



Take notice that the City of Ashland Committee of the Whole will meet immediately following the adjournment of the City Council Meeting 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, April 21, 2026 Ashland Committee of the Whole Meeting Agenda

1. **Roll Call**
2. **Approval of Agenda**
3. **Council President's Report**
4. **Items for Discussion and Possible Action**
 - A. **Strategic Plan Quarterly Update (*Administrator*)**
 - B. **ATV, UTV and Golf Cart Use on City of Ashland Public Streets (*Police Dept*)**
 - C. **Proposed Amendments to Chapter 61 Municipal Parking Lots and Enforcement (*Clerk*)**
5. **Adjournment**

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Ref: 2026-071

**COMMITTEE AGENDA:
4.B. (4/21/2026)**

SUBJECT: **ATV, UTV and Golf Cart Use on City of Ashland Public Streets (*Police Dept*)**

RECOMMENDATION: Discussion and possible action to modify and update the current ordinance.

DEPARTMENT OF ORIGIN: Police Department

CLEARANCES:

EXHIBITS:

1. Chapter 507 Operation of All-Terrain Vehicles and Utility-Terrain Vehicles with proposed changes

COMPLIANCE WITH STRATEGIC PLAN: Safe, Healthy and Secure Community

SUMMARY STATEMENT:

Our current ordinance was created when the State of Wisconsin required you to post each individual route. Citizens were directed to request routes from their residence to the east/west route by making the request to the City and the ATV club would sign the route. The ATV club is no longer in existence and the State of Wisconsin now allows municipalities to open the entire municipality and then sign the areas where they aren't allowed. This is a lot cleaner and requires less signage. It also spreads the traffic around rather than having them all operate on the same route. The State of Wisconsin also now allows municipalities to create an ordinance allowing street legal golf carts in the City.

[City of Ashland Ordinances Chapter 507 Operation of ATV & UTV Vehicles](#)

Sample ATV/UTV ordinance from [Rice Lake, WI](#)

Sample golf cart ordinance from [Delafield, WI](#)

Current ATV/UTV ordinance

507.01 Statutory Authority

All provisions of sec. 23.33, Wis. Stats. are adopted by this reference.

507.02 Routes

All public streets designated and signed as ATV routes shall be open to ATV and UTV traffic. Routes shall be approved and designated by the Mayor and Chief of Police and signed by the Public Works Department/or their designee.

Designated All-Terrain Vehicle Routes (shown on map)

507.03 Conditions

As a condition for the use of this route, the following conditions shall apply to all operators (and passengers where applicable);

All operators shall possess a valid driver's license.

All operators and passengers under the age of 18 shall wear a protective helmet.

ATVs and UTVs shall be operated on the far right side of the roadway surface.

ATVs and UTVs shall not be operated at speeds in excess of 10 miles per hour.

Routes must be signed in accordance with NR 64.12, and NR 64.12(7)c.

ATVs and UTVs operated on signed routes in the City of Ashland shall have stock unmodified exhaust systems.

ATVs and UTVs shall not be allowed to operate within the City of Ashland between the hours of 10:00 p.m. and 6:00 a.m. Sunday through Thursday.

ATVs and UTVs shall not be allowed to operate within the City of Ashland between the hours of 12:00 midnight and 6:00 a.m. Friday and Saturday.

507.04 Enforcement

This ordinance shall be enforced by any law enforcement officer of the City of Ashland, Ashland County, Wisconsin.

507.05 Penalties

Wisconsin State All-Terrain Vehicle penalties as found in Sec. 23.33 (13)(a) Wis. Stats. are adopted by reference. Any violations of sec. 507.03 shall carry a \$250 forfeiture for first infraction and a \$500 forfeiture for any subsequent violation.

Proposed additions and changes

Designated ATV and UTV routes:

The operation of ATVs and UTVs is allowed on all City streets **except** the following:

Main Street from Beaser Avenue to Stuntz Avenue.

US Hwy 2

Ellis Avenue/State Hwy 13 from US Hwy 2 to 11th Street

Ellis Avenue /State Hwy 13 south of 19th Street

Sanborn Avenue/State Hwy 112 south of 6th Street

Replace the condition with the 10 mph speed limit to instead read: ATVs and UTVs shall not be operated at speeds in excess of the posted speed limit.

