



Take notice that a meeting of the Ashland City Council will be held on Tuesday, May 9, 2023 in- person in the City Hall Council Chambers, 601 Main Street W. Ashland, WI with the availability to attend virtually. Meeting will begin at 6:00 PM to consider and act upon the following agenda.

To join the meeting from your computer, tablet or smartphone:

<https://global.gotomeeting.com/join/500263957>

Or dial in using your phone. United States (Toll Free): 1-877-309-2073 Access Code: 500-263-957

Please contact the Clerk's office if you require accommodations to attend the meeting.

Tuesday, May 9, 2023 Ashland City Council Meeting Agenda

1. CALL TO ORDER

- A. **Roll Call, Moment of Silence and Pledge of Allegiance**

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

- A. **April 18, 2023 City Council and Committee of the Whole Meeting Minutes**

4. CITIZEN PARTICIPATION PERIOD

5. MAYOR'S REPORT

- A. **Announcements**

6. CONSENT AGENDA (Voice)

- A. **Miscellaneous Minutes**
- B. **Approve Request for Proposal (RFP) for Junction Road Housing Development** *(Planning)*

7. OLD BUSINESS

- A. **Approve an Ordinance to Amend Chapter 922.30 Unused Licenses, Alcohol Beverage Licenses, Ashland City Ordinances** *(Clerk) Roll*
- B. **Approve an Ordinance to Recreate the City of Ashland Housing Committee** *(Planning) Roll*



8. NEW BUSINESS

- A. **Discussion and Action as to Whether Right of Way Permits Should be Issued to Zygmund Jablonski, Jr., or His Companies (e.g. A to Z Plumbing & Heating, Inc.)** *(City Attorney)* Roll
- B. **Approve Four Grant Agreements for Lighting Improvement Grant Program** *(Main Street)* Roll
- C. **Approve a Resolution to Issue a Conditional Use Permit (CUP) to Institute a Multi-Family Use at 208 3rd Ave W, Ashland, Parcel No. 201-01650-0100, Zoned City Center (CC). Applicant: S.H. Warren, LLC** *(Planning & Development)* Roll
- D. **Approve a Resolution to Issue a Conditional Use Permit (CUP) to Expand a Clinic Use at 619 9th Avenue West, Ashland, Parcel No. 201-04374-0000, Zoned Single & Two Family Residential (R-2). Applicant: Savita Jones o/b/o Ashland Birth Center** *(Planning & Development)* Roll.
- E. **Approve a Preliminary Resolution Declaring Intent to Levy Special Assessments under Municipal Police Power Pursuant to Sec. 66.0703, WI State Statute for the 2023 MacArthur Ave Reconstruction Project** *(Public Works)* Roll
- F. **Approve to Waive the Advertisement Requirement Set Forth in Chapter 194.04, Procurement of Goods and Services, Ashland City Ordinances and Award the Bid for the 2023 Crushed Aggregate Contract to Angelo Luppino, Inc.** *(Public Works)* Roll
- G. **Approve to Waive the Advertisement Requirement Set Forth in Chapter 194.04, Procurement of Goods and Services, Ashland City Ordinances, Approve a Bid from McCoy Construction & Forestry for a New Heavy Duty Deck Over Tag Trailer** *(Public Works)* Roll
- H. **Approve to Waive the Provisions of the City of Ashland Employee Handbook, Section 2.09 Employment of Relatives** *(Public Works)* Voice

9. CLOSED SESSION (Roll) Council may return to Open Session and take action on any item discussed during Closed Session.

- A. **Pursuant to WI Stat. 19.85(1)(e): "Deliberating or negotiating the purchasing of public properties whenever competitive or bargaining reasons require a closed session." (Possible Real Estate Purchase)** *(Administration)*



B. **Return to Open Session** *(Voice)*

C. **Report of Action Taken During Closed Session**

10. ADJOURNMENT

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 or individuals with limited English proficiency through auxiliary aids or services. For additional information or to request this service, contact the City Clerk's Office at 715-682-7071 (not a TDD telephone number) or FAX: 715-682-7048

MEETING MINUTES
ASHLAND CITY COUNCIL
Tuesday, April 18, 2023 – 6:00 PM
Ashland City Hall Council Chambers

1. CALL TO ORDER

The Tuesday, April 18, 2023 Ashland City Council meeting was called to order by Mayor Matt MacKenzie at 6:00 p.m.

A. Roll Call, Moment of Silence and Pledge of Allegiance

Roll call was taken, a Moment of Silence was held, and the Pledge of Allegiance was recited.

PRESENT: Kevin Seefeldt, Sarah Jackson, Andrew Goyke, Laura Graf, Charlie Ortman, Dick Pufall

ABSENT: Ana Tochtermann (Excused)

ALSO PRESENT: Mayor Matthew MacKenzie, City Administrator Brant Kucera, City Clerk Denise Oliphant, City Attorney Tyler Wickman, Public Works Director John Butler, Parks Director Sara Hudson, Library Director Sarah Adams, Planning Director Steven Wiley, and other interested citizens.

2. OATH OF OFFICE FOR ELECTED COUNCILORS

Oliphant administered the Oath of Office for re-elected Alderpersons Jackson, Goyke, and Ortman.

3. APPROVAL OF AGENDA

Seefeldt moved, seconded by Graf to approve the agenda as presented. The motion carried unanimously by voice vote.

4. ELECTION OF COUNCIL PRESIDENT

A. Accept Nominations from the Floor

MacKenzie opened the floor for nominations for Council President. Seefeldt nominated Ortman; he accepted. Pufall nominated Goyke; he declined.

B. Close Nominations

Hearing no further nominations, MacKenzie closed the floor.

C. Vote by Secret Ballot

Council voted unanimously for Ortman as Council President by voice vote.

5. APPROVAL OF MINUTES

A. March 28, 2023 City Council and Committee of the Whole Meeting Minutes

Goyke moved, seconded by Jackson to approve the minutes as presented. The motion carried unanimously by voice vote.

6. CITIZEN PARTICIPATION PERIOD

There were no Citizens present wishing to address the Council.

7. MAYOR'S REPORT

A. Announcements

Mackenzie announced that City crews were working on cleaning up after the recent snow event, and that the wastewater did experience an overflow last week during the quick melt of record snowfall.

B. Appointments

Seefeldt moved, seconded by Graf, and approved unanimously to approve the Council and committee appointments.

C. Recognition of Retiree Rick Olivo

Mackenzie offered appreciation and congratulations to Rick Olivo who recently retired after many years as reported for the Daily Press.

8. CONSENT AGENDA

A. Miscellaneous Minutes

Seefeldt moved, seconded by Ortman and unanimously approved the committee minutes.

B. Approve Moment of Silence or Invocation as required by Chapter 51.06 City Council Procedure, Ashland City Ordinances

Ortman moved, seconded by Seefeldt and was approved unanimously to continue with a Moment of Silence.

C. Approve to Move Forward with the Development of the City of Ashland Trails Master Plan for Recreational Use (*Parks and Recreation Director*)

Goyke moved, seconded by Seefeldt, and was unanimously approved to move forward with the master plan.

9. OLD BUSINESS

- A. Approve an Ordinance to Amend Chapter 165 (2021-1945) Comprehensive Fee Schedule, Exhibit 1, Ashland City Ordinances Regarding Commercial Construction Permits and Demolition Permits** (*Planning Director*) Roll

Seefeldt moved, seconded by Jackson to approve the ordinance. The motion passed unanimously by roll call vote.

- B. Approve a Resolution to Submit Wisconsin Department of Natural Resources (WDNR) Grant Applications for Financial Aid for Recreation Purposes: WDNR Stewardship Grant, WDNR Recreational Boating Facilities Grant and WDNR Recreation Trails Program** (*Parks and Recreation Director*) Roll

Seefeldt moved, seconded by Ortman to approve the resolution. The motion passed unanimously by roll call vote. **FILE #17716**

10. NEW BUSINESS

- A. Approve a Resolution to Designate the Official City Newspaper** (*Clerk*) Roll

Seefeldt moved, by Laura Graf to approve the resolution. The motion passed unanimously by roll call vote. **FILE #17715**

- B. Approve a Resolution to Designate Public Depositories** (*Clerk*) Roll

Ortman moved, seconded by Seefeldt to approve the resolution. The motion passed unanimously by roll call vote. **FILE #17714**

- C. Approve to Reaffirm and Accept the Nine Tools of Civility** (*Mayor*) Roll

Jackson moved, seconded by Seefeldt to approve. The motion passed unanimously by roll call vote.

- D. Approve to Accept Bid from Jake's Excavating & Landscaping, LLC, Award a Contract for the 2023 MacArthur Avenue Reconstruction Project, and Approve Change Order No. 1** (*Public Works*) Roll

Ortman moved, seconded by Seefeldt to approve to accept the bid for a total project cost of \$1,315,590.49, and the change order No. 1 in the amount of \$30,050.00. The motion passed unanimously by roll call vote.

- E. Approve to Accept a Confirmation of Client Request for Services between Cedar Corporation and City of Ashland for the 2023 MacArthur Avenue Reconstruction Project** (*Public Works*) Roll

Ortman moved, seconded by Seefeldt to approve the agreement for services for the amount of \$134,750.00. The motion passed unanimously by roll call vote.

F. Approve to Enter into a Professional Services Agreement with Baker Tilly for Review of Utility Administrative Processes (*Public Works*) Roll

Ortman moved, seconded by Seefeldt to approve the agreement for the amount of \$51,840.00. The motion passed unanimously by roll call vote.

G. Approve an Ordinance to Repeal Chapter 201.34 Power Loading at City of Ashland Boat Launches, General Conduct Ordinance, Ashland City Ordinances (*Clerk*) Roll

Seefeldt moved, seconded by Ortman to approve the ordinance. The motion passed unanimously by roll call vote.

H. Approve a Resolution for Ratification of the City of Ashland Disaster Declaration, Ashland County, Wisconsin, for the Flooding Event on April 11, 12, 13, and 14, 2023 (*Mayor*) Roll

Seefeldt moved, seconded by Goyke to approve the resolution. The motion passed unanimously by roll call vote. **FILE #17717.**

11. CLOSED SESSION (Roll) Council may return to Open Session and take action on any item discussed during Closed Session.

Ortman moved, seconded by Seefeldt to enter into Closed Session. The motion passed unanimously by roll call vote.

A. PURSUANT WI STATUTE 19.85(1)(c) "Considering employment, promotion, compensation, or performance evaluation data on any public employee over which the governmental body has jurisdiction or exercise of responsibility." *City Attorney Contract (City Administrator)* Roll

B. Returnn to open Session *Voice*

Charlie Ortman moved, seconded by Dick Pufall to return to Open Session. The motion passed unanimously by voice vote.

C. Report of Action Taken during Closed Session

Ortman moved, seconded by Jackson to approve to renew the City Attorney Contract with Anich, Wickman & Lindsey SC for two years. The motion passed unanimously by roll call vote.

12. ADJOURNMENT

Ortman moved, seconded by Jackson to adjourn. The motion carried unanimously by voice vote.

Respectfully Submitted,

Denise Oliphant,
City Clerk



MEETING MINUTES COMMITTEE OF THE WHOLE

The Common Council of the City of Ashland met as the Committee of the Whole on **April 18, 2023** immediately following the City Council meeting.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

1. Roll Call

The Tuesday, April 18, 2023 City of Ashland Committee of the Whole Meeting was called to order by Council President Charlie Ortman at 7:00 pm.

PRESENT: Kevin Seefeldt, Sarah Jackson, Andrew Goyke, Laura Graf, Charlie Ortman, Dick Pufall.

ABSENT: Ana Tochtermann (excused)

ALSO PRESENT: Mayor Matt MacKenzie, City Administrator Brant Kucera, City Clerk Denise Oliphant, Public Works Director John Butler, Library Director Sarah Adams, Planning Director Steven Wiley, and other interested citizens.

2. Approval of Agenda

Kucera requested that Item 5D be removed from the agenda. Jackson moved, seconded by Seefeldt to approve the amended agenda. The motion carried unanimously by voice vote.

3. Council President's Report

Ortman mentioned how the quick snow melt was affecting the wastewater treatment overflow and possible infrastructure damage, and requested that administration keep Council updated on this matter.

4. Administrator's Report

Kucera announced potential EPA assistance for the redevelopment of the Baron Radiator site, and offered to bring back the concept plan for this site in the near future. A purchase agreement extension has been granted as he is still waiting for an engineer's report on the 514 West Main Street property, and will report to Council on this at a future meeting. He had been holding interviews for interns to assist the City with stormwater research, greenspaces and Bay City Creek development. Kucera received a master plan for the City Hall facility renovation, and he will present this to Council at a future meeting. He announced that the City was awarded \$400,000 in lieu of CDBG-CV Grant for a transitional housing development near the emergency homeless facility.

5. Discussion Items

A. Discuss Vaughn Public Library Renewal Plan (Library Director)

Library Director Sarah Adams offered a presentation and answered questions for Council regarding the architect's renovation and fundraising plans for the Vaughn

Library.

B. Discussion and Possible Action to Amend Chapter 922.30 Unused Licenses, Alcohol Beverage Licenses, Ashland City Ordinances *(Clerk)*

After discussion, Council unanimously approved to forward this item to the May 9, 2023 Council meeting for formal approval.

C. Discussion and Possible Action Regarding the Revised City of Ashland Employee Handbook *(Administration)*

After discussion, Council unanimously approved to forward this item to the May 9, 2023 Council meeting for formal approval.

D. Discussion and Possible Action Regarding Junction Road Housing Development Request for Proposal (RFP) *(Planning)*

After discussion, Seefeldt moved, seconded by Jackson to forward this item to the May 9, 2023 Council meeting for formal approval. The motion was approved unanimously by voice vote.

E. Discussion and Possible Action Regarding Reorganizing the City of Ashland Housing Committee *(Mayor & Planning Director)*

After discussion, Council unanimously approved to forward this item to the May 9, 2023 Council meeting for formal approval.

F. Discussion and Possible Action Regarding an Amendment to the City of Ashland Utility Service Disconnection Policy *(Public Works)*

After discussion, it was determined to return this item to the Committee of the Whole with a proposal to discuss.

G. Discussion and Possible Regarding the Proposed *Good Governance for the City of Ashland* *(Councilor Ortman)*

Due to time constraints, Ortman requested that this item be tabled to the May 9, 2023 Committee of the Whole meeting.

Items for Future Discussion

Suggestions from Ortman included brainstorming adequate water management solutions regarding current volumes of runoff that may be the new normal; City hall presentation of the architect's report for improved operations and maintenance; transitional housing brief; resolution expressing our commitment to updating our library; and a discussion of the City's crosswalk issues.

6. Adjournment

Seefeldt moved, seconded by Goyke to adjourn. The motion carried unanimously by voice vote.

Respectfully Submitted,

Denise Oliphant,
City Clerk

**ASHLAND BEAUTIFICATION COUNCIL
MEETING
Monday, March 6th, 2023
6:00 PM
Vaughn Library 2nd Floor Garland Room**

1. Roll Call

David Askue	0	(absent)
Susan Askue	0	(absent)
Shawna Johnson	.25	
Chris Oreskovich	5	
Elaine Peterson	0	
Kay Saari	0	
Jeanne Spruell	0	
Beth Strauss	0	
Mary Zinnecker	1	

Guest: Linda Opperman

Volunteers: Dawn Berglund 5

2. Approval of November 7th, 2022 Meeting Minutes

Motion: Elaine Second: Beth Vote: Aye

3. Administrative:

Log Volunteer Hours

Treasurer's Report: ABC 2023 budget=\$2000. \$844.65 spent on Hauser's order

4. Old Business:

Review 2023 BC Budget: \$1000=annuals, \$100=fertilizer/compost/top soil, \$500=shrubs/perennials, \$100=Beauty Spots, \$200=bulbs, \$100=misc. Plan to spend Kiwanis donation of \$160.02 on Ellis this year

Annual Plant Order: Hauser's will deliver plant order Friday May 26th, 2023

5. New Business:

Discuss 2023 Calendar: draft approved. Mary will confirm Monday Club plant sale date and have a final draft next meeting.

Other New Business: Linda will order weed trimmer string and battery online for Chris

ABC will consider hosting a table at farmers market in order to share info about our group and hopefully recruit volunteers, Mary has contacted Coop and is waiting to hear back.

Linda gave details of the Ellis Ave. construction project. Discussed options for saving plants from Ellis median gardens. Need budget for gardens and irrigation in reconstructed beds. Plan to dig and store daffodils spring 2024 once they have stopped blooming. Dig peonies in fall 2024 if possible.

Mary will call and invite John Butler and others from public works to our next meeting to discuss Ellis project, 2023 watering schedule (esp. for Ellis & Bayview), soil/compost/mulch for gardens and a lock for the shed near Pearson Plaza.

Mary will bring the last Ellis planting plans to our next meeting. Consider a committee from ABC to help redesign Ellis planting beds.

6. Project Plans/Updates:

- | | | |
|---|---|---|
| <ul style="list-style-type: none">Crest Gardens: Put up signs this year and check on hydrangeas in April. | <ul style="list-style-type: none">Pearson Plaza/Otis Park: 2 work days in June. | <ul style="list-style-type: none">Bayview Park: early clean up, annuals ordered, replenish soil.Ellis Avenue: volunteers |
|---|---|---|

- Beaser Avenue:
- 3rd Street Planters & Garden: winter greens present
- City Hall: needs mulch on E. side garden
- Public Works Planters: annuals ordered
- Memorial Park: planting red/white/blue
- Jane Smith Memorial: work days scheduled
- Boat Landing: TBD

7. Next Meeting: Monday, April 3rd, 2023 at 6 pm, Vaughn Library 2nd Floor (Garland Room)

8. Adjournment: 7:00 pm Motion: Elaine Second: Jeanne Vote: Aye

Respectfully Submitted,

Shawna Johnson

City of Ashland – Main Street Board Meeting Minutes

A meeting of the Main Street Board was held on **Wednesday, April 5th, 2022 at 3:00 pm** in the City Hall Council Chambers (601 Main St W).

Present: Mary McPhetridge, Kyle Ellefson, Tim Pavlish, Sara Beadle, Kevin Porter

Absent: Carver Harries, Katie Gellatly

Staff Present: Jaclynn Findlay

Agenda

1) Call to Order and Roll Call

Sara Beadle called the meeting to order at 3:06 pm.

2) Approval of Agenda

Motion to approve the agenda by Kyle Ellefson. Seconded by Tim Pavlish. Passed unanimously.

3) Consent Agenda

a) Approval of minutes from the February 1st, 2023 Main Street Board Meeting

Motion to approve minutes from the February 1st, 2023 Main Street Board meeting by Kyle Ellefson. Seconded by Tim Pavlish. Passed unanimously.

4) Public Comment (non-agenda items)

No public comments.

5) Old Business

a) Report on the Winter Market on Vaughn event

Jaclynn Findlay provided an overview of the Winter Market on Vaughn event. Jaclynn shared the event budget and Datafy geofencing data report. She reported that overall the event went well and the Winter Market Planning Committee looks forward to hosting the Winter Market event again in 2024.

b) Discussion and approval of Ashland Area Farmer's Market by-laws

Sara Beadle presented the updated draft of the Ashland Area Farmer's Market by-laws and vendor application.

Kyle Ellefson commented that the dates need to be updated on the Farmer's Market Vendor application.

Kevin Porter suggested adding “a minimum of” qualifier to Article IV, Section 1, subsection II b) “[A minimum of one] representative of the Main Street Committee shall serve [on the Farmer’s Market subcommittee].” Kevin Porter also inquired what the benefit of Market membership is and suggested it should be defined in the by-laws. Kevin also suggested “vendor” and “season pass holder” be defined in the by-laws.

The Farmer’s Market by-laws and application will be reviewed by the Farmer’s Market Board and brought back with edits to the Main Street Board at the May 3rd Main Street Board meeting.

No action was taken.

c) Discussion of Ashland Main Street 2023 event schedule

Jaclynn Findlay suggested the Main Street Program participate in the Winter Market on Vaughn event in February, Farmer’s Markets, Movies on Main, and a Wine Walk in the summer, a beer garden for the Northland College Fall Fest in September, and a holiday bazaar in November or December.

Jaclynn inquired if anyone had other suggestions for events.

Tim Pavlish suggested doing a historic architectural tour in the downtown.

Jaclynn Findlay suggested beginning planning for a historic architectural tour this year and hosting the first one in 2024.

No action was taken.

6) New Business

a) Ashland Area Chamber of Commerce Report

Mary McPhetridge provided updates on the Following Chamber of Commerce events and activities:

- Events:
 - 4/08 – Easter egg hunt
 - 4/20 – Girls night out (4:00-7:00)
 - 5/18 – Sip and Shop
 - Chequamegon Bay Birding & Nature Festival
 - Ashland house-to-house garage sale
 - Registrations opened for the Whistlestop Marathon
 - Bay Days
 - Muralfest & Car Show
- Activities:
 - National Main Street Conference in Boston, MA
 - Shopping & Dining Guides
 - Security camera system on Main Street
 - Bandwango scavenger hunt – Waterfalls & Waterways

- Open signs for businesses on Main Street

No action was taken.

b) Main Street Board President Report

Sara Beadle provided updates on the following Main Street projects:

- Farmer's Market Board
 - Cheyanne Reeves is stepping down from the Farmer's Market Subcommittee in June. Scott Weber will be taking over as President.
 - The subcommittee discussed doing a Winter Farmer's Market inside the Co-Op Community Room
 - The Board requested Jaclynn research EBT benefits

No action was taken.

c) Main Street Manager's Report

Jaclynn Findlay provided updates on the following Main Street activities:

- National Main Street Conference in Boston, MA
- Upcoming training – Economic Vitality Workshop
- Lighting Grant Program – 4 application submissions; interested in allowing for a rolling deadline through the summer
- Accreditation visit will the May 3rd Board meeting
- Bench Project – 7 approved projects, 1 pending application
- Farmer's Market Manager position

No action was taken.

d) Discussion of future Main Street Board agenda items

No action was taken.

7) Adjournment

Motion to adjourn by Kevin Porter. Seconded by Kyle Ellefson. Passed unanimously.

Meeting was adjourned at 4:25 p.m.

Minutes done by Jaclynn Findlay.



City of Ashland – Plan Commission Meeting Minutes

A meeting of the Ashland Plan Commission was held on **Tuesday, April 25th, 2022 at 6:30 p.m.** in the Ashland City Hall Council Chambers and via GoToMeeting.

Committee Members Present: Mayor MacKenzie, John Beirl, JoAnn Erickson, and Laurie Gregor

Committee Members Absent: David Eades, Jeff Beirl, and Ana Tochtermann

Staff Present: Steven Wiley and Mandelyn Lyons

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

Agenda

1) Approval of Agenda

Motion to approve the agenda by John Beirl, seconded by Laurie Gregor.
Passed unanimously.

2) Consent Agenda

a) Approval of minutes from the December 20, 2022 Plan Commission meeting

Motion to approve the minutes from the December 20, 2022 Plan Commission meetings by John Beirl, seconded by Laurie Gregor. Passed unanimously.

3) Public Comment (non-agenda items)

None.

4) Action Items

- a) Public Hearing and vote on a request for a Conditional Use Permit (CUP) for expansion of a clinic use at 619 9th Ave W, parcel #201-04374-0000, zoned Single & Two Family Residential (R-2). Applicant: Savita Jones o/b/o the Ashland Birth Center

Mandelyn Lyons presented the proposed expansion plans and summarized the staff report. She noted the criteria of review for a CUP and noted the Class 2 public hearing notice that has been issued as well as the discretionary letters that were sent to thirteen neighboring properties that were within 200 ft.

Motion to go into the public hearing by JoAnn Erickson, seconded by John Beirl.

Erik Haukaas of 605 9th Ave W commented that he is not supportive of the expansion of the Birth Center due to numerous ambulance visits in which they do not turn off their engines nor their lights. He said that people are outside the facility screaming and yelling at all hours and triggering his motion sensor flood lights. He noted that these are concerns that he brought up at the initial CUP meeting that have not been resolved over the past decade. He finished by saying that there is not enough parking for the facility as well and that the neighborhood is not conducive of this use.

Ed Monroe of 614 10th Ave W commented that he is concerned about the possibility of the clinic adding lighting to the parking lot. He said he is already dealing with lighting problems in the area. He also asked to clarify where the fence and the parking will be.

Lauren Duffy-Pechacek of 601 9th Ave W, submitted their comment in advance and said, she is in support of the birth center and the work they do and that her and her family are comfortable with their plans.

Savita Jones, owner and primary care provider of the Ashland Birth Center, explained the proposal in more detail. She noted the concerns presented by others during the public hearing and stated that there have been few ambulance visits within the last ten years. She clarified that the center is not expanding their services but moving small classes that already occur into a different space, as the classes occur in the current waiting area. She also addressed the lighting concerns, and said that she is not planning on adding additional lighting.

Erik Haukaas of 605 9th Ave W made a second public comment regarding his previously stated concerns.

Mayor MacKenzie asked for more public comments and there were none.

Motion to close the public hearing by JoAnn Erickson, seconded by John Beirl.
Passed unanimously.

Mayor MacKenzie suggested that some concerns brought to the commissions attention during the public hearing could be handled internally. Savita Jones agreed and noted she could add signage to the building concerning noise levels during nighttime hours.

Mayor MacKenzie stated that the City could review their EMS engine idling practices as well.

John Bierl asked staff how many neighbors were contacted via the 200 ft range for discretionary letters. Mayor MacKenzie answered that 13 property owners were contacted. John continued by saying that only having two of thirteen property owners have concerns seems to point to operations being within normal levels. He did continue to say that the concerns from neighbors are valid and wondered if any internal discussion has been attempted to resolve the issues.

Erik Haukaas said that he has been informed that police should handle these complaints and communication between the property owners.

John Bierl clarified that this meeting is not to discontinue the clinic use and that the property owners should internally discuss concerns.

Mayor MacKenzie offered to have a meeting of concerned property owners and the Birth Center to find solutions for the current challenges.

JoAnn Erickson asked who property owners and neighbors contact with noise complaints or similar issues. She also asked who is in charge of holding people accountable for their CUP conditions.

Staff and Mayor MacKenzie answered that the police are the contacts for noise complaints. Steven Wiley responded that staff are in charge of monitoring conditions of a CUP.

JoAnn Erickson asked if the center would have more classes or larger classes if this CUP is approved. She also asked when classes are held.

Savita Jones explained that the class sizes likely would not change however they might offer one additional class once a month. She explained that these classes are usually one day a month and are four hours long. The classes are during normal business hours and they do not anticipate having night classes.

Laurie Gregor asked if the clinic would be expanding their services offered.

Savita Jones explained that they wouldn't be adding any new services but potentially add an extra session of a class that already exists.

Laurie Gregor asked how traffic flows on the property.

Savita Jones explained that the majority of people come in via the main entrance and turn around to exit the same way. There is no signage telling patients to not use the alley but most find it more intuitive to not use it.

Motion for approval of the Conditional Use Permit with conditions by John Beirl, seconded by Laurie Gregor. Passed unanimously.

b) Public Hearing and vote on a request for a Conditional Use Permit (CUP) to institute a multi-family dwelling use at 208 3rd Ave W, parcel #201-01650-0100, zoned City Center (CC). Applicant: S.H. Warren LLC.

Steven Wiley presented the proposed plans for the Opera House project and summarized the staff report. He noted that there is an easement that will have to be honored going forward and that the applicant and the holder of the easement are already in communication in regards to changes that should be made. He noted the criteria for review of a CUP and explained the Class 2 public hearing notice that had been issued as well as the discretionary letter that were sent to seven neighboring properties that were within 200 ft.

Motion to go into the public hearing by JoAnn Erickson, seconded by John Beirl.

Tom Trudeau, the lead contractor for the project, explained the project and the restoration of the building. He also explained the current site layout.

Scott Clark, submitted their comment in advance, and said that there is an easement on the

property and that the detached garage and driveway would be within the easement area. He mentioned that snow removal has been difficult in the past.

John Beirl asked if the specifics of the easement are pertinent for the CUP consideration.

Steven Wiley answered that the easement will impact the site layout but the consideration for this evening is the use of the property. He also said that there is communication between the property owners. They will be coming back for a site plan review.

Motion to close the public hearing by John Beirl, seconded by Laurie Gregor.

JoAnn Erickson asked if there will be enough room between the snow storage area and the trash area.

Tom Trudeau answered that there should be.

JoAnn commented that it is great to see that building be restored.

John Beirl noted that he has a conflict of interest and will be abstaining.

Motion for approval of the Conditional Use Permit with conditions by JoAnn Erickson, seconded by Laurie Gregor. Passed, John Beirl abstained.

5) Announcements/Reports/Comments/Questions

Steven Wiley announced that there will be more CUPs presented to the Commission in the upcoming months including one for the second story building adjacent to the existing emergency shelter. He also reiterated that the previously discussed multi-family housing project will be returning the Commission for site plan review and approval. He noted that ordinance text amendments will also be coming to the Commission in the coming months.

Steven continued his update letting the Commission know that the railroad right-of-way for Florence Campbell is also moving forward. However there have been delays due to unforeseen conditions on the site, including easements and access.

Mayor MacKenzie updated the Commission regarding the Housing Committee. He told the Commission that he, along with Steven Wiley, has been re-vamping the committee and that there is a spot for a Planning Commission member. He finished by letting commissioners know that if they are interested they should contact him.

6) Adjournment

Motion to adjourn by JoAnn Erickson. Seconded by John Beirl. Passed unanimously.

Meeting was adjourned at 7:50 pm. Minutes done by Mandelyn Lyons.

SUBJECT: Approve Request for Proposal (RFP) for Junction Road Housing Development (*Planning*)

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Planning & Development

CLEARANCES: Approve Unanimously by Committee of the Whole, April 18, 2023

EXHIBITS: 1. Request for Proposals: Junction Road Development, May 12, 2023

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED: NA

**APPROPRIATION
REQUIRED:** NA

**TREASURER'S
CERTIFICATE:** NA

COMPLIANCE WITH ORD. 51: NA

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN: The Comprehensive Plan contains a housing element and a vision for establishing a range of housing options to meet the needs of the population. A strategy in the Comprehensive Plan is to diversify and upgrade the housing stock via infill housing. Ashland contains a number of infill sites which are served by streets and utilities. The plan recommends development or redevelopment of some infill parcels at higher densities with apartments, townhomes, or other attached or new housing types for the local market. The Junction Road site is currently undeveloped but is an infill site. Development of the Junction Road property with a residential or mixed-use development would create additional housing options. The development of this infill property and creation of additional housing options are consistent with the Comprehensive Plan's housing vision and goals.

SUMMARY STATEMENT:

At their April 18, 2023 Committee of the Whole meeting, Council approved to move forward with the proposed Request for Proposals (RFP) for a Junction Road Housing Development.

Planning staff has worked on a draft RFP for the Junction Road property. The subject property is an approximately 5.5 acre undeveloped parcel in close proximity to Prentice Park on the west side of the City. The property is city-owned and the staff's goal is to issue a Request for Proposals (RFP) for development proposals for the site.

The RFP is for a residential or mixed-use development on the site. Goals in the Strategic Plan include development of the Beaser Avenue and Junction Road sites. The Beaser Avenue RFP was issued in 2022 and re-issued in April 2023. Upon receiving COW and Council approval, staff would issue the Junction Road RFP included in the Council materials.

Staff recommends approval of the RFP. The Housing Committee and Plan Commission would assist in reviewing any proposal(s) received and the Common Council would make the final determination on which proposal is chosen.



City of Ashland
REQUEST FOR PROPOSALS

RFP #23-02

**Junction Road
Development**

May 12, 2023

The City of Ashland, Wisconsin will be receiving proposals for the above noted project until 4 PM, Friday, June 16, 2023. 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: Steven Wiley, Planning and Development Director
601 Main Street West
Ashland, Wisconsin 54806
Email: swiley@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 Junction Road Redevelopment RFP #23-02

<u>Date of Request:</u>	May 12, 2023
<u>Project Title:</u>	Junction Road Development
<u>Submittal Due:</u>	4 PM Local Time, Friday, June 16, 2023. There will not be a public opening for this RFP.
<u>Late Proposals:</u>	Any proposal received by the City after the exact time and date specified will not be considered.
<u>Submittal Format:</u>	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. <i>Label submittal: Junction Road Development</i>
<u>Submit to:</u>	City of Ashland Attn: Steven Wiley, Planning and Development Director 601 Main Street West Ashland, Wisconsin 54806 swiley@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 Junction Road Development Site. The Junction Road Development area is comprised of approximately 5.5 acres of publicly-owned property located on the northwest side of Ashland, in close proximity to Prentice Park on the western edge of the city. The site is located just south of Highway 2 which is the primary east-west corridor running through the city and Sanborn Avenue, which runs north-south. The site is just north of the Tri-County Recreational Corridor which is a major trail amenity running through the city. The subject site is within close proximity and walking distance of Lake Superior. The City is seeking a developer to deliver a project that complements the surrounding neighborhood and is successful in the marketplace.

