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at
CITY HALL COUNCIL CHAMBERS, 601 MAIN STREET WEST, ASHLAND, WI
WITH THE AVAILABILITY TO ATTEND VIRTUALLY**

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**ASHLAND COMMITTEE OF THE WHOLE MEETING
Tuesday, February 22, 2022 – 5:30 PM**

Please silence all cell phones during the meeting

1. Roll Call
2. Council President's Report
3. Administrator's Report
4. Approval of Agenda
5. Committee Updates
6. Discussion Items
 - A. **Review Committee Recommendations Regarding Residential Redevelopment Strategies and Goals for City-owned Parcels** (*Planning*)
 - B. **Discussion Only to Update Council Regarding the American Rescue Plan Act (ARPA) Funds** (*Administration*)
7. Adjournment

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SUBJECT: Committee Updates

RECOMMENDATION: Discussion Only

DEPARTMENT OF ORIGIN:

CLEARANCES: Council President

EXHIBITS:

SUMMARY STATEMENT:

LIBRARY BOARD	SARAH JACKSON
HOUSING COMMITTEE	ANNA TOCHTERMAN
PLAN COMMISSION	ERIC LINDELL
PARKS & RECREATION	KEVIN HAAS
SOURCE WATER PROTECTION COMMITTEE	CHARLIE ORTMAN
HOUSING AUTHORITY	LIZ FRANEK
HARBOR COMMISSION	DICK PUFALL
PUBLIC WORKS COMMITTEE	JACKIE MOORE

SUBJECT: Review Committee Recommendations Regarding Residential Redevelopment Strategies and Goals for City-owned Parcels (*Planning*)

RECOMMENDATION: Discussion and Possible Action

DEPARTMENT OF ORIGIN: Planning and Development Department

CLEARANCES: Housing Committee discussed on January 12, 2022
Plan Commission discussion on January 18, 2022

EXHIBITS:

1. January 18, 2022 Plan Commission Meeting Minutes
2. January 12, 2022 Housing Committee Meeting Minutes
3. Presentation from January 18, 2022 Plan Commission Discussion of City-Owned Properties Inventory for Residential Use

SUMMARY STATEMENT:

The City of Ashland currently owns several large parcels of land which are served by City utilities, and could be amenable to residential redevelopment. City staff compiled the attached slideshow summarizing the size, location and notable features of each site for consideration of desired uses and disposition strategies. The Housing Committee discussed these sites at their January 12, 2022 meeting, and their feedback was provided to the Plan Commission as context for their January 18, 2022 discussion of these sites. Planning staff recommended that the first two sites identified in the presentation, the Junction Rd and Beaser Avenue sites, be prioritized based on their location, size, current zoning, and Comprehensive Plan goals. Both the Housing Committee and Plan Commission agreed with this recommendation. Minutes from both of these meetings have been attached for reference.

Staff is looking for any additional feedback on site goals from Committee of the Whole, particularly related to timeline and strategies for disposition of each parcel. The Planning Director will provide a brief overview of each site, go over any private interest that has been expressed to date on each parcel, and provide recommendations for Council's consideration at the COW meeting.



City of Ashland – Plan Commission Meeting Minutes

A meeting of the Ashland Plan Commission was held on **Tuesday, January 18th, 2022 at 6:30 p.m.** via GoToMeeting.

Committee Members Present: David Mettillie, Mayor Lewis, Laurie Gregor, Eric Lindell, John Beirl, Katie Gellatly

Committee Members Absent:

Staff Present: Megan McBride

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

Agenda

1) Approval of Agenda

Motion to approve the agenda by Eric Lindell, seconded by David Metille.
Passed unanimously.

2) Consent Agenda

a) Approval of minutes from the December 3rd, 2021 Plan Commission meeting

Motion to approve the minutes from the December 3rd, 2021 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 provide recommendation on a request to vacate a portion of Right-of-Way known as Outlot A of CSM #474. Applicant: Ashland Industries

Megan McBride summarized the process for a Right-of-Way or ROW Vacation for the commission. She then summarized her staff report on the Ashland Industries request for the ROW vacation.

John Beirl asked who is responsible for the maintenance of the existing road.

Megan McBride answered that the road is currently public access so the City maintains it, however if the ROW Vacation is approved maintenance of the road becomes the responsibility of Ashland Industries.

Mayor Lewis asked what Ashland Industries produces.

John Beirl answered that they make construction and earth moving equipment.

