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

PLAN COMMISSION MEETING AGENDA

May 20th, 2025 at 6:30PM at the City Hall Council Chambers 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**

AGENDA

1. Call to Order and Roll Call
2. Approval of the Agenda
3. Consent Agenda
 - a. Approval of minutes from the April 22nd, 2025 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 Unified Development Ordinance Text Amendments. Applicant: Planning and Development Department
7. Discussion Items:
 - a. Update on Property Maintenance Enforcement
 - b. Update on Building Permits for April 2025
 - c. Update on Miscellaneous Planning and Development Items
8. Announcement/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 Planning & Zoning Dept. at (715) 682-7041.

PLAN COMMISSION MEETING MINUTES

April 22nd, 2025 at 6:30PM at the City Hall Council Chamber and via Go To Meetings

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

Absent: JoAnn Erickson (excused), Shawn Brede (excused), Ana Tocherman (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
Ms. Gregor moved to approve the agenda as proposed and Jeff Beirl seconded. The motion carried 4-0.
3. Consent Agenda
 - a. Approval of minutes from the March 18th and April 1st, 2025 Plan Commission meetings.
Mr. Eades moved to approve the minutes. Ms. Gregor seconded. The motion carried 4-0.
4. Identify potential conflicts of interest
None
5. Citizen Participation (non-agenda items)
 - 1) Ronald Frasier – 507 St. Clair St.
Mr. Frasier was interested in any hearing about future plans the city has for the railroad right-of-way between Prentice Avenue and Willis Avenue. Mayor Mackenzie responded that the tentative plan for the RV expansion in the packet may have caused some confusion. It has been considered for some time as a possible use for the area but has not been fully developed. Mr. Frasier noted that quite a few people were not aware of where things stand with this idea. He hoped in the future there would be better notification. Mayor Mackenzie said there have been public meetings and talk regarding this since he became mayor three years ago. Mr. Frasier expressed an opinion that if the city decides to sell this land down the road, the adjoining property owners should be given the initial opportunity to acquire the land or have a first right of refusal. Mayor Mackenzie noted that if people have questions about specific pieces of property to call and set up an appointment to discuss with the Planning Director, Steven Wiley.
6. Action Items:

- a. Public Hearing: Review and approval of a General Development Plan and Zone Change to allow a Multi-Family Residential land use on Parcel # 201-00356-0000, zoned Mixed Residential/Commercial (MRC) with Gateway Overlay (GTWY-O), Applicant: Vision, Inc.

Mr. Wiley presented on the topic and noted that this was the first part of a Planned Unit Development for a substantial multi-unit housing use at the vacant Roffers site off of Beaser Avenue adjacent to the police department. He noted this approval is for the General Development Plan. The required materials for this process have been submitted. The second part is the Specific Implementation Plan. He reviewed the subject site which is currently vacant and the existing land use and zoning for the property and surrounding land areas. He explained the proposed schematic site plan along with stormwater, grading and erosion control plans developed by the applicant. He reviewed building setbacks and parking requirements, impervious surface maximums, building height allowances and landscaping requirements. He explained that they are asking for an allowance to exceed the height limit in order to have a pitched roof which would tie in better with the neighborhood. City staff is supportive of this. Mr. Wiley showed the proposed monument sign and exterior elevations. He then presented the Standards for Review defined under the Unified Development Ordinance and the Application Submittal Requirements for a PUD-GDP (Planned Unit Development/General Development Plan). He concluded with a staff recommendation of the PUD-GDP with contingencies which were stated and described. He noted no written comments or phone calls were received in response to the required notification mailings.

Mr. Beirl asked if Plan Commission will have one more review of this before it goes to a development agreement? Mr. Wiley replied yes, that there will be another opportunity for review and recommendations before any building permits are approved. Ms. Gregor asked if this is a general idea of the finalized plans? Mr. Wiley stated this is correct. Mr. Eades asked for confirmation that the applicant needs this PUD approval to allow for some flexibility and not have to meet all the required codes. Mr. Wiley noted this is correct and that it gives us the ability to allow some give and take or set other requirements as a trade-off. Mr. Wiley introduced the development team from Vision, Inc. for the project.

Mayor Mackenzie entertained a motion to go into public hearing to discuss the review and approval of the GDP and open it up to citizen participation. Motion made by Mr. Beirl, second by Mr. Eades. Roll call vote carried 4-0.

Julian Deplacito – 418 Beaser Avenue

Mr. Deplacito asked if the schematic drawings are available for residents to see in more detail. Mr. Wiley responded he can send digital drawings and that a pdf version is also on the city website in the plan commission packet which is part of the meeting materials. It was also noted that he is welcome to meet with Mr. Wiley in person. Mr. Deplacito asked if there is a plan of where snow would be stored when this site cannot any longer be used. Mayor Mackenzie responded that the city will find a place to put it and that it may have to be hauled a little farther away which will be determined by the Public Works Department.

A motion was made by Ms. Gregor to go out of public hearing. Second by Mr. Eades. Carried 4-0.

A motion was made by Mr. Beirl to approve, with staff recommendation, to forward this item onto city council for consideration. Second by Ms. Gregor.

Discussion:

Mr. Eades asked if we are only voting on the general plan for allowing this to be a PUD and not getting into the more specific details. Mr. Wiley responded that is the main thing but the staff welcomes input now on specific items. Mr. Eades asked where the snow will be stored. Jason Hale, from The Vision Team, answered that parking lots are often designed to be a bit oversized and this extra space would be utilized as much as possible before resorting to storm retention system use. Mr. Eades asked about dumpster location on the property. Mr. Hale noted that most of the dumpster storage will happen inside. There will be interior chutes from the upper levels down to the main floor. Mr. Beirl asked upon approval, if there were any time restraints for when the work needs to be completed? Mr. Wiley noted that they would need to make substantial progress moving forward with work at a satisfactory rate. A typical commercial permit would be good for two years but as part of a PUD process, the ordinance would require consistent progress to be made.

Mayor Mackenzie called to question to send this PUD proposal to City Council with a recommendation from the plan commission to approve. Roll call vote passed 4-0.

- b. Public Hearing: Review and approval of a Land Transfer Request for portions of City-owned Parcel #s 201-01049-0000, 201-01047-0000, and a portion of Water Street right-of-way, zoned Waterfront Public/Institutional (W-PI) with a Waterfront Overlay (W-O), Applicants Debra Joanis and Robert Polencheck.

Terri Erickson presented the information on the proposed Land Transfer Request. She described the three separate pieces of city-owned property that are being proposed to be given to the owner to make their property larger. She explained the history of the area in regards to the railroad easement and discussions that occurred with staff relating to the future use of this area. It is a goal of the city to make these properties closer to conforming sizes. She reviewed the existing land use, zoning and surrounding uses as well as the CSM that was completed by the owner showing the 75-foot by 75-foot revised lot area. She commented on the standards for review for land sales/purchases and covered the staff review recommendations for the transfer. She also noted that the required public hearing notice was submitted. Mr. Wiley added that the only reason the schematic plan for the Kreher Park expansion was included in the packet was to give rationale for not giving back the complete 140-foot area to the owner. The Kreher park project was not a discussion or action item. Mr. Beirl asked what they city is trying to accomplish as this would still be a non-conforming lot. Mayor Mackenzie noted it does provide a greater buffer for the existing house. Mr. Beirl asked if the park expansion does not move ahead will the city offer the rest of the area to the owner for purchase? Mayor Mackenzie noted that he cannot speak for the council but that, yes, he would be willing to do that. It was noted that creating conforming lots where possible is the goal but not every situation allows this. Mr. Wiley noted they could rebuild as it currently exists if there was a fire or other natural disaster.

Mayor Mackenzie entertained a motion for a public hearing moved by Mr. Beirl and seconded by Mr. Eades. Roll call vote passed 4-0.

Robert Polenchek; Co-owner of property in question

Mr. Polenchek noted that he was thankful for the increase to a 75-foot lot but doesn't like that his lot still will not be conforming. He asked if the neighbors obtain more property in the future will they all be extended only to this 75-foot mark? Mayor Mackenzie responded that they probably would but that this is a new task for the plan commission with the intention to return to conforming lots. He noted we don't have the staff required to implement these transactions all at once as there are several miles of railroad right-of-way to deal with. They are being looked at on a case-by-case basis but it is reasonable to assume we would do something comparable for neighbors. Mr. Polenchek inquired about extending the depth to 100 feet instead of 75-feet. He also asked about potential landscaping and re-grading around the acquired rail-road right-of-way because it is several feet higher and collects water at the edges. Mr. Wiley responded that landscaping would be allowed here on his acquired land as per the ordinance standards.

Deb Joanis; Co-owner of property in question

Ms. Joanis asked what it would take to get 25 more feet to make it conforming as she was not aware her lot would still be non-conforming. Mayor Mackenzie noted that even if we gave the additional land the property would still not be conforming for residential development in the W-PI district. She would be allowed to make renovations to the existing structure in the current configuration as a grandfathered use. Ms. Joanis expressed she's grateful for what the city is doing as it has been an ongoing process with many delays, but during staff turnover the past several years she has been given different answers and it has been very disheartening as she has held onto the property hoping for a different result. At one point she was told she could obtain the property all the way back to the tree-line. She asked about the future plans for the RV park. Mr. Wiley responded that when staff reached out to Public Works for department approval of the land transfer, the Kreher Park Expansion plan was brought up which the Planning Department had not been a part of developing. This was how the 75-foot dimension was determined. Mr. Wiley noted that this can be further discussed and as far as he knows, current funding is not available for the park expansion. Ms. Joanis said she would like to talk with him more to see if there may be some allowance to acquire additional land beyond the 75-feet.

Don Jaskowiak; 121 N Willis Ave

Mr. Jaskowiak inquired about the six RV sites upland of the current sites and has looked at the current 2025 projects which noted the redevelopment of Kreher park. This describes the installation of a bathroom/bathhouse building and construction of new camp sites and site work which makes him think the city is moving forward with this project. He is looking out for his neighbors and the protection of their privacy. He noted that there are two old railroad grades and asked if this is the one that is closer to the lake. Mayor Mackenzie noted that there are tentative plans to expand the number of camping units but nothing imminent or finalized. There is repair work being done on the bathroom building currently.

Mr. Polenchek spoke up to mention that there are two railroad beds. One is the extension of water street (Superfund) and this is the one that affects them. This was agreed upon and Mayor Mackenzie noted there is likely more than just those two.

Mr. Eades made a motion to go out of public hearing. Seconded by Mr. Beirl. Carried 4-0.

There was a motion by Mr. Eades to approve and recommend the land transfer to city council with staff recommendations. Second by Gregor.