DEVELOPMENT 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 high quality 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	May 12, 2023
Proposals Due	June 16, 2023
Evaluation Period by Housing Committee	June/July 2023
Interviews	July 17 -21, 2023
Selection by Housing Committee	July 2023
City of Ashland Plan Commission Meeting	August 2023
City of Ashland Common Council Meeting	August/September 2023
City staff & Developer Negotiate Sales Contract and Development Agreement	August/September 2023
Zoning items/site planning approvals	Summer/Fall 2023
Construction begins	Anticipated Spring 2024

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, historic districts 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 Junction Road Development Area consists of a 5.5-acre parcel (see attached map). The property has remained undeveloped. The City seeks a development of the site compatible with the surrounding mixed residential and commercial neighborhood. The site is bound by Junction Road and single-family homes to the south, single-family homes to the west, single-family homes and vacant property to the north and mixed commercial uses to the east. Currently the site is undeveloped and wooded.

**Junction Road Development Site
Ashland, Wisconsin**



**Tri-County
Recreational
Corridor**

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 Residential Estate (R-E), 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 Junction Road Site is served by existing street and utility infrastructure, and the City encourages use of the infrastructure to the extent possible. New street infrastructure should be minimal and limited to the extension of private drives to serve the development. The arrangement of existing utilities is depicted on the following map, including streets, alleys, water, sanitary and storm sewer.

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 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, approximate 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, June 16, 2023. The submittal must include three (3) paper copies and one (1) Electronic File (email/pdf or flash drive). ***Label submittal: Junction Road Development.***

Submit to: City of Ashland
Attn: Steven Wiley, Planning and Development Director
601 Main Street West
Ashland, Wisconsin 54806
swiley@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 to 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 Steven Wiley (swiley@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. Existing Zoning Map of Surrounding Area
3. Excerpts from Authentic Ashland 2035 Comprehensive Plan Regarding Infill Sites
4. Vicinity Map



Housing Market Study Report

City of Ashland, Wisconsin

March 2018

Center for Rural Communities
NORTHLAND COLLEGE

Acknowledgements

We would like to thank our research assistants, Olivia Anderson, Jasmyn DiMeglio, Laura Loucks, Kinsey Neal, Marley Pietz, Jordan Pelsue, Krista Phillips, Courtney Remacle, and Jenise Swartley. Their work and contributions were critical to the completion of this project.

Maps

All maps were developed by Olivia Anderson.

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Report prepared by:

Center for Rural Communities
NORTHLAND COLLEGE

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Executive Summary

Housing is central to community and economic development. Housing intersects with local industries (construction, building materials, and labor); individual wealth and financial stability; the ability of local employers to attract and retain qualified employees; public health and safety; a communities' ability to serve the diverse needs of its citizens; sense of place and community investment; and individual social and emotional well-being. Quality, affordability, and diversity are critical elements community planners must consider when evaluating housing within their community. Without quality housing options, a city may struggle to maintain and attract residents, and may see property values decline while public health concerns increase. Unaffordable options force people out of the community or into inadequate or unsafe housing arrangements. Absent a variety of housing options, a city cannot meet the needs of diverse groups of citizens who currently reside in or wish to reside in the community.

This report examines recent demographic, economic, and housing trends in the City of Ashland Wisconsin. It was commissioned by the City of Ashland in 2017 to inform City efforts related to housing policies and development efforts.

Key findings

- There has been an increase in high-wage earners in the City in the last 5 years, suggesting this cohort is successful in finding housing options within the city and policy and public investment should focus on lower income groups.
- Renovation trends over the last 18 years show increased investment in the housing stock.
- Tight rental market has driven up rental prices and limit rental options, particularly among mid and low-income groups.
- Housing stock is old and expensive to maintain. This puts it at high risk for deterioration, which in turn presents potential safety and health hazards. It also poses an investment risk for families with limited incomes and/or access to wealth.
- Affordability is a major concern. The majority of renting households make less than the median household income, and the majority of lower income renter households pay over 30 percent of their income on rent.
- Increase in aging population is at pace with the state and nation, thus growing fast, housing options must be affordable and include appropriate accessibility features.
- Younger households are primarily in lower income brackets, and affordable options must be available for this group.
- Homeowners in lower income brackets are burdened by housing costs. Homeownership supports can be a vehicle to wealth building.
- The city lacks modern housing options and interviews revealed a market for this type of home.



Introduction

The City of Ashland is a community in flux. Like other similarly-sized rural communities, Ashland faces challenges related to population decline, low median wages, limited development and old and deteriorating housing stock. Conversely, Ashland has a number of historical homes with distinguished architecture, as well as a unique Main Street and downtown district. Despite low median wages and some affordability challenges for lower-income groups, homes are affordable to middle and higher income groups who have increasingly invested in renovations. Research suggests that community assets such as historically significant housing and downtowns, higher density districts, pedestrian and bike-friendly towns, tight-knit communities that are rich in social capital, and those located near natural amenities serve as catalysts to economic development (Hofstedt & Tochtermann, 2015). Ashland can continue to build on these existing strengths while working to address the noted challenges.

This report examines recent demographic, economic and housing trends in the City of Ashland Wisconsin. The report includes an introduction, three sections of analysis, and recommendations. Section I provides an overview of the housing stock; Section II provides a demographic and economic overview; Section III examines affordability; and Section IV outlines recommendations based on our findings.

Objectives

The City of Ashland retained the Center for Rural Communities at Northland College (CRC) in 2017 for a study of local housing. The overarching purpose of this broad scope housing market analysis is to examine recent trends and identify housing needs and opportunities in the City of Ashland.

Specific study objectives include:

- Provide an overview of the existing housing supply in the study area
- Provide an overview of recent demographic and economic trends
- Collect and present information from rental property owners to examine rental cost, availability, and unit characteristics
- Collect and present information from large employers and real estate professionals to contextualize trends and examine market barriers and strengths
- Explore housing gaps and evaluate needs and opportunities for development in the City

With this information the City of Ashland intends to better understand recent market trends, inform housing policies, and enhance City efforts to meet identified needs.

Methodology

Secondary Data Analysis

We culled data from a variety of sources to examine recent housing market trends and demographic and economic characteristics in the City of Ashland and region. Sources include:

- United States Census American Community Survey (ACS) Estimates for 2016 were released in December of 2017. We included select 2016 data for key indicators tables, however the analysis primarily relies on 2010 to 2015 estimates.
- Bureau of Labor Statistics economic overview
- Consumer Financial Protection Bureau Home Mortgage Disclosure Act data
- City of Ashland housing data
 - Permits Issued
 - Comprehensive Plan Quality Assessment performed by CBZ consultants
 - Residential valuation
- Home sales data/
 - Wisconsin Realtor Association
 - National Association of Realtors
- Credit scores
 - ListGiant

Rental Property Owner Survey

Property owners who registered their properties with the City of Ashland and who provided a phone number were invited to participate in a brief phone survey. Records with outdated contact information and people who were no longer renting were excluded from the sample. The final sample pool was 223 property owners, 70 agreed to participate (31.4 percent participation rate), and reported on 417 rental properties in Ashland.

Employer and Real Estate Agent Interviews

We conducted brief qualitative interviews with human resources professionals, owners or other administrators at local large employers (n=10) about their perspectives on their work staff housing needs and community experiences in general. We also spoke to real estate agents who work in the City of Ashland and/or region (n=3), but present only data collected from those working in the local market.

Housing Program Interviews

We met in-person or by phone with key informants (n=8) to learn about housing programs for special populations including people in lower income brackets, seniors and people with disabilities.

Participating Employers

Ashland School District
Bad River Tribe
Bretting Manufacturing
City of Ashland
Deltco Plastics
Memorial Medical Center
Northlakes Community Clinic
Northland College
St. Luke's Chequamegon Clinic
WITC

Participating Realtors

Coldwell Banker
Blue Water Realty

Participating Organizations

City of Ashland Housing Authority
Ashland County Housing Authority
Impact 7
Northwest Wisconsin Community Services Agency
Birch Haven Senior Living
Golden Living Center, Court Manor
Ashland Health and Rehab

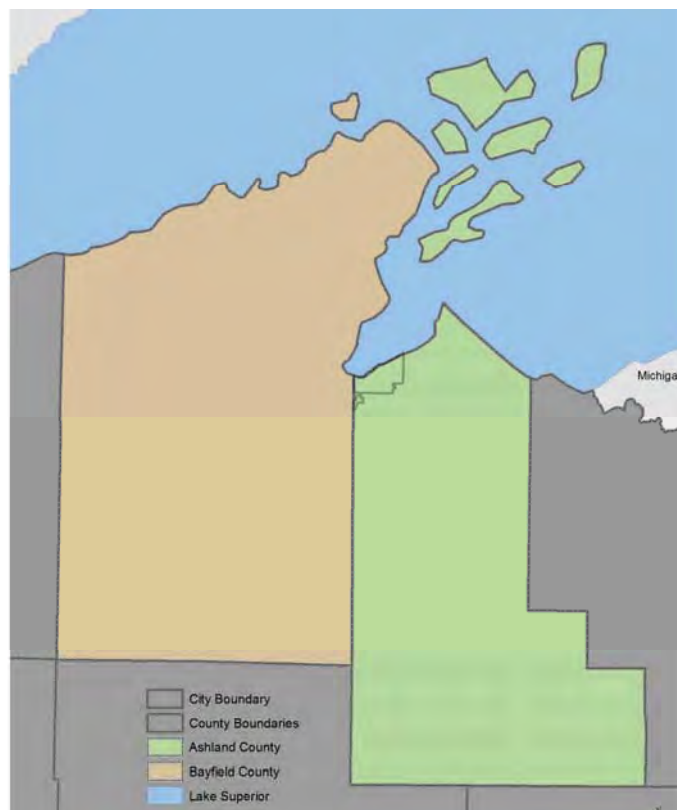
Market Area

This study is generally organized using four units of analysis. The first unit is defined as the Ashland and Bayfield County region (Map 1). The second unit of analysis is the City of Ashland and is delineated by municipal boundaries (Map 2). The third and fourth units of analysis are City of Ashland census tracts and neighborhoods, utilized intermittently and when appropriate throughout the study.

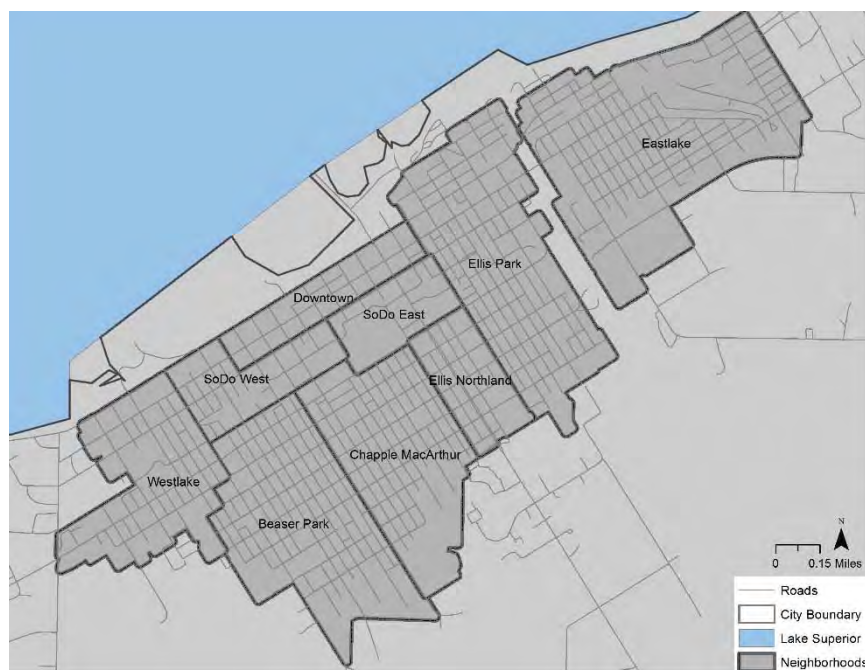
Census tracts are established by the US Census for sampling procedures, considered relatively permanent, and are made up of roughly 2,500-8,000 people per tract (Map 3). Finally, when available, we identify and analyze data at the neighborhood level following Ashland's 2017 Comprehensive Plan Neighborhood Map (Map 4).

An additional unit of analysis, zip code 54806 boundary, is used in the report sections on home sales. This area includes the City of Ashland as well as Barksdale, Diaperville, Eileen, Franks Field, Gingles, Kelly, Keystone, Mason, New Odanah, Odanah, Pilsen, Sanborn, and White River (Map 5).

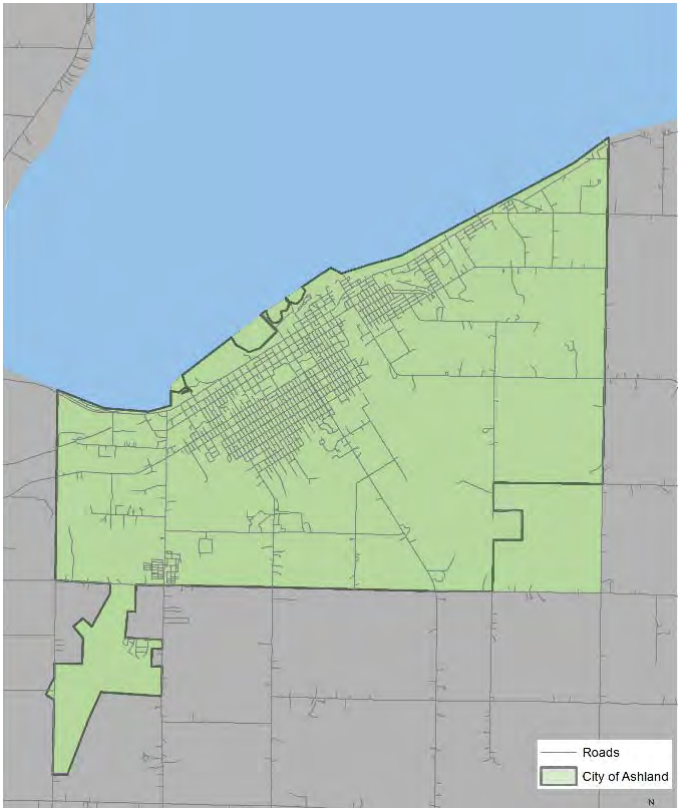
Map 1. Ashland and Bayfield County Region



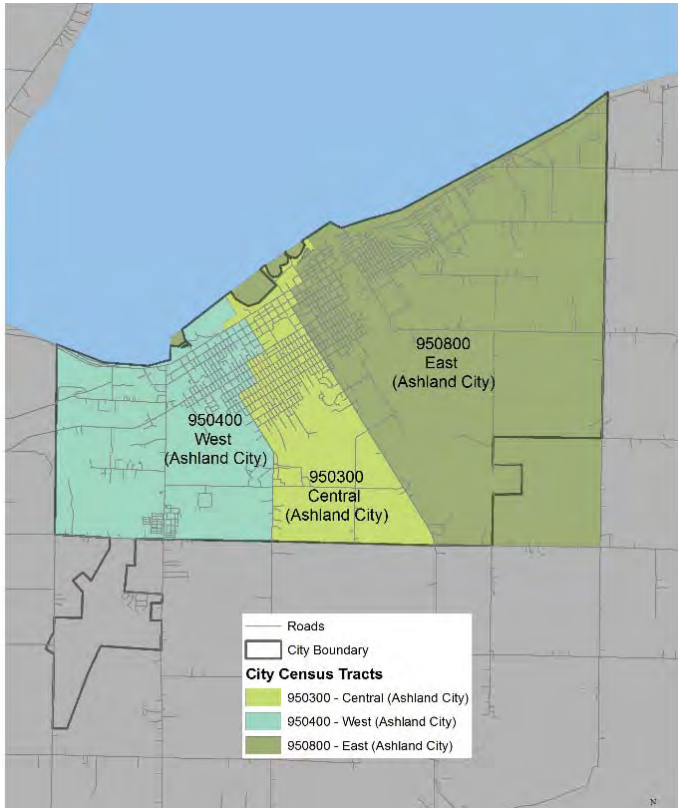
Map 4. City of Ashland Neighborhoods



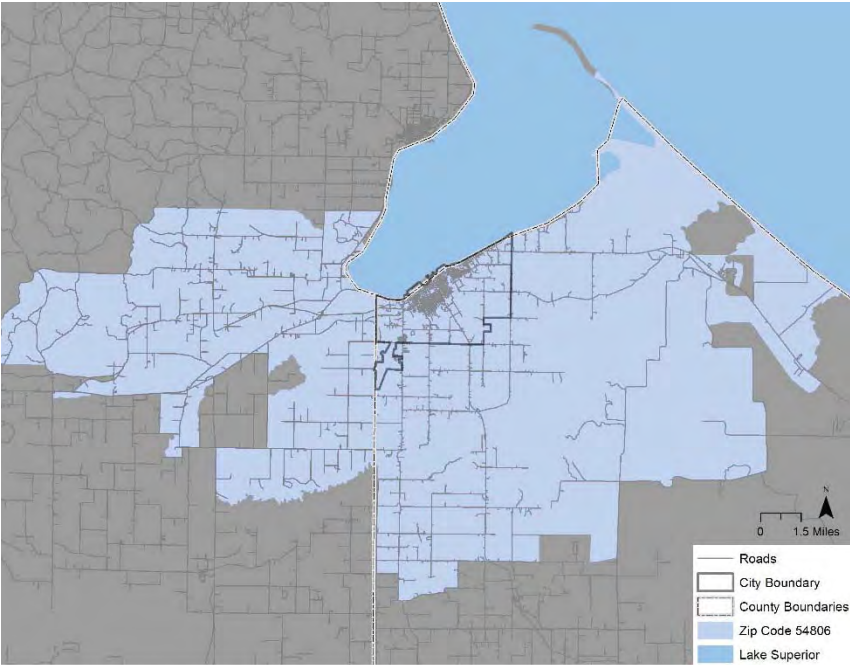
Map 2. City of Ashland



Map 3. City of Ashland Census Tracts



Map 5. Map of zip code 54806



Housing Overview

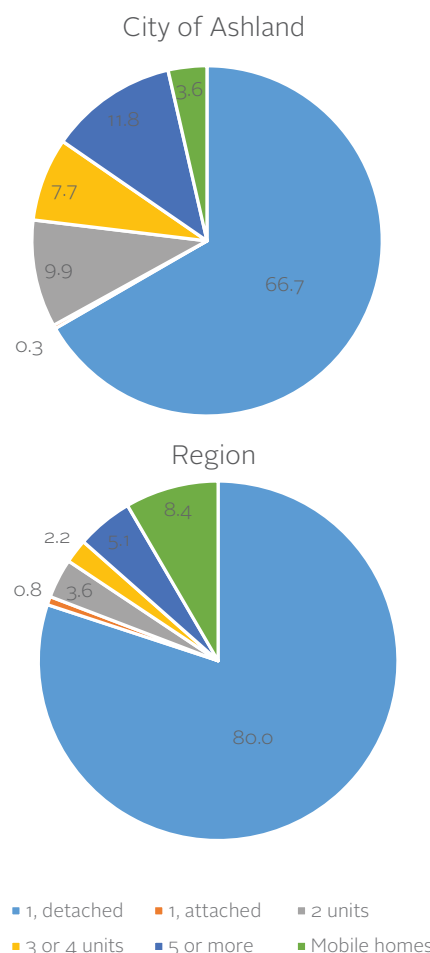
Housing Stock

Between 2010 and 2015, the City of Ashland saw a modest loss (1.6 percent) in the total number of housing units (Appendix, Table 1). The East side and Central part of the City drove this trend, while the West side saw a small increase in total units. The proportion of units by tract remained fairly stable, with the East side holding 37.9 percent of the housing stock, and the remaining stock evenly divided in the West (31.6 percent) and Central (30.5 percent) parts of town (Appendix, Table 2).

Conversely, the region saw very modest gains in the number of housing units in the last 5 years (1.5 percent), with Bayfield County growing at a higher rate than Ashland County (2.3 percent compared to 0.6 percent) (Appendix, Table 3). This increase is comparable to statewide trends (1.9 percent).

About two-thirds of the housing structures in the City are single-unit detached structures (Appendix, Table 4). The City's proportion is comparable to urban areas in the United States (64.6 percent single-unit detached homes in 2016) while in more rural areas of the country, the proportion of these homes is higher (78.3 percent in 2016) (Census Measuring America: Our Changing Landscape,

Figure 1. Types of housing structures



Source: US Census, ACS 5-year estimates 2011-2015

Table 1. Housing units and occupancy, 2015-2016

Key Indicators			Percentage change	
			2014-2015	2010-2015
Total housing units	3,885	3,785	-1.1	-1.6
1-Unit Detached Homes	2,590	2,537	-0.9	3.8
Built before 1940	1609	1573	-8.1	-23
Occupied units	3,587	3,487	2.1	-1.4
Vacant units	298	298	-28	-4.8
Owner Occupied	2,164	2,028	2.0	-2.8
Renter Occupied	1,423	1,459	2.3	0.9

2016). Compared to select similarly sized towns in the north woods region of Minnesota, Wisconsin and Michigan, Ashland has one of the highest proportion of single-unit detached units. Ashland is comparable to Crookston Minnesota (66.4 percent) and Escanaba Michigan (66.1 percent), but considerably higher than Rhinelander Wisconsin (62.7 percent), Virginia Minnesota (58.1 percent), Rice Lake Wisconsin (54.8 percent), and Houghton Michigan (52.4 percent), suggesting Ashland is somewhere between urban (and urban cluster communities like the ones listed) and rural places nationally and regionally. This trend underscores the need to explore diversification of stock.

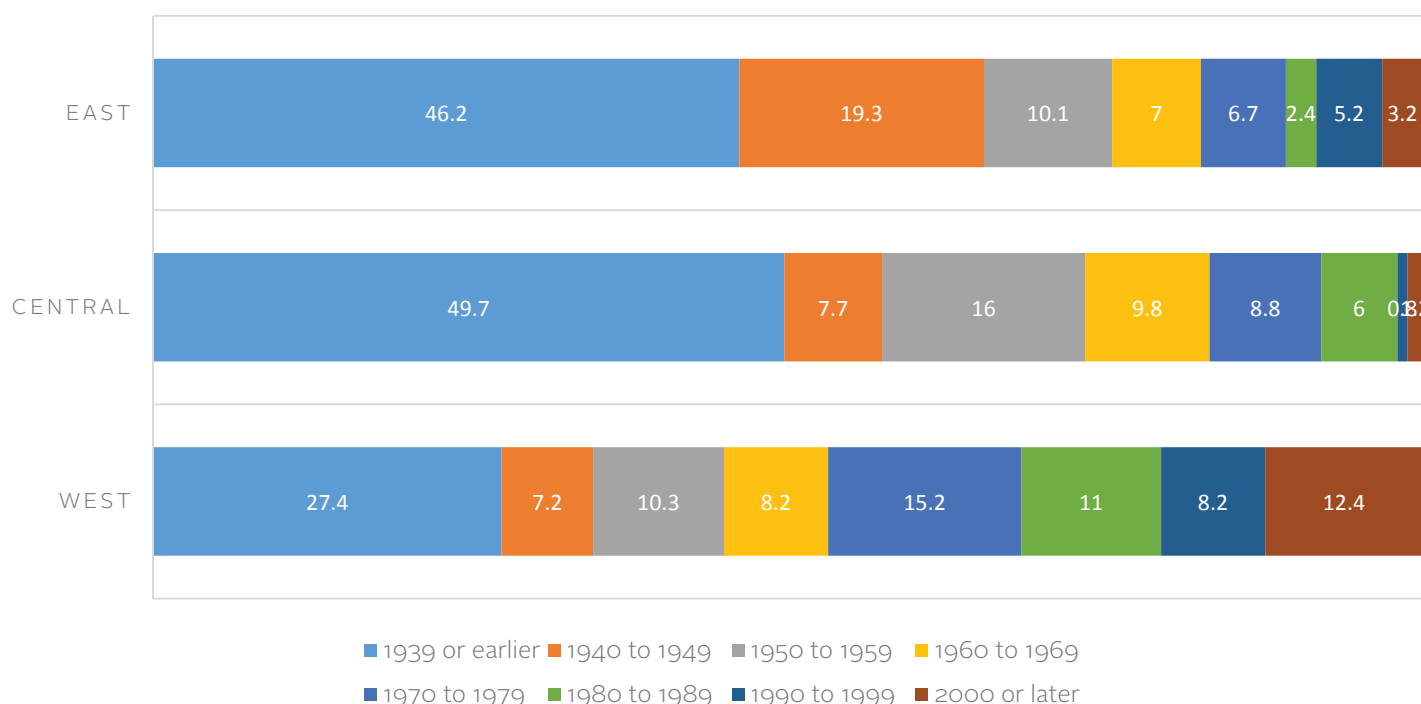
Stock Age

In 2015, about half of the housing stock in the City of Ashland and half of the stock in the region had been built between 1940 and 1989 (Appendix, Ta-

ble 5). Notably, the City has a significant proportion of old stock, with another 41.4 percent built before 1940, compared to 21.6 percent in the region and 20 percent in Wisconsin. However, in the City of Ashland, this proportion is down from over half (53.7 percent) in the 2007-2011 census estimates, a statistically significant decline. Census data and City permit data both suggest that development of new housing is fairly limited in the City, therefore this decline in proportion of the older stock is most likely attributed to demolitions versus new construction.

The West side of town is comparatively newer, with almost one third (31.6 percent) of the West side housing stock built after 1980, compared to only 7.9 percent in the Central part of town and 10.7 percent in the East side of town (Appendix, Table 5). About half of the stock in the Central and East side was built prior to 1939. Over 70 percent of the City stock built after 2000 is located in the West side of town (71.4 percent).

Figure 2. Percentage of homes in City of Ashland by year built



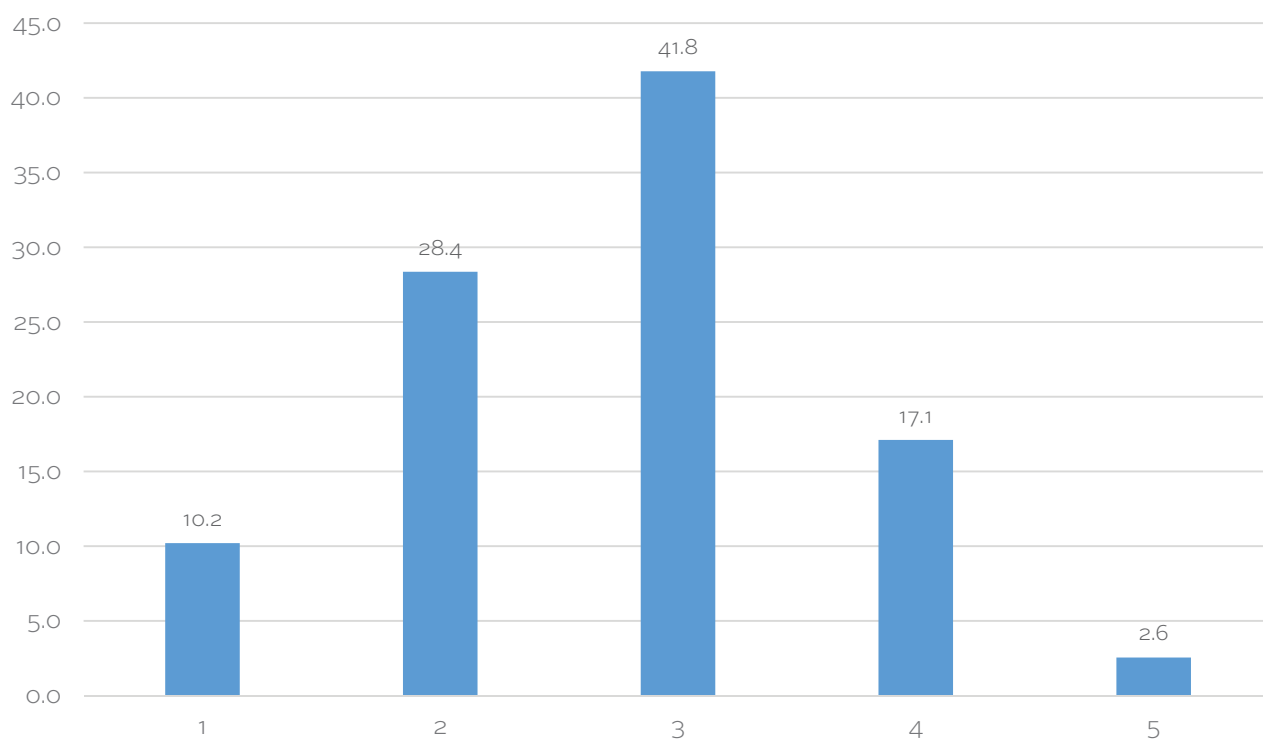
Quality

The American Community Survey (ACS) includes estimates of complete plumbing and kitchen facilities, both of which are used as quality measures and have public health implications. The Census estimates that in 2015 zero units lacked complete plumbing in the City, and as few as 8 units lacked complete kitchens. Additional quality measures are not available through the ACS, however CBZ consultants assigned a quality score to the City's stock as part of their comprehensive plan update for the City of Ashland in 2015. Homes in disrepair were scored "5" while homes in excellent condition received scores of "1". Almost 40 percent (n=983) of the sample of 2,549 homes received scores of "1" and "2", i.e.; were in good to excellent condition (Appendix, Table 6). Another 41.8 percent (n=1065) of homes received a score of "3". Almost 20 percent of homes (n=501) received

scores of "4" and "5". To understand potential changes, we examined the number of permits for residential remodels valued above \$5,000 issued between the summer of 2015 and the summer of 2017. Of the 175 permits meeting these criteria, only six were issued to homes that were rated "5" or in disrepair. However, this represents 9.5 percent of all "5" homes and the highest proportion among all groups (8.1 percent of homes scoring "1" and between 6 and 7 percent of homes receiving scores of "2" to "4" saw investment).

The quality assessment is consistent with findings from the 2014 Ashland Community Study. Approximately 29 percent of respondents rated the quality of housing in Ashland as "very good" (1.8 percent) or "good" (27.4 percent), under half said the condition was "fair" (45.2 percent) and about one-quarter rated it as "poor" (25.6 percent) (Hofstedt & Tochtermann, 2015).

Figure 3. Percentage of homes under value score 1-5 in City of Ashland, September 2015



Occupancy

In 2015, most of the housing units in the City of Ashland were occupied (92.3 percent) (Appendix, Table 7).

Compared to select similarly sized small towns in the north woods areas of Wisconsin, Minnesota and Michigan, Ashland sees high occupancy like Houghton Michigan and Crookston Minnesota (90.3 and 93.5 percent), but has higher occupancy rates than Rice Lake Wisconsin (87.1 percent), Virginia Minnesota, (86.3 percent) and Rhinelander Wisconsin (79.9 percent).

