



**Take notice that the City of Ashland Common Council will meet at 6:00 PM in the City Hall Council Chambers, 601 Main Street W. Ashland, WI to consider and act upon the following agenda.**

To attend the meeting from your computer, tablet or smartphone:  
<https://global.gotomeeting.com/join/500263957> Access Code: 500-263-957  
Or dial in using your phone. United States (Toll Free): 1-877-309-2073  
Please contact the Clerk's office if you require accommodations to attend the meeting.

**Tuesday, January 27, 2026 Ashland City Council Meeting Agenda**

**1. CALL TO ORDER**

- A. **Roll Call, Moment of Silence and Pledge of Allegiance**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

- A. **January 13, 2025 City Council and Committee of the Whole Meeting Minutes**

**4. CITIZEN PARTICIPATION PERIOD**

**5. MAYOR'S REPORT**

- A. **Announcements**
- B. **Appointments**

**6. ADMINISTRATOR'S REPORT**

**7. CONSENT AGENDA**

- A. **Miscellaneous Minutes**
- B. **Approve to Name the Former Baron Radiator Site in the City of Ashland as Miskwaa Park (*Parks & Recreation*)**

**8. OLD BUSINESS**

- A. **Approve a Resolution to Authorize the Submission of a Community Development Investment Vibrant Spaces (CDI-VS) Grant Application to the Wisconsin Economic Development corporation (WEDC) to Support**

**Beautification of an Alley intoe 100 Block of Main Street West, Ashland,  
WI** (*Planning and Development*) Roll

**9. NEW BUSINESS**

- A. **Consider to Transfer Ownership of a Novae Enclosed Cargo Trailer to North Coast Cycling Association** (*Parks & Recreation*) Voice
- B. **Consider an Ordinance to Amend Chapter 781 (1764) Unified Development Ordinance (UDO), Ashland City Ordinances Regarding Proposed Amendments to Design Standards for Parking Lots and Parking Spaces, Landscaping, Buffers, and Screening, and Signs** (*Planning & Development*) Roll

**10. ADJOURNMENT**

*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.*

*Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals or individuals with limited English proficiency. For additional information or to request this service, contact the City Clerk's Office at 715-682-7071 (not a TDD telephone number).*

**MEETING MINUTES**  
**ASHLAND CITY COUNCIL**  
**Tuesday, January 13, 2026 – 6:00 PM**  
**Ashland City Hall Council Chambers**

**1. CALL TO ORDER**

The Tuesday, January 13, 2026 Ashland City Council meeting was called to order by Mayor Matt Mac Kenzie at 6:00 p.m.

A. **Roll Call, Moment of Silence and Pledge of Allegiance**

**PRESENT:** Kevin Seefeldt, Shawn Brede, Peter Levi, Andrew Goyke, James Gregoire, Charlie Ortman, Nancy Sztynдор

**ALSO PRESENT:** Mayor Matthew MacKenzie, City Administrator Brant Kucera, City Clerk Denise Oliphant, City Attorney Tyler Wickman, Public Works Director John Butler, Planning Director Steven Wiley, Police Chief Willis Hagstrom, Fire Chief Stuart Matthias, Parks Director Catlyn Nowicki, Engineer Niles Fetter, and other concerned citizens.

**2. APPROVAL OF AGENDA**

A motion by Sztynдор, seconded by Seefeldt to approve the agenda as presented, carried unanimously by voice vote.

**3. APPROVAL OF MINUTES**

A. **December 9, 2025 City Council and Committee of the Whole Meeting Minutes**

A motion by Goyke and seconded by Sztynдор to approve the minutes, carried unanimously by voice vote.

**4. CITIZEN PARTICIPATION PERIOD**

The Clerk read the Rules for Citizen Participation, and the following offered their comments to the Council:

*Cory Sutarik, resident,* spoke via AI regarding a property which was seized and demolished by the City.

*Zygmund Jablonski, 916 6th Avenue West,* spoke to the City's use of Hydrocorp for the installation of water meters.

**5. MAYOR'S REPORT**

A. **Announcements**

Mac Kenzie wished all a happy new year. Work has begun at the NWSA emergency shelter to renovate the two-story building into apartments. Vision Inc has also begun groundwork at the former Roffers Construction site. City staff attended a ribbon cutting ceremony on January 13, 2026 for Main Street Eatery's grand opening at 514 Main Street East, and an open house is planned for the new warming shack at the East End Staking Rink to take place on Friday, January 16, 2026. Taxes are continuing to be taken on the 3rd floor of City Hall until January 31, 2026. There will not be a February Primary Election, though the City's contests for the April Spring Election each have an uncontested candidate.

**6. ADMINISTRATOR'S REPORT**

Kucera stated the ribbon cutting at the Main Street Eatery was well attended, and wished everyone a happy new year.

**7. CONSENT AGENDA**

A. **Miscellaneous Minutes**

B. **Permitting and Property Maintenance Reports for September - December 2025**

Ortman moved, seconded by Seefeldt to approve the Consent Agenda. The motion passed unanimously by voice vote.

**8. OLD BUSINESS**

A. **Accept Bid and Award a Contract to Wren Works, LLC for the 2026 Kreher Park Boat Launch Project** (*Public Works*) Roll

A motion by Ortman, seconded by Goyke to approve the contract for \$2,098,775.00, passed unanimously by roll call vote.

B. **Approve to Waive Advertising Bids as Directed in Chapter 194 (1848) Procurement of Goods and Services and Approval of Change Orders for Public Construction Projects, and Approve the Purchase of a Used One-Ton Truck from Economy Auto Sales** (*Public Works*) Roll

A motion by Ortman, seconded by Seefeldt to approve the bid of \$32,065, passed unanimously by roll call vote.

C. **Approve Proposal from Midwest Fire Apparatus for the Purchase of a New Brush Truck** (*Fire & EMS Department*) Roll

A motion by Ortman, seconded by Seefeldt to approve the purchase of \$243,652.00, passed unanimously by roll call vote.

**9. CLOSED SESSION - Council may reconvene in Open Session to take action on any item discussed during Closed Session.**

A motion by Sztynдор and seconded by Goyke to enter into Closed Session, passed unanimously by roll call vote.

- A. **Pursuant to WI Stat. 19.85(1)(g): "Conferring with legal counsel who either orally or in writing will advise governmental body of strategy to be adopted with the respect to current or likely litigation." (Ashland County Case 25SC201)**

B. **Retrun to Open Session**

Ortman moved, seconded by Sztynдор to return to Open Session. The motion passed unanimously by voice vote.

C. **Report of Action Taken during Closed Session**

Mac Kenzie reported that no action was taken during closed session. A motion by Ortman, seconded by Sztynдор to approve the settlement agreement, passed 6-0-1 by roll call vote; Seefeldt abstained.

**10. ADJOURNMENT**

A motion by Ortman and seconded by Goyke to adjourn was passed unanimously by voice vote.

Respectfully Submitted,

Denise Oliphant,  
City Clerk

**MEETING MINUTES**  
**COMMITTEE OF THE WHOLE MEETING**  
**Tuesday, January 13, 2026 – 6:00 PM**  
**Ashland City Hall Council Chambers**

The Tuesday, January 13, 2026 City of Ashland Committee of the Whole Meeting was called to order by Council President Charlie Ortman at 6:50 p.m.

1. **Roll Call**

**PRESENT:** Kevin Seefeldt, Shawn Brede, Peter Levi, Andrew Goyke, James Gregoire, Charlie Ortman, Nancy Sztynдор

**ALSO PRESENT:** Mayor Matthew MacKenzie, City Administrator Brant Kucera, City Clerk Denise Oliphant, Public Works Director John Butler, Planning Director Steven Wiley, Parks & Recreation Director Catlyn Nowicki, and other interested citizens.

2. **Approval of Agenda**

A motion by Sztynдор, seconded by Seefeldt to approve the agenda as presented, carried unanimously by voice vote.

3. **Council President's Report**

Ortman welcomed all back and thanked those who were in attendance.

4. **Items for Discussion and Possible Action**

A. **Naming of the Former Baron Radiator Site as a City of Ashland as Miskwaa Park (*Parks & Recreation*)**

Nowicki introduced the item and answered questions from Council. A motion by Seefeldt, seconded by Goyke to forward the item to Council for formal approval, passed unanimously by voice vote.

B. **Draft Resolution for an Application to the Wisconsin Economic Development Corporation (WEDC) Vibrant Spaces Program to Benefit 112 Main Street West, Ashland (*Planning and Development*)**

Wiley introduced the item and answered questions from Council. A motion by Seefeldt, seconded by Levi to forward the item to Council for formal approval, passed unanimously by voice vote.

5. **Items for Future Discussion**

Mac Kenzie: He intends to bring the Hydrocorp issue for discussion when the City receives direction from DSPS as to next steps.

Seefeldt: Questions regarding the City's new water intake to benefit Enbridge; concerns about a potential incoming data center.

Goyke: Requested an update regarding Northland College. Mac Kenzie offered there is no update available at this time.

Ortman: Concerned of the citizen's comments regarding a property seizure.

6. **Adjournment**

A motion by Goyke and seconded by Sztynдор to adjourn was passed unanimously by voice vote.

Respectfully Submitted,

Denise Oliphant,  
City Clerk

Ref: 2026-006

COUNCIL AGENDA: 5.B.  
(1/27/2026)

**SUBJECT: Appointments**

**RECOMMENDATION:** Approval

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**DEPARTMENT OF ORIGIN:** Mayor

**CLEARANCES:** Mayor

**EXHIBITS:**

**EXPENDITURES REQUIRED:** NA

**AMOUNT BUDGETED:**

**APPROPRIATION REQUIRED:**

**TREASURER'S CERTIFICATE:** NA

**COMPLIANCE WITH CHAPTER 51:** Section 51.26 (b) of Chapter 51, Ashland City Ordinances, permits the Mayor and/or Clerk to schedule items directly for Council action. The Mayor and/or City Clerk has chosen to direct this item directly to Council pursuant to the authority granted to them in Chapter 51, Ashland City Ordinances.

**STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN:**

**SUMMARY STATEMENT:**

The Mayor requests approval of the following reappointment:

Beautification Council, all terms to expire in February 2029  
Christine Oreskovich  
Jeanne Spruell

Linda Opperman  
Shawna Johnson

DISABLED PARKING ENFORCEMENT ASSISTANCE COUNCIL MEETING MINUTES:  
**Wednesday, August 20, 2025**

**1. CALL TO ORDER**

- a. Committee Members: Mary Jane Grande, Brian Munson, Cheryl Wiezorek, Donna Griffiths, Nancy Sztynodor

**PRESENT:** Munson, Wiezorek, Griffiths, Sztynodor

**ABSENT:** Grande (Excused)

**ALSO PRESENT:** Kevin Haas (Deputy Clerk)

**2. APPROVAL OF AGENDA**

Motion to Approve the Agenda: Griffiths

Second: Wiezorek

Vote (Voice): Passes Unanimously (4-0)

**3. APPROVAL OF MINUTES**

- a. Approve Minutes from the December 17, 2024 DPEAC Meeting

Motion to Approve the Minutes from the December 17, 2024 DPEAC Meeting:  
Sztynodor

Second: Munson

Vote (Voice): Passes Unanimously (4-0)

**4. CITIZEN PARTICIPATION PERIOD**

No members of the public present.

**5. NEW BUSINESS**

- a. Approve Renewal Applications for 2025

Returned renewal applications were listed by Haas.

Motion to approve returned renewal applications: Sztynodor

Second: Munson

Vote (Voice): Passes Unanimously (4-0)

- b. Discussion on Non-Returned Renewal Applications

Haas provided information regarding the applications that were not returned. Wiezorek added that she believed that an application, Debbie Hagan, has passed away. Haas said he could try to verify that with the voter records. Haas stated that staff recommendation for the unreturned renewal applications was to remove the signs at those properties.

Motion to remove the signs from the properties that did not return applications:  
Sztynдор  
Second: Wiezorek  
Vote (Voice): Passes Unanimously (4-0)

## **6. ADJOURNMENT**

Before adjournment, Wiezorek mentioned the parking space that was dedicated for the former medical office at the corner of Main St and Beaser Avenue. Haas explained that spot falls under the jurisdiction of City Council, not the DPEAC, but the DPEAC can make the recommendation to City Council to remove it. Wiezorek, along with the other members of the DPEAC, agreed a recommendation should be written to City Council. Haas stated that he would provide that recommendation to City Council and send a copy to the members of the committee.

Motion to Adjourn: Wiezorek  
Second: Griffiths  
Vote (Voice): Passes unanimously (4-0)

*Find yourself next to the water.*

**A S H L A N D**

*City of Ashland, Wisconsin*  
601 Main Street West — Ashland, WI 54806 — [www.coawi.org](http://www.coawi.org)

## **PLAN COMMISSION MEETING MINUTES**

**October 21<sup>st</sup>, 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**

**Present:** Jeff Beirl, JoAnn Erickson, Ana Tochterman (late), Shawn Brede, Mayor Matt Mackenzie, Steven Wiley (Planning and Development Director), Terri Erickson (Assistant Planner)

**Absent:** David Eades (excused), Laurie Gregor (excused)

### **AGENDA**

1. Call to Order and Roll Call  
Mayor Mackenzie called the meeting to order at 6:35 pm and a quorum was declared present.
2. Approval of Agenda  
Ms. Erickson made a motion to approve the agenda and Mr. Beirl seconded. Motion Carried 4-0.
3. Mackenzie asked for approval of the minutes from the August 19<sup>th</sup>, 2025 Plan Commission meeting. Mayor Mackenzie moved to approve as proposed and Mr. Beirl seconded. The motion carried 4-0.
4. Identify potential conflicts of interest  
None
5. Citizen Participation (non-agenda items)  
None
6. Action Items:
  - a. Public Hearing: Review and approval of a Request to acquire City-owned land, (a portion of parcel 201-01886-0000), zoned Single and Two-Family Residential (R-2). Applicant: Travis Franek

Steven Wiley presented on the topic. He described the location as former railroad property on Willis Avenue and described the site with an Aerial view. He reviewed the existing and surrounding land uses and recommendations. He noted the applicant provided us with Certified Survey Map which was reviewed by staff. He stated that the mayor and staff have discussed returning former railroad properties to the adjacent owners to make them conforming again which has been done with a few other property owners already. Public works has weighed in. (Ana Tochterman arrived 6:41pm) He reviewed the standards for review for a

land transfer. He noted the land is now tax exempt and this would return it to the tax roll. Staff recommends approval with conditions noted. Public hearing notice was acknowledged and discretionary mailings. Mr. Wiley reviewed comments received. 1) Frederick Vande Venter: 410 Willis Ave, stopped in and sent a letter; is supportive of transfer to Mr. Franek, who he believed would care well for the parcel. 2) Mary and Sarah Grubisic: Spoke with Mr. Wiley in person Tuesday Sept, 23rd. They have property at 413 Willis Ave and are supportive of transfer and that Mr. Franek is a good neighbor and keeps up property well. 3) Patrick Foley: 617 4th St E.; letter received Sept 17<sup>th</sup>, Opposed to request. He would like to purchase the land next to his house and build home and has submitted a proposal to purchase. He noted he has asked to buy it for years and told it was not for sale due to legal issues with the railroad. He feels the land should be put up for auction and sold before it is given away to someone who works for the city and therefore has preferential treatment.

