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

PLAN COMMISSION MEETING AGENDA

September 20th, 2022 at 6:30PM at the City Hall Council Chamber and via Go To Meetings

The meeting can be joined in person or by using a computer, smartphone or tablet at <https://meet.goto.com/124086653>. The meeting can also be joined by phone at 1 877 309 2073 using Access Code: 124-086-653

AGENDA

1. Call to Order and Roll Call
2. Approval of the Agenda
3. Consent Agenda
 - a. Approval of minutes from the August 15, 2022 Plan Commission meeting
4. Public Comment (non-agenda items)
5. Action Items:
 - a) Public Hearing and vote on a request for a Conditional Use Permit (CUP) to operate two short term vacation rentals at 309 Main St. E, parcel #201-01340-0000, zoned City Center (CC). Applicant: Anna Morley & Scott Johnson
 - b) Review and recommendation of proposal for redevelopment of the Beaser/Roffer's site, City-owned parcel #201-00356-0000
6. Announcement/Reports/Comments/Questions
7. 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 the Planning & Zoning Dept. at (715) 682-7041.



City of Ashland – Plan Commission Meeting Minutes

A meeting of the Ashland Plan Commission was held on **Monday, August 15th, 2022 at 6:30 p.m.** via GoToMeeting.

Committee Members Present: Mayor MacKenzie, Jeff Beirl, JoAnn Erickson, John Beirl, Ana Tochtermann

Committee Members Absent: David Metille and Laurie Gregor (excused)

Staff Present: Brea Grace, Mandelyn Lyons

Mayor MacKenzie opened the meeting at 6:34 p.m. due to technical issues

Agenda

1) Approval of Agenda

Motion to approve the agenda with amendments by John Beirl, seconded by JoAnn Erickson. Passed unanimously.

Amendments include the following: June 21st shall be changed to July 19th in the consent agenda.

2) Consent Agenda

a) Approval of minutes from the July 19, 2022 Plan Commission meeting

Motion to approve the minutes from the July 19, 2022 Plan Commission meeting, with amendments, by JoAnn Erickson, seconded by John Beirl. Passed unanimously.

3) Public Comment (non-agenda items)

None.

4) Action Items

- a. Review and approve Site Plan for renovation and construction of the new Little Caesars Pizza at 915 Lake Shore Dr. W – formerly the Holiday Gas Station. Applicant: Dale Brooks

Brea Grace summarized the proposed renovations and staff report and said that this site plan follows a Conditional Use Permit that was approved at a prior meeting. She explained that there are no changes proposed to the square footage of the building at present.

Jeff Beirl asked to clarify which site plan is correct – the one in the packet or the one sent out prior to the meeting.

Staff confirmed that the packet is the older site plan, the new plan has a car in the plan and the landscaping is different.

Brea commented that the older site plan included landscaping closer to the highway, however this was changed due to the difficulty of keeping landscaping alive so close to the road.

JoAnn Erickson agreed that not having landscaping so close the highway is smart.

John Beirl asked who owns the property, and if Dale will be leasing from the current owner.

Dale Brooks confirmed that he will be buying the building from the current owner and not leasing.

John commented that it is great to see a local small business expand in the City. He then asked what protections the slope on the north side of the property have.

Brea explained that the UDO and the DNR has requirements related to shoreline zoning. She said that concerns about views and clear cutting are important to consider, and this site will not be clear cutting.

Jim Coffey, the current property owner, commented that there are no intentions of clear cutting the slope to the north as the vegetation is what keeps the slope in place.

Ana Tochtermann asked if the paved area on the property will be expanded during the remodel.

Trevor Provost of C&S design, who is working with the applicant said there will be no expansion of the paved area.

Ana also asked if the applicant is open to including native plantings in their landscaping plans.

Dale indicated that he is willing to incorporate native plantings and asked staff for assistance.

Staff said they will work with Dale on native plantings for that area.

Motion for approval of the Site Plan with conditions by John Beirl, seconded by Jeff Beirl.
Passed unanimously.

The final conditions are as follows:

- a. Any future use of the former car wash building must comply with the UDO as an allowable accessory use in the Waterfront Commercial (UDO 4.28 B.3.), or potentially would require a CUP for a secondary conditional use.
- b. Details about the proposed landscaping to be submitted to City's Planning & Development Department for review and approval.
- c. Details to be provided about proposed site and building lighting i.e., accent lighting for the building), including compliance with UDO requirements for downcast and fully screened lighting.
- d. Any new signage or signage replacements require a Sign Permit to be obtained through the Planning & Development Department to ensure it conforms to UDO standards (UDO 4.46 D.10., 4.47 D.6., and 6.6).
- e. The dumpster enclosure must be located onsite or an agreement should be documented between the applicant and adjacent property owner for shared dumpster facilities.
- f. Knox Box to be provided for each building if the business is not open 24-7; locations for each clearly identified on the final plan set, submitted to the City prior to the issuance of any Building Permit
- g. Following final design of the plans, the applicant shall provide a CD copy of the final Building Floor Plan Layout and Utility Plan (in a .dxf format), for the Fire Department's pre-fire planning of the structure's layout.
- h. The street number of the location shall be on the front of the primary structure, visible from the US 2 roadway.
- i. The restaurant will be required to install and maintain a grease trap.

