619 5TH AVE E
20240465	10/22/2024	Raymond Kallio	Closed	debris	1/3/2025	20100519000 0	602 15TH AVE W
20240501	11/26/2024	Raymond Kallio	Closed	misc storage	12/10/2024	20101798000 0	1409 4TH ST E
20240491	11/20/2024	Raymond Kallio	Closed	garbage	12/10/2024	20102355000 0	717 3RD AVE E
20240494	11/21/2024	Raymond Kallio	Open	debris and possible camping		20100544000 0	613 11TH AVE W
20240513	12/6/2024	Raymond Kallio	Closed	recliner	12/10/2024	20101567000 0	221 STUNTZ AVE
20240516	12/9/2024	Raymond Kallio	Closed	misc storage	12/17/2024	20101904000 0	419 WILLIS AVE
20240515	12/9/2024	Raymond Kallio	Closed	cardboard	12/23/2024	20103672000 0	609 14TH AVE E
20240517	12/9/2024	Raymond Kallio	Closed	tires	12/18/2024	20102025000 0	500 WILLIS AVE
20240513	12/6/2024	Raymond Kallio	Closed	recliner	12/10/2024	20101567000 0	221 STUNTZ AVE
20240514	12/6/2024	Raymond Kallio	Closed	misc storage and debris		20101572000 0	712 MAIN ST E
20240512	12/5/2024	Raymond Kallio	Closed	debris	12/23/2024	20103014000 0	918 9TH AVE W
20240511	12/5/2024	Raymond Kallio	Closed	misc storage	12/23/2024	20102261000 0	709 6TH AVE W

20240497	11/25/2024	Raymond Kallio	Closed	couch	12/5/2024	201043330000	803 6TH ST W
20240499	11/25/2024	Raymond Kallio	Closed	misc storage on right of way	12/5/2024	201006290000	917 BEASER AVE
20240495	11/22/2024	Raymond Kallio	Closed	junk and debris	1/6/2025	201025280000	822 3RD AVE W
20240473	10/30/2024	Raymond Kallio	Closed	debris	12/4/2024	201015280000	209 12TH AVE E
20240486	11/6/2024	Raymond Kallio	Closed	furniture	12/3/2024	201027230000	1008 7TH AVE E
20240477	11/1/2024	Raymond Kallio	Closed	messy rear yard	12/4/2024	201045320000	1100 6TH AVE W
20240509	12/4/2024	Raymond Kallio	Closed	misc storage	12/23/2024	201038560000	1101 CHAPPLE AVE
20240508	12/4/2024	Raymond Kallio	Open	row violation		201023030000	312 7TH ST W
20240507	12/3/2024	Raymond Kallio	Closed	misc storage		201024040000	700 WILLIS AVE
20240504	12/3/2024	Raymond Kallio	Closed	misc storage	12/30/2024	201024640000	816 5TH AVE E
20240506	12/3/2024	Raymond Kallio	Open	messy yard		201015830000	215 7TH AVE E
20240488	11/7/2024	Raymond Kallio	Open	rubbish and tires		201013920000	701 MAIN ST E
20240482	11/4/2024	Raymond Kallio	Closed	misc storage	12/2/2024	201017420000	317 WILLIS AVE
20240484	11/5/2024	Raymond Kallio	Open	appliance		201002840000	308 16TH AVE W
20240489	11/13/2024	Raymond Kallio	Closed	vehicle accross sidewalk and messv yard	12/30/2024	201022860000	709 4TH AVE W
20240503	12/2/2024	Raymond Kallio	Closed	misc storage		201000390000	108 11TH AVE W