A motion to approve the review by Eric Lindell, seconded by John Beirl. Passed unanimously.

b) Review and approve Site Plan for construction of a second-story addition to the existing building located at 1400 3rd St. W, parcel #201-00274-0000, zoned: Mixed Residential/Commercial (MRC). Applicant: Jarrod Dahl and Jazmin Hicks-Dahl

Megan McBride summarized her staff report and the process for a site plan review. She explained the existing use of the building on the property and the wish for the applicant to expand their artist studio. Approval has been recommended with the condition that the applicant install exterior lighting.

John Beirl mentioned that he believes that this project would improve the site and the area overall.

Eric Lindell asked if there was any public comment on the exterior lighting.

Megan answered that there are no proposals at this time, but they would want to install one light that would not violate the light ordinance.

A motion to approve the Site Plan by John Beirl, seconded by David Metille. Passed unanimously.

c) Initial review and possible recommendations regarding City-owned properties for residential redevelopment.

Mayor Lewis explained that this review is meant to evaluate the City's current properties that could be used for housing development.

Megan McBride summarized the strategic planning process and the goal to expand housing within the City. She also explained that these properties are possible housing development sites.

Junction Road Property - Megan McBride summarized the property characteristics, including utilities, acres, zoning, and environmental concerns. The Housing committee had recommended two options, the first to sell the property as one big piece of land, making the goals of the property very specific for developers. Second, to subdivide and market individual plots of buildable land.

David Metille agreed that this property is the most shovel ready, but asked about adding another city street if we subdivided the land.

Megan McBride answered that there are several options in regards to a new street that would depend on the marketing the city decides on.

John Beirl asked if we have talked to the existing developer that put apartments on Beaser.

Megan mentioned that there is developer interest in the property, but not from that particular person.

Mayor Lewis commented that there was a proposal to build apartments on the Junction Road property before and the neighbors opposed the plans with wishes to keep the character of the neighborhood. Thus, Mayor Lewis suggested taking input from the neighbors.

Eric Lindell commented that selling the land as one piece makes sense to avoid empty subdivided lots. He also asked about the timeline for a request for proposals.

Megan said that we can send out a proposal if that is what is recommended.

Mayor Lewis commented that she wants to talk more specifically about what kind of housing the commission wants before starting a Request for Proposals.

Megan McBride summarized the Request for Proposals process.

Mayor Lewis mentioned that previously the Request for Proposals has been very vague and the City has received a variety of proposals that might not fit what those properties need.

David Metille commented that selling the whole parcel as one piece feels restrictive and mentioned public interest in townhouses. He asked if there is wording that can be used that keeps the proposals open.

Laurie Gregor agreed with David Metille.

Megan asked if the commission agrees that the property should be sold as one whole lot.

The commission agreed.

Beaser Site - Megan McBride summarized the property characteristics, including utilities, acres, zoning, and environmental concerns. She also mentioned that this is another shovel ready lot, but might need some utility upgrades for multi-family housing.

Laurie Gregor asked if the City did another RFP would there be any changes?

Megan McBride answered that the last RFP was very broad and a variety of proposals came up, and it is up to the planning commission whether it is kept broad or more focused on community demand.

David Metille said he agreed with John Beirl's previous statement that Beaser could be a good site for many kinds of housing development. He also mentioned that the RFP for this site should be dependent on other sites RFPs.

Laurie Gregor agreed.

Mayor Lewis asked if the RFP should be restricted to housing.

Eric Lindell commented that housing should be a priority for this site.

Laurie Gregor and John Beirl both agreed that this site should not have a housing restrictive RFP. John Beirl also commented on the proximity of this site to the police station.

Megan McBride asked if it would be helpful for the commission to see previous RFP's for the Beaser site.

David Metille said that was a great idea.

John Beirl asked about previous proposals and how they were narrowed down.

Megan McBride said that the most proposals this property had at one time was three, and none of them were able to move forward. Others were interested but never submitted official proposals.

Ortman Property - Megan McBride summarized the property characteristics, including utilities, acres, zoning (Heavy Industrial), and environmental concerns including potential wetlands that could impede buildability. Housing committee recommended assessment for wetlands, and considered this as a good area for single buildable lots. The Housing Committee also wanted to know how a possible rezone of this property as residential would impact the amount of Heavy Industrial zoned land.

Megan mentioned that with the possibility of wetlands residential development would be more flexible than heavy industrial development.

John Beirl asked if this would be a desirable site for residential development.

Mayor Lewis said that this property was acquired by the City to accommodate potentially industrial development, but as far as she knows no industrial developers have come forward for the land.