- b. Review and approve Site Plan for construction of a 24'x60' storage addition at 2301 Golf Course Rd. Applicant: Midland Service

Brea Grace summarized the proposed renovations and staff report. She explained that the applicant will also be doing some re-organization of the site in general and that there are some existing electrical issues. The applicant is planning to fix any electrical concerns found by the fire department.

Jeff Beirl asked to explain the catch basin system and its contamination protection qualities.

Trevor Provost of C&S design, who is representing Midland, explained the system to the commission.

Motion to approve the Site Plan with conditions by JoAnn Erickson, seconded Ana Tochterman. Passed unanimously.

The final conditions are as follows:

- a. Review and update the building's electrical system. Outstanding electrical violation (i.e., exit lighting) to be corrected. Review and consider installation of conduit and new power circuit on the ceiling, and relocation of the electrical exterior feed location.
- b. The actual path of the sanitary sewer line to be field verified and connection to be coordinated with Brian Ledin, Wastewater Utility staff.
- c. Knox Box to be provided for building if the business is not open 24-7
- d. Following final design of the plans, the applicant shall provide a CD copy of the final Building Floor Plan Layout and Utility Plan (in a .dxf format), for the Fire Department's pre-fire planning of the structure's layout.
- e. The street number of the location shall be on the front of the primary structure, visible from the Golf Course Rd roadway.
- f. Details for new exterior lighting to be submitted to City's Planning & Development Department for review of compliance with UDO requirements (i.e., downcast and fully screened), and approved prior to installation.
- g. Any new signage or signage replacements require a Sign Permit to be obtained through the Planning & Development Department to ensure it conforms to UDO standards.
- h. Construction plans to be approved by the State of Wisconsin and a City of Ashland Building permit to be obtained prior to commencement of construction.

5) Announcements/Reports/Comments/Questions

- a. Review and Discussion of the Role of the Planning Commission regarding site plans and conditional use permits

Brea Grace presented and answered questions relating to zoning and the role of the commission.

6) Adjournment

Motion to adjourn by Jeff Beirl, seconded by John Beirl. Passed unanimously.

Meeting was adjourned at 7:51 pm. Minutes done by Mandelyn Lyons.



STAFF REPORT

Plan Commission – September 20, 2022

Agenda Item:	Conditional Use Permit (CUP) to operate two short term rentals
Applicant(s):	Anna Morley & Scott Johnson
Property Owner(s):	Anna Morley & Scott Johnson
Parcel No:	201-01340-0000
Address:	309 Main Street E
Zoning District:	City Center (CC)

Background

Anna Morley and Scott Johnson are requesting review and approval of a proposal to operate two second floor short term rental units in an existing structure at 309 Main St. E. The units will be rented using various vacation rental apps. If the short-term rentals are unsuccessful, the owners intend to rent the units as long-term rentals. The applicants are seeking a lessee to operate a commercial business in the first floor unit of the structure.

The site includes two off-street parking spaces, and the applicant is considering using remaining lot space for additional parking. The applicants are not proposing any alterations to the exterior of the structure or building footprint at this time.

Short-term rentals are regulated by City's UDO, defined as "Lodging establishment: short stay or extended stay". This lodging use requires a Conditional Use Permit (CUP) in the City Center (CC) zoning district (UDO 4.17, B.2.b.(8)).

Standards for Review

Standards for review are detailed in UDO 3.9 D.1.- 5. and outlined with staff analysis below.

1. Consistency with Comprehensive Plan.

This project is consistent with the vision of the Comprehensive Plan. The proposed use is in an aging structure which has been vacant for several years. The proposed use supports the Plan's objective to re-use vacant buildings in downtown and commercial areas.

The proposed use will offer increased lodging options for tourists to the area. Short-term rentals in the downtown area will support increased economic activity and support local small businesses.

2. Project Compatibility

The proposed use supports the intent of the City Center District regulations and the Comprehensive Plan's visions for downtown. This use will increase pedestrian traffic, complement and support downtown commercial development, and increase the mixture of uses in downtown Ashland (UDO 4.17, A.).

3. Importance of Services to the Community

There is local and regional demand for short-term rental uses. Short-term rentals near Ashland's downtown will bring tourists and support economic activity in the city.

4. Neighborhood Protections

Notice of the CUP request was sent to neighboring properties August 31, 2022. Surrounding the property, commercial uses are predominant. Short-rental uses are compatible with uses in the downtown's mixed-use area.

5. Conformance with Other Requirements

"Lodging establishment: short or extended stay" uses require one off-street parking space per room offered for occupancy. The applicants will provide two off-street parking spaces. Additional on-street parking is available nearby.

Besides paving parking areas, all alterations to the property will occur on the interior of the existing structure at this time.

6. Other Factors

Separate zoning approvals are necessary for future development of the first floor of the building.

