



PLAN COMMISSION

June 23, 2020

6:30 PM

Via Go To Meeting

Please join from your computer, tablet or smartphone at <https://global.gotomeeting.com/join/240835493>. You can also dial in using your phone at United States (Toll Free): [1 866 899 4679](tel:18668994679) or United States: [+1 \(312\) 757-3117](tel:+13127573117) with Access Code: 240-835-493

AGENDA

1. Call to Order and Roll Call
2. Approval of Agenda
3. Consent Agenda
 - a. Approval of minutes from the May 19, 2020 Plan Commission meeting
4. Public Comment (non-agenda items)
5. Action Items:
 - a. Public Hearing and Vote on amendments to Unified Development Ordinance 781 related to standards for Accessory Dwelling Units (ADU's)
 - b. Review and recommendation to City Council related to ordinance to establish Main Street Board
6. Discussion Items
 - a. Discuss updated draft of Request for Proposals (RFP) for commercial redevelopment of Timeless Timber site
7. Announcements/Reports/Comments/Questions
 - a. Updates on grant to support community-wide composting
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.

City of Ashland – Plan Commission Meeting Minutes

A meeting of the Ashland Plan Commission was held on **Tuesday, May 19, 2020 at 6:30 p.m.** via GoToMeeting.

Committee Members Present: Katie Gellatly, John Beirl, Ella Syverson, Laurie Gregor, Matt Mackenzie, Mayor Lewis

Committee Members Absent: David Mettillie

Staff Present: Megan McBride, Lucas Phillips

Mayor Lewis opened the meeting at 6:30 p.m.

Agenda

1) Approval of Agenda

Motion to approve the agenda by John Beirl, seconded by Matt Mackenzie. Passed unanimously.

2) Consent Agenda

John Beirl requested clarification regarding a second to a motion on the January 7, 2020 Plan Commission minutes, where the second appeared to be missing. Megan McBride stated that there was a second, and that it was accidentally left out of the minutes. This will be amended in the revised minutes.

Motion to approve the minutes from the January 7, 2020 Plan Commission meeting with this amendment by Matt Mackenzie. Seconded by John Beirl. Passed unanimously.

3) Public Comment (non-agenda items)

None

4) Projects/Discussions

- a) Site Plan review and approval of an addition to existing structure and parking area to be constructed at 2301 Lakeshore Drive E, zoned Waterfront Mixed Residential/Commercial (W-MRC). Applicant: Ashland Honda/Toyota.

Megan McBride provided background and context regarding the proposed addition to the Ashland Honda/Toyota service department. She stated that this site plan has been in the works for around 6 months, and the design team has been meticulous in going through all aspects of its planning, including getting a stormwater report which conforms to DNR standards, when such stormwater standards are not required due to the area being disturbed.

Major points from the staff report included that an additional 71' of frontage on the west side of their building would be added to expand their service department, which will allow them to hire an additional 10 FTE employees with an average annual salary of approximately \$65,000. It will also expand their parking lot, and will add additional stormwater management features, including green infrastructure on the north side of the lot, to account for the additional impervious surface coverage.

Megan McBride explained that some aspects of the proposed addition do not conform to the comprehensive plan, which encourages preserving north-south view corridors for lake views. However, in the Comp Plan this view shed is already categorized as obstructed, and the proposed 71' of additional building frontage would not block a substantial amount of the view shed beyond what is obscured by the existing building. She also pointed out that St. Luke's Clinic was approved and constructed adjacent to the Honda/Toyota site since the passage of the Comp Plan, blocking a previously unobstructed view corridor.

John Beirl expressed concerns over setting a precedent for blocking viewsheds. He questioned if the owners of the building have considered expanding the business towards the east or north side of the existing building.

Richard Bierman, consultant for the project, advised that these options had been considered, but that it would not be efficient for workflow. Mr. Bierman stated that if they expanded to the north, they would likely lose service stalls due to accommodating additional space for moving vehicles.