Discussion:

Mr. Eades asked if the lot was expanded to water street, would it be a typical lot size? Mr. Wiley responded that would be pretty standard with a 140-foot depth. Mr. Eades asked where the boundary is that is restricting residential development even if it is a conforming lot. Mr. Wiley noted the W-PI (Waterfront - Public Institutional) zone district restricts this and encompasses a number of properties in the area. Mr. Eades stated his concern is that a number of years ago there was a land division in town and the city was warned by the state that what they did was illegal because the city cannot create a non-conforming lot. He noted this is what we are about to do and that we should be making all these lots conforming. This affecting boundary location should possibly be moved to not include this specific area. Mayor Mackenzie responded this is something that could be considered but noted we are not causing a non-conforming lot but bringing it closer to conformance. If we could move the W-PI district northward to water street fully conforming lots could then be created. Mr. Wiley brought up the zoning map and noted the Waterfront District extends south to HWY-2 and that most of the properties surrounding the subject parcel are in the W-CC district, not in the W-PI district as the subject parcel is. Mr. Wiley agreed the existing W-PI zoning in that stretch makes sense for the park but may not for the existing residences. Mr. Beirl asked if the plan commission can amend their recommendation to revisit the added portion of the lot to make it conforming? Mayor Mackenzie agreed that they could make a motion to amend, with a recommendation to discuss enlarging the portion of land handed over to make a conforming lot. Mr. Eades noted he would like it to be moved to Water Street. Mr. Beirl said we should do everything in our power to make conforming lots. Mr. Eades agreed and proposed an amendment to shift the overlay to Water Street and also pursue extending all the residential lots along this alley north to Water Street. Mr. Wiley noted that we would have to do a zone change to accomplish this. Mr. Eades made a motion that the city council consider amending the land transfer boundary to extend the property lines to at least a minimum amount to make them conforming lots. Second by Mr. Beirl. Mayor Mackenzie clarified that this amends the motion and allows staff to consider recommending to council that they consider extending the boundary to water street or at least to 100 feet (instead of 75 feet). Motion Carried 4-0. A vote was taken for a resolution to approve and recommend the land transfer to city council with staff recommendations and amendment of transferring additional property to allow for a conforming lot to Water Street or at least 100 feet. Roll call vote: Carried 4-0. Mayor Mackenzie verified verbally with the applicant that they were willing to move ahead with this if offered.

c. Public Hearing: Review and approval of Unified Development Ordinance Text Amendments. Applicant: Planning and Development Department

Mr. Wiley presented city staff research and proposed amendment revisions to the UDO (Unified Development Ordinance). Currently there is a blanket prohibition on corrugated metal siding. There is still some additional work that needs to be done with proposed text changes so he noted he is not looking for approval at this time. He reviewed research and noted staff is looking for a balance that provides more flexibility but prevents significant erosion of our design standards. He is looking at creating two ordinance subsections, one for residential and the other for non-residential. He reviewed a few different types of metal siding applications (standing seam, ribbed and corrugated) and showed some photo examples with varying levels

of attractiveness or good/poor design. He expressed his dislike for weathered or rusted corrugated products in a city setting and showed examples. He questioned how we go about regulation without being overly burdensome on people but at the same time ensuring we have positive outcomes. There are attractive and high-quality metal cladding materials that can be used well and look good. He stated he is still working through language to try and achieve an ordinance that allows acceptable applications but prohibits the inappropriate. He reviewed standards for both non-residential and residential land uses including prohibiting the material on historic properties, the Gateway Overlay and the Waterfront Overlay unless historically present. Specification standards, finishes, fastener types, and maintenance practices are other criteria to evaluate and set standards. He reviewed how metal finishes may or may not be compatible or consistent with the comprehensive plan. In conclusion, he presented three options for moving ahead to the commission: 1) Vote to recommend council approval as presented. 2) Vote to recommend council approval with amendments. 3) Vote to table the amendments for further discussion. Mr. Wiley recommended option three. Mayor Mackenzie noted that we have advertised for public hearing in the hopes that there will be more input from community members. Mr. Eades made a motion to go into public hearing. Second by Beirl. Roll call vote passed 4-0. Discussion:

Ian Hauser; 614 St. Clair St

Mr. Hauser felt it made sense to be less prohibitive on allowing metal siding in the Gateway and Waterfront overlays. There is already an issue in town with many buildings looking run down. Siding is expensive and if this is a more affordable way to fix the problem he doesn't see a big issue with it. Maybe galvanized siding is ugly but is it more ugly than decaying asphalt siding?

Mayor Mackenzie responded, in all fairness to his question, it depends on who owns it. An owner doesn't see the ugliness sometimes that the neighbor sees and that's what we are trying to weigh. Some people want to see it because it is a more affordable material but we don't want to add to an already unsightly percentage of buildings in the city. We are looking for a meaningful way to incorporate these products without a negative effect.

Motion to go out of public hearing by Mr. Beirl, second by Ms. Gregor. Carried 4-0.

Mayor Mackenzie asked the commission to table the item. He would like to do more community outreach to gather more public feedback. Mr. Eades made a motion to postpone to the next meeting, second by Mr. Beirl. Carried 4-0. Mayor Mackenzie commented that maybe a notice could be sent out with the water bill to accomplish additional outreach.

7. Discussion Items:

- a. Update on Property Maintenance Enforcement
None
- b. Update on Building Permits for March 2025
None
- c. Update on Miscellaneous Planning and Development Items

Mr. Wiley noted the city is moving forward with the TID-11 creation. The council reviewed it at the April 15th reorganizational meeting and voted to approve. They are looking at May 22nd for the joint review board meeting, which encompasses representatives from the local taxing jurisdictions, for a final review. The city is working with the developers on the development agreement and the approval process which tonight's action item was an initial step for.

Permitting is picking up. A number of items related to property maintenance are moving through the court system. One includes a raze order upheld by the city council. There are also chronic problem properties that have gone through the citation process required by the city attorney's office and have moved onto the court system. Steve touched on the process and noted that it is time-consuming but that staff is trying to be more aggressive with these cases.

8. Announcement/Reports/Comments/Questions

Mayor Mackenzie noted there will be a city-wide Spring clean-up and a clean sweep in June. He also relayed that Northland College has hired an assessor to provide an assessment of their property and buildings. They plan to shut their doors the end of May for students and staff. Then they will consider what to do with their assets. There is a requirement for accredited universities to go through a specific shut-down protocol which will be followed.

He mentioned that there was a resident that was cited for disorderly conduct towards our property maintenance specialist. The trial was this last week and the individual was found guilty and was fined for the charges.

Mr. Beirl asked what happens with the tax status of the Northland properties. Mayor Mackenzie responded that he does not know for sure but believes as long as the property is under their ownership it is still in a tax-exempt status.

9. Adjournment

Mr. Beirl made a motion to adjourn. Second by Ms. Gregor. Motion carried 4-0. The meeting adjourned at 8:03 PM.

Recorded by:
Terri Erickson
Assistant Planner

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City of Ashland, Wisconsin

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

**DEPARTMENT OF
PLANNING &
DEVELOPMENT**

601 Main Street West
Ashland, WI 54806

STAFF REPORT

Plan Commission – May 20th, 2025

Agenda Item # 6a: Public Hearing and vote on Unified Development Ordinance Text Amendments

Applicant: Planning and Development Department

Staff Contact: Steven Wiley

Background

Planning staff worked with the Plan Commission and City Attorney's office on a potential amendment to the Unified Development Ordinance (UDO). This amendment addresses the use of metal siding products for primary and accessory structures on properties within the city. The UDO currently prohibits the use of corrugated plastic or metal siding (typically associated with pole barn construction) except in isolated areas where the approval authority determines such materials will not have an adverse impact on the surrounding area of the city.

Planning staff looked at other communities' zoning standards and worked with the City Attorney's office on a text amendment to the Unified Development Ordinance (UDO). The text amendment specifically focuses on the use of metal siding products on structures within the City. The Plan Commission and City Council expressed interest in having the City revisit its design standards which prohibit many metal siding products that property owners have considered using. Staff presented an ordinance draft at the February 18th Plan Commission meeting as a discussion-only item. Staff has since continued researching other comparably-sized Wisconsin communities and further refined the ordinance draft based on the examples of other existing zoning standards, Plan Commission input from the February 18th meeting, and the varying aesthetics of Ashland's neighborhoods. The Plan Commission considered the draft ordinance at the March 18th, 2025 and April 22nd, 2025 Plan Commission meetings and held public hearings at that time. At the meeting Commissioners supported restrictions on the use of metal siding products in residential applications and restrictions with more flexibility for commercial applications. No members of the public spoke on the text amendments proposed.

The intent of the proposed ordinance amendment is to provide a set of reasonable regulations to allow for increased flexibility for property owners to use additional siding products while mitigating the erosion of the City's design standards and potential negative aesthetic impacts to existing neighborhood character. Staff is aware that not all metal siding products are the same and Ashland has various districts and neighborhoods with distinct character that the City needs to consider when considering a potential ordinance change.

Analysis

The ordinance updates consist of revisions to the following sections of the Unified Development Ordinance:

- Part 6 General Development Standards: Section 6.2(C)(3)
- Part 6 General Development Standards: Section 6.7(C)(1)(e)

For UDO Section 6.2(C)(3), the ordinance updates include strengthening the language and clarifying that the design standards are mandatory. Staff recommends replacing the word “should” to “shall” which would change the standards from advisory to mandatory.

The proposed ordinance amendment would fall under UDO Section 6.2(C)(3)(b). Materials. Currently the ordinance prohibits unfinished concrete masonry units and corrugated plastic or metal (typically associated with pole barn construction) except in isolated areas where the approval authority determines such materials will not have an adverse impact on the surrounding area or the city.

Staff recommends inserting two new ordinance subsections for which a draft is attached. These subsections would address the use of metal siding products for residential and non-residential (commercial, industrial, and institutional) land uses. Key elements of the proposed ordinance subsection draft include the following:

Residential Land Uses

- No metal siding would be permitted on principal or accessory residential structures on contributing properties in local, state, or nationally-designated historic districts or on structures at individually-listed local, state, or nationally-designated historic properties, unless such structures historically had comparable metal siding for which documentation is available.
- No standing seam metal siding would be permitted on principal or accessory structures at properties located within the Gateway Overlay (GTWY-O) or Waterfront Overlay (W-O) zoning districts, unless such structures are completely screened from view of the public right-of-way and/or waterfront.
- Standards regarding painting and finishing of metal siding
- Requirement to install per the manufacturer’s instructions
- Prohibition of exposed fasteners visible from the public right-of-way
- Prohibition on unpainted or ungalvanized siding commonly associated with agricultural applications
- Maintenance requirement
- Prohibition on exterior patchwork

Commercial, Industrial, and Institutional Land Uses

- No metal siding would be permitted on principal or accessory residential structures on contributing properties in local, state, or nationally-designated historic districts or on structures at individually-listed local, state, or nationally-designated historic properties, unless such structures historically had comparable metal siding for which documentation is available.
- No standing seam metal siding would be permitted on principal or accessory structures at properties located within the Gateway Overlay (GTWY-O) or Waterfront Overlay (W-O) zoning districts, unless such structures are completely screened from view of the public right-of-way and/or waterfront.
- No standing seam metal siding will be permitted on City-Center-zoned properties between Ellis Avenue and 10th Avenue West, unless such properties historically had comparable metal siding for which documentation is available.
- Standards regarding painting and finishing of metal siding

- Prohibition of exposed fasteners visible from the public right-of-way
- Requirement to install per the manufacturer's instructions
- Requirement that a minimum of three (3) feet from the base of each street-visible façade consist of brick, brick veneer, stone, or stone veneer.
- Prohibition on unpainted or ungalvanized siding commonly associated with agricultural applications
- Maintenance requirement
- Prohibition on exterior patchwork

Staff proposes clear language that will eliminate ambiguity and the resulting debate about what the intent of the ordinance standards is. The ordinance amendment would allow for the use of standing seam metal siding that meets the standards listed except in the specific areas of the City where ordinance expressly prohibits said siding materials.

At this time staff recommends a change to UDO Section 6.7(C)(1)(e) of the lighting standards. Since the April 22nd, 2025 Plan Commission meeting, an applicant has approached the Planning Department with an application to upgrade an institutional parking lot including the facility's freestanding light fixtures. The current UDO lighting regulations state that freestanding light fixtures shall be subject to the accessory structure standards in the UDO. This limits the height of new freestanding light fixtures in all districts of the city to 20 feet. Staff and the applicant's engineer discussed that a number of commercial and institutional uses include existing freestanding light fixtures over 20 feet tall. After discussing internally, Planning staff are of the opinion that an ordinance change to allow taller light fixtures in limited zoning districts of the City would be appropriate. The current 20-foot maximum is overly restrictive in some situations. As long as taller light fixtures do not create light trespass or light pollution and appropriate light levels on-site are met, staff does not have concerns allowing taller fixtures in specific zoning districts. Staff proposes the following changes to the UDO lighting regulations:

- Addition of language stating that specifically in the Regional Commercial (RC) and Public Institutional (PI) Districts freestanding light fixtures are allowed a maximum thirty (30) foot height limit. Such light fixtures shall be subject to all other applicable lighting standards in UDO Section 6.7.

A redline draft of the proposed amendments along with staff's research on metal siding regulations are provided.