Review Recommendation

Staff recommends APPROVAL of the applicants' requested Conditional Use Permit to operate two second floor short term rental units in the existing structure at 309 Main St. E (Parcel #201-01340-0000), subject to the following conditions:

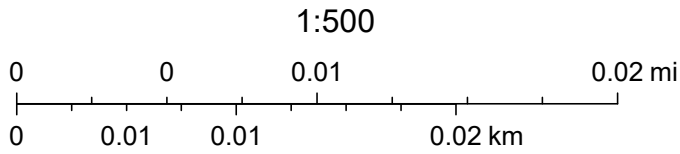
- 1) Applicant shall provide one off-street parking space per room offered for occupancy.
- 2) Applicant shall pave all off-street parking spaces.
- 3) Short term rental units shall not be occupied by the same renters for more than 10 consecutive days.
- 4) A 24/7 contact for the property shall be within 30 miles of the property in case of emergency while the unit(s) are being rented for short-term stays.

309 Main St. E - Aerial View



9/1/2022, 3:44:34 PM

 Parcel Mapping
Parcel Labels



City of Ashland Public Works Department, GIS Division,
PICTOMETRY INTL

CONDITIONAL USE PERMIT APPLICATION COVER LETTER

7/30/2022

City of Ashland
Department of Planning & Development
601 W Main Street, Ashland, WI 54806

To: Department of Planning and Development,

We, Anna Morley and Scott Johnson, are applying for a Conditional Use Permit to create two upstairs apartments at 309 Main Street E, Ashland, WI. We plan to use them for vacation rentals (air bnb, VRBO, etc) as well as vacation units for our family. If the vacation rentals aren't successful, we would turn them into long-term rentals.

These apartments are currently under construction and we are hoping they will be ready to rent by some time in September or the 1st of October, 2022. We have attached current pictures. We have acquired all of the necessary building permits and have been working closely with Steve Schraufnagel.

We are working hard to create two beautiful, well-constructed spaces that people will want to visit and/or live in. We both grew up coming to Lake Superior and have dreamed of having a property on or near it. After buying this property we have also grown to love Ashland. We hope that our vacation rentals provide a beautiful place for people to come enjoy everything that Ashland and Lake Superior have to offer. Further, when people come to visit, we will have information on our favorite local spots. We want to encourage our guests to visit many of the great local shops, restaurants, and outdoor spaces within Ashland.

Lastly, we plan to transform the main level space on Main Street. We have several ideas. They include: a microdistillery, an ice cream shop, or a gift shop where we would sell local goods. We are in the very early stages of researching and planning.

Thank you for considering our application.

Sincerely,

Anna Morley and Scott Johnson



8/31/2022

RE: Notification of a Conditional Use Permit application for a property near your property.

Dear Neighbor,

The City of Ashland is writing to notify you that Anna Morley & Scott Johnson have applied for a Conditional Use Permit (CUP) to operate two short term rentals at 309 Main St. E, parcel #201-01340-0000, zoned City Center (CC). **Please see the attached cover letter for additional details.**

The City of Ashland welcomes your input on this CUP, and invites you to appear before the Plan Commission with any comments at the Public Hearing scheduled for **Tuesday, September 20, 2022 at 6:30 pm** in person at the City Hall Council Chambers or via Go To meeting. You can join the meeting on a computer, smartphone or tablet using the link: <https://meet.goto.com/124086653>. You can also join via phone at United States (Toll Free): [1 877 309 2073](tel:18773092073) using Access Code: 124-086-653.

If you have any questions, concerns, or would like more information prior to the meeting, or are unable to attend the meeting, please feel free to send comments or questions to Mandelyn Lyons at 715-682-7041 or mlyons@coawi.org. If you want to submit written comments to our office to be shared at the public hearing ahead of time please send them to 601 Main Street W, Ashland, WI 54806 attn: Planning Dept.

Sincerely,

Mandelyn Lyons
Department of Planning and Development
Administrative Assistant & Permit Technician

Email: mlyons@coawi.org
Phone: 715.682.7041

309 Main St. E - CUP Neighbor Letter Range



8/22/2022, 11:00:15 AM

-  Override 1
-  Parcel Mapping
- Parcel Labels

1:1,128

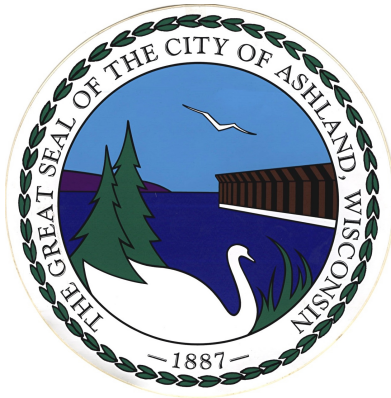
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City of Ashland Public Works Department, GIS Division, PICTOMETRY INTL



City of Ashland
REQUEST FOR PROPOSALS

RFP #22-01

Beaser Avenue
Redevelopment

July 1, 2022

The City of Ashland, Wisconsin will be receiving proposals for the above noted project until 4 PM, Friday, August 5, 2022. Proposals must be submitted in electronic format (email or flash drive preferred) with three (3) printed hard copies mailed or delivered to:

City of Ashland
Attn: Brant Kucera, City Administrator
601 Main Street West
Ashland, Wisconsin 54806
Email: bkucera@coawi.org

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



REQUEST FOR PROPOSALS Beaser Avenue Redevelopment RFP #22-01

Date of Request: July 1, 2022

Project Title: Beaser Avenue Redevelopment

Submittal Due: 4 PM Local Time, Friday, August 5, 2022. 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: Three (3) 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: Beaser Avenue Redevelopment*

Submit to: City of Ashland
Attn: Brant Kucera, City Administrator
601 Main Street West
Ashland, Wisconsin 54806
bkucera@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.