Megan McBride explained that this was a significant consideration when writing the staff report, but explained that the building is already there, and it will not be going anywhere anytime soon, so the secondary concern should be another comprehensive plan goal of supporting businesses. She worked with the designers to evaluate alternatives, but the location of the public Waterfront Trail on Toyota's private property on the north and east sides of the building makes this a unique lot and expansion considerations very limited.

Mayor Lewis explained that she had serious concerns about the water quality impacts of adding additional impervious surface coverage to the lot. She noted that the fact that the designers provided a Stormwater Management Report demonstrating that they will meet Wisconsin DNR stormwater management standards, though they are not required to based on the area being disturbed, also helped address her concerns for water quality impacts.

Laurie Gregor questioned what makes this site unique, in particular, how the Commission would be able to potentially deny future requests for blocking lake views on other lakefront sites.

Megan McBride explained that this site is constrained on two sides by the Waterfront Trail, and that the designers have considered all other options for expansion and found them to not be feasible.

Matt Mackenzie noted that the commission is in a difficult position – if the expansion is approved, the community may be upset over the loss of the viewshed, but if the expansion is denied, the commission may be criticized for stifling business expansion. He stated that at the end of the day, it is still a car lot and even if the expansion is denied, the City would not have the ability to change this existing use in the foreseeable future.

Laurie Gregor asked what impact this expansion will have on the city tax roll.

Richard Bierman stated that they are estimating construction costs will come in at about \$1.5 million, and more precise valuation will be determined as construction bids are submitted in the coming weeks.

Motion to approve the site plan with the conditions set forth in the site plan by Matt Mackenzie. Seconded by Mayor Lewis. Passed 5-1, with Ella Syverson opposed.

- b) Review and vote on proposed Unified Development Ordinance amendments related to Accessory Dwelling Units (ADU's)

Item tabled due to ambiguity in the agenda, which did not clearly state that this was meant to be a public hearing.

Motion to table this item until the next meeting by Matt Mackenzie. Seconded by John Beirl. Passed unanimously

5) Discussion Items

- a) Discussion of 2020 Request for Proposals for Commercial Development on Timeless Timber Site

Megan McBride updated the commission on the history of the Request for Proposals process at the Timeless Timber site. In the past, this site had been marketed as one whole site (approximately 27 acres), and have received no proposals in the past. This time, as discussed with the Joint Finance Committee in 2019, the City is planning to split the site into two different portions – a commercial site towards the northern side adjacent to US Highway 2, and a residential redevelopment site on the southern portion of the site – in order to better market the site to developers. Megan explained that the City completed wetland delineation of the site in 2019, and has already received exemption of identified wetlands from wetland mitigation requirements by the Wisconsin DNR due to the wetlands being manmade, and is waiting on the Army Corps of Engineers approval. This will reduce overall development costs and make both sites more desirable for potential developers.

Megan McBride explained that the current goals for the site are fairly vague, due to it previously being marketed as one site, but with the proposed split, the City can be more specific in what it hopes to see at this site. She specifically requested feedback from the Plan Commission on the commercial redevelopment goals, as the City Housing Committee will work on the residential redevelopment goals at their next meeting.

Commission members brainstormed desirable potential uses for this site, including:

- health/fitness uses;
- restaurants;
- entertainment establishments (a bowling alley, arcade, possibly combined with a bar/restaurant use); and
- indoor year-round activities such as batting cages or driving ranges.

The Plan Commission expressed that they would like to see something other than a standalone fast food franchise in this location.

Megan McBride explained the timeline for this project, and that the Tax Incremental District in which the site is located in will close out expenditures after 2021. Therefore, it is important to market the site in 2020 with the hopes of late 2020 or summer 2021 construction. It is anticipated that a Wisconsin Economic Development Corporation (WEDC) Idle Sites Grant will be utilized to assist with cost of utilities associated with the City-approved development.

6) **Announcements/Reports/Questions**

a) Update on City 2020 Main Street application

Megan McBride provided updates on the Main Street Community application. She stated that the City, in conjunction with the Chamber of Commerce, has submitted its application to become a Main Street Community. This was identified in the Comp Plan as a short-term goal. The City has an interview with WEDC on May 21st and acceptance into the program will be determined shortly thereafter.

