



City of Ashland, Wisconsin

601 Main Street West Ashland, WI 54806 www.coawi.org

PLAN COMMISSION

December 1, 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 October 20, 2020 Plan Commission meeting
4. Public Comment (non-agenda items)
5. Action Items:
 - a. Conditional Use Permit to allow up to fifteen (15) additional multi-family residential units at 522 Chapple Avenue, zoned Mixed Residential/Commercial (MRC). Applicant: Impact 7
6. Discussion Items
 - a. Discussion of 2021 meeting schedule
7. Announcements/Reports/Comments/Questions
 - a. Updates on zoning and code updates related to green infrastructure and water quality
 - b. Updates on public input and development process for Timeless Timber site
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, October 20, 2020 at 6:30 p.m.** via GoToMeeting.

Committee Members Present: Matt Mackenzie, John Beirl, Katie Gellatly, Laurie Gregor, Ana Tochtermann, 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

Motion to approve the minutes from the October 6, 2020 Plan Commission meeting by John Beirl. Seconded by Laurie Gregor. Passed unanimously.

3) Public Comment (non-agenda items)

None

4) Action Items

a) Review and approval of a Site Plan to construct a new veterinary clinic on parcel 201-04896-0000, zoned Future Development (FD). Applicant: Margaret Koosmann/Ashland Area Vet Clinic.

Megan McBride provided background regarding previous discussions with the site designer surrounding the Site Plan. She explained a few key considerations also laid out in the site plan, requiring 20 feet of buffer space between the commercial use and existing residential uses. She explained that existing trees will remain on the site to provide a sound and visual buffer. The location of outdoor kennels was identified as a concern by Commissioners in a previous Plan Commission meeting, and has been addressed in the site plan through its location behind the building, and maintaining existing trees to provide screening. She explained that a new fire hydrant will be installed on the site, as recommended by the fire department.

Matt Mackenzie requested clarification regarding the outdoor kenneling of animals, if these kennels would be attended at night, and if someone would be staying at the property. Tim Dykstra explained that the kennels are not used at night, and are closed

up at 6:30. He explained that while there will be overnight boarding at the clinic, the animals are boarded indoors at night, and the indoor kennels are soundproofed so there will be a negligible impact on surrounding properties.

Mayor Lewis asked if this is the property that hosts the cross-country ski trails, and Tim Dykstra explained that there are trails running through the back of the property. The Mayor asked if these trails will remain open, and Tim Dykstra explained that they will likely remain open, pending information regarding insurance liability on the property. They stated that Dr. Margaret would like to keep them open, and Katie Gellatly explained that she has an easement on her property, and this might be a possibility for them to look into as well. Matt Mackenzie also suggested looking into the “berry picking law” that exists in Wisconsin that allows for limited liability for such uses on the property, and the clinic stated that they will look into that option.

Mayor Lewis requested clarification on the site lighting. Megan McBride explained that she has been working with C&S Design to make sure that the site meets all requirements for lighting, and that all conditions of the final site plans be met prior to issuance of building permits.

Matt Mackenzie requested clarification regarding the “future accessory building” listed on the site plan. Megan McBride stated that she does not know of the exact timeline for them building the accessory building, but she said that it will have to be structurally similar to the primary structure, and it will be located behind the principal structure. This would not require a site plan amendment if it is in the same location and same size as listed on the approved site plan as proposed. Trevor Provost stated that the accessory structure will likely be built in 3-5 years.

John Beirl requested to abstain from the voting due to a conflict of interest.

Motion to approve the Site Plan with conditions listed in the Staff Report by Matt Mackenzie. Seconded by Ana Tochterman. Passed 5-0, John Beirl abstained.

b) Review and recommendation of commercial proposal for redevelopment of the Timeless Timber site

Megan McBride provided background regarding the RFP process – the site had previously been marketed as one whole lot, but for this RFP it has been split into two pieces – the part adjacent to Hwy 2/Lake Shore Drive for commercial redevelopment, and is the site currently under consideration. The southern portion of the lot was marketed for residential development, and will be evaluated by the City Housing Committee at their October 21, 2020 meeting. Megan explained that this site is located within TID #9, which is struggling, so taxable value must remain a consideration for the City, in addition to the prime location on Highway 2.