Comparatively, the occupancy in the region is much lower, at 59.9 percent (Appendix, Table 7). Seasonal, recreational or occasional use account for

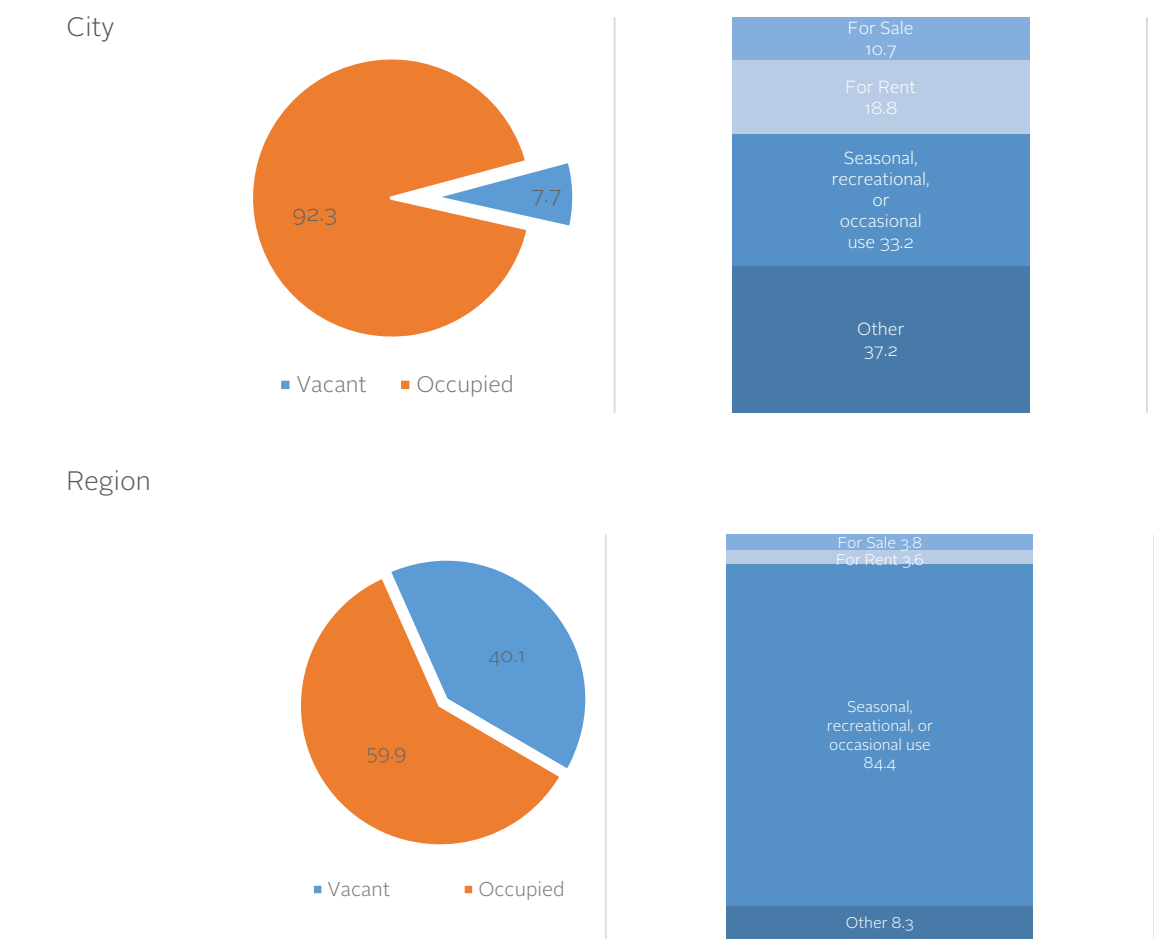
the vast majority of vacancies in the region (84.4 percent). However, over two-thirds of the vacant units in the City are vacant for reasons other than seasonal, recreational or occasional use, or for rent or sale¹.

Rental vacancy rates² were low in the City of Ashland in 2015, at 3.7 compared to 5.3 in 2010, indicating a tightening of the local rental market. The survey with property owners confirmed low rental vacancy, with the vast majority of participants (84.1 percent) reporting no vacant rental properties. Tight rental market conditions can drive rental prices up.

¹ Other reasons would include foreclosure, legal proceedings, preparing to rent or sell, being repaired, and extended absence among others. (Census Housing Vacancies and Homeownership, 2017).

² The rental vacancy rate is the proportion of rental inventory vacant for rent.

Figure 4. Occupancy rates in City of Ashland and the region



Rental Housing

Rental housing in the City of Ashland is available mostly through multi-unit buildings, with 66.4 percent of occupied units located in apartments, and about one-third in single detached homes (Appendix, Table 8). This is in stark contrast to owner occupied units which are primarily single detached homes (90.2 percent) (Appendix, Table 8).

Rental units tend to be smaller as well, with just under 40 percent of occupied rentals (39.8 percent) having one or no bedrooms (Appendix, Table 9). Almost all owner occupied units (97 percent) have 2 or more bedrooms. Property owners surveyed report that the majority of rentals are one- and two-bedroom units (26.7 and 47.4 percent respectively) (Appendix, Table 10). About 40 percent of units include at least one utility in rent (n=169), and about 20 percent are ADA compliant or handicap accessible (n=78).

In 2015 there were 1,423 renter occupied units in the City of Ashland (Appendix, Table 10). Between 2010 and 2015, the total number of rental units remained fairly flat, increasing by an estimated 0.9 percent city-wide. During the same period, the East side of town experienced overall gains in rental units, while the West and Central tracts saw modest decreases (Appendix, Table 11).

While the East side has the largest share of rentals compared to other areas, the West side has the largest proportion of its existing housing stock that are rentals (42.3 percent in 2015) (Appendix, Table 11).

Several employers and real estate experts share concerns regarding the lack of available quality rentals, noting that quality units rarely go on the market. Another common theme is the perception that new arrivals are interested in in-town rentals, specifically among a young professional group. More generally, there is a perception that among new arrivals, homebuyers are forced into the commitment and would have elected to rent should they have found adequate rentals.



Rental property owners confirm the perception of lack of availability, with very few reporting lack of applicants (4.3 percent) (Appendix, Table 12). However, 41.4 percent report challenges finding qualified applicants, citing income, unemployment, unstable employment, and bad credit. A number of property owners also report having experienced challenges with tenants not paying rent (48.6), damage to units (45.7 percent), broken contracts (45.7 percent), and difficulty finding good tenants (38.6 percent) (Appendix, Table 12). Under one-quarter of property owners report issues with tenants involved in criminal activities, including crimes related to controlled substances. This is not surprising as local news reports suggest community concern about substance use and substance related incarcerations. This underscores the need for housing programs and supports to serve individuals who struggle with substance use and other behavioral health challenges.

To secure a rental apartment in town, renters will likely need first month's rent and a security deposit. Most rental property owners surveyed require first month's rent (84.3 percent), a security deposit (82.9 percent), a formal application (75.7 percent), or references (71.4 percent) (Appendix, Table 13). Less than half require a criminal background check (41.4 percent) and a credit check (32.9 percent).

Renters are more likely to find rentals in the paper or by tapping into social networks. The most widely used method of advertising rental units is the newspaper (47.1 percent) followed by word of mouth (44.3 percent) (Appendix, Table 14). Under one-third say they advertise online.

“ Rents seem to be anywhere from that \$400-800 per month range, and I think people would pay it if the buildings were really nice, but what I'm hearing from [employees] is it's a really high price for the quality and size of the building. ”

“ We couldn't find a place to rent, we were forced to buy a house that we paid too much for, and it was a very bad experience. ”

Homeownership

Homeownership rates have been on the decline nationally, and Ashland is no exception to this trend. Homeownership rates in the City and Region dipped by 2.8 and 2.7 percent respectively over the last 5 years (Appendix, Table 10). In 2015, the homeownership rate in Ashland was 60.3 percent. This is lower than the region which has a 75.9 percent homeownership rate.

Traditionally, homeownership in the United States is viewed as a household wealth-building vehicle and is the largest asset owned by low and middle income households³. Research studies also point to potential increases in investments and participation in community life, which in turn may yield community-wide socioeconomic benefits⁴.

³ See: Does Your Home Make You Wealthy? by Alexandra Killewald and Brielle Bryan Source: RSF: The Russell Sage Foundation Journal of the Social Sciences, Vol. 2, No. 6, Wealth Inequality: Economic and Social Dimensions (October 2016), pp. 110-128; Wealth Accumulation and Homeownership: Evidence for Low-Income Household by Thomas P. Boehm and Alan Schlottmann Source: Cityscape, Vol. 10, No. 2, Homeownership Experience of Low-Income and Minority Households (2008), pp. 225-256

⁴ See: Are Homeowners Better Citizens? Homeownership and Community Participation in the United States by Brian J. McCabe Source: Social Forces, Vol. 91, No. 3 (March 2013), pp. 929-954; REASSESSING THE CITIZEN VIRTUES OF HOMEOWNERSHIP by Stephanie M. Stern Source: Columbia Law Review, Vol. 111, No. 4 (MAY 2011), pp. 890-93; Incentives and Social Capital: Are Homeowners Better Citizens? Edward L. Glaeser Denise DiPasquale

A closer look at the City of Ashland reveals that the decline in homeownership rates occurred only in East Ashland with a sharp decline in the number of owner-occupied units (11.8 percent), while Central and West Ashland experienced a modest increase in homeownership rates (Appendix, Table 11).

As expected, there is age variation in homeownership, with higher homeownership in households in older age cohorts (all groups 35 and up). The 60 to 64 age cohort has the highest rates of homeownership (Appendix, Table 15).

Changes in homeownership and overall households follow similar trends, with younger groups seeing declines in both measures and older cohorts seeing increases in both measures. The exception is seen in the 35 to 44 year old group which experienced a decline in home owning households, and an increase in households overall (Appendix, Table 16).



Figure 5. Homeowner and renter households by age group

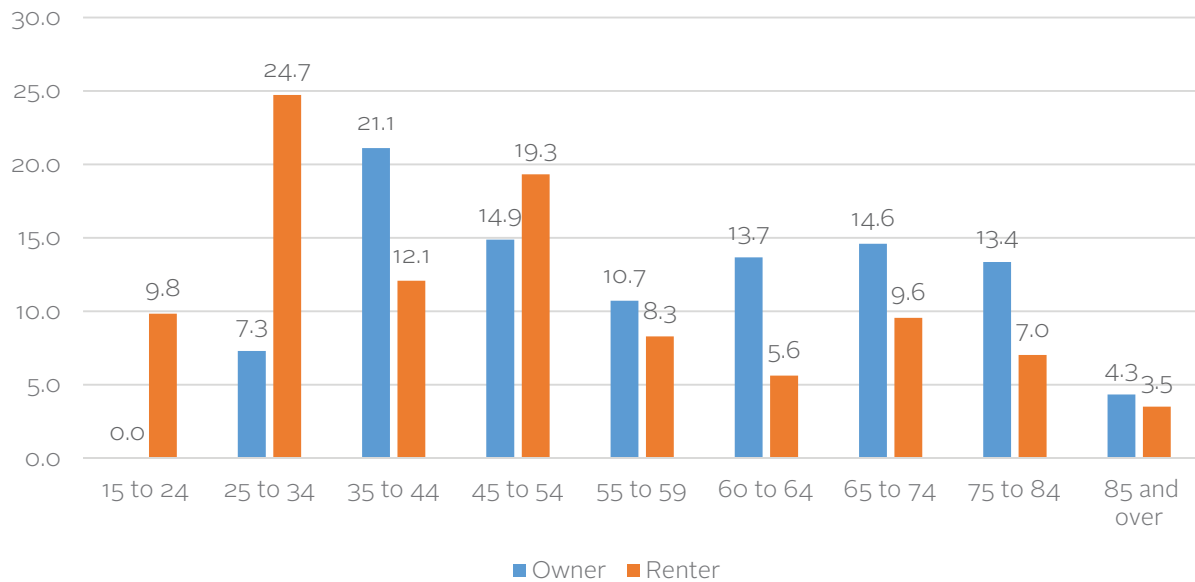
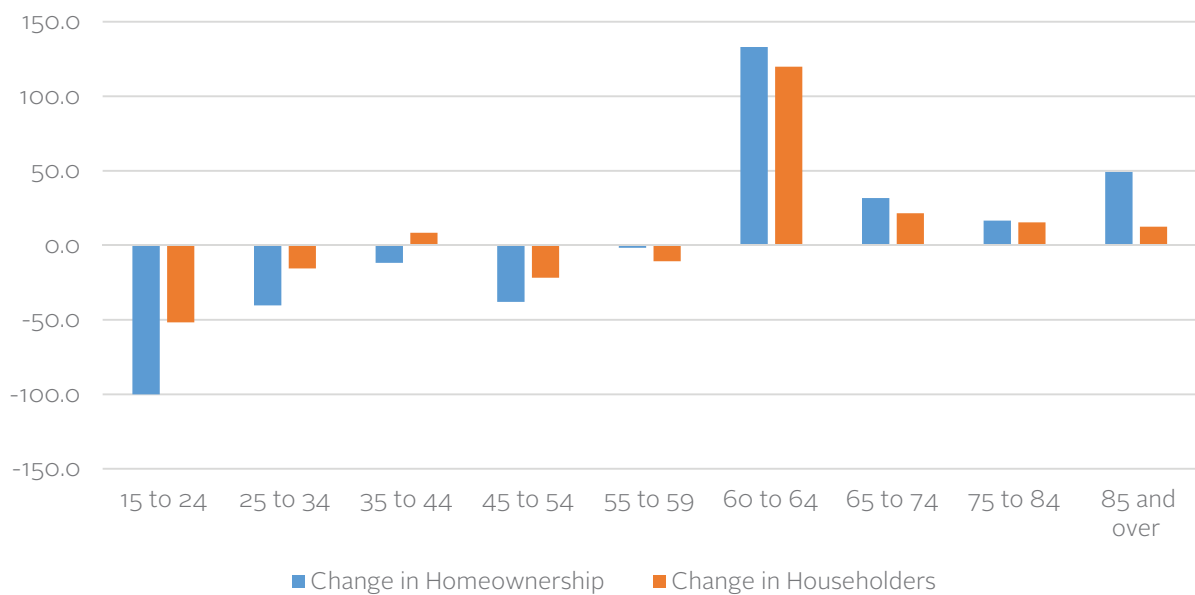


Figure 6. Homeownership and householder change 2010-2015



Home Sales and Construction

Home Sales

Since the recession in 2008, home sales in the region remained stable, increasing every year since 2013. During the recession, sales declined by 34 percent between 2007 and 2008, compared to 18.6 percent in Wisconsin. In 2016, the sales volume reached 2007 levels for the first time in almost 10 years with 540 home sales.

Active listings in the City of Ashland and surrounding towns in zip code 54806 show a decline in listing prices between 2012 and 2016. July 2017 marked the first time in these 5 years when the median price surpassed the May 2012 level. During this period, the highest monthly median listing price was \$129,578.25 in August of 2017, and the lowest was \$91,383.48 in May of 2016.

Yearly averages of active listings have fallen by 29 percent between 2012 and 2016, while the average time on the market increased by 3 percent from 145.3 days to 149.8 days over the same period.

During this period characterized by steady increase in home sales and listing prices and fewer days on the market, Census estimates indicate the inflation adjusted median home value in the City has remained mostly flat every year since 2013 (Appendix, Table 17).

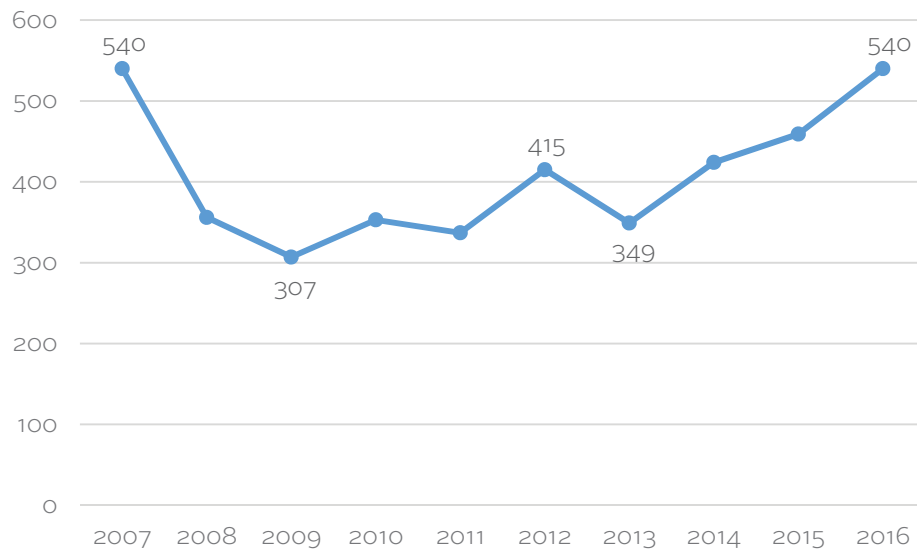
City of Ashland tax assessments were also used to examine assessed home values in 2003, 2009, and 2016. Between 2003 and 2016, the median assessed value of homes (inflation adjusted) in Ashland increased by 20 percent (Appendix, Table 18).

Table 2. Home sales and construction

Key Indicators	2015	2016	Percentage change	
			2014-2015	2010-2015
Home Sales, Region (n)	459	540	8.3	30
Median Home Value, City (Adjusted for inflation)	111,419	110,074	0	-0.3
Median Listing Price, Region (inflation adjusted dollars, July to July)	\$99,697.47	\$95,624.30	-18.9	-21.5*
Construction, City of Ashland				
Residential Construction (n)	1	2	-50	-75
Residential Improvements (n)	164	109	7.9	12.3
Construction Spending (inflation adjusted, October 2017 dollars)				
Residential improvements	2,073,036.05	1,279,432.17	65.9	0.6
New Residential	166,857.96	480,183.28	-70.8	-80.6

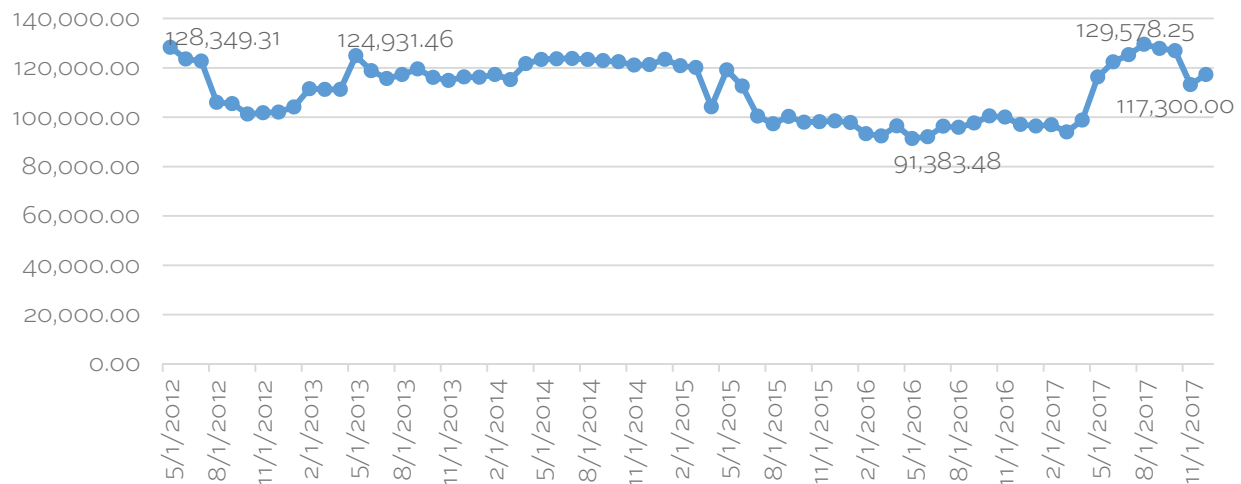
*Data not available for 2010, increase is as of 2012

Figure 7. Total home sales in the region 2007-2017



Source: County data from the Wisconsin Realtor Association 2007-2017

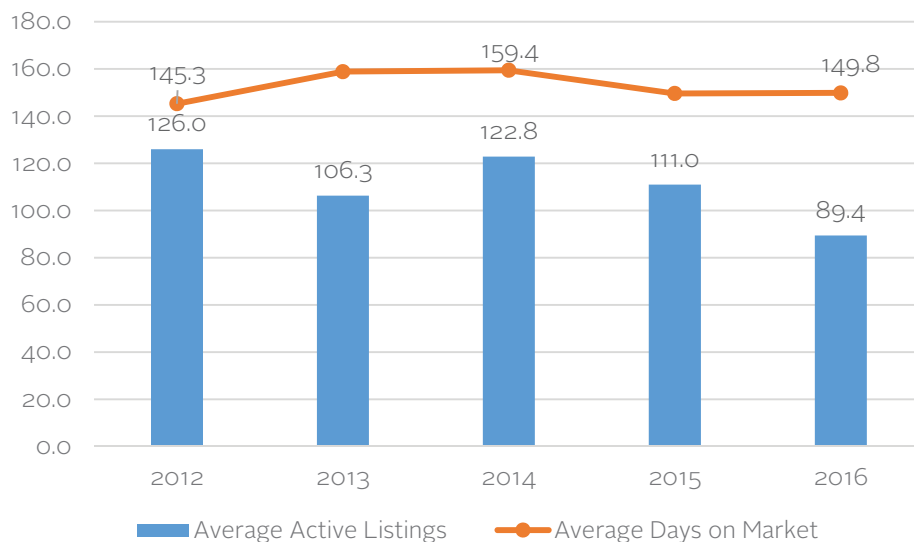
Figure 8. Median Listing Price by Month, May 2012 to September 2017 (Adjusted)



About 70 percent of the homes in Ashland were valued under \$150,000 in 2015, which is a decrease from 76.2 percent in 2010 (Appendix, Table 19). All City areas experienced a decrease in the proportion of units valued under \$100,000. The

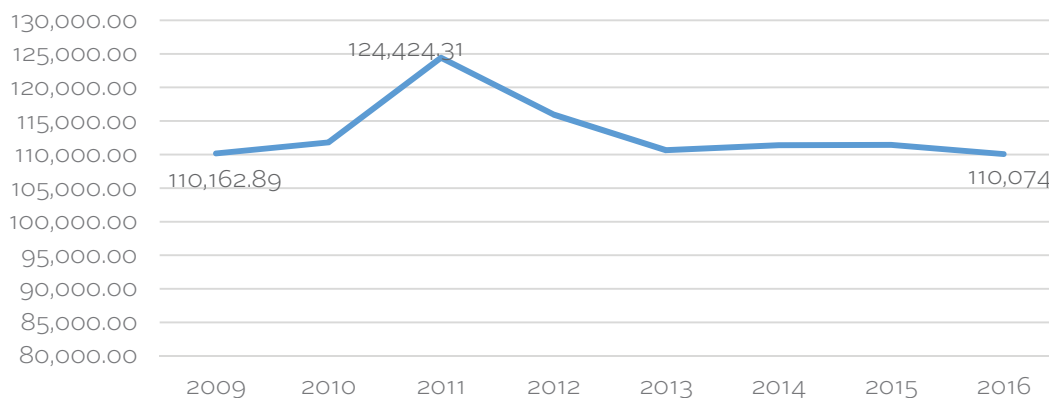
Central area saw the largest gains in the overall numbers of homes valued \$200,000 and over, as well as a large increase in the proportion of homes valued \$200,000 and over (from 7.1 percent to 15.9 percent) (Appendix, Table 20).

Figure 9. Average active listings and days on market



Source: National Association of Realtors data for zip code 54806, 2012 to 2016

Figure 10. Median home value trend, City of Ashland, 2010-2016



Source: US Census, ACS (5-year estimates), 2006-2010 and 2012-2015

Figure 11. Percentage of homes in value range by City of Ashland area

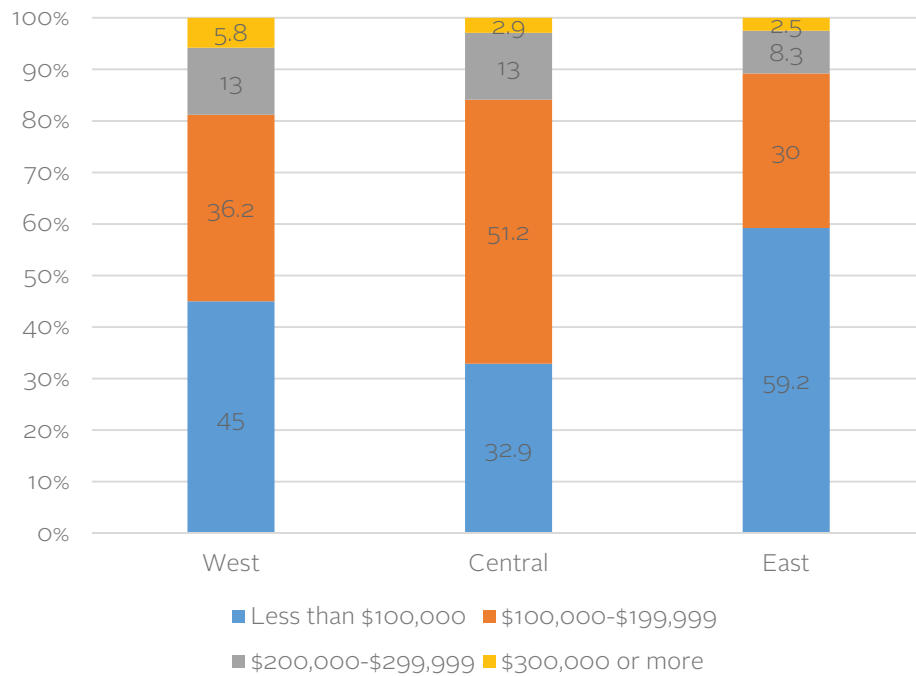
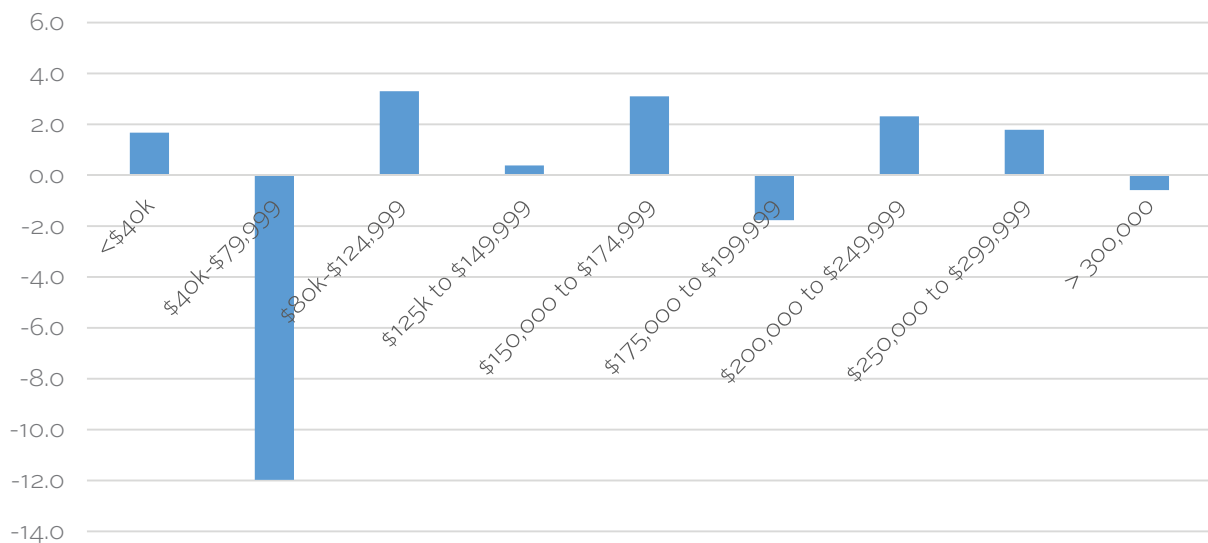


Figure 12. Percentage change in City of Ashland home values 2010-2015



Construction and Remodel Trends

In the last 10 years, Ashland saw less than 50 new residential building starts. While new residential construction is slow, the number of remodels has increased steadily, peaking in 2013 with 176 permits, and more than doubling over the last 17 years. The total value of permits was highest in 2015, at \$2,073,036.05 (adjusted for inflation, October 2017 U.S. Dollars). Between 2010 and 2016, residential remodels represent between 4 and 6 percent of the total housing stock each year⁵.

Residential remodeling permits in the City Center and the East side rose steadily over the last 17 years, peaking in 2014 and 2015 respectively, and dipping in 2016. Less permits were issued in the West side, perhaps due to its newer stock.

Examining a 5-year average, the East side saw the largest increase of permits issued with an average of 57.7 between 2012 and 2016 compared to 41.4 in preceding 5 years. The East also had the largest share of permits issued each year since 2012.

⁵ Permits are not for unique properties, so the proportion of the total stock is an overestimation.



Figure 13. Number of residential remodeling permits issued, City of Ashland, 1999-2016

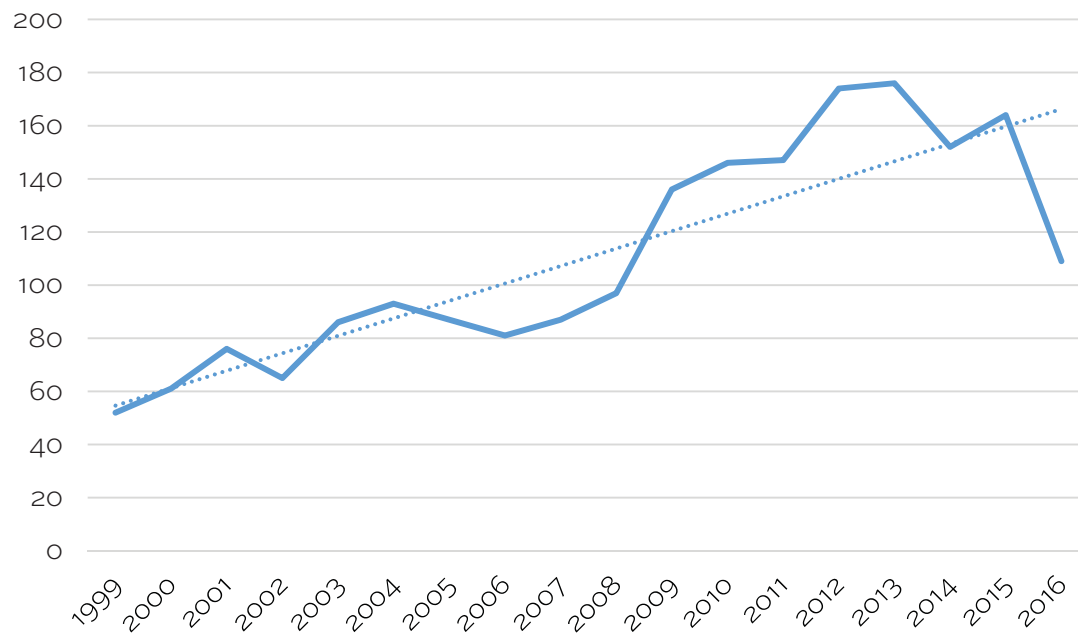
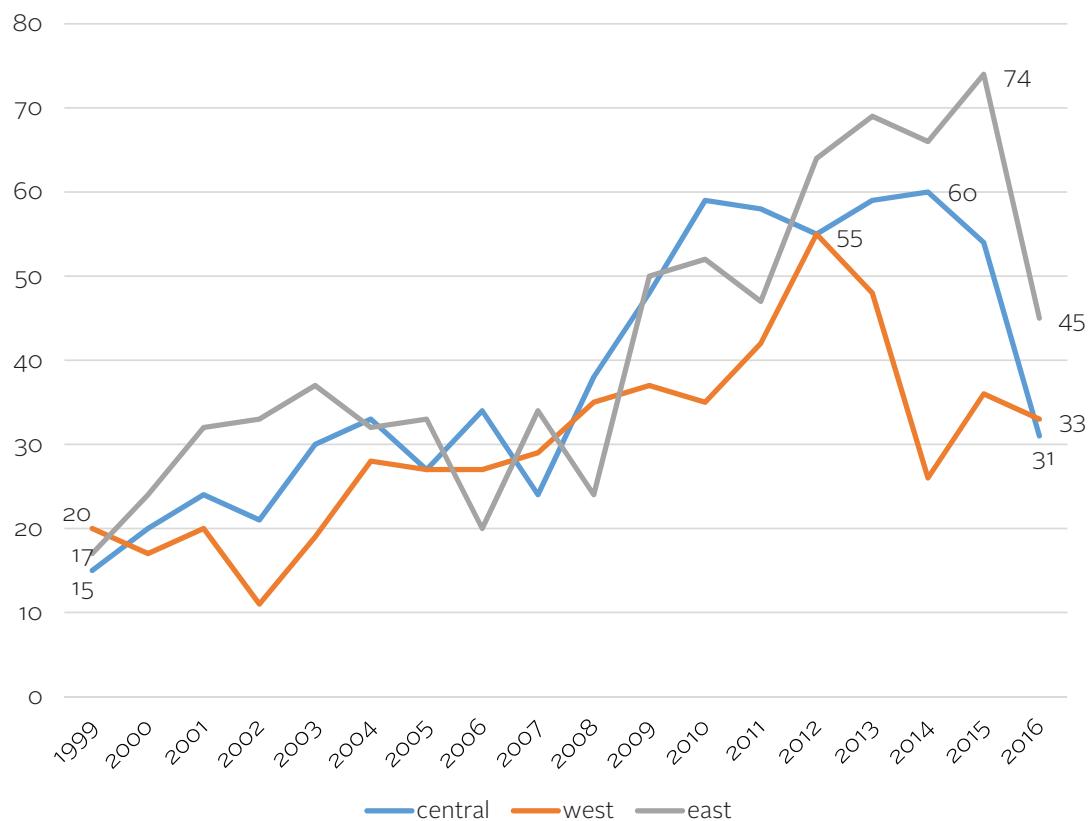


Figure 14. Residential remodeling permits issued East, Central, and West Ashland, 1999-2016



Source: City of Ashland Building Permit Data 1999-2016

Demographic and Economic Overview

Total Population

In the City of Ashland, total population has decreased by 167 between 2010 and 2015 from 8,283 to 8,116 (Appendix, Table 21). During this period, the changes in each City area were uneven. The East side of Ashland experienced a 2 percent decrease in population and the West side saw a 16 percent decrease in population. The only area of growth was the Central part of Ashland, which saw an estimated 9.6 percent increase in population between 2010 and 2015 ⁶ (Appendix, Table 21). Since the Central part of town is fully developed, this trend suggests demand for the existing housing stock and form.