Motion to go into public hearing by Ms. Erickson. Second by Mr. Beirl. Roll call vote carries 5-0.

- 1) Susan Peterson; 409 7<sup>th</sup> Ave E, neighbor to Mr. Franek. All for the transfer and putting property on the tax roll and property being maintained.

Motion to go out of public hearing by Jeff Beirl. Second by JoAnn Erickson. No discussion, carries 5-0.

Motion to approve and move forward with transfer request by Mr. Beirl. Second by Mr. Brede.

Discussion: Mr. Beirl initiated discussion regarding Mr. Foley. Is he wanting to buy the same property that the city is giving away? Is it true that this is a non-buildable lot on its own so how would Mr. Foley be able to do this? Mr. Wiley noted that Mr. Foley wanted the entire north portion where the alley cuts through. City Staff/Mayor wants to see lots restored where-ever possible. The portion adjacent to Mr. Franek's lot, by itself, would not be buildable. Public Works wants to maintain the alley, as it currently contains utilities, so the parcel would remain split regardless. Mayor Mackenzie further described how the western portion would go to the Franek's, whose property is the only one that can be supplemented with this section of the easement. The city is looking at dividing the easement on the east side into a conforming lot to sell on the north end and giving the remainder on the south end to the adjacent neighbors to make their lot conforming. They have been approached and are not sure they are interested in it so then it could be sold along with the northern lots. This would be a buildable lot so it would be dealt with differently than the section proposed for transfer to Mr. Franek. Mr. Foley has started the process of purchasing these northern lots on the east side (lots 23/24) but has implied he's not interested unless he also is offered the western lots (lots 11/12). Mr. Beirl stated that returning as many lots as possible to conforming status, as noted as a goal by the city, takes a high priority. It was reiterated that if that if the subject lots were sold separately they could not be built on. Mayor Mackenzie noted it would only serve to block the adjacent owner from doing anything on the property and that has no value to anyone else, in his opinion. Ms. Erickson recollected that there was talk earlier in the year about getting lots appraised for selling and it would not apply to the subject property because it is only a partial lot? Mayor Mackenzie responded this was true and the city wants to start marketing as many properties as possible, prioritizing those that have utilities. Ms. Tochterman remarked about what the precedent has been and expressed concern about fairness in regards to transferring land versus pursuing a sale. Mayor Mackenzie feels that the city has been consistent and fair with the process being used and explained some of the criteria and strategy the city has used and resources available. He reviewed some of the past transfers and current that are in the works. He noted the goal is not to make money but also not to spend money on these land transactions. Some buildable lots have been transferred at fair market value and gave an example of one close to the Ore dock. He noted the railroad ROW did come to the city at no expense.

Mayor Mackenzie: Call to question; a yes vote to transfer the land to combine with applicant's current property. A CSM has been completed and the applicant will need to acquire any required building permits as required for future improvements. Roll call vote: Carried 5-0.

- b. Public Hearing: Review and approval of a Conditional Use Permit (CUP) to allow a fence exceeding 6 feet in height in the side and rear yards at 2501 Golf Course Road (Parcel # 201-04808-1000), zoned Regional Commercial (RC) with Floodplain Overlay (F-O). Applicant: Scott Wafle.

Ms. Erickson presented on the topic. She noted the CUP request is for an 8-foot high fence and reviewed the subject site and surrounding zoning. She then explained the existing buildings and uses on the parcel. She pointed out the single-family residence adjacent to the project area and described where the new building and fence will be located. Pictures helped clarify that the existing vegetative screening between the two properties is minimal. She explained that the reason for the fence is to protect from theft and vandalism which has been an issue in the past. She noted there is a ten-foot wide landscape buffer requirement for new developments and a less intense adjacent use as well as requirements for adding more trees. Standards for review were touched on with the buffer requirements between different intensity uses being the only item of any concern. Staff recommends approval with the following conditions: 1) up to an 8-foot high fence allowed as shown in the site aerial plan. 2) Supports shall be placed on the interior side of the fence panels. 3) Any changes or additions to the project scope must acquire the required approvals and permits. 4) A permit must be granted before fence installation. 5) Three new trees and two new shrubs shall be planted to further fill in the existing vegetative buffer between the single-family residence and new fence/pole building. A planting plan shall be submitted for review and approval and be installed within a year of building completion. The Class 2 hearing notice was issued as required and discretionary letters were sent out. No responses were received.

Motion to go into public hearing: by Ms. Erickson, second by Anna Tochterman. Motion Carries 5-0.

Motion to go out of public hearing: by Mr. Beirl, second by Ms. Erickson. Motion Carries 5-0.

Motion to review and approve the CUP for the fence at 2501 Golf coarse road with conditions identified by staff by Mr. Bierl, Second by Ms. Erickson.

Discussion: Jeff Beirl asked if the top half of the fence is allowed to be barbed or razor wire. Mr. Wiley responded that that would not be allowed under this CUP. He asked about requiring privacy cloth (or slats) in the chain link fencing for added visual screening from the residence. Mayor Mackenzie noted that this was a possibility if need be. The question arose of how much deterrent an 8-foot fence would actually hinder trespassing. Mayor Mackenzie noted that the hope is the fence will make it harder for people to take stuff which may be just sitting out in the yard for a period of time before it gets put inside. Ms. Erickson asked if the fence and new building would devalue their home? This answer is unknown, while keeping in mind that if a 6-foot high fence were proposed by the owner there would be no CUP approval required. Mr. Brede noted that he would like to see more trees & shrubs required that what staff has proposed. Mr. Wiley noted the number we suggested is derived from ordinance standards for a CUP approval but we could ask the applicant if he would be willing to plant more. There should also be a clause in the CUP language that they are required to maintain the plantings. Mr. Brady asked about the moratorium on metal buildings. Mr. Wiley responded depending on different factors, such as locations in a more isolated areas and not as visible, there is more flexibility in allowing these siding materials. Mr. Brede suggested the number of proposed trees and shrubs be doubled. The motion is to amend the number of trees and shrubs from the current 3 trees/2 shrubs to 4 trees/8 shrubs. Second by Ms. Erickson. Ms. Tochterman inquired if the commission has the authority to ask for this kind of increase over and above the base standards. Mayor

Mackenzie responded that it is a reasonable request to meet the screening requirements for allowing another metal-faced pole building to be constructed on the site. Mr. Beirl questioned again if we are exceeding our authority Terri Erickson noted that the ordinance language refers to the requirement for a screening buffer between higher and lower intensity uses and it was the intent to help satisfy this by having the landscaping installed along this partially buffered area. Mr. Beirl asked if they fail to add the additional vegetation, do we have the authority to come back and mandate this, and based on what? Can we leverage the lack of a buffer for an additional landscaping requirement? Mr. Wiley asked if the buffer width was verified to not be 10-feet wide he and noted this is determined by the green space. Usually the landscaping requirement ties into ground area disturbed or new building area. Generally, it doesn't tie into cases where they want to have more fence height. The buffer width would be what we considered the 10 feet or whatever the width of the green space is between the property line and the disturbed area. Beirl asked, so based on that how many bushes and trees can we ask for? The numbers in the recommendation staff determined are based on the area of the new building which is the minimum requirement. If we want to ask for more we can propose it the property owner but he doesn't know if he'd have an issue with this. Mr. Beirl commented if it is put into motion it could be a deal breaker and he would rather us ask them if they are willing to incorporate the additional plantings and have staff negotiate the final number. Mr. Wiley agreed we could discuss with him that the commission is recommending approval but are asking for this.... Mr. Brede added that if there are not enough trees we can come back and look at it later which generally never happens so this is a way to front load it. Mayor Mackenzie asked for a vote on the amendment and clarified that it will ask for the four trees and eight shrubs with the understanding that they would do no less than three trees and two shrubs. Motion carries 5-0.

Mayor Mackenzie called to question the approval of the amended motion. Motion carried 5-0.

7. Discussion Items:

- a. Update on Property Maintenance Enforcement
- b. Update on Building Permits
- c. Update on Miscellaneous Planning and Development Items

Mr. Wiley conveyed that Vision, Inc, the developer for the Roffers site, closed on the property with the city for purchase on October 7<sup>th</sup>. They have submitted to DSPS for early start approval which was granted. Staff is still working on submitting a grant application to WEDC to offset some costs.

Alex Vickroy is moving ahead with his development plans for the Beaser School development for market rate units.

In regards to removing other problem properties, the 114 2<sup>nd</sup> Ave E property was demolished. 513 7<sup>th</sup> Street W. currently has a raze order to be demolished at the end of the month or early November.

A clean-up is taking place over by Beaser Park under a court order.

8. Announcement/Reports/Comments/Questions

Mayor Mackenzie noted that there has been a request related to deer hunting within the city with a bow. Currently our ordinance doesn't allow it on city owned property, only private property with police department approval. It may be something the city would consider allowed in some areas and help to control the deer population.

There continues to be effort to deal with empty buildings, get them cleaned up, and hopefully getting them back in to use. There's hope to turn the property of the demolished yellow house into a green space for use by the adjacent commercial property owners. This is an ongoing effort. The city has been approached about selling the property for parking which does not seem like the best use.

Most of road work in the city is about done.

Mr. Beirl asked about the timeline of the Beaser Ave project. Mr. Wiley responded the developer wants to get going this Fall and finish next year. There was a delay with the closing that shifted the schedule. Plans are drawn up for the Beaser School project and he is ready to get going. The library needs to move out first. We are in discussions regarding possible TIF assistance with the city assessor. Project will likely be running later than the Vision, Inc. Project. He is also applying for tax credits. The library should be ready for occupancy on Dec. 19<sup>th</sup>, ahead of schedule. The actual move-in date is under evaluation by the library board. The schedule was shortened in one part due to joists running a different direction than thought which simplified the construction and saved some money. The brickwork on the west exterior wall required more remediation than planned. The project is still on budget.

Ms. Erickson asked about the status of the homeless shelter. Mr. Wiley noted a letter has been written regarding the landscaping that needs to be done on the site per the CUP agreement. Property maintenance made a visit because there was stuff starting to pile up outside. Ms. Erickson asked if there is supposed to be someone at their desk 24 hours in order to give residents access to their living spaces. Mr. Wiley does not believe it is in the actual CUP resolution.

Mr. Brede asked for an update on the marina ramp. Mayor Mackenzie responded they are looking at next year to have it done. There have been some funding gap setbacks the city is working on.

The city is working with the DNR to acquire the two coal docks that are privately owned. We hope to do something with those that would benefit the waterfront. The DNR is looking to assist. Referenced a couple example projects: Superior and Sturgeon Bay. The owner needs to be motivated to sell – wants city to be responsible for clean-up costs which could be a possibility with assistance from grants.

9. Adjournment

Motion by Ms. Erickson, Second by Ms. Tocherman. Carried 5-0.

Meeting closed at 7:48 pm

Recorded by:  
Terri Erickson  
Assistant Planner

**SUBJECT:** Approve to Name the Former Baron Radiator Site in the City of Ashland as Miskwaa Park (*Parks & Recreation*)

**RECOMMENDATION:** Approve

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**DEPARTMENT OF ORIGIN:** Parks & Recreation

**CLEARANCES:** Parks & Recreation Committee

**EXHIBITS:**

**EXPENDITURES REQUIRED:** NA

**AMOUNT BUDGETED:** NA

**APPROPRIATION REQUIRED:** NA

**TREASURER'S CERTIFICATE:** NA

**COMPLIANCE WITH CHAPTER 51:** The Council as Committee of the Whole previously discussed and approved for this item to move forward to the Council for formal approval.

**STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN:**

**SUMMARY STATEMENT:**

Administration tasked the Parks and Recreation Director and Library Director to research and gather input from department heads for ideas to name the future park at the former Baron Radiator site. They brought the top three options to the Parks and Recreation Committee for consideration. Council Member Nancy Sztynдор then presented the name Miskwaa (which translates to “red” in Ojibwe) to the Bad River Tribal Council. The members of the Bad River

Tribal Council unanimously agreed that the City of Ashland naming its new park Miskwaa Park would be respected and welcomed by our neighboring Indigenous communities.

**SUBJECT:** Approve a Resolution to Authorize the Submission of a Community Development Investment Vibrant Spaces (CDI-VS) Grant Application to the Wisconsin Economic Development corporation (WEDC) to Support Beautification of an Alley intoe 100 Block of Main Street West, Ashland, WI *(Planning and Development) Roll*

**RECOMMENDATION:** Approve

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**DEPARTMENT OF ORIGIN:** Planning & Development

**CLEARANCES:** Planning & Development Director

**EXHIBITS:**  
1. Proposed Resolution No. 17866  
2. Alley Images

**EXPENDITURES REQUIRED:** NA

**AMOUNT BUDGETED:** NA

**APPROPRIATION REQUIRED:** NA

**TREASURER'S CERTIFICATE:** NA

**COMPLIANCE WITH CHAPTER 51:** The Council as Committee of the Whole previously discussed and approved for this item to move forward to the Council for formal approval.

**STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN:**

**SUMMARY STATEMENT:**

Adam Zais and Kristi Knudson purchased the property at 112 Main Street West in 2025. They have made interior improvements to the building since purchasing it. In late 2025, the property

owners contacted City staff to discuss the potential of enhancing the public alley immediately adjacent to their property. The alley runs north-south immediately east of their building and is currently a public right-of-way. It allows for vehicular traffic to exit onto Main Street from the south. The property owners discussed that they would like to make aesthetic improvements to the paved alley. These could include paver and landscaping installation, along with the installation of seating and public art. They envision the space as a visually enhanced publicly-accessible gathering space in the downtown.

City staff discussed that the City does not have matching funds or staff available to maintain the space. The property owners have indicated their interest in moving forward with the project if the City is willing to support vacating the alley. The Public Works Director, Planning Director, and Administrator discussed the proposal and the Public Works and Planning Directors met with the property owners in December 2025. Public Works anticipates the need to do some utility work in the alley in the future. However, after discussing the proposed project and necessary utility work, staff are confident that they can support the project if the project does not require matching funds from the City or City staff to maintain it once it is implemented. The property owners have indicated that they can provide matching funds if they can own the alley prior to investing in the space.

**RESOLUTION No. 17866**

**RESOLUTION TO AUTHORIZE THE SUBMISSION OF A COMMUNITY DEVELOPMENT INVESTMENT VIBRANT SPACES (CDI-VS) GRANT APPLICATION TO THE WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC) TO SUPPORT BEAUTIFICATION OF AN ALLEY IN THE 100 BLOCK OF MAIN STREET WEST, ASHLAND, WI**

**WHEREAS**, Downtown property owners Adam Zais and Kristi Knudson as owners of the 112 Main St W property have proposed a plan to implement aesthetic enhancements in the alley immediately east of their building; and

**WHEREAS**, Mr. Zais and Ms. Knudson have had several discussions with City staff during 2025 regarding a partnership with the City of Ashland on this proposal; and

**WHEREAS**, City of Ashland staff have considered Mr. Zais’ and Ms. Knudson’s proposal to acquire the alley and implement the proposed project; and

**WHEREAS**, Wisconsin Economic Development Corporation (WEDC) has funds available to support City development efforts by providing funds for shovel-ready projects on downtown publicly accessible sites to offset improvement costs through their Vibrant Spaces Grant program; and

**WHEREAS**, a CDI-VS grant from the Wisconsin Economic Development Corporation would assist the City and property owners’ efforts to enhance a downtown space into a public gathering area that can serve as an accessible location for public art, programming, and to foster community connections.