The proposed development is located adjacent to the Highway 2 portion of the site, and would be a location for El Tarasco, featuring a large seating area, a private room for events, and an expanded bar area. The total estimated value is approximately

\$1.181 million, and the taxable value will be based on final project costs. Megan explained that the a Development Agreement and Site Plan will still have to be approved in the future, and will both be reviewed by the Plan Commission.

Katie Gellatly asked if the developer has any connection to the new Mexican restaurant that opened on Highway 2 just west of Ashland. Jose Alvarez, appearing as the representative for El Tarasco, stated that he is not involved with the new restaurant in the former Link building, but that he is a part owner of El Dorado.

John Beirl asked if there was a staff recommendation for the proposal, and Megan McBride explained that past RFPs have not included a staff recommendation, so she has not provided one.

John Beirl requested clarification regarding the City's possibility of giving the land to the developer, and Megan McBride explained that was identified as a potential development incentive in the RFP, since the TID in which it is located is not financially able to provide any alternative types of development incentives. The failing TID #9, and ultimately all of the taxing entities (City, County, school district, WITC), will benefit from the increase in taxable value and the redevelopment of this idle site.

John Beirl asked if the City will incur any additional costs, and Megan McBride stated that they have considered this, and it will be addressed via a public-private partnership to expand the turn lane, for example. Any future development costs will be the responsibility of the developer, which was clearly stated in the RFP.

John Beirl requested that a reversionary clause be considered that would allow the city to reclaim the land if the development does not move forward within a certain period of time. Megan McBride answered that it is standard practice for past City contracts to include a reversionary clause, so this will be included in the Development Agreement.

Mayor Lewis asked when they are planning on starting construction, and Jose Alvarez answered that they are hoping to start construction in the spring, pending state approval.

Laurie Gregor asked how close the estimate is to the actual costs gained from contractors, with consideration to construction costs that have increased greatly in recent months. Jose Alvarez explained that the projected costs came from C&S Design, the architects, and that they have not spoken to contractors yet until they obtained concept plan approval from the city. He stated that he has spoken to a few plumbing and electrical companies, as well as a general contractor, and that there is interest in the project, but nothing has been determined yet. Jose Alvarez plans on hiring local contractors to support the local economy. Commission members expressed support for the project, especially given the current economic climate.

For context regarding the larger site, Mayor Lewis requested that Megan McBride quickly review the proposed development for the southern, housing portion of the site, which will be discussed by the Housing Committee. Megan McBride provided some information and designs of the proposed fifty (50) unit multi-family development.

Ana Tochterman asked for clarification regarding ingress/egress of the restaurant site, and Megan McBride showed on the site plan that traffic will be going out of the site on the existing portion of 23rd Ave E. There will not be additional ingress/egress requirements on Highway 2. This is the reason that the center turn lane which currently stops at Kwik Trip shall be extended to serve traffic turning left onto 23rd Ave E from Highway 2 as well.

Ana Tochterman requested more information regarding the parking requirements on this lot, and Megan McBride explained that the parking is required to be set behind the building, and that parking maximums are calculated based on the staff requirements of the business and the estimated maximum occupancy of the building.

Megan McBride stated that the commercial and residential parts of the site do not take up the entire site with buildings or parking, so that there will be plenty of green space on the sites, helping to mitigate stormwater concerns.

Ana Tochterman requested special consideration be given to the connection between the residential developments and commercial developments, as well as connections to existing pedestrian infrastructure. Megan McBride stated that she has discussed this with the developers and they are very excited to have connections to pedestrian infrastructure, and will work to ensure connectivity is prioritized in the site planning for each development.

Motion to approve the proposal for redevelopment and forward on to City Council by Ana Tochterman. Seconded by Katie Gellatly. Passed unanimously.

5) Announcements/Reports/Comments/Questions

Megan McBride announced that the RFP for the waterfront code updates has been released, and there has been a lot of interest in this. She also stated that the City has received an award from the American Planning Association for excellence in planning. She also announced that she presented last week at the American Planning Association – WI chapter conference.