Interviews confirm that there is some interest in historic homes, and one emerging theme is an interest in living in walkable (or bicycle-friendly) neighborhoods, near the Tri-County Corridor, parks, groceries, and downtown amenities.

⁶ The central part of the city of Ashland includes Northland College campus. The total enrollment in 2010 was 596 with 376 living on campus. By 2015, student enrollment had dropped to 553 students, while the total number of students living on campus increased to 386. Therefore, the central part of Ashland may have seen a very modest increase due to a small increase in the number of students living on campus.

Education

In the City of Ashland, the population holding a graduate or professional degree saw the most change, with a 58.9 percent increase. The second largest increase were those with “some college but no degree” (13.3 percent). Lower education attainment groups decreased, including “less than 9th grade” (decreased 71 percent) and “9th to 12th grade without diploma” (decreased 33.6 percent). Remaining groups saw small increases, including “high school graduate” (decreased 0.3 percent), “bachelor’s degree” (decreased 31 percent), and “Associates” (decreased 3.7 percent) (Appendix, Table 22).

Commuting

Commuting times can offer some insight into the balance between local opportunities and those outside the City. The vast majority of the working population works within 29 minutes from their

Table 3. Demographic and economic key indicators

Key Indicators	2015	2016	Percentage change	
			2014-2015	2010-2015
Population	8,116	8,083	-0.6	-2
Median Age	41.5	39.4	3.8	9.2
Population 19 and under	1850	1923	-3.4	-11.3
Population 20 to 64	4788	4766	-1.1	-2.8
Population 65 and over	1478	1394	4.7	16.3
Graduate or professional degree	677	659	14	58.5
Households	3,587	3,487	2.1	-1.4
Average Household Size	2.10	2.15	-2.3	-0.9
Median Household Income (not adjusted for inflation)	\$38,882	\$37,917	-1.0	9.2



“ [...] [professional employees] want safe, they want to walk to the black cat, they want to kayak they want to bike, they are coming here for the lifestyle, not the money [...] they want to be able to walk their kids to the corridor or walk down to the lake or bike.

I think location of course is very, very important. Some of them are looking for the ability to bike or walk, you know, not necessarily getting in your car to go to the grocery store, go to the coffee shop. [...] But there's also some that are looking for access to other activities, like the trails, the jogging, the running, the snowmobiling, the skiing – that kind of thing. Just being able to hop on and play right outside your door, I think that's another thing that they're looking for when they are talking out loud about what their ideal location for their home would be. ”

homes (88.1 percent in 2015) (Appendix, Table 23). While in 2010 the majority worked less than 10 minutes from their home (53.5 percent), that proportion decreased in 2015 (44.9 percent). Notably, those commuting more than an hour to work more than doubled, although only accounting for 5.7 percent of commuters. The mean travel time has increased from 12.3 minutes in 2010 to 15.6 minutes in 2015.

Race and Ethnicity

Ashland is comparable to Wisconsin in having a largely white population, but has a larger Native American population proportionally than the state as a whole. In 2015, 85.7 percent of people identified as White alone, 7.2 percent identified as Native American alone, 0.8 percent as Black or African American alone, 0.7 as Asian alone, 0.1 percent identified as another race, 2.2 percent identified as Hispanic or Latino (of any race) and 5.5 percent as two or more races (Appendix, Table 24). Of the people identifying as two or more races (n=448), 88.2 percent identified as Native American and White⁷.

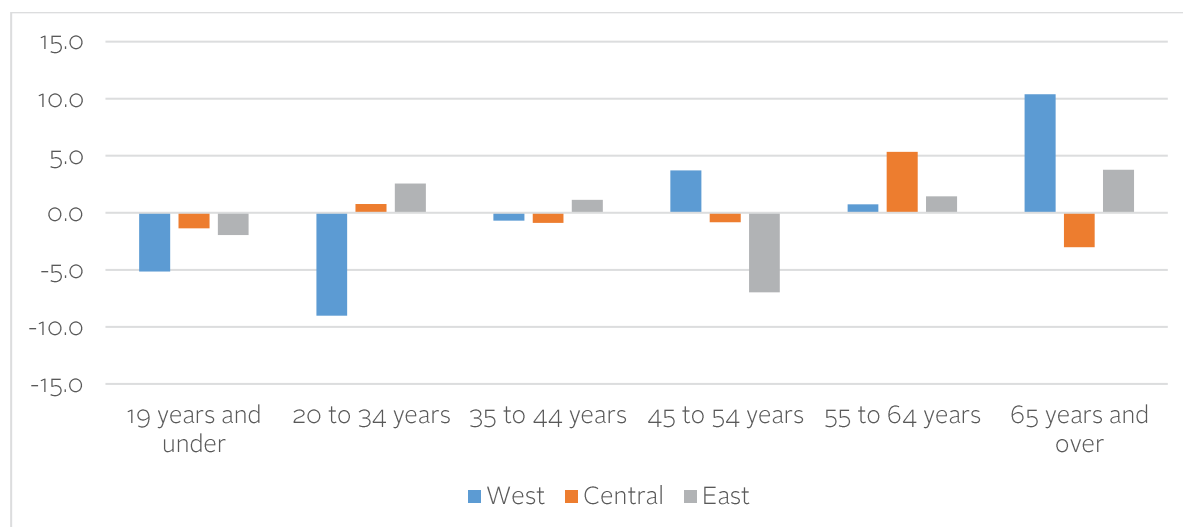
⁷ The census race categories are: white, American Indian and Alaska Native, Black or African American, Asian, Native Hawaiian and Other Pacific Islander, or Some other race.

Age

Age groups with the largest proportion of the population in both 2010 and 2015 were the “19 and under” cohort, followed by the “20 to 34” cohort. However, both saw a decrease in number of people as well as proportion of the population. The next two youngest age cohorts, “35 to 44” and “45 to 54,” also saw a decrease in number of people, 1.1 percent and 13.5 percent decrease, respectively (Appendix, Table 25). The only age cohorts that experienced both number and proportional increases in population are the “55 to 64” cohort (19.9 percent increase) and the “65 and over” cohort (16.3 percent increase). This trend is consistent with regional, statewide, and national trends: In all cases, the population of those aged “65 and older” increased (11.0, 12.4, and 15.1 percent respectively).

The population under 65 years of age decreased in the City and region (5 and 3 percent respectively), and slightly increased in Wisconsin and nationwide (0.2 and 4.1 percent respectively) (Appendix, Table 26).

Figure 15. Percentage point change in age groups in City of Ashland by tract between 2010-2015



In the West tract, the proportion of people aged 65 and over increased from 18.7 to 29.1 percent (Appendix, Table 27). At the same time, the “19 and under” cohort and the “20 to 34” cohort saw their share decrease from 45.7 percent to 31.5 percent of the population, suggesting that the West is aging. In the City Center, all age groups increased in numbers, except for the “65 and older” cohort indicating the City Center is getting younger. In the East tract, the “65 and older” cohort increased by 26.9 percent and as a share of the population, suggesting that the East side is aging as well. The City needs to consider accessibility and affordability as it prepares to house an aging population.

Households

Total households in the City decreased by 1.4 percent between 2010 and 2015, a smaller loss compared to the region, which experienced a 2.3 percent loss (Appendix, Table 28 and 29). The tract with the largest decrease was East Ashland (3.7 percent). Central Ashland only lost 0.6 percent of households, while the West side saw a 1.1 percent increase (Appendix, Table 28).

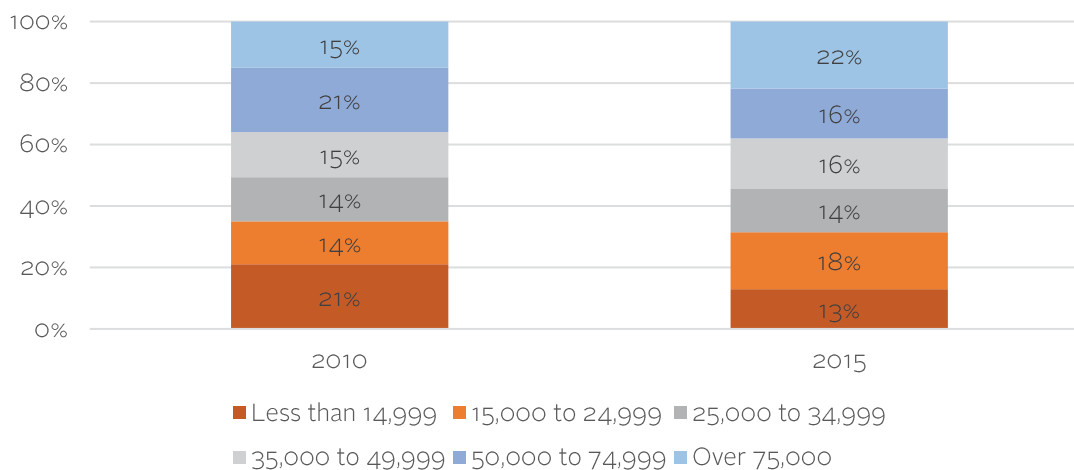
Households with no persons over the age of 65 decreased by 8.2 percent, while the number of

households with one or more persons over the age of 65 increased by 20 percent during that same period. This could be due in part by residents aging into that cohort, and in part by outmigration of younger households and immigration of older households (Appendix, Table 30). One-person households with no one over the age of 65 increased (15.1 percent), indicating that the loss of younger households is driven by two or more-person family households. Both of these trends indicate the need for housing that meets the needs of people 65 and over, as well as younger one-person households. Several interview participants noted that younger cohorts, as well as middle to low income groups have a difficult time identifying starter homes for purchase or rent that are affordable and in good shape.

At the tract level, 38.2 percent of the West side households have one or more persons over the age of 65, compared to 23.4 percent in the Central part of town and 28.4 percent in the East side (Appendix, Table 31).

We examined the housing tenure trends among householders that are over 65 years of age. Over the last 5 years, the number of households with a householder over the age of 65 who owns their home has increased by 26.9 percent, while the

Figure 16. Percentage of households by income-level, City of Ashland



overall number of owner-occupied households has slightly decreased by 2.8 percent (Appendix, Table 32). In 2010, about a quarter of all owner-occupied homes had a householder over 65 years of age, and that share increased to 32 percent in 2015.

From 2010 to 2015, the median household income in the City increased by 9.2 percent to \$38,882, outpacing the State where the median income increased by 3.4 percent over the same period. However the increase in the City is within the margin of error. Proportionally, in 2015, the median household income in the City was about 73 percent that of Wisconsin compared to 69 percent on 2010.

While the total number of households in the City decreased between 2010 and 2015, the number of households with incomes above \$75,000 increased both overall (43.4 percent increase) and as a share of total households (from 15 percent to 21.8 percent). The total number of households with incomes under \$14,999 decreased during the same period, both overall (39.3 percent) and as a share of households (from 21.1 to 13 percent). These trends suggest that the City of Ashland has attracted higher-income households, or that existing households have moved into the over \$75,000 group. This also indicates that high-wage earners are successful in finding housing options (Appendix, Table 33).

All census tracts saw increases in households making \$75,000 or over, both overall and as a proportion of all households. All tracts experienced losses in households in the 50,000-74,999 bracket as a proportion and overall. The Central tract has the smallest proportion of households making less than \$25,000 (24.8 percent) and the largest proportion of households making over \$75,000 (45.3 percent) (Appendix, Table 34).

Income by Householder Age

Despite this growth, an income by age analysis reveals that certain segments of the population are struggling. Households where the householder is under 25, all fall in income brackets under \$45,000. The number of households with a householder over the age of 65 making less than \$30,000 fell both overall and as a proportion of that cohort, however, despite the positive trend, the majority of this cohort remains in that income bracket (53.7 percent). In households where the householder is 25 and over, the numbers and proportion of households in the \$75,000 and above income bracket increased. These trends highlight the need for affordable housing, particularly for householders under 25 and over 65 (Appendix, Table 35).

Figure 17. Percentage of households by income-level, City of Ashland by area

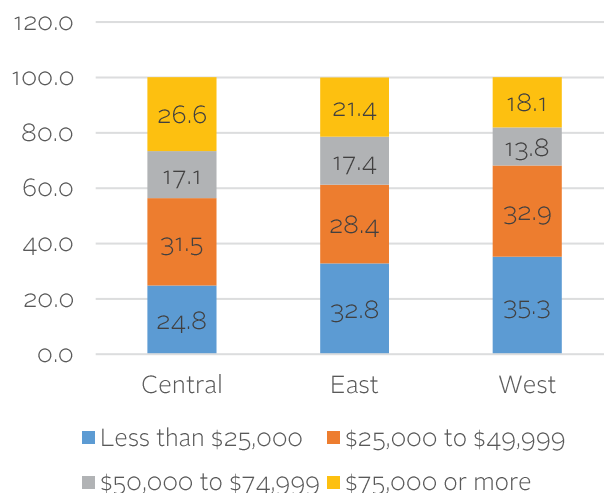
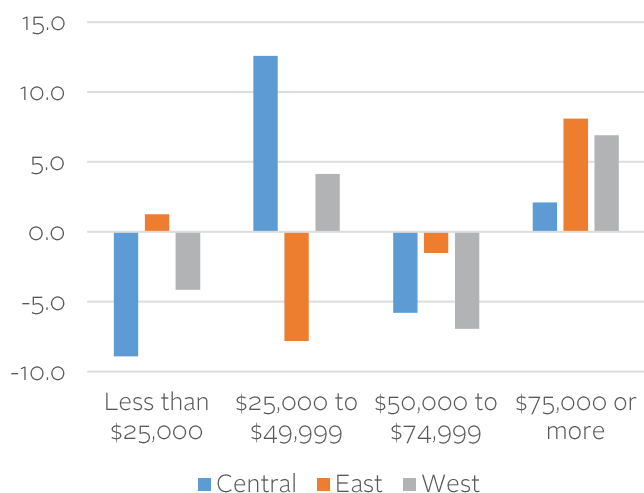


Table 4. Percentage of households in City of Ashland by age of householder and income-level

Income-level by Householder Age							
	2010			2015			Change
	n	by age cohort	by income cohort	n	by age cohort	by income cohort	
Householder Under 25	290	8.0		140	3.9		-51.7
Less than \$30,000	242	83.4	14.8	109	77.9	8.0	-55.0
\$30,000-\$44,999	36	12.4	6.5	31	22.1	4.8	-13.9
\$45,000-\$74,999	12	4.1	1.3	0	0.0	0.0	-100.0
\$75,000-\$124,999	0	0.0	0.0	0	0.0	0.0	
\$125,000-199,999	0	0.0	0.0	0	0.0	0.0	
\$200,000	0	0.0	0.0	0	0.0	0.0	
Householder 25 to 44 years	1,184	32.6		1,139	31.8		-3.8
Less than \$30,000	327	27.6	20.0	333	29.2	24.5	1.8
\$30,000-\$44,999	170	14.4	30.6	186	16.3	28.7	9.4
\$45,000-\$74,999	468	39.5	51.8	296	26.0	37.3	-36.8
\$75,000-\$124,999	189	16.0	44.0	252	22.1	43.4	33.3
\$125,000-199,999	24	2.0	26.7	49	4.3	29.7	104.2
\$200,000	6	0.5	23.1	23	2.0	60.5	283.3
Householder 45 to 64 years	1,326	36.5		1,323	36.9		-0.2
Less than \$30,000	526	39.7	32.2	390	29.5	28.7	-25.9
\$30,000-\$44,999	272	20.5	48.9	287	21.7	44.2	5.5
\$45,000-\$74,999	278	21.0	30.8	290	21.9	36.5	4.3
\$75,000-\$124,999	176	13.3	40.9	245	18.5	42.2	39.2
\$125,000-199,999	54	4.1	60.0	96	7.3	58.2	77.8
\$200,000	20	1.5	76.9	15	1.1	39.5	-25.0
Householder 65 years and over	837	23.0		985	27.5		17.7
Less than \$30,000	537	64.2	32.9	529	53.7	38.9	-1.5
\$30,000-\$44,999	78	9.3	14.0	145	14.7	22.3	85.9
\$45,000-\$74,999	145	17.3	16.1	208	21.1	26.2	43.4
\$75,000-\$124,999	65	7.8	15.1	83	8.4	14.3	27.7
\$125,000-199,999	12	1.4	13.3	20	2.0	12.1	66.7
\$200,000	0	0.0	0.0	0	0.0	0.0	
Total households	3,637	100.0		3,587	100.0		-1.4

Economic Trends for Region

To provide some context to demographic and economic trends in the City, we examined trends in the region, including Ashland and Bayfield Counties, while highlighting diverging trends in each County. Both Counties have about the same population, while about half of the population in Ashland County lives in the City.

Between 2000 and 2015, the region experienced an overall decline in total employment as measured by full- and part-time jobs. More specifically, the region saw a loss in wage and salary jobs (i.e., paid jobs through an area employer), with 402 fewer in 2015 compared to 2000 (Appendix, Table 35). At the same time, there was an increase of 311 in the number of sole proprietors (i.e., self-employed). However, the gains and losses in each category diverged in the counties. While Ashland saw

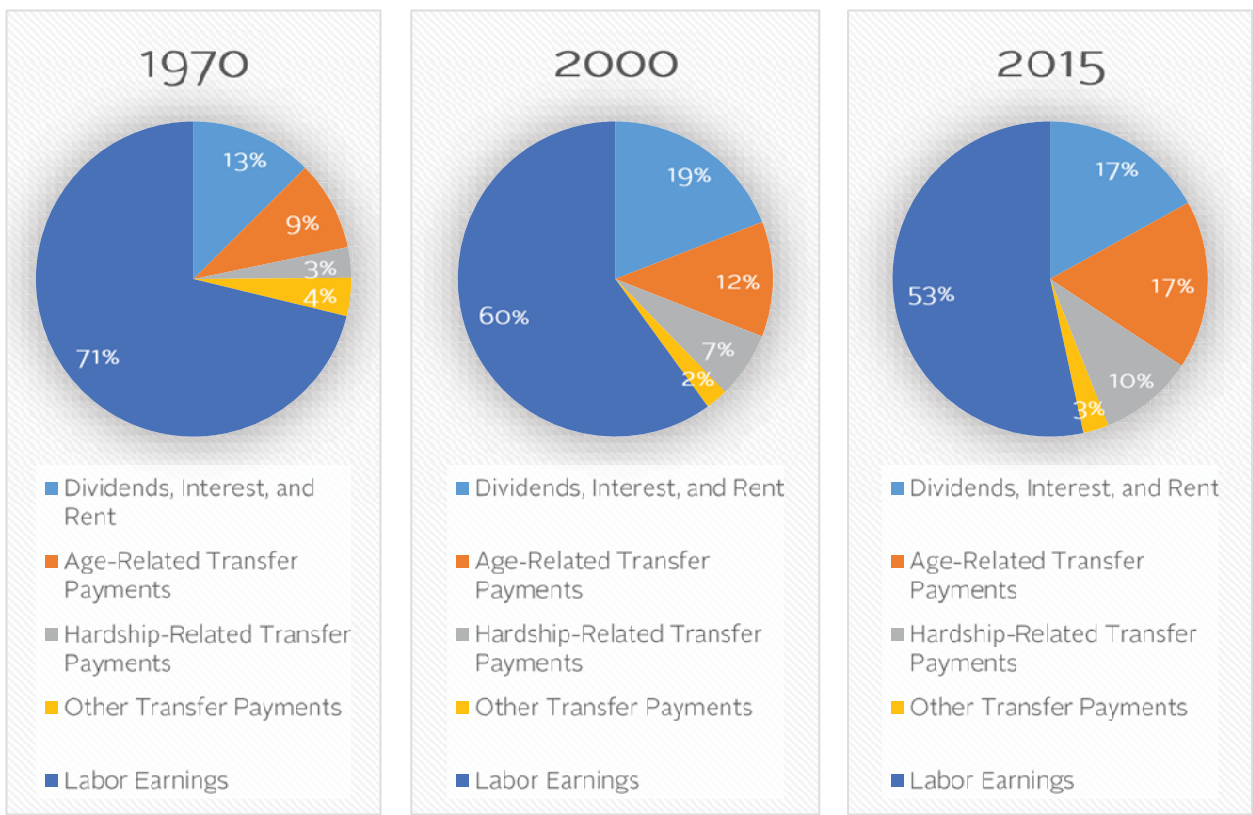
an overall decrease in wage and salary earners, Bayfield County saw an increase. Similarly, sole proprietors increased in Ashland County by 341 while decreasing by 30 in Bayfield County.

Between 2000 and 2015, aggregate personal income (i.e., income earned through labor [wage, salary and proprietor] or non-labor income [dividends, interest, rent, and transfer payments]) in the region increased by \$210,320,000 (Appendix, Table 36).

In Ashland County, earnings among wage and salary employees saw an increase of \$8,054,000 between 2000 and 2015, while proprietors' income fell by \$1,612,000 ⁸ (Appendix, Table 37). While an increase in sole proprietor employment

⁸ Bayfield County followed a similar pattern from 2000-2015 with an overall increase in \$3,530,000 in labor earnings; with an increase of \$17,241,000 in wage and salary earnings and a \$13,711,000 decrease in proprietor's income.

Figure 18. Personal income change, Ashland County, 1970-2015



Source: Bureau of Economic Analysis, 1970-2015

suggests a healthy, vibrant entrepreneurial business environment, the combination of a loss to wage and salary jobs with a decline in proprietor's income may point towards self-employment as a means to help make ends meet for many workers. Employment instability and low wages underscore the need for affordable housing.

From 2000 to 2015, Ashland County also saw an overall increase of \$62,850,000 in non-labor income ⁹. The largest proportion of this increase being tied to age-related transfer payments (\$38,875,000) followed by hardship-related transfer payments (\$21,060,000) (Appendix, Table 38).

Ashland County has seen an increase in the proportion of personal income made up of non-labor income related sources – approximately 18 percent increase since 1970 and 7 percent increase

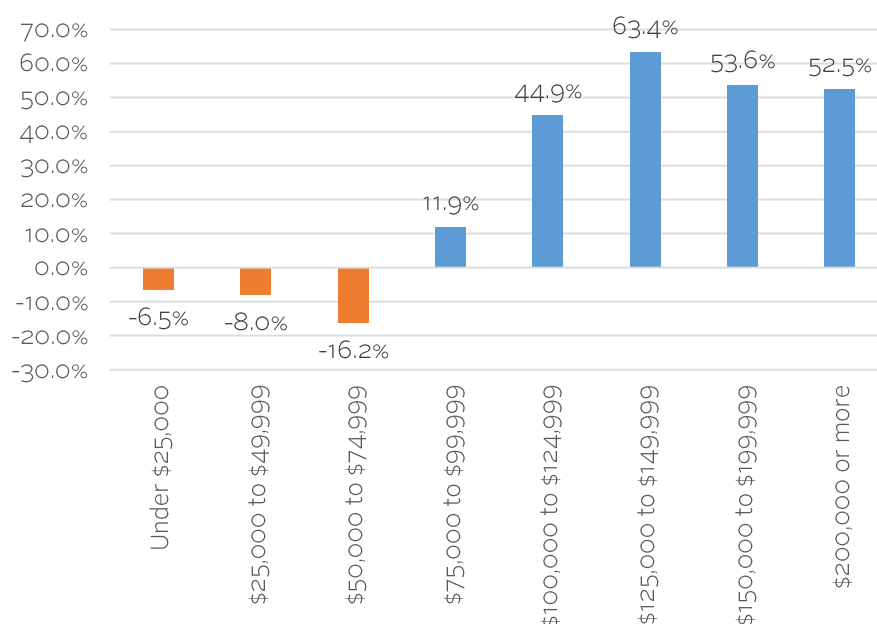
⁹ Non-labor income includes: dividends, interest, and rent income (i.e., investment or property incomes); age-related transfer payments (e.g., social security and Medicare); hardship-related transfer payments (i.e., payments related to welfare and poverty alleviation programs); and other transfer payments (e.g., veteran's benefits, government retirement or disability, or workers compensation).

since 2000 ¹⁰. With an aging demographic, this increase is to be expected. Additionally, overall growth in non-labor income - specifically the growth in the proportion of age-related transfer payments (5 percent increase since 2000) - could indicate migration of people with investment and retirement income. In the Chequamegon Bay area, access to the natural beauty, high quality of life, and relatively low standard of living costs are undoubtedly attractive to aging demographics looking to retire here. The other area of growth (3 percent since 2000), hardship-related transfer payments, also suggests an increase in the number of people who are dependent on supplemental income due to unemployment, under-employment, or low pay. Both of these data points would suggest a need for affordable housing for retirees on fixed-income and for low-income populations ¹¹.

¹⁰ Note that the overall "pie" also grew after adjustment for the rate of inflation by a total of \$53,829,000 since 2000.

¹¹ The region, which includes both Ashland and Bayfield County, is following a similar pattern with a couple of slight variations. First, since 2000, the proportion of non-labor related income increased by approximately 7 percent (41 percent compared to 48 percent). Second, age-related transfer payments and dividends/interest/rent income grew by 6 percent (nearly all of the growth in age-related payments while dividends, interest, and rent remained the same). Finally, hardship-related transfer payments only increase by about 1 percent from 2000-2015.

Figure 19. Percent change in household income, Ashland County, 2010-2015



Source: US Census, ACS (5-year estimates), 2010-2015

Household Income

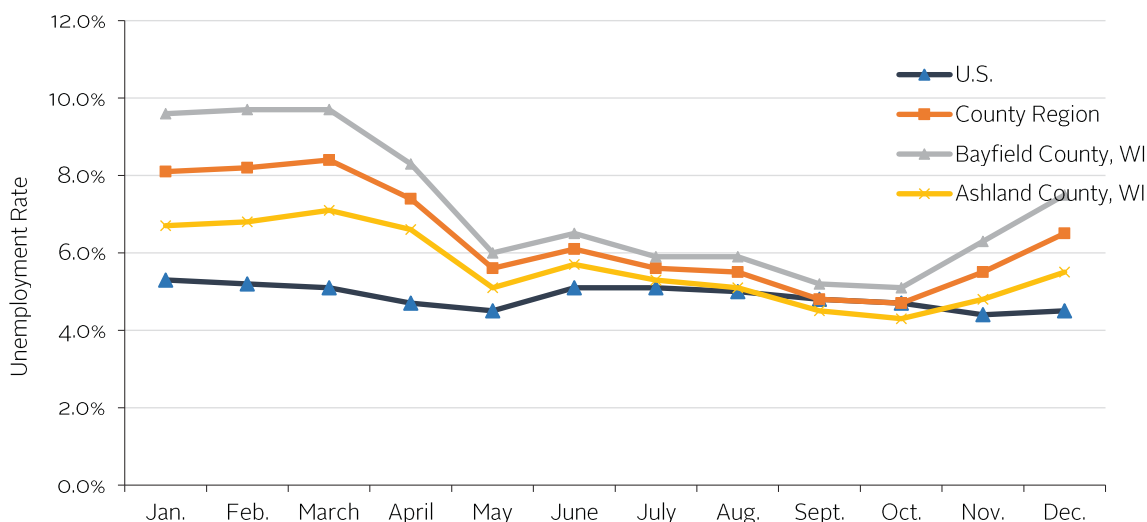
The region experienced an increase in both average earning per job (\$2,684) and per capita income (\$7,877) from 2000 to 2015. Average earnings in Ashland County increased more than Bayfield County (\$3,396 versus \$1,899), while per capita income increased more in Bayfield County (\$10,557) than Ashland County (\$5,324) (Appendix, Table 39). The former increase suggests that Ashland County has both higher wage jobs as well as faster growth in higher-wage occupations compared to Bayfield County. This increase is accentuated when cost of living is taken into account. This is particularly the case for the cost of housing in Ashland, which is lower than other comparable communities, as well as metropolitan areas.

Household income in the region has increased between 2010 and 2015. The number of households with an income of below \$74,999 has decreased, while the number of households making \$75,000 to \$200,000 or more has increased (Appendix, Table 40). The largest change between 2010 and 2015 was the percent

increase in households making \$200,000 or more (62.5 percent increase). The largest decrease was in households making under \$25,000 (8.5 percent decrease). There are still overall far more households making under \$25,000 than \$200,000 or more (3866 versus 208), highlighting the need for affordable housing options. The difference in these trends can be in part explained by an influx of older professionals with higher salaries and outflow of young high school or college graduates. Or they may be explained by upward mobility, with people with lower incomes moving to higher earning groups. Presumably people in higher income brackets are absorbing homes in the local market.

Ashland County household income trends follow those of the region: households making less than \$74,999 have decreased, while those making \$75,000 to \$200,000 or more have increased between 2010 and 2015 (Appendix, Table 41). The largest increase has been 63.4 percent in households making between \$125,000 and \$149,999. The largest decrease was 16.2 percent in households making between \$50,000 and \$74,999. Despite these shifts, there are still overall far more households making under \$25,000 than over

Figure 20. Monthly unemployment in the region, 2016



Source: Bureau of Economic Analysis

\$200,000 (2,117 versus 90). As with the region's statistics, these changes suggest an increase in high-wage professionals in the area, and out flux of lower-income cohorts, or upward mobility.

Unemployment

Ashland and Bayfield Counties' unemployment rate is very near to the state and national average at 4.1 percent and 4.9 percent. Bayfield County's is slightly higher at 7.1 percent, while Ashland County's is at 5.6 percent (Appendix, Table 42).

Monthly unemployment in Bayfield and Ashland Counties fluctuate with the seasons. Bayfield sees nearly 10 percent unemployment in the winter months (January, February, and March), shifting to about 5 percent in September and October pointing to its reliance on the tourism industry. Ashland follows this trend, although less dramatically (around 7 percent unemployment in the winter months and just over 4 percent in September and October). Temporary rental housing units can cater to seasonal mobile employees, while perhaps serving people in need of transitional or affordable housing in the colder months.

Weeks worked per year for ages 16 to 64 in both Ashland and Bayfield Counties reflect the national averages in 2015. The largest percentage of working-age, 57 percent in Ashland County and 52.7 percent in Bayfield County, worked 50 to 52 weeks in 2015. The lowest percentage of people worked 1 to 26 weeks (11.4 percent in Ashland County and 11.8 percent in Bayfield county), slightly more than the national average of 9 percent. About 20 percent of working age adults in Ashland and Bayfield did not work in 2015, compared to the national average of 25.1 percent (Appendix, Table 43).

Those of working age (16 to 64) working 35 hours or more each week in Ashland and Bayfield Counties reflect the national average of 57.1 percent. In Ashland County, the percent of working age individuals working 35 or more hours a week is 55.2 percent, compared to 56.9 percent in Bayfield County. The lowest percentage of working age individuals worked 1 to 14 hours per week, 5.1 percent in Ashland County, and 5.5 percent in Bayfield County. These trends suggests that over half of working age individuals in the region work the equivalent of a full-time job in either one, or one or more jobs.