**NOW, THEREFORE, BE IT RESOLVED**, the governing body of the City of Ashland, Wisconsin authorizes the Department of Planning and Development to prepare and submit an application to WEDC for Vibrant Spaces funds in an amount up to \$50,000, to be used towards eligible costs for the alley beautification project in the 100 block of Main Street West.

PASSED: January 27, 2026

\_\_\_\_\_  
Charlie Ortman, Council President

ATTEST:

\_\_\_\_\_  
Denise Oliphant, City Clerk

\_\_\_\_\_  
Matthew Mac Kenzie, Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
Tyler W. Wickman, City Attorney





112 MAIN STREET WEST (FLATWATER, LLC) - ALLEY IMPROVEMENTS  
SEPTEMBER 8, 2025

ASHLAND, WI  
JOE LAWNICZAK

**SUBJECT:** Consider to Transfer Ownership of a Novae Enclosed Cargo Trailer to North Coast Cycling Association (*Parks & Recreation*) Voice

**RECOMMENDATION:** Approval

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**DEPARTMENT OF ORIGIN:** Parks & Recreation

**CLEARANCES:** Parks & Recreation Director  
City Attorney

**EXHIBITS:** 1. Transfer of Trailer  
2. W-9 for North Coast Cycling Association

**EXPENDITURES REQUIRED:** \$0

**AMOUNT BUDGETED:**

**APPROPRIATION REQUIRED:** \$0

**TREASURER'S CERTIFICATE:** The Treasurer's Office has certified on (DATE), that (COMPANY NAME) is in compliance with the provisions of Ordinance 923.10 Ashland City Ordinances.

**COMPLIANCE WITH CHAPTER 51:** The Mayor and/or Clerk has consented to placement of this agenda item on the Council agenda as timely action is needed.

**STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN:**

**SUMMARY STATEMENT:**

The Parks & Recreation Department gained a donation from the Memorial Medical Center (aka Tamarack) in 2023 in support of the then mountain bike racing club, including racing fees and an enclosed cargo trailer to transport racers' bicycles. The Parks & Recreation Department

discontinued this offering as part of their programming in 2025 and has transitioned to North Coast Cycling Association Inc of Washburn, WI.

According to [WI Stat. 62.22](#):

2) Donation of property to nonprofit private corporations. The governing body of any city may donate, convey, sell or lease property owned by such city to any nonprofit private corporation for public purposes and may acquire property for the purpose of donating, conveying, selling or leasing the same to nonprofit private corporations for public purposes.

The use of the designated cargo trailer is not in use by the Parks & Recreation Department and is requesting approval to transfer ownership of the trailer to North Coast Cycling Association Inc (NCCA) at no cost to either party. City Attorneys have confirmed that NCCA is on the Publication 78 data list for the IRS which means they are eligible to receive tax-deductible charitable contributions.



City Clerk  
601 Main Street West  
Ashland WI 54806  
Phone 715-682-7071  
[doliphant@coawi.org](mailto:doliphant@coawi.org)

## Equipment Transfer Agreement

**Date:** January 27, 2026

**Transferor:** City of Ashland, WI, Parks & Recreation Department

**Transferee:** North Coast Cycling Association, PO Box 254 Washburn WI 54891 ("Club")

### 1. Description of Equipment

The City hereby transfers all rights, title, and interest in the following equipment to the Club:

Item Name: 2023 H&H Single Axle Cargo, Ball Type, Cargo/Enclosed Trailer

VIN Number: 5JWSC1011PN589355

Serial Number: H7210SFTV-35

Estimated Value: \$5,475.00 \* Item donated to City of Ashland, transferring at no cost to the Club or the City of Ashland.

### 2. Condition of Transfer ("As-Is")

The Transferee acknowledges that the equipment is being transferred in "AS-IS" condition with all faults. The City makes no warranties, expressed or implied, regarding the equipment's condition, safety, or fitness for a particular purpose.

### 3. Release of Liability and Indemnification

- By accepting this equipment, the Transferee agrees to:
- Assume all risk associated with the transport, maintenance, and operation of the equipment.
- Release and hold harmless the City of Ashland, its officers, and employees from any and all claims, damages, or injuries resulting from the use or possession of said equipment.
- Indemnify the City against any future legal actions arising from the equipment's operation.

### 4. Governing Authority

This transfer was authorized by:

Authorized City Signature: \_\_\_\_\_ Title: Director, Parks & Recreation Dept.

Authorized Transferee Signature: \_\_\_\_\_ Title: NCCA President

NorthCoast Cycling Assn., Inc.

2 Business name/disregarded entity name, if different from above.

NorthCoast Cycling Assn., Inc.

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.

- Individual/sole proprietor, C corporation, S corporation, Partnership, Trust/estate, LLC (checked), Other (see instructions)

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) 501c3

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any)

(Applies to accounts maintained outside the United States.)

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions

5 Address (number, street, and apt. or suite no.). See instructions.

Requester's name and address (optional)

P O Box 254

David Hollis, NCCA President

6 City, state, and ZIP code

1019 6th Ave W

Washburn, WI 54891

Ashland, WI 54806

7 List account number(s) here (optional)

Print or type. See Specific Instructions on page 3.

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN, later.

Social security number grid with dashes

Employer identification number grid with digits 46-5501850

Note: If the account is in more than one name, see the instructions for line 1. See also What Name and Number To Give the Requester for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- 1. The number shown on this form is my correct taxpayer identification number... 2. I am not subject to backup withholding... 3. I am a U.S. citizen or other U.S. person... 4. The FATCA code(s) entered on this form... indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person [Handwritten Signature]

Date 6-27-25

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

**SUBJECT:** Consider an Ordinance to Amend Chapter 781 (1764) Unified Development Ordinance (UDO), Ashland City Ordinances Regarding Proposed Amendments to Design Standards for Parking Lots and Parking Spaces, Landscaping, Buffers, and Screening, and Signs (*Planning & Development*) Roll

**RECOMMENDATION:** Approval

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**DEPARTMENT OF ORIGIN:** Planning & Development

**CLEARANCES:** Planning and Development Director  
City Attorney  
Plan Commission (Recommended approval at their January 10, 2026 meeting)

**EXHIBITS:**

1. Proposed Ordinance No. 2026-2028
2. Plan Commission Staff Report
3. Section 6.3 Parking Aisle Amendment
4. Section 6.4 Dumpster Enclosures Amendment
5. Section 6.6 Sign Amendments

**EXPENDITURES REQUIRED:** None

**AMOUNT BUDGETED:** None

**APPROPRIATION REQUIRED:** None

**TREASURER'S CERTIFICATE:** N/A

**COMPLIANCE WITH CHAPTER 51:** The Plan Commission reviewed and voted to recommend approval of the proposed UDO text amendments at their January 20, 2026 Plan Commission meeting.

**STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN:** The proposed text amendments are consistent with the Comprehensive Plan. The plan does not specifically mention drive-throughs. However, the amendments proposed for the dumpster enclosure and signage standards are consistent with the aesthetic vision the plan provides. The Comprehensive Plan includes the goal to “Reimage the city’s entryways.” (pg. 48). Highway 2 is a major gateway and corridor through the city. The plan recommends aesthetic improvements in the corridor. Staff believe that a requirement clarifying the permitted placement of dumpsters/trash enclosures along with the elimination of the CUP allowance to exceed maximum sign areas are consistent with the Comprehensive Plan’s and City’s aesthetic vision for the community.

**SUMMARY STATEMENT:**

Planning Staff and the Plan Commission recommend amendments to the Unified Development Ordinance (UDO). The ordinance updates include amendments to the following parts of the UDO:

- Part 6.3 Parking and Loading Standards - revising the minimum drive aisle width for two-way aisles with perpendicular parking from 25 feet to 24 feet.
- Part 6.4 Landscaping, Buffers, and Screening Standards - prohibiting dumpsters and dumpster enclosures between the front of the building and the street unless no other suitable location exists on the parcel.
- Part 6.6 Sign Standards - allowing one menu board sign per drive-through lane rather than one menu board sign per parcel, removal of Conditional Use Permit allowances for sign area, addition of the Building Management Identification sign category to the sign standards.

Please see the enclosed Plan Commission Staff Report and marked up ordinance draft for more information.

## Sequential Ordinance No 2026-2028

### ORDINANCE TO AMEND CHAPTER 781 (1764) UNIFIED DEVELOPMENT ORDINANCE (UDO), ASHLAND CITY ORDINANCES

The Mayor and Common Council of the City of Ashland do ordain as follows:

#### SECTION I:

**Section 6.3 Parking and Loading** shall be amended to read as follows:

#### **F. Design Standards for Parking Lots and Parking Spaces.**

##### **10. Setbacks.**

Parking Angle (Degrees)	Parking Space Length (Feet)		Driving Aisle Width (Feet)	
	Car-to-Wall Space	Interlocking Space	One-Way	Two-Way
30	17	13	12	19
45	19	16	12	19
60	20	18	16	20
75	20	19	22	22
90	18	18	24	24

#### SECTION II

**Section 6.4 Landscaping, Buffers, and Screening** shall be amended to read as follows:

#### **D. Screening of Equipment, Vehicles, Outdoor Storage, and Similar Uses.**

##### **4. Screening of Trash Containers.**

d. No exterior trash storage containers or dumpsters or dumpster enclosures shall be located between a building and a public street except if in the opinion of the Zoning Administrator, or designee, no other suitable location is available for such purpose, and provided the dumpster area is developed in a manner so as to minimize its appearance from a public street.

#### SECTION III

**Section 6.6 Signs** shall be amended to read as follows:

**C. Signs not Requiring a Sign Permit.**

**5. Governmental 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 permitted in all zoning districts without a sign permit provided they comply with the following standards.

- a. There shall be no more than three (3) flagpoles per parcel;
- b. Flagpoles shall not exceed the allowable building height in the district in which the flagpole is located, but in no case shall the height of the flagpole exceed a height of thirty-five (35) feet;
- c. The total area of all flags combined shall not exceed seventy-five (75) square feet;
- d. Lighting of flags compliant with this sub-section shall be exempt from lighting standards pursuant to Section 6.7: Exterior Lighting;
- e. Property owners are encouraged to lower all flags at sunset and during inclement weather.

*And*

**22. Building Management Identification Signs.** A Building Management Identification Sign is defined, under this section, as a sign which indicates the name, telephone number, website address, and/or address of the property owner, tenant, and/or manager of the property. A Building Management Identification Sign may be installed in any district without a sign permit, provided it meets the following conditions:

- a. Shall be mounted only on a street facing façade of the principal structure and not on any accessory structures.
- b. Shall not be mounted to any part of any porch railing, rim joists, the exterior of any window or shutter, on latticework, roof support joists, or any feature where signage is prohibited by this Section.
- c. Shall be mounted on the façade wall, and no part of any Building Management Identification Sign shall be located above the top of the entry door itself. This includes scenarios where the door has a transom window above.
- d. Permitted sign lighting: None.
- e. Limited to an area of 1.5 square feet.
- f. Shall be fabricated of sign-grade wood or metal with a minimum thickness of 0.04 inches and shall be manufactured to a professional standard of construction, finish, and graphics and shall not be handpainted in a nonprofessional or amateur manner.

*And*

**F. General Standards for Specific Types of Signs.**

**5. Menu board sign.**

- a. Number allowed. A maximum of one menu board shall be permitted per drive-through lane on a parcel of land in any district with a permitted or conditional use providing drive-through window service.
- b. Allowable sign copy and graphic area. The menu board shall have a maximum sign and copy graphic area of fifty (50) square feet.
- c. Orientation. The menu board shall be single-sided and oriented in such a manner so that the signs provide information to the patrons using the drive-through facility only, and does not provide supplemental advertising to passing traffic.

*And*

#### **H. Allowable Signs in the MRC, W-MRC, W-C, and W-CRM Districts**

##### **3. Allowable signs for permitted and conditional nonresidential uses.**

- f. Menu board sign. One (1) menu board sign per drive-through lane pursuant to Section 6.6, F, 4: Menu Board Sign may be allowed

*And*

#### **K. Signs in the RC District**

##### **3. Allowable Signs for permitted and conditional nonresidential uses.**

- f. Menu board sign. One (1) menu board sign per drive-through lane pursuant to Section 6.6, F., 4.: Menu Board Sign may be allowed

*And*

#### **L. Signs in the CC and W-CC District**

##### **3. Allowable signs for permitted and conditional nonresidential uses.**

- a. Freestanding sign. Freestanding signs shall comply with the general standards specified in Section 6.6, F., 3.: Freestanding Signs. In addition, freestanding signs in the CC District shall comply with the following:
  - 1. One (1) freestanding sign shall be allowed per primary vehicular entrance into the development;
  - 2. Freestanding signs located in the City Center District shall have a zero (0) foot setback. Freestanding signs on parcels abutting Lake Shore Drive (US Hwy 2) shall be required to maintain the required six (6) foot setback;
  - 3. The maximum sign copy and graphic area shall not exceed thirty-two (32) square feet at any vehicular entrance; signs on parcels abutting Lake Shore Drive

- (US Hwy 2) shall not exceed seventy-five (75) square feet at any vehicular entrance;
- 4. The maximum height of the sign structure shall not exceed twenty (20) feet;
- 5. The maximum total area of the sign structure shall not exceed seventy-five (75) square feet;
- 6. A proposed electrically or mechanically energized animated sign may be permitted pursuant to Section 6.6 F., 2.: Electrically or mechanically energized animated signs

*And*

f. Menu board sign. One (1) menu board sign per drive-through lane pursuant to Section 6.6, F., 4.: Menu Board Sign may be allowed

*And*

**M. Signs in the MCI, LI, HI, and W-I Districts**

**3. Allowable signs for permitted and conditional nonresidential uses.**

f. Menu board sign. One (1) menu board sign per drive-through lane pursuant to Section 6.6, F., 4.: Menu Board Sign may be allowed

**SECTION IV**

Effective Date. *This ordinance shall take effect on the day after publication.*

PASSED: January 27, 2026

PUBLISHED: February 5, 2026

\_\_\_\_\_  
Charles Ortman, Council President

ATTEST:

\_\_\_\_\_  
Denise Oliphant, City Clerk

\_\_\_\_\_  
Matthew MacKenzie, Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
Katie Posewitz, City Attorney



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## STAFF REPORT

Plan Commission – January 20<sup>th</sup>, 2026

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

Applicant: Planning and Development Department

Staff Contact: Steven Wiley

### **Background**

Planning staff is proposing text amendments to a few sections of the Unified Development Ordinance (UDO). Proposed ordinance amendments include amendments to the sign standards, drive aisle standards, and dumpster enclosure standards. Staff's intent is to add clarity to specific standards in these sections while still allowing applicants flexibility where possible.

