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ASHLAND

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

PLAN COMMISSION

March 17, 2020
City Hall Council Chambers
6:30 PM

AGENDA

1. Call to Order and Roll Call
2. Approval of Agenda
3. Consent Agenda
   a. Approval of minutes from the January 7, 2020 Plan Commission meeting
4. Public Comment (non-agenda items)
5. Action Items
   a. Review and vote on proposed Unified Development Ordinance amendments related to Accessory Dwelling Units (ADU's)
   b. Discussion and recommendation to apply to become a Main Street Community
6. Discussion Items
   a. Discussion of 2020 Request for Proposals for Commercial Development on Timeless Timber Site
7. Announcements/Reports/Comments/Questions
8. Adjournment

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

Minutes of the City of Ashland Plan Commission

A meeting of the Plan Commission was called to order on **Tuesday, January 7, 2020** at 6:30 p.m. in the City Hall Council Chambers.

PRESENT: John Beirl, Mayor Lewis, Matt Mackenzie, David Mettille, Ella Syverson
EXCUSED: Katie Gellatly, Laurie Gregor

STAFF: Megan McBride

1) Call to Order and Roll Call

Mayor Lewis called the meeting to order at 6:30 p.m.

2) Approval of Agenda

Motion to approve the Agenda by David Mettille. Seconded by John Beirl. Passed unanimously.

3) Consent Agenda

a) Approval of minutes from the September 3rd, 2019 Plan Commission meeting

Motion to approve the minutes by Matt Mackenzie, seconded by Ella Syverson. Passed unanimously.

b) Approval of minutes from the September 17th, 2019 Plan Commission meeting

Motion to approve the minutes by Matt Mackenzie, seconded by Ella Syverson. Passed unanimously.

4) Public Comment (non-agenda items)

Magge Erikson recommended review of the City's demolition policy, with the purpose of slowing the process and allowing for documentation (photos, research) of historic homes to take place before the building is demolished.

5) Action Items

a) Public Hearing and Vote on a Conditional Use Permit to allow social service use/warming shelter at 419 3rd Avenue East, zoned City Center (CC). Applicant: Christine Legarde Cooper.

Motion to go into public hearing by David Mettille, seconded by Ella Syverson, passed unanimously.

Megan McBride explained the public notice issued for the meeting, which included the required Class 2 public hearing notice as well as discretionary letters which were sent to all property owners within 300 feet of the property. She then went through the criteria for approval and the staff recommendation for approval with the proposed conditions.

Michael Benton (314 2nd Avenue East) expressed his strong opposition to the proposed use, and questioned why the City has not considered funding bus tickets for homeless individuals to get back to their families or the communities they come from. He said that there have already been past issues of homeless individuals camping in parks and other locations and feels the proposed use would attract such activities to his neighborhood as well. He also

expressed strong concerns and frustrations over the littering issues that occur near his property.

Josh Illick, owner of Carlson Building Supplies located directly across the street from the proposed use, expressed concern for parking which has been a recurring issue in this area in the past. He noted that this neighborhood already receives higher levels of truck traffic for both Deltco Plastics and customers of Carlson Building Supplies. He said he does not have any issues with the use itself, nor does he have concerns about theft as their business has cameras. He asked if there will always be supervision when the center is open, and stated that Rich Larson's involvement with the project reassures him that the proposed use will be successful and appropriately monitored.

Liz Seefeldt, Director of the BRICK Ministries, stated that she has no problem with this proposed use being located adjacent to the BRICK and felt this could be a benefit to their consumers as there will likely be some overlap between the two organizations. She said that she feels the location is good to accommodate a variety of transportation modes since it is centrally located near Ellis Avenue, the 5th Street Corridor and frequently used bus stop by Super One. She emphasized that there are many reasons for homelessness so there is not a "one size fits all" solution, and that the proposed service is needed to help address this issue.

Additional questions asked by Liz Seefeldt:

1) Will the center be open 7 or 5 days per week?
    Applicant response: This will be dependent upon volunteer capacity, but she would like to have it open at least 6 days of the week.
2) Why were the hours of 11:00am – 2:00pm daily chosen?
    Applicant response: These hours were selected based on experience from volunteering at the Crossroads storefront on Main Street which offered the same services. The peak time for people to stop in tended to be during the 11:00 – 2:00 timeframe, particularly around lunchtime. This is also the time of day when people are often figuring out where they will stay for the night, so being open during this time is important since assistance in finding short- and long-term housing is one of the primary goals/services of the center.
3) What type of training will volunteers have?
    Applicant response: Training will be limited to an orientation to the facility and information about who to call in the event of incidents.
4) Since this is affiliated with Crossroads which offers faith-based services, will there be any requirements related to religious affiliation in order to receive services at this center?
    Applicant response: There will not be any such requirements to receive services.

Rich Larson, CEO of Crossroads Human Services, spoke in favor of the proposed use and stated that Crossroads will be supporting it. He provided clarification that the typical standard used by communities for when emergency facilities are opened is 20 degrees below zero. He explained why he feels this location would work for the proposed use due to its central location in the City as well as the proximity to the jail. They try to be proactive in working with people before they are released to connect them with resources and housing, and being located nearby will help with these efforts. He explained that the office space where the proposed use will go is currently being occupied by Crossroads for office/administrative use as their current facility recently flooded. Therefore, the use proposed in this CUP would only begin once Crossroads is able to move back into their permanent facility.

Michael Benton expressed concern over exceptions being made to the Conditional Use Permit once approved and causing additional issues for the surrounding neighborhood. He again expressed concern and frustration over current trash and littering occurring in that area.

Rich Larson explained that he would be happy to meet with Mr. Benton to further discuss his concerns and how they can be a good neighbor. Rich said he had also talked to several neighbors who shared similar concerns who did not ultimately come to the meeting as their worries were addressed by Rich beforehand. He said that the mission of Crossroads is to truly help people and fill gaps where the City and other public entities cannot, and to connect people in need with existing community resources. He emphasized that the problems causing and resulting from homelessness will not go away, so this proposed use offers one proactive way to begin to address it.