Table 5. Hours worked per week, population age 16 to 64, 2015

	Ashland	Bayfield	Region	U.S.
Worked 35 or more hours per week	55.2%	56.9%	56.0%	57.1%
Worked 15 to 34 hours per week	19.8%	17.4%	18.7%	14.3%
Worked 1 to 14 hours per week	5.1%	5.5%	5.3%	3.5%
Did not work	19.9%	20.2%	20.1%	25.1%
Mean usual hours worked for workers	36.5	37.3	36.9	38.5

Source: US Census, ACS (5-year estimates), 2011-2015

Affordability Analysis

Affordability in Renter-Occupied Housing

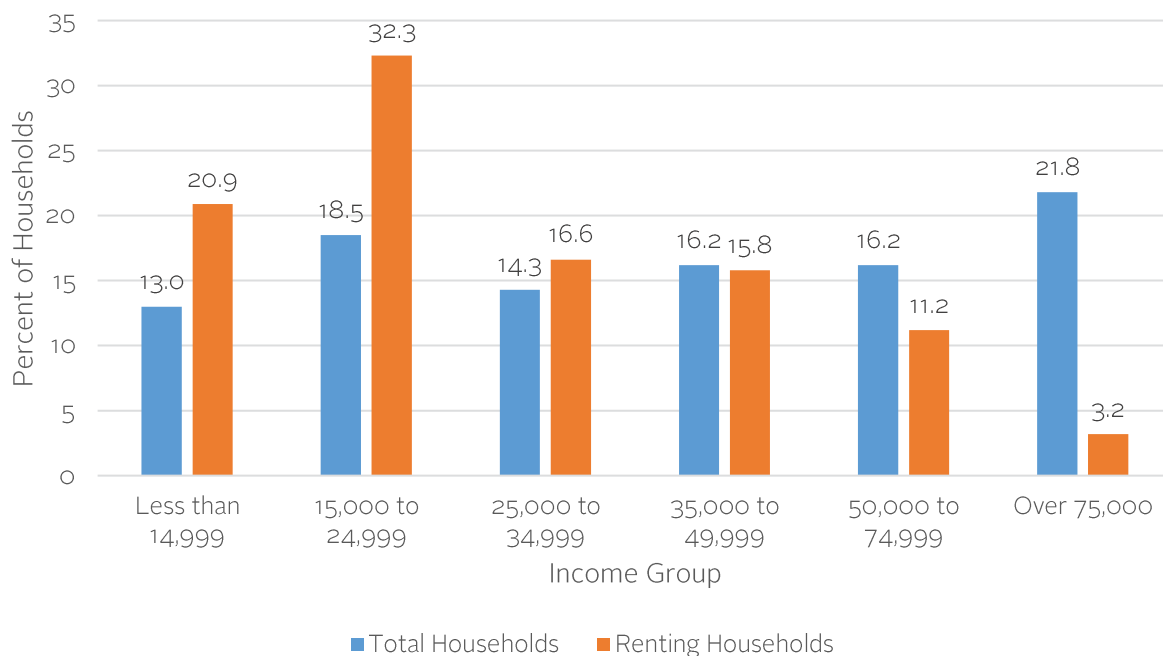
In 2015, the median income in the City was \$38,882. Almost one-third of City households (n=1,570) made over \$50,000 per year, and only 13 percent of these were renters (n=205 households) (Appendix, Table 44). Almost 70 percent of renting households make less than \$35,000 per year (n=993), and out of these, 626 are rent burdened. Overall, 45 percent of renter-occupied households have a housing cost burden greater than 30 percent of their income (Appendix, Table 45). Estimates indicate that nearly all burdened households have annual incomes below \$35,000 (i.e., zero or near zero households making \$35,000 per year and above are paying more than 30 percent of their income on rent). Burdened households are at risk of housing loss and public interventions should target this group.

Rental contracts are on the rise in the City, with the sharpest increases in the \$500 to \$749 and \$750 to \$999 ranges and a loss in contracts below \$500 (Appendix, Table 46). In 2015, about half of all contracts were in the \$500 to \$749 range, and the median rent was \$649, up from \$618 in 2014, outpacing inflation. Despite these changes, 41.5 percent of units were contracted for under \$499 in 2015. All three City areas saw a decline in rental contracts below \$300, and a sharp increase in rentals between \$600 and \$899. However, the largest share of rentals in all three areas are contracts below \$600 (Appendix, Table 47).

Table 6. Affordability key indicators

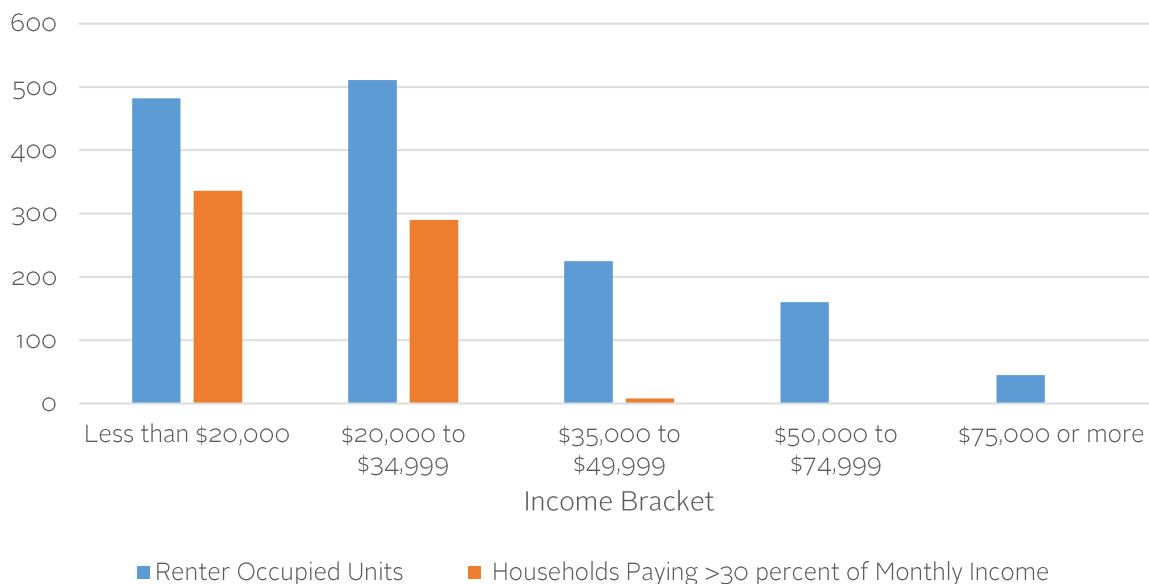
Key Indicators	2015	2016	Percentage change	
			2014-2015	2010-2015
Renter Occupied Units	1,423	1,459	2.3	0.9
Rent burdened households (30 percent)	634	644	2.3	-3.1
Median Rent	\$649	\$657	5.0	22.7
Owner Occupied Units	2,164	2,028	2.0	-2.8
Owner Occupied burdened	530	463	7.7	-17.1
Median Monthly Owner Costs (with a mortgage)	\$1141	\$1095	2.7	2.3
Median Monthly Owner Costs (without a mortgage)	\$444	\$476	4.7	13.6
Housing units with a mortgage	1,162	1,133	-5.2	-18.6
Percent of loans originated	65.0	60.1	-4.2	38.9

Figure 21. Renters by income



Source: ACS Estimates, Excludes zero or negative income

Figure 22. Renter occupied cost burden

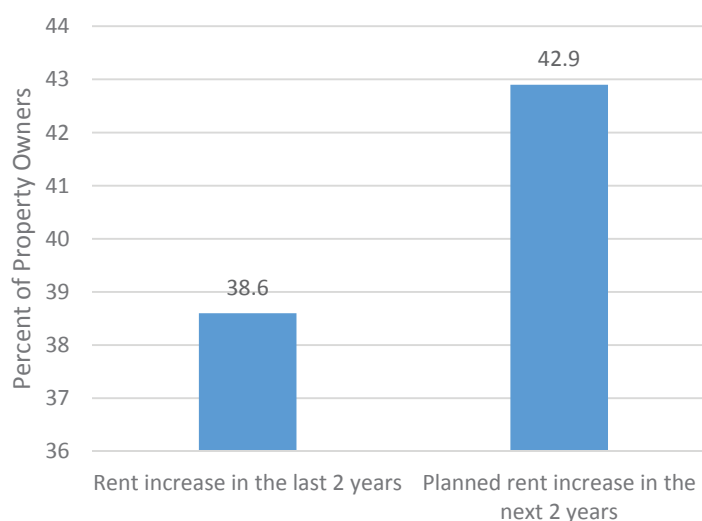


Source: ACS Estimates, Excludes zero or negative income

Most rentals in Ashland are 2 bedrooms (60.2 percent in 2015) (Appendix, Table 9). The City saw a decrease in the number and share of 1-, 2- and 3-bedroom rental units between 2010 and 2015. Rental property owners surveyed report that over half of their 1-, 2-, and 3- bedroom units rent for \$500 to \$749, while most 4-bedroom units fall between \$500 and \$999 (Appendix, Table

10). Across all unit sizes, 57.1 percent of property owners reported rental contracts that averaged between \$500 and \$749 per month. This is consistent with census estimates that show median rents range between \$499 and \$786 for 4 and 5+ bedrooms (Appendix, Table 40). Just under 40 percent reported raising rents in the last 2 years, and 42.9 percent plan an increase in the next 2 years.

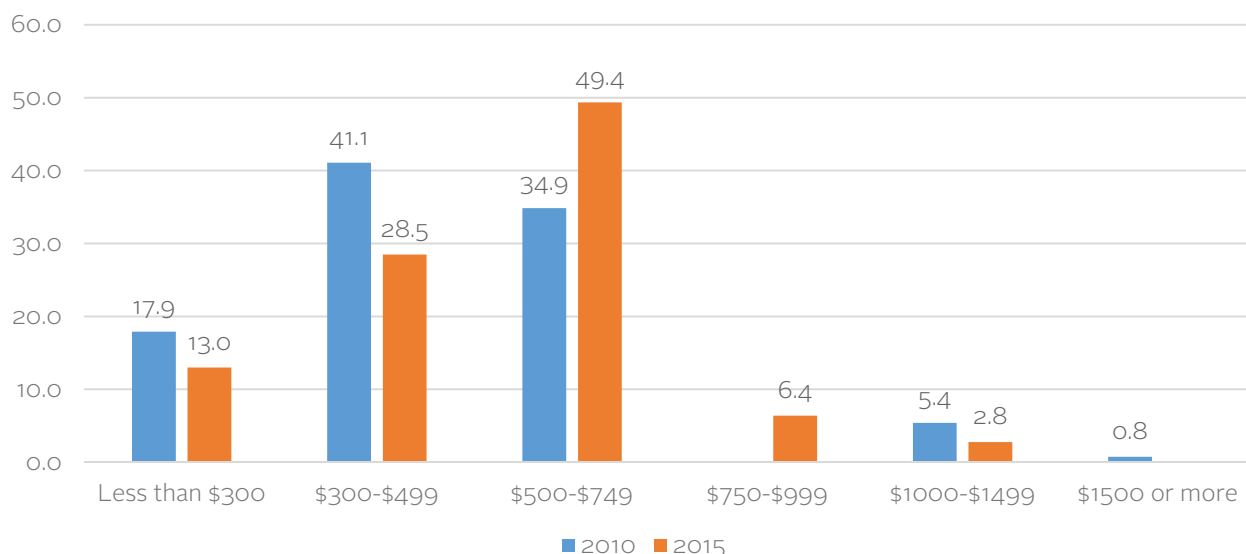
Figure 23. Recent and planned rent increases



Source: CRC property owner survey

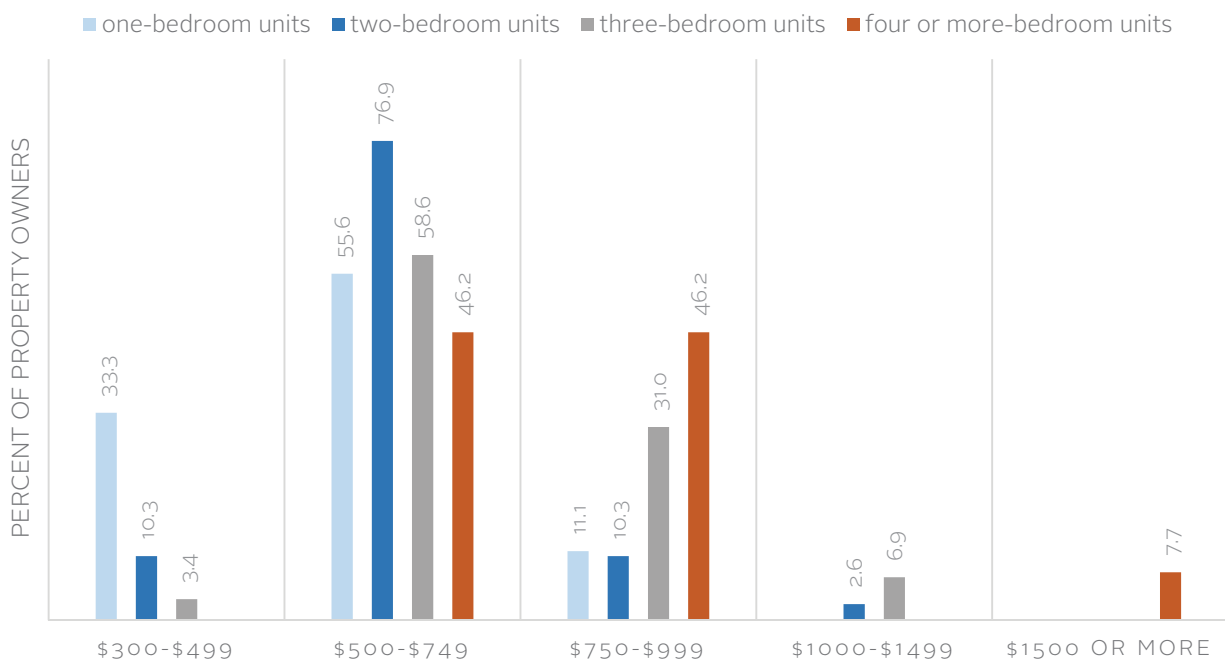
Interviews with large employers and real estate agents in Ashland revealed shared concerns about rentals. Several indicate there are a lack of affordable rental options in the City, and almost all say that there is a mismatch between the quality and price point of rentals, and a perceived lack of rental options that are both in good condition and affordable. Almost all participants also share concerns about the low quality of rentals. Another common perception is the lack of “mid-range” rentals that are in good condition. Some also shared that it was difficult to find single bedroom units to rent, which are in demand for younger professionals in the area.

Figure 24. Rental contracts by price range, City of Ashland



Source: US Census, ACS (5-year estimates)

Figure 25. Rental contracts by unit size, City of Ashland



Source: CRC property owner survey

“ [...] it seems like there is low income housing and then there's higher end, more expensive, but there's nothing that's your standard type of apartments in multiplex buildings for people who are just starting their careers... ”

Housing Assistance

The City of Ashland Housing Authority, Ashland County Housing Authority, Northwest Community Services Agency (NWCSA), HUD and Impact Seven provide housing assistance in the City of Ashland. Assistance varies by agency, and includes subsidized rental housing, housing vouchers, and transitional and emergency housing.

Across the four agencies, representatives report that there are 287 subsidized rental units available in Ashland, and 12 transitional housing units. The housing authorities also offer Housing Choice Vouchers, with an estimated 60 allocated each month. This amount varies as allocations are in dollars and rent prices vary. As of the end of 2017, the housing authorities had a total 482 people on the waiting list for subsidized units (n=326) and vouchers (n=156). Twenty percent of rental property owners surveyed reported accepting section 8 Housing Choice vouchers that covered a portion of the tenants' rents.

Almost 160 subsidized rental units prioritize seniors or persons with disabilities. The City of Ashland Housing Authority also offers housing options for seniors (62+) and persons with disabilities. With care takers living on site at three of their buildings (Bay Tower, Bay Haven, and Bay Terrace). Together offering a total of 122 units, each of

these buildings are at capacity with a total of 213 applicants on waiting lists. Though a care taker does not live on site at their fourth building, Bay Ridge, care taker services are available to tenants. All of the units available (n=11) at Bay Ridge are reserved specifically for the elderly. Bay Ridge is also at capacity and has a current waiting list of 37 applicants.

Assisted living programs and nursing homes serve the elderly and disabled in the City, including Birch Haven Senior Living, Ashland Health and Rehabilitation Center, and Golden Living Court Manor. Birch Haven offers 55 units in Ashland, 53 of which are located in an assisted living Residential Care Apartment Complex (RCAC) that includes medical supervision, medication management, medical transportation, case management, and care & supervision. With an average of 70 people served in a single calendar year, Birch Haven's facilities are currently at capacity and have a waiting list of 8 applicants. Offering short and long-term care programs, Ashland Health and Rehab Center and Court Manor both specialize in nursing care at their respective facilities in Ashland. In the last calendar year, approximately 64 people were housed at Ashland Rehab Center and an estimated 250 stayed at Court Manor. Neither organization have applicant waiting lists. Although programs and services at Birch Haven, Court Manor, and the Ashland Rehab Center are open to all eligible individuals aged 18 or older, the majority of those served are elderly (over the age of 62).



Affordability in Owner-Occupied Housing

In 2015, 2,164 units were owner occupied (60.3 percent of the total housing units), and the largest share of owner occupied households, just over one-third, made \$75,000 per year or more (Appendix, Table 49). About one-quarter (24.5 percent) of owner occupied households pay 30 percent or more of their income on housing costs ¹². Burdened households tend to be those in lower income brackets, with the largest group in the \$20,000 or less bracket (73.9 percent in this group are cost burdened).

Employers and real estate experts say that while the housing stock in the City is perceived as affordable and low cost, there are concerns about the quality of the stock and deterioration of older homes. There is demand for older historic homes, especially among young professionals and middle-to high- income families, and demand for in-town homes near downtown stores and the Tri-County Corridor Trail. Some participants noted that some

young families are interested in country living and land, but may choose to live in town due to the affordability of the stock within the city. There is also increased interest in walkable and bike-friendly locations with short work commutes.

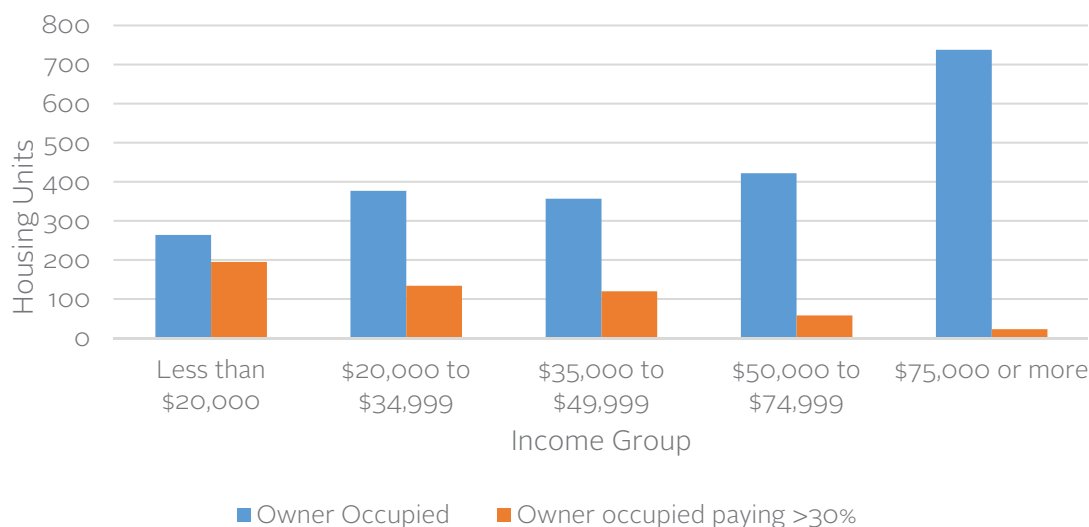
Participants also perceive a high demand for newer homes, as well as one-level starter homes that would require less maintenance and upkeep. This emerged as a theme both in the context of affordability for lower income groups or older households on fixed incomes, as well as in the context of young professionals.

As previously noted, several participants noted that new comers are forced into purchasing homes due to the lack of rentals. This has serious financial implications as it requires a significant investment before people feel committed to the place.

Participants noted that newcomers often ask for assistance with home searches, and are interested in school quality, safety, and proximity to amenities. While some perceived the City to be safe, some also noted safety concerns.

¹² The U.S. Census Bureau calculates monthly owner costs using payment for mortgages, real estate taxes, insurances, utilities, fuels, mobile home costs, and condominium fees.

Figure 26. Owner-occupied burden, City of Ashland



Source: ACS Estimates, Excludes zero or negative income

The percentage of housing units with a mortgage decreased from 64.1 percent to 53.7 percent between the 5-year periods of 2006 to 2010 and 2011 to 2015, a statistically significant decrease (Appendix, Table 50). We examined mortgage applications and lender actions and found that between 2010 and 2016, there was a large increase (40.5 percent) in the number of loans originated (Appendix, Table 51). Loans originated as a share of applications also increased from 48.7 percent to 60 percent.

Between 2010 and 2016, the proportion of loans for home purchasing increased steadily while the proportion of refinancing loans decrease steadily over this period (Appendix, Table 52).

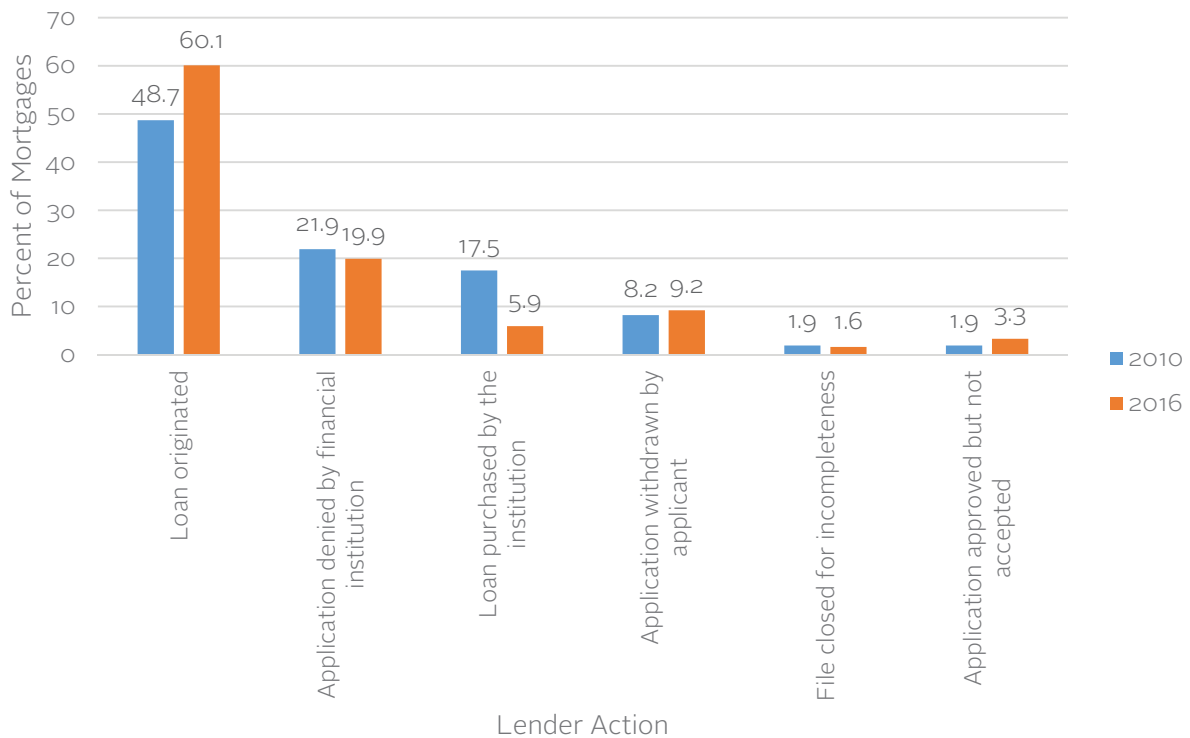
To assess mortgage eligibility we examined a sample of credit scores in the region and the City of Ashland, which follow very similar bell curves (Appendix, Table 53). About a quarter of the sample in the region and the City of Ashland have a credit score in the 750 to 799 range (27 and 26 percent respectively). The next largest group has scores in the 700 to 749 range (20 percent in both the region and City of Ashland). Only 1 percent of both the region and City population have credit scores below 499. However, in the City, 14 percent have scores that are below the national average or subprime and may face challenges applying for a mortgage, or would only be eligible to obtain one at higher interest rates.

“There has been an influx of people, [Ashland] feels more energetic and forward thinking.”

“[...] there seems to be a lot of building, a lot of investment in our community and a lot of excitement[...] there's much more optimism and pride in our community and the things that are happening right now.”

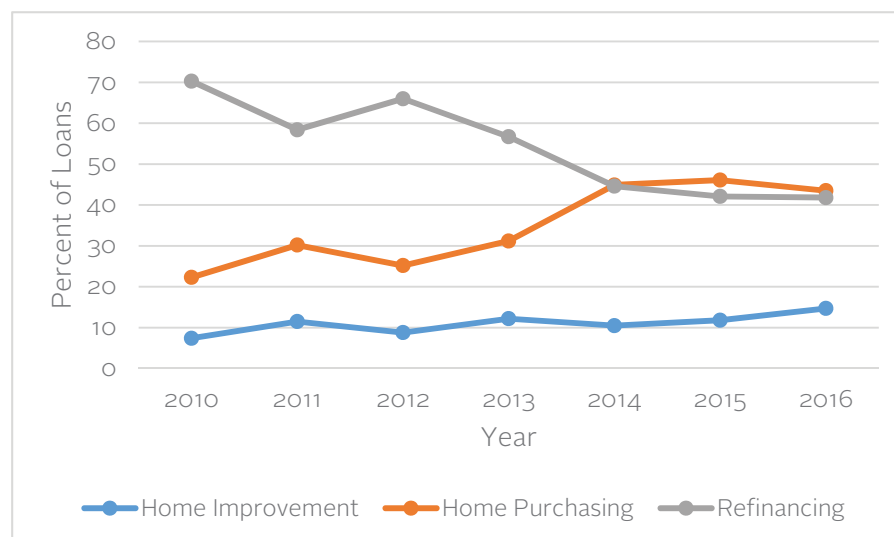
“I think there is a lot of positive energy about the City right now.”

Figure 27. Mortgage lender action, City of Ashland, 2010-2016



Source: Consumer Financial Protection Bureau, Home Mortgage Disclosure Act Data, 2010-2016

Figure 28. Home improvement, purchasing, and refinancing loans, City of Ashland, 2010-2016



Source: Consumer Financial Protection Bureau, Home Mortgage Disclosure Act Data, 2010-2016

Recommendations

1. Address underserved populations and the need for affordable housing
2. Meet the housing needs across age cohorts
3. Improve quality and safety
4. Identify supports for vulnerable populations
5. Explore development and outreach strategies
6. Support development of an online presence

Address underserved populations and the need for affordable housing

- There are approximately 1000 renter occupied households making less than \$34,999 per year (69.8 percent of all renter households) and over 600 of these are rent burdened (63 percent). Rent burdened households are not only at risk of losing housing, but also have limited resources to spend on basic needs like health, nutrition, etc. These households also have limited resources to invest in local businesses and participate in the local economy.
- There are 529 households with a householder over the age of 65 that make under \$30,000 per year. This cohort is likely on a fixed income and need affordable solutions. Moreover, affordable housing must also include accessibility features for aging householders.
- The study findings also show that homeowners in lower income brackets are burdened by housing costs. Homeownership can be considered a vehicle for wealth building, and the City can engage local lenders and identify ways to facilitate lending, including exploring partnerships to reduce risk and alleviate burden.
- In addition to more traditional options for affordable housing development (e.g., state and national level housing subsidies and investor developments), models for innovative

affordable housing development include housing trusts or shared equity homeownership programs.

Meet the housing needs across age cohorts

- Housing development efforts should support aging in place for seniors and explore intergenerational arrangements that could have far-reaching benefits for seniors and youth, including increased social supports and well-being¹³.
- Low to mid-income young professionals need rental options that are suitable to single or small family arrangements that are also affordable. Low-cost rentals in the dense mixed-use city center would meet that need while drawing younger people downtown, a benefit to downtown businesses and the community. These rentals can potentially make the move to the City more amenable and less risky, offering temporary, low commitment options to younger and/or individuals with limited resources.

Improve quality and safety

- Although the majority of the housing stock are rated moderate to excellent quality, interview participants shared concerns over substandard housing, both for rent and sale. Housing stock age also increase the burden on property owners resulting from high maintenance costs and the potential for deterioration. Current City efforts to encourage property maintenance must continue with increased outreach to rental property owners and more efforts in disseminating information about home improvement resources and programs that most are unfamiliar with.

¹³ Social isolation, loneliness, and all-cause mortality in older men and women by Andrew Steptoe, Aparna Shankar, Panayotes Demakakos and Jane Wardle Source: Proceedings of the National Academy of Sciences of the United States of America, Vol. 110, No. 15 (April 9, 2013), pp. 5797-5801.

- The City can also explore policies and programs to assist rental property owners with improvements while requiring commitments to include affordable rentals.
- The City should also explore partnerships with public health groups and public safety programs to collaboratively improve substandard housing.
- Public investment should prioritize rehabilitation of existing stock over new construction to address some of the most serious quality and safety concerns.

Identify supports for vulnerable populations

- Rental property owners report challenges working with substance and criminal justice involved individuals, and some also require a criminal background check prior to rentals. The City should explore partnerships with service providers to develop supports for rental property owners working with these individuals who are at higher risk of homelessness.

Explore development and outreach strategies

- Zoning ordinances should be carefully considered to actively promote the development of detached residential additions that have the potential to loosen rental demand while meeting the demand for more modern, high quality rentals.
- Development should target existing citizen needs, which will render Ashland more attractive to residents, visitors, and potential newcomers alike.
- Further, the City can lead education and outreach efforts to match qualifying individuals with existing programs, including subsidized

rentals and homeownership programs. While most programs have waiting lists, not all do. Even those programs that have waiting lists encourage applications – as apartments become available, eligibility and needs may have changed.

- The City can also continue to strengthen relationships between local government and affordable housing developers, and perhaps explore the development of a local housing resource center to bring resources and information to local government regarding financing tools, housing programs, state, and federal grants, and a better understanding of market conditions, this unit could be tasked with developing a Housing Master Plan.

Support development of an online presence

- An online presence for rentals would help residents and new community members find housing options more easily. The City can promote the use of existing online platforms in general communication and outreach efforts as well as specific outreach to landlords via email and in-person meetings. The City can also consider disseminating specific posting instructions on select online platforms.