### **Analysis**

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

- Part 6.3 (Parking and Loading Standards)
- Part 6.4 (Landscaping, Buffers, and Screening Standards)
- Part 6.6 (Sign Standards)

#### **Part 6.3 Parking and Loading Standards**

Within the past year City staff have required a couple of applicants working on parking lot upgrades to revise their parking lot plans to include a 25-foot wide drive aisle for two-way traffic where parking is provided at a 90-degree angle (perpendicular) to the drive aisle. Table 6.3.B: Minimum Parking Space and Drive Aisle Dimensions requires a minimum drive width of 25 feet. In a number of cases working with applicants staff have found that applicants are familiar with a 24-foot minimum drive aisle width in cases where perpendicular parking is provided. This is consistent with the Planning Director's experience working in other communities. Staff recommends an ordinance amendment to require a 24-foot minimum rather than the current 25-foot minimum.

#### **Part 6.4 Landscaping, Buffers, and Screening Standards**

Staff recommends an ordinance amendment to clarify the permitted placement of trash enclosures. Currently the UDO does not clarify whether they are or are not allowed in the front yard. The proposed amendment would prohibit the placement of trash enclosures and dumpsters in the front yard unless the Zoning Administrator or designee determines that no other suitable location exists for their placement on a parcel. Staff realizes that parcels with unique circumstances exist and a placement between the building and the street may serve as the only viable option in some cases. However, the proposed ordinance amendment would clarify that enclosures must be sited in the side or rear yards whenever possible.

### Part 6.6 (Sign Standards)

Proposed amendments to the sign standards include the allowance of one menu board per drive-through lane rather than one menu board per parcel as is currently the case for land uses with approved drive-through lanes. As restaurant chains update and implement new standards they have asked us to consider offering flexibility to allow them to update their facilities in the city. Culvers is working with City staff to add a drive-through lane to improve traffic flow and the ordering process. This would necessitate an additional menu board sign (for the second drive-through lane). Other restaurants have also done this over the past few years in various communities. The proposed ordinance amendment would maintain the area maximum for each menu board but allow applicants increased flexibility which will permit them to update their locations and enhance the customer experience while maintaining reasonable regulations to minimize sign clutter.

Staff also proposes removing Conditional Use Permit allowances for sign area. State law restricts the ability of communities to deny Conditional Use Permits. Planning staff discussed the proposed ordinance updates with the City Attorney's office. The City Attorneys reviewed the ordinance draft and determined that it is fine for the City to remove the CUP process from the sign ordinance because signs are still allowed. The City may consider adding criteria to the ordinance to allow applicants to exceed the sign area maximums or heights in other ways. For example, in some districts an applicant could get an additional square foot of sign area or height for every foot out of the required setback the sign is placed. Staff have not proposed any such allowances with this round of ordinance updates but can do so in upcoming updates if the Plan Commission would like staff to do so. The City Attorney has determined that the current sign area and height standards are reasonable.

Staff recommends adding the "Building Management Identification" sign category to the sign standards. Such a sign would not require a permit and would be mounted on the front façade of a building. It would not exceed 1.5 square feet in area. This type of sign might be used by owners of short-term or regular rentals and could identify the owner and/or manager of the property.

A redline draft of the proposed amendment is included in the packet materials.

### **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. The plan does not specifically mention drive-throughs. However, the amendments proposed for the dumpster enclosure and signage standards are consistent with the aesthetic vision the plan provides. The Comprehensive Plan includes the goal to "Reimage the city's entryways." (pg. 48). Highway 2 is a major gateway and corridor through the city. The plan recommends aesthetic improvements in the corridor. Staff believe that a requirement clarifying the permitted placement of dumpsters/trash enclosures along with the elimination of the CUP allowance to exceed maximum sign areas are consistent with the Comprehensive Plan's and City's aesthetic vision for the community.

#### **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 and efficiency and economy in the process of development. As restaurant chains seek to improve traffic flow in their drive-through areas an updated standard allowing for one menu board sign per drive-through lane will allow applicants/property owners the flexibility they need while maintaining a cap on the number of signs to mitigate potential sign clutter. The proposed ordinance amendment to remove CUP exceptions for sign area will still allow signage while eliminating exceptions that can contribute to sign clutter on major corridors. By adding clarity to the dumpster enclosure standard, the City will have a standard in the ordinance that over time can improve property aesthetics while offering flexibility for situations where placement options are limited.

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

All proposed ordinance changes are compatible with existing zoning and uses of property while having the potential to maintain or enhance the character of neighborhoods. As is the case with any zoning amendments, existing legal uses and situations are grandfathered in under the Nonconforming sections of the UDO. The proposed amendments would apply to new developments, projects, and applications done after the effective date of the ordinance changes.

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

The proposed UDO text amendments do not conflict with the Principles of Sustainability as described in the UDO.

**Recommendation**

Staff recommends APPROVAL of the proposed UDO text amendments.

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 January 1<sup>st</sup> and January 8<sup>th</sup>.

*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.*

**F. Design Standards for Parking Lots and Parking Spaces.**

1. **Site Plan.** Any application for a building permit and/or development permit shall include a site plan, drawn to scale and fully dimensioned, showing any parking or loading facilities to be provided in compliance with this Ordinance, excluding required parking for four (4) spaces or less. The site plan shall be approved by the applicable approval authority and in accordance with the applicable application procedures specified in Part 2 and/or Part 3 of this Ordinance respectively.
2. **Size of parking and loading spaces.** Parking and loading spaces shall be of adequate size and shape to accommodate the required vehicles. Except when modified by the applicable review and approval authority, parking spaces shall meet the dimensional requirements specified in Table 6.3.B and as illustrated in Figure 6.3-F-4. All parking spaces shall have a minimum width of nine (9) feet. Parallel parking spaces shall have a minimum length of twenty-three (23) feet and a minimum width of eight and one-half (8 1/2) feet. Loading spaces to accommodate automobiles shall be a minimum of two hundred fifty (250) square feet in area, exclusive of access. Loading spaces to accommodate tractors and trailers shall be a minimum of six hundred fifty (650) square feet in area, exclusive of access.
3. **Size and number of handicapped parking spaces.** The size and number of handicapped parking spaces shall be as established by the Americans with Disabilities Act (ADA).
4. **Pedestrian connections.** Safe pedestrian ways and crossings shall be provided from the parking area to the entrance of the building. Driving aisles may be used as pedestrian ways.
5. **Surfacing and drainage.** Parking and loading areas shall be graded and drained to dispose of all surface water accumulated within the area. The method of discharge of such water shall be consistent with the provisions of this Ordinance and subject to the approval of the Public Works Director or Designated Authorized Agent. All required parking and loading spaces and access drives shall be paved with concrete or bituminous pavement. Properly designed porous pavement, concrete pavers, permeable pavers, or other materials may be approved by the applicable approval authority provided that design and materials are consistent with the intent of this Ordinance.
6. **Snow storage and removal.** Snow storage areas shall be provided on-site where practical and sited in a manner that is accessible to snow removal vehicles. Storage areas shall not be less than twenty five percent (25%) of the improved parking, vehicle and pedestrian circulation areas and shall be landscaped with vegetation that is salt-tolerant and resilient to heavy snow. Storage areas shall not impede parking spaces, vehicular and pedestrian circulation, vision triangles, line of site, loading, trash storage/pick-up, or service areas or utilities. Hauling of snow from high density areas is permissible where other options are not practical.
7. **Lighting.** Lighting shall be directed away from adjacent properties so as not to create a nuisance to neighboring uses or traffic. Lighting shall be consistent with Section 6.7: Exterior Lighting.
8. **Landscaping.** Parking areas shall be landscaped as specified in Section 6.4: Landscaping, Buffers, and Screening.
9. **Location.** Parking and loading spaces generated by development shall be located on the same parcel as the use that they are intended to serve unless otherwise provided pursuant to the provisions of this Section. On street parking may count towards fulfilling parking requirements where specifically allowed pursuant to the provisions of this Ordinance.
10. **Setbacks.**
  1. This paragraph does not pertain to single-family detached and two-family residential uses.
  2. To the maximum extent practical, parking is encouraged to be to the side or rear of the principal building.

UDO Section 6.3

3. A minimum five (5) foot setback shall be required between any new or reconstructed parking lot and any interior side parcel line.
4. In no case shall parking be less than fifteen (15) feet from a public right-of way, except in situations as determined by the Zoning Administrator or Designated Authorized Agent where an existing parking lot is being reconstructed and conformance with this section would drastically decrease the number of required parking spaces or, as may be otherwise allowed by this Ordinance including Subparagraph e. below.
5. For new parking lots proposed in the City Center (CC) District, the Plan Commission may on a case by case basis, allow a lesser setback from right-of-way lines, while considering neighboring uses and public health and safety. In determining the minimum setback from a street or alley right-of-way, approval shall be based on the following criteria:
  1. Placement of parking area access locations in comparison to street and/or alley intersections, pedestrian walkways, existing and proposed parking spaces, and existing driveways;
  2. Location of existing and proposed parking spaces. To prevent encroachment on to the public right-of-way;
    1. The setback from parking spaces abutting a street right-of-way line shall not be less than three (3) feet. This three (3) foot setback may consist of curbing and landscaping, or the placement of bumper blocks three (3) feet from the right-of-way line.
    2. The boundary between a driving aisle and a street right-of-way line shall be defined by means of curbing, landscaping, fencing, pedestrian barriers or bumper blocks.
  3. Angle of existing and proposed parking spaces;
  4. Speed of vehicular traffic along adjacent street/s;
  5. Storm water runoff management plan;
  6. Consistency with other provisions and conditions of any Site Plan Approval, Conditional Use Permit, or related permit; and
  7. Any other criteria required by the Plan Commission to approve a lesser setback.

<b>Table 6.3.B: Minimum Parking Space and Drive Aisle Dimensions</b>				
Parking Angle (Degrees)	Parking Space Length (Feet)		Driving Aisle Width (Feet)	
	Car-to-Wall Space	Interlocking Space	One-Way	Two-Way
30	17	13	12	19
45	19	16	12	19
60	20	18	16	20
75	20	19	22	22
90	18	18	<del>25</del> 24	<del>25</del> 24

UDO Part 6.4 Landscaping, Buffers, and Screening

**UDO Part 6.4 D**

**4. Screening of trash containers.** Trash dumpsters and other trash containers associated with uses other than single and two-family residential uses shall be screened to the maximum extent practical, as determined by the Zoning Administrator or Designated Authorized Agent, as follows:

1. Trash containers shall be screened on all four (4) sides, using an enclosure that is a minimum of one(1) foot above the container;
2. The trash enclosure shall be constructed of materials that are harmonious with those of the principal structure;
3. The gate or door of the trash enclosure shall be closed at all times except as needed to access the trash containers.

3-4. No exterior trash storage containers or dumpsters or dumpster enclosures shall be located between a building and a public street except if in the opinion of the Zoning Administrator, or designee, no other suitable location is available for such purpose, and provided the dumpster area is developed in a manner so as to minimize its appearance from a public street.

**Commented [SW1]:** Addition of a section to clarify that we would not permit trash containers/dumpsters/dumpster enclosures between a building and public street except in circumstances where site constraints prevent alternative placement.

## 6.6 Signs

This section shall be applied and interpreted so as to eliminate any regulation or differential treatment based on content, except where required to protect public health and safety and where essential to provide directional or locational information. No provision of this section which purports to regulate or differentially treat signage based on content, except as provided in the foregoing sentence, shall be enforced.

1. **Intent.** This Section is intended to accomplish the following:
  1. Encourage the effective use of signs as a means of communication in the City while preserving the rights of free speech under the First Amendment to the United States Constitution;
  2. Permit signage that is designed, constructed, installed, and maintained in an aesthetically pleasing manner;
  3. Encourage a positive business atmosphere;
  4. Promote the health, safety, and general welfare of the citizens of Ashland and preserve or enhance property values;
  5. Eliminate excessive and confusing signs that create potential hazards to motorists, pedestrians, and property;
  6. Effectively regulate issues pertaining to the location, size, height, and lighting of signs in an effort to assure compatibility with adjoining land uses, architecture, and landscape; and
  7. Provide for consistent and fair application and enforcement of regulations pertaining to signs.
2. **Administration and Sign Permits Required.**
  1. **Administration.** The Zoning Administrator or Designated Authorized Agent shall be responsible for administering and enforcing the provisions of this Section. The Zoning Administrator or Designated Authorized Agent shall examine all sign permit applications, issue permits and denials, authorize the continued use of signs that conform with the requirements of this Ordinance, record and file all applications for permits with any accompanying plans and documents, make inspections of signs in the City of Ashland, and make such reports as the City may require.
  2. **Permits required.** It shall be unlawful for any person to erect, construct, enlarge, relocate, or structurally modify a sign or cause the same to be done in the City of Ashland without first obtaining a sign permit for each such sign from the City of Ashland as specified in Section 3.36: Sign Permit. Signs not requiring a permit, as specified in Section 6.6, C. below, shall be exempt from this requirement.
  3. **Sign permit appeal.** In the event the Zoning Administrator or Designated Authorized Agent denies a sign permit application, the applicant may appeal the decision to the Zoning Board of Appeals pursuant to Section 3.11: Appeal of and Administrative Decision.
  4. **Violations.** Any person, firm, association, or corporation found in violation of this section may be subject to a monetary penalty or other remedy pursuant to Part 11: Violations and Remedies.
3. **Signs Not Requiring a Sign Permit.** Sign permits shall not be required for a change of copy on any sign, nor for the re-painting, cleaning, and other normal maintenance and repair of the sign and sign structure. In addition, sign permits shall not be required for the following signs provided the signs comply with the standards under Section 6.6 E: General Provisions, Design, Maintenance, and Removal Standards, 1.-9., and the following standards:

**Commented [KP1]:** These should be A, B, C etc not 1, 2, 3 per the UDO code online

**Commented [KP2]:** This should be "C" not "3" so it matches the UDO table of contents and is consistent with the section above that states that signs not requiring a permit are specified in Section 6.6C. below

1. **Awning and canopy signs.** Signage that does not exceed one line of copy on the valance (or apron) of an awning or canopy shall not require a sign permit provided the individual letters or graphics do not exceed nine (9) inches in height and it is not illuminated. Awnings and canopies shall comply with the dimensional standards specified in Section 6.6, F., 1: Awning and Canopy Signs.
2. **City banners installed on City-owned poles.** City banners installed on City-owned poles shall not require a sign permit.
3. **Construction signs.** Construction signs shall not require a sign permit provided that no more than two (2) construction signs shall be allowed per construction site, that no sign shall exceed one hundred (100) square feet of sign and graphic area each, and such signs shall not be illuminated. The signs shall be confined to the construction site and shall be removed within thirty (30) days after completion of construction or prior to occupancy, whichever is sooner.
4. **Informational signs.** Informational signs shall not require a sign permit provided they comply with the following standards:
  1. Informational signs shall be located entirely on the parcel to which they pertain, shall be located no closer than five (5) feet to any parcel line, and shall not be located within the required vision triangle specified in Section 6.1, H.: Vision Triangle;
  2. Signs shall be limited to one (1) sign per entrance;
  3. Signs shall not exceed eight (8) square feet each in area;
  4. Informational signs intended to designate parking-only or no-parking areas, where the sign is attached to the building façade or a post not to exceed a height of six (6) feet from the ground or top of curb, should be visible only from the parking area, shall be limited to one (1) sign per 4 parking spaces, and shall not exceed two (2) square feet in area each;
  5. Freestanding informational signs shall not exceed a height of two and one-half (2-1/2) feet from the ground or top of curb (whichever provides greater visibility) to the top of the sign;
  6. Informational signs shall not in any way advertise a business or list goods or services for sale.
5. **Governmental 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 permitted in all zoning districts without a sign permit provided they comply with the following standards. **Flags that exceed the following standards may be considered pursuant to the conditional use permit process.**
  1. There shall be no more than three (3) flagpoles per parcel;
  2. Flagpoles shall not exceed the allowable building height in the district in which the flagpole is located, but in no case shall the height of the flagpole exceed a height of thirty-five (35) feet;
  3. The total area of all flags combined shall not exceed seventy-five (75) square feet;
  4. Lighting of flags compliant with this sub-section shall be exempt from lighting standards pursuant to Section 6.7: Exterior Lighting;
  5. Property owners are encouraged to lower all flags at sunset and during inclement weather.
6. **Government/Public/Institutional signs.** Government signs erected for control of traffic and other regulatory purposes, directional signs, railroad crossing signs, signs of public

**Commented [SW3]:** We would like to take this out. We had a property owner inquire about doing a very tall flagpole with a large flag. I am wondering if we could still take this out now or if we should wait. No formal application has been filed. If an application were filed I would process it according to the ordinance in effect at that time.