Ella Syverson said that she understood clients would not be required to profess any specific faith in order to receive services, but asked if it would be a religious environment or otherwise be set up in ways that may inadvertently make some people not feel welcome if they do not share the same religious faith.

Chris Legarde Cooper explained that the mission of the center is to help people where they are at and connect them with resources to help better their lives. Therefore, while there may be some bible verses or religious artwork displayed in the space this will not be pushed on patrons nor will it impact services people will receive.

Mayor Lewis said that the City has had many discussion about homelessness, including understanding that many people who are homeless in our community are from here and want to stay. She emphasized it is important to not lump people together as there are many factors that cause homelessness so there cannot be one simple solution. She expressed her gratitude for this example of private sector involvement in addressing this community issue.

Motion to go out of public hearing by David Mettille, seconded by Mayor Lewis, passed unanimously.

Motion by Matt Mackenzie to add conditions that a written statement be obtained from the property owner stating their awareness and consent to this CUP being considered, and that language be included to ensure the City has the ability to inspect the center to ensure compliance with the CUP. Passed unanimously.

Motion to approve Conditional Use Permit with conditions stated above by David Mettille, seconded by Ella Syverson. Passed unanimously.

6) Announcements/Reports/Comments/Questions

a) Updates on Waterfront Development Plan and waterfront project public education

Megan McBride provided updates on the ongoing process of informing the public about the WDP/CORP update, including a meeting that will be held on February 20, 2020 at the Hotel Chequamegon.

7) Adjournment

Motion to adjourn by David Mettille. Seconded by Mayor Lewis. Passed unanimously.

The meeting was adjourned at 8:00 p.m. Minutes by Lucas Phillips and Megan McBride.

STAFF REPORT

Plan Commission – March 17, 2020

Agenda Item #5a: **Public Hearing**
Agenda Item #5b: **Discussion & Vote on Text Amendments to the Unified Development Ordinance # 781**

Staff Contact: **Megan McBride**

Background

The attached document gives a general description of the proposed changes that staff would like to consider at this time, followed by the language that is being proposed. The ~~red with a strike out~~ indicates language that staff proposes should be eliminated from the UDO. Proposed language additions are indicated in **blue bold text.** Staff would like to continue updating the UDO in the future, as there are more sections than indicated in this report that need additional revisions.

Review Criteria (As specified in UDO Section 3.4,C)

1. **Consistency with Comprehensive Plan**

   The proposed UDO amendment to clarify and expand allowance of Accessory Dwelling Units (ADU's) in all zoning districts conforms to the goals and principles of the City's Comprehensive Plan. The Comp Plan encourages the City to diversify and upgrade its existing housing stock through infill housing. The plan specifically identifies demographic changes which have begun and are anticipated to continue including influx of younger professionals who desire housing opportunities near the downtown and amenities as well as a growing aging population who are looking to downsize and/or seek lower maintenance housing options moving forwards. ADU's would diversify Ashland's housing stock to help address these needs for future tenants as well as current property owners.

2. **Promotes public health, safety, morals, and the general welfare, as well as efficiency and economy in the process of development**

   A variety of organizations including AARP, American Planning Association, and the League of WI Municipalities have created guides and literature which emphasize the community benefits of allowing and encouraging development of ADU's to help address a variety of housing needs including affordability, accessibility, and overall diversity. The purpose of the proposed changes as detailed in the ordinance includes the following which directly promote health, safety and efficiency of land use:

   - Allow efficient use of the city's existing housing stock and infrastructure;
   - Promote a broader range of accessible and more affordable housing;

- Increase diversity of housing options and choices that respond to varying income levels, changing household sizes and lifestyle needs; and
- Ensure that new ADUs meet standards for housing and architecturally fit with the neighborhood in which they are located.

3. **Compatible with the present zoning and conforming uses of property and the character of neighborhoods**

   Neighborhood protections have been included in the proposed UDO amendments related to Accessory Dwelling Units (ADU's) by ensuring that all new ADU's must be constructed of similar materials and shall be architecturally compatible with the principal building on the property. Additionally, all properties eligible for construction of an ADU must meet the minimum parcel size required in that zoning district and also meet all development standards for accessory dwelling units. As such, these standards will ensure that ADU's will only be built on lots which are large enough to accommodate the additional density while maintaining necessary setbacks, separation from principal structure, and impervious surface coverage. This will help to maintain continuity of neighborhood character and intent of the specific zoning district while still allowing for additional infill housing opportunities.

4. **Consistent with UDO Principles of Sustainability**

   The proposed UDO amendment is consistent with the UDO principles of sustainability as it helps to provide a wider array of housing types to meet the diverse needs of the community, promotes efficiency in land use, and encourages infill housing on lots which are large enough to accommodate this. Overall, the proposed amendments further the goal of meeting the current and future hierarchy of human needs fairly and effectively in ways that have the smallest impact on the natural environment.

Recommendation

Staff recommends APPROVAL of the suggested changes as indicated (in red and ~~crossed out~~ signifies sections where language is removed) (in BLUE and **bold** signifies new language that has been added).

The Housing Committee also recommended APPROVAL of the suggested text amendments at their February 12, 2020 meeting.

Additionally, as a Public Hearing is scheduled for the proposed text amendments, the Plan Commission should hear all input from the public prior to making a decision. The required Class 2 Public Hearing Notice was issued to give the public sufficient notice about the nature of these text amendments.

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.

E. Dwelling: Accessory

Definition: An accessory dwelling unit (ADU) refers to a detached, smaller, secondary structure on the same lot as a principal dwelling. ADUs are independently habitable and must conform to Uniform Dwelling Code.

Purpose: The allowance of ADUs and associated specific use standards are intended to accomplish the following:

- Allow efficient use of the city's existing housing stock and infrastructure;
- Promote a broader range of accessible and more affordable housing
- Increase diversity of housing options and choices that respond to varying income levels, changing household sizes and lifestyle needs;
- Ensure that new ADUs meet standards for housing and architecturally fit with the neighborhood in which they are located.

Where Permitted: Accessory dwelling units shall be a permitted use and require a Development Permit in addition to applicable Building Permits in all zoning districts.