Standards for UDO Text Amendment Review

The City of Ashland's Unified Development Ordinance Section 3.4 (C) Unified Development Ordinance Text Amendment – Approval Criteria (and all subsections thereof), create the legal framework for UDO Text Amendments for the City of Ashland. The following decision criteria were used to review the proposed UDO Text Amendments:

Consistency with the Comprehensive Plan

The proposed text amendments are consistent with the Comprehensive Plan. They open up the palette of material options available to property owners while seeking to maintain a level of design integrity within neighborhoods in the City. The Comprehensive Plan recognizes the significance of the City's historic districts and properties as important cultural resources. Additionally, the plan recognizes the City's major gateways in and out of the City (Hwy 2, Ellis Avenue, Beaser Avenue, and Sanborn Avenue) so the proposed heightened design standards for these areas proposed under the draft ordinance is in keeping with the Comprehensive Plan. Page 48 of Part 1 of the City's Comprehensive Plan includes a goal of reimagining the city's entryways. The plan states that the entryways into the community along Lake Shore

Drive are understated at best, completely absent at worst. The plan calls for aesthetic treatments such as trees and enhanced crosswalks at “gateways.” Though this goal of the plan does not specifically mention buildings and siding materials, staff believes that heightened design standards for the gateways are consistent with the goal of improving their appearance and resulting image in the eyes and minds of visitors. Part 2 of the Comprehensive Plan includes a section on architectural resources and historic areas. On pages 45 and 46 of Part 2 of the Comprehensive Plan the plan discusses that “development in the historic districts must be especially sensitive to the historic character of the area, and as noted in Part 1: Priorities, the West Second Street Historic District should be expanded to the west (9th Avenue West) in an effort to protect more structures and provide economic incentives for their revitalization and protection.” Staff has concerns that relaxing the standards too much will result in ordinance amendments that are not consistent with the Comprehensive Plan. The proposed text amendment for light fixtures is limited in scope and applies only to two zoning districts. Much like the proposed metal siding ordinance the text amendment for lighting will allow for more options to applicants while ensuring that the community character is not negatively affected.

Promotion of the public health, safety, morals, and general welfare and efficiency and economy in the process of development

The proposed ordinance amendments promote the public health, safety, morals, and welfare. The intent is to prevent the inappropriate use of metal siding materials (in particular corrugated tin siding and some standing seam siding products) that would have a potential detrimental aesthetic impact on existing neighborhoods and gateways into and out of the city. At the same time staff understands the desire by applicants to be able to use popular siding products available so the proposed ordinance draft is more nuanced and less restrictive than the current blanket prohibition present in the UDO. Staff is of the opinion that the regulations as proposed will allow the use of additional siding products in many neighborhoods without contributing to possible negative impacts in key gateway or historic areas. The proposed text amendment for lighting will not affect any lighting standards regarding impacts to neighboring properties or minimum light levels. It will simply allow for greater pole heights in two zoning districts.

Compatibility with present zoning and conforming uses of property and character of neighborhoods

The proposed ordinance changes will increase the number of siding products permitted under the ordinance and establish minimum standards for residential and non-residential land uses. Specific zoning districts (Gateway Overlay and Waterfront Overlay zoning), historic districts, and the downtown core between Ellis Avenue and 10th Avenue West call for higher standards to prevent the erosion of aesthetics and historic integrity. The gateways and waterfront often serve as a visitor’s first and sometimes only impression of the community so staff is of the opinion that standards prohibiting some siding products in these areas will ensure higher quality design over time. The proposed text amendment for lighting will allow greater pole heights in two more intensive (Regional Commercial and Public Institutional) zoning districts. Some Public Institutional uses such as the Ashland Medical Center already include pole heights in excess of 20 feet and are able to meet the UDO standards for light trespass. Staff have not received complaints regarding existing non-conforming light fixtures due to pole height. Staff would not anticipate complaints unless increased light trespass to neighboring properties would result.

Principles of Sustainability specified in Section 1.4: Integration of Principles of Sustainability

The proposed UDO text amendments are consistent with the principles of sustainability. These amendments allow for the use of more siding products which often hold up over a longer period of time than some other options. Many of the metal siding and roofing products available today carry 25- or 50-year warranties. Property owners often choose these products with longevity in mind. The use of long-lasting products results in less waste and material replacement in a given time period.

Recommendation

The Plan Commission has three options regarding the proposed UDO Text Amendments:

- The Commission may vote to recommend Council approval of the amendments as presented.
- The Commission may vote to recommend Council approval of the amendments with amendments as requested by the Commission.
- The Commission may vote to table the amendments for further discussion at a future Plan Commission meeting.

Staff has discussed the amendments with the City Administrator and Mayor. The Plan Commission has held two public hearings on the metal siding amendments and staff has had additional time to revise the ordinance draft. Staff recommends that the Plan Commission review and make a recommendation to Council on the ordinance amendments if the Commission sees fit to do so.

Additionally, as a Public Hearing is scheduled for the proposed UDO text amendment review, the Plan Commission should hear all input from the public prior to making a determination. A Class 2 public notice was issued on May 1st and May 8th.

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.

Metal Products as Siding Material

What's the Difference Between Standing Seam, Ribbed, and Corrugated Metal Roofs



standing seam sheet metal roof



ribbed sheet metal roof



corrugated sheet metal roof

The difference between [standing seam](#) vs ribbed vs corrugated is the profile. Standing seam refers to the seam where the panels meet. It's about an inch or so tall and is perpendicular to the rest of the sheet. Standing seam is a concealed fastener metal roof. The screws used to fasten the metal brackets to your roof deck are concealed or hidden from view.

Corrugated refers to the wavy pattern of peaks and valleys in this profile. Ribbed metal roofing sheets are flat with the occasional vertical rib that runs length-wise to the sheet. Corrugated, PBC, and ribbed sheet metal roofs are exposed fastener metal roofing panels. The screws used to secure them to your roof deck are exposed or visible.

Exposed vs Concealed Fastener Metal Wall Panels

An exposed fastener metal wall system features fasteners that pierce through the face of the metal panels and attach directly onto the structure. The screw heads are left visible, which is where the name "exposed fastener" comes from. Exposed fasteners wall panels are the more affordable, easier to install option. Exposed fastener panels are more commonly installed vertically as exposed fastener panels are often used for siding on buildings where appearance is not the top priority. It's most often seen as siding on pole sheds, barns, or commercial buildings. For example, when metal siding is used on a barn, vertical siding is preferred because it allows for easier cleaning and less maintenance than when panels are installed horizontally.

Concealed Fastener Panels are More Commonly Installed Horizontally

A concealed fastener metal wall system features panels that attach to the substructure without any visible fasteners. Instead, the panels are attached using concealed clips and fasteners for a more streamlined, clean appearance. Concealed fastener panels are more commonly installed horizontally because generally, they are thought to look more attractive when installed that way and resemble other siding materials, like vinyl or lap siding. One of the biggest advantages of concealed fastener panels are their appearance, and a horizontal installation is thought to enhance their appearance even more.

Horizontal Siding Disadvantages

Horizontal Metal Siding Is Less Weathertight

Horizontal metal siding is less resistant to water simply due to its orientation. The water cannot run off horizontal siding easily like it can with vertical and can seep through the siding causing water damage issues. Any seams could potentially have seepage. Once water gets inside, it can run across the substructure due to the horizontal profile, exposing a greater surface area to moisture. A vertically placed panel, meanwhile, will see any potential seepage go straight down the inside of the panel.

Horizontal Siding is Harder to Clean

Horizontal metal siding has more maintenance involved when it comes to cleaning. While vertical siding can be quickly power washed or rinsed off with a hose, extra care must be paid to horizontal siding. You want to prevent water penetrating between the horizontal slats as this will cause water damage issues such as mold and mildew.

Vertical Siding Disadvantages

Vertical Metal Siding Is A Less Popular Aesthetic

What is a pro to some is a con to others. The look of vertical siding is generally less preferred than horizontal and will not be seen as often.

Vertical Siding Is Less Traditional

Since vertical metal siding is used less, it has an appearance that is out of the ordinary and may not blend as well with certain design styles.

Disadvantages of Exposed Fastener Roofing

- **Maintenance:** The exposed fasteners are susceptible to weathering, which can lead to leaks if not properly maintained. Regular inspections and maintenance are necessary to ensure the longevity of the roof.
- **Aesthetic Concerns:** Some homeowners prefer the sleek, seamless look of other roofing systems. The visible screws and fasteners may not appeal to everyone.
- **Potential for Leaks:** Corrugated panels can require hundreds of fasteners to keep the roof in place. All of these penetrations in the roof leave a chance for moisture to get in. Exposed fastener systems, which are not engineered to the same standards as the standing seam systems, can allow rainwater to seep through the screw holes. Over time, the washers on the fasteners can degrade, also leading to potential leaks. Leaks could also be caused by under or over driven screws, or even screws driven at the wrong angle during installation. Regular checks and timely replacements are essential to prevent water infiltration.
- **Thermal Movement:** Metal expands and contracts with temperature changes, which can cause the fasteners to loosen over time. Fasteners can become exposed due to vibrations from wind or freezing and thawing, which pushes fasteners up and leaves holes or gaps in the seam laps

Advantages of Exposed Fastener Roofing

- **Affordability:** Exposed fastener metal roofs are generally more affordable than other types of metal roofing, such as standing seam metal roofs. This makes them a popular choice for budget-conscious homeowners.
- **Ease of Installation:** The installation process for exposed fastener metal roofs is straightforward and less labor-intensive compared to other roofing systems. This can result in lower labor costs and quicker installation times.
- **Durability:** Metal roofs, in general, are known for their durability and longevity. An exposed fastener metal roof can last anywhere from 20 to 50 years with proper maintenance.
- **Versatility:** These roofs are available in a wide range of colors and styles, allowing homeowners to choose a look that complements their home's exterior.
- **Energy Efficiency:** Metal roofs reflect solar radiant heat, which can reduce cooling costs by as much as 25%.
- **Readily available**

More Affordable

One of the biggest advantages of exposed fastener panels is that they cost less than standing seam. Depending upon the gauge and paint system **the cost savings will be at least 50%**. There are several factors that attribute to its affordability.

Less Accessories Required

Since exposed fastening roofing systems are installed just by using fasteners, you don't need to buy any clips. In addition, you need less trim and flashing. Standing seam trim requires purchasing multiple pieces of trim for each roofing condition. For example, a ridge cap for an exposed fastener panel is a one piece system. That same ridge cap for standing seam is a three piece system. Purchasing additional trim and fasteners will substantially increase the overall cost of the roof.

Lighter Gauge Metal

Exposed fastener panels are usually made in a 24, 26, or 29-gauge metal, where standing seam is more often seen in a 22-gauge or 24-gauge metal. The higher the gauge, the lighter and thinner the metal. This means that exposed fastener panels are usually thinner and therefore less expensive than standing seam panels. Steel in a 24-gauge steel weighs 30% more than 26GA which means a price increase of approximately 30%.

Easier Installation

An exposed fastener roof is an easier and faster installation than a standing seam because it requires fewer steps. Since the installation requires a simpler skillset, more contractors are qualified to install exposed fastening systems. Having more contractor options coupled with less labor time means that these systems are generally less expensive to install.

Article: When Metal Meets the Zoning Board

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As a metal building dealer, general contractor or erector, you may have encountered a restrictive zoning ordinance that forced you to change your plans for a project. In some cases, you may have been successful in obtaining a variance from the zoning board of appeals or you may have had to go back to the drawing board and rethink the design or layout of the project. Sometimes, you may have been prevented from using metal panel siding and, in the most extreme cases, you may have been prevented from using a metal building at all.

Aesthetics and Re-Use are Key

Let's first address the case where metal buildings are banned altogether. A handful of communities throughout the U.S. have more restrictive zoning requirements for a multitude of reasons. Those communities may differ from the majority of locales when it comes to zoning requirements because these areas could be tourist attractions, or they may have special business development plans that have prompted them to adopt more restrictive zoning regulations. For example, there has been an increase in the use of metal building systems in the construction of very large retail buildings, often with just a single tenant. Some examples include large home improvement stores or wholesale/retail megastores. The concerns that arise for communities are as much about aesthetics as they are about the future use of the buildings.

From an aesthetic standpoint, zoning ordinances in some communities prohibit the design of a uniform exterior appearance. They do this in an attempt to prevent the construction of large box-shaped buildings with limited architectural definition. The other concern is future use, which has to do with what happens when the big-box retailer moves out. Unless the layout of a building is carefully detailed and designed, these large structures may not be readily suitable for future tenants. Communities may zone out these types of buildings simply because they are afraid they may be abandoned in the future.

