

Find yourself next to the water.



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

PLAN COMMISSION MEETING AGENDA

May 21st, 2024 at 6:30PM at the City Hall Council Chamber and via Go To Meetings

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

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

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

Present: Matt Mackenzie, John Beirl, Ana Tochtermann, David Eades, Steven Wiley (Planning and Development Director), Chianne Schweitzer (Administrative Clerk), & Terri Erickson (Assistant Planner)

Absent: JoAnn Erickson, Laurie Gregor, & Jeff Beirl

AGENDA

1. Call to Order and Roll Call
 - a. Meeting called to order at 6:30pm by Mayor Mackenzie.
2. Approval of the Agenda
 - a. John Beirl made a motion to approve the agenda with an amendment that item 6b will be moved to the June meeting agenda; motion seconded by David Eades. Motion carried 4-0
3. Consent Agenda
 - a. Approval of minutes from the April 23rd, 2024 Plan Commission meeting
 - i. Mackenzie asked for approval of the April 23rd meeting minutes. No Commissioners had any changes for the minutes. Tochtermann moved approval and John Beirl seconded. Motion carried 4-0 to approve the minutes as written.
4. Identify potential conflicts of interest
 - a. Mackenzie asked the Commission if anyone had any conflicts of interest and if so to identify these. No Commissioners indicated any conflicts of interest.
5. Public Comment (non-agenda items)
 - a. Mackenzie asked if there was any public comment. No one had any public comments.
6. Action Items:
 - a. Review and approval of a request for a Conditional Use Permit (CUP) to allow placement of signage above the first story of the building at 301 Main St E, parcel #201-01342-0000, zoned City Center (CC). Applicant: Pat Hunt
 - i. Wiley presented the item to Plan Commission and explained that the proposed signage will go on a building, Badger Den, located on the 300th block on Main Street East. The property is zoned City Center amidst the urban core of the area. In this zoning district, per UDO Section 6.6(L)(3)(b)(2), there is a restriction on wall

signage to the first story of the building, which is why the applicant is requesting a CUP. The sign is aluminum and not illuminated. The signs are compliant with all other standards for area and number of signs.

- ii. Mackenzie opened the item up for discussion. It is believed that the applicant is applying for the CUP for higher visibility rather than placing the sign in a non-conditioned location on the building. The ordinance has room for adaptation, however how it is in place now, any sign that is proposed above the first story in the City Center district requires a CUP request. The Commission agrees that further discussion on the requirements on cases like this would, including the intent of the CUP in the first place, make sense.

Staff recommends APPROVAL of the Conditional Use Permit request proposed for Badger Den (applicant: Patrick Hunt) granting approval for the proposed signage.

- *Approval of the Conditional Use Permit to allow for placement of two (2) wall signs according to the submitted sign proof on the 2nd story at the 301 Main St E subject property.*
- *Signage shall meet UDO standards.*
- *Conditional Use Permit is only for the signage proposed and not for any additional uses or improvements. If any additional changes are proposed such uses will require additional staff and/or Conditional Use Permit approvals through Plan Commission and the Common Council.*
- *A sign permit is required prior to the installation of the proposed signage.*
- *Prior to the construction of any future improvements on the parcel, the owner(s) shall apply for and obtain any required approvals and permits. Property owner shall apply for and obtain any required electrical permits if City staff determines electrical permits are required.*

- iii. Motion to approve CUP for placement of signage by John Bierl, seconded by Eades. Motion carries 3-0.

- b. Public Hearing and vote on Unified Development Ordinance Text Amendments. Applicant: Planning and Development Department
 - i. This item was moved to the June Plan Commission meeting at the request of staff.

7. Discussion Items:

- a. Wiley introduced Planning and Admin staff including Assistant Planner Terri Erickson and Administrative Clerk Chianne Schweitzer.
- b. Wiley brought up the possibility of creating ordinances regarding what type of land uses can be allowed on the first floor of Main Street.
 - i. For example, allowing only retail on main floors and office spaces on higher-level floors of Main Street buildings.
- c. Eades requested that future agenda items include updates on permits that have been issued, denied, etc.

8. Announcement/Reports/Comments/Questions

- a. Update on Northland College – they plan on moving forward with cuts being made to programs and faculty/staff.
- b. Accessory dwellings or sheds – Wiley brought up potentially amending language in the UDO to eliminate the CUP provision to have an accessory dwelling constructed before a primary dwelling. There should also be amendments to where these dwellings can go. He also recommends that Staff and the Commission should revisit the way the ordinances are

worded to provide a clear definition of what an accessory dwelling is and how it differs from a house or primary dwelling.

- c. Native landscape areas within the UDO should be looked at by Commission at future meetings. The goal is to allow more native landscaping in addition to typical grass lawns but to also provide guidelines to avoid abusing the allowance. Clarification needs to be made within the ordinance.
 - d. The development agreement for the 514 Main St W property was signed and the new land use will hopefully be up and running in roughly a year.
 - i. John Beirl asked if there are revisionary clauses in place if the owners do not meet their targets. Wiley confirmed that there are.
9. Adjournment
- a. Motion to adjourn by Eades, seconded by John Beirl. Meeting adjourned at 7:01pm.

Recorded by:

Chianne Schweitzer, Administrative Clerk
Steven Wiley, AICP, Planning and Development Director

It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice. The City of Ashland does not discriminate on the basis of sex, race, creed, color, national origin, sexual orientation, age or disability in employment or provision of services, programs or activities. NOTE: Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact the Planning & Zoning Dept. at (715) 682-7041.