~~An accessory dwelling shall be allowed only in those zoning districts where it is permitted as a conditional use and only after the issuance of a conditional use permit pursuant to Section 3.9: *Conditional Use Permit*.~~

~~1. An accessory dwelling shall be located above a detached garage that is accessory to a single-family detached dwelling and located within the rear yard;~~

Requirements:

1. Any exterior changes or additions for an accessory dwelling shall be constructed of similar materials and shall be architecturally compatible with the principal building.

2. The accessory dwelling unit shall not contain more than ~~thirty (30)~~ seventy-five (75) percent of the total floor area on the principal structure on subject parcel.

~~4. There shall be a total of no more than one accessory dwelling on the subject parcel;~~

3. ~~The minimum parcel area shall be two thousand five hundred (2,500) square feet greater than the minimum parcel area required for the principal building in the subject zoning district~~. The minimum parcel area for one (1) ADU shall conform to the minimum parcel area of the subject zoning district. Parcels exceeding the minimum parcel area of the subject zoning district by a minimum of two thousand five hundred (2,500) square feet shall be allowed a maximum of two (2) ADUs.

4. A detached garage with an accessory dwelling shall meet all requirements for accessory buildings within their respective zoning district and the dwelling unit must meet Uniform Dwelling Code.

5. There shall be an unobstructed walkway leading from the public street to the accessory dwelling.

~~8. At least one dwelling unit on the subject parcel shall be owner-occupied.~~

E. Dwelling: Accessory

Definition: An accessory dwelling unit (ADU) refers to a smaller, secondary home on the same lot as a principal dwelling. ADUs are independently habitable and must conform to Uniform Dwelling Code.

Purpose: The allowance of ADUs and associated specific use standards are intended to accomplish the following:

- Allow efficient use of the city's existing housing stock and infrastructure;
- Promote a broader range of accessible and more affordable housing
- Increase diversity of housing options and choices that respond to varying income levels, changing household sizes and lifestyle needs;
- Ensure that new ADUs meet standards for housing and architecturally fit with the neighborhood in which they are located.

Where Permitted: Accessory dwelling units shall be a permitted use and require a Development Permit in addition to applicable Building Permits in all zoning districts.

Requirements:

1. Any exterior changes or additions for an accessory dwelling shall be constructed of similar materials and shall be architecturally compatible with the principal building.

2. The accessory dwelling unit shall not contain more than seventy-five (75) percent of the total floor area on the subject parcel.

3. The minimum parcel area for one (1) ADU shall conform to the minimum parcel area of the subject zoning district. Parcels exceeding the minimum parcel area of the subject zoning district by a minimum of two thousand five hundred (2,500) square feet shall be allowed a maximum of two (2) ADUs.

4. A detached garage with an accessory dwelling shall meet all requirements for accessory buildings within their respective zoning district and the dwelling unit must meet Uniform Dwelling Code.

5. There shall be an unobstructed walkway leading from the public street to the accessory dwelling.

Successful commercial districts don't just happen. They need to be planned and nurtured. Their prosperity requires interest and action from many stakeholders who share a vision for the community.

WEDC's downtown development programs are designed to help communities identify necessary initiatives, stakeholders and resources to make their downtown or urban commercial district a more vibrant and engaging place to live, work and play.

Our programs are designed around The Main Street Approach®, which provides a holistic framework for downtown revitalization focused on four key points:

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district.

Design works to create a safe, inviting environment for shoppers, workers and visitors while preserving a place's historic character.

Economic Vitality works to build a commercial district that responds to the needs of today's consumers while promoting economically profitable businesses and properties.

Promotion communicates unique characteristics, cultural traditions and community pride to create a positive image and attract interest in and traffic to your district.

MAIN STREET WISCONSIN

Photos courtesy of Main Street Marshfield, Sturgeon Bay Visitor Center, and Eagle River Revitalization Program.

Wisconsin Economic Development Corporation

201 West Washington Avenue
PO Box 7970 | Madison, WI 53707-7970
608.210.6840 | inwisconsin.com

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

DOWNTOWN DEVELOPMENT PROGRAMS

- MAIN STREET
- CONNECT COMMUNITIES

Achieving your vision for revitalization

RESOURCES AND SERVICES

Participants in both the Wisconsin Main Street and Connect Community Programs enjoy access to a wide variety of educational resources, training and tools designed to further local revitalization initiatives, including:

- Regional workshops on pertinent topics
- Annual conference programming
- Regular webinars
- Case studies and best practices
- Regional networking events
- Manager/board orientation/training
- Toolkits on relevant topics such as market analysis, volunteer management, event production, design guidelines, marketing, etc.

WISCONSIN MAIN STREET communities receive intensive technical assistance from WEDC's downtown development staff and consultants to provide tailored support, design assistance and topical solutions for local challenges as well as targeted support for local businesses and property owners.

OUTCOMES

Downtown development is not a one-size-fits-all endeavor, and local outcomes are as unique as the communities they represent. Ranging in size from 700 to 600,000 residents, each program has made strides in achieving local goals. Participants commonly report increased storefront occupancy, improved environment and aesthetics, increased property values and an expanded customer base, among other outcomes.

PROGRAMS

MAIN STREET

The **Wisconsin Main Street** program was created in 1987, and is affiliated with the National Main Street Center. The **Main Street America**™ program is designed to provide technical support and training for organizations dedicated to downtown or commercial corridor revitalization activities. The program is flexible in its ability to accommodate a wide range of community sizes and situations. Successful programs will have established a strong local base of support which enables them to undertake a broad spectrum of initiatives specifically designed to foster local success.

CONNECT COMMUNITIES

Created in 2013, the Connect Communities program is designed to provide training and networking for communities or organizations working on revitalization topics. Connect Communities is a great option for communities beginning new revitalization efforts, those looking to provide additional resources to support local commercial district businesses and property owners, and individuals interested in networking with other professionals and gaining useful information on strategies and techniques to address common revitalization challenges.

APPLICATION INFORMATION

MAIN STREET

Applicants to the Wisconsin Main Street program must be organizations focused on downtown or urban commercial district issues. The organization must have paid staff and an adequate budget for carrying out activities ($40,000 in communities under 5,000 or $70,000 in larger communities).