Megan McBride also announced that the City has received a \$15,000 grant from the Wisconsin Coastal Management Association to update the UDO in order to incentivize green infrastructure to improve stormwater management, and also implement some of the waterfront zoning recommendations identified in the City's recently completed Waterfront Development Plan.

7) **Adjournment**

Motion to adjourn by John Beirl. Seconded by Laurie Gregor. Passed unanimously.

Meeting was adjourned at 7:45 pm. Minutes done by Lucas Phillips.



STAFF REPORT

Plan Commission – June 23, 2020

Agenda Item #5a:

Agenda Item #5b:

Public Hearing

**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.

Sequential Ordinance No. 2020-????

Chapter No. ??

ORDINANCE TO CREATE MAIN STREET BOARD

An ordinance adopted by the Common Council for the City of Ashland at its regular meeting of June 30, 2020, for the purpose of creating a Main Street Board.

Section I:

Chapter ??, The Main Street Board, will be created as follows:

CHAPTER ??: Main Street Board.

49.01 Purpose

49.02 Membership and Organization

49.03 Duties

49.04 Meetings and Public Notice

49.05 Quorum

49.06 Reports and Record Keeping

49.07 Referrals to the Board

49.08 Miscellaneous Provisions

49.01: Purpose

The Main Street Board was created to advise the Main Street Manager, as well as the City of Ashland's Planning and Development Department, to promote and improve downtown Ashland through prioritizing historic preservation and community revitalization in order to enhance the downtown for residents, visitors, business owners, and the larger regional community. The goals of this ordinance will be accomplished with the assistance of the Wisconsin Main Street program, and will be focused on organization, design, promotion, and economic vitality within the downtown.

The Main Street Board will study and make recommendations regarding various aspects of the downtown affecting Ashland community members, and direct and undertake such projects as requested by the City's governing body and the Main Street Manager. The Board shall, from time to time as it deems necessary shall:

- (a) Present or discuss policies and programs affecting all aspects of downtown preservation, promotion, and development;
- (b) Recommend cooperation with all agencies, groups, clubs, and individuals concerned with downtown promotion, economic development, and coordination of additional downtown amenities and events;

Sequential Ordinance No. 2020-????

Chapter No. ??

- (c) Make recommendations to the Main Street Manager, Planning and Development Department, and Common Council for maintaining and improving overall vitality of the downtown;
- (d) Work to assist outside organizations as requested such as the Ashland Area Chamber of Commerce, Ashland Area Development Corporation, and other community entities directly involved in downtown promotion and support.

49.02. Membership and Organization.

- (a) The Main Street Board shall be composed of nine (9) members, appointed by the Mayor and confirmed by the Common Council, to serve staggered two year terms commencing from the date of their approval. For the first year of the program, four (4) members shall be appointed for a duration of only one (1) year to ensure the board will not have complete turnover at any time.
- (b) At all times, a minimum of 50% of board members must be made up of downtown business, non-profits, and property owners.
- (c) The Main Street Board shall represent a broad array of community interests and downtown stakeholders, including:
 - a. Representative of Ashland Area Chamber of Commerce
 - b. Representative of Ashland Area Development Corporation
 - c. Representatives of a minimum of 3 downtown business or property owners
 - d. Representative from at least one (1) downtown non-profit entity
 - e. Representative of a downtown tenant
 - f. Representative of a local realtor OR representative of a downtown volunteer organization (Ashland Area Farmer's Market, Ashland Beautification Commission, or member of Downtown Action Team once established)
 - g. Representative from private community stakeholder outside of the downtown (including, but not limited to: Memorial Medical Center, Northland College, Bretting Manufacturing, etc.)
- (d) At the first meeting of the board and the first meeting after July 1 of any given year, the board shall elect a chairperson.

Sequential Ordinance No. 2020-????

Chapter No. ??

- (e) If any board member has three unexcused absences or resigns, the Board may declare the position vacant and request the Mayor to fill the vacancy (for the remainder of the term) pursuant to the provisions of this section.

49.03. Duties.

Unless otherwise expressly provided, the Board may perform its duties without first obtaining the consent of the Common Council, but in no event is the board empowered to financially obligate the City of Ashland in any manner without the consent of the Common Council.