One way to prevent this problem is addressed by the zoning ordinances that require these buildings to incorporate "liner shops" along the perimeter of big-box stores. Liner shops can have their own entrance and character, and can later be

expanded into the space of the big-box store, if desired. This makes the space more attractive for future use. If liner shops are not incorporated, then the exterior façade can be designed to give the appearance of several smaller buildings, similar to the concept of liner shops. Unfortunately, some zoning boards go so far as to ban all metal-clad buildings. When this happens, it is clearly a case where further education is needed. The misperception here is that metal panel buildings will eventually end up as rust-streaked eyesores. Of course, this is no longer true with today's protective coatings. It is also critical that zoning boards understand that metal building systems afford a great deal of design flexibility. Today's metal buildings can be as simple as a box-shaped warehouse or as complex as a multi-sided school or community center incorporating glass, wood and stone exteriors.

When it's a Question of Quality

Metal panel walls are an excellent design option because they provide beauty, durability and longevity. In addition, today's metal panels incorporate improvements in function and form and utilize state-of-the-art coatings and paint technologies that help them last longer than ever before. Panels that may be acceptable for agricultural applications may not be appropriate for use on commercial buildings. Rather than prohibiting metal panels altogether, the zoning ordinance should provide clearly defined expectations when metal panels are used. After all, metal panel clad buildings have been built for many years, and can be found among some of the most admired structures. The Guggenheim Museum and the Statue of Liberty are two examples that utilize high-quality metal cladding, which illustrates the point that not all metal panel cladding is created equal.

So, how do you guarantee that metal panel walls will be attractive and long-lasting? An example of this would be to specifically state in the zoning ordinance that metal panel walls must meet certain minimum requirements to be used in areas where zoning boards have adopted more restrictive requirements. For instance, metal panels with a corrugation depth of less than 3/4 inch, or a sheet metal thickness less than U.S. Standard 26 Gauge are not usually intended for use in commercial applications. There are a multitude of panel profiles and thicknesses with high-quality coatings, that can make up the minimum requirements for zoning regulations to satisfy the most stringent requirements. The use of unpainted metal panels, excluding panels made from copper, weathering steel or stainless steel, may also be prohibited to set certain architectural standards.

The color finish of painted metal panels and exposed fasteners should have extended durability with high resistance to fade and chalk. Good fade and chalk resistance can be quantified by referencing the appropriate ASTM standards for performance (such as ASTM D 2244 and ASTM D 4214) in specifications. That way, the zoning board has the ability to reject certain products that don't qualify, and accept those that do. Equally important as paint coatings is the quality of the metallic coatings used to protect the steel panels from rust. High-quality Galvalume® and galvanized panels have been used in the metal building industry for many years now, and the zoning boards may not yet be aware of these advancements.

When it's a Question of Design

If a high-profile or historic community doesn't want monolithic boxes, what do they want? What these communities sometimes want can be summed up by the concept of "human interest and scale." This may be as simple as putting in windows on the second floor to add visual interest to the façade. Another way to incorporate variety and scale is to change the depth of the exterior walls, thus influencing scale through the perception created by shadow lines. Sometimes there seems to be no way around a community's ban on metal panel walls—but you can rally for change. The first thing to do is to educate the zoning board of appeals by sharing options and clearly explaining attributes and aesthetic alternatives that metal systems provide.

If the original design called for metal panels, the first option would be to obtain a variance for certain quality coatings and paint systems, or perhaps a different type of metal panel profile. If that doesn't work, there is always the option of special stone-coated panels or others that don't look like metal panels. If none of these options works, there is the opportunity to incorporate a masonry, brick or engineered insulation finish system.

Most communities have come to realize that today's metal panel walls represent a quality-constructed product. However, there are areas where more education is needed. Our responsibility is to use every opportunity to educate zoning boards, as well as the public, about the many valuable assets that metal building systems can provide.

Ordinance Examples – General:

7-11-405.BUILDING MATERIALS.

All multi-unit residential Building exteriors shall be brick, stucco, EIFS, stone, ceramic tile, faux wood composites, architectural metal panels/siding that is used only as a veneer and not as structural sheeting or sheathing, or fiber cement siding. With the exception of brick or stone which may be used on the entire Building exterior, no single material shall comprise more than 60 percent of a Building's exterior. Where stucco, EIFS, ceramic tile, faux wood composites, architectural metal panels/siding or fiber cement siding are used, at least 20 percent of the Building's exterior shall be brick or stone. Corrugated metal and metal panels/siding with exposed fasteners are prohibited on Building exteriors. Wood and vinyl may be used as trim, soffits and/or accent materials only.

§ 4.901 NEIGHBORHOOD COMMERCIAL ("E") DISTRICT.

(5) *Metal buildings.* The exterior metal walls of the front and any sides of a building facing a public street that will be constructed with metal cladding as the primary siding material shall not be constructed with exposed fasteners on more than 50% of the building. All buildings with metal siding shall have at least two exterior architectural features for articulation, such as front porches, gables, awnings or other exterior siding materials. Exterior metal siding shall not be considered an architectural feature. These provisions shall not apply to large retail stores.

Regional Ordinance Examples:

Sturgeon Bay (pop. 9,800 – Door County, Lake Michigan)

(a) A variety of architectural styles and building materials is encouraged in the I-1A and I-2A districts; however, it is intended that a basic harmony of architecture prevail among the buildings so that no one structure detracts from the attractiveness of the overall environment.

(b) It is encouraged that at least a portion of the front yard building facades be faced with brick, decorative masonry, natural stone, decorative concrete panels, glass curtain walls or equivalent finish material.

(c) Architectural metal buildings shall meet the following minimum manufacturer's and construction standards:

1. Twenty-year manufacturer's warranty of the finish and fasteners.
2. Concealed or semi-concealed fasteners.
3. Base plates at bottom of walls and end trim plates along roofing edges.

(g) Have exterior sides of all dwellings and attached structures covered with siding made of wood, masonry, concrete, stucco, masonite, vinyl or metal lap extending to the top of the foundation

Shawano (pop. 9,200 – Central WI, Lakefront)

Requirements for Exterior Materials. The following requirements shall apply regarding exterior materials for buildings and structures:

(a) Building Materials. Exterior building materials shall be of comparable aesthetic quality on all sides. Building materials such as glass, brick, tinted, and decorative concrete block, wood, stucco, and exterior insulation and finish systems (EIFS) may be used, as determined appropriate by the Plan Commission. EIFS and other readily damaged or dented materials shall not be used on portions of the building within one foot of ground level. Decorative architectural metal with concealed fasteners or decorative tilt-up concrete panels may be approved if incorporated into the overall design of the building.

(b) Prohibited Materials. No building or structure shall be constructed or faced with any material or texture which is aesthetically incompatible with other building exteriors in the area which are fully consistent with the requirements of this Chapter, or which presents an unattractive appearance to the public or surrounding properties. The following materials are prohibited on the exterior of all buildings and structures:

1. Plain faced concrete walls or panels.
2. Plain faced cinder block or concrete block.
3. Asphaltic siding.
4. Plywood, chipboard, or other non-decorative wood or composite material as determined by the Plan Commission.
5. Metal siding which does not meet any one or more of the following exceptions:

- a. Is determined by the Plan Commission to be a decorative element of the building or structure that can be readily removed or replaced with a permitted exterior material.
- b. Uses a method of exterior wall fastening which is fully concealed from view by means of an interlocking panel, panel overlap, or other method approved by the Plan Commission which results in full concealment.
- c. Uses visible exterior fasteners which are the same color as the attached wall for any principal or accessory structure within the BP(business), RH-35 (rural holding zone), LI (light industrial), GI (General Industrial), and ME (Mineral Extraction) zoning districts, in any location on the building or structure which meets all of the following criteria:

Lake Geneva (pop. 8,600 – South Central WI, Lakefront)

(3) Standards for all Residential, Office, Commercial, and the PI Zoning Districts: Except for exposed foundations not to exceed three feet in height from the adjacent grade, all non-single-family development located within the RH, CR-5ac, ER-1, SR-3, SR-4, TR-6, MR-8, NO, PO, NB, PB, GB, CB, and PI districts shall employ only high-quality, decorative exterior construction materials on the visible exterior of the following portions of all structures and buildings:

- (a) Any portion of the building or structure visible from adjacent residentially zoned property;
- (b) Any portion of the building or structure located within 50 feet of a public right-of-way; or
- (c) Any other portion of the building or structure visible from a public street and/or situated at an angle of 60° or less from a line which is parallel to the nearest right-of-way (for un-curved rights-of-way); or from a line which is parallel to a chord connecting the right-of-way boundary on the inside side of the curve at points located at, or opposite from, the two outer boundaries of the subject property along the right-of-way line (for curved right-of-way).

The following exterior construction materials shall not be considered "high quality, decorative:" nondecorative concrete block or cinder block, nondecorative concrete foundation walls or panels, corrugated or other metal with exposed fasteners, nondecorative plywood, asphaltic siding, or other materials using exposed fastener systems or nondecorative surfaces as determined by the Plan Commission.

- (4) Trademark architecture shall not be permitted.
- (5) Architectural design is subject to the site plan review process, (see Section 98-908)
- (6) Exceptions. The conditional use process (per Section 98-905) may be used to propose the use of a material otherwise prohibited by Subsection (3) above.

Monona (pop. 8,500 – Madison Suburb, Lakefront)

(A) Purpose. Development of the City to provide for aesthetic quality, architectural and natural beauty and harmony will enhance the well-being and contentment of its residents and encourage economic stability through the preservation and enhancement of property values. Therefore, standards are needed to ensure that architectural design is harmonious and compatible with nearby development and with nature. This section is not intended to impose regimented conformity to any specific architectural style or taste but is intended solely to prevent development which would have a substantially adverse effect on the existing or potential beauty and character of a neighborhood, would reduce its desirability or would depreciate its property values.

(B) Standards. The following standards are adopted to establish criteria for the purposes described in Subsection A above: (1) No building shall be permitted if its design or exterior appearance is of such unorthodox or abnormal character in relation to the surroundings as to be unsightly or offensive to generally accepted taste.

(2) No building shall be permitted if its design or exterior appearance is so identical with those adjoining as to create excessive monotony and drabness.

(3) No building shall be permitted if any exposed facade is not constructed or faced with a finished material which is aesthetically compatible with the other facades and presents an attractive appearance to the public and to surrounding properties.

(4) No building shall be permitted to be so situated on a lot as to unnecessarily destroy or substantially damage the natural beauty of the area, particularly if it would adversely affect property values in the area or if it would adversely affect the beauty and general enjoyment of existing buildings on adjoining properties.

Platteville (pop. 11, 100 – Southwest, WI)

- (a) The preferred building materials for exterior walls facing streets are brick, decorative masonry block, stone, wood and/or stone aggregates. Exterior Insulated Finish Systems (EIFS) or equivalent exterior finish may also be used, but preferably will not exceed coverage of more than fifty percent (50%) of the wall elevation.
- (b) Unfaced concrete block, structural concrete, prefabricated metal siding, and the like are discouraged from such facade areas. Other materials may be used for trim and/or architectural details, but these materials should not cover more than ten percent (10%) of the facade.
- (c) If building materials other than preferred materials are used on the building facade(s) facing a street, then additional landscaping is required between the building and the street right-of-way. The additional landscaping must add the required number of points for the linear frontage of the building according to Section F.

Marinette (Pop. 11,000 – North East WI – Lake Michigan)

- 2. Siding Materials: Siding shall consist of materials commonly used on site-built homes, including the following or its equivalent: (a) Wood, vinyl, or metal vertically or horizontally grooved siding, lap siding, clapboards, rim clapboards, shingles, or shakes. (b) Stucco, brick, stone, or other masonry.
- 3. The following and similar materials shall be prohibited as siding: smooth, ribbed, or corrugated sheets of metal, fiberglass, plastic, and any materials having a highly reflective, or high gloss finish.
- 4. Siding shall completely cover all vertical surfaces from the eaves/roof down to ground level except that if a foundation or foundation-like appearing masonry or concrete extends above ground level, the siding need only be extended down to the top of the foundation or foundation-like appearing masonry or concrete.