INTRODUCTION

PROJECT SUMMARY

The City of Ashland, Wisconsin, seeks competitive development proposals from qualified developers to help the City attain the sustainable vision set forth in its Comprehensive Plan for the Beaser Avenue Redevelopment Site. The Beaser Avenue Redevelopment area is comprised of approximately 4.5 acres of publicly-owned property located on the west-central side of Ashland, in close proximity to the downtown district. The site is located along a primary corridor Beaser Avenue, which provides direct access to Memorial Medical Center and associated medical clinics, Northwood Technical College, Ashland High School, and Ashland Elementary School, is immediately adjacent to trail amenities, and is in close proximity to Lake Superior. The City is seeking a developer to deliver a project that complements the surrounding neighborhood and is successful in the marketplace.

REDEVELOPMENT PROJECT GOALS

The City of Ashland's goals for this urban infill development site include the following:

1. Facilitate an appropriate density of urban infill development;
2. To provide housing that meets the diverse needs of the City, offering options for a mix of ages and incomes;
3. To provide a development that is sustainable, including environmentally sensitive, energy efficient, and considers existing infrastructure;
4. Design approach that integrates the development with the surrounding neighborhood area, enhances community character, and provides connectivity; and
5. That considers mixed uses by establishing/allowing for neighborhood commercial or other complimentary uses.

TENTATIVE PROJECT SCHEDULE

RFP Release Date	July 1, 2022
Proposals Due	August 5, 2022
Evaluation Period by Housing Committee	August 2022
Interviews	August 22 – August 26, 2022
Selection by Housing Committee	September 2022
City of Ashland Plan Commission Meeting	September 2022
City of Ashland Common Council Meeting	September 2022
City staff & Developer Negotiate Sales Contract and Development Agreement	September/October 2022
Zoning items/site planning approvals	Summer/Fall 2022
Construction begins	Anticipated Spring 2023

BACKGROUND

THE CITY

Ashland is a small city with an outstanding collection of natural, cultural and historical assets. The economy of this regional economic hub is driven by a diverse mix of manufacturing, educational, medical, professional services, locally-owned retail, and tourism-related services. These assets, coupled with the varied economic base, give the city a foundation for a vibrant future that draws, retains, and nurtures people from diverse backgrounds because of the lifestyle and economic activities it offers. Ashland's location on the shores of Chequamegon Bay, in the heart of an outdoor recreational paradise centering on Lake Superior, defines the community of 8,000. Ashland utilizes the waterfront with a marina, walking/biking trails, parks, three beaches, boat launches, a pier and a vision for development of a nearly 2,000 foot ore dock base into a unique civic space. Historical influences shaping the present include educational institutions that reflect a commitment to ecology and place, including Northland College and Northwood Technical College; a downtown filled with history and creativity, with numerous historical architectural landmarks, an historic district on the National Register, and a growing tradition of local public art; and a grid street network that provides the building blocks for a walkable, neighborly and well-connected community.

The City of Ashland completed a Housing Market Study of the City in March, 2018 (copy of study attached). The report identifies various housing deficiencies in the City which need to be met, including: affordable housing, new market rate rentals (2-3 bedrooms), and housing to serve the aging population (senior, assisted).

PROPERTY DESCRIPTION

Property Summary

The Beaser Avenue Redevelopment Area consists of a 4.5 acre parcel (see attached map). The property was vacated approximately fourteen years ago, deemed a brownfield, and environmental remediation efforts commenced to allow for the redevelopment of the site to uses more compatible with the surrounding, well-established residential neighborhood. The site is bound by Beaser Avenue on the west (and single-family homes), 11th Avenue East on the east (the site of the new Ashland Police Department and existing single-family residential), single-family residential homes to the north and single-family residential homes and the 5th Street Corridor Trail to the south. Final environmental remediation activities were completed during the fall of 2016. The site has obtained closure from the Wisconsin Department of Natural Resources with continuing obligations for a small area of residual soil contamination located along the southern property boundary. The Final Case Closure letter is attached, along with a map that identifies the location of the residual soil contamination.

Beaser Avenue Redevelopment Site
Ashland, Wisconsin



Property 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.*

Zoning & Comprehensive Plan

The property is currently zoned Mixed Residential/Commercial (MRC), and continues to be identified for mixed residential/commercial use in the City of Ashland's draft comprehensive plan, *Authentic Ashland 2035*. It may be desirable to develop the site as a Planned Unit Development utilizing Traditional Neighborhood Design principles. This approach would allow for greater flexibility in site layout and design, and would help in achieving the desired project goals. A map identifying the zoning of the surrounding area is attached.

Authentic Ashland 2035 identifies some creative concepts the City would consider in the disposition and development of the subject property to help achieve overall community goals. The associated pages from the Comprehensive Plan are attached for review and consideration, and provide examples of unique development options that may be considered for the site.