List of Terms

Please see the following document for a list of terms:

<https://www.census.gov/housing/hvs/definitions.pdf>



Appendix

Table. 1 Total Housing Units, City of Ashland, 2010-2015

	2010	2011	2012	2013	2014	2015	Change 2010-2015
Total Housing Units	3950	3938	3932	3925	3927	3885	
Percent Change (%)		-0.3%	-0.2%	-0.2%	0.1%	-1.1%	-1.6%
Change (n)		-12	-6	-7	2	-42	-65

Source: US Census, ACS (5-year estimates)

Table 2. Total Housing Units, City of Ashland by Tract, 2010-2015

	2010		2015		% Change 2010-2015
	Housing Units (n)	% of total units	Housing Units (n)	% of total units	
West	1195	30.2	1228	31.6	2.8%
Central	1279	32.4	1188	30.5	-7.1%
East	1478	37.4	1475	37.9	-0.2%

Source: US Census, ACS (5-year estimates)

Table 3. Total Housing Units, Region, 2010-2015

	2010	2011	2012	2013	2014	2015	% Change 2010-2015
Ashland County	9572	9603	9624	9625	9650	9625	0.6%
Bayfield County	12842	12938	13005	13037	13077	13134	2.3%
Region Total	22414	22541	22629	22662	22727	22759	1.5%

Source: US Census, ACS (5-year estimates)

Table 4. Type of Structure, City of Ashland, 2015

	Total Units in Structure (n)	Percent of Total Units (%)
1, detached	2590	66.7
1, attached	13	0.3
2 units	385	9.9
3 or 4 units	299	7.7
5 to 9 units	141	3.6
10 to 19 units	140	3.6
20 to 49 units	96	2.5
50 or more units	82	2.1
Mobile homes	139	3.6
Total Units	3885	

Source: US Census, ACS (5-year estimates)

Table 5. Housing Units Year-Built, City of Ashland and Region, 2015

	City		Region		West		Central		East	
	n	%	n	%	n	%	n	%	n	%
1939 or earlier	1609	41.4	4922	21.6	337	27.4	591	49.7	681	46.2
1940 to 1949	465	12.0	1626	7.1	88	7.2	92	7.7	285	19.3
1950 to 1959	466	12.0	1843	8.1	127	10.3	190	16.0	149	10.1
1960 to 1969	321	8.3	1733	7.6	101	8.2	117	9.8	103	7.0
1970 to 1979	390	10.0	3563	15.7	187	15.2	104	8.8	99	6.7
1980 to 1989	240	6.2	2365	10.4	135	11.0	71	6.0	35	2.4
1990 to 1999	181	4.7	3201	14.1	101	8.2	9	0.8	76	5.2
2000 or later	213	5.5	3506	15.4	152	12.4	14	1.2	47	3.2
Total	3885	100	22759	100	1228	100	1188	100	1475	100

Source: US Census, ACS (5-year estimates)

Table 6. CZB Scores, City of Ashland

	Scores	Percent	Permits > \$5,000 Issued	Percent remodeled	Percent within score
1	260	10.2	21	12	8.1
2	723	28.4	48	27.4	6.6
3	1065	41.8	72	41.1	6.8
4	436	17.1	28	16	6.4
5	65	2.6	6	3.4	9.2
Total	2549	100	175	-	6.9

Source: CZB Scores for the City of Ashland and CRC tabulations

Table. 7 Housing Occupancy	City		Region	
	(n)	(%)	(n)	(%)
Occupied Housing Units	3587	92.3	13637	59.9
Vacant Housing units	298	7.7	9122	40.1
Total Housing Units	3885		22759	

Source: US Census, ACS (5-year estimates), 2010-2015

Table 8. Number of Units in Structures

	All		Owner		Renter	
Occupied Housing Units	3,587		2,164		1,423	
Units in Structure	n	%	n	%	n	%
1, detached	2,425	67.6	1952	90.2	472	33.2
1, attached	14	0.4	13	0.6	0	0.0
2 apartments	355	9.9	76	3.5	280	19.7
3 or 4 apartments	255	7.1	19	0.9	236	16.6
5 to 9 apartments	140	3.9	0	0.0	141	9.9
10 or more apartments	287	8.0	0	0.0	287	20.2
Mobile home or other type of housing	111	3.1		4.9	6	0.4

Source: US Census, ACS (5-year estimates)

Table 9. Unit Size Occupied Rental Units, City of Ashland and Region

	City of Ashland				Region			
	2010		2015		2010		2015	
	n	%	n	%	n	%	n	%
No bedroom	44	3.1	145	10.2	177	5.3	203	6.2
One Bedroom	479	33.9	421	29.6	821	24.8	846	25.7
Two Bedroom	531	37.6	445	31.3	1216	36.7	1097	33.4
Three Bedroom	283	20.1	261	18.3	866	26.1	774	23.5
Four Bedroom plus	74	5.2	151	10.6	237	7.1	369	11.2
Total	1411	100	1423	100	3317	100	3289	100

Source: US Census, ACS (5-year estimates), 2011-2015

Table 10a. Rental Unit Characteristics, Rental Property Owner Survey, 2017

	one-bedroom units		two-bedroom units		three-bedroom units		four or more-bedroom units		Total	
	n	%	n	%	n	%	n	%	n	%
Total properties	107	26.7	190	47.4	63	15.7	4	1	401	100
Utilities Included in Rent	69	64.5	84	44.2	13	20.6	3	7.3	169	42.1
ADA Compliant or Handicap Accessible	28	26.2	24	12.6	14	22.2	12	29.3	78	19.5
Senior-friendly (i.e., no or few stairs, bathroom supports)	76	71	96	50.5	30	47.7	27	65.9	229	57.1
Smoke-free Units									283	70.6
Furnished Unit									31	7.7
Total property owners reporting unit size	19	27.1	42	60	31	44.3	14	20	70	100
Average Monthly Cost										
Less than \$300	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
\$300-\$499	6	33.3	4	10.3	1	3.4	0	0.0	5	7.1
\$500-\$749	10	55.6	30	76.9	17	58.6	6	46.2	40	57.1
\$750-\$999	2	11.1	4	10.3	9	31.0	6	46.2	17	24.3
\$1000-\$1499	0	0.0	1	2.6	2	6.9	0	0.0	3	4.3
\$1500 or more	0	0.0	0	0.0	0	0.0	1	7.7	1	1.4
Utilities Included	15	78.9	19	45.2	7	22.6	2	14.3	25	35.7
Gas	12	63.2	16	38.1	6	19.4	0	0.0	20	28.6
Electricity	10	52.6	12	28.6	7	22.6	1	7.1	17	24.3
Cable	2	10.5	3	7.1	1	3.2	1	7.1	3	4.3
Internet	2	10.5	3	7.1	2	6.5	1	7.1	4	5.7
Water	14	73.7	21	50.0	8	25.8	2	14.3	26	37.1
ADA Compliant or Handicap Accessible	8	42.1	12	28.6	8	25.8	3	21.4	21	30.0
Smoke-free Units									57	81.4
Furnished Units									10	14.3
Typical Tenants										
Single adults	14	73.7	17	40.5	8	25.8	2	14.3	31	44.3
Students	3	15.8	6	14.3	4	12.9	4	28.6	14	20.0
Couples	6	31.6	25	59.5	9	29.0	2	14.3	35	50.0
Families with Children	1	5.3	11	26.2	14	45.2	11	78.6	29	41.4
Seniors	2	10.5	8	19.0	5	16.1	1	7.1	13	18.6

CRC Rental Property Owner Survey, 2017

Table 10b. Housing Tenure, 2010-2015

		2010		2015		Change 2010-2015
		n	%	n	%	%
Region	Owner	10640	76.2	10348	75.9	-2.7
	Renter	3317	31.2	3289	31.8	-0.8
	Total	13957		13637		-2.3
City	Owner	2226	61.2	2164	60.3	-2.8
	Renter	1411	38.8	1423	39.7	0.9
	Total	3637		3587		-1.4

Source: US Census, ACS (5-year estimates), 2010-2015

Table 11. Housing Tenure, City of Ashland Tract, 2010-2015

		2010		2015		Change 2010-2015
		Occupied Units (n)	Tenure by Tract Total (%)	Occupied Units (n)	Tenure by Tract Total (%)	
West	Owner occupied	657	57.1	671	57.7	2.1
	Renter occupied	493	42.9	492	42.3	-0.2
	Total	1150	100.0	1163	100.0	1.1
Central	Owner occupied	688	64.2	699	65.6	1.6
	Renter occupied	383	35.8	366	34.4	-4.4
	Total	1071	100.0	1065	100.0	-0.6
East	Owner occupied	1012	65.4	893	60.8	-11.8
	Renter occupied	535	34.6	576	39.2	7.7
	Total	1547	100.0	1469	100.0	-5.0

Source: US Census, ACS (5-year estimates)

Table 12. Reported Challenges	n	%
Lack applicants for available units	3	4.3
Lack qualified applicants for rental units	29	41.4
Non-payment of rent	34	48.6
Experienced damage to units	32	45.7
Tenants broke rental agreements	32	45.7
Difficulty finding good tenants	27	38.6
Cost of property maintenance	16	22.9
Tenants involved in criminal activities related to controlled substances	16	22.9
Tenants involved in criminal activities related something other than controlled substances	12	17.1
Keeping up with legislation	11	15.7
Keeping up with property management	9	12.9

Source: CRC Property Owner Survey, 2017

Table 13. Rental Requirements	n	%
First Month's Rent	59	84.3
Security Deposit	58	82.9
Application form	53	75.7
References	50	71.4
Criminal Background Check	29	41.4
Credit check	23	32.9
Last Month's Rent	8	11.4

Source: CRC Property Owner Survey, 2017

Table 14. Advertising Units	n	%
Newspaper classifieds	33	47.1
Word of mouth	31	44.3
Online	21	30

Source: CRC Property Owner Survey, 2017

Table 15. Tenure by Householder, City of Ashland, 2015

	Owner		Renter	
	n	%	n	%
15-24	0	0.0	140	9.8
25-34	158	7.3	352	24.7
35-44	457	21.1	172	12.1
45-54	322	14.9	275	19.3
55-59	232	10.7	118	8.3
60-64	296	13.7	80	5.6
65-74	316	14.6	136	9.6
75-84	289	13.4	100	7.0
85 and over	94	4.3	50	3.5
Total	2164	100.0	1423	100.0

Source: US Census, ACS (5-year estimates), 2010-2015

Table 16. Homeownership by Age and Age of Householder, City of Ashland, 2010-2015

	Homeowners			Householders		
	2010	2015	Change	2010	2015	Change
Householder 15 to 24 years	10	0	-100.0	290	140	-51.7
Householder 25 to 34 years	265	158	-40.4	604	510	-15.6
Householder 35 to 44 years	518	457	-11.8	580	629	8.4
Householder 45 to 54 years	519	322	-38.0	763	597	-21.8
Householder 55 to 59 years	236	232	-1.7	392	350	-10.7
Householder 60 to 64 years	127	296	133.1	171	376	119.9
Householder 65 to 74 years	240	316	31.7	372	452	21.5
Householder 75 to 84 years	248	289	16.5	337	389	15.4
Householder 85 years and over	63	94	49.2	128	144	12.5
Total	2,226	2,164		3,637	3,587	

Source: US Census, ACS (5-year estimates), 2010-2015

Table 17. Median Home Value, City of Ashland

	Median value (dollars)
2016	107,800
2015	106,900
2014	106,100
2013	104,600
2012	108,000
2011	113,900
2010	99,400

Source: US Census, ACS (5-year estimates), 2006-2010 and 2012-2015

Table 18. Assessed Home Values, City of Ashland

	Median Land Value	Median Improvement	Total Value Median
2003	\$8,018.90	\$52,390.14	\$61,478.23
2009	\$9,085.92	\$68,431.92	\$79,128.00
2016	\$8,200.00	\$64,062.53	\$73,697.53
Percent Change 2003-2016	2	22	20

City of Ashland Tax Assessment Data, Inflation adjusted January 20xx to January 2017

Table 19. Home Value, City of Ashland, 2010-2015

	2010		2011		2012		2013		2014		2015		Change 2010-2015
	n	%	n	%	n	%	n	%	n	%	n	%	%
Less than \$30,000	174	7.8	66	3.1	71	3.2	77	3.5	89	4.2	128	5.9	-26.4
\$30,000 to \$49,999	96	4.3	123	5.7	132	6.0	130	5.9	91	4.3	126	5.8	31.3
\$50,000 to \$79,999	442	19.9	412	19.1	407	18.4	335	15.2	279	13.1	239	11.0	-45.9
\$80,000 to \$99,999	411	18.5	299	13.8	378	17.1	494	22.5	535	25.2	510	23.6	24.1
\$100,000 to \$124,999	328	14.7	322	14.9	361	16.4	339	15.4	275	13.0	288	13.3	-12.2
\$125,000 to \$149,999	244	11.0	290	13.4	246	11.1	217	9.9	240	11.3	249	11.5	2.0
\$150,000 to \$174,999	120	5.4	154	7.1	208	9.4	195	8.9	180	8.5	182	8.4	51.7
\$175,000 to \$199,999	157	7.1	165	7.6	93	4.2	94	4.3	109	5.1	119	5.5	-24.2
\$200,000 to \$249,999	116	5.2	168	7.8	174	7.9	180	8.2	162	7.6	162	7.5	39.7
\$250,000 to \$299,999	46	2.1	62	2.9	66	3.0	42	1.9	59	2.8	82	3.8	78.3
\$300,000 or more	92	4.1	98	4.5	71	3.2	95	4.3	103	4.9	79	3.7	-14.1
Total Homes	2226		2159		2207		2198		2122		2164		

Source: US Census, ACS (5-year estimates), 2010-2015

Table 20. Home Value, City of Ashland by Tract, 2010-2015

	2010		2015		Change 2010-2015
	n	%	n	%	%
West					
Less than \$100,000	328	49.9	302	45.0	-7.9
\$100,000-\$199,999	184	28.0	243	36.2	32.1
\$200,000-\$299,999	98	14.9	87	13.0	-11.2
\$300,000 or more	47	7.2	39	5.8	-17.0
Central					
Less than \$100,000	227	33.0	230	32.9	1.3
\$100,000-\$199,999	412	59.9	358	51.2	-13.1
\$200,000-\$299,999	40	5.8	91	13.0	127.5
\$300,000 or more	9	1.3	20	2.9	122.2
East					
Less than \$100,000	600	59.3	490	54.9	-18.3
\$100,000-\$199,999	266	26.3	270	30.2	1.5
\$200,000-\$299,999	61	6.0	85	9.5	39.3
\$300,000 or more	85	8.4	48	5.4	-43.5
East⁵					
Less than \$100,000	570	64.6	473	59.2	-17.0
\$100,000-\$199,999	253	28.7	240	30.0	-5.1
\$200,000-\$299,999	24	2.7	66	8.3	175.0
\$300,000 or more	36	4.1	20	2.5	-44.4

Source: US Census, ACS (5-year estimates), 2010-2015

Tabel 21a. Total Population, City of Ashland, 2010-2015

Year	2010	2011	2012	2013	2014	2015	% Change 2010-2015
City of Ashland	8,283	8,255	8,213	8,189	8,167	8,116	-2.0%
West	2,723	2,544	2,484	2,412	2,388	2,286	-16.0%
Central	2,495	2,602	2,613	2,647	2,649	2,735	9.6%
East ⁶	3,337	3,390	3,369	3,312	3,360	3,292	-1.3%
(East minus La Pointe)	(3,065)					(3,095)	(1.0%)

Source: US Census, ACS (5-year estimates), 2010-2015

Table 21b. Total Population Trends, 1970-2015						
	1970	1980	1990	2000	2015	Change 2000-2015
Ashland County	16704	16913	16268	16823	15843	-980
Bayfield County	11719	13887	14025	15028	14977	-51
Region	28423	30800	30293	31851	30820	-1031

Source: Bureau of Economic Analysis, 1970-2015

Table 22. Education Levels, City of Ashland, 2010-2015					
	2010		2015		Change 2010-2015 (%)
	n	%	n	%	
Less than 9th grade	162	3.0	47	0.8	-71.0
9th to 12th grade, no diploma	372	6.9	247	4.4	-33.6
High school graduate (includes equivalency)	1694	31.4	1699	30.3	0.3
Associate's degree	701	13.0	727	13.0	3.7
Some college, no degree	1052	19.5	1192	21.3	13.3
Bachelor's degree	982	18.2	1012	18.1	3.1
Graduate or professional degree	426	7.9	677	12.1	58.9
Total Population 25 and Over	5389		5601		

Source: US Census, ACS (5-year estimates), 2010-2015

Table 23. Travel Time to Work, City of Ashland, 2010-2015				
	2010		2015	
Less than 10 minutes	53.5%	2103	44.9%	1741
10 to 14 minutes	20.9%	822	25.5%	989
15 to 19 minutes	8.5%	334	10.8%	419
20 to 24 minutes	3.3%	130	6.4%	248
25 to 29 minutes	0.8%	31	0.5%	19
30 to 34 minutes	6.5%	256	3.0%	116
35 to 44 minutes	1.8%	71	1.1%	43
45 to 59 minutes	2.2%	86	2.1%	81
60 or more minutes	2.5%	98	5.7%	221
Mean travel time to work (minutes)	12.3		15.6	
Total (workers 16 years and over)	3,931		3,878	

Source: US Census, ACS (5-year estimates), 2010-2015

Table 24. Race, City of Ashland, 2010-2015

	2015	
	n	%
White	6,955	85.7
Native American	586	7.2
Black or African American	64	0.8
Asian	55	0.7
Another race	8	0.1
Two or more races	448	5.5
White and Native American	395	88.2
Black or African American and and Native American	27	6.8
White and Asian	18	66.7
White and Black or African American	2	11.1
Hispanic or Latino (of any race)	178	2.2
Total	8,116	

Source: US Census, ACS (5-year estimates), 2010-2015

Table 25a. Age, City of Ashland, 2010-2015

	2010		2015		% Change 2010-2015
19 years and under	2085	25.2%	1850	22.8%	-11.3%
20 to 34 years	1787	21.6%	1638	20.2%	-8.3%
35 to 44 years	972	11.7%	961	11.8%	-1.1%
45 to 54 years	1227	14.8%	1061	13.1%	-13.5%
55 to 64 years	941	11.4%	1128	13.9%	19.9%
65 years and over	1271	15.3%	1478	18.2%	16.3%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 25b. Age, Region, 2010-2015			
	2010	2015	% Change 2010-2015
Under 5 years	1657	1539	-7.1%
5 to 9 years	1788	1677	-6.2%
10 to 14 years	1912	1983	3.7%
15 to 19 years	2031	1967	-3.2%
20 to 24 years	1742	1620	-7.0%
25 to 34 years	3034	2944	-3.0%
35 to 44 years	3740	3148	-15.8%
45 to 54 years	5253	4646	-11.6%
55 to 59 years	2574	2564	-0.4%
60 to 64 years	2020	2768	37.0%
65 to 74 years	3068	3634	18.4%
75 to 84 years	1758	1862	5.9%
85 years and over	749	691	-7.7%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 25c. Age, Ashland County, 2010-2015			
	2010	2015	% Change 2010-2015
Under 5 years	988	920	-6.9%
5 to 9 years	1053	916	-13.0%
10 to 14 years	1014	1151	13.5%
15 to 19 years	1192	1145	-3.9%
20 to 24 years	1161	1051	-9.5%
25 to 34 years	1805	1692	-6.3%
35 to 44 years	1929	1710	-11.4%
45 to 54 years	2519	2322	-7.8%
55 to 59 years	1212	1185	-2.2%
60 to 64 years	725	1184	63.3%
65 to 74 years	1306	1486	13.8%
75 to 84 years	921	871	-5.4%
85 years and over	387	360	-7.0%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 26. Age Comparison, 2010-2015			
	2010	2015	Change (%)
City Population >65	1271	1478	16%
City Population <65	7012	6638	-5%
Region Population >65	5575	6187	11%
Region Population <65	25751	24856	-3%
Wisconsin Population >65	754,868	848,197	12%
Wisconsin Population <65	4,883,079	4,893,920	0.2%
US Population >65	38,749,413	44,615,477	15.1%
US Population <65	303,965,272	316,515,021	4.1%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 27. Age, City of Ashland by Tract, 2010-2015				
		2010	2015	% Change 2010-2015
West	19 years and under	668	443	-33.7%
	20 to 34 years	577	278	-51.8%
	35 to 44 years	296	233	-21.3%
	45 to 54 years	288	327	13.5%
	55 to 64 years	385	340	-11.7%
	65 years and over	509	665	30.6%
Central	19 years and under	682	710	4.1%
	20 to 34 years	554	628	13.4%
	35 to 44 years	345	354	2.6%
	45 to 54 years	342	352	2.9%
	55 to 64 years	206	372	80.6%
	65 years and over	366	319	-12.8%
East	19 years and under	796	721	-9.4%
	20 to 34 years	668	743	11.2%
	35 to 44 years	355	388	9.3%
	45 to 54 years	653	415	-36.4%
	55 to 64 years	427	469	9.8%
	65 years and over	438	556	26.9%

Source: US Census, ACS (5-year estimates), 2010-2015

Tabel 28a. Households, City of Ashland, 2010-2015

	2010	2015	% Change 2010-2015
City of Ashland	3637	3587	-1.4%
West	1150	1163	1.1%
Central	1071	1065	-0.6%
East ⁸	1547 (1418)	1469 (1365)	-5.0% (-3.7%)

Source: US Census, ACS (5-year estimates), 2010-2015

Table 28b. Average Household Size, 2010 & 2015

	2010	2015
City of Ashland	2.28	2.26
West	2.37	1.97
Central	2.33	2.34
East	2.16 (2.16)	2.24 (2.27)

Source: US Census, ACS (5-year estimates), 2010-2015

Table 29. Total Households, Region, 2010-2015

	2010	2011	2012	2013	2014	2015	% Change 2010-2015
Ashland County	6967	6952	6804	6775	6741	6718	-3.6%
Bayfield County	6990	6852	6931	6964	6949	6919	-1.0%
Total	13957	13804	13735	13739	13690	13637	-2.3%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 30. Households with People over the age of 65, City of Ashland, 2010-2015					
	2010		2015		Change 2010-2015
	n	%	n	%	
No people 65 years and over	2753	75.69	2527	70.45	-8.2
1-person households	781	21.47	899	25.06	15.1
2-or-more-person household	1972	54.22	1628	45.39	-17.4
Family households	1696	46.63	1345	37.50	-20.7
Nonfamily households	276	7.59	283	7.89	2.5
One or more people 65 years and over	884	24.31	1060	29.55	19.9
1-person household	516	14.19	551	15.36	6.8
2-or-more-person household	368	10.12	509	14.19	38.3
Family households	340	9.35	479	13.35	40.9
Nonfamily households	28	0.77	30	0.84	7.1
Total	3637		3587		-1.4

Source: US Census, ACS (5-year estimates), 2010-2015

Table 31. Households with People over the age of 65, City of Ashland Tracts, 2010-2015						
	West		Central		East	
	2015		2015		2015	
No people 65 years and over	719	61.8	816	76.6	1052	71.6
1-person households	354	30.4	245	23.0	331	22.5
2-or-more-person household	365	31.4	571	53.6	721	49.1
One or more people 65 years and over	444	38.2	249	23.4	417	28.4
1-person household	285	24.5	92	8.6	191	13.0
2-or-more-person household	159	13.7	157	14.7	226	15.4
Total	1163	100.0	1065	100.0	1469	100.0

Source: US Census, ACS (5-year estimates), 2010-2015

Table 32. Tenure by Age of Householder, City of Ashland, 2010-2015

	2010		2015		Percent Change 2010-2015
	n	%	n	%	%
Owner-occupied with householder ≥ 65	551	65.8	699	71.0	26.9
Renter-occupied with householder ≥ 65	286	34.2	286	29.0	0.0
Total households, householder ≥ 65	837	100.0	985	100.0	17.7
Total owner occupied households	2,226	61.2	2,164	60.3	-2.8
Total renter occupied households	1,411	38.8	1,423	39.7	0.9
Total occupied households	3,637	100.0	3,587	100.0	-1.4

Source: US Census, ACS (5-year estimates), 2010-2015

Table 33. City of Ashland, Household Income, 2010-2015

	2010		2011		2012		2013		2014		2015		Change 2010- 2015
	n	%	n	%	n	%	n	%	n	%	n	%	
Less than 14,999	766	21.1	674	18.8	559	16.0	543	15.5	535	15.2	465	13.0	-39.3
15,000 to 24,999	508	14.0	466	13.0	539	15.4	657	18.8	672	19.1	662	18.5	30.3
25,000 to 34,999	523	14.4	537	14.9	440	12.6	359	10.3	400	11.4	513	14.3	-1.9
35,000 to 49,999	533	14.7	593	16.5	606	17.4	656	18.8	683	19.4	582	16.2	9.2
50,000 to 74,999	761	20.9	669	18.6	611	17.5	571	16.3	484	13.8	582	16.2	-23.5
Over 75,000	546	15.0	654	18.2	735	21.1	707	20.2	739	21.0	783	21.8	43.4
Total	3637	100	3593	100	3490	100	3493	100	3513	100	3587	100	

Source: US Census, ACS (5-year estimates), 2010-2015

Table 34. Household Income, City of Ashland Tracts, 2010-2015

		2010	2015	% Change 2010-2015
West	Less than \$25,000	453	410	-9.5%
	\$25,000 to \$49,999	331	383	15.7%
	\$50,000 to \$74,999	238	160	-32.8%
	\$75,000 to \$99,999	67	92	37.3%
	\$100,000 and over	61	118	93.4%
Central	Less than \$25,000	361	264	-26.9%
	\$25,000 to \$49,999	203	336	65.5%
	\$50,000 to \$74,999	245	182	-25.7%
	\$75,000 to \$99,999	159	125	-21.4%
	\$100,000 and over	103	158	53.4%
East	Less than \$25,000	488	482	-1.2%
	\$25,000 to \$49,999	560	417	-25.5%
	\$50,000 to \$74,999	292	255	-12.7%
	\$75,000 to \$99,999	119	173	45.4%
	\$100,000 and over	88	142	61.4%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 35. Total Employment (full & part-time jobs) Trends, 1970-2015

	1970	1980	1990	2000	2015	Change 2000-2015	% Change 2000-2015
Ashland County	6977	8160	9027	11174	10897	-277	-2.5%
Wage and salary jobs	5749	6765	7577	9171	8553	-618	-6.7%
Sole proprietor (#)	1228	1395	1450	2003	2344	341	17.0%
Bayfield County	3700	4715	5362	6814	7000	186	2.7%
Wage and salary jobs	2540	3226	3659	4092	4308	216	5.3%
Sole proprietor (#)	1160	1489	1703	2722	2692	-30	-1.1%
Region	10677	12875	14389	17988	17897	-91	-0.5%
Wage and salary jobs	8289	9991	11236	13263	12861	-402	-3.0%
Sole proprietor (#)	2388	2884	3153	4725	5036	311	6.6%

Source: Bureau of Economic Analysis, 1970-2015

Table 36. Total Real Personal Income (in \$1,000, adjusted for inflation 2016) Trends, 1970-2015

	1970	1980	1990	2000	2015	Change 2000-2015
Ashland County	\$312,404.00	\$368,879.00	\$410,891.00	\$523,988.00	\$577,817.00	\$53,829.00
Bayfield County	\$195,275.00	\$300,424.00	\$361,207.00	\$478,733.00	\$635,224.00	\$156,491.00
Region	\$507,679.00	\$669,303.00	\$772,098.00	\$1,002,721.00	\$1,213,041.00	\$210,320.00

Source: Bureau of Economic Analysis, 1970-2015

Table 37. Labor Earnings Change, Ashland County, 2000-2015 (in \$1,000, adjusted for inflation 2016)

	2000	2015	Change 2000-2015
Wage & salary	\$310,852	\$318,906	\$8,054
Proprietors' income	\$50,315	\$48,703	-\$1,612
Total	\$361,167	\$367,609	\$6,442

Source: Bureau of Economic Analysis, 2000-2015

Table 38. Non-Labor Income Change, Ashland County, 2000-2015 (in \$1,000, adjusted for inflation 2016)

	2000	2015	Change 2000-2015
Non-Labor Income Total	\$206,521	\$269,371	\$62,850
Dividends, Interest, and Rent	\$98,620	\$98,112	-\$508,00
Age-Related Transfer Payments	\$61,056	\$99,931	\$38,875
Hardship-Related Transfer Payments	\$34,960	\$56,020	\$21,060
Other Transfer Payments	\$11,885	\$15,307	\$3,422

Source: Bureau of Economic Analysis, 2000-2015

Table 39. Average Earnings per Job & Per Capita Income, Region, 1970-2015 (adjusted for inflation 2016)

	1970	1980	1990	2000	2015	Change 2000-2015	% Change 2000-2015
Average Earnings per Job							
Ashland County	\$36,822	\$34,823	\$37,178	\$39,632	\$43,028	\$3,396	8.6%
Bayfield County	\$30,806	\$29,219	\$28,430	\$29,325	\$31,224	\$1,899	6.5%
Region Total	\$34,737	\$32,771	\$33,918	\$35,727	\$38,411	\$2,684	7.5%
Per Capita Income							
Ashland County	\$18,702	\$21,810	\$25,258	\$31,147	\$36,471	\$5,324	17.1%
Bayfield County	\$16,663	\$21,633	\$25,755	\$31,856	\$42,413	\$10,557	33.1%
Region Total	\$17,862	\$21,731	\$25,488	\$31,482	\$39,359	\$7,877	25.0%

Source: Bureau of Economic Analysis, 1970-2015

Table 40. Household Income, Region, 2010-2015

	2010	2015	% Change 2010-2015
Under \$25,000	4224	3866	-8.5%
\$25,000 to \$49,999	4155	3935	-5.3%
\$50,000 to \$74,999	2887	2652	-8.1%
\$75,000 to \$99,999	1454	1584	8.9%
\$100,000 to \$124,999	613	807	31.6%
\$125,000 to \$149,999	263	313	19.0%
\$150,000 to \$199,999	233	272	16.7%
\$200,000 or more	128	208	62.5%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 41. Household Income, Ashland County, 2010-2015

	2010	2015	% Change 2010-2015
Under \$25,000	2265	2117	-6.5%
\$25,000 to \$49,999	2200	2025	-8.0%
\$50,000 to \$74,999	1429	1197	-16.2%
\$75,000 to \$99,999	614	687	11.9%
\$100,000 to \$124,999	234	339	44.9%
\$125,000 to \$149,999	82	134	63.4%
\$150,000 to \$199,999	84	129	53.6%
\$200,000 or more	59	90	52.5%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 42. Unemployment Rate, 2016

Ashland County	Bayfield County	Region	Wisconsin	U.S.
5.6%	7.1%	6.3%	4.1%	4.9%

Source: Bureau of Economic Analysis, 1970-2015

Table 43. Weeks Worked per Year, Population 16 to 64, 2015

	Ashland	Bayfield	Region	U.S.
Worked 50 to 52 weeks	57.0%	52.7%	54.9%	55.7%
Worked 27 to 49 weeks	11.8%	15.2%	13.4%	10.2%
Worked 1 to 26 weeks	11.4%	11.8%	11.6%	9.0%
Did not work	19.9%	20.2%	20.1%	25.1%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 44. Household Income by tenure, 2015

	City			Region		
	n	%		n	%	
Homeowners						
Less than 14,999	465	13.0		1734	12.7	
15,000 to 24,999	662	18.5		2132	15.6	
25,000 to 34,999	513	14.3		1703	12.5	
35,000 to 49,999	582	16.2		2232	16.4	
50,000 to 74,999	582	16.2		2652	19.4	
Over 75,000	783	21.8		3184	23.3	
Total	3587	100		13637	100.0	
Renters			% house- holds in income bracket who rent			% house- holds in income bracket who rent
Less than 14,999	298	20.9	64.1	787	23.9	45.4
15,000 to 24,999	459	32.3	69.3	921	28.0	43.2
25,000 to 34,999	236	16.6	46.0	502	15.3	29.5
35,000 to 49,999	225	15.8	38.7	490	14.9	22.0
50,000 to 74,999	160	11.2	27.5	427	13.0	16.1
Over 75,000	45	3.2	5.7	162	4.9	5.1
Total	1423	100		3289	100	

Source: US Census, ACS (5-year estimates), 2011-2015

Table 45. Renter Households Paying over 30 percent of Monthly Income, City of Ashland

Household Annual Income, 2015	Total Renter Occupied	Renter Occupied Households Paying >30 percent of Monthly Income	Percent of Renter Occupied Households Paying >30 percent of Monthly Income	Renter Occupied Households Paying >50 percent of Monthly Income	Percent of Renter Occupied Households Paying >50 percent of Monthly Income
Less than \$20,000	482	336	69.7	165	34.2
\$20,000 to \$34,999	511	290	56.8	29	5.7
\$35,000 to \$49,999	225	8	3.6	-	
\$50,000 to \$74,999	160	-		-	
\$75,000 or more	45	-		-	
Total	1423	634	44.6	194	13.6

Source: US Census, ACS (5-year estimates), 2010-2015

Table 46. Rental Units by Price, City of Ashland, 2010-2015

	2010		2015		Change 2010-2015 (%)
	n	%	n	%	
< \$299	236	17.9	183	13.0	-22.5%
\$300-\$499	541	41.1	401	28.5	-25.9%
\$500-\$749	459	34.9	695	49.6	51.4%
\$750-\$999	0	0.0	90	6.4	-
\$1,000-\$1,499	71	5.4	39	2.8	-45.1%
\$1,500+	10	0.8	0	0	-100.0%

Source: US Census, ACS (5-year estimates), 2010-2015

Table 47. Rental Units by Price, City of Ashland Tract, 2010-2015

	2010		2015		
	n	%	n	%	Change 2010-2015
West					
Less than \$300	158	32.0	139	28.3	-12
\$300-\$599	197	40.0	214	43.5	8.6
\$600-\$899	81	16.4	102	20.7	25.9
\$900 or more	57	11.6	37	7.5	-35.1
	493		492		
Central					
Less than \$300	76	19.8	37	10.1	-51.3
\$300-\$599	283	73.9	216	59.0	-23.7
\$600-\$899	0	0.0	91	24.9	n/a
\$900 or more	24	6.3	22	6.0	-8.3
	383		366		
East					
Less than \$300	96	17.9	23	4.0	-76
\$300-\$599	335	62.6	308	53.5	-8.1
\$600-\$899	104	19.4	215	37.3	106.7
\$900 or more	0	0.0	30	5.2	n/a
	535		576		

Source: US Census, ACS (5-year estimates), 2011-2015

Table 48. City of Ashland, Median Rent in Occupied Rental Units, 2015

	Median Rent
	\$
No bedroom	499
One Bedroom	491
Two Bedroom	666
Three Bedroom	777
Four Bedroom	847
Five Bedroom plus	786
Total	649

Source: US Census, ACS (5-year estimates), 2011-2015

Table 49. Household Annual Income, City of Ashland, 2015

	Total Owner Occupied (n)	Owner Occupied (%)	Owner Occupied Households Paying >30 percent of Monthly Income (n)	Owner Occupied Households Paying >30 percent of Monthly Income (%)
Less than \$20,000	264	12.2	195	73.9
\$20,000 to \$34,999	377	17.4	134	35.5
\$35,000 to \$49,999	357	16.5	120	33.6
\$50,000 to \$74,999	422	19.5	58	13.7
\$75,000 or more	738	34.1	23	3.1
Total	2164	100	530	24.5

Source: US Census, ACS (5-year estimates), 2010-2015

Table 50. Owner Occupied Units with a Mortgage, City of Ashland

	2006-2010 Estimates	2011-2015 Estimates
Owner-occupied units	2,226	2,164
Housing units with a mortgage	64.1	53.7
Housing units without a mortgage	35.9	46.3