Add the condition: ATVs and UTVs shall be operated in single file and shall not be operated side by side.

Add the condition: Every owner of any ATV or UTV shall carry liability insurance on ATVs or UTVs operating with the City or be able to show proof of financial responsibility in the event of any accident with said ATV or UTV.

Eliminate the operating hours provision.

Golf cart addition

Wisconsin Statute 349.18 allows municipalities to create an ordinance to allow the operation of golf carts in the City. We propose adding golf carts to the ordinance with the same rules as ATV/UTV traffic while adding the extra regulations that:

Headlamps shall be illuminated while operating a golf cart.

Registration. Prior to operating a golf cart in the City, the golf cart shall be registered with the city clerk. There shall be an annual registration fee of \$25.00.

SUBJECT: Proposed Amendments to Chapter 61 Municipal Parking Lots and Enforcement (*Clerk*)

RECOMMENDATION: Advance to Council for formal approval

DEPARTMENT OF ORIGIN: Clerk

CLEARANCES: The Council as Committee of the Whole previously discussed the item and approved to return with proposed amendments for further discussion.

EXHIBITS:

1. Chapter 601 Municipal Parking Lots - proposed amendments
2. Map of City Lots

COMPLIANCE WITH STRATEGIC PLAN: NA

SUMMARY STATEMENT:

Ashland City Ordinance Chapter 601 defines the City's parking lots available for permitted overnight parking. The attached map shows the lots and available spaces for permitted use. The Clerk has recommended updating this map to include lots not listed, and updating the ordinance, and updating the permitting fee schedule via ordinance amendment. Those amendments are also attached for review.

The City of Ashland owns multiple parcels used for parking. These lots have historically been made available for overnight parking for those who rent residential space in the downtown area or nearby the lots. The City Clerk's office issues these overnight parking permits at a \$25 monthly rate. Overnight parking involves the hours between 2:00 a.m. and 6:00 a.m.

Overnight parking has been difficult to enforce due to the nature of other duties that prioritize staff time. The Clerk's office is hoping to increase efficiency in monitoring overnight parking permits by updating and amending Chapter 601 Municipal Parking Lots. Once updated, management of these lots may become a better continued partnership between the clerk's department, police department and public works department.

PROPOSED AMENDMENTS

The map of City lots will be updated to include all lots available for public parking. There are eleven (11) lots total, allowing for permitted overnight parking in eight (8) of them. Each of

these permitted lots shall have a designated number of spaces allowed for permitting as determined by staff. Overnight permitted parking will not be allowed in the remaining three (3) lots.

ISSUING PERMITS

The City Clerk's office will continue to issue the permits and relay information on a biweekly or monthly basis to other departments to assist in enforcement. Permits are to be hung by the rear view mirror of the vehicle while parked overnight so that it can be easily viewed by an enforcement officer.

Permits are issued for a fee of \$25 per month, or if paying for a full year in advance, this is reduced to \$20 per month.

ENFORCEMENT

Under the proposed amendments, city authorities beyond law enforcement are able to issue citations for parking violations per [Chapter 279](#). This includes a designated public works employee, Marina manager, zoning administrator, and property maintenance staff. The amount of these citations is also recommended to increase to make them worth staff's time to enforce. Research shows these fines range from \$25 to \$250 per citation in communities of comparable size to Ashland.

CHAPTER 601. MUNICIPAL PARKING LOTS.

601.01. Designation of individual parking lots. Mapping of lots outlined in Exhibit A.

(a) City Lot A. That parcel of land at 6th Avenue West and ~~Front Street~~Lake Shore Drive West, described as Lots 23 and 24, Block 73, Vaughn's Division. The described parcel shall hereinafter be referred to as City Lot A.

(b) City Lot B. That parcel of land at ~~2nd~~Main Street West and 6th Avenue in the City of Ashland, more particularly described as Lots 13-18, inclusive, Block 114, Vaughn's Division. The described parcel shall hereinafter be referred to as City Lot B.