Public Infrastructure and Utilities

The Beaser Avenue Redevelopment Site is served by existing street and utility infrastructure, and utilization of the existing infrastructure is encouraged to the extent possible. New street infrastructure should be minimal and limited to the extension of existing streets/alleys to connect the development to the existing residential areas on the north and south sides, continuing the traditional grid-pattern development. The arrangement of existing utilities is depicted on the following map, including streets, alleys, water, sanitary and storm sewer.

Existing Utility Locations



Water
Storm
Sanitary

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 completed development projects undertaken 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: number of housing units, unit sizes, bedroom mix, for sale/rent, approximately sale/lease rates, incomes served, ages served. Include estimated timetable for construction and phasing plan. Also identify any commercial/institutional uses proposed and explain. Explain how the proposed project will achieve the desired project goals. Include approximate development costs anticipated to complete the project.
- 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.
- 8) If any responding firm wishes to subcontract any portion of this project, the information contained in item 3 should also be provided for the subcontractor.

SUBMITTAL REQUIREMENTS

Proposals must be received by 4 PM Local Time, Friday, August 5, 2022. The submittal must include three (3) paper copies and one (1) Electronic File (email/pdf or flash drive). **Label submittal: Beaser Avenue Redevelopment.**

Submit to: City of Ashland
Attn: Brant Kucera, City Administrator
601 Main Street West
Ashland, Wisconsin 54806
bkucera@coawi.org

EVALUATION AND SELECTION PROCESS

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

- 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 and key personnel
- 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 Housing Committee will evaluate the proposals received and conduct any desired interviews. The Housing Committee will then recommend one proposal the Plan Commission, which will then make a final recommendation to the Common Council. If interviews are desired by the Housing Committee, 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 Brant Kucera (bkucera@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.