Permit Detail Report

12/01/2024 - 12/31/2024

Permit #	Permit Date	Building Type	Applicant Name	Applicant Address	City, State, Zip	Description	Project Cost	Square Feet	Issued Date	Type of Work	Work Location	Total Fees	Parcel #	Parcel Address
20240360	12/27/2024	Residential - Detached Accessory Building	Ken Belanger	403 11th Ave E	Ashland, WI 54806	10 x 16 pre-manufactured shed with wood siding and a metal roof.	5,000	160	12/27/2024	Accessory Structure	403 11th Ave E	\$50.00	201018450000	403 11TH AVE E
20240359	12/24/2024	Residential - Remodel/Repair/Additions (over 5,000)	Scott Doughman	105 Buttonball Lane	Gastonburg	Remove and replace 8 window same size no structural change	16,624	0	12/30/2024	Primary Structure	1508 11th Ave W	\$83.12	201046980100	1508 11TH AVE W
20240358	12/23/2024	Commercial - Miscellaneous Repair of a Commercial Structure	AT&T C/O JERRY JOHNSON AGENT	2 ASH ST STE 3000	2 ASH ST #3000 CONSHOCKEN, PA 19428	UPGRADE EXISTING AT&T ANTENNAS AND ASSOCIATED EQUIP	25,000	1,000	12/30/2024	Telecommunications	2313 County HWY A	\$125.00	201051330000	2313 COUNTY HWY A
20240357	12/20/2024	Commercial - New/Replace ment HVAC System	Eric Lipka	44941 State Hwy 13	Ashland, WI, 54806	Demolish and replace air handling units and boilers.	59,030	20,000	12/27/2024	Primary Structure	517 6th Street, Ashland, WI, 54806	\$295.15	201045850000	517 6TH ST W
20240356	12/20/2024	Commercial - Plumbing	Scott Blakeman	44941 State Hwy 13	Ashland, WI, 54806	Replaced toilets and shower heads throughout facility. Existing units being switched out with ADA compliant ones and higher efficient ones for gallons per flush (gpf) and flow rate reduction.	20,424	20,000	12/20/2024	Primary Structure	517 6th Street	\$102.12	201045850000	517 6TH ST W
20240355	12/18/2024	Commercial - Raze/Demolition	City of Ashland		Ashland, WI 54806	Existing 1,100 SF Kreher Park Bathroom Building to be demolished and prepared for replacement building in same location and configuration	0	0	12/19/2024	Accessory Structure	2020 6th St E		201037680000	2020 6TH ST E

20240354	12/17/2024	Commercial - Miscellaneous Repair of a Commercial Structure	Nicole Larson	46833 Benson Road	Ashland, WI 54806	Remodeling the apartment and commercial space: Apartment work will include drywall repair, painting, new doors, new kitchen cabinets, appliances, flooring (hardwood and carpet), new bathroom floors and fixtures. Plumber will install new toilet, vanity, and rough-in for entry for shower, and fixtures after bathroom is	25,000	1,475	12/18/2024	Primary Structure	705 Main St W	\$125.00	201000140000	705 MAIN ST W
20240353	12/11/2024	Residential - Remodel/Repair/Additions (over 5,000)	Eric J Doane	1302 Sanborn Ave	Ashland, WI 54806	Kitchen Remodel. 20' x 12' new cabinets, countertop, flooring, paint and appliances. New kitchen windows. Applicant to provide information on licensed plumber for plumbing connections	15,300	0	12/12/2024	Primary Structure	1302 Sanborn Ave	\$76.50	201049050000	1302 SANBORN AVE
20240352	12/11/2024	Commercial - Miscellaneous Repair of a Commercial	Jon E Bratley	706 6th St W	Ashland, WI 54806	Window Replacement - 15 Exterior Windows	27,993	0	1/6/2025	Primary Structure	706 6th St W	\$139.97	201043510000	706 6TH ST W

20240351	12/11/2024	Commercial - Miscellaneous Repair of a Commercial Structure	Circle K	1120 W Warner Road	Tempe, AZ 85284	Removal of concrete over two underground storage tanks. Dig to top of tank and cap off existing vent lines going to canopy. Pipe new vent lines to mulch area. Backfill and pour back concrete. Note: This permit is contingent upon: All new and existing venting installation shall comply with the industry standards as set forth by	50,000	400	12/13/2024	Other	110 Ellis Ave Ashland, WI	\$250.00	201013100000	110 ELLIS AVE
20240350	12/6/2024	Residential - Electrical	Collin Blakeman	3100b Ellis Ave	Ashland, WI	Electrical Service Upgrade	2,500	2,000	12/16/2024	Primary Structure	1413 Front Street	\$100.00	201011570000	1413 FRONT ST E
20240349	12/5/2024	Residential - Remodel/Repair/Additions (over 5,000)	John Mcguire	517 6th Street West	Ashland, WI 54806	Replace all windows with Marvin single hung units along with two (2) storefront doors	122,000	1	12/9/2024	Primary Structure	517 6th Street West	\$610.00	201045850000	517 6TH ST W
												\$1,956.86		

Total Records: 12

1/17/2025