Applications are accepted annually in the spring, and interviews will be held with eligible applicants to determine organization readiness. Up to 3 new communities will be admitted to the program in the following fiscal year.

Participating organizations must complete regular reporting and meet annual attendance requirements to remain in the Wisconsin Main Street Program.

CONNECT COMMUNITIES

Applicants for Connect Communities program may be any organization or governmental entity interested in pursuing revitalization activities at the local level.

Applications are accepted twice annually in the spring and fall, and up to 20 new communities will be admitted to the program in each fiscal year.

Participating organizations must complete annual reporting and meet annual attendance requirements to remain in the Connect Communities program.

2020 MAIN STREET APPLICATION PROPOSAL

WHAT IS THE MAIN STREET PROGRAM?

The Wisconsin Main Street program was created in 1987, and is affiliated with the National Main Street Center. The Main Street America™ program is designed to provide technical support and training for organizations dedicated to downtown or commercial corridor revitalization activities.

Programs follow the Main Street approach which provides a holistic framework for implementing downtown development focusing on 4 key areas:

- Organization
- Economic Vitality
- Design
- Promotion

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601 Main Street West Ashland, WI 54806 www.ashlandwi.com

OBJECTIVES

ANTICIPATED BENEFITS

- Equivalent of $100,000+ in technical assistance
- Additional staff specifically dedicating time towards downtown development
- Will be paired with façade improvement matching grant program which Main Street Manager will administer
- Provide an additional resource to provide more education and direct support to downtown property owners and businesses in applying for grants, tax credits and other incentives to improve their buildings and/or expand their business. This work will continue to be done in partnership with the Chamber and AADC
- Main Street Manager will attend annual training to learn about current trends in downtowns

PROGRAM GOALS

- Receive technical assistance to complete market analysis to determine business and restaurant types which would be most beneficial and feasible to diversify offerings in Ashland's downtown
- Receive technical assistance to complete a downtown housing study. This study will evaluate impacts of downtown residential units on downtown businesses and events, and identify ways to increase residential options in the downtown. Providing more residential options in the downtown will create a larger base of potential customers for downtown businesses while offering a more sustainable lifestyle that is critically important to younger residents.
- Extend average stays of downtown visitors not associated with specific events to 2 hours
- Compile and maintain data regarding downtown vacancy rates, available downtown properties and spaces for lease (including square footage and price), and complete market and housing analyses to effectively market downtown opportunities
- Receive technical assistance in implementing Comprehensive Plan goal of establishing a targeted revitalization zone to clearly distinguish Ashland's historic downtown core
- Promote collaborative entrepreneurialism in downtown Ashland through partnerships with AADC, the Chamber, Northland College, WITC, and regional and state agencies

LOGISTICS

APPLICANT

The City of Ashland will be the Main Street Community applicant, but would like to submit the application in partnership with the Chamber of Commerce and continue to closely partner to work towards the program goals, support current and future downtown businesses and continue to foster a vibrant, pedestrian-friendly downtown.

STAFFING

The City of Ashland will be hiring an Assistant Planner in June 2020, whose position will be split with 20 hours per week dedicated towards the downtown.

Responsibilities of the Main Street Manager will include:

- Administer City façade improvement grant program
- Serve as a resource to guide potential downtown investors and entrepreneurs through regulatory processes and assist with identification and applications for grants, tax credits and other available resources
- Hold open office hours in the downtown to meet with potential developers, provide information about financing and development incentives available, and serve as a point of contact for residents and visitors who would like to become involved in the downtown (i.e. volunteer opportunities, what they would like to see in the downtown, etc.)
- Work with Chamber, AADC and existing/future businesses to leverage Main Street program involvement to provide targeted technical assistance
- Organize and facilitate opportunities for public involvement and volunteerism to build upon existing placemaking initiatives
- Partner with Chamber, Farmer's Market and other community partners to coordinate additional downtown programming and festivals (examples: Out to Lunch in the Park events, staffing for movie nights, etc.)
- Work on fundraising/programming that will provide permanent revenue sources for the Main Street program.

BUDGET

A commitment of $70,000/year for minimum of 3 years is required to become a Main Street Community. This $70,000 budget includes wages for the Main Street Manager as well as funding to implement projects.

YEAR 1 BUDGET

Main Street Manager Salary	$13,000
Planning Department budgeted funds for Downtown projects	$15,000
Facade Improvement Grant Program	$150,000
Total Year 1 Budget:	**$178,000**

EXPECTATIONS OF PARTNERSHIP WITH CHAMBER OF COMMERCE

- Continue to partner with City to bring in and support new downtown businesses
- Continue to offer events and promotions in the downtown
- If the Main Street Manager requests assistance from Chamber staff for events/programming, the Chamber will be compensated accordingly

BOARD REPRESENTATION

- Chamber of Commerce
- Downtown retailers and food service
- Downtown professional service providers (lawyer, bank/credit union)
- Downtown landlord
- Local realtor
- Northlakes Clinic
- Downtown resident
- 1-2 community at-large members
- Memorial Medical Center
- Bretting or H Windows (manufacturer)
- AADC

City of Ashland

REQUEST FOR PROPOSALS

RFP #20-02

Timeless Timber Site
Commercial Redevelopment

Issue date: _____, 2020

Proposal due date: _____, 2020

REQUEST FOR PROPOSALS
Timeless Timber Site Commercial Redevelopment
RFP #20-02

Date of Request: _____, 2020

Project Title: Timeless Timber Site Commercial Redevelopment

Submittal Due: 4 PM Local Time, Friday, _____, 2020. There will not be a public opening for this RFP.

Late Proposals: Any proposal received by the City after the exact time and date specified will not be considered.

Submittal Format: Ten (10) Paper Copies and One (1) Electronic File (email or flash drive) of the proposal are to be submitted for evaluation by the City. *Label submittal: Timeless Timber Site Commercial Redevelopment*

Submit to: City of Ashland
Attn: Megan McBride, Planning & Development Director
601 Main Street West
Ashland, Wisconsin 54806
mmcbride@coawi.org

Withdrawal: Proposals may be withdrawn by written notice received at any time prior to the proposal closing date and time. Proposals may also be withdrawn in person by an officer or by a representative of the firm, provided that the representative signs a receipt for return of the proposal.