David Metille commented that this is his neighborhood and comments that he has received a residential development would be preferred by neighbors.

Eric Lindell mentioned that a wetland assessment would clarify what development could be done on the property.

Laurie Gregor mentioned that people do want to be on the outskirts of the City and that buildable land out there would sell.

David Metille mentioned that residential development on that property could lead to better road infrastructure for the whole area.

Toll Road Property - Megan McBride summarized the property characteristics, including utilities, acres, zoning (Light Industrial), and environmental concerns. Housing committee recommended prioritizing other residential sites, if this site is rezoned as residential the development should complement the Timeless Timber site.

Eric Lindell asked how full the industrial park is?

Megan McBride answered that she would have to look into this more, but the primary

development that is happening there is expansions, sometimes into adjacent properties.

5) Announcements/Reports/Comments/Questions

a) Updates on the Timeless Timber development projects

Megan McBride updated the commission, the site plan for the residential development should be up for review at the next Plan Commission meeting. Properties that are surrounding the area will receive a site plan. Commercial wise the property has been subdivided and is still on track for Spring construction.

6) Adjournment

Motion to adjourn by David Metille. Seconded by Eric Lindell. Passed unanimously.

Meeting was adjourned at 7:31 pm. Minutes done by Megan McBride and Mandelyn Lyons.

Committee Members Present: Liz Franek, Kaas Baichtal, Eric Lindell, and Megan McBride

Committee Members Absent: Kathy Beeksma

Staff Present: Ray Kallio, Mayor Lewis

Citizens Present: Millie Rounsville

Mayor Lewis opened the meeting at 8:00 a.m.

Agenda

1) Consent Agenda

Motion to approve the agenda by Kaas Baichtal. Seconded by Eric Lindell. Passed unanimously.

2) a.) Approve minutes from the November 10, 2021 Housing Committee meeting

Motion to table approval of the minutes from November 10, 2021 Housing Committee meeting by Eric Lindell. Tabled until next meeting.

3) Citizen Comments

None.

4) Old business

a) Updates on progress with CDBG, HIP, and property maintenance

Community Development Block Grant (CDBG) – Megan McBride summarized that more loans are being paid off and some are starting up. She also mentioned that instead of issuing violation letters the first letter will be a resource letter.

HIP – Ray Kallio explained that the HIP program is still looking for contractors for the upcoming building season. He also said that he is working with Megan to find homes that could benefit from HIP or CDBG help.

Property Maintenance – No updates

5) New Business

a) Discussion of inventory and disposition strategies for City-owned land for future residential use.

Megan McBride summarized that the City owns several parcels of land that could serve different purposes, but today's discussion will be specific to certain parcels that could be used for residential development.

Junction Road - Megan explained the parcel and its qualities, it's zoned residential estate, could be subdivided, and has utility access.

Mayor Lewis mentioned that there was opposition from neighbors to develop the Junction Road property into rental units.

Kaas Baichtal said that reaching out to neighbors about the possibility of rentals or subdividing the property could be beneficial.

Eric Lindell said to alleviate these issues the bid process could be very specific to control what goes on the property or to get an idea of what developers are thinking.

Kaas Baichtal mentioned that realtors could be a resource to see if developers are interested in the property.

Ray Kallio said that the housing stock could benefit from new single family homes.

Liz Franek mentioned that more sober living and recovery homes are needed as well.

Eric Lindell asked if we need to have a specific request for bids that has individual lots? Also could a time limit be put on bids?

Megan McBride said that we can market one way for some amount of time and if nothing is built we can change the strategy.

Molly Rounsville mentioned an example in another community that subdivided a property, made sure there were buyers for each lot, started the building process at the same time, and then moved in the same time.

Beaser- Megan McBride summarized the property, it is zoned mixed residential/commercial.

Kaas Baichtal mentioned the possibility of tiny homes, but maybe not specifically for this area.

Eric Lindell said that the feel of community or a neighborhood.

Megan McBride asked for clarification, would utilities or more alleys be helpful?

Eric Lindell said that the feeling of neighborhood or community is creating one space where homes look of similar quality.

Kaas Baichtal wanted clarification on the kind of housing that the city wants in that area.

Mayor Lewis answered that she wants the best use, which is subjective.

Ray Kallio mentioned elderly housing that is close to resources.

Eric Lindell mentioned that there is a housing shortage for almost every demographic in Ashland.

Ortman Property - Megan McBride summarized the property, it is zoned heavy industrial, has utility access, and would have to be rezoned for residential use. She also summarized a site investigation that found some potential wetlands.