**Commented [KP4R3]:** The City can take it out now. However, I have some concerns that there is no process to request an exception. (see my email) Any applications that are received prior to the amended ordinance being passed are under the old ordinance. Any applications that are received after the amended ordinance is passed are under the amended ordinance.

utilities indicating danger, and aids to service or safety, which are erected by or on the order of a public officer in the performance of his or her duty. Public signs as specifically authorized for a public purpose by any law, statute, or ordinance. Institutional signs erected to display educational facility/campus locations, building identification, transportation routes, or similar institutional uses not visible or intended to be visible from public street rights-of-way or adjacent non-institutional parcels.

7. **Home occupation signs.** Home occupation signs shall not require a sign permit provided that they are non-illuminated wall or ground signs that do not exceed six (6) square feet in area, and advertise an allowable or permitted home occupation pursuant to Section 5.1, F: Home Occupations. No more than one (1) home occupation sign shall be allowed per residential property.
8. **House or building numbers and name plates.** House numbers and name plates not exceeding two (2) square feet in area shall be allowed for each building without the issuance of a sign permit.
9. **Interior signs.** Interior signs shall not require a sign permit provided that they are located within the interior of the building or structure. This does not, however, exempt such signs from the structural, electrical, or material specifications of this Ordinance.
10. **Memorial signs, plaques, tablets, names of buildings, and date of erection.** Memorial signs, plaques, tablets, names of buildings, and date of erection that are cut into a masonry surface or inlaid so as to be part of a building or when constructed of bronze or other noncombustible material not more than four (4) square feet of area shall be allowed for any building, without the issuance of a sign permit.
11. **No trespassing or no dumping signs.** No trespassing or no dumping signs shall be allowed without the issuance of a sign permit provided that they do not exceed two (2) square feet in area per sign.
12. **Political and campaign signs.** Political and campaign signs on behalf of candidates for public office or measures on election ballots shall be allowed without a sign permit pursuant to Section 12.04 of the Wisconsin Statutes and as follows. If a conflict exists between provisions of this Ordinance and Wisconsin Statutes, Wisconsin Statutes shall take precedence.
  1. Said signs may be erected no earlier than sixty (60) days prior to the primary election and shall be removed within fifteen (15) days following said election;
  2. Signs shall be placed on private property with the consent of the property owner, shall not be located within public rights-of-way; and
  3. Each sign, except billboards as permitted by this Ordinance, shall not exceed eight (8) square feet associated with residential properties or sixteen (16) square feet associated with non-residential properties.
13. **Public notices.** Public notices posted by Designated Authorized Agents of the City or other official Governmental Agencies shall not require a sign permit.
14. **Real estate signs.** Real estate signs shall be allowed on any parcel, without the issuance of a sign permit, subject to the following provisions:
  1. A real estate sign shall not be illuminated;
  2. No more than one (1) real estate sign shall be allowed per parcel, except where a parcel has frontage on two or more public streets, said parcel shall be allowed placement of real estate signs on each frontage;
  3. A real estate sign shall be removed within thirty (30) days after the sale, rental, or lease has been accomplished;

4. For residential uses, a real estate sign shall not exceed six (6) square feet in area and six (6) feet in height;
  5. For non-residential uses, a real estate sign shall not exceed thirty-two (32) square feet in area and twelve (12) feet in height;
  6. A real estate sign shall be located outside of the public right-of-way.
15. **Symbols or insignia on premise.** Religious symbols, commemorative plaques of recognized historic agencies, or identification emblems of religious orders or historic agencies shall be allowed without the issuance of a sign permit provided that they do not exceed thirty-two (32) square feet.
16. **Temporary promotional banners.** Temporary promotional banners may be installed in any district without the issuance of a sign permit pursuant to the following standards, except that if the standards listed under 17.b. or 17.c. are exceeded, a temporary sign permit shall be obtained pursuant to Section 3.36: Sign Permit:
1. No temporary promotional banner shall exceed thirty-two (32) square feet in area;
  2. No temporary promotional banner shall be allowed to be displayed more than seven (7) consecutive days per calendar year;
  3. No use shall have more than one (1) promotional banner per building side, except that if a parcel contains more than one hundred fifty (150) feet of linear frontage, two (2) promotional banners may be allowed on one (1) side;
  4. Temporary promotional banners shall be constructed of durable weather resistant fabric, be non-illuminated and shall be securely attached to the building structure;
  5. Where a building structure does not exist, the temporary promotional banner may be erected on a parcel using posts, as approved by the Zoning Administrator or Designated Authorized Agent.
17. **Temporary signs: on-premise.** On-premise temporary signs may be installed in any district without the issuance of a sign permit pursuant to the following standards, except that if the standards listed under 18.a., 18.c. or 18.d. are exceeded, a temporary sign permit shall be obtained pursuant to Section 3.36: Sign Permit:
1. No use shall have more than one (1) on-premise temporary sign per parcel side;
  2. No on-premise temporary sign shall exceed thirty-two (32) square feet in area and shall be made of durable and weather resistant materials;
  3. No on-premise temporary sign shall be allowed to be displayed more than three (3) consecutive days per calendar year;
  4. Temporary personal property sale signs pertaining to the sale of personal property, such as, but not limited to, a vehicle, boat, or storage building, shall only be displayed on such item until sold, but not exceeding one (1) year, and shall not exceed four (4) square feet in area;
  5. Display of temporary garage or yard sale signs shall not exceed the length of the sale and must be placed outside of the public right-of-way.
18. **Temporary signs: off-premise pertaining to civic events.**
1. Non-City-owned parcels. Signs shall not exceed twelve (12) square feet in area each, shall not be located in a vision triangle and shall be posted no more than three (3) days prior to and one (1) day following the event, unless otherwise approved by the Zoning Administrator or Designated Authorized Agent.
  2. City-owned parcels (excluding City-owned parks or rights-of-way). Signs proposed to be located on a City-owned parcel shall require approval from the

Zoning Administrator or Designated Authorized Agent. Signs shall not exceed twelve (12) square feet in area each, shall not be located in a vision triangle and shall be posted no more than three (3) days prior to and one (1) day following the event, unless otherwise approved by the Zoning Administrator or Designated Authorized Agent.

3. **Public rights-of-way.** Signs proposed to be located in public rights-of-way (excluding Sidewalk Signs permitted under Section 3.45) may be allowed upon issuance of a Right-of-Way Permit by the Public Works Director or Designated Authorized Agent and pursuant to any regulations and standards in City of Ashland Ordinance 508.
19. **Temporary signs: City-owned park.** Temporary signs proposed to be located in a City-owned park may be allowed upon approval of the Parks and Recreation Committee or Designated Authorized Agent.
20. **Vehicular signs.** Trucks, buses, trailers, or other vehicles while operating in the normal course of business, which is not primarily the display of signs, shall not require a sign permit.
21. **Window signs.**
  1. **Permanent window signs.** Permanent window signs shall not require a sign permit provided that they are not illuminated and do not cover more than twenty-five (25) percent of the window area on each elevation of a building. All window signs shall be placed on the interior surface of the glass.
  2. **Temporary window signs.** Temporary window signs, such as community announcements and special events posters, posted for no more than thirty (30) days, shall not require a permit. Temporary window signs may not impede on door windows or other windows that need to be clear for pedestrian safety.

22. **Building Management Identification Signs.** Building Management Identification Sign may be installed in any district without a sign permit pursuant to the following standards. A Building Management Identification Sign is defined, under this section, This sign type is defined as a sign which may indicate the name, telephone number, website address, and/or address of the property owner, tenant, and/or manager of the property. A Building Management Identification Sign may be installed in any district without a sign permit, is allowed provided it meets the following conditions.

1. Building Management Identification Signs shall be mounted only on a street facing façade of the principal structure and not on any accessory structures.
2. Building Management Identification Signs shall not be mounted to any part of any porch railing, rim joists, the exterior of any window or shutter, on latticework, roof support joists, or any feature where signage is prohibited by this Section.
3. Building Management Identification Signs shall be mounted on the façade wall, and no part of any Building Management Identification Sign shall be located above the top of the entry door itself. This includes scenarios where the door has a transom window above.
4. Permitted sign lighting: None
5. Building Management Identification Signs are limited to an area of 1.5 square feet.
6. Building Management Identification Signs shall be fabricated of sign-grade wood or metal with a minimum thickness of 0.04 inches and shall be manufactured to a professional standard of construction, finish, and graphics and shall not be handpainted in a nonprofessional or amateur manner.

4. **Prohibited Signs.** The following signs shall be prohibited in the City of Ashland. Existing nonconforming signs, excluding abandoned signs, may continue pursuant to the nonconforming provisions specified in Section 10.6: Nonconforming Signs.
  1. **Abandoned signs.** Abandoned signs that advertise an activity, business, product, or service no longer available, shall be prohibited.
  2. **Painted signs on the face of a structure.** Painting a sign directly on the face of a structure, boulder, or similar feature shall be prohibited, except that painted murals may be approved pursuant to Section 5.6, I.: Public Art.
  3. **Portable signs and portable reader boards.** Portable signs (including, but not limited to, signs placed or installed on a trailer or vehicle not operating in the normal course of business) and portable reader boards shall be prohibited except when allowed as a temporary sign pursuant to Section 6.6, C.: Signs Not Requiring a Sign Permit or a sidewalk sign pursuant to Section 6.6, F., 8.: Sidewalk Sign.
  4. **Roof signs.** Roof signs, including signs mounted on a roof surface or projecting above the roof line of a structure if either attached to the structure (or cantilevered over the structure) shall be prohibited, except with the issuance of a conditional use permit pursuant to Section 3.9: Conditional Use Permit.
  5. **Signs with flashing, blinking, or traveling lights.** Signs with flashing, blinking, or traveling lights, or erratic or other moving parts.
  6. **Signs affixed to trees, lamp posts, or utility poles.** Signs affixed to trees, lamp posts, utility poles, or similar features located in public rights-of-way shall be prohibited.
  7. **Signs affixed to satellite dishes, wind energy facilities or telecommunication towers.** Graphic designs or advertising, excluding communication call letters or frequencies, affixed to satellite dishes, wind energy facilities, telecommunication towers or other similar features shall be prohibited pursuant to Section 5.4, A., 1., d. Satellite dishes between three (3) feet and twelve (12) feet in diameter, Section 5.4, D., 3., i. Design Standards and Section 5.4, A., 2., i. (11) Wireless telecommunication facilities.
  8. **Signs within the public right-of-way.** No sign shall be placed in the public right-of-way, except as expressly permitted by this Section. Any sign placed in the ROW and not removed in a timely manner by the owner of the adjacent property after written notification from the Zoning Administrator or Designated Authorized Agent may be removed by the Zoning Administrator or Designated Authorized Agent. Signs that have been removed by City Staff will be held at the Ashland City Hall for at least two (2) weeks before proper disposal, and may be claimed by the business owner during that time.
  9. **Any sign not expressly permitted.** Any sign not expressly permitted by this Section shall be prohibited.
5. **General Provisions, Design, Maintenance, and Removal Standards.**
  1. **Compatibility.** To the maximum extent practical, signs shall be compatible and complimentary to their surroundings in terms of size, shape, color, texture, and lighting. Buildings and sites shall be designed so that the signs are an integral part of the building and/or site. Signs shall not visually detract from other conforming signs.
  2. **Protection of First Amendment rights.** Any sign under this Ordinance may contain, in lieu of any other copy, any otherwise lawful noncommercial message that does not direct attention to a business, activity conducted, or product sold or offered at a location.
  3. **Sign measurements.** Sign area and sign height measurements shall be calculated as follows:

1. Sign copy and graphic area. The sign copy and graphic area shall be calculated by means of the smallest four-sided figure (such as a rectangle) that encompasses the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign and copy graphic area from the structure;
  2. Sign structure area. Where a maximum allowable sign structure is specified in this section, the sign structure area shall include the sign copy and graphic area as well as the structure on which the sign copy and graphic are placed. The sign structure area generally applies to freestanding signs;
  3. Sign structure height. The height of a freestanding sign shall be measured from the average grade (measured at a point three (3) feet on each side of the sign) to the top of the sign structure. Where a freestanding sign is located adjacent to a street that is above the ground elevation of the proposed freestanding sign, the height of the freestanding sign shall be measured from the elevation of the road centerline immediately adjacent to the sign, rather than the elevation at the base of the sign;
  4. Double sided signs. The sign copy and graphic area of a ~~double-sided~~double-sided sign with identical sign copy and graphics on both sides shall be calculated based on the sign and copy graphic area of one side of the sign provided that the angle between the two sign faces does not exceed forty-five (45) degrees.
4. **Buildings with a secondary public entrance at the rear or side of the building**. In addition to the allowable signage associated with a use in a particular district, commercial, public, and institutional uses that have a secondary entrance for the public that does not front a public right-of-way, may have, at the secondary entrance, one (1) sign not to exceed thirty-two (32) square feet.
  5. **Placement of signs**. The placement of signs shall comply with the following standards.
    1. Minimum required distance from parcel lines. All signs shall be placed at least five (5) feet from all parcel lines.
    2. Outside the required vision triangle. No sign shall obstruct the required vision triangle as specified in Section 6.1, H.: Vision Triangle.
    3. Outside the drainage and utility easements. No sign shall be placed in a drainage, utility, or other easement without first obtaining all applicable authorizations.
  6. **Design and construction standards**. All signs shall comply with the following construction standards:
    1. All signs shall be designed by a sign contractor or individual/firm with demonstrated experience in designing business signs and working knowledge of building codes, electrical codes, and construction standards applicable to sign design and construction;
    2. All signs shall comply with all applicable building and electrical codes;
    3. All signs shall be constructed of durable, weather-resistant materials;
    4. All freestanding signs shall be self-supporting structures and permanently attached to sufficient foundations;
    5. Electrical service to signs shall comply with the applicable electrical codes. No sign shall have exposed electrical wires. Electrical service to signs shall be concealed wherever possible to preserve aesthetic values;