The City of Ashland reserves the right to reject any and all proposals not judged to be in the best interest of the City.

Additional project documents can be found on the Ashland City website at *www.coawi.org* under *"Timeless Timber Site Redevelopment"*, including a link to an aerial view video of the site and surrounding area.

INTRODUCTION

PROJECT SUMMARY

The City of Ashland, Wisconsin, seeks competitive commercial development proposals from qualified developers/businesses to help the City attain the vision set forth in its Comprehensive Plan and Waterfront Development Plan for the Timeless Timber Commercial Redevelopment Site located at 2200 Lake Shore Drive East. The Timeless Timber Commercial Redevelopment area is comprised of approximately 4.75 acres of publicly-owned property located on the east side of Ashland, in the Regional Commercial (RC) zoning district. The site includes approximately 340 feet of U.S. Highway 2 frontage and is located in a primary commercial corridor. The City is seeking a developer to deliver a project that complements the surrounding neighborhood and is successful in the marketplace. The property is located within Tax Increment Finance District No. 9, and the City is willing to negotiate a development agreement, in addition to assist with potential state and/or federal redevelopment tools as necessary to assist with project financing.

REDEVELOPMENT PROJECT GOALS

The redevelopment Site offers a significant opportunity to create a destination for residents and/or visitors and tourists of Ashland that will add a high-quality and tax-generating use to the community. During 2016 and 2017, the City began work to gather input from the public and the Plan Commission to understand their desires for the Site. This information was gathered via numerous public input opportunities as part of the City's comprehensive plan update process, *Authentic Ashland, 2035,* and additional public input was more recently gathered related to the site through the City's update of Ashland's Waterfront Development Plan (2019).

Based on the input received, it was concluded that the public ultimately envisions and desires commercial development in this prime regional commercial location. Commercial uses should create employment opportunities, and may include uses such as shopping, dining, lodging, recreation, and/or services. Any development should be designed to be complimentary with the surrounding uses and take advantage of the public view of Lake Superior.

The City of Ashland's goals for commercial development in this location include the following:

1. **District Integration**: Provide a project that positively interacts with and enhances the regional commercial corridor it is located on with regards to use and design, and that promotes connectivity;
2. **Economic Development**: Achieve private development of property that will add to the tax base of the City and TID #9, and stimulate economic activity;
3. **Quality Design and Density**: Development will be of high architectural quality that reflects the uniqueness of the community, and well-planned site design for maximum efficiency of the entire Site. It shall enhance the identity of the Eastern Gateway and promote views of Lake Superior;
4. **Connectivity**: Deliver a project that provides connectivity within the development site, and also with the surrounding properties;
5. **Use**: Facilitate urban infill development that creates additional commercial and economic development activity along with green space, landscaping and other amenities. The

development should draw residents and/or visitors to commercial uses such as shopping, dining, lodging, recreation, and/or services;

6. **Sustainable:** Provide a development that integrates the principles of sustainability in the development and use of land, and incorporates stormwater management best practices;

7. **Innovation**: It is the City's desire to allow for, and promote, flexibility and creativity in the redevelopment of this Site. Therefore a developer is sought that is willing to take risks and develop real estate in innovative ways and add maximum value to the community;

8. **City Vision**: Implement the vision of the City's Comprehensive Plan and Waterfront Development Plan by redeveloping in a manner that appeals to both residents and visitors, promotes job creation and economic development, and embraces its location along U.S. Highway 2 and within 600 feet of Lake Superior; and

9. **Financial Viability:** Project must be financially viable and if needed, use minimal public investment. Requests for financial assistance will be evaluated against how the project meets the development objectives and the catalytic potential of the project. Financial assistance options are identified later in this RFP.

TENTATIVE PROJECT SCHEDULE

RFP Release Date	_____, 2020
Proposals Due	_____, 2020
Evaluation Period by Plan Commission	____, 2020
Interviews	____, 2020
Presentation by Developer and Selection by Plan Commission	May 5, 2020 Plan Commission meeting
City of Ashland Common Council Meeting for Approval of Recommended Proposal	May 12, 2020
City staff & Developer Negotiate Sales Contract and Development Agreement	Anticipated completion by June 15, 2020
Zoning items/site planning approvals	June/July, 2020
Construction begins	Anticipated August 2020 or spring 2021

BACKGROUND

THE COMMUNITY

The City of Ashland, population 8,200, is located on the south shore of Chequamegon Bay on majestic Lake Superior. Approximately 60 miles east of the Duluth/Superior metropolitan area, Ashland is the county seat of Ashland County and serves as the regional economic hub driven by a diverse mix of health care, higher education, professional services, government services, manufacturing, retail and a growing tourism base. Ashland also boasts an outstanding collection of natural, cultural and historical assets for a city of its size. Lake Superior, the largest freshwater lake in the world, offers countless year-

round recreational opportunities for residents and visitors who also explore acres of surrounding national forests with world-class bike and ski trails, our many City parks, trails and beaches, and nearby Apostle Islands National Lakeshore. These assets, coupled with the varied economic base, give Ashland a foundation for a vibrant future that draws, retains, and nurtures people from diverse backgrounds because of the lifestyle and economic activities it offers.

SITE BACKGROUND AND DESCRIPTION

Property Summary

The Site is a highly valuable and visible property within the City of Ashland, having significant development potential. The property is located along USH 2/Lake Shore Drive and across the street from the breathtaking Chequamegon Bay of Lake Superior. In addition, it located in close proximity to the new state-of-the-art St. Luke's Clinic medical facility, Wal-Mart, Kwik Trip convenience store and fueling station, and other shopping facilities that serve the region. Therefore, the site holds significant economic value for development. It also provides quick access to the City's waterfront trail system and connected 5th Street corridor trail.

The property has endured a diverse history relative to its use. In the late 1800's and early 1900's, the site served as a location for an educational institution and residential housing during the boom of the coal and iron ore docks along the City's waterfront. In the mid-1960's it transitioned to a heavy machinery manufacturing site, then a decade later became the site of a forest product processor, including rail access and remained operational in that capacity until the mid-1990's. In 1996 the site was purchased by the Superior Water-Logged Lumber Company/Timeless Timber. That use existed into the 2000's when it was abandoned, and ultimately closed. After several years of inactivity, the City acquired the property at the end of 2015.