Central duties of Board members shall include:

- (a) Providing leadership and input to promote sustainable downtown development;
- (b) Serving as a consistent, structured connection between the City, Ashland Area Chamber of Commerce, Ashland Area Development Corporation, downtown property owners, tenants, and other stakeholders;
- (c) Assisting in developing ideas for new events and promotions which the City does not currently offer;
- (d) Prioritizing projects based on established program goals, existing community plans such as the Comprehensive Plan, and future community input through forums, surveys, etc.;
- (e) Encouraging citizen participation and volunteerism in the downtown to further program goals, diversify City-hosted events, and continue to promote local support for downtown businesses; and
- (f) Generating an annual report for the Plan Commission and Ashland City Council to update on program activities and projects.

49.04. Meetings and Public Notice.

- (a) The Board shall meet monthly, and special meetings can be held as determined by the Board and Main Street Manager.
- (b) All agenda items will be reviewed by the Board Chair and Main Street Manager for validity and urgency of the request and determined when and if that item should be placed on a Board agenda.

Sequential Ordinance No. 2020-????

Chapter No. ??

- (c) The Board shall operate under Robert's Rules of Order.
- (d) All regular and special meetings of the Board shall comply with the open meeting requirements as outlined in Wisconsin State Statutes.
- (e) All meeting notices shall comply with the public meeting notice requirements set forth by Wisconsin State Statutes and the City of Ashland.
- (f) All meeting notices and agendas shall be issued by the Main Street Manager, in conjunction with the City's Planning and Development Department.

49.05. Quorum.

A quorum shall be a majority of the full Board.

49.06. Reports and Record Keeping.

- (a) Minutes of all meeting will be recorded by the Main Street Manager, or a member of the Planning and Development Department staff. A written record of all meetings shall be kept and approved at the next subsequent meeting of the Board.
- (b) Board reports and recommendations shall be submitted for review by the Ashland Committee of the Whole or Common Council as appropriate.
- (c) All Board minutes and records shall be approved by Ashland City Council and filed with the City Clerk.

49.07. Referrals to the Board.

The Common Council of the City of Ashland may refer any matter pertaining to the Main Street Program or downtown programs and projects to the Main Street Board for review, study, and reports.

49.08 Miscellaneous Provisions

If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, unconstitutional by reason of any decision of any court of competent jurisdiction, such decision shall not affect the validity of any other section, subsection, sentence, or clause or phrase or portion thereof.

SECTION II:

Sequential Ordinance No. 2020-????

Chapter No. ??

This ordinance shall take effect after its passage and publication, as provided by law.

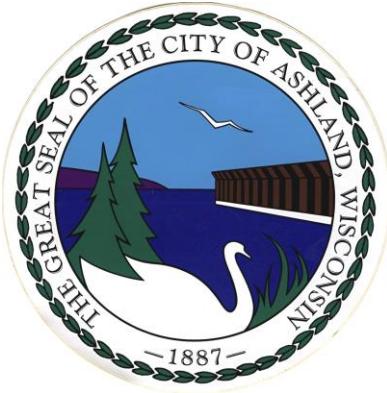
PASSED: June 30, 2020
PUBLISHED: ???

Councilperson

ATTEST: Denise A. Oliphant, City Clerk

Debra S. Lewis, Mayor

APPROVED AS TO FORM: _____
Tyler W. Wickman, City Attorney



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. While a broad variety of development is desired, specific uses highlighted from community input and advisory committees include recommendations for diverse restaurants and indoor recreational uses, both of which would be unique in the region, and would be of interest to visitors and residents alike. 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. Particular community needs and desires include (but not limited to):
 - a. Recreational opportunities, particularly those which can be offered year-round
 - b. Health/fitness uses
 - c. Entertainment establishments (bowling alley, arcade, etc.), possibly combined with a restaurant/bar use
 - d. Restaurants
 - e. Retail uses that diversify offerings in Ashland and contribute to the economic vitality of the community.
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
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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:** The property has been appraised by Balsam Cottage Appraisals in 2019, and was valued at \$331,000 (see attached).

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