6. All signs, except those attached flat against the wall of a building, shall be constructed to withstand wind loads pursuant to the requirements of the applicable building codes;
  7. Supports and braces shall be an integral part of the sign design. Angle irons, chains, or wires used for supports or braces shall be hidden from public view to the extent technically feasible;
  8. All signs shall be marked with the manufacturer's name and all other information as required by the applicable building and electrical codes;
  9. The use of unshielded lighting, including exposed light bulbs hung or strung on poles, wires, or any other support intended to illuminate a sign or other advertising device, is prohibited;
  10. All sign lighting shall be so designed, located, shielded, or hooded to prevent the casting of glare or direct light upon adjacent roadways, surrounding properties or into the sky. All property/business owners are encouraged to turn off all unnecessary lighting after hours;
  11. Neon window signs or other exterior neon displays may be permitted in cases where they are custom designed to be compatible with the architectural character of the building and where their color has been selected to harmonize with the exterior colors of the building;
  12. Any sign that is accessible to vehicles shall have a minimum vertical clearance of sixteen (16) feet.
  13. Signs containing manual changeable copy or electronic reader boards shall have less than thirty (30) percent of the entire sign area dedicated to changeable copy or reader boards. Fuel price displays shall not be included in changeable copy calculation.
7. **Installation and maintenance.** All signs shall be installed and maintained as follows:
1. **Safety.** All signs shall be installed and maintained in a workmanlike manner using equipment that is adequate and safe for the task. Electric signs shall be installed in accordance with the applicable electrical code;
  2. **Indemnification for sign installation and maintenance.** All persons engaged in the business of installing or maintaining signs that involves in whole or in part, the erection, alteration, relocation, or maintenance of a sign or other sign work in, over, or immediately adjacent to a public right-of-way or public property that is used or encroached upon by the sign contractor, shall hold the City of Ashland harmless and indemnify the City of Ashland, its officers, agents, and employees from any and all claims for bodily injury or property damage resulting from the erection, alteration, relocation, or maintenance of signs or any other sign work;
8. **Maintenance and repair.** All signs for which a permit is required, shall be maintained in good repair in accordance with all applicable building codes and shall be properly anchored so as to be kept in safe and sound condition. All signs shall be protected from the elements and against decay and rust by the periodic application of weather-coating material, such as paint or other protective treatment as applicable;
9. **Removal of signs.** Signs shall be removed as follows:
1. **Deteriorated, dilapidated, or abandoned signs.** The Zoning Administrator, Building Inspector, or Designated Authorized Agent shall cause to be removed any deteriorated, dilapidated, or abandoned sign as defined by this Ordinance or the applicable building code;

2. Unsafe signs. When any sign becomes unsecure, in danger of falling, or otherwise unsafe, or if any sign shall be unlawfully installed, erected or maintained in violation of any provisions of this Ordinance, the owner thereof, or the person or firm maintaining same, shall, upon notice of the Zoning Administrator, Building Inspector, or Designated Authorized Agent, in a reasonable time frame, make such sign conform with the provisions of this Ordinance or shall remove it. If the order is not complied with, the Zoning Administrator, Building Inspector, or Designated Authorized Agent may remove such sign at the expense of the owner of lessee thereof;
  3. Removal of signs. The Zoning Administrator or Designated Authorized Agent shall cause to be removed any abandoned sign including all supporting sign structures by the owner of record of the property.
10. **Nonconforming signs**. A nonconforming sign may continue pursuant to Section 10.6: Nonconforming Signs.
6. **General Standards for Specific Types of Signs**. This Subsection specifies general standards for specific types of signs. Refer to Section 6.6, E.: General Provisions, Design, Maintenance, and Removal Standards for additional requirements.
1. **Awning and canopy signs**. All awning or canopy signs that exceed one line of copy and/or contain letters or graphics over nine (9) inches in height shall require the issuance of a sign permit. Where a sign permit is required, the area of the sign shall count toward the total allowable area for wall signs in the applicable zoning district. In addition, all awnings and canopies shall comply with the following standards:
    1. Illumination. Illuminated awning and canopy signs shall not have the light source visible when viewing the sign;
    2. Clearance above grade. The bottom of an awning shall be at least one hundred (100) inches above grade. The bottom of a canopy shall be at least ten (10) feet above grade;
    3. Required distance from street or parking lot curb. Awning and canopy signs shall not extend closer than five (5) feet to the vertical plane of the face of a street curb, or if no curb exists, closer than six (6) feet to the edge of the street, street right-of-way, or parking lot as determined by the Zoning Administrator or Designated Authorized Agent.
  2. **Electrically or mechanically energized animated sign**. All electrically or mechanically energized animated signs, also referred to as Electronic Message Centers or EMCs, as defined, shall comply with the following standards:
    1. Applicability. EMCs shall be allowed pursuant to the specifications of this section except that no EMC shall be allowed within the boundaries of the West 2nd Street Historic District as listed in the National or State Registers Record.
    2. Application and review. Application for such sign shall be submitted pursuant to Section 3.36: Sign Permit.
    3. Decision criteria. The Zoning Administrator or authorized agent shall consider all relevant criteria specified in Section 6.6 E.: General Provisions, Design, Maintenance, and Removal Standards and other sections of this ordinance. In addition the following decision criteria and regulations shall be used in reviewing the application:
      1. Dimmable technology shall be installed and utilized to adjust the light output of the EMC based on the ambient light such that it dims automatically when it is less bright outside.

2. EMC signage for all parcels must be turned off between the hours of 8 p.m. and 7 a.m. If a business is staffed and open before or after that time period, the EMC signage must be turned off no later than sixty (60) minutes after the close of business for the day and turned back on no earlier than sixty (60) minutes before the business opens for the day.
  3. Signage on parcels abutting residential properties or separated by a Right-of-Way shall be designed and located in such a manner that does not create an adverse residential nuisance, taking into account brightness, direction, location, or other factors.
  4. The sign shall be located and designed so that it does not significantly alter or obstruct Lake Superior vistas of adjacent property owners and for major view corridors.
  5. The time change of copy, messages or graphics on an animated sign shall not change more than once every eight (8) seconds, except that all signs within view of vehicular or pedestrian safety lighting (such as stop lights) shall not change more than once every one (1) minute.
  6. Within view of safety lighting, colors or shapes shall not be used that could be confused for safety lighting.
3. **Freestanding sign.** For the purpose of this Ordinance, a monument sign, multiple pole sign, or single pole sign shall be considered a freestanding sign. Monument signs are the preferred freestanding signs in the city. Unless specified otherwise in this Section, all freestanding signs shall comply with the following standards:
1. Allowable sign area and sign height. The allowable sign area and sign height shall be as specified in the applicable zoning district;
  2. Monument sign base. In the case of a freestanding monument sign, the width of the base of the sign shall be at least sixty (60) percent of the width of the sign;
  3. Materials. Freestanding signs shall be constructed of durable and quality materials that are compatible with surrounding development. In the case of a monument sign, the base and exposed foundation shall be covered with a finished material such as brick, stone, metal, or wood;
  4. Landscaping. Freestanding signs shall provide an attractive landscaped area around the entire base of the sign to complement the sign. The property owner shall be responsible for the maintenance of the landscaping;
  5. Single or double-faced. A freestanding sign may be single or double faced. The allowable sign copy and graphic area shall be calculated on only one side of a double-faced sign provided that the angle between the two sign faces does not exceed forty-five (45) degrees;
  6. Allowable number. There shall be a maximum of one (1) freestanding sign per interior parcel, except where specifically allowed otherwise in this Section. Through parcels and multiple frontage parcels may have one (1) additional freestanding sign.
4. **Joint/Area identification signs.**
1. Applicability. Notwithstanding all other provisions of this ordinance related to signs, the following shall apply.
    1. Existing developments. Owners of contiguous or nearly-contiguous parcels are eligible to co-apply for a Joint Sign to be reviewed by the Plan Commission in accordance with Section 3.9: Conditional Use Permit and sub-paragraph b. below.

2. New development or redevelopment. Pursuant to sub-paragraph c. below, the Plan Commission may require Joint Signage as part of any proposals for new development or redevelopment requiring Site Plan Approval pursuant to Section 3.20: Site Plan Approval, a Conditional Use Permit pursuant to Section 3.9: Conditional Use Permit, or a related action by the Plan Commission.
2. Existing development – voluntary joint sign applications.
  1. Joint sign application. The joint sign application shall denote all the parcels to be included, and all owners thereof shall be party to said application.
  2. Joint sign determination. As part of the approval of any application for a joint sign, the Plan Commission shall issue a joint sign determination in accordance with sub-paragraph d. below.
3. New development or redevelopment – joint sign determinations. A joint sign determination in accordance with sub-paragraph d. below shall be required for new development or redevelopment when the following applies:
  1. Consolidation of multiple freestanding signs would protect and promote the public interest and be consistent with the intents of this ordinance and the Comprehensive Plan; AND
  2. The joint sign will identify two (2) or more parcels, any one of which has no frontage on an arterial street or has less than three hundred (300) feet of frontage on an arterial street; OR
  3. One (1) or more freestanding signs identify, or are proposed to identify, two (2) or more business or organizations on a parcel, and the total area of all existing or proposed signs exceeds, or is proposed to exceed, the allowable sign area for the district in which it is located.
4. Joint sign determination. Where a joint sign determination is required by the Plan Commission, the following shall apply.
  1. Parcels to be included. The joint sign determination shall identify all parcels to be included in the joint sign. Parcels subject to a joint sign determination shall obtain a conditional use permit pursuant to Section 3.9: Conditional Use Permit and a joint sign permit pursuant to Section 3.36: Sign Permit. After the date of the joint sign determination, all current and future owners and/or occupants of said parcels shall comply with the terms of the joint sign determination and sign permit.
  2. Existing freestanding signs. Where businesses or parcels are required to utilize a joint sign, any existing freestanding sign(s) for those businesses/parcels shall be reviewed by the Plan Commission. The Plan Commission shall determine as nonconforming any freestanding sign that advertises said businesses/parcels, except that freestanding directional signs may be excluded from the determination of this sub-paragraph at the discretion of the Plan Commission. Signs determined as nonconforming signs shall be brought into conformity by incorporation into a joint sign in accordance with the conditions of the determination. The Plan Commission in consultation with the property owner/s and, if applicable, the developer/s shall determine a date by which the nonconforming freestanding sign (and support structure) will be brought into compliance and removed from the site.

3. New freestanding signs. All parcels affected by a joint sign determination of the Plan Commission shall, after the date of said determination, be ineligible for permits for freestanding signs as provided by Section 6.6, F., 3.: Freestanding Signs, and shall only be eligible for sign permits for inclusion in the joint sign as a joint sign subunit.
  4. Other signs. For businesses affected by a joint sign determination, wall-mounted, projecting, or other signs may be permissible pursuant to Section 6.6: Signs.
  5. Administration. The Zoning Administrator or Designated Authorized Agent shall enforce all conditions of the joint sign determination and joint sign permit until such time as they are repealed or modified by the Plan Commission. The Zoning Administrator or Designated Authorized Agent shall maintain a permanent record of joint sign determinations and affected parcels. All owners of affected parcels shall record the joint sign determination and conditions of permit approval with the Register of Deeds.
5. Joint sign permit. Approval of designs for a joint sign or area identification sign required.
1. The Plan Commission shall review permit applications for a joint sign or area identification sign, which the Plan Commission may approve pursuant to review criteria of Section 3.20, C: Site Plan, Approval Criteria and this sub-paragraph, and thereafter the Zoning Administrator or Designated Authorized Agent may issue a sign permit for said sign.
  2. Joint signs and area identification signs shall comply with both general and district-specific sign requirements for construction, setbacks, and height. Approval of the joint sign area and design shall be based on the following criteria.
    1. The number and type of parcels, organizations, and structures served by the sign,
    2. Consistency with other provisions and conditions of any Site Plan Approval, Conditional Use Permit or related permit,
    3. Compatibility with adjacent development, including but not limited to the size and design of Freestanding Signs in the vicinity,
    4. Consistency with the intent of the sign provisions of this ordinance, including district-specific sign regulations, and
    5. Compliance with other applicable laws.
    6. The Plan Commission may, if for public betterment, hear and decide special exceptions to setback requirements for both general and district-specific sign requirements.
  3. After the initial approval of a joint sign structure, each subsequent joint sign subunit to be included in the joint sign shall obtain a sign permit directly from the Zoning Administrator or Designated Authorized Agent. After initial construction of the joint sign structure and joint sign subunits, any alterations to the structure of said signs shall require a

sign permit from the Zoning Administrator or Designated Authorized Agent.

6. Sign easements and agreements.
  1. Easements. A sign easement or other instrument acceptable to the Zoning Administrator or Designated Authorized Agent shall be required for all joint signs approved by Plan Commission. Such instruments shall reflect the right of all affected parcels to access and maintain signage.
  2. Sign use and maintenance agreements. Parcels affected by a joint sign determination shall—in addition to the easement requirements of clause (1) above—be party to a sign-usage-and-maintenance agreement for the Joint Sign. Said agreement shall, at a minimum, establish terms for shared maintenance and landscaping of the overall sign structure and sign subunits; delimit each parcel's share of area in the joint sign; set any requirements for the temporary disposition of sign subunits in the event of business vacancies; and any other limitations on sign design, appearance, or refurbishment. Said agreement shall be subject to prior review and approval by the Plan Commission.
  3. Recordation. All easements and agreements described in clause (1) and (2) above shall be recorded with the Ashland County Register of Deeds.
7. Off-Premise Signs. In no case may an area identification sign or joint sign be located off premise from at least one of the parcels affected by the Joint Sign Determination.
5. **Menu board sign.** Menu board signs where allowed pursuant to this Section shall be subject to the following conditions:
  1. Number allowed. A maximum of one menu board shall be permitted per drive-through lane on a parcel of land in any district with a permitted or conditional use providing drive-through window service.
  2. Allowable sign copy and graphic area. The menu board shall have a maximum sign and copy graphic area of fifty (50) square feet.
  3. Orientation. The menu board shall be single-sided and oriented in such a manner so that the signs provide information to the patrons using the drive-through facility only, and does not provide supplemental advertising to passing traffic.
6. **Off-premise sign.**
  1. Intent. The City of Ashland recognizes that many existing off-premise signs in the city (including signs commonly referred to as billboards) are intended to help promote Ashland's businesses. However, the City also recognizes that excessive and uncontrolled off-premise signs endanger the City's unique character and scenic quality. Therefore, it is the intent of this Paragraph to accomplish the following:
    1. Encourage the use of alternative means to promote Ashland businesses including, but not limited to, standardized logo signs provided by the Wisconsin Department of Transportation, on-premise signs, and other media; and
    2. Encourage the orderly removal of all nonconforming off-premise signs by providing an option to replace nonconforming off-premise signs with conforming off-premise signs that effectively communicate while respecting the unique character and scenic quality of the city.