In 2016, the City initiated efforts to prepare the site for redevelopment. Kwik Trip, Inc. approached the City and requested to purchase approximately 4.5 acres of the 34-acre site, located in the northeast corner of the property, and including approximately ½ of the site's USH 2 frontage. The property sale was completed and a new Kwik Trip convenience store and fueling facility was constructed, opening in late 2017. This initial development included installation of 600' of new roadway (and associated infrastructure) that can be extended south as part of the overall redevelopment site if desired. During 2017, the City commenced and completed demolition of the structures on the property and removal of associated footings/foundations and expanses of concrete/asphalt. In addition, Phase I and Phase II Environmental Assessments were completed on the remainder of the site, and site investigations were conducted in the areas where the buildings/hard surfaces existed. The summary findings from the Environmental Assessments are attached for review.

The City retained services in 2019 for a qualified firm to complete wetland delineation of the entire site 29 acre site. Wetlands were identified within the commercial redevelopment parcel identified in this Request for Proposals, which were created through the 2017 demolition activities that occurred on site. Exemptions for identified wetlands by the Wisconsin Department of Natural Resources and Army Corps of Engineers have been obtained and are included as attachments to this request.

The intended future use of the remaining approx. 24 acres of City-owned land directly south of the commercial redevelopment site identified in this RFP is for housing or mixed commercial/residential use. A separate RFP will be issued for redevelopment of that site for housing or mixed use in 2020.

Timeless Timber Commercial Redevelopment Site
Surrounding Uses

Timeless Timber Commercial Redevelopment Site
Ashland, WI

SITE SPECIFICATIONS

- **Location**: East side of Ashland, WI along the south side of USH 2, immediately across the street from the new St. Luke's Chequamegon Clinic and Lake Superior. The site is located approximately 650' southeast of the Lake Superior

- **Ownership**: The property is owned by the City of Ashland. *The City will work with the selected developer to achieve any proposed subdivision of the property and/or dedication of desired right-of-way that may be necessary to carry out the proposed development.*

- **Parcel Address & ID**: 2200 Lake Shore Drive East; #201-03611-0200

- **Legal Description**: Lot 2 of CSM #670 (attached)

- **Size**: Approx. 4.75 Acres; 340' of frontage along USH 2.

- **Existing Improvements**: Vacant property

- **Comprehensive Plan Future Land Use Designation**: Regional Commercial zoning and intended land use compatible with existing uses along this commercial corridor.

- **Current Zoning**: Regional Commercial (RC) District with a Gateway Overlay (GTWY-O) along the USH 2 frontage.

- **Topography**: The property is generally flat along the highway frontage, and the overall site gently slopes to the northwest.

- **Flood Plain Status**: No portion of the designated commercial redevelopment site is located within a floodplain.

- **Wetland Status**: The City of Ashland completed wetland delineation of the site in 2019. Exemption of identified wetlands by the Wisconsin Department of Natural Resources and Army Corps of Engineers has been obtained, and approval letters can be found as attachments to this request.

- **Utilities**: Water, Sanitary, Storm and electric services are available to the site from the adjacent north and west streets; water is also available from the newly-constructed segment of 23rd Avenue East adjacent to the site.

- **Transportation**: The Site is bound by 4 roadways. USH 2/Lake Shore Drive abuts the property to the north, which is a principal arterial road that carries average daily traffic volumes of approximately 13,000 vehicles per day. 22nd Avenue East is a collector street, which bounds the property along the west side. Along the south boundary is 6th Street East, a neighborhood street. In the north portion of the site there is a new 600' long road, 23rd Avenue East) which was constructed in 2017 and has the ability to be extended through the development site.

- **Site Access**: Direct access to the site from USH 2 is restricted, and access to the site will be from 22nd Avenue East and 23rd Avenue East, and access would be permitted off of 6th Street West.

- **Environmental Conditions**: The site has had several environmental assessments completed over the past 20 years, with the most recent having been completed in December, 2017 after removal of the buildings and concrete/asphalt from the site. Executive summaries of the most recent environmental assessments are included in the Appendices (full reports available upon request). The City and WDNR are great partners and will work together to address any environmental conditions that may need further work, which is dependent upon the proposed final use(s) for the property and locations of such uses on the site.

  There is indication that some soil on the site has been identified to contain compounds above the RCL, and will need to be managed appropriately. However, exceedance levels are not substantial, and in working with the WDNR there is indication that if such soils are encountered as part of the redevelopment, they may be able to be reused on-site such as moved to a different location and capped to serve as open space(s), or they may be covered by a building/and or pavement. None of the detected contamination is anticipated to cause a vapor intrusion issue in proposed buildings at the site. One controlled REC (CREC) exists on the site and has already been remediated, capped, and is documented on the WDNR Registry. This approx. 50' x 120' area must remain capped or be remediated with approval of the WDNR.