Eric Lindell asked if this property is rezoned would there still be substantial amounts of heavy industrial zoned land?

Megan McBride answered that she would have to look into that more.

Kaas Baichtal asked that the committee consider the effects of changing the zoning of this property to residential. Could this limit what surrounding industrial uses could do?

Liz Franek mentioned the possibility of using one of these properties for a small farm property to be used as a group home.

6) **Announcements**

- a. Updates on redevelopment of the Timeless Timber site.

Megan McBride said that the site is moving forward.

- b. Updates on the NWCSA emergency shelter.

Millie Rounsville updated the committee as the shelter is planning a soft opening. The shelter is also going to have a laundry room and computer lab. Mille explained that the rooms in the shelter did not have safe electricity and the building did not have heat. NWCSA wanted to get the shelter up to code and safe for human health and safety before opening, which has created some delays in the opening.

Millie also said that the community has been very helpful in providing resources and items for the shelter including dishes and shelving.

Anne Whiting thanked Millie for all her work.

7) **Adjournment**

Motion to adjourn made by Kaas Baichtal, seconded by Megan McBride. Passed unanimously.

Meeting was adjourned at 9:20 am. Minutes by Mandelyn Lyons and Megan McBride.

2022 Inventory of City-Owned Properties for Residential Redevelopment

Junction Road Property

Junction Road Property Aerial Map



Junction Road Property Broad Aerial Map



Property Summary

Site Location: Junction Rd west of Sanborn Ave

Parcel #201-03804-0000

Parcel size: 5.5 Acres

Zoning: Residential Estate (R-E)

Minimum buildable parcel size: ½ acre

Utilities: Water, sanitary sewer, storm sewer

Environmental Contamination and Considerations

- The 100 Year Flood Boundary overlaps onto a part of the property
- An existing easement with the Popyschalla's indicates that there is a ravine on the property



Housing Committee Ideas/Recommendations

- Market as one site with RFP for desired housing use
 - Would require rezoning as multi-family is not permitted in the RE district
 - Should be very specific in RFP about desired housing type that is compatible with existing neighborhood
- Subdivide and market as individual buildable lots
 - Would secure buyers before transferring lots, would not be done in a piecemeal way
 - Could reach out to USDA or NWRPC who provide loans for new home builds to secure buyers

Beaser Avenue Property

Beaser Avenue Property Aerial Map



Beaser Avenue Property Broad Aerial Map



Property Summary

Site Location: 300 block of Beaser Avenue

Parcel #201-00356-0000

Parcel Size: 4.5 Acres

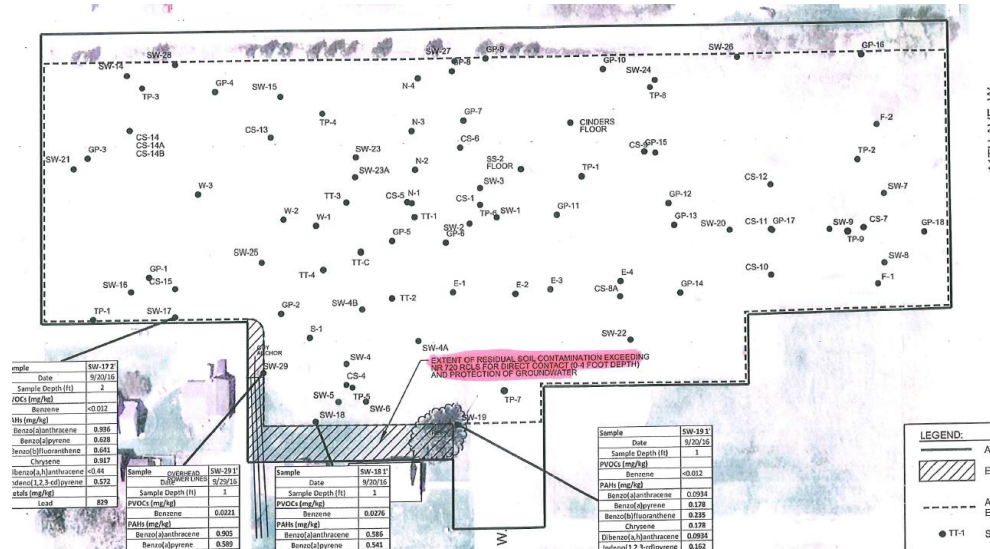
Zoning: Mixed Residential/Commercial (MRC)