6) Adjournment

Motion to adjourn by Mayor Lewis. Seconded by John Beirl. Passed unanimously.

Meeting was adjourned at 7:20 pm. Minutes done by Lucas Phillips.

Find yourself next to the water.

ASHLAND

City of Ashland, Wisconsin

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

**DEPARTMENT OF
PLANNING &
DEVELOPMENT**

601 Main Street West
Ashland, WI 54806

STAFF REPORT

Plan Commission – December 1, 2020

Agenda Item # 5a: **Public Hearing and Consideration of a Conditional Use Permit Request to allow additional multi-family residential units**

Zoning District: **Mixed Residential/Commercial (MRC)**

Property Address: **522 Chapple Avenue**

Parcel #: **201-04585-0100**

Applicant: **Impact 7**

Staff Contact: **Megan McBride**

Background

Kate Sullivan has requested a Conditional Use Permit (CUP) on behalf of Impact 7 for development of additional multi-family residential units on their property at 522 Chapple Avenue, zoned Mixed Residential/Commercial (MRC). An additional fifteen (15) residential units are being proposed, with nine (9) units of new construction, townhome-style housing on the northern portion of the lot, and conversion of the existing Wilmarth Mansion into six (6) residential units. Rents will range from \$920 to \$1,178 per month for the new three-bedroom townhome units, and \$664 to \$1,178 for the Wilmarth Mansion units, which will include one, two, and three-bedroom units. The overall project will also include renovation of the existing eighteen (18) residential units in the Robert Holmes Villa (attached to the Wilmarth Mansion), for a total anticipated project cost of approximately \$7.5 million.

This Conditional Use Permit (CUP) would be contingent upon approval of a final Site Plan by the Planning Commission. If the applicant is unable to meet City development requirements, including but not limited to off-street parking, impervious surface coverage, snow storage, etc., then the development would not move forward. Impact 7 will be applying for Housing Tax Credits through Wisconsin Housing and Economic Development Authority (WHEDA), and is requesting a CUP at this time to meet the permissive zoning requirement of the tax credit application.

Standards for Conditional Use Review

The City of Ashland's Unified Development Ordinance Section 3.9 (C) Conditional Use Permit – Approval Criteria (and all subsections thereof), create the legal framework to regulate, administer, and enforce the conditional use standards for the City of Ashland. The following decision criteria were used to review the submitted conditional use:

1. **Consistency with Comprehensive Plan.** The proposed development conforms to the goals and community values identified in the City of Ashland's Comprehensive Plan. The plan recommends that the City take actions to provide new housing opportunities and diversify the housing stock within the city, particularly near the core downtown. The proposed increase of residential density through a mix of new construction and adaptive reuse of a historic building is in line with the plan's recommendations for infill development.
2. **Compatibility.** The proposed use is compatible with the surrounding mixed residential and commercial uses, contingent upon Site Plan approval to demonstrate that parking and traffic demands can be safely and efficiently

met. The property is surrounded by single- and two-family residential uses to the west and south, with the area transitioning towards more commercial and higher density residential uses to the north (Bargain Hut, Ashland Arms housing) and directly east (Daniel Kimball Villa). The additional residential density proposed would also be compatible with the site's proximity to the downtown, as well as the 5th Street Corridor pedestrian trail directly north of the site.

3. **Importance of Services to the Community.** The need for new, quality housing has been identified as a community need through the Comprehensive Plan (2017) and City of Ashland Housing Report (2018), and identified as a strategic goal by City Council. The City's housing report makes it clear that there is a demand for all types of housing, including affordable and market rate rentals. The mixed market rate/affordable rent structure outlined for the proposed development would serve both of these needs, and help to diversify the existing near-downtown residential offerings.
4. **Neighborhood Protections.** The requested multi-family residential use will require neighborhood protections to ensure that the increased residential density would not create adverse traffic, parking, stormwater management, and/or snow storage impacts on surrounding properties. Though not legally required, Planning and Development staff will send information on the final proposed site plan to neighboring properties for feedback on this major residential development. This will ensure that neighborhood input and protections are prioritized throughout the planning process.
5. **Conformance with Other Requirements:** The development must conform to all other provisions of the UDO, including the intent of the zoning district(s) in which the property is located.