New Richmond (Pop. 10,700 – East Central, WI)

- a. Except in association with farming activities, no galvanized or unfinished steel or unfinished aluminum buildings (walls or roofs), except those specifically intended to have a corrosive designed finish such as corten steel shall be permitted in any zoning district.
- b. Buildings in all zoning districts shall maintain a high standard of architectural and aesthetic compatibility with surrounding properties to ensure that they will not adversely impact the property values of the adjacent properties or adversely impact the community's public health, safety and general welfare.
- c. Exterior Building Finishes.

1. The primary exterior building facade finishes shall consist of materials comparable in grade and quality to the following:

- i. Brick
- ii. Natural stone
- iii. Integral colored split face (rock face) concrete block
- iv. Cast in place concrete or pre-cast concrete panels
- v. Wood, provided the surfaces are finished for exterior use or wood of proven exterior durability is used, such as cedar, redwood, or cypress.
- vi. Curtain wall panels of steel, fiberglass and aluminum (non-structural, non-load bearing), provided such panels are factory fabricated and finished with a durable non-fade surface and their fasteners are of a corrosion resistant design
- vii. Glass curtain wall panels
- viii. Stucco
- ix. Vinyl
- x. Other materials determined as acceptable by the Zoning Administrator.

Non-Residential Uses.

- a. For non-residential uses, any exposed metal or fiberglass finish shall be limited to 80 percent of the surface of any building wall. Any metal finish utilized in the building shall be a minimum of 26-gauge steel. All sides of the principal and accessory structures are to have essentially the same or coordinated, harmonious exterior finish materials and treatment. The roof slope shall be limited to a maximum of 1:12 slope, unless approved by the Zoning Administrator.
- b. Properties located in the Z-6 Central Business District shall also comply with the purpose and intent of the "City of New Richmond Downtown Design Guidelines", as may be amended.

- c. Site and building design shall orient higher quality architectural features and elements (non-metal siding) towards the public street corridors.
- d. Properties shall incorporate a combination of quality design techniques such as height variations, wall plane projections or recessions, variation in building material and color, or repeating patterns of building articulation, if they have frontage along STH 64, STH 65, Business HWY 64, and West Richmond Way.

Z7 Special Use Districts.

- a. In Z7 Special Use districts, all buildings constructed of curtain wall panels of metal or fiberglass shall be faced with brick, wood, stone, architectural concrete cast in place or pre-cast concrete panels on all wall surfaces. The required wall surface treatment may allow up to 50 percent of any metal or fiberglass wall surface to remain exposed if it is coordinated into the architectural design. For buildings which abut residential uses, the building material requirements for non-residential in Subsection 2 above shall apply. In cases where buildings are not visible from adjacent residential uses, the Zoning Administrator may grant an exception to the building material requirements of subsection 2 above.

Photo Examples

Residences with multiple materials integrated into an aesthetically pleasing design with attractive detailing at the edges. These are sheet metal products that have concealed fasteners. You can see in adjacent photo where panels overlap and “lock” above every fifth reveal. This is considered good design with high quality materials. These products are not inexpensive but selected to create a modern look that will last a long time and have minimal maintenance. The horizontal orientation helps to accentuate the residential identity.



Example of a grey metal panel system with a different reveal pattern integrated into the design. This product also has concealed fasteners with overlapping joints and finished trim pieces. They are not widely used because they are more expensive than typical residential cladding materials.



This is an example of a horizontal steel lap siding product that is made to look like wood with a variegated pattern.



Corrugated metal applied horizontally and tied into the design with vertical wood siding.



Corrugated vertical metal panels with exposed fasteners. Combined with a composite hardi-board siding on the adjacent garage.



example of galvanized corrugated sheet metal applied horizontally. You can see the exposed fasteners and where the panels overlap above the entryway with natural wood accents.

Close-up detail of corrugated metal wainscoting trim detail and material transition at windows. Good detailing makes a big difference.





Painted standing seam metal panels with concealed fasteners. The finish is not shiny and the product looks



Painted ribbed sheet metal with exposed fasteners. The difference in quality and finish of material is evident with gauge and finish.



Standing seam metal panels integrated with wood trim around windows and fascia. Colors tied into stone. Concealed fasteners. Metal corner and edge trim to match.



Brightly colored ribbed sheet metal roof with exposed fasteners. This would not be desirable within the city.

Appropriately applied ribbed sheet metal siding to a commercial building in an industrial area.

Zoning often requires some other wainscot material - cultured stone shown here - to be incorporated in the design.



Another example of an industrial business using a combination of ribbed sheet metal and corrugated metal siding. The exposed fasteners and panel seams are obvious.



Example of ribbed sheet metal used as siding and roofing on a residence. This is the type of application to avoid.



This is a typical advertisement for the inexpensive metal sided garages using light-gauge ribbed sheet metal for the siding and roof with exposed fasteners:



The Eden 24x20x9



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CUSTOMIZE YOUR BUILDING

6.2 General Building And Site Design Standards And Guidelines

- A. **Intent.** The intent of this Section is to provide guidance to further the design related goals, objectives, and policies described in the City's Comprehensive Plan, Ellis Avenue Redevelopment Plan, and other applicable plans adopted by the City. It is not the intent of this Section to restrict creative, affordable, or innovative design, but rather to assist in clarifying design principles that are intended to help strengthen the appearance of the city; promote the public, health, safety, and welfare; preserve taxable values; and move the City towards sustainability. The word "shall" as used in this Ordinance refers to a standard that is a mandatory requirement. The word "should" refers to a guideline that is encouraged and discretionary, but not mandatory.
- B. **Applicability.** This Section applies to all development within the City of Ashland, except as may be specified otherwise in this Section. Prior to action on a development permit, building permit, site plan approval, or other applicable approvals associated with a proposed development application, the appropriate review and approval authority (pursuant to Part 2: Review and Approval Authorities) shall make a determination that the proposed development is consistent with the design standards and the intent of the design guidelines of this Section when considered as a whole.
- C. **Design Standards and Guidelines.**
1. **Relationship of a building and related development to its site.** To the maximum extent practical (and in the context of the specific site, its surroundings, and the proposed function of the building) new buildings or building additions shall be situated on a site in manner that addresses the following:
 - a) Building orientation for energy conservation. The orientation of buildings should consider solar exposure, breezes, topography, and similar design considerations that can help buildings conserve energy or utilize renewable forms of energy;
 - b) Protection of significant natural features. Building and site development shall minimize all adverse impacts of development on significant natural resources. Refer to Section 8.1: General Protection of Significant Natural Features, as well as other related sections throughout this Ordinance for specific requirements;
 - c) Building orientation to the street and pedestrians. Every new building shall have an entrance door or feature that clearly identifies the front entrance of the building from the adjacent street. Pedestrian access to the building should be safe and convenient;
 - d) Pedestrian connections within the site and to surrounding areas. Where appropriate, each development should be designed to provide pedestrian walkways connecting outdoor facilities to each other and to the building. The development should provide

connections to existing adjacent public walkways and, where appropriate, to adjacent development;

- e) Minimize view of accessory buildings from the street. Accessory buildings and attached garages should be setback a minimum of four (4) feet from the front façade of the principal building. Where this may not be practical, design features that minimize the prominence of the accessory building (or attached garage) from the adjacent street should be employed. Such design features may include landscaping that visually extends the front façade of the principal building beyond the accessory building (or attached garage). The accessory building may also incorporate design features, such as facing the overhead doors towards the side yard, installing windows in overhead garage doors, or incorporating other design details that relate to the design of the principal building;
- f) Landscaping and screening. Landscaping shall be designed to strengthen the relationship of the building to its site, enhance positive views, and screen objectionable views. Where appropriate, native landscaping is encouraged. Refer to Section 6.4: Landscaping, Buffers, and Screening for more information.

2. Relationship of a building to adjacent sites and buildings. To the maximum extent practical (and in the context of the specific site, its surroundings, and the proposed function of the building) new buildings, building additions, or renovations shall relate to adjacent sites and buildings as follows:

- a) Height and bulk. The height and bulk of buildings shall be consistent with the requirements of the applicable zoning district. In addition, where practical, the height of a new building, or building addition, should not vary more than twenty-five (25) percent from the immediately adjacent buildings;
- b) Setbacks. Buildings shall meet the setback requirements of the zoning district. The front building setback should be consistent with the prevailing front building setback in the area. In the CC City Center District and the W-CC Waterfront City Center District (except properties adjacent to Highway 2), multi-family apartments/condominiums and nonresidential uses should generally be built to the back edge of the front sidewalk to promote pedestrian scale and access. In some cases, the buildings may be setback to allow for landscaping, seating, courtyards and other amenities;
- c) Architectural style. To the extent practical and desirable, the architectural style of a new building should relate to the architectural style of the surrounding buildings;
- d) Preservation of views. The design and placement of new buildings should, to the extent practical, avoid blocking the views that existing buildings have of Lake Superior and other desirable views. Also, to

the extent practical, the design and placement of new buildings should consider the effect that the new buildings have on views from other buildings and other areas of the city.

3. **Building design.** To the maximum extent practical (and in the context of the specific site, its surroundings, and the proposed function of the building) new buildings, building additions, or renovations ~~should~~shall comply with the following:

- a) Architectural style or theme. If the City has adopted or approved a plan that describes an architectural style or theme for a particular area in the city, new buildings shall relate to the approved theme. If no such plan has been adopted or approved by the City, but a particular area has an established and desirable architectural style or theme, new buildings, additions, and renovations should be compatible with the existing style or theme;
- b) Materials. Construction shall be of quality finish materials including, but not limited to, brick, stone, stucco, wood, and architectural concrete. Unfinished concrete masonry units and unfinished, ungalvanized corrugated plastic or metal siding (typically associated with ~~pole barn construction~~agricultural and other utilitarian buildings) shall be prohibited, except in isolated areas where the approval authority determines such materials will not have an adverse impact on the surrounding area or the city;

1.) Metal Siding on Residential Principal and Accessory Structures.
The use of metal siding on principal residential structures and accessory residential structures within the City shall meet the following conditions. No metal siding will be permitted on principal or accessory structures on contributing properties in local, state, or nationally-registered historic districts, or on structures at individually-listed local, state, or nationally-designated historic properties, unless such structures historically had comparable metal siding for which documentation is available. Additionally, no exposed fastener standing seam metal siding will be permitted on principal or accessory residential structures on properties located within the Gateway Overlay (GTWY) or Waterfront Overlay (W-O) zoning districts, unless such structures are completely screened from view of the public right-of-way and/or waterfront.

a.) Metal siding shall be painted or finished to resist corrosion. Unpainted or ungalvanized siding products shall not be permitted. No galvanized or unfinished steel or unfinished aluminum buildings (walls or roofs), except those specifically intended to have a corrosive designed finish such as corten steel shall be permitted in any zoning district other than in

isolated areas of the City where the approval authority determines that such materials will not have an adverse impact on the surrounding area or the city.

b.) Any paint or finish applied to the metal siding panels must be applied to such panels at the factory using materials and a baking or other process that prevents the paint from cracking or chipping through normal wear and tear of a residential structure. Field applied painting of standing seam metal siding is prohibited. The siding shall not have exposed unfinished metal edges. The metal siding shall be complimentary to the house color and in keeping with the neighborhood.

c.) The metal siding shall have a minimum thickness of 26-gauge so as to reduce the potential for wind and hail damage.

d.) Metal siding shall be installed per approved manufacturer's details and instructions.

e.) Metal siding work shall include at least the minimum underlayment required per the manufacturer's specifications.

f.) Exposed fasteners visible from the public right-of-way or siding designs that employ exposed metal fasteners visible from the public right-of-way are prohibited.

g.) Metal siding shall meet all applicable building codes.

h.) Metal siding installed on existing residential construction shall not be constructed over existing siding materials. Tear-offs shall be complete to the wall sheathing.

i.) Unfinished, unpainted, or ungalvanized corrugated metal siding as found in agricultural applications are prohibited.

j.) Metal siding shall be maintained in a rust-free state for the duration of the structure/siding's lifespan.

k.) The color(s) of materials used for new additions and changes shall match or be complimentary to the color(s) of the original structure.

l.) Exterior patchwork, repair, or reconstruction that results in a multi-textured or multi-colored effect or an appearance not consistent with the overall design character of the original structure is not permitted.