2. Existing nonconforming off-premise signs. Existing nonconforming off-premise signs shall be allowed to continue pursuant to Section 10.6: Nonconforming Signs.
3. Maximum allowed number of billboard sign structures in the city. One (1) billboard sign structure meeting the provisions of this Ordinance may be approved for every three (3) nonconforming billboard signs removed in the city.
4. Location and placement of billboard signs.
  1. All billboard signs shall be placed outside the public right-of-way, at least five (5) feet from all parcel lines and only on parcels fronting U.S. Highway 2 (Lake Shore Drive) or State Highway 13 (Ellis Avenue), unless specified otherwise in this Section.
  2. No billboard sign shall obstruct the required vision triangle as specified in Section 6.1, H.: Vision Triangle.
  3. No billboard sign shall be placed in a drainage, utility, or other easement without written authorization from the holder of the easement.
  4. Billboard signs shall only be located in the zoning districts where they are allowed pursuant to this Section and shall be located no closer than one-hundred (100) feet from the boundary of another district that prohibits billboard signs.
  5. Billboard signs should generally be located at least five hundred (500) feet of another billboard sign. However, in no case shall a billboard sign be located closer than one hundred fifty (150) feet of another billboard sign.
5. Design standards for billboards. The following design standards apply to all billboard signs:
  1. The maximum height of a billboard sign structure shall not exceed twenty-five (25) feet;
  2. The maximum width of a billboard sign structure shall not exceed twelve (12) feet;
  3. A billboard sign structure may display multiple individual sign copy and graphics. However, no individual sign copy and graphic area shall exceed fifty (50) square feet;
  4. Sign copy and graphics located on a billboard sign may be designed for permanent copy or changeable copy;
  5. Internally illuminated and animated signs are prohibited.
6. Applications, permits, and licenses. Due to the potential concerns of inappropriate off-premise signs (including billboards), as described in the intent of this Paragraph, off-premise signs shall comply with the following standards relating to applications, permits, and licenses:
  1. No billboard sign shall be erected until the owner has first received a conditional use permit for the proposed billboard sign pursuant to Section 3.9: Conditional Use Permit and has been issued a sign permit pursuant to Section 3.36 Sign Permit;
  2. All billboard signs shall be subject to an annual license renewable prior to January 1 of each calendar year, regardless of the date of the original issuance;
  3. A billboard sign owner shall annually pay a license fee as identified in the City Fee Schedule for each billboard sign that the owner has in the

city. Renewal fees shall be doubled if the license is not renewed prior to January 1 of each year;

4. Every company that provides advertising on billboard signs and every sign contractor or owner of the parcel on which the sign is to be erected shall carry insurance limits of a minimum of five hundred thousand dollars (\$500,000.00) per occurrence and a one million dollar (\$1,000,000.00) aggregate. The City of Ashland shall also be identified as a certificate holder on the insurance policy. In the event that the company's insurance policy expires, the City's annual license shall be revoked ten (10) days after the policy's expiration date. If a new insurance policy is not in place within sixty (60) days of the policy's expiration, the billboard sign shall be considered abandoned and subject to the removal and disposition provisions of this Ordinance;
5. Any billboard sign owner maintaining a billboard sign without a license shall be found in violation of this Ordinance and shall be penalized as established by this Ordinance. Sixty (60) days after a license expires, the City shall consider the off-premise sign abandoned and it shall be removed pursuant to removal and disposition provisions of this Ordinance.
7. Abandoned signs. Abandoned signs that advertise an activity, business, product, or service no longer available shall be prohibited.
7. **Projecting sign**. Unless specified otherwise in this Section, all projecting signs shall comply with the following standards:
  1. Spacing. Projecting signs shall be located no closer than twenty five (25) feet from the nearest projecting sign;
  2. Clearance above grade. Projecting sign shall maintain a minimum ten (10) foot vertical distance between the bottom of the sign and the grade immediately below the sign;
  3. Allowable extension from building. Projecting signs shall not extend further than eight (8) feet from the building to which they are attached;
  4. Required distance from street or parking lot curb. Projecting signs shall not extend closer than five (5) feet to the vertical plane of the face of a street curb, or if no curb exists, closer than six (6) feet to the edge of the street, street right-of-way, or parking lot as determined by the Zoning Administrator or Designated Authorized Agent;
  5. Allowable sign and graphic area. The allowable sign and graphic area shall not exceed twelve (12) square feet;
  6. Allowable area of the sign structure. The maximum allowable area of the entire sign structure shall not exceed twenty (20) square feet;
  7. Allowable number of projecting signs per use. Each distinct and unrelated service shall be allowed no more than one (1) projecting sign.
8. **Sidewalk sign**.
  1. Intent. The intent of this Paragraph is to regulate the design and location of sidewalk signs in the City of Ashland in order to allow for a positive business atmosphere and effective communication while protecting the health, safety, and welfare of the public.
  2. Design standards. All sidewalk signs shall comply with the following standards:

1. Each distinct and unrelated service for which a sidewalk sign is permitted by this Ordinance shall be allowed one (1) sidewalk sign;
  2. A sidewalk sign shall have a small, but legible label identifying the business that owns the sign, a contact name, address, and phone number.
  3. A sidewalk sign shall have a professionally designed appearance and shall be constructed in a workmanlike manner that is consistent with all applicable codes;
  4. A sidewalk sign may not exceed twenty-seven (27) inches in width and forty-five (45) inches in height. The base shall not exceed a width of thirty-six (36) inches. The required dimensions shall include the support structure and shall be measured along the widest or highest section of the sign;
  5. A sidewalk sign shall be constructed of durable, weather-resistant materials and finish, including aluminum, steel, wood and other similar materials. Cardboard, paper, fabric, non-rigid material, and other similar materials are prohibited;
  6. A sidewalk sign must be securely weighted and stabilized so as to not shift in the wind or present public safety hazards;
  7. A sidewalk sign shall have no moving parts, except for two stabilized wheels for moving sign to and from display location;
  8. The material, graphics and finish of a sidewalk sign shall be of a unified design and shall be compatible and complementary to its surroundings in terms of shape, color and texture. Lettering shall be legible and consistent;
  9. A sidewalk sign shall not be electric or illuminated;
  10. A sidewalk sign shall be maintained in a clean and original appearance.
3. Permitted locations. Sidewalk signs shall only be allowed in those zoning districts and for those uses as specified in this Section. More specifically, sidewalk signs shall comply with the following standards:
1. A sidewalk sign shall only be placed at the location specified on the approved sign permit;
  2. A sidewalk sign may be located on or immediately adjacent to the subject parcel in a manner that does not present a pedestrian safety or vehicular hazard. Under no circumstances shall a sidewalk sign obstruct vehicular/bus stops, benches, fire hydrants, or other features located legally in the right-of-way;
  3. A sidewalk sign may not be located in a road or alley right-of-way except that it may be placed on a sidewalk in the public right-of-way with permission from the Zoning Administrator and Public Works Director or Designated Authorized Agent and the Police Department;
  4. A minimum of seven (7) feet of unobstructed sidewalk must remain between the sidewalk sign and adjacent buildings. In situations where seven (7) feet is not feasible because of a smaller sidewalk width, unique building locations, or other similar situations, the Zoning Administrator or Designated Authorized Agent may determine the minimum amount of unobstructed sidewalk allowed. A sidewalk sign shall be located near the curb, rather than the building face;

5. A sidewalk sign shall not be located closer than five (5) feet to an adjacent parcel line;
6. A sidewalk sign shall not be located in the required vision triangle as specified in Section 6.1, H.: Vision Triangle.
4. Permitted display hours. A sidewalk sign may be displayed between the hours of 6:00 AM and 9:00 PM or during the hours that the business is open.
5. Application and permit requirements. All sidewalk signs shall require the issuance of a sign permit pursuant to Section 3.36: Sign Permit.

**9. Wall sign.**

1. Allowable sign area. The allowable sign area is specified in the applicable zoning districts. The allowable sign area for each use in a multi-tenant building shall be based on the percentage of the individual use to the entire building.
2. Allowable number of signs. There shall be no more than one (1) wall sign per distinct and unrelated service associated with the use per façade abutting a public right-of way, unless authorized by the Zoning Administrator or Designated Authorized Agent. Buildings with a secondary public entrance may have an additional wall sign pursuant to Section 6.6, E., 4.: Buildings with a Secondary Public Entrance at the Rear or Side of the Building.
3. Placement. Where feasible, wall signs shall be placed in the traditional sign band above the entrance to the building. In no case shall a sign be placed higher than the cornice.
4. Attachment to the building. Wall signs shall be securely fastened to the face of building and shall not extend out from the face of the building more than twelve (12) inches.
5. Conditional use permit. For businesses requiring more than one (1) wall sign per distinct and unrelated service, a conditional use permit may be applied for pursuant to Section 3.9: Conditional Use Permit. The total sign area for all signs on a single façade must comply with the maximum square foot area allowable in the district.

**7. Allowable Signs in the R-E, R-1, R-2, R-3, R-4, MHC, and W-SFR Districts.**

1. **Intent.** The R-E, R-1, R-2, R-3, R-4, MHC, and W-SFR Districts accommodate primarily residential uses and a limited amount of other compatible nonresidential uses. The signage in these districts is intended to relate to the predominantly residential character of the districts.
2. **Allowable signs.** The following are the only types of signs allowed:
  1. Freestanding sign. Freestanding signs shall comply with the standards specified in Section 6.6, F., 3.: Freestanding Signs. In addition, the following standards shall apply:
    1. One (1) freestanding sign shall be allowed per primary entrance of subdivisions containing at least six (6) single-family residential parcels or at least twelve (12) two-family dwelling units in the subdivision;
    2. One (1) freestanding sign shall be allowed per primary entrance of a multi-family development that has six (6) or more dwelling units;
    3. One (1) freestanding sign shall be allowed per primary entrance of a non-residential use approved as a permitted use or a conditional use in the district. However, the freestanding sign provisions for a conditional use may be modified pursuant to the conditions of approval for the use.

4. The maximum sign copy and graphic area shall not exceed thirty-two (32) square feet at any primary entrance;
  5. The maximum height of the sign structure shall not exceed six (6) feet;
  6. The maximum total area of the sign structure shall not exceed seventy-five (75) square feet;
  7. A second sign may be allowed at the primary entrance provided that the total copy and graphic area of the two (2) signs combined does not exceed thirty-two (32) square feet;
  8. The sign shall not be internally illuminated.
2. Wall sign, awning sign, or canopy sign. In lieu of a freestanding sign, one (1) wall sign pursuant to Section 6.6, F., 9.: Wall Sign or one (1) awning sign or canopy sign pursuant to Section 6.6, F., 1.: Awning and Canopy Signs per building wall fronting a public road shall be allowed for a multi-family use or a nonresidential use that is a permitted use or conditional use in the district, pursuant to the following standards:
1. The sign letters not exceed twenty-four (24) inches in height;
  2. The sign area shall not exceed thirty-two (32) square feet or one (1) square foot per lineal foot of building wall on which the sign is attached, whichever is less;
  3. The sign shall not be internally illuminated.
3. Sidewalk sign. One (1) sidewalk sign shall be allowed for a permitted or conditional nonresidential uses, pursuant to Section 6.6, F., 8.: Sidewalk Signs.
3. **Signs in the W-SFR District.** In addition to the standards of this Subsection, signs in the W-SFR District shall comply with the design guidelines specified in Section 4.46, D., 10.: W-O Waterfront Overlay District, Design Standards and Guidelines, Signs.
8. **Allowable Signs in the MRC, W-MRC, W-C, and W-CRM Districts.**
1. **Intent.** The MRC, W-MRC, W-C, and W-CRM Districts are mostly mixed use districts. Signs for nonresidential uses are intended primarily for vehicular traffic, but the signs are also intended to relate to the surrounding or nearby neighborhoods.
  2. **Allowable signs for permitted and conditional residential uses.** Residential uses in the MRC District shall comply with the sign requirements specified in Section 6.6, G: Allowable Signs in the R-E, R-1, R-2, R-3, R-4, MHC, W-SFR Districts.
  3. **Allowable signs for permitted and conditional nonresidential uses.** The following are the only types of signs permitted in the MRC District for non-residential uses:
    1. Freestanding sign. Freestanding signs shall comply with the standards specified in Section 6.6, F., 3.: Freestanding Signs. In addition, the following standards shall apply:
      1. One (1) freestanding sign shall be allowed per primary vehicular entrance of a nonresidential use approved as a permitted use or a conditional use in the district. However, the freestanding sign provisions for a conditional use may be modified pursuant to the conditions of approval for the use;
      2. The maximum sign copy and graphic area shall not exceed seventy-five (75) square feet at any primary vehicular entrance;
      3. The maximum height of the sign structure shall not exceed twenty (20) feet;

4. A second sign may be allowed at the primary vehicular entrance provided that the total copy and graphic area of the two (2) signs combined does not exceed seventy-five (75) square feet;
5. A proposed electrically or mechanically energized animated sign may be permitted pursuant to Section 6.6 F., 2.: Electrically or mechanically energized animated signs.
2. Wall sign, awning sign, or canopy sign. Permitted and conditional non-residential uses shall be allowed one (1) wall sign pursuant to Section 6.6, F., 9.: Wall Signs or one (1) awning or canopy sign pursuant to Section 6.6, F., 1.: Awning and Canopy Signs per side of building that faces a street. The sign shall not exceed one (1) square foot per lineal foot of building wall on which the sign is attached.
3. Projecting sign. One (1) projecting sign shall be allowed for permitted and conditional nonresidential uses pursuant to Section 6.6, F., 7.: Projecting Sign.
4. Sidewalk sign. One (1) sidewalk sign shall be allowed for a permitted or conditional nonresidential uses, pursuant to Section 6.6, F., 8.: Sidewalk Signs.
5. Off-premise sign. Off-premise signs shall be allowed pursuant to Section 6.6, F., 6.: Off-Premise Signs.
6. Menu board sign. One (1) menu board sign per drive-through lane pursuant to Section 6.6, F., 4.: Menu Board Sign may be allowed.
4. **Signs in the W-MRC, W-C, and W-CRM Districts.** In addition to the standards of this Subsection, signs in the W-MRC, W-C, and W-CRM District shall comply with the design guidelines specified in Section 4.46, D., 10.: W-O Waterfront Overlay District, Design Standards and Guidelines, Signs.
9. **Signs in the PRI District.**
  1. **Intent.** The PRI Planned Residential/Institutional District is intended to develop through the planned unit development (PUD) process at a neighborhood or block scale. Consequently, signs in this district are intended to be approved through the PUD process and are intended to have a unified theme. The signs should be consistent with the allowable signs in the underlying districts of the proposed PUD, and with existing architecture of the neighborhood.
  2. **Allowable signs.** The following signs are the only signs allowed in the PRI District:
    1. Signs not associated with a planned unit development (PUD). Signs not associated with a planned unit development (PUD) shall be consistent with the standards for signs in the R-E, R-1, R-2, R-3, R-4, MHC and W-SFR District.
    2. Signs associated with a planned unit development (PUD). Signs associated with an approved planned unit development (PUD) shall be consistent with the PUD ordinance associated with the project. As part of the review and approval process associated with a PUD, the applicant shall submit a comprehensive sign plan that specifies sign standards for the development. No sign permit shall be issued unless the sign complies with the City approved comprehensive sign plan for the development and is consistent with all other applicable provisions of this Ordinance.
10. **Signs in the NC District.**
  1. **Intent.** The NC Neighborhood Convenience District accommodates limited commercial uses that are intended to serve the surrounding residential neighborhoods. The provisions of this Subsection are intended to ensure that signs in the district respect and

relate to the scale and character of the surrounding residential neighborhoods while still allowing permitted and conditional uses to adequately identify themselves.

