

## 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**

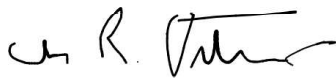
**3. Allowable signs for permitted and conditional nonresidential uses.**

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