(c) City Lot C. That parcel of land at 3rd Street West and 3rd Avenue West in the City of Ashland, more particularly described as Lots 13-15, inclusive, including that part of Lot 8 lying south of the alley in Block 111, Vaughn's Division, Block 111, Ellis Division. The described parcel shall hereinafter be referred to as City Lot C.

(d) City Lot D. That parcel of land at 3rd Street West and 2nd Avenue West in the City of Ashland, more particularly described as Lots 13-18, inclusive, and the West 40 feet of Lot 19, Block 110, Ellis Division. The described parcel shall hereinafter be referred to as City Lot D.

(e) City Lot E. The parcel of land at 3rd Street West and 4th Avenue West more particularly described as: The N 16' of Lot 6 and all of Lots 7-12, Block 119, Ellis Division; Lots 7-12, Block 119, Vaughn's Division; the east 33 feet of vacated 4th Avenue West and the west 10 feet of the vacated alley adjacent to the above identified lots. The described parcel shall hereinafter be referred to as City Lot E.

(f) City Lot F. The parcel of land at Depot Drive more particularly described as: Lots 5 to 12 Block 152, Ellis Division, and ½ vacated 3rd Avenue West adjacent, and all of vacated alley adjacent, and ½ vacated 4th Street adjacent. The described parcel shall hereinafter be referred to as City Lot F.

(g) N 511 Lake Shore Drive W Lot. That parcel of land at N 511 Lake Shore Drive West more particularly described as: South 100' of Lots 5,6 & 7 Block 71 Vaughn Division

(h) N 6th Avenue Lot. That parcel of land at 110 N 6th Avenue West more particularly described as: Lots 1 through 4, Lots 13 through 24 and the N 40' of Lots 5 through 12 Block 71 Vaughn Division

(i) N Bretting Center Lot. That parcel of land at 400 4th Avenue West more particularly described as: Part of Lots 13 to 18 Block 118 Vaughn's Division & Part of Vac 4th St & Part NE 1/4 NE 1/4 Sec 5 T47N R4W

(j) Central Rail Yard Lot. That parcel of land at 400 4th Avenue West more particularly

described as: Block 154 Ellis Division & 1/2 Vac 4th Ave West Adj & 1/2 Vac 5th St West Adj & That Part of Wilmarth Unplatted Division South of the N Line Of RR R/W & Vac Alley

(k) Purple Park Lot. That parcel of land at Vaughn Avenue and 6th Street West more Particularly Described As: That Part of Lots 1 to 11 & 13 to 19 Block 162 Ellis Division; Including Vacated Alley Adj & 1/2 Vacated 4th Avenue.

601.02. Motorized vehicle use only. All City Lots A, B, C, D and E shall be used exclusively for the off-street parking of motor vehicles subject to the conditions, limitations, and provisions of this ordinance.

(a) For the purpose of this ordinance, allowed motorized vehicles include cars, trucks, and highway approved motorcycles.

(b) Restricted from City parking lot use include:

1. Motor homes, RVs or travel trailers (campers)
2. Boats on or off trailers
3. Off-highway motorcycles (“dirt bikes”)
4. Electric bicycles, scooters, or electric personal assistive mobility devices
5. Seasonal parking or storage of seasonal-use vehicles such as snowmobiles, all-terrain vehicle (ATV), utility terrain vehicle (UTV) and golf carts.
6. Abandoned or inoperable vehicles
7. Construction or agricultural equipment

601.03. Two-hour parking. Portions of Lots B, C, D, and E all City lots may be limited to two-hour parking. Two-hour parking restrictions shall be designated by posting signs.

601.04. Permitted overnight parking areas. Parking permits are issued as a monthly permit by the City Clerk’s office. All applicants are required to provide the vehicle’s year, make, model, color, and license plate number, as well as the vehicle owner’s name and contact information. All overnight monthly parking permits expire on the last day of each month, requiring renewal by the 1st day of the next month. If the last or first day of the month falls on a Saturday or Sunday, expiration and renewal will be extended to the next business day.