2.) Metal Siding on Commercial, Industrial, and Institutional Principal and Accessory Structures. The use of metal siding on principal commercial structures and accessory commercial structures within the City shall meet the following conditions. No metal siding will be permitted on principal or accessory structures on contributing properties in local, state, or nationally-registered historic districts or on structures at individually-listed local, state, or nationally-designated historic properties, unless such structures historically had comparable metal siding for which documentation is available. Additionally, no standing seam metal siding will be permitted on principal or accessory commercial structures at properties located within the Gateway Overlay (GTWY) or Waterfront Overlay (W-O) zoning districts, unless such structures are completely screened from view of the public right-of-way and waterfront. No standing seam metal siding will be permitted on City-Center-zoned properties between Ellis Avenue and 10th Avenue West, unless such properties historically had comparable metal siding for which documentation is available.

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a.) Metal siding shall be painted or finished to resist corrosion. Unpainted or ungalvanized siding products shall not be permitted. No galvanized or unfinished steel or unfinished aluminum buildings (walls or roofs), except those specifically intended to have a corrosive designed finish such as corten steel shall be permitted in any zoning district other than in isolated areas of the City where the approval authority determines that such materials will not have an adverse impact on the surrounding area or the city.

b.) Any paint or galvanizing applied to the metal siding panels must be applied to such panels at the factory using materials and a baking or other process that prevents the paint from cracking or chipping through normal wear and tear of a commercial, industrial, or institutional structure. Field applied painting of standing seam metal siding is prohibited. The siding shall not have exposed unfinished metal edges. The metal siding shall be complimentary to the principal structure color and in keeping with the neighborhood.

c.) The metal siding shall have a minimum thickness of 26-gauge so as to reduce the potential for wind and hail damage.

d.) Metal siding shall be installed per approved manufacturer's details and instructions.

e.) Metal siding work shall include at least the minimum underlayment required per the manufacturer's specifications.

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f.) Exposed fasteners visible from the public right-of-way or siding designs that employ exposed metal fasteners visible from the public right-of-way are prohibited.

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g.) A minimum of three (3) feet from the base of each façade visible from the right-of-way shall consist of brick, brick veneer, stone, or stone veneer.

h.) Metal siding shall meet all applicable building codes.

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i.) Metal siding installed on existing commercial, industrial, and institutional construction shall not be constructed over existing siding materials. Tear-offs shall be complete to the wall sheathing.

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j.) Unfinished, unpainted, or ungalvanized corrugated metal siding as found in agricultural applications are prohibited.

k.) Metal siding shall be maintained in a rust-free state for the duration of the structure/siding's lifespan.

l.) The color(s) of materials used for new additions and changes shall match or be complimentary to the color(s) of the original structure.

m.) Exterior patchwork, repair, or reconstruction that results in a multi-textured or multi-colored effect or an appearance not consistent with the overall design character of the original structure is not permitted.

b)c) Colors. Colors of all façade and roof materials should be established as an integral part of the building design and should exhibit evidence of coordination and selection with respect to the overall visual effect of the building. The color of each façade material should be harmonious with the color of all other façade materials used on the same building, as well as the color of façade materials used on adjacent buildings. For the purpose of this Ordinance, harmonious shall be defined as colors that are complimentary in hue, tone, and intensity. The use of dissonant and/or intense colored façade materials should be avoided;

e)d) Human scale detailing. Facades of buildings that face the street should incorporate human-scale detailing through the use of reveals, belt courses, cornices, expressions of structural or structural bays, recesses windows or doors, material changes, color and/or texture differences, or strongly expressed mullions. The length of the ground floor of a building, especially a building in the CC and W-CC

Districts, should include transparent windows, awnings, or other similar pedestrian-friendly features;

~~e)~~e) Facades and walls in general. Facades should have a recognizable “base” consisting of, but not limited to, walls, ledges, sills, integrally textured colored, and patterned materials, or planters. Facades should also have a recognizable “top” consisting of, but not limited to, cornice treatments with integrally textured materials, sloping roofs with overhangs, or stepped parapets. All sides of a building and any accessory building should use materials and designs consistent with those of the front façade;

~~f)~~f) Long, monotonous, uninterrupted walls. To prevent long, monotonous, uninterrupted walls, recesses, projections, columns, offsets, or change in building wall plane shall be required, at a minimum, every seventy-five (75) feet of wall length. No uninterrupted length of any façade shall exceed seventy-five (75) feet. Projections, recesses, and decorative columns shall be a minimum of one (1) foot wide and one (1) foot deep. Structural columns supporting a portico, porch, or overhang, shall meet this requirement;

~~g)~~g) Long, monotonous, uninterrupted pitched roof planes. To prevent long, monotonous, uninterrupted pitched roof planes, dormers, gables, or roof offsets shall be required at a minimum, every seventy-five (75) feet of pitched roof length;

~~h)~~h) Fenestration. Windows, doors, and glazing should be proportional to overall scale of the building and, where applicable, shall compliment adjacent buildings. Windows should be vertically proportioned when feasible;

~~i)~~i) Signs. Signs shall be consistent with the standards specified in Section 6.6: Signs. In addition, buildings shall be designed to incorporate signage as an integral part of the building design. The location, shape, style, graphics, size, material, illumination, and color shall relate to the building. Signs shall also relate to their surroundings, while allowing individual expression and identification.

4. Green building and site design techniques.

a) General. For the purpose of this Ordinance, green building and site design techniques are techniques that significantly reduce or eliminate the negative impact of building and site development on the environment and on the building occupants. Green building and site design and construction practices address sustainable site planning, protection of water and water efficiency, energy efficiency, conservation of materials and resources, and indoor environmental quality. All development in the City of Ashland is strongly encouraged to use green building and site design techniques.

- b) Buildings that receive City funding. All buildings that receive City funding are strongly encouraged to use the sustainable principles of Leadership in Energy and Environmental Design (LEED) to the maximum extent practical. Each project should be assessed for the appropriate certification level with the goal of maximizing long term benefits, such as operating and maintenance savings, while minimizing up front project costs.

6.7 Exterior Lighting

1. **Intent.** This Section is intended to specify practical and effective standards by which the obtrusive aspects of excessive and/or careless exterior light usage can be minimized, while preserving safety, security, and the nighttime use and enjoyment of property. These standards are intended to curtail the degradation of the night time visual environment by encouraging lighting practices that direct appropriate amounts of light where and when it is needed, increasing the use of energy-efficient sources, and decreasing the wastage of light, sky glow, and glare resulting from over-lighting and poorly shielded or inappropriately directed lighting fixtures.
2. **Compliance and Applicability.**
 1. **Compliance.** All exterior illuminating devices shall be installed in compliance with the provisions of this Ordinance and all applicable building and electrical codes.
 2. **General applicability.** All proposed new land uses, developments, buildings, structures, and/or additions and site modifications that require a development permit and/or building permit, as well as all proposed lighting fixtures for existing development, uses, or structures, shall comply with the provisions of this Section for all new exterior lighting. Where practical (as determined by the Designated Approval Authority), existing lighting associated with such development shall comply with the provisions of this Section.
 3. **Exemptions.** The following shall be exempt from the provisions of this Section. However, to the extent practical, compliance with the intent of this Section is encouraged.
 1. Existing lighting. All exterior lighting fixtures installed prior to the effective date of this Ordinance shall be exempt from this Section except that if any modification, construction, or change to an existing outdoor lighting fixture system is proposed to fifty (50) percent or more of the total number of fixtures, then all fixtures shall comply with the provisions of this Section.
 2. Street and highway lighting. Street and highway lighting shall comply with the standards set forth by the applicable jurisdiction relating to required street and highway lighting.
 3. State and federal facilities. Compliance with the intent of this Section at all state and federal facilities in the City of Ashland is encouraged, but not mandatory.
 4. Emergency lighting. Emergency lighting, used by police, firefighters, medical personnel, public works, and others is exempt from this Section as it pertains to the emergency situation.
 5. Swimming pool and fountain lighting. Underwater lighting used for the illumination of swimming pools and fountains is exempt from the lamp type and shielding standards of this Section.
 6. Low-Output Exterior Lighting. Exterior lighting fixtures are exempted from this ordinance where the lights are:
 1. Top-shielded or located below an eave; and
 2. Rated less than one thousand (1,000) lumens; and
 3. Individually and collectively in conformance with light trespass provisions of Section 6.7, C., 1., a: Light trespass.
 7. Flood, area, or security lighting. Flood lights or other area lights shall be exempt from the provisions of this ordinance only where:
 1. Lights are rated less than two thousand (2,000) lumens;

2. Lights are directed so as to limit direct glare onto adjacent occupied premises;
3. Light switching is automated, for example by motion sensor, so as to limit sustained light bursts to ten minutes or less and to limit the total ratio of unlighted-to-lighted time per night to no less than eight to one (8:1);
4. When activated, the illumination level at a distance of twenty-five (25) feet shall not exceed one-half (1/2) foot candles;
5. Light fixtures two thousand (2,000) lumens and over are not exempt. Exterior light fixtures above the eaves or attached to buildings or poles separate from the principal building are not exempt;
6. Examples of lamp types of less than two thousand (2,000) lumens include a 100 watt standard incandescent, a fifteen (15) watt cool fluorescent, a fifteen (15) watt compact fluorescent, or a eighteen (18) watt low pressure sodium lamp.
8. Lighted flags. Flags of the United States, State of Wisconsin, City of Ashland and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction are exempt from the provisions of this Section. All other outdoor lighted flags, including, but not limited to, decorative and commercial flags shall comply with this Section. Property owners are encouraged to lower all flags at sunset and during inclement weather.
9. Holiday lighting. Holiday lighting, as defined, is exempt from the provisions of this Section.
10. Search and spot lights. Approved search and spot lights for temporary use, shall be exempt from the lamp type and shielding provisions of this Section.
11. Towers. Legally required safety lighting for towers shall be exempt from the provisions of this Section.
12. Airports. Airport related lighting shall be exempt from the provisions of this Section where the lighting is used for air safety reasons.
3. **General Requirements.**
 1. **General.** All exterior lighting fixtures (except those specifically exempted in this Section) installed and thereafter maintained shall comply with the following:
 1. Light trespass. The maximum allowable light trespass shall be one-half (1/2) footcandle four (4) feet above the ground. The point of measurement of this offending light shall be any point at the outer wall of an adjacent building occupied for residential or public use, or at any point greater than ten (10) feet from the adjacent parcel line. This measurement shall not include any ambient, natural light.
 2. Cutoff or shields. All fixtures greater than one thousand (1,000) initial lumens (equivalent to 70 watts incandescent) shall be full cutoff, or shall be shielded or installed so that there is not a direct line of sight between the light source or its reflection and a point five (5) feet or higher above the ground at the parcel line. The light source shall not be of such intensity so as to cause discomfort or annoyance.
 3. Lamp types. Any exterior lighting fixture installed on a parking lot, parking structure, or outdoor merchandise sales area shall use high pressure sodium, low pressure sodium, metal halide, LED, fluorescent lamps, or other type approved by the Zoning Administrator or Designated Authorized Agent.

4. Commercial business hours of lighting. The lighting system shall be extinguished or reduced to fifty (50) percent no later than thirty (30) minutes after the close of business for the day or after the end of normal office hours for the majority of employees. All property owners are encouraged to turn off all unnecessary exterior lighting.
5. Freestanding light fixtures. Freestanding light fixtures are considered accessory structures and shall comply with Section 5.6 B: Accessory Structures, except that freestanding light fixtures in the Regional Commercial (RC) and Public Institutional (PI) districts may have a maximum height of thirty (30) feet. Such fixtures shall meet all other requirements of this Section.
2. **Maintenance.** All exterior lighting fixtures shall be maintained according to approved plans.
3. **Trees and shrubs.** Trees and shrubs shall not be located where they significantly reduce or block the lighting, intended for safety, of parking facilities or streets.
4. **Allowable uses.** Exterior lighting fixtures may be used to illuminate buildings and structures; recreational areas, sports fields and courts; parking lots; parking structures, garages, or ramps; landscape areas; outdoor merchandise sales; building overheads and open canopies. Exterior lighting fixtures may be installed to provide building and parking lot security.
4. **Specific Design Requirements.**
 1. **Non-residential open parking facilities.** Horizontal illuminance for open parking facilities shall comply with the standards specified in Table 6.7.A and Table 6.7.B. The illumination requirements of an open parking facility depend on the amount of usage the facility receives. The following levels of activity are herein to reflect both vehicular traffic and pedestrian activity:
 1. High activity. Facilities for major or league athletic events or major cultural or civic events or similar activities.
 2. Moderate activity. Shopping centers, retail parking areas, hospital and clinic parking, or similar activities.
 3. Low activity. Employee parking, office parks, religious institutions, or similar activities.