Minimum buildable parcel size: Dependent on type of residential use

Utilities: Water, sanitary sewer, storm sewer

Environmental Contamination & Consideration

- Site Assessment Grant utilized to identify residual contamination in 2012
- Site was remediated using grant funding, with Final Closure Letter with Continuing Obligations from DNR recieved in 2017



Housing Committee Ideas/Recommendations

- Appropriate for higher density housing because of its proximity to the downtown, 5th Street Corridor, and other amenities
- Needs to look and feel like a neighborhood, and be cohesive with existing surrounding uses
- Should hold an open house with residents in this area at the new Police Station to get neighbor input on ideal use and design
- Would be a good location for a variety of different housing types, including senior housing, townhomes, or multi-family

Ortman Property

Ortman Property Aerial Map



Ortman Property Aerial Map



Property Summary

Site Location: Cty Hwy A, just east of 11th Avenue E

Parcel #201-058082-0100

Parcel Size: ~53 Acres

Zoning: Heavy Industrial (HI)

Minimum buildable parcel size: 2 acres (would change dependent upon new zoning)

Utilities: Water, sanitary sewer, storm sewer

Environmental Contamination & Considerations

- Potential wetlands identified on site, would need to complete wetland delineation
- DNR floodways viewer indicates one intermittent stream and several drainage ditches



Housing Committee Ideas/Recommendations

- Should get updated environmental information including wetland delineation to prepare for future redevelopment
- Due to its rural location, this may be a good site to explore subdividing for buildable lots which has been identified as a need
- Need to consider in context with how much buildable industrial land remains in the City, and how environmental considerations may impact industrial vs residential development

Toll Road Property

Toll Road Property Aerial Map



Toll Road Property Aerial Map



Property Summary

Site Location: Intersection of Toll Rd and 6th St E (just east of corridor)

Parcel #201-05070-0000

Parcel Size: ~19 acres

Zoning: Light Industrial (LI)

Minimum buildable parcel size: 1 acre (would change dependent upon new zoning)

Utilities: Water, sanitary sewer, storm sewer

Environmental Contamination and Considerations

- Creek runs through eastern portion of property
- No wetland delineation or analysis has been performed to date

Housing Committee Ideas/Recommendations

- Prioritize other sites for residential development since this is one of few parcels zoned Light Industrial
- Can be evaluated for residential use that would complement Timeless Timber development once that project is completed and market impacts can be assessed

SUBJECT: Discussion Only to Update Council Regarding the American Rescue Plan Act (ARPA) Funds (*Administration*)

RECOMMENDATION: Discussion Only

DEPARTMENT OF ORIGIN: Administrator

CLEARANCES: Council President

EXHIBITS: 1. Non-Exclusive List of Eligible Uses

SUMMARY STATEMENT:

In March of 2020, the Federal government enacted the American Rescue Plan Act (ARPA) which provided direct funding to municipalities to help mitigate the economic hardships of the COVID pandemic. Attached is the general guidance provided by the State of Wisconsin regarding the allowable uses of ARPA funds. As you know, we have been discussing a number of potential uses for these funds and I think it is important that we now focus on the specific council priorities.



Non-Exclusive List of Eligible Uses

ARPA – Local Fiscal Recovery Funds

Responding to the Public Health Emergency	Addressing Negative Economic Impacts	Serving the Hardest Hit	Improving Access to Infrastructure
COVID-19 mitigation • Vaccinations • Personal protective equipment (PPE) • Testing • Alternative care facilities	Workers and families • Unemployment and training • Food, housing, financial security assistance • Survivor’s benefit	Health disparities • Community health works • Public benefits navigators • Community violence intervention	Water and sewer • Drinking/wastewater infrastructure • Cybersecurity • Remediation of lead pipes • Stormwater/green Infrastructure
Behavioral health care • Mental health treatment • Substance abuse treatment • Crisis intervention	Small businesses • Loans • Grants • Counseling programs	Housing and neighborhoods • Homelessness • Affordable housing • Housing vouchers • Residential counseling	Broadband • Currently unserved or underserved • Modern technologies
Public health resources • Payroll for public health and similar employees	Impacted industries • Tourism • Travel • Hospitality • Non-profits	Educational disparities • Early learning services • School district resources • Educational services	Note: These are examples pending final guidance from the U.S. Dept of Treasury (Treasury). Review Treasury documents for details: • FAQs • Interim final rule
Essential workers • Premium pay • Retroactive premium pay	Public sector • Rehire public sector employees to pre-pandemic levels • Replace lost revenue	Healthy environments • Childcare • Enhanced child welfare services	