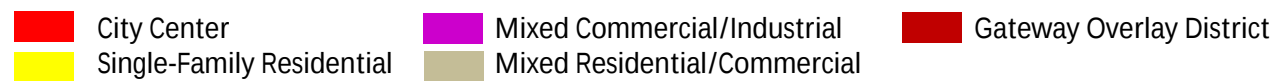
CONTRACT

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

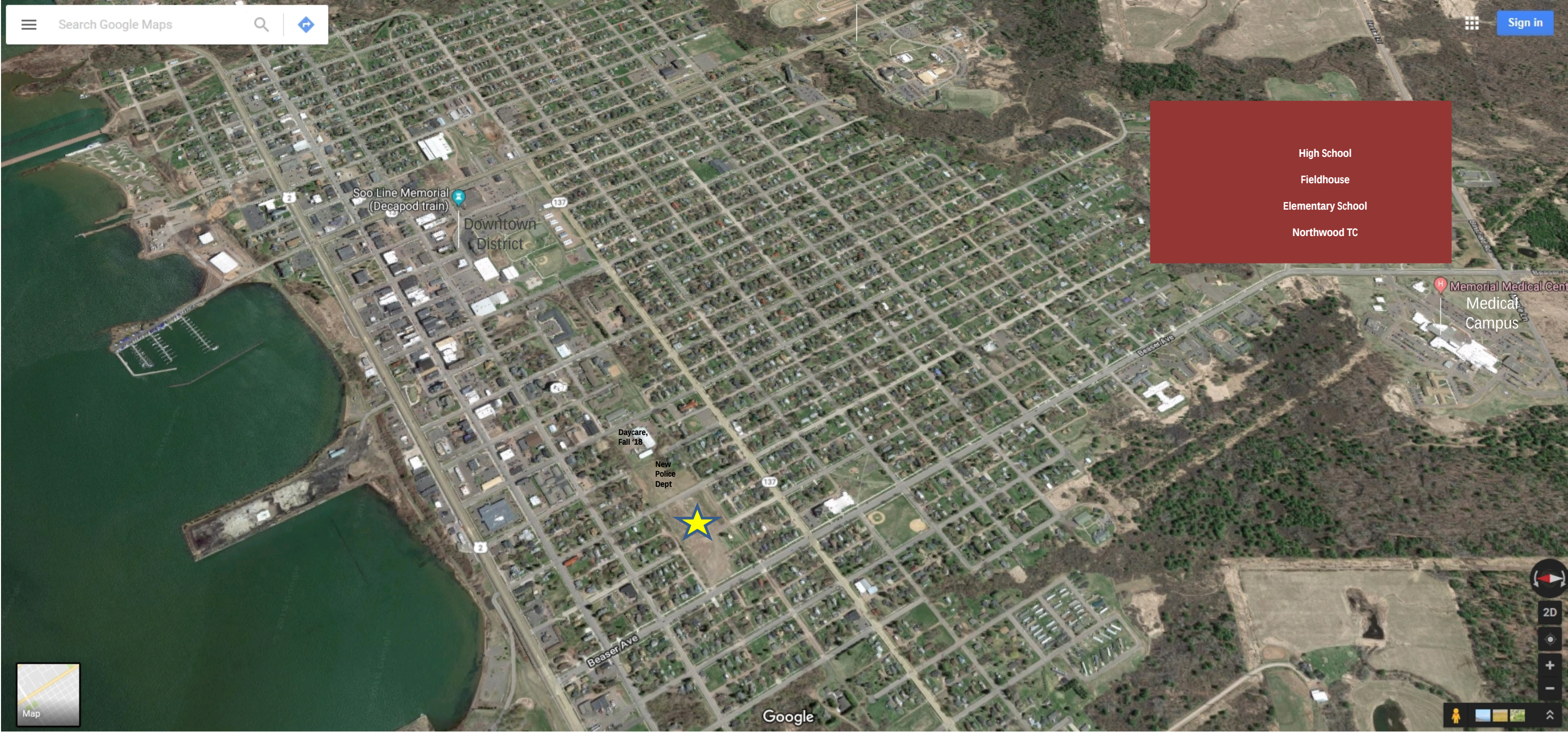
Additional Information

1. City of Ashland Housing Market Study, March 2018
2. Final Case Closure Letter and Map of Residual Soil Contamination
3. Existing Zoning Map of Surrounding Area
4. Excerpts from Authentic Ashland 2035 Comprehensive Plan Regarding Site Disposition
5. Vicinity Map

Existing Zoning
Beaser Avenue Redevelopment Site & Surrounding Area



Beaser Avenue Redevelopment Site – Area Vicinity Map
City of Ashland, WI



BAYFRONT LLC

BEASER AVENUE REDEVELOPMENT

FOR SUSTAINABLE DEVELOPMENT SERVICES

City of Ashland
601 Main Street W,
Ashland, WI 54806

August 5th, 2022

Point of Contact:

Scott Bretting, Sole Owner

Direct: 715.292.1085

66785 Bay Front Road,
Ashland, WI 54806

BAYFRONT LLC

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BAYFRONT LLC

Brant Kucera, City Administrator
City of Ashland
601 Main Street West
Ashland, WI 54806

August 5th, 2022

RE: City of Ashland Beaser Avenue Redevelopment Request for Proposals

Dear Brant,

Bayfront LLC is pleased to present the following response to the Request for Proposals for a 4.5 acre, publicly-owned property located on the west-central side of Ashland, in close proximity to the downtown district. In seeking to complement the surrounding neighborhood and help the city attain the sustainable vision set forth in its Comprehensive Plan for the Beaser Avenue Redevelopment Site, Bayfront LLC proposes mixed uses to facilitate an appropriate density of urban infill development. This would include moving or rebuilding 6 single family homes with garages, moving a tri-plex (3-unit apartment) with the addition of a 3 stall garage, moving and enhancing the River Rock Motel to be an 8-unit efficiency apartment with an 8 stall garage, and building 2 new, multi-family apartment units each with a garage.

Bayfront LLC is an Ashland based and locally owned Company. Established in 2002 with the purchase of property 1114 Lakeshore Drive West, the former site of Ashland Produce, we have been gaining knowledge, experience, and local support for 20 years. Bayfront owns most the property west of 11th Avenue West and east of Beaser Avenue, south of Lakeshore Drive West and north of Main Street West, approximately 3.066 Acres. The proximity and opportunity to work on additional property in Ashland is exciting for Bayfront LLC.

We are grateful for the opportunity to provide this proposal for your consideration. We have tried to supply as much information as possible. Please do not hesitate to contact us if you have any questions, need clarifications or if we can provide additional information. We look forward to the possible opportunity to work with you.

Sincerely,

Point of Contact:

Scott Bretting, Sole Owner

Direct: 715.292.1085

66785 Bay Front Road,
Ashland, WI 54806

BAYFRONT LLC

SECTION B: FIRM INTRODUCTION

Bayfront LLC is an Ashland based and locally owned Company. Bayfront owns most the property west of 11th Avenue West and east of Beaser Avenue, south of Lakeshore Drive West and north of Main Street West, approximately 3.066 Acres. Bayfront LLC started in 2002 when it purchased the property at 1114 Lakeshore Drive West, the former site of Ashland Produce and before that it was a gas station.

Bayfront LLC completely gutted the existing structure at 1114, updating all of the electrical, plumbing, heating and Air conditioning system along with all new surfaces and opening, IE: doors and windows. Also, Bayfront has removed the existing fuel tanks partnered with the Wisconsin DNR with the use of the Petroleum Environmental Cleanup Fund Award (PECFA) program.

Since 2002 Bayfront LLC has purchased more than 8 other adjoining properties and have remove blighted buildings or has gone to the extent of completely gutted the existing structure, updating all of the electrical, plumbing, heating and Air conditioning system along with all new surfaces and openings, IE: doors, windows, and siding or stonework

The sole owner of Bayfront LLC is Scott Bretting, phone number is 715-292-1085, home office is 66758 Bay Front Road, Ashland, WI.

Office located in:
Ashland, Wisconsin

We specialize in:

- Realizing Visions
- Renovating
- Teamwork
- Making Property Profitable

Market Experience:
Commercial, Industrial,
Residential, Historic Adaptive
Reuse, Senior Housing



River Rock Inn, Ashland, WI



River Rock Bait Shop, Ashland, WI

BAYFRONT LLC

SECTION C: PROJECT EXPERIENCE



1215 Main Street West is the Triplex. It has been through a Focus on Energy Audit, received all new siding, windows and doors, added insulation in the walls and attic, updated electrical and a new furnace with air-conditioning in all three apartments. A forever (non-wood) deck and stair system on the 1st and 2nd story apartments was also added.