Table 6.7.A General Parking and Pedestrian Areas Illuminance Standards for Open Parking Facilities				
Level of Activity	Minimum Footcandles on Pavement	Maximum Average Footcandles on Pavement	Maximum Uniformity Ratio (Avg:Min)	Watts per Square Foot Lighting Load
High	0.6 footcandle	3.75 footcandle	5:1	0.12
Moderate	0.4 footcandle	2.5 footcandle	5:1	0.10
Low	0.2 footcandle	1.5 footcandle	5:1	0.08

Table 6.7.B Driveway Area Illuminance Standards for Open Parking Facilities			
Level of Activity	Minimum Footcandles on Pavement	Maximum Average Footcandles on Pavement	Maximum Uniformity Ratio (Avg:Min)
High	0.67 footcandle	2.5 footcandle	5:1
Moderate	0.33 footcandle	1.5 footcandle	5:1
Low	0.125 footcandle	1.0 footcandle	5:1

2. **Commercial residential open parking facilities.** A parking facility for more than three (3) cars on a residential site should be lighted to provide at least 0.25 footcandles on any surface with an average illumination level of at least 0.75 footcandles. Exterior light

fixtures shall be designed and installed to minimize light trespass. In addition, the uniformity ratio between the average illumination and minimum illumination shall be no greater than 4:1.

3. **Building and structure illumination.** An exterior lighting system for illuminating buildings and structures shall have a maximum connected lighting load of five (5) watts per lineal foot. Watts shall mean lamp wattage and ballast consumption. Such lighting shall be shielded or installed so as to illuminate the building and not the sky.
4. **Outdoor merchandise sales.** For an outdoor merchandise sales area and outdoor vehicle sales, the maximum initial illumination level in seventy-five (75) percent of the parcel shall not exceed twenty (20) footcandles. A contiguous area not to exceed twenty-five (25) percent of the parcel may be illuminated to a level that shall not exceed forty (40) footcandles.
5. **Outdoor canopy.** The maximum initial illumination level under an outdoor canopy shall not exceed fifty (50) footcandles at any point.
6. **LED light bands.** Dimmable technology shall be installed and utilized to adjust the light output of permitted LED light bands based on the ambient light such that the light band dims automatically when it is less bright outside.

Case Activity Report

04/01/2025 - 04/30/2025

Case #	Case Date	Assigned To	Main Status	Description	Closed Date	Parcel #	Parcel Address
20250119	4/22/2025	Raymond Kallio	Closed	vehicles in yard	4/30/2025	201027470000	1007 5TH AVE E
20250137	4/30/2025	Raymond Kallio	Closed	car in yard	5/9/2025	201021280000	614 7TH AVE E
20250138	4/30/2025	Raymond Kallio	Closed	misc storage	5/13/2025	201021610000	613 5TH AVE E
20250132	4/29/2025	Raymond Kallio	Open	tires		201025120000	811 2ND AVE E
20250133	4/29/2025	Raymond Kallio	Open	Tires		201045290000	1120 6TH AVE W
20250134	4/29/2025	Raymond Kallio	Open	tires and debris		201001790000	1005 3RD ST W
20250135	4/29/2025	Raymond Kallio	Closed	debris	5/5/2025	201003840000	501 11TH AVE W
20250136	4/29/2025	Raymond Kallio	Open	debris		201003830000	505 11TH AVE W
20250121	4/23/2025	Raymond Kallio	Closed	Tires	5/14/2025	201044620000	916 8TH ST W
20250111	4/15/2025	Raymond Kallio	Closed	garbage		201005880000	703 16TH AVE W
20240502	12/2/2024	Raymond Kallio	Open	furniture in front yard		201017560000	309 7TH AVE E
20250078	3/13/2025	Raymond Kallio	Closed	tires	4/28/2025	201027530000	1023 PRENTICE AVE
20250089	3/20/2025	Raymond Kallio	Closed	messy yard	4/28/2025	201031140000	1115 12TH AVE W
20250093	3/27/2025	Raymond Kallio	Closed	debris	5/2/2025	201011580000	1415 FRONT ST E
20250102	4/8/2025	Raymond Kallio	Closed	debris	4/28/2025	201017980000	1409 4TH ST E

20250103	4/9/2025	Raymond Kallio	Closed	misc storage	4/28/2025	201006040000	803 14TH AVE W
20250104	4/10/2025	Raymond Kallio	Closed	tires	5/14/2025	201030170000	919 9TH AVE W
20250106	4/10/2025	Raymond Kallio	Closed	tire	4/28/2025	201043850000	715 10TH AVE W
20250126	4/25/2025	Raymond Kallio	Open	debris and tires		201014460000	114 13TH AVE E
20250127	4/25/2025	Raymond Kallio	Closed	misc storage	5/6/2025	201013950000	108 7TH AVE E
20250128	4/25/2025	Raymond Kallio	Open	toilet in yard		201021690000	612 3RD AVE E
20250130	4/25/2025	Raymond Kallio	Open	furniture in yard		201034320000	2020 MAIN ST E
20250131	4/25/2025	Raymond Kallio	Open	misc storage		201030330000	1019 10TH ST W
20250124	4/24/2025	Raymond Kallio	Open	debris		201045320000	1100 6TH AVE W
20250125	4/24/2025	Raymond Kallio	Closed	garbage	5/5/2025	201002420000	320 12TH AVE W
20250088	3/18/2025	Raymond Kallio	Closed	dog feces		201047320000	WHISPERING PINES COMMUNITY 8th Ave W and 17th Ave W
20250122	4/23/2025	Raymond Kallio	Open	tires and debris		201019170000	417 5TH AVE E
20250123	4/23/2025	Raymond Kallio	Open	vehicles in yard		201019230000	409 PRENTICE AVE
20250121	4/23/2025	Raymond Kallio	Closed	Tires	5/14/2025	201044620000	916 8TH ST W
20250119	4/22/2025	Raymond Kallio	Closed	vehicles in yard	4/30/2025	201027470000	1007 5TH AVE E
20250120	4/22/2025	Raymond Kallio	Closed	debris	5/5/2025	201044570000	817 9TH AVE W

20250118	4/22/2025	Raymond Kallio	Open	couch in yard		201027210000	1022 7TH AVE E
20250085	3/17/2025	Raymond Kallio	Closed	debris	4/22/2025	201017780000	321 12TH AVE E
20250077	3/13/2025	Raymond Kallio	Closed	mattress	4/22/2025	201023780000	409 8TH ST E
20240450	10/16/2024	Raymond Kallio	Closed	debri	11/13/2024	201025660000	800 6TH AVE W
20250054	2/19/2025	Raymond Kallio	Closed	debris	4/22/2025	201012610000	407 LAKE SHORE DR E
20250058	2/25/2025	Raymond Kallio	Closed	misc storage and garbage	4/22/2025	201027910000	1013 4TH AVE W
20250066	3/4/2025	Raymond Kallio	Closed	misc storage	4/22/2025	201015720000	712 MAIN ST E
20250105	4/10/2025	Raymond Kallio	Closed	misc storage	4/22/2025	201005410000	621 11TH AVE W
20250098	3/31/2025	Raymond Kallio	Closed	tires	4/22/2025	201012580000	502 ST CLAIRE ST
20250114	4/21/2025	Raymond Kallio	Open	No permit		201027580000	1020 2ND AVE W
20250116	4/21/2025	Raymond Kallio	Closed	misc storage	5/5/2025	201003230000	413 14TH AVE W
20240484	11/5/2024	Raymond Kallio	Closed	appliance	4/21/2025	201002840000	308 16TH AVE W
20250092	3/25/2025	Raymond Kallio	Closed	garbage and microwave		201002420000	320 12TH AVE W
20250094	3/27/2025	Raymond Kallio	Closed	tires	4/15/2025	201012500000	511 LAKE SHORE DR E
20250099	4/1/2025	Raymond Kallio	Closed	tires	4/15/2025	201025280000	822 3RD AVE W
20250090	3/24/2025	Raymond Kallio	Closed	garbage	4/14/2025	201023910000	716 5TH AVE E
20250072	3/10/2025	Raymond Kallio	Closed	dresser	4/14/2025	201025030000	801 3RD AVE E
20250108	4/14/2025	Raymond Kallio	Open	Tires		201021800000	205 7TH ST E

20250109	4/14/2025	Raymond Kallio	Open	Misc storage and appliance		201043790000	610 10TH AVE W
20250110	4/14/2025	Raymond Kallio	Closed	vehicle	5/1/2025	201030400000	901 11TH AVE W
20250032	1/31/2025	Raymond Kallio	Closed	junk and garbage	4/11/2025	201022990000	711 3RD AVE W
20250095	3/28/2025	Raymond Kallio	Closed	messy yard	4/11/2025	201015070000	201 14TH AVE E
20250105	4/10/2025	Raymond Kallio	Closed	misc storage	4/22/2025	201005410000	621 11TH AVE W
20250106	4/10/2025	Raymond Kallio	Closed	tire	4/28/2025	201043850000	715 10TH AVE W
20250104	4/10/2025	Raymond Kallio	Closed	tires	5/14/2025	201030170000	919 9TH AVE W
20250103	4/9/2025	Raymond Kallio	Closed	misc storage	4/28/2025	201006040000	803 14TH AVE W
20250102	4/8/2025	Raymond Kallio	Closed	debris	4/28/2025	201017980000	1409 4TH ST E
20250101	4/2/2025	Raymond Kallio	Closed	rubbish	4/7/2025	201047450000	2300 LAKE SHORE DR W
20250035	2/4/2025	Raymond Kallio	Closed	bruch	4/7/2025	201005920000	
20240368	9/4/2024	Raymond Kallio	Open	graveled yard		201025250000	807 ELLIS AVE
20250087	3/18/2025	Raymond Kallio	Closed	mattresses		201034240000	KENWOOD TERRACE COMMUNITY 18th Ave E and Main St E
20250101	4/2/2025	Raymond Kallio	Closed	rubbish	4/7/2025	201047450000	2300 LAKE SHORE DR W
20250101	4/2/2025	Raymond Kallio	Closed	rubbish	4/7/2025	201047450000	2300 LAKE SHORE DR W
20250100	4/2/2025	Raymond Kallio	Closed	rubbish	5/1/2025	201002510000	300 BEASER AVE
20250099	4/1/2025	Raymond Kallio	Closed	tires	4/15/2025	201025280000	822 3RD AVE W

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Total Records: 66

5/16/2025

Permit Detail Report

04/01/2025 - 04/30/2025

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
20250069	4/30/2025	Residential - Parking Lot/Driveway	David Harries	2405 Lake Shore Dr	Ashland, WI 54806	Remove existing 514 SF walkway between house and garage and replace. Remove existing 2,900 SF blacktop driveway and re-pave blacktop. Increase driveway entrance on right-of-way with permitted ten (10) foot radius on East side. This permit is contingent upon: 1) A Right-of-Way permit needs to be obtained from the city or state as	24,000	0	5/7/2025	Driveway	2405 Lakeshore Dr	\$120.00	201033080000	2405 LAKE SHORE DR E
20250068	4/30/2025	Residential - Fence	Eugene Rich	602 2nd Ave W	Ashland, WI 54806	Maximum six (6) foot high chain link fence in side-yard. Approximately 80 Linear Feet. Note: structural posts to be located on inside of fence panels (house side)	800	80	4/30/2025	Other	602 2nd Ave W	\$75.00	201021970000	602 2ND AVE W