Source: US Census, ACS (5-year estimates), 2010-2015

Table 51a. Mortgage Applications by Lender Actions

	2010		2016		Change
	n	%	n	%	%
Loan originated	131	48.7	184	60.1	40.5
Application denied by financial institution	59	21.9	61	19.9	3.4
Loan purchased by the institution	47	17.5	18	5.9	-61.7
Application withdrawn by applicant	22	8.2	28	9.2	27.3
File closed for incompleteness	5	1.9	5	1.6	-
Application approved but not accepted	5	1.9	10	3.3	100.0
Total	269	100.0	306	100.0	

Consumer Financial Protection Bureau, Home Mortgage Disclosure Act (HMDA) Data, 2010-2016

Table 51b. Mortgage Lender Actions by Race, 2010 to 2016

	Hispanic or Latino		American Indian or Alaskan Native		White		Other	
	n	%	n	%	n	%	n	%
Loan originated	9	39.1	48	57.1	1221	61.8	8	57.1
Application denied by financial institution	7	30.4	21	25	383	19.4	3	21.4
Loan purchased by the institution	2	8.7	3	3.6	111	5.6	1	7.1
Application withdrawn by applicant	5	21.7	7	8.3	162	8.2	1	7.1
File closed for incompleteness	0	0	1	1.2	36	1.8	1	7.1
Application approved but not accepted	0	0	4	4.8	63	3.2	0	0
Total	23		84		1976		14	

Consumer Financial Protection Bureau, Home Mortgage Disclosure Act (HMDA) Data, 2010-2016

Table 52. Loan Purpose

	2010		2011		2012		2013		2014		2015		2016	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Home Improvement	20	7.4	30	11.5	45	8.8	54	12.2	34	10.5	33	11.8	45	14.7
Home Purchasing	60	22.3	79	30.2	129	25.2	138	31.2	146	44.9	129	46.1	133	43.5
Refinancing	189	70.3	153	58.4	338	66.0	251	56.7	145	44.6	118	42.1	128	41.8
Total	269		262		512		443		325		280		306	

Consumer Financial Protection Bureau, Home Mortgage Disclosure Act (HMDA) Data, 2010-2016

Table 53. Credit Scores

	Region		City of Ashland	
	n	%	n	%
Under 499	67	1%	30	1%
500 – 549	206	4%	84	4%
550 – 599	444	8%	195	9%
600 – 649	634	11%	247	11%
650 – 699	1023	18%	403	18%
700 – 749	1179	20%	451	20%
750 – 799	1588	27%	591	26%
800+	651	11%	233	10%
Total	5792	100%	2234	100%

Source: ListGIANT, random sample of 5792 personal credit scores in Ashland and Bayfield Counties

Center for Rural Communities **NORTHLAND COLLEGE**

The Northland College Center for Rural Communities applies research-based solutions to social and economic challenges, partners with community members to build on local knowledge, and promotes the long-term health and vitality of rural communities in the north woods region. For more information, visit us at **northland.edu/crc**

CRC Staff

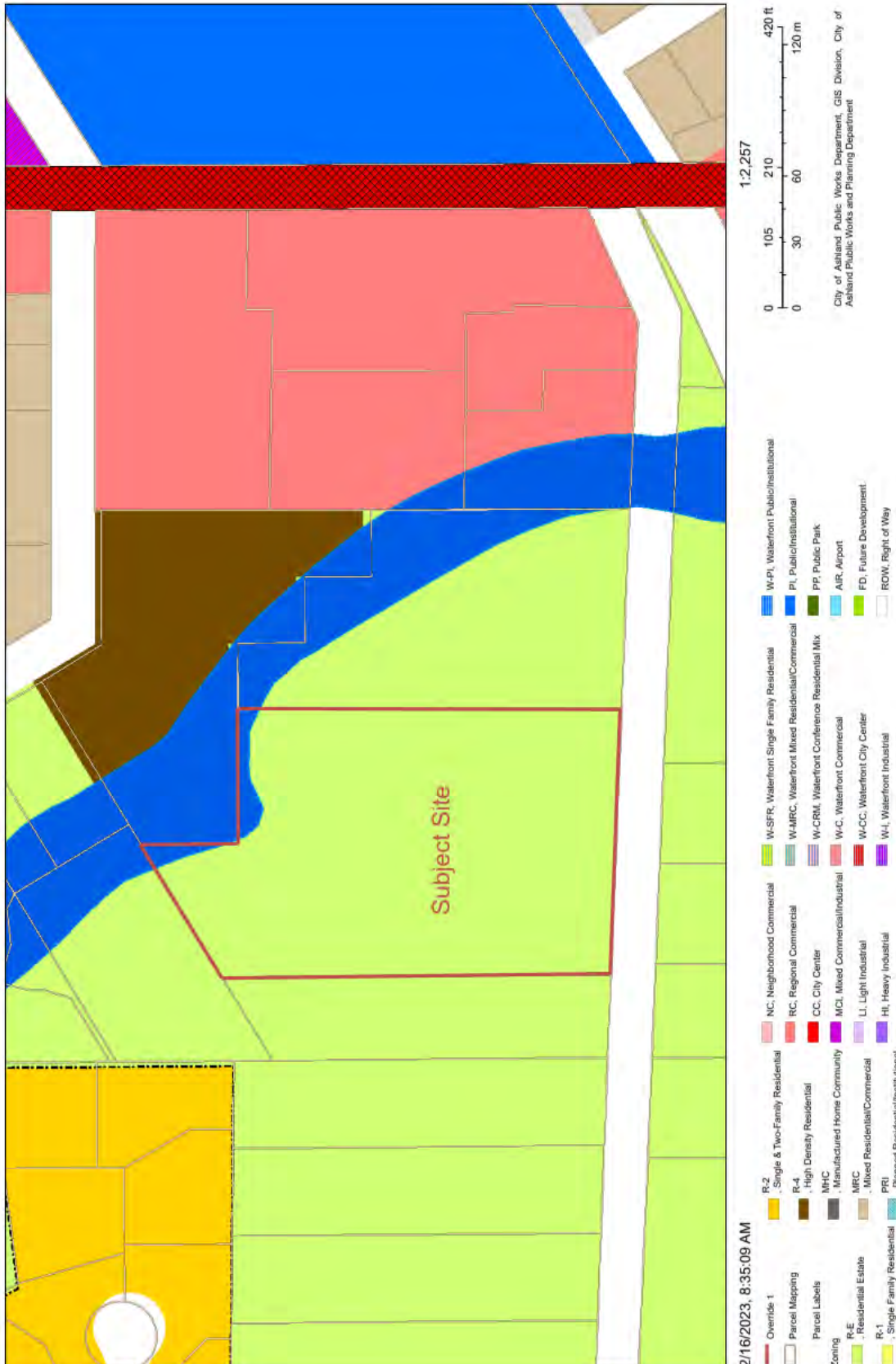
- **Brandon Hofstedt**, Faculty Director of the Center for Rural Communities, Associate Professor of Sustainable Community Development
- **Ana Tochterman**, Director of Research Programs at the Center for Rural Communities
- **Robin Kemkes**, Faculty Research Associate at the Center for Rural Communities

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Existing Zoning

Junction Road Development Site & Surrounding Area





1 Diversify and Upgrade via Infill Housing

Because Ashland's city core is not overly dense, and because there are fairly sizable swaths of unused land (especially within only a few blocks of downtown), the strategic assembly of relatively few parcels and redevelopment at higher densities is possible. Redevelopment could take the form of apartments, townhomes, or other attached and/or new housing types in the local market. As development on the periphery has shown, there is a market for new housing product in Ashland. As a demographically different Ashland emerges over time – one with younger professionals seeking housing near downtown and more elderly people downsizing or seeking lower maintenance – newer housing can fill the needs that the city's current housing stock cannot.

The market for new housing types in Ashland is untested. The local market will not absorb large numbers of new units all at once. The low absorption rate means projects will need to be built gradually and with fewer units per project, perhaps 2-8 units at a time. It will be difficult to achieve economies of scale, so per unit construction costs will be high compared to sales prices or rents. In order to build the first few projects, to prove that it can be done, the city will need to provide subsidy in the form of land, tax incentives, cash or all three.

Location: SoDo East and West provide the best opportunity for infill housing for the following reasons:

Excellent location near downtown and Fifth Street Corridor

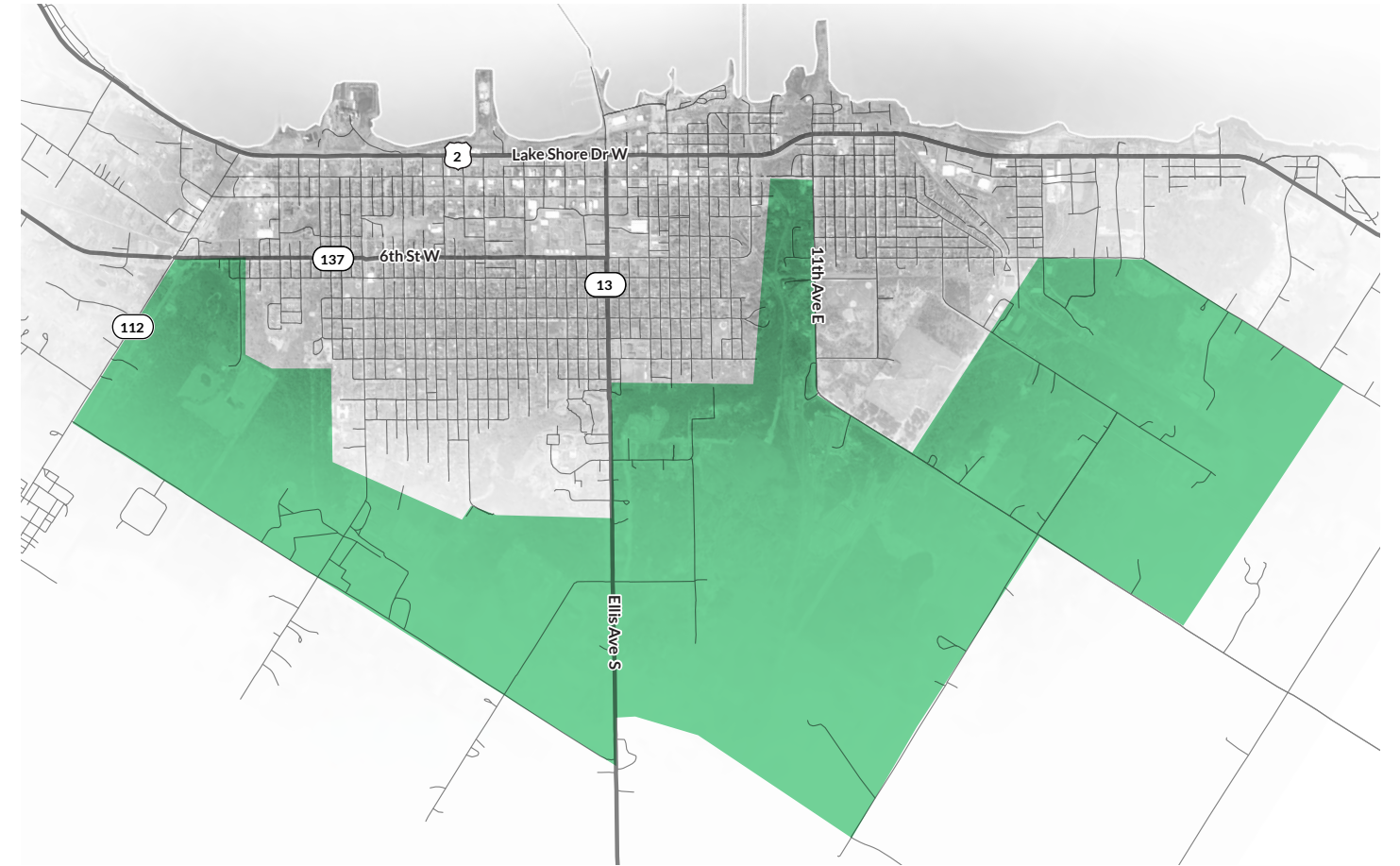
Availability of vacant or underutilized land

Connective corridors between middle-market neighborhoods and downtown

Infill efforts should be focused, to the greatest extent possible, along Chapple, Vaughn, and Ellis. Infilling these locations, as opposed to other opportunities in the SoDo areas, accomplishes the following:

Adds value to the new units by taking advantage of convenient north south access to downtown, the lake, and Northland.

Beautifies and fills in key north south connective corridors which are seen regularly by Ashland residents and influence the way residents perceive the city. New infill can send a positive message to the Ashland market as well as help reconnect downtown with core neighborhoods to the south.



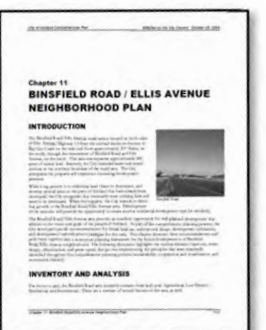
2 Conservation Buffer

As core neighborhoods and their houses have become less marketable, Ashland households with purchasing power have pursued newer homes on larger lots on the city's periphery. While it may only be fewer than a dozen new homes each year, this new construction represents Ashland's own version of sprawl. The new development on the periphery diverts housing demand from the city's core. In addition, new water, sewer, and transportation infrastructure – even if paid for up front by the builder – becomes a future cost to be borne by the community as it ages. As new residential development has occurred on the city's edge, buildings and infrastructure in the core of the city have been left to deteriorate. These deteriorated neighborhoods represent a significant future liability.

Ashland should establish a conservation buffer around the southern part of the city and end residential development there. By ending peripheral development, the city can refocus its public and private resources back into the core, thereby providing new housing opportunities and dealing with previously deferred issues of deterioration. Housing demand is the lifeblood of Ashland's neighborhoods, and every ounce of housing demand must be diverted back into the city's core neighborhoods.

Important Change from 2004 Plan

The city's comprehensive plan from 2004 recommends the redevelopment of nearly 300 vacant acres at the intersection of Ellis Avenue and Binsfield Road as a neo-traditional neighborhood. While sound from a neighborhood design perspective, the recommendation was built on an assumption of future growth that did not come to pass. The 2004 plan did not foresee that Ashland's population would shrink and its housing market would remain weak. This plan update recommends leaving the area undeveloped for the planning horizon. The idea of a new neighborhood at Binsfield and Ellis may be revisited if market conditions improve and if the city's core neighborhoods have been revitalized.



Junction Road Development Site – Area Vicinity Map
City of Ashland, WI



SUBJECT: Approve an Ordinance to Amend Chapter 922.30 Unused Licenses, Alcohol Beverage Licenses, Ashland City Ordinances (*Clerk*) Roll

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: City Clerk

CLEARANCES: Approved unanimously by Committee of the Whole, April 18, 2023

EXHIBITS: 1. Proposed Ordinance 2023-1978

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED:

**APPROPRIATION
REQUIRED:** NA

**TREASURER'S
CERTIFICATE:** NA

COMPLIANCE WITH ORD. 51:

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN:

SUMMARY STATEMENT:

On April 18, 2023, Council discussed during the Committee of the Whole meeting the recommendation to remove the clause within Chapter 922.30, which states:

"If any "Class B" intoxicating liquor license within the above-stated quotas is allowed to expire without an accepted request by the licensee that it be re-issued to another licensee for the same premises, it shall be retired and shall reduce the quota for regular "Class B" intoxicating liquor licenses by one. The Council may continue to retire licenses until the number of 16 licenses available is reached to equal that of one for every 500 persons, corresponding to a population of 8000."

In removing this verbiage from the Ashland City Ordinances Chapter 922, any Class B Intoxicating Liquor licenses which have been abandoned, revoked, or not applied for renewal, will remain available to the City to reissue as Council sees fit for an applicant for this type of license.

By having a Class B Intoxicating Liquor license available, the City can utilize it as an incentive for economic development in the future.

While working within this chapter, it was also recognized there was language which contradicted State Statute, and the Clerk and City Attorney agreed that this needed to be corrected. The subsections addressing *Exceptions implies* that Council could "...issue extra licenses..." beyond the quota permitted by the state; this is not the

case. The suggested amendment clarifies that Council has an option to issue a "Class B" license should the applicant meet the requirements listed.

It is recommended that Council approve this ordinance amendment.

Sequential Ordinance No. 2023-1978
Chapter 922 (1488)

ORDINANCE TO AMEND CHAPTER 922 (1488) ALCOHOLIC BEVERAGES REGULATION, ASHLAND CITY ORDINANCES

An ordinance adopted by the Common Council for the City of Ashland at a regular meeting of May 9, 2023 for the purpose of amending Chapter 922.30(c) Unissued Licenses, Alcoholic Beverages Regulation, Ashland City Ordinances as follows:

Section I

922.30 Quotas. *shall be amended to read as follows:*

(c) **Unissued “Class B” Licenses.** Should any “Class B” Intoxicating Liquor licenses be allowed to expire without renewal, abandoned, revoked, or otherwise go dormant for any reason, said license shall be returned to the City to hold for reissuing as the City sees fit.

(d) **Reserve License.** The initial issuance of a Reserve “Class B” intoxicating liquor license shall require an affirmative vote of two-thirds (2/3) of the entire membership of the City Council.

(e) **Exceptions.** Pursuant to Wis. Stat. s. 125.52(4)(v), if the City has granted or issued a number of “Class B” Intoxicating Liquor licenses equal or exceeding its quota, the City may issue a license for any of the following:

1. A full-service restaurant that has an interior, permanent seating capacity of 300 or more persons.
2. A hotel that has 50 or more rooms of sleeping accommodations and that has either an attached restaurant with a seating capacity of 150 or more persons or a banquet room in which banquets attended by 400 or more persons may be held.
3. An opera house or theater for the performing arts operated by a nonprofit organization, as defined in Wis Stat s. 134.695 (1) (am). Notwithstanding Wis. Stat. 125.51(3) (a) and (b), a “Class B” license issued under this subdivision authorizes the retail sale of intoxicating liquor only for consumption on the premises where sold and only in connection with ticketed performances.

Section II

Effective Date. *This ordinance shall take effect on the day after publication.*

PASSED: May 9, 2023
PUBLISHED: May 16, 2023

Alderperson

ATTEST:

Denise Oliphant, City Clerk

Matthew MacKenzie, Mayor

APPROVED AS TO FORM:

Tyler W. Wickman, City Attorney

SUBJECT: Approve an Ordinance to Recreate the City of Ashland Housing Committee (*Planning*) Roll

RECOMMENDATION: COW unanimously recommended Approval at April 18, 2023 COW meeting.

DEPARTMENT OF ORIGIN: Planning & Development

CLEARANCES: Approved Unanimously by Committee of the Whole, April 18, 2023
City Administrator
Mayor

EXHIBITS:

1. Proposed Ordinance 2023-1979
2. Resolution 17112 -Resolution to Repeal Resolution 16214, approved July 29, 2014

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED: NA

**APPROPRIATION
REQUIRED:** NA

**TREASURER'S
CERTIFICATE:** NA

COMPLIANCE WITH ORD. 51: NA

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN: The Comprehensive Plan contains a housing element and a vision for establishing a range of housing options to meet the needs of the population. An assessment of the city's housing stock was completed for the plan and this assessment included the following: occupancy characteristics, age, structural characteristics, value, housing conditions, and housing market dynamics. The assessment found that there were many housing units at risk of decline. The plan includes multiple strategies for addressing housing challenges. These include focusing on infill parcels, code enforcement, facilitating public-private partnerships, and encouraging homeowner reinvestment. The mission of the Housing Committee is to facilitate the City's Comprehensive Plan vision of establishing a range of housing options that meet the needs of the population. The reorganization of the Housing Committee and the Committee's purpose is consistent with the housing element in the Comprehensive Plan.

SUMMARY STATEMENT:

At their April 18, 2023 Committee of the Whole meeting, Council unanimously approved to move forward with an ordinance to recreate the Ashland Housing Committee.

Staff worked on an ordinance draft to reorganize the Housing Committee. The ordinance defines the Committee's purpose, membership, and duties. Staff's goal is to obtain Council approval of the revised

ordinance so that the Housing Committee can resume meeting in May of 2023. Staff recommends Council approval of the ordinance proposed. The ordinance draft along with the 2014 Resolution reorganizing the Housing Committee are included in the packet for Council review.

DRAFT HOUSING COMMITTEE ORDINANCE 2023

49.01 Purpose

The Housing Committee was created to advise the City Administrator and Common Council on housing related matters within the City of Ashland. The committee is charged with facilitating the City's Comprehensive Plan vision of establishing a range of housing options that meet the needs of the population. Additional goals include maintaining and improving the current housing stock and promoting resources related to housing.

49.02 Membership and Organization

1. The Housing Committee shall be composed of 7-9 regular members appointed by the Mayor and confirmed by the Common Council to serve staggered three-year terms except for the Council member, whose term shall expire on the first Tuesday in April. The Mayor, subject to Council approval, may appoint up to two (2) alternates to the Housing Committee. Without regard to the length of term for other members of the Committee, the term for each alternate member shall be two (2) years. Alternates shall be authorized to act in the place of and shall have all authority and responsibility to act as a member of the Committee in the absence of or upon the refusal of any regular Committee member. The Housing Committee shall have representation comprised of the following, if possible:
 - a) The Mayor
 - b) A member of Common Council
 - c) The Planning and Development Director or designee shall serve as an ex-officio member.
 - d) One representative of as many of the following as possible:

At a minimum the Housing Committee shall also include a Renter, Homeowner, and a Landlord. Additional representatives may include: Realtor/Property Management, City Housing Authority which may be designated as a voting or ex-officio member, Banker, Contractor, Health and Safety Professional, Attorney, Economist, Local Employer, Non-profit which may be designated as a voting or ex-officio member. The composition should reflect the diverse interests in housing conditions.
2. The Mayor shall serve as the chairperson of the committee.
3. At the first meeting of the committee and the first meeting after April 1 of any given year, the committee shall elect a vice-chairperson.
4. Unexcused absences from three or more scheduled meetings within a twelve-month period may result in automatic removal from the committee, commission, or board. If any committee member has three unexcused absences or resigns, the Committee 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 Committee may perform its duties without first obtaining the consent of the Common Council but in no event is the committee empowered to financially obligate the City of Ashland in any manner without the consent of the Common Council.

Central duties of Committee members shall include:

1. Facilitate discussion on a vision for establishing a range of housing options to meet the needs of Ashland's population
2. Promote, disperse, and monitor resources for Property Maintenance including the Housing Improvement Program (HIP) and CDBG-RLF Loans
3. Make recommendations to the Common Council about the methods and means of establishing new types of housing within with City, rehabilitating current housing, and achieving Housing goals within the Comprehensive Plan
4. Assist the City with questions related to the current state of the housing market using several methods
5. Advise staff and the Common Council on the creation and implementation of housing strategies
6. Serve as a forum for discussion regarding housing strategies
7. Advise staff on the creation of housing educational materials including but not limited to: rental housing educational materials, information on available rehabilitation programs, property maintenance information, tenant and landlord rights and responsibilities
8. Advise in the creation of additional City housing rehabilitation programs

49.04 Meetings and Public Notice

1. The Committee shall meet as determined by the Committee.
2. The Committee shall operate under Robert's Rules of Order.
3. All regular and special meetings of the Committee shall comply with the public meeting requirements of Wisconsin Statutes.
4. All meeting notices shall comply with the public meeting notice requirements of Wisconsin Statutes.
5. All meeting notices and agendas shall be issued by the Planning and Development Department or designated representative.

49.05 Quorum

A quorum shall be a majority of the full Committee.

49.06 Reports and Record Keeping

1. Committee members shall select one among themselves, or the Planning and Development Department will designate a staff member, to record the minutes of each meeting of the Committee. A written record of all meetings shall be kept and approved at the next subsequent meeting of the Committee.
2. Committee reports and recommendations shall be made in writing and shall not be included on a Council agenda until made in writing and submitted by the Committee to the City Clerk.
3. The City Clerk is the record custodian for the City. All committee minutes and records shall be filed with the City Clerk.

49.07 Referrals to the Committee

With the exception of Housing Authority matters, the Common Council of the City of Ashland may refer any matter pertaining to City housing, programs, and projects to the Housing Committee 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.

RESOLUTION

No. 17112

RESOLUTION TO REPEAL RESOLUTION 16214 AND RECREATE A RESOLUTION TO ESTABLISH A HOUSING COMMITTEE

WHEREAS, the City of Ashland Comprehensive Plan includes a vision for establishing a range of housing options to meet the needs of Ashland's population; and

WHEREAS, the Common Council wishes to create a committee to address the housing needs in Ashland; and

WHEREAS, the Common Council has determined that improvement of the existing housing stock is an important priority that enhances the quality of life and economic development of the City of Ashland; and

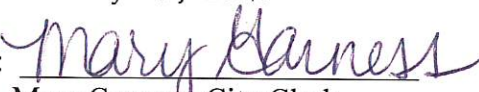
WHEREAS, the Common Council wishes the Housing Committee to make recommendations to the Common Council about the methods and means of establishing a Rehabilitation Assistance Program in the City of Ashland to provide assistance to low income homeowners to make needed improvements to their homes;

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Ashland that an eight member Housing Committee shall be created and the Mayor shall appoint membership to the Committee for staggered two year terms, with one representative from each of the following groups, if possible:

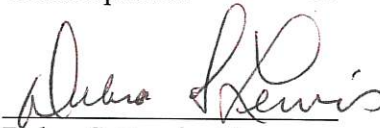
City Landlords, City Housing Authority, City Council, Banking Industry, Renters, Realtors, City Staff and Planning Commission.

BE IT FURTHER RESOLVED THAT, the Ashland City Council does hereby grant the Mayor of the City of Ashland the authority to sign all documents necessary to enact this Resolution.

PASSED: July 29, 2014

ATTEST: 
Mary Garness, City Clerk


Councilperson


Debra S. Lewis, Mayor

APPROVED AS TO FORM:


David Siegler, City Attorney

SUBJECT: Discussion and Action as to Whether Right of Way Permits Should be Issued to Zygmund Jablonski, Jr., or His Companies (e.g. A to Z Plumbing & Heating, Inc.) (*City Attorney*) Roll

RECOMMENDATION: As Council Determines

DEPARTMENT OF ORIGIN: City Attorney

CLEARANCES: Mayor
City Attorney

EXHIBITS:

1. Judgement of Conviction 21 FO 429
2. Judgement of Conviction 22 FO 03
3. Judgement of Conviction 22 FO 04
4. Deferred Entry of Judgment Agreement
5. Motion to Enter Judgment
6. Background section of Jablonski v. City of Ashland 2020 WI App 47
7. Permit for 615 Vaughn Ave
8. Permit, email and pictures for 707 15th Ave W
9. Permit and pictures for 718 15th Ave W
10. Permit and pictures for 814 Beaser Ave

EXPENDITURES REQUIRED:

AMOUNT BUDGETED:

**APPROPRIATION
REQUIRED:**

**TREASURER'S
CERTIFICATE:** NA

COMPLIANCE WITH ORD. 51:

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN:

SUMMARY STATEMENT:

City of Ashland Ordinance Chapter 501 governs public right of ways. A permit is required from the City for work to be done in the right of way such as digging a trench for a utility lateral. Ord. 501.03(d) "Unless otherwise permitted, the holder of the permit shall have the sole responsibility to restore the public right-of-way to its original condition upon completion of the work, activities, or placement of the obstruction within the time frame designated by the Department of Public Works in the permit."

Ordinance 501.11 provides penalties for violations. Included in these penalties are:

(d) Any person who violates any provisions of this ordinance shall pay a forfeiture of not less than fifty dollars (\$50.00) nor more than onethousand dollars (\$1,000.00) per violation. Each day that the violation exists shall be a separate offense. In addition, the violator shall pay the City of Ashland the reasonable costs of prosecuting the action, including a reasonable attorney's fee.

(e) Failure to comply with the provisions of the approval or permit or applicable law shall give cause for the City to prohibit issuance of additional permits to the person or contractor who so violates.

Historically, in regards to paragraph (d) and similar ordinances, the City has not sought recoupment of "the reasonable costs of prosecuting the action, including a reasonable attorney's fee." Ordinance 501.11 (e) allows the City to prohibit issuance of permits to "the person or contractor" who violates. No guidance is offered by the ordinance as to how long this prohibition shall last nor any criteria to consider when making a decision to prohibit the issuance of permits to violators of Ordinance Chapter 501.

A to Z Plumbing & Heating, Inc., via its President, Zygmund Jablonski, Jr, (hereinafter collectively referred to as Jablonski) was cited for three violations of performing work in the right of way without the necessary permits for work done in Fall 2021. The violations were due to not having permits for the work and/or not restoring the work upon completion of the work. The restoration included concrete and asphalt. The *Deferred Entry of Judgement Agreement and Order* Section 2 provides an idea of the things that need to be done to bring the work into compliance with Ordinance Ch. 501.

Jablonski failed to comply with the *Deferred Entry of Judgement Agreement and Order and a Motion to Enter Judgment* was filed by the City Attorney and judgments were obtained based upon the noncompliance. In obtaining the judgments in 21 FO 492, 22 FO 03, and 22 FO 04, the prosecution costs were not requested from the Court but rather just the forfeiture amount stated in the citations of \$263.50, as is common in similar actions like property maintenance citations.

The judgments of conviction are judicial findings that Jablonski has violated Ordinance Ch. 501. This finding is not a prerequisite to prohibiting the issuance of permits pursuant to Ordinance 501.11 (e) but is adjudicated proof of the violations. Other uncited violations, include but are not limited to, in March/April 2023 not following permit requirements for backfill at 718 15th Avenue W that caused a garbage truck to get stuck in the alley. Upon inspection, the alley was not restored properly as the permit conditions required the clay to be hauled off site and backfilled with sand and one foot of gravel. In July 2020, a similar backfill violation occurred on an alleyway for work done at 615 Vaughn Ave. In 2019, at 814 Beaser Avenue, a sidewalk settled 3-5 inches below the other sidewalk due to improper compaction of the lateral trench by A to Z, resulting in the City having to take action to mitigate the hazard on a temporary basis, with future replacement required.

In 2021, Jablonski installed a new sewer line for 707 15th Avenue W. with said permit requiring road restoration with a minimum asphalt of 2 inches. Said work had an expiration date of June 30, 2021. At the end of July, due to complaints, Jablonski was contacted regarding more gravel fill and a need to get asphalt with an offer to extend the permit which had expired. Mr. Jablonski did not respond to Mr. Butler's email for 3 days and indicated a refusal to communicate with Mr. Butler about when the work would be completed. It appears Jablonski has had Ordinance 501.11 (e) applied against him and his companies previously per the background section in *Jablonski v. City of Ashland*, 2020 WI App 47.

A decision on how to handle Jablonski will provide guidance to the Public Works Department and City Attorney in the unfortunate circumstance the City must take action to enforce Ordinance Ch. 501 violations, and specifically applying 501.11 (e).

Specifically, the Council is being asked to decide the following questions:

1. Shall the City prohibit the issuance of Right of Way (ROW) permits to Jablonski and any company he operates pursuant to Ordinance 501.11(e)? - This is a yes or no question.

2. If the answer to question 1 is yes: How long should Jablonski and any company he operates be prohibited from obtaining ROW permits? If not a length of time, does Jablonski need to petition the Council at a later date? - The answer to this could be a hard time limit (e.g. 1 year) or a combination of 1 year and come back to council.

FILED
03-22-2023
Clerk of Circuit Court
Ashland County, WI
2021FO000429

BY THE COURT:

DATE SIGNED: March 22, 2023

Electronically signed by Lexi M. Pierce
 Deputy Clerk

STATE OF WISCONSIN	CIRCUIT COURT	ASHLAND COUNTY
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City of Ashland vs. A To Z Plumbing Heating Inc

Judgment of Conviction
 and Sentence to the County Jail/Fine/Forfeiture
 Case No. 2021FO000429

The defendant was found guilty of the following offense(s):

Ct.	Description	Violation	Plea	Severity	Date(s) Committed	Trial To	Date(s) Convicted
1	Right Of Way Permit Violation	501.11	No Contest	Forf. U	09-30-2021		03-21-2023

The defendant is guilty as convicted and sentenced as follows:

Ct.	Sent. Date	Sentence	Length	Begin Date	Begin Time	Agency	Comments
1	03-21-2023	Forfeiture / Fine					All financial obligations paid through the Clerk of Courts office are subject to civil judgment and certification to the Department of Revenue on any balance owed after 60 days from entry of judgment.

Obligation Detail:

Ct.	Schedule	Amount	Days to Pay	Due Date	Failure to Pay Action	Victim
1	Local Forf. Violations	263.50	60	05-22-2023		

Obligation Summary:

Fine & Forfeiture	Court Costs	Attorney Fees	☐ Joint and Several Restitution	Mandatory Victim/Wit. Other	5% Rest. Surcharge	DNA Anal. Surcharge	Totals
136.00	114.50			13.00			263.50

Total Obligations: 263.50

It is adjudged that 0 days sentence credit are due pursuant to §973.155, Wisconsin Statutes.