Review Recommendation

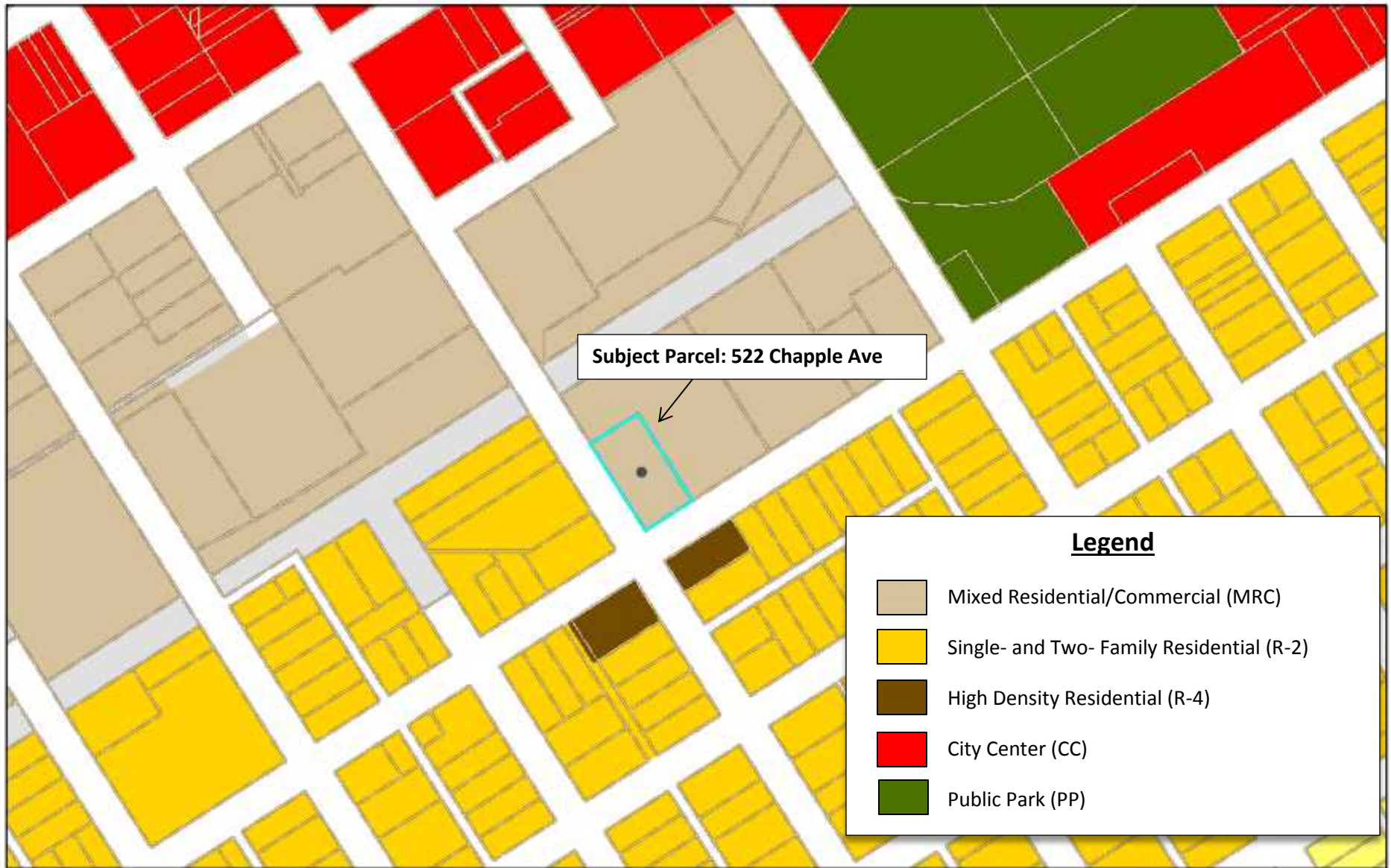
Staff recommends APPROVAL of the Conditional Use Permit contingent upon the following conditions:

- Approval of Site Plan by City Planning Commission

Additionally, as a Public Hearing is scheduled for the proposed Conditional Use Permit, the Plan Commission should hear all input from the public prior to making a decision. The required Class 2 public hearing notice was given, and letters were sent to property owners within 200 feet of the proposed development.