2. **Allowable signs.** The following are the only types of signs permitted in the NC Neighborhood Convenience District:
  1. Wall signs and awning or canopy signs. One (1) wall sign pursuant to Section 6.6, F., 9.: Wall Signs or one (1) awning or canopy sign pursuant to Section 6.6, F., 1.: Awning and Canopy Signs per side of building that faces a street. In addition, the sign shall comply with the following standards:
    1. The sign shall not exceed one (1) square foot per lineal foot of building wall on which the sign is attached;
    2. No single use shall exceed thirty-two (32) square feet of signage per principal building façade facing a public street;
    3. The sign letters shall not exceed twenty-four (24) inches in height.
    4. Internally illuminated wall signs are discouraged.
  2. Projecting sign. In lieu of a wall sign, awning sign, or canopy sign, a permitted or conditional use shall be allowed one (1) projecting sign per side of principal building that faces a street pursuant to Section 6.6, F., 7.: Projecting Sign.
  3. Freestanding sign. Freestanding signs shall comply with the standards specified in Section 6.6, F., 3.: Freestanding Signs. In addition, freestanding signs shall comply with the following standards:
    1. The sign and graphic area shall not exceed twenty-five (25) square feet per side of the sign;
    2. The sign structure shall not exceed forty (40) square feet in area or six (6) feet in height.
  4. Sidewalk sign. One (1) sidewalk sign shall be allowed for a permitted or conditional nonresidential uses, pursuant to Section 6.6, F., 8.: Sidewalk Signs.

#### 11. Signs in the RC District.

1. **Intent.** The RC Regional Commercial District accommodates commercial uses along major streets and highways in the city for the convenience of residents and visitors. Consequently, signs in this district are primarily intended for vehicular traffic moving at speeds ranging from twenty five (25) to forty five (45) miles per hour.
2. **Allowable signs for permitted and conditional residential uses.** Residential uses in the RC District shall comply with the sign requirements specified in Section 6.6, G: Allowable Signs in the R-E, R-1, R-2, R-3, R-4, MHC, and W-SFR Districts.
3. **Allowable signs for permitted and conditional nonresidential uses.** The following are the only types of signs permitted in the RC District for nonresidential uses:
  1. Freestanding sign. Freestanding signs shall comply with the general standards specified in Section 6.6, F., 3.: Freestanding Signs. In addition, freestanding signs in the RC District shall comply with the following:
    1. One (1) freestanding sign shall be allowed per primary vehicular entrance into the development;
    2. The sign copy and graphic area shall not exceed seventy-five (75) square feet at any primary vehicular entrance;
    3. A proposed electrically or mechanically energized animated sign may be permitted pursuant to Section 6.6 F., 2.: Electrically or mechanically energized animated signs.
    4. The sign structure shall not exceed a height of twenty (20) feet

2. Wall signs and awning or canopy signs. One (1) wall sign pursuant to Section 6.6, F., 9.: Wall Signs or one (1) awning or canopy sign pursuant to Section 6.6, F., 1.: Awning and Canopy Signs per side of building that faces a street. In addition, the sign shall not exceed two (2) square foot per lineal foot of building wall on which the sign is attached. A proposed electrically or mechanically energized animated sign may be permitted pursuant to Section 6.6 F., 2.: Electrically or mechanically energized animated signs.
3. Projecting sign. A permitted or conditional use shall be allowed one (1) projecting sign per side of principal building that faces a street and pursuant to Section 6.6, F., 7.: Projecting Sign.
4. Sidewalk sign. One (1) sidewalk sign shall be allowed for a permitted or conditional nonresidential uses, pursuant to Section 6.6, F., 8.: Sidewalk Signs.
5. Off-premise sign. Off-premise signs shall be allowed pursuant to Section 6.6, F., 6.: Off-Premise Signs and shall only be allowed on parcels fronting U.S. Highway 2;
6. Menu board sign. One (1) menu board sign per drive-through lane pursuant to Section 6.6, F., 4.: Menu Board Sign shall be allowed for a permitted or conditional use with a drive-through facility.

**12. Signs in the CC and W-CC District.**

1. **Intent.** Signs in the CC and W-CC Districts are intended to complement the “main street” character of the city center as described in the City’s Comprehensive Plan and other related planning documents. In addition, signs in these districts are intended to relate to pedestrians and slow moving traffic.
2. **Allowable signs for permitted and conditional residential uses.** Residential uses in the CC and W-CC Districts shall comply with the sign requirements specified in Section 6.6, G: Allowable Signs in the R-E, R-1, R-2, R-3, R-4, MHC, and W-SFR Districts.
3. **Allowable signs for permitted and conditional nonresidential uses.** The following are the only types of signs permitted in the CC and W-CC Districts for nonresidential uses.
  1. Freestanding sign. Freestanding signs shall comply with the general standards specified in Section 6.6, F., 3.: Freestanding Signs. In addition, freestanding signs in the CC District shall comply with the following:
    1. One (1) freestanding sign shall be allowed per primary vehicular entrance into the development;
    2. Freestanding signs located in the City Center District shall have a zero (0) foot setback. Freestanding signs on parcels abutting Lake Shore Drive (US Hwy 2) shall be required to maintain the required six (6) foot setback;
    3. The maximum sign copy and graphic area shall not exceed thirty-two (32) square feet at any vehicular entrance; signs on parcels abutting Lake Shore Drive (US Hwy 2) shall not exceed seventy-five (75) square feet at any vehicular entrance;
    4. The maximum height of the sign structure shall not exceed twenty (20) feet;
    5. The maximum total area of the sign structure shall not exceed seventy-five (75) square feet;
    6. ~~The maximum allowable area and height may be increased with the issuance of a conditional use permit pursuant to Section 3.9: Conditional Use Permit;~~

- 7.6. A proposed electrically or mechanically energized animated sign may be permitted pursuant to Section 6.6 F., 2.: Electrically or mechanically energized animated signs.
2. **Wall signs and awning or canopy signs.** One (1) wall sign pursuant to Section 6.6, F., 9.: Wall Signs or one (1) awning or canopy sign pursuant to Section 6.6, F., 1.: Awning and Canopy Signs per side of building that faces a street. In addition, the sign shall comply with the following standards:
    1. The sign shall not exceed one (1) square foot per lineal foot of building wall on which the sign is attached. For parcels abutting Lake Shore Drive (US Hwy 2) or Ellis Avenue, upon authorization by the Zoning Administrator or Designated Authorized Agent, sign area may be increased to two (2) square feet per lineal foot of building wall on which the sign is attached;
    2. No sign shall be placed above the first story of a building without the issuance of a conditional use permit pursuant to Section 3.9: Conditional Use Permit;
    3. Externally illuminated signs are preferred;
    4. Plastic box, back lit signs are prohibited. However, individual channel letters that are internally illuminated shall be allowed;
    5. A proposed electrically or mechanically energized animated sign may be permitted pursuant to Section 6.6 F., 2.: Electrically or mechanically energized animated signs.
  3. **Projecting sign.** A permitted or conditional use shall be allowed one (1) projecting sign per side of principal building that faces a street and pursuant to Section 6.6, F., 7.: Projecting Sign.
  4. **Sidewalk sign.** One (1) sidewalk sign shall be allowed for a permitted or conditional nonresidential uses, pursuant to Section 6.6, F., 8.: Sidewalk Signs.
  5. **Off-premise sign.** Off –premise signs shall be allowed pursuant to Section 6.6, F., 6.: Off-Premise Signs and shall only be allowed on parcels fronting U.S. Highway 2.
  6. **Menu board sign.** One (1) menu board sign per drive-through lane pursuant to Section 6.6, F., 4.: Menu Board Sign may be allowed. Two (2) menu board signs or one (1) menu board sign per drive-through lane pursuant to Section 6.6, F., 4.: Menu Board Sign b. & c. may be allowed on properties in the City Center (CC) District that are adjacent to U.S. Highway 2 (Lake Shore Drive) upon authorization by the Zoning Administrator or Designated Authorized Agent.
  4. **Historical properties.** Properties in the CC District that are a designated Local, State or National Historic Structure, Site or District, shall comply with the standards specified in the City of Ashland Ordinance 826 and may require a Certificate of Appropriateness.
  5. **Signs in the W-CC District.** In addition to the standards of this Subsection, signs in the W-CC District shall comply with the design guidelines specified in Section 4.46, D., 10.: W-O Waterfront Overlay District, Design Standards and Guidelines, Signs.
13. **Signs in the MCI, LI, HI, and W-I Districts.**
1. **Intent.** The MCI, LI, HI, and W-I Districts primarily accommodate industrial uses along major streets and highways. Consequently, signs in these districts are primarily intended for vehicular traffic moving at speeds ranging from twenty five (25) to forty five (45) miles per hour.

2. **Allowable signs for permitted and conditional residential uses.** Residential uses shall comply with the sign requirements specified in Section 6.6, G: Allowable Signs in the R-E, R-1, R-2, R-3, R-4, MHC, and W-SFR Districts.
  3. **Allowable signs for permitted and conditional nonresidential uses.** The following are the only types of signs permitted for nonresidential uses:
    1. Freestanding sign. Freestanding signs shall comply with the general standards specified in Section 6.6, F., 3.: Freestanding Signs. In addition, freestanding signs in the RC District shall comply with the following:
      1. One (1) freestanding sign shall be allowed per primary vehicular entrance into the development;
      2. The sign copy and graphic area shall not exceed seventy-five (75) square feet at any primary vehicular entrance;
      3. The sign structure shall not exceed a height of twenty (20) feet;
      4. A proposed electrically or mechanically energized animated sign may be permitted pursuant to Section 6.6 F., 2.: Electrically or mechanically energized animated signs.
    2. Wall signs and awning or canopy signs. One (1) wall sign pursuant to Section 6.6, F., 9.: Wall Signs or one (1) awning or canopy sign pursuant to Section 6.6, F., 1.: Awning and Canopy Signs per side of building that faces a street. In addition, the sign shall not exceed two (2) square foot per lineal foot of building wall on which the sign is attached.
    3. Projecting sign. In lieu of a wall sign, awning sign, or canopy sign, a permitted or conditional use shall be allowed one (1) projecting sign per side of principal building that faces a street and pursuant to Section 6.6, F., 7.: Projecting Sign.
    4. Sidewalk sign. One (1) sidewalk sign shall be allowed for a permitted or conditional nonresidential uses, pursuant to Section 6.6, F., 8.: Sidewalk Signs.
    5. Off-premise sign. Off-premise signs shall be allowed pursuant to Section 6.6, F., 6.: Off-Premise Signs and shall only be allowed on parcels fronting U.S. Highway 2. Due to the unique character of the Ashland Industrial Park, freestanding off-premise signs, installed by the City and associated with the Ashland Industrial Park, shall be exempt from the requirements of this Ordinance.
    6. Menu board sign. One (1) menu board sign per drive-through lane pursuant to Section 6.6, F., 4.: Menu Board Sign may be allowed.
  4. **Signs in the W-I District.** In addition to the standards of this Subsection, signs in the W-I District shall comply with the design guidelines specified in Section 4.46, D., 10.: W-O Waterfront Overlay District, Design Standards and Guidelines, Signs.
14. **Signs in the PI, PP, AIR, and W-PI Districts.**
1. **Intent.** Signs in PI, PP, AIR and W-PI Districts are intended for public and semi-public use. These districts accommodate a variety of uses including colleges, schools, hospitals, cemeteries, parks, and the airport. Most signs in these districts are intended for vehicular traffic. However, where a particular use may be more pedestrian-oriented (for example, a small public park in the City Center area), it is intended that the scale of the signs be adjusted to a pedestrian scale, rather than a vehicular scale.
  2. **Allowable signs for permitted and conditional residential uses.** Residential uses shall comply with the sign requirements specified in Section 6.6, G: Allowable Signs in the R-E, R-1, R-2, R-3, R-4, MHC, and W-SFR Districts.
  3. **Allowable signs for permitted and conditional nonresidential uses.** The following are the only types of signs permitted for nonresidential uses:

1. Freestanding sign. Freestanding signs shall comply with the general standards specified in Section 6.6, F., 3.: Freestanding Signs. In addition, freestanding signs shall comply with the following:
  1. One (1) freestanding sign shall be allowed per primary vehicular entrance into the development;
  2. The sign copy and graphic area shall not exceed seventy-five (75) square feet at any primary vehicular entrance;
  3. The sign structure shall not exceed a height of twenty (20) feet;
  4. A proposed electrically or mechanically energized animated sign may be permitted pursuant to Section 6.6 F., 2.: Electrically or mechanically energized animated signs.
2. Wall signs and awning or canopy signs. One (1) wall sign pursuant to Section 6.6, F., 9.: Wall Signs or one (1) awning or canopy sign pursuant to Section 6.6, F., 1.: Awning and Canopy Signs per side of building that faces a street. In addition, the sign shall not exceed two (2) square foot per lineal foot of building wall on which the sign is attached.
3. Projecting sign. In lieu of a wall sign, awning sign, or canopy sign, a permitted or conditional use shall be allowed one (1) projecting sign per side of principal building that faces a street and pursuant to Section 6.6, F., 7.: Projecting Sign.
4. Sidewalk sign. One (1) sidewalk sign shall be allowed for a permitted or conditional nonresidential uses, pursuant to Section 6.6, F., 8.: Sidewalk Signs.
5. Off-premise sign. Off-premise signs shall be allowed pursuant to Section 6.6, F., 6.: Off-Premise Signs and shall only be allowed on parcels fronting U.S. Highway 2.
4. **Signs in the W-PI District**. In addition to the standards of this Subsection, signs in the W-PI District shall comply with the design guidelines specified in Section 4.46, D., 10.: W-O Waterfront Overlay District, Design Standards and Guidelines, Signs.
15. **Signs in the FD District**.
  1. **Intent**. Signage in the FD Future Development District shall relate to the rural character of the district until such time it is rezoned in accordance with the Comprehensive Plan. Consequently, the signage should relate to low-density residential uses, such as the R-E Residential Estate District.
  2. **Allowable signs for permitted and conditional residential uses**. Residential uses in the FD District shall comply with the sign requirements specified in Section 6.6, G.: Allowable Signs in the R-E, R-1, R-2, R-3, R-4, and MHC Districts.
  3. **Allowable signs for permitted and conditional nonresidential uses**. Non-residential uses in the FD District shall comply with the sign requirements for nonresidential uses specified in Section 6.6, G.: Allowable Signs in the R-E, R-1, R-2, R-3, R-4, and MHC Districts.
16. **Reserved**.
17. **Signs in the GTWY-O Gateway Overlay District**. Signs in the GTWY-O Gateway Overlay District shall meet the standards of the underlying zoning district in which the signs are located. In addition, the signs shall comply with the design guidelines specified in Section 4.47, D., 6.: GTWY-O Gateway Overlay District, Design Standards and Guidelines, Signs.
18. **Reserved**.
19. **Signs in the PUD Overlay District**.
  1. **Intent**. Signs in the Planned Unit Development (PUD) Overlay District are intended to have a unified appearance that is an integral component of the PUD design concept.

Signs in the PUD overlay district should generally comply with the sign standards associated with underlying districts or uses that most reflect the proposed uses in the PUD, but may deviate from those standards pursuant to the approved PUD ordinance.

2. **Comprehensive sign plan.** As part of the review and approval process associated with a PUD, the applicant shall submit a comprehensive sign plan that specifies sign standards for the development. No sign permit shall be issued unless the sign complies with the City approved comprehensive sign plan for the development and is consistent with all other applicable provisions of this Ordinance.