115 12th Ave West is a single-family home with all new siding, some windows and doors, added insulation in the walls and attic and updated electrical. A Mini-split Air-Conditioning system and a new deck on the north-east front entrance were also added.



1109 Main Street West is a single-family home that went through a Focus on Energy Audit, all new siding, windows and doors, added insulation in the walls and attic and updated electrical.



1110 Lake Shore Drive West is presently a business office. It will be moved and converted back to a single-family residential home.

In 2003 Improvements made by Bayfront, LLC were as follows: new siding, windows, doors, complete interior renovation, all new electrical, all new plumbing including furnace and air-conditioning and a new roof structure.



1123 Main Street West is a single-family home that went through a Focus on Energy Audit, received new electrical, all new windows and doors, added insulation in the walls and attic and a new furnace.

BAYFRONT LLC

RIVER ROCK INN



Ashland, Wisconsin

Project Details:

This project was a renovation of an existing motel and bait shop - simple, but notably updated. It's prime location along the main drag and adjacent to Lake Superior allows it to show off the stone veneer exterior and makes it the perfect place to stop and rest or buy local bait.



BAYFRONT LLC

SECTION D: COMMUNITY REFERENCES

Gary Ellefson, Chairman of the Board and CEO Northern State Bank
Phone: 715.682.2872

John Beirl, President Northern State Bank
Phone: 715.682.2872

Jay Emmert, Coldwell Banker Reality
Phone: 715.292.0107

SECTION E: DESIGN DESCRIPTION

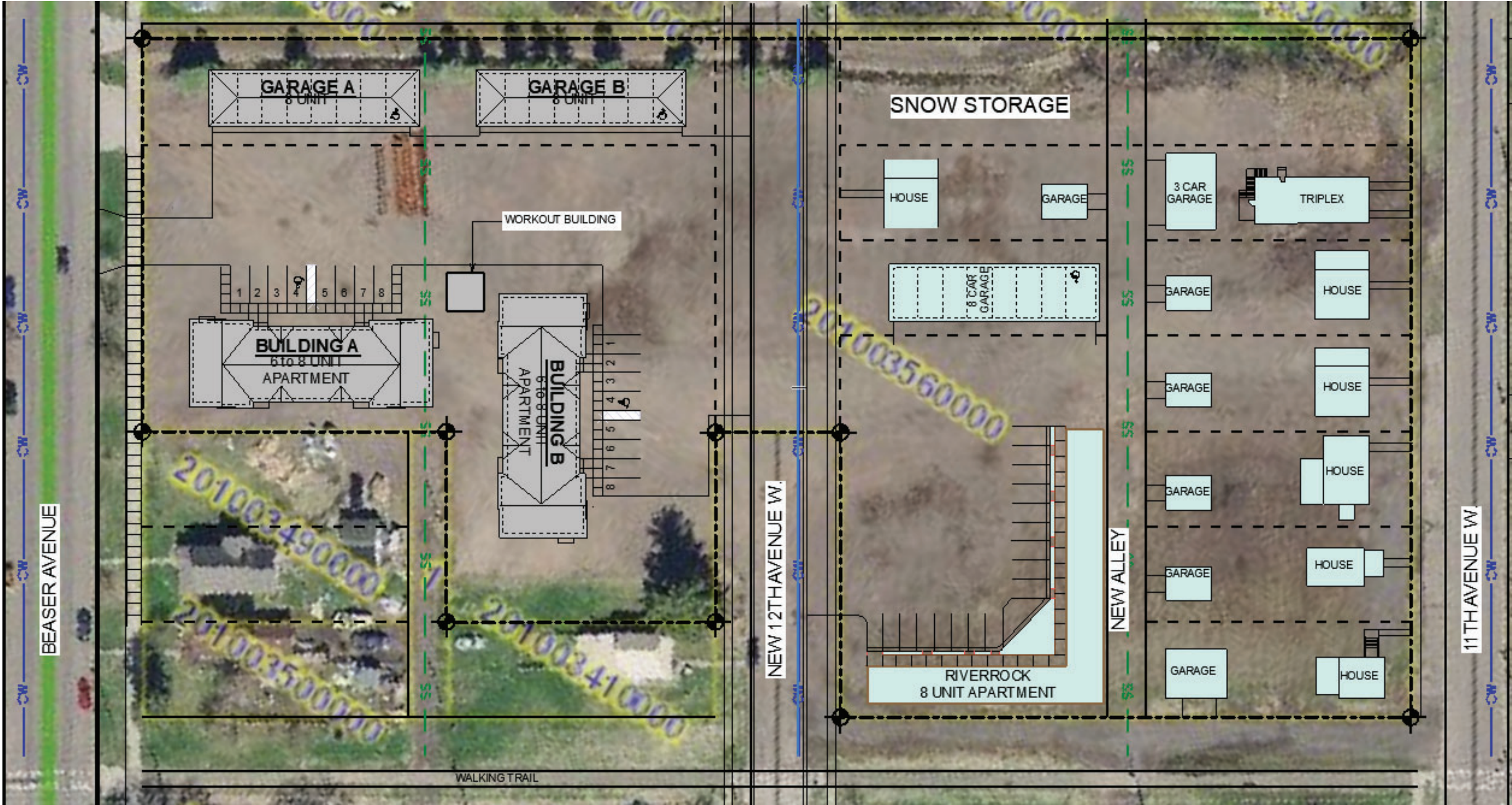
With the site being located along the primary Beaser Avenue Corridor and direct access to a variety of amenities, the proposed housing types would be built to offer options for a mix of ages and incomes.