(a) Permit Required. It shall be unlawful for any vehicle to be parked between the hours of 2:00 a.m. and 6:00 a.m. in the permitted overnight parking area without a current parking permit tag attached to said vehicle in a conspicuous place.

(ba) Restricted Areas. All of Lot A and portions of Lots B, C, D and E City lots A through G only shall be allowed for restricted-permitted overnight parking areas on a first come, first served basis. No overnight parking is permitted in any other City lots without approval of a City Official.

(cb) Posting of Signs. Permitted overnight parking areas in Lots B, C, D and E, shall be designated and in effect by the posting of signs.

(c) Permit Required. It shall be unlawful for any vehicle to be parked in the permit parking area unless said vehicle has a current City of Ashland lease parking permit or current employee

permit (Lot A only) attached to said vehicle in a conspicuous place, and that the number of said permit be identical to the number marking the parking space so occupied.

(d) ~~Lease Parking Permits Fees.~~ The City shall prescribe the fees, ~~number, term of sale, period covered and other matters having to do with the lease parking permits, as set in Chapter 165 Comprehensive Fee Schedule.~~

(e) ~~Towing Vehicles.~~ Vehicles unlawfully parked in ~~the permit parking area any City of Ashland parking lot~~ may be towed away at the owner's expense.

601.05. Hours Parking is Prohibited.

(a) ~~2:00 A.M. to 6:00 A.M.~~ It shall be unlawful for any vehicle to be parked in ~~Lots A, C, and E any City lot~~ between 2:00 a.m. to 6:00 a.m. ~~unless said vehicle has a current lease permit or, in the case of Lot A, said vehicle must have a current employee permit displayed in a conspicuous place, unless permitted.~~

~~(b) 8:00 P.M. to 6:00 A.M.~~ It shall be unlawful for any vehicle to be parked in ~~Lots B and D~~ between the hours of 8:00 p.m. and 6:00 a.m. ~~unless said vehicle has a current lease permit.~~

601.06. Handicap Parking Area.

(a) A portion of ~~Lots B, C, D, and E, any City lot~~ may be limited to Handicap parking.

(b) The Handicap parking areas shall be designated with the posting of signs.

601.07. **Enforcement.** The provisions of this ordinance shall be enforced by an authority of the City of Ashland ~~per Chapter 279.04 Police Department.~~

601.08. Penalties.

(a) Any citations or tickets issued for violation of this ordinance shall carry penalties as follows:

(1) ~~Section 601.02.~~ Any person determined to be in violation of the provisions of this section shall be fined not less ~~than \$25~~ \$100.00, nor more than \$200.

(2) ~~Sections 601.03, 601.04.~~

~~(A) If paid within 7 days from the date of issuance, the forfeiture shall be \$5.00.~~

~~(B) If paid after 7 days, but within 14 days from the date of its issuance, the forfeiture shall be \$10.00.~~

~~(C) If paid after 14 days from the date of its issuance, the forfeiture shall be \$15.00.~~

Commented [DO1]: No mention of parking citations in Ch 279

Commented [DO2]:

Commented [DO3]: cHECK

~~(3) Section 601.04, 601.05, 601.06.~~

~~(A) Any person determined to be in violation of the provisions of this section shall be fined not less than \$100.00 nor more than \$300.00.~~

~~(3) Section 601.05. The owner of any vehicle determined to be in violation of the provisions of this section shall be fined not less than \$25.00 nor more than \$50.00.~~

~~(4) Section 601.06. The owner of any vehicle determined to be in violation of the provisions of this section shall be fined not less than \$50.00 nor more than \$300.00 for each offense.~~

(b) Each ~~24 hour~~24-hour period in which a violation continues shall be considered a separate violation.

601.09. Court costs. Any person convicted of any violation of this ordinance shall be responsible for all court costs and reasonable attorney fees incurred by the City of Ashland.

601.10. Presumption. It shall be presumed for the purpose of this ordinance that the registered owner is the operator of any vehicle parked in violation of this ordinance.

ADOPTED: ——— 601 (1017) 10/11/1983

AMENDMENTS: — 601 (1155) 12/13/1988; 601 (1351) 7/11/1995; 601 (1379) 7/9/1996
————— 601 (1497) 7/11/2000