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.

522 Chapple Avenue Zoning Map



[illegible]

Department of Public Works Engineering
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November 17, 2020

Megan McBride
Director of Planning & Development
City of Ashland
601 Main Street West
Ashland WI 54806

Dear Ms. McBride,

Please accept this letter to accompany Impact Seven's Conditional Use Permit (CUP) application for the proposed building of nine (9) townhomes and the adaptive re-use of Wilmarth Mansion, which would convert the existing office space to six (6) apartment homes in the historic Chapple MacArthur neighborhood. The project scope also includes the rehabilitation of Impact Seven's existing 18-unit residential building Robert Holmes Villa. The estimated total project investment is \$7.5MM.

Rents will range from \$920 to \$1178 per month for the new three-bedroom townhome units and \$664 to \$1178 for the Wilmarth Mansion units, which will include one, two, and three-bedroom units.

Background

Impact Seven is a 501(c)(3) nonprofit and Community Development Finance Institution (CDFI), headquartered in Rice Lake. We actively manage over 1200 properties throughout the State and have owned the 522 Chapple Avenue property since 1999.

We have a well-established property management presence in Ashland and continue to maintain full occupancy at Robert Holmes Villa. We wish to further support the City's housing goals outlined in the Authentic Ashland Comprehensive Plan: 2015-2035.

Authentic Ashland Housing Goals:

- Diversify existing stocks through creative in-fill development at the intersections of weak and middle strength blocks and within middle strength blocks.

- Encourage owner reinvestment on blocks of middle market and strong market strength.

“Make Ashland a city where neighborhood pride is widely evident, where housing options are broad and appealing, and where residential investment is focused around the city’s historic core.”

We’re motivated to continue to meet the residential needs of Ashland because of the significant community investments by the City; the high quality of life available in terms of jobs, education and civic amenities; and because of the high quality of the site itself.

Impact Seven is committed to preserving the character of the neighborhood through intentional design and adherence to the principles of preservation specific to historic properties.

We also are communicating with City staff about off-street parking accommodation and continue to engage our local architect C+S Engineering to explore design options, such as landscaping, interior parking islands to control run-off, and green space for snow storage. The proposed nine (9) new townhome units will include one-car garages.