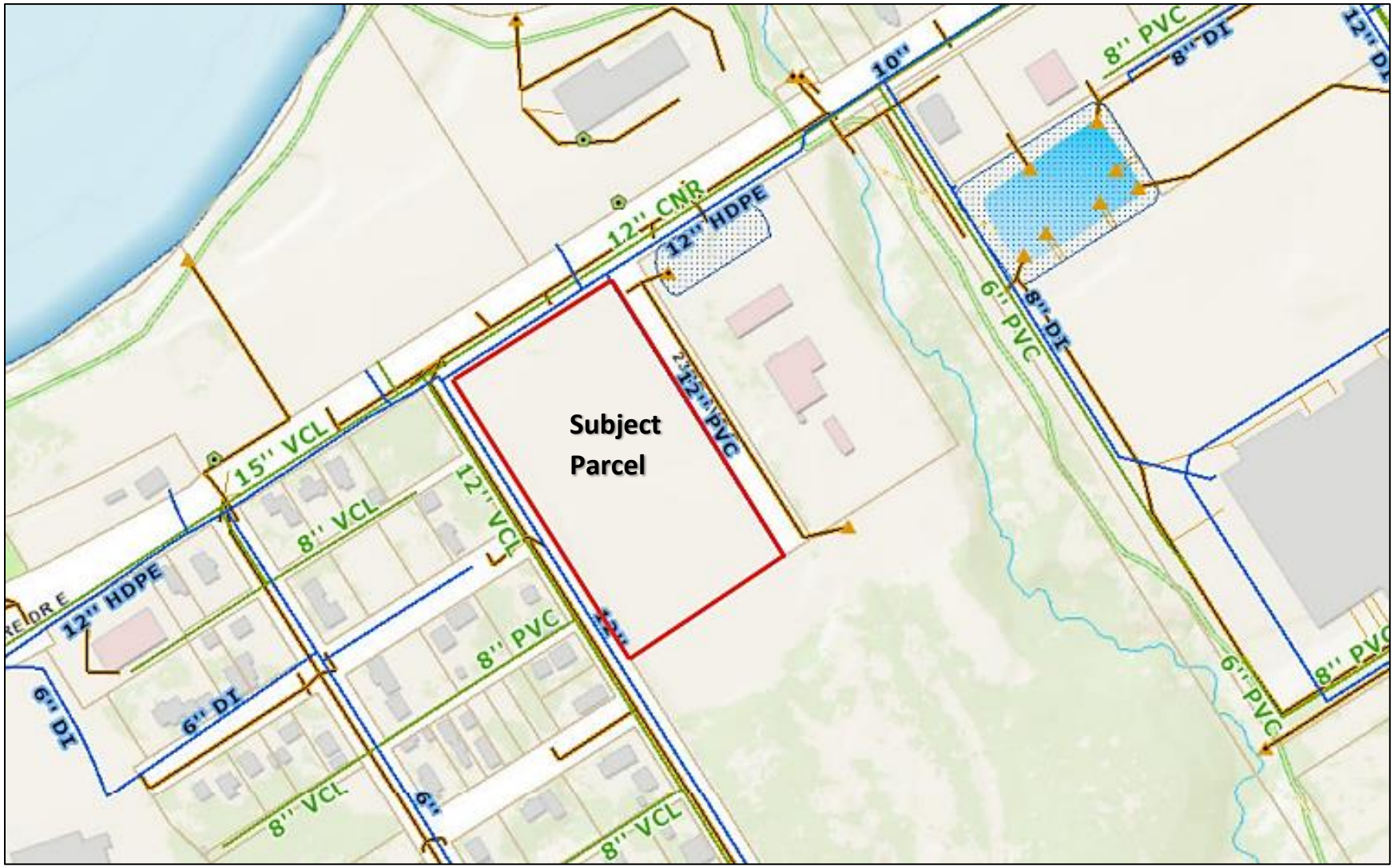
- **Appraised Value**: [City will obtain appraisal prior to RFP being issued].

CITY OF ASHLAND DEVELOPMENT ASSISTANCE

The City of Ashland has invested resources in preparing the site for redevelopment. The City is interested in partnering with developers to achieve outcomes which promote an accelerated development plan (at least for Phase I) and a high-quality building design environment. In order to help facilitate this, and because the Site is located within a Tax Increment District (TID), the City will consider possible incentives/assistance as follows:

- Land as incentive, or land write-downs.
- Applying for a Brownfield Redevelopment Grant through Wisconsin Economic Development Corporation (WEDC) to assist with build-out of utilities
- TID Development Agreement – City will consider upfront, pay-as-you-go, and/or a hybrid of the two, subject to further analysis.

Existing Utility Locations



PROPOSAL FORMAT AND REQUIREMENTS

Proposals that do not address the items listed in this Request for Proposals may be considered incomplete and may be deemed non-responsive by the City of Ashland at its sole discretion. It is the responsibility of the consultants submitting proposals to determine the actual efforts required to complete the project. Interested entities should submit a proposal that includes the following:

1) A cover letter indicating your interest in the project and identifying why the firm is uniquely qualified for this project.
2) A brief description of the firm including its structure, capabilities, length of time in business, and experience with similar projects. Provide the name, address, phone number and email address of the key contact person. Also identify any proposed subcontractors.
3) Provide information about relevant projects and/or existing business model with concentration on those comparable in scale, nature, process and function to this project. Provide the name, email address, and phone number of at least two community references.
4) Project Description: Provide a brief narrative describing what is proposed for construction, including as applicable:
    a. Description of proposed use or business
    b. Size and design of proposed building, location and size of parking area, incorporation of any principles of sustainability and best stormwater management practices,
5) Identify the proposed purchase price for the land.
6) Concept plan: Submit a ***conceptual*** site plan showing initial ideas for site layout, uses, streets, access drives, parking, utilities/infrastructure, stormwater, landscaping and other features. Also provide conceptual elevations and floor plans.
7) Identify the anticipated financial investment required for the development (broken down by phases if applicable). Also provide a statement of Developer's financial ability.

SUBMITTAL REQUIREMENTS

Proposals must be received by 4 PM Local Time, Friday, _____, 20. The submittal must include ten (10) paper copies and one (1) Electronic File (email/pdf or flash drive). ***Label submittal: Timeless Timber Site Commercial Redevelopment***.

Submit to:
City of Ashland
Attn: Megan McBride, Planning & Development Director
601 Main Street West
Ashland, Wisconsin 54806
mmcbride@coawi.org

EVALUATION AND SELECTION PROCESS

The City of Ashland Plan Commission will evaluate proposals and make a recommendation to the City Council for award based on a variety of factors, including:

- Overall Concept Plan proposed and satisfaction of goals for the project area
- Extent to which proposed development maximizes the use of the site and provides for taxable value
- Qualifications and Experience of the firm/business involved
- Demonstrated relevant experience in similar development projects and positive references
- Estimated level of investment and financial capability of developer

- Anticipated project timeframe for completion/phasing

The City's Plan Commission will evaluate the proposals received and conduct any desired interviews. The Plan Commission will then make a final recommendation to the Common Council. If interviews are desired by the Plan Commission, firms will be given ample time to prepare.