20250067	4/29/2025	Commercial - Miscellaneous Repair of a Commercial Structure	Scott L Bretting	66758 Bayfront Road	Ashland	Replace 20 foot of basement wall on south side damaged by broken sewer pipe and rotted floor joist. Work/excavation to be contained on property.	20,000	100	4/30/2025	Primary Structure	1215 West Main Street	\$100.00	201000590000	1215 MAIN ST W
20250066	4/29/2025	Residential - Remodel/Repair/Additions (over 5,000)	Bjorn Butz	5360 County Highway B	Iron River, WI 49935	Replacing wall behind deck on house and exterior water proofing a with drain tile by the footing going to a 3'x3' clean stone cube in the ground by the fire pit. Projected Timeline: May 20 - July 20	18,500	1	4/30/2025	Primary Structure	722 3rd Ave W	\$92.50	201023040000	722 3RD AVE W
20250065	4/28/2025	Zoning Approval - Erosion Control	Trierweiler Construction - Nick Petit	2916 S Cherry Ave	Marshfield, WI 54449	The batch plant will be located on 1 acre with the aggregate piles located on 2 acres. This permit is approved based on the following contingencies: 1. A construction work schedule is to be submitted to our office, before work begins. 2. All required WDNR/WDOT Soil Erosion reports are to be forwarded to our office.	50,000	0	5/9/2025	Accessory Structure	1721 3rd St W	\$250.00	201001200000	1721 3RD ST W

20250064	4/28/2025	Commercial - Electrical	Lake Superior Energy Company - Kris Johnson/Ann Johnson	931 Lyndhurst Bay Drive	Cloquet	Electrical Permit for relocation of electrical panel, new/relocated casework and HVAC installation.	55,000	25,000	4/28/2025	Primary Structure	401 Ellis Ave	\$275.00	201019360000	401 ELLIS AVE
20250063	4/25/2025	Residential - Roofing (Material cost over 1,000)	Rudy Listing (Father of owner)	1022 14th St W	Ashland, WI 54806	Replacing a metal roof with new metal on an existing addition.	2,500	380	4/25/2025	Primary Structure	1022 14th St W	\$30.00	201031760000	1022 14TH ST W
20250062	4/24/2025	Residential - Detached Accessory Building	Anastassia Tapsieva	516 5th Ave E	Ashland, WI 54806	Install a 4.5-foot wide by 8-foot high trellis in side-yard with concrete footing. Build and install an approx. 9-ft x 7-ft x 11-ft triangular pergola structure attached to existing slab with metal brackets/anchors.	1,000	0	4/24/2025	Accessory Structure	516 5th Ave E	\$50.00	201020100000	516 5TH AVE E
20250061	4/16/2025	Residential - Detached Accessory Building	Tina Brown	210 7th Ave E	Ashland, WI 54806	Pre-fab 10 x 20 shed from Old Hickory Sheds on graded gravel pad. Wood sided. Structure must be a minimum of three (3) feet from the property line and six (6) feet from any element of the house.	6,300	120	5/1/2025	Accessory Structure	210 7th Ave E	\$50.00	201015610000	210 7TH AVE E

20250060	4/23/2025	Residential - Roofing (Material cost over 1,000)	TM ROOFING LLC	426 TAINTER AVENUE	RICE LAKE WI 54868	TEAR OFF SHINGLES, INSTALL SHINGLES WITH ALL ACCESSORIES, WITH HAUL AWAY. REPLACE CHIMNEY FLASHINGS AND INSTALL NEW GUTTER. Note: Permit approval contingent upon the owner/contractor providing our office with a construction work schedule before work begins.	31,700	4,000	4/24/2025	Primary Structure	200 MAPLE RIDGE, ASHLAND WI	\$30.00	201049151600	200 MAPLE RIDGE
20250059	4/22/2025	Residential - Remodel/Repair/Additions (over 5,000)	Xochitl Galvan	5116 Jean Duluth Rd	Duluth	Installing 104 feet of garage foundation exterior waterproofing and 20 feet of exterior discharge. Permit contingent upon 1) The owner/contractor providing us with a construction work schedule. 2) An agreement is set up between the northern neighbor, if the contractor is going to be working on	14,170	1	4/28/2025	Accessory Structure	Detached garage	\$70.85	201031880000	1415 12TH AVE W

20250058	4/22/2025	Residential - Detached Accessory Building	Brooke White	1814 6th Street West	Ashland WI 54806	New Pre-fab storage shed replacing existing smaller shed. Structure (including eaves) must be a minimum of three (3) feet away from the interior side and rear parcel lines. Note: No metal siding allowed. The existing shed will be moved off-site at the time the new one is	7,000	192	4/23/2025	Accessory Structure	1814 6th St W	\$50.00	201004830000	1814 6TH ST W
20250057	4/21/2025	Commercial - Miscellaneous Repair of a Commercial Structure	H Window	401 17th Ave W	Ashland	Interior renovation of existing offices including dividing existing rooms into smaller offices, adding enclosed offices to larger existing open room, relocating interior doors, etc. A portion of the existing restrooms will be divided off for a new unisex restroom and separate shower room. Permit approved upon the condition that a construction work schedule	100,000	4,451	4/29/2025	Primary Structure	800 Sum Road, Ashland WI	\$500.00	201050630000	800 SUM RD
20250056	4/21/2025	Residential - Detached Accessory Building	Brooke White	1814 6th Street West	Ashland, WI, 54806	Premade Shed	12,672	336			1814 6th Street West Ashland WI 54806		201004830000	1814 6TH ST W

20250055	4/17/2025	Commercial - Fence	The C. Reiss Co.	111 West Mason Street	Green Bay	822 linear feet of fence with (1) 30-foot double swinging gate.	32,800	822		Other	601 1/2 Lake Shore Drive	\$100.00	201007170000	
20250054	4/16/2025	Commercial - New/Replacement HVAC System	Adam Caldwell	616 Glenwood St	Duluth	Replace two RTU's, install two new RTU's, install new hood, make up air, and exhaust system.	400,000	35,000	4/25/2025	Primary Structure	401 Ellis Ave S	\$2,000.00	201019360000	401 ELLIS AVE
20250053	4/16/2025	Residential - Siding (material cost over 1,000)	Tim Pavlish	908 9th Ave W	Ashland, WI 54806	Replace siding on two sides of the residence - south and west sides. Cedar Shakes. 1,100 SF of area.	25,000	0	4/16/2025	Primary Structure	908 9th Ave W	\$30.00	201030130000	908 9TH AVE W
20250052	4/15/2025	Residential - Roofing (Material cost over 1,000)	Local Roofing- LLC, dba Hayward Roofing	77 Downtown Plaza	Fairmont, MN 56031	Full tear off of roofing system, replace any rotten board if found, install new roofing system-GAF UHDX asphalt shingles, tear off chimney, install new fascia on house. New flashing on garage chimney. Permit is contingent on providing our office with a construction schedule and timeline.	15,028	1,500	4/17/2025	Primary Structure	1214 10th St W	\$30.00	201006460000	1214 10TH ST W
20250051	4/14/2025	Commercial - Accessory Structure	Jarrod Dahl	1400 3rd St W	Ashland, WI 54806	12 x 16 shed with single sloped roof behind existing building.	6,000	192	4/23/2025	Accessory Structure	1400 3rd St W	\$50.00	201002740000	1400 3RD ST W

20250050	4/10/2025	Commercial - Structural Addition/Alteration	Shane Hillen - Northwest Builders, Inc.	2063 17-1/2 Ave	Rice Lake, WI, 54868	Interior Office Remodel. This is approved contingent upon the following: 1. The General Contractor to provide us with a detailed construction work schedule. 2. A final set of HVAC plans sent to our office. No work (except for demolition) is to start on the HVAC system until such plans are received and reviewed.	145,000	1,104	4/14/2025	Primary Structure	300 W Main St., Ashland, WI 54806	\$725.00	201042750000	300 MAIN ST W
20250049	4/9/2025	Commercial - Electrical	Northern States Power Company	1414 W Hamilton Ave	Eau Claire, WI 54702	Removing existing wood pedestals and installing concrete foundations for equipment. All work to be completed inside the substation fence, within the owner's property boundaries.	3,000	127		Accessory Structure	2111 E Second St	\$25.00	201034100000	2111 E Second St

20250048	4/9/2025	Residential - Deck	Patrick Nelson	1101 Maple Ridge	ASHLAND, WI 54806	Replace old deck with new - approx. same size and layout. New footings to be installed. This permit is contingent upon: 1. All new patio deck construction work must be in compliance with the State of Wisconsin's Uniform Dwelling Code (UDC). 2. Provide our office with a detailed construction work schedule.	21,000	0	4/9/2025	Other	1101 Maple Ridge	\$50.00	201049151300	1101 MAPLE RIDGE
20250047	4/8/2025	Residential - Raze/Demolition	City of Ashland	601 Main St W	Ashland, WI 54806	Razing the house at 118 10th Ave E in accordance with Raze Order issued on 01/16/2025	0	0	4/8/2025	Primary Structure	118 10th Ave E			

20250046	4/7/2025	Commercial - Miscellaneous Repair of a Commercial Structure	Karl Faber	412 1/2 Main ST W	Ashland, WI 54806	Existing wood windows and metal storms to be replaced with vinyl double hung units. Five (5) total units. Location: second floor at south end of building along alley. A Certificate Of Appropriateness was approved on May 2, 2025 by the city planning staff. Approval is contingent upon the following: 1) The new units will replace the complete existing opening with	11,000	0	5/9/2025	Primary Structure	412 1/2 W Main St	\$55.00	201042890000	412 MAIN ST W
20250045	4/4/2025	Zoning Approval - Keeping of Animals	James H Hintze	308 11th Ave W	ASHLAND, WI 54806	Looking to put a portable chicken coop in yard. As per the UDO the coop must be located inside the required setback of 10 feet from all parcel lines and a minimum of 20 feet from any primary structures on adjacent properties. Two (2) SF of indoor protected space must be provided per chicken. A maximum limit of 6 hens (Roosters not allowed).	0	0		Accessory Structure	308 11th Ave W	\$50.00	201002290000	308 11TH AVE W

20250044	4/3/2025	Zoning Approval - Keeping of Animals	KINLER, ZACH	2900 JUNCTION RD	ASHLAND, WI 54806	Prefab Chicken Coop for up to 6 chickens. Coop must be a minimum of 10 feet away from parcel line. Roosters prohibited.	0	12	4/3/2025	Accessory Structure	2900 Junction Rd	\$50.00	201047810000	2900 JUNCTION RD
20250043	4/3/2025	Commercial - Electrical	Our Lady of the Lake Catholic Community	215 Lake Shore Drive East	Ashland	Electrical Panel Replacement/ Upgrade. This permit is contingent upon the following: 1. Provide our office with a construction work schedule when it becomes available. 2. Provide our office with equipment specification sheets for this project.	65,000	10,000	4/4/2025	Primary Structure	215 Lake Shore Drive East	\$325.00	201013310000	215 LAKE SHORE DR E
20250042	4/2/2025	Residential - Deck	Megan Sandberg	3919 Lake Park Road	Ashland, WI, 54806	Decking addition, window box stairs on east side of property, around 10 in total, each stair <3x2 feet, railing as necessary. Contractor: Adam Valanski	4,500	0	4/22/2025	Other	3919 Lake Park Road	\$50.00	201050230000	3919 LAKE PARK RD
20250041	4/2/2025	Commercial - Raze/Demolition	City of Ashland/Dan Homola	2020 6th St E	ASHLAND, WI 54806	Demo of existing warming house.	0	0		Primary Structure	East End Skating Rink		201036410000	
20250040	4/2/2025	Commercial - Construction of a new Commercial Structure	City of Ashland/Dan Homola	2020 6th St E	ASHLAND, WI 54806	New 24x24 warming house with toilets and skate rental at the East end skating rink.	0	576		Primary Structure	East End Skating Rink		201036410000	

20250039	4/1/2025	Residential - Detached Accessory Building	Richard Noennig	200 Maple Ridge	Ashland, WI	New Detached Accessory Building by Lucky Strike, LLC - Prefab. 10x16. Wood siding with metal roof on a concrete slab (to be verified). This permit is contingent upon the following: 1. All construction work on this accessory building must comply with the Uniform Dwelling Code (UDC). 2. Provide our office with a drawing showing us graphically	5,000	0	4/2/2025	Accessory Structure	200 Maple Ridge	\$50.00	201049151600	200 MAPLE RIDGE
												\$5,283.35		

Total Records: 31

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