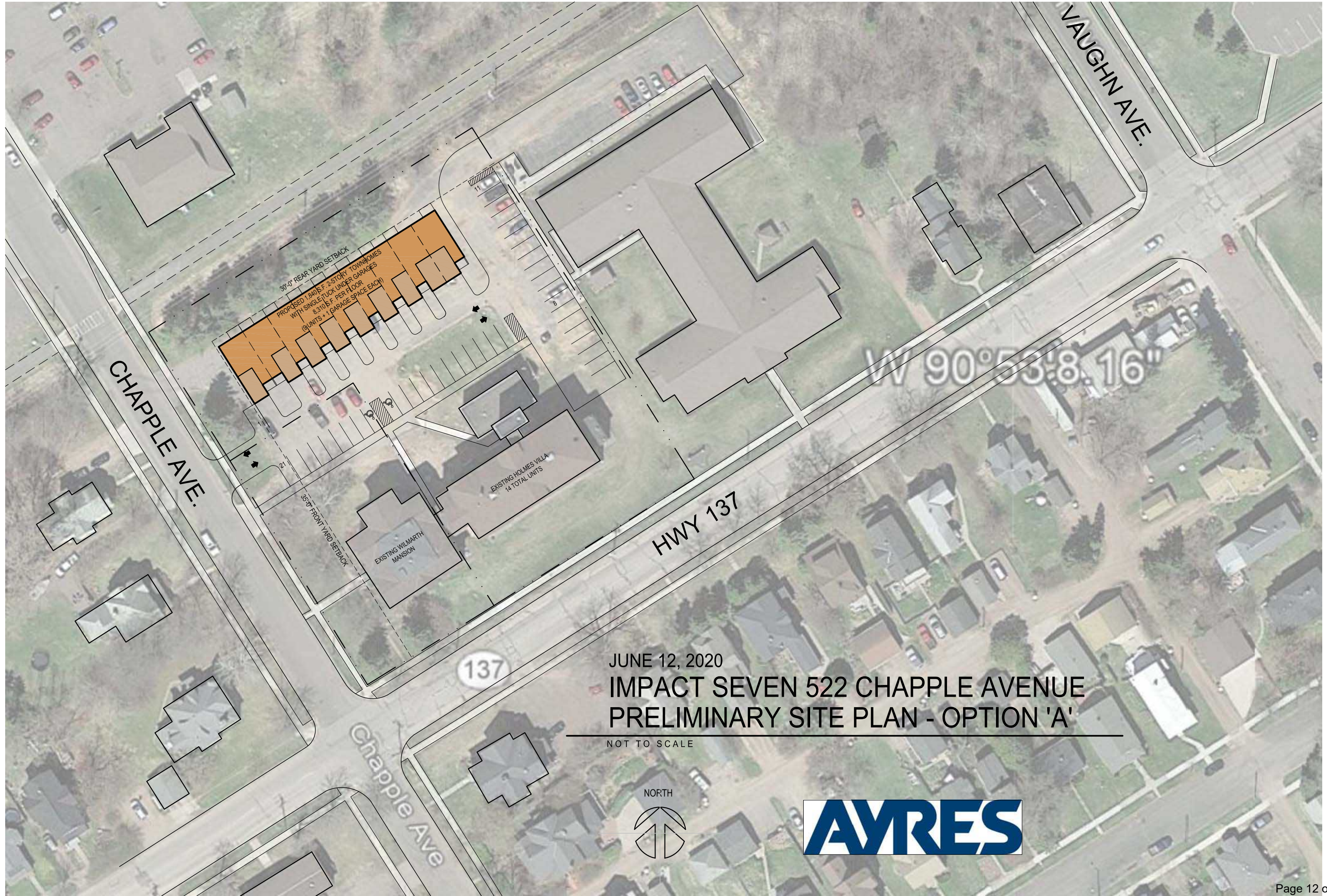
Thank you for your time and consideration of this CUP request. We value the opportunity to serve households established in the community as well as new residents.

Please feel free to contact me at kate.sullivan@impactseven.org or 608-575-4178 for more information.

Sincerely,

Kate Sullivan

Kate Sullivan
Real Estate Development Coordinator
Impact Seven



CHAPPLE AVE.

VAUGHN AVE.

HWY 137

W 90°53'8.16"

30'-0" REAR YARD SETBACK
PROPOSED 1,840 S.F. 2-STORY TOWNHOMES
WITH SINGLE TUCK UNDER GARAGES
8,310 S.F. PER FLOOR
(9 UNITS + 1 GARAGE SPACE EACH)

35'-0" FRONT YARD SETBACK

EXISTING WILMARTH MANSION

EXISTING HOLMES VILLA
14 TOTAL UNITS

137

Chapple Ave

JUNE 12, 2020

IMPACT SEVEN 522 CHAPPLE AVENUE PRELIMINARY SITE PLAN - OPTION 'A'