RIGHTS RESERVED by the CITY OF ASHLAND

This Request for Proposals does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals in anticipation of a contract.

The City of Ashland reserves the right to:

- Make the selection based on its sole discretion
- Reject any and all proposals without prejudice
- Issue subsequent Requests for Proposal
- Postpone opening for its own convenience
- Remedy technical errors in the Request of Proposal process
- Approve or disapprove the use of particular sub-consultants
- Negotiate with any, all, or none of the Proposers
- Solicit best and final offers from all or some of the Proposers
- Accept other than the lowest offer
- Waive informalities and irregularities in the proposal
- Request clarification of the information submitted
- Request additional information

INQUIRIES

Questions regarding this RFP must be in writing and sent via the U.S. Mail or e-mail to Megan McBride (mmcbride@coawi.org) up to ten (10) days before the proposal is due. After this date questions involving the content or intent of the proposal will not be answered. All questions will be responded to in writing, provided to all parties requesting an RFP for which the City has contact information, and treated as an addendum to the proposal packet.

PROPOSER RESPONSIBILITY

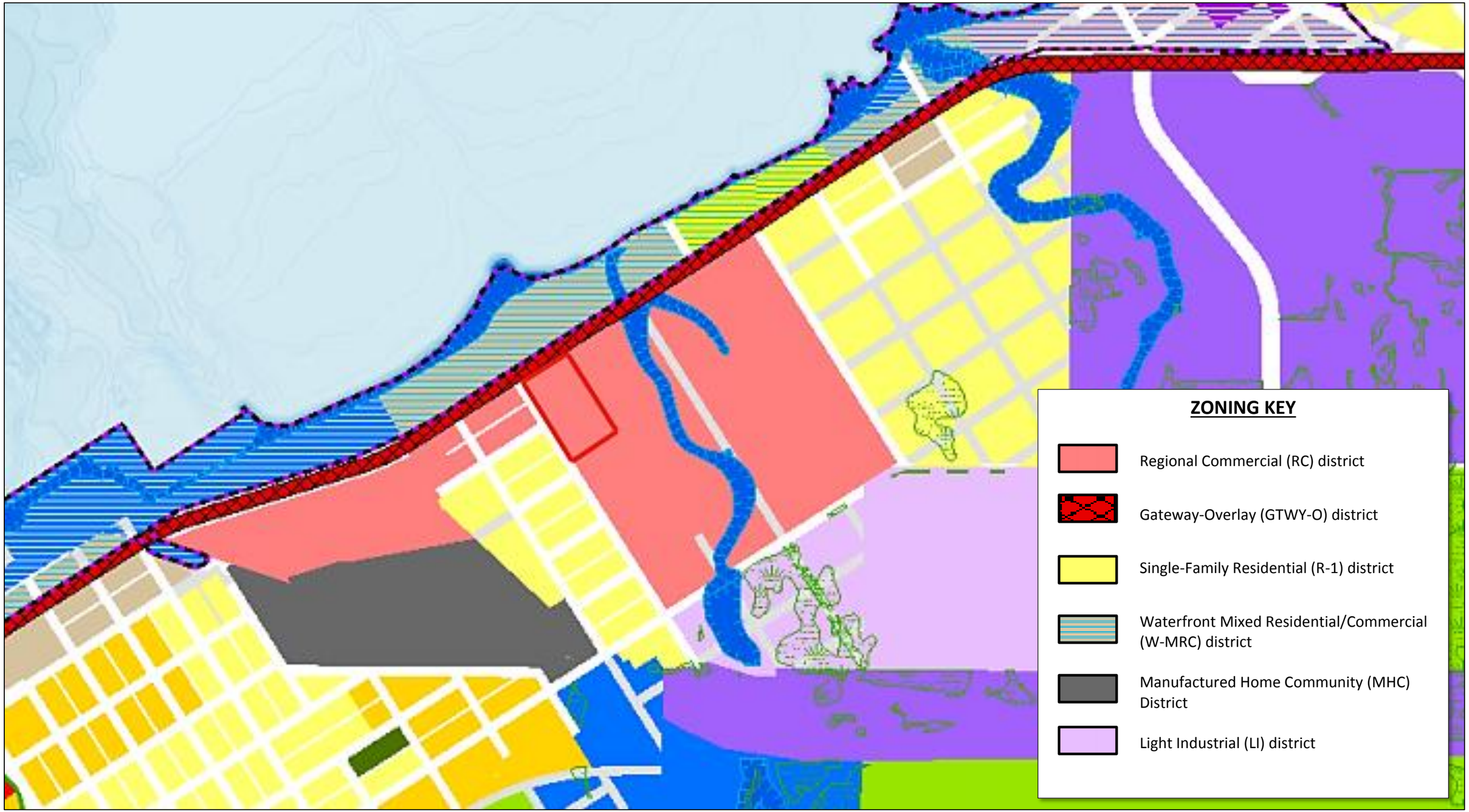
Interested proposers have the responsibility of understanding what is required by this solicitation. The City shall not be held responsible for any firm's lack of understanding. This solicitation contains a brief description of the project site. The City makes no representations as to the conditions of the project site and no employee or any other representative of the City of Ashland has authority to make any oral or written representations as to the conditions of the project site. Proposers are responsible to assure delivery prior to the deadline. Do not assume that a guarantee by a mailing service will ensure that the proposal is received by the deadline.

CONTRACT

No contract shall be in effect until the City executes a signed contract agreement.

Additional Information

1. Site/Parcel Map
2. CSM #660
3. Site Planning Map – Utilities & Topography
4. Post-Demo Subsurface Assessment, 12-19-17, Summary Report (full study available by request)
5. Limited Site Investigation, 12-30-16, Executive Summary (full study available by request)
6. Deed Restriction for Closed, Capped 120’ x 50’ Area On Site with Site Location Map
7. 2019 Ashland Inspired, A Waterfront Development Plan Strategic Action Plan for Waterfront Edges (full plan available by request)
8. 2019 Wetland Delineation Map
9. 2020 Wetland Exemption Approval letters from WDNR and Army Corps of Engineers
10. City of Ashland Principles of Sustainability

Existing Zoning

Timeless Timber Redevelopment Site & Surrounding Area