Six (6) single family relocated or newly constructed homes with garages would be typical 2 to 3 bedroom units with a 2 car garage and be marketed for short term rental or sold to prospective buyers. These homes would serve medium to upper income families, or single and married couples. The tri-plex (3-unit apartment) with a new 3-stall garage would be relocated from its present location of 1215 Main Street West and would serve medium to upper income families, or single and married couples. The former River Rock Motel would be moved from its current location of 1200 Lake Shore Drive West and be renovated to create an 8-unit efficiency apartment building with a new 8-stall garage. All units will include all utilities, TV Wi-Fi heat/gas, and electricity. They will be fully furnished and will have a weekly cleaning service included. The units will serve various single and married couples and be marketed towards minimum of 30 day stays. The two (2) new, multi-family apartment units with garages would be six (6) or eight (8) unit one (1) and two (2) bedroom apartments. They would be marketed towards medium to upper income families, or single and married couples, and would be available on a month to month rental basis.

Being a housing hub for all members of the community in every capacity will bring people together, enhance character and provide further connections reaching beyond this specific neighborhood. Aesthetics will be designed to integrate this site into it's rich context. Finally, the development plan proposes that the grid street network is compatible and complete with the building blocks for a walkable, neighborly and well-connected community.

BAYFRONT LLC

CONCEPT PLAN



BAYFRONT LLC

PROPOSED SCHEDULE

RFP Due August 5th		August 2022	MILESTONE DATES
Contract Executed		September 2022	Execute Contract by end of October
Zoning & Site Plan Approvals		October 2022	Preliminary Site Plan by end of November
Pre-Design/Schematic Design Phase		November 2022	Complete Final Design/Obtain Required Permits by Winter 2023
Design Development Phase		December 2022	Start Construction by Spring 2023
			Complete Construction by
Construction Documents Phase Complete Final Design Drawings Acquire Permits/Plan Approvals		WINTER 2023	Project Closeout Winter 2024
		SPRING 2023	*All timelines can be adjusted as required to meet project requirements
		SUMMER 2023	
		FALL 2023	
Construction Administration Phase Site Preparation Construction Project Close-out		WINTER 2024	*Proposed timeline subject to change based on client needs, jurisdiction review, permit approvals, etc.

BAYFRONT LLC

SECTION F: ANTICIPATED FINANCIAL INVESTMENT

Phase I:

A) Move and relocate existing structures.

Total estimated investment of \$480,000.00

B) Remodel and renovate Existing structure. New garage structures, landscape, black top

Total estimated investment of \$620,000.00

Phase II:

Build two new multifamily apartment complexes.

Total estimated investment of \$3,000,000.00

*All investment will be covered by a Line Credit committed currently by Northern State Bank of Ashland, see attached letter.

We would ask that the land be given to the developer at no cost to return the property to the City Tax Roll. We would also like to utilize city Tax Incentive District (TIF District) to partially fund the project, and would be asking the city to build 12th Ave. and rebuild 11th Ave as well as the alley between 11th and 12th Ave.

BAYFRONT LLC



NORTHERN STATE BANK

321 Main Street West • P.O. Box 617
Ashland, Wisconsin 54806
715/682-2772 • Fax 715/682-8826
www.nsbashland.com

August 4, 2022

Commitment Letter for Scott L. Bretting to develop the Roffers site on Beaser Avenue.

To Whom It May Concern:

Scott L. Bretting has been a valued customer of Northern State Bank for decades. We are keenly aware of Mr. Bretting's plans / proposal in response to the City of Ashland's request for proposals to develop the old Roffers Construction site on Beaser Avenue.

Northern State Bank commits to Scott L. Bretting to finance up to Four Million Dollars (\$4,000,000.00) towards completion of his plans / proposal to develop the old Roffers Construction site on Beaser Avenue, subject to customary loan underwriting due diligence.

Thank you for seriously considering Mr. Bretting's plans / proposal. He has the financial ability to complete this project.

If you have questions regarding this Northern State Bank financial commitment, please contact me.

Respectfully submitted,


John H. Beirl
President / CLO



401 Ellis Ave.
Ashland, WI 54806
715/685-2721

103 N. Main St.
Mellen, WI 54546
715/274-2421

85 N. Grant St.
Glidden, WI 54527
715/264-2421

200 W. Michigan St.
Butternut, WI 54514
715/769-3541

226 W. Bayfield St.
Washburn, WI 54891
715/373-0417

213 N. Main St.
Aurora, MN 55705
218/229-2234