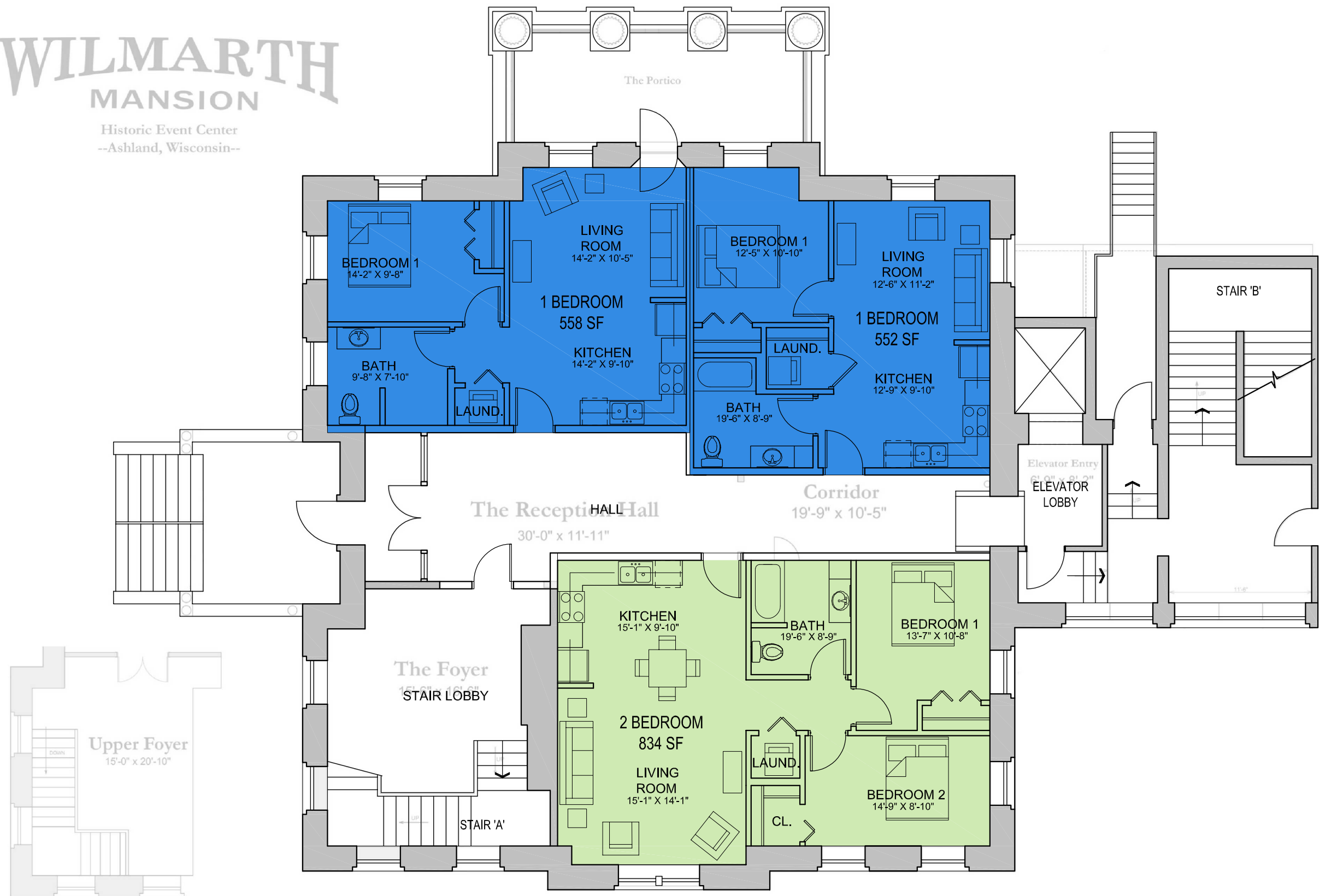
NOT TO SCALE

NORTH



WILMARTH MANSION

Historic Event Center
--Ashland, Wisconsin--

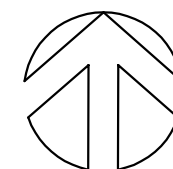


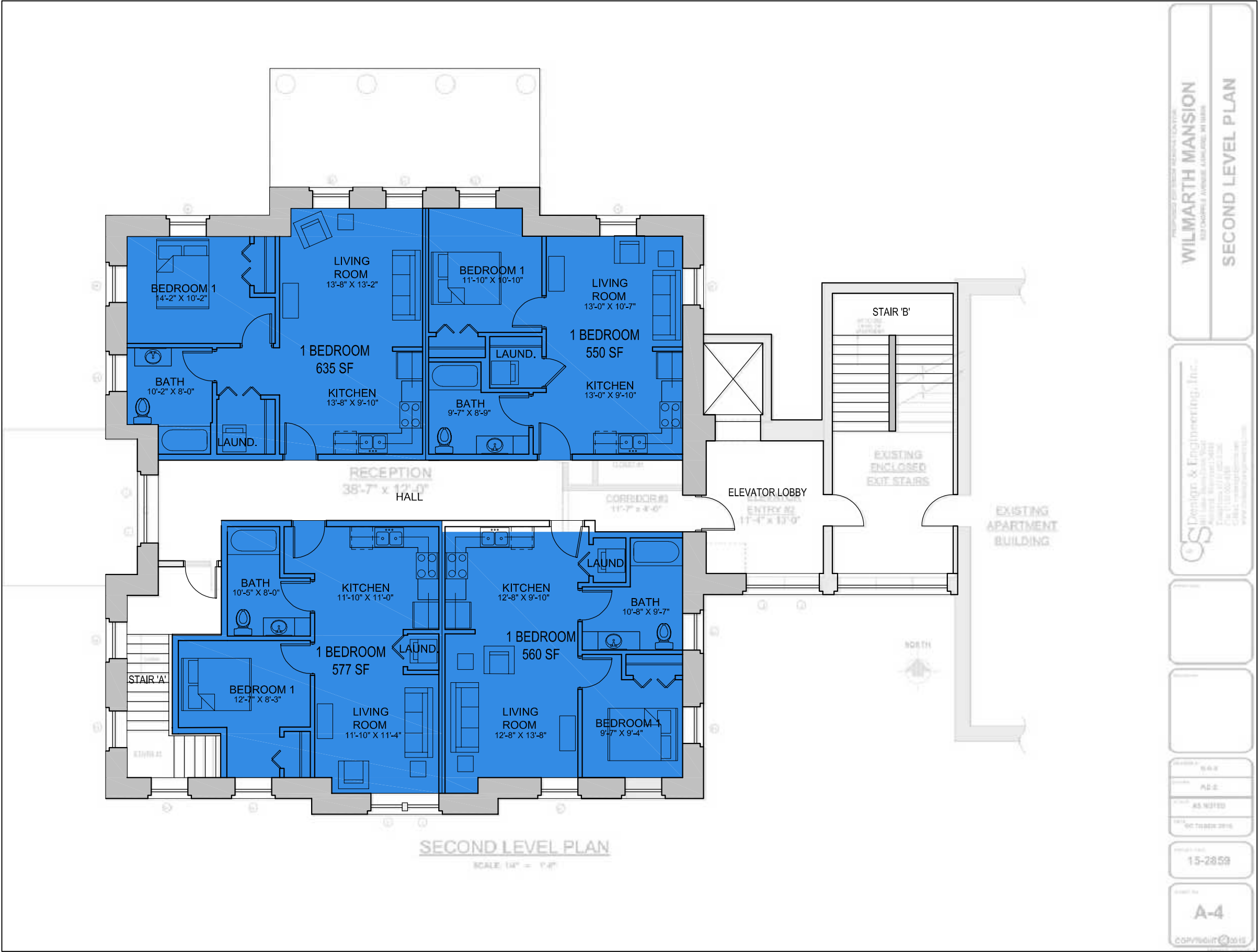
WILMARTH MANSION PRELIMINARY FIRST FLOOR PLAN

NOT TO SCALE

6.26.2020

PLAN NORTH



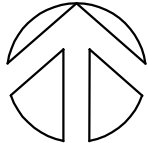


WILMARTH MANSION PRELIMINARY SECOND FLOOR PLAN

NOT TO SCALE

6.26.2020

PLAN NORTH



2021 CITY OF ASHLAND COUNCIL CALENDAR

Subject to Change

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COUNCIL MEETINGS



CITY HALL OFFICES CLOSED



ELECTION DAYS



COUNCIL MEETING/
BUDGET HEARING



REORGANIZATIONAL MTG



BUDGET WORKSESSIONS



PLAN COMMISSION