☐ It is ordered the Sheriff take the defendant into custody

THIS IS A FINAL ORDER FOR THE PURPOSE OF APPEAL.

DISTRIBUTION:

Court

Kelly J McKnight, Judge

A To Z Plumbing Heating Inc 1110 Lakeshore Dr W, P.O. Box 615, Ashland, WI 54806

Tyler William Wickman,
Ashland City Attorney

Address

Service Type

None

Mail

Electronic

FILED
03-22-2023
Clerk of Circuit Court
Ashland County, WI
2022FO000003

BY THE COURT:

DATE SIGNED: March 22, 2023

Electronically signed by Lexi M. Pierce
 Deputy Clerk

STATE OF WISCONSIN	CIRCUIT COURT	ASHLAND COUNTY
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City of Ashland vs. A To Z Plumbing Heating Inc

Judgment of Conviction
 and Sentence to the County Jail/Fine/Forfeiture

Case No. 2022FO000003

The defendant was found guilty of the following offense(s):

Ct.	Description	Violation	Plea	Severity	Date(s) Committed	Trial To	Date(s) Convicted
1	Right Of Way Permit Violation	501.11	No Contest	Forf. U	12-09-2021		03-21-2023

The defendant is guilty as convicted and sentenced as follows:

Ct.	Sent. Date	Sentence	Length	Begin Date	Begin Time	Agency	Comments
1	03-21-2023	Forfeiture / Fine					All financial obligations paid through the Clerk of Courts office are subject to civil judgment and certification to the Department of Revenue on any balance owed after 60 days from entry of judgment.

Obligation Detail:

Ct.	Schedule	Amount	Days to Pay	Due Date	Failure to Pay Action	Victim
1	Local Forf. Violations	263.50	60	05-22-2023		

Obligation Summary:

Fine & Forfeiture	Court Costs	Attorney Fees	☐ Joint and Several Restitution	Mandatory Victim/Wit. Other Surcharge	5% Rest. Surcharge	DNA Anal. Surcharge	Totals
136.00	114.50			13.00			263.50

Total Obligations: 263.50

It is adjudged that 0 days sentence credit are due pursuant to §973.155, Wisconsin Statutes.

☐ It is ordered the Sheriff take the defendant into custody

THIS IS A FINAL ORDER FOR THE PURPOSE OF APPEAL.

DISTRIBUTION:	Address	Service Type
Court		
Kelly J McKnight, Judge		None
A To Z Plumbing Heating Inc	1110 Lakeshore Dr W, P.O. Box 615, Ashland, WI 54806	Mail
Tyler William Wickman, Ashland City Attorney		Electronic

FILED
03-22-2023
Clerk of Circuit Court
Ashland County, WI
2022FO000004

BY THE COURT:

DATE SIGNED: March 22, 2023

Electronically signed by Lexi M. Pierce
 Deputy Clerk

STATE OF WISCONSIN	CIRCUIT COURT	ASHLAND COUNTY
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City of Ashland vs. A To Z Plumbing Heating Inc

Judgment of Conviction
 and Sentence to the County Jail/Fine/Forfeiture
 Case No. 2022FO000004

The defendant was found guilty of the following offense(s):

Ct.	Description	Violation	Plea	Severity	Date(s) Committed	Trial To	Date(s) Convicted
1	Right Of Way Permit Violation	501.11	No Contest	Forf. U	11-16-2021		03-21-2023

The defendant is guilty as convicted and sentenced as follows:

Ct.	Sent. Date	Sentence	Length	Begin Date	Begin Time	Agency	Comments
1	03-21-2023	Forfeiture / Fine					All financial obligations paid through the Clerk of Courts office are subject to civil judgment and certification to the Department of Revenue on any balance owed after 60 days from entry of judgment.

Obligation Detail:

Ct.	Schedule	Amount	Days to Pay	Due Date	Failure to Pay Action	Victim
1	Local Forf. Violations	263.50	60	05-22-2023		

Obligation Summary:

Fine & Forfeiture	Court Costs	Attorney Fees	☐ Joint and Several Restitution	Mandatory Victim/Wit. Surcharge	5% Rest. Surcharge	DNA Anal. Surcharge	Totals
136.00	114.50			13.00			263.50

Total Obligations: 263.50

It is adjudged that 0 days sentence credit are due pursuant to §973.155, Wisconsin Statutes.

☐ It is ordered the Sheriff take the defendant into custody

THIS IS A FINAL ORDER FOR THE PURPOSE OF APPEAL.

DISTRIBUTION:	Address	Service Type
Court		
Kelly J McKnight, Judge		None
A To Z Plumbing Heating Inc	1110 Lakeshore Dr W, P.O. Box 615, Ashland, WI 54806	Mail
Tyler William Wickman, Ashland City Attorney		Electronic

FILED
05-16-2022
Clerk of Circuit Court
Ashland County, WI
2022FO000004

DATE SIGNED: May 16, 2022

Electronically signed by Honorable Kelly J. McKnight
Circuit Court Judge

STATE OF WISCONSIN

CIRCUIT COURT

ASHLAND COUNTY

CITY OF ASHLAND,

Plaintiff,

**DEFERRED ENTRY OF JUDGMENT
AGREEMENT AND ORDER**

vs.

A TO Z PLUMBING & HEATING INC,

Defendant.

Case No. 21 FO 429, 22 FO 03, 22 FO 04

ORDER

IT IS HEREBY ORDERED; the Court accepts the below Deferred Entry of Judgment Agreement and Orders the same.

DEFERRED ENTRY OF JUDGMENT AGREEMENT

NOW COMES the City of Ashland, by its attorney, Tyler W. Wickman, and the Defendant, A to Z Plumbing & Heating Inc., by its President, Zygmund Jablonski, Jr, and hereby stipulate and agree as follows:

1. The Defendant, A to Z Plumbing & Heating Inc., pleads no contest to the citations in the above referenced cases.
2. The City of Ashland requests that the Court accept the Defendant's no contest pleas but defer entry of judgment until February 1, 2023 so long as the Defendant completes the following:
 - a. The Defendant shall have no violations City of Ashland ordinances in chapters 501, 502, 530, 705, 711.
 - b. The Defendant shall have on file with the City, pursuant to Ordinance 501.10(a) a bond for all permits in the amount of \$10,000 prior to the issuance of any Right of Way Permit and said bond shall be in effect for the life of this agreement. The

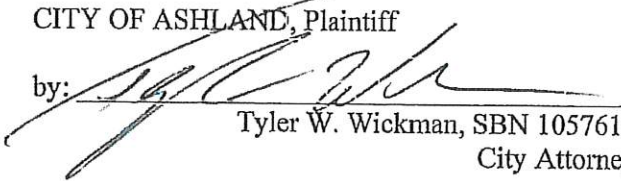
City agrees that it will not request additional security for any right of way permit application unless it first obtains an opinion from a third party private contractor agreed upon by the City and Defendant that the restoration work in the right of way of the proposed project would exceed \$10,000 or Defendant agrees that the work would exceed \$10,000.

- c. The Defendant shall reimburse the City of Ashland \$2,195.01 for cold mix asphalt patching restoration work done in the right of way at 417 9th Avenue W. at the time of execution of this agreement.
 - d. That by July 1, 2022, the Defendant shall complete all restoration, including hot mix asphalt, sidewalk repair, and any other restoration at 417 9th Avenue W, 117 3rd St. E., and 1101 Prentice Avenue. The Defendant shall obtain the necessary right of way permits and shall immediately notify the City of impending patch work when notified by paving contractor date it will be done and then when completed. If the hot mix asphalt is not by July 1, 2022, the Defendant shall, prior to July 1, 2022, provided documentation to the City Attorney from an asphalt contractor that 1.) the repair is on the contractor's schedule, 2.) it could not be done before July 1, 2022 because of the contractor's schedule/obligations, and 3.) an expected completion date which shall then be the new completion date. Under no circumstances shall this extend beyond August 31, 2022.
 - e. Defendant shall obtain right of way permits for all work at 417 9th Avenue W., 117 3rd St. E., and 1101 Prentice Avenue and pay all applicable costs for said permits. Said permits will be considered permits that include the work outlined in section c. above provided the Defendant. The permit fees for 417 9th Avenue W will be quadrupled pursuant to Ordinance 501.03(e). The City will not require the fee be quadrupled for 117 3rd St. E or 1101 Prentice Avenue.
3. If the Defendant properly completes the above conditions by January 31, 2023 these cases shall be dismissed with prejudice. The City further agrees that so long as Defendant is in compliance with this agreement, the entering of this agreement by Defendant shall not be a basis for the City to deny permits under ordinance 501.11(e) to Defendant.
 4. If the City moves to enter judgment against the Defendant prior to the expiration date, this agreement is extended until the Court hears the City's motion to have judgment entered. Judgment shall be entered if probable cause is shown that the Defendant violated any of the above conditions.
 5. Defendant stipulates that the sending of notice by regular mail to the address the Defendant as provided constitutes notice to the Defendant of any Court hearing scheduled and that the Defendant's failure to appear as ordered by the Court pursuant to said notice may result in the issuance of a default to any requested relief by the City.

6. The undersigned parties have read and acknowledged receipt of a copy of this agreement, and further agree to abide by its terms.
7. By signing this agreement, both parties agree to abide by all terms and conditions as set forth herein. Both parties request that the Court accept its terms and conditions.

Dated: 5-16-22

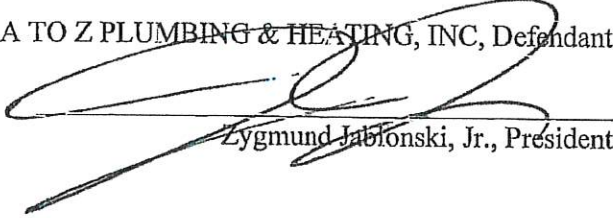
CITY OF ASHLAND, Plaintiff

by: 

Tyler W. Wickman, SBN 1057612
City Attorney

A TO Z PLUMBING & HEATING, INC, Defendant

Dated: 5-16-22


Zygmund Jablonski, Jr., President

STATE OF WISCONSIN

CIRCUIT COURT

ASHLAND COUNTY

CITY OF ASHLAND,

Plaintiff,

MOTION TO ENTER JUDGMENT

vs.

A TO Z PLUMBING & HEATING INC,

Defendant.

Case No. 21 FO 429, 22 FO 03, 22 FO 04

NOW COMES the City of Ashland, by its attorney, Tyler W. Wickman, and moves the Court to enter judgment against the Defendant. This motion shall be scheduled by the Court to be heard in the Ashland County Courthouse, 201 W. Main St., Ashland, WI 54806, the Hon. Kelly J. McKnight presiding. In support of said motion, the Plaintiff asserts:

1. The Defendant, A to Z Plumbing & Heating Inc., has pled no contest to the citations in the above referenced cases and the parties entered a Deferred Entry of Judgment Agreement filed May 16, 2022 that required the Defendant to do various things which, if accomplished, would have resulted in the cases being dismissed.
2. The Defendant failed to complete the following to fulfill the deferred entry of judgment agreement:
 - a. The Defendant failed to comply with section 5.d of the agreement in that no hot mix asphalt repair, sidewalk repair nor any other restoration work were done at 417 9th Avenue W., 117 3rd St. E., and 1101 Prentice Avenue, Ashland, WI which was due to be completed by July 1, 2022. No documentation has been provided to the City Attorney from a hot mix asphalt contractor that would extend the July 1, 2022 deadline either. In any event, the August 31, 2022 was the maximum deadline and no work has been completed.
3. The City is requesting the judgment be entered. Per the terms of the agreement, the Deferred Entry of Judgment shall be extended until the Court can decide this motion

Dated: September 22, 2022

ANICH, WICKMAN & LINDSEY, S.C.

By: /s/ electronically signed by Tyler W. Wickman
Tyler W. Wickman, State Bar No. 1057612
Attorney for City of Ashland
220 6th Avenue West

P.O. Box 677
Ashland, WI 54806
715-682-9114
twickman@ncis.net

BACKGROUND

¶2 **Jablonski** is a licensed plumber and is the owner of A to Z and Triangle. Both A to Z and Triangle perform plumbing services for their customers, which sometimes require them to perform work within the City's public right-of-way ("ROW").

¶3 Chapter 501 of the City's ordinances ("the Ordinance") applies to work performed in the ROW.¹ As relevant to this appeal, § 501.05(c) of the Ordinance provides that any person "requesting permission to obstruct a right-of-way by excavation to install, reconstruct, or remove a permanent structure shall complete, submit and receive a Permanent Right-of-way Permit," subject to certain listed conditions. One of those conditions, as set forth in § 501.05(c)(6), provides that "City inspections are required for all sanitary, storm water, or water system improvements, removal or repairs within the Right-of-way" and that "[a]ny new installations or repairs to any part of the City sanitary, storm water, or water systems must be inspected before covering the work." Section 501.10(b) of the Ordinance further provides that no permit shall be issued until the applicant has filed with the City "proof of insurance ... for general liability."

¶4 Section 501.03(e) of the Ordinance states that "[p]ermit fees shall be quadrupled for any work done, activity performed, or placement of items in the right-of-way without first obtaining any required permit." Section 501.05(d)(1), in turn, provides that "[t]he Public Works Director may suspend or revoke a permit if the permittee or permittee's agent, employee, or contractor is violating or has violated any provision of the permit or of applicable law." Finally, § 501.11(e) states that "[f]ailure to comply with the provisions of the approval or permit or applicable law shall give cause for the City to prohibit issuance of additional permits to the person or contractor who so violates."

¶5 In June 2016, A to Z excavated in the ROW at a property located on 12th Avenue East in Ashland, in an attempt to fix a backed-up sewer at a home located on that property. A to Z did not obtain an ROW permit from the City before beginning its work. The **Jablonski** entities contend that an emergency existed which prevented A to Z from obtaining a permit before starting to work in the ROW. However, it is undisputed that A to Z's equipment was at the 12th Avenue property for at least two days before A to Z started performing work there. It is also undisputed that the problem with backed-up pipes at the 12th Avenue property had existed for at least eleven years before June 2016.

*2 ¶6 At some point after A to Z began its work at the 12th Avenue property, someone from A to Z flagged down the City's utility superintendent and told him that A to Z was performing work at the property and would obtain an ROW permit for the work. Later that day, Dennis Clark—who was at that time the operations manager for the City's Public Works Department and who later became the director of public works—went to the 12th Avenue property and observed that A to Z had broken a storm water pipe during the course of its work. While waiting for city employees to arrive to repair the storm water pipe, Clark determined that the property's sanitary line was level, instead of sloping downward away from the property. **Jablonski's** brother, who was the A to Z foreman at the 12th Avenue property, told Clark that A to Z would fix the sanitary pipe so that it had an appropriate slope.

¶7 Clark returned to the 12th Avenue property the following morning and "was surprised to see that the excavation had been completely backfilled," even though the City had not yet inspected A to Z's work, which Clark contended was required under § 501.05(c)(6) of the Ordinance. Moreover, **Jablonski's** brother informed Clark that the sanitary line had been "installed level for about 3 or 4 feet."

¶8 On June 23, 2016, Clark sent an email to **Jablonski** regarding the work A to Z had performed at the 12th Avenue property. Clark noted that A to Z had not obtained an ROW permit for that work and asked when **Jablonski** would "complete the permit and provide the associated documents." On June 30, 2016, Clark sent **Jablonski** a follow-up letter stating that: (1) A to Z had worked in the ROW without a permit at the 12th Avenue property; (2) the circumstances in which it did so were not an emergency; (3) although A to Z told the City it would fix the sanitary line at the 12th Avenue property so that it had an appropriate slope, A to Z ultimately repaired the sanitary line in such a way that it was

level for approximately four feet; (4) although A to Z viewed the level sanitary line as being acceptable, it "may not be in compliance with DSPS [Wisconsin Department of Safety and Professional Services] requirements"; (5) A to Z backfilled the excavation at the 12th Avenue property before the City completed an inspection; and (6) it had been one week since the work was completed, and A to Z still had not filed the appropriate paperwork to obtain an ROW permit.

¶9 Clark's June 30 letter informed **Jablonski** that because the work at the 12th Avenue property did not involve an emergency, "the [ROW permit] filing fee is quadrupled per ordinance." Clark also asked **Jablonski** to "obtain approval from the DSPS that would permit the installation of a level sanitary lateral" and to "refrain from additional work on this site or other sites within the City ROW until this matter is addressed." Finally, Clark informed **Jablonski** that "[i]f any additional work is required after the proper paperwork has been completed and a permit issued, a new insurance certificate will be required since the current one on file for A to Z does expire July 1, 2016."

¶10 In a letter dated July 5, 2016, **Jablonski** responded to Clark's June 30 letter point-by-point, disputing most of Clark's assertions. **Jablonski** indicated, however, that he would be "providing [Clark] the permit application once it is completed and proper signatures are obtained." **Jablonski** ultimately filed the permit application, but he did not pay the quadrupled fee or obtain approval from the DSPS for the installation of the level sanitary line. As a result, the City refused to issue a permit for the completed job at the 12th Avenue property and informed **Jablonski** that it would not issue A to Z any new permits to undertake work in the City's ROW until the issues regarding the 12th Avenue property were resolved.

¶11 Thereafter, A to Z continued to request ROW permits for unrelated work, despite the fact that it had not paid the quadrupled permit fee for the work on the 12th Avenue property or obtained approval from the DSPS for the level sanitary line. The City denied A to Z's permit requests and reminded **Jablonski** that "[n]ew permits for A to Z Plumbing to undertake work within the City ROW will not be approved until open matters with the permit for [the 12th Avenue property] are resolved."

*3 ¶12 In April 2017, the DSPS sent **Jablonski** an email stating that the repair to the sanitary line at the 12th Avenue property was a "temporary fix" that was not "code compliant." The DSPS stated it would permit the temporary fix "until a permanent code compliant installation has been completed." After receiving a copy of the DSPS's correspondence, Clark wrote to **Jablonski** on June 1, 2017, stating that the City would accept A to Z's "temporary fix" at the 12th Avenue property for ninety days and listing conditions A to Z needed to fulfill before the City would issue new ROW permits to A to Z for other jobs. A to Z did not fulfill those conditions.

¶13 Sometime during 2017, A to Z expressed an interest in participating in the City's lead pipe replacement project. The City initially included A to Z on its list of prequalified contractors for the project. However, the City later determined that A to Z could not participate in the project because it was not eligible to receive ROW permits and was not current on all financial obligations owed to the City.

¶14 An additional dispute arose between Clark and **Jablonski** in December 2017 regarding Triangle's insurance coverage. The City's attorney concluded that an additional insured endorsement attached to A to Z's insurance policy did not provide Triangle with liability insurance coverage for damage caused by Triangle's acts. As a result, Clark denied certain ROW permit applications that Triangle had filed "for not providing an insurance certificate." Clark also advised **Jablonski** that until Triangle provided a valid insurance certificate, it was not approved to conduct work within the City's ROW.



APPLICATION FOR WORK IN CITY RIGHT-OF-WAY

City of Ashland Public Works Department

2020 6th Street East • Ashland, WI 54806 • 715.682.7061

www.coawi.org

START DATE _____

COMPLETION DATE _____

Owner Information – Permittee

Name Dave Ullman
Address 615 Vaughn Ave City Ashland State WI Zip 54806
Email Address NA
Phone No NA Cell No 608-338-5796

Contractor Information

Contractor Name Zygmunt Jablonski
Company A to Z Plumbing & Heating Inc
Address PO Box 615 City Ashland State WI Zip 54806
Email Address zygatorz
Phone No 715-682-8520 Cell No 715-292-8503

Work Location

Address (if same as in applicant info, write "same") Same
☐ Street ☒ Alley ☐ Sidewalk ☐ Terrace

Type of Work - (In Addition a Water and/or Waste Water Repair or New Service Require a Utility Application)

☐ Storm Water ☐ Driveway ☐ Sidewalk ☐ Landscaping/Tree Planting ☐ Telecommunications ☐ Other

If "Other", please describe: replace sewerline

Description of work _____

Traffic Control Plan: ☐ YES ☒ NO

Traffic Plan Description _____

CONDITIONS OF APPROVAL

In consideration of being permitted to work or use a City right-of-way or place a structure or obstruction in a City right-of-way, the permittee hereby agrees that it will faithfully comply with the terms of the permit as issued by the City of Ashland including any Special Provisions; that it will comply with all applicable statutes, ordinances, rules and regulations of the State of Wisconsin and the City of Ashland; that it will indemnify, defend and hold harmless from any and all claims, liabilities, loss, damage or expense incurred by the City of Ashland on account of any injury or death of any person or damage to property caused by or resulting from activities or work performed under this permit, that it will at all times keep the place where such work or activities are taking place is properly guarded by day and lighted by night. That it will backfill and compact all open trenches using methods and equipment that comply with City standards; that it will leave the street, sidewalk, alley or terrace in as good or better condition than existed when work was commenced; that all restoration of the street, sidewalk, alley or terrace affected by acting upon this permit shall be complete within the time frame designated by the Dept. of Public Works; the permittee shall guarantee their work and shall maintain it for thirty-six (36) months following the date of completion; that if the project requires a detour, it will provide the Public Works Department seventy two (72) hours notice prior to commencement of; that it agrees this permit may be voided by the Director of Public Works if the activity is not started within a reasonable length of time after the above stated start date; that erosion control Best Management Practices must be followed to prevent soil, debris, and other material from leaving the construction site; that it must contact **Digger's Hotline at (800) 242-8511** prior to digging to locate all utilities in the work zone.

Furthermore, the permittee agrees to provide the City of Ashland minimum notice as follows: **(1)** Forty-eight (48) hours prior to starting permitted activities and upon completion of said activities the permittee shall notify the Public Works Department at (715) 682-7061 **(2)** Twenty-four (24) hours prior to any required inspections the permittee shall contact the Public Works Department at (715) 682-7061. Please note that failure to provide adequate notice will result in re-excavation of any trench at the owner's expense so the City can inspect the work performed.


Signature of Permittee

6-20-2020
Date

Dave Ullman
Print Name and Title

6-20-2020
Date

Contractor Acknowledgement/License No. 6302

APPLICATION FEE \$150.00

Additional Conditions of Approval:

In Alley Row clay to be hauled off site Backfilled with sand and
minimum of 1 foot of gravel

****OFFICE USE ONLY****

☒ Application Complete ☒ Area Map Completed ☒ Bond on File ☒ Insurance on File

☒ Approved ☐ Denied (Reason) _____

By  Date 6/25/2020
Signature of Authorized Permitting Authority Representative

Application Fee \$ 150.00 ☒ Check Number 22396 ☐ Cash

PERMIT NO. ROW 20143 EXPIRATION DATE 10/2/2020



APPLICATION FOR WORK IN CITY RIGHT-OF-WAY

City of Ashland Public Works Department

2020 6th Street East • Ashland, WI 54806 • 715.682.7061

www.coawi.org

START DATE 4/1/2021

COMPLETION DATE _____

Owner Information – Permittee

Name William Pearce
Address 61327 Dahlstrom Rd City Ashland State WI Zip 54806
Email Address NA
Phone No 715-682-0395 Cell No _____

Contractor Information

Contractor Name Zygmund Jablonski
Company A42 Plumbing & Heating Inc.
Address PO Box 615 City Ashland State WI Zip 54806
Email Address zygator2@centurytel.net
Phone No 715-682-8520 Cell No 715-292-8503

Work Location

Address (if same as in applicant info, write "same") 707 15th Ave West Ashland WI 54806
☒ Street ☐ Alley ☐ Sidewalk ☐ Terrace

Type of Work - (In Addition a Water and/or Waste Water Repair or New Service Require a Utility Application)

☐ Storm Water ☐ Driveway ☐ Sidewalk ☐ Landscaping/Tree Planting ☐ Telecommunications ☐ Other

If "Other", please describe: Sewer/Dr

Description of work _____

Traffic Control Plan: ☐ YES ☐ NO

Traffic Plan Description _____

CONDITIONS OF APPROVAL

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Furthermore, the permittee agrees to provide the City of Ashland minimum notice as follows: **(1)** Forty-eight (48) hours prior to starting permitted activities and upon completion of said activities the permittee shall notify the Public Works Department at (715) 682-7061 **(2)** Twenty-four (24) hours prior to any required inspections the permittee shall contact the Public Works Department at (715) 682-7061. Please note that failure to provide adequate notice will result in re-excavation of any trench at the owner's expense so the City can inspect the work performed.

William B. Pearce
Signature of Permittee

6-29-2020
Date

William B. Pearce
Print Name and Title

6-29-2020
Date

Contractor Acknowledgement/License No. 6302

APPLICATION FEE \$150.00

Additional Conditions of Approval:

ROAD RESTORATION PER CITY STANDARD 1A2 (attached)
W/EXCEPTION THAT 2" MIN ASPHALT IS ACCEPTABLE, SCHEDULE 8
COORDINATE SEWER MAIN TAP WITH UTILITY MANAGER.

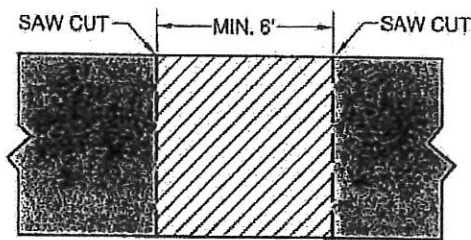
****OFFICE USE ONLY****			
☒ Application Complete	☒ Area Map Completed	☒ Bond on File	☒ Insurance on File
☒ Approved	☐ Denied (Reason)	Work not completed in 2020	
By <u>Sharon Campbell</u> 3/17/21		Reissued in 2021 as permit #21106	
Signature of Authorized Permitting Authority Representative		Extension granted by City 6/30/2020 3/15/2021	
Application Fee \$ <u>150.00</u>	☒ Check Number <u>22395</u>	☐ Cash	
PERMIT NO. <u>ROW 20/44 21106</u>	paid for in 2020 6/30/2021		
EXPIRATION DATE <u>10/30/2020</u>			

GENERAL NOTES:

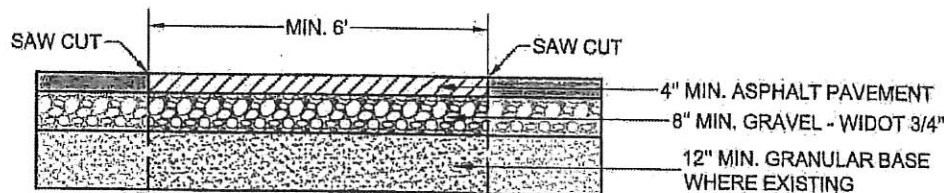
1. DETAILS OF CONSTRUCTION, MATERIALS, AND WORKMANSHIP NOT SHOWN ON THIS DRAWING SHALL CONFORM TO APPLICABLE PORTIONS OF THE WIDOT STANDARD SPECIFICATION, THE WIDOT FACILITIES DEVELOPMENT MANUAL, AND CITY SPECIFICATIONS.
2. PAVEMENT REMOVAL LIMITS SHALL BE APPROVED BY THE CITY PUBLIC WORKS DEPARTMENT.
3. NOTIFY CITY TO INSPECT GRAVEL BASE 24 HOURS IN ADVANCE OF PLACING ASPHALT OR CONCRETE PATCH.
4. CONTRACTOR TO ERECT AND MAINTAIN CONSTRUCTION BARRICADES AS SET FORTH BY THE CITY PUBLIC WORKS DEPARTMENT.
5. THE CITY MAY REQUIRE HIGH EARLY STRENGTH CONCRETE.
6. CONTRACTOR IS RESPONSIBLE FOR PROTECTING THE CONCRETE FROM DAMAGE DUE TO VANDALISM, WEATHER, ETC. FOLLOWING CONCRETE PLACEMENT. SPECIAL PROTECTION CRITERIA APPLY TO COLD WEATHER CONCRETE PLACEMENT.
7. A COMPLETE UNIFORM COVERAGE OF WHITE PIGMENTED CURING COMPOUND (WISDOT 415.3.12.2) SHALL BE APPLIED TO ALL EXPOSED SURFACES OF NEWLY PLACED CONCRETE IMMEDIATELY FOLLOWING BROOM/FINISH WORK. CONCRETE THAT IS NOT PROPERLY CURED SHALL BE REJECTED.

SPECIAL NOTE:

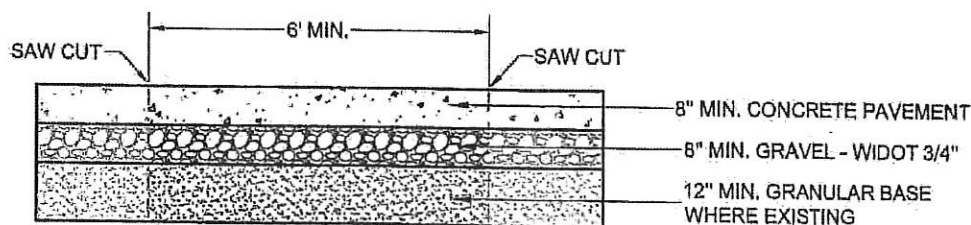
PAVEMENT PATCHES ON FEDERAL AND STATE HIGHWAYS MAY REQUIRE PLACEMENT OF A CONCRETE FLOWABLE MIXTURE UP TO THE BOTTOM OF THE EXISTING PAVEMENT SECTION. THE CITY PUBLIC WORKS DEPARTMENT AND/OR THE WISCONSIN DEPARTMENT OF TRANSPORTATION SHALL DECIDE WHAT TYPE OF REPLACEMENT SECTION IS APPROPRIATE.



PLAN VIEW
PAVEMENT REPAIR



SECTION VIEW
ASPHALT PAVEMENT REPAIR



SECTION VIEW
CONCRETE PAVEMENT REPAIR
(PAVEMENT TIE BARS REQUIRED)

DIMENSION STYLE 40

RELATED DETAILS			ASPHALT PAVEMENT REPLACEMENT	
NO. 2A1				DETAIL NO. - 1A2
			DATE: MARCH 3015	DRAWN BY: DM
			SCALE: NONE	ENGINEERING DIVISION

N:\ENGINEERING DEPARTMENT\STANDARD DETAILS, SPECS, PROJECT ADMIN\STANDARD DETAILS\Standard Details_2013.dwg

John Butler

From: zygatoz@centurytel.net
Sent: Friday, July 30, 2021 8:45 AM
To: John Butler
Cc: Greg Ledin; Chanz Green; garyatoz@centurytel.net; Brant Kucera; Deb Lewis
Subject: RE: 707 15th Ave W

Mr. Butler,

I do not intend to communicate with someone who I am filing a defamation and slander action against as well as someone who is a pathetic liar. As to your comment on communication I had responded to Mr. Green within a day of me being advised of the settlement in the cut and we did place gravel within 24 hours of your July 28, 2021 email. Mr. Green has been apprised of the situation and steps being taken to finalize the patch. Your pretty good about throwing around things like "lack of communication" when in fact the record will and does show you are the one lacking.

Thank you and have a wonderful day

Zygmund Jablonski Jr.



1110 West Lake Shore Drive
PO Box 615
Ashland, WI 54806
715-682-8520
Cell 715-292-8503

From: John Butler <jbutler@coawi.org>
Sent: Friday, July 30, 2021 8:18 AM
To: Zyg Jablonski (zygatoz@centurytel.net) <zygatoz@centurytel.net>
Cc: Greg Ledin <gledin@coawi.org>; Chanz Green <chgreen@coawi.org>
Subject: RE: 707 15th Ave W

Thank you for placing gravel in the patch but I do not understand the lack of communication on the matter. Please advise when the asphalt patch is going to be completed. As mentioned below, the ROW permit for this work expired June 30. I am offering to extend the permit if you can provide a reasonable schedule but that will require communication. If you do not wish to communicate with me, please direct to Chanz Green so we can move forward.

Thanks,
John

From: John Butler
Sent: Wednesday, July 28, 2021 4:20 PM

To: 'Zyg Jablonski (zygatoz@centurytel.net)' <zygatoz@centurytel.net>
Subject: FW: 707 15th Ave W

We rec'd another complaint about this issue. I called and left a message to your attention at your office. Please advise when this safety issue will be attended to.

Thanks,
John

From: John Butler

Sent: Tuesday, July 27, 2021 12:08 PM

To: 'Zyg Jablonski (zygatoz@centurytel.net)' <zygatoz@centurytel.net>

Cc: Greg Ledin <gledin@coawi.org>; Chanz Green <chgreen@coawi.org>

Subject: 707 15th Ave W

Mr. Jablonski,

We rec'd a complaint about rough road at the intersection of 7th St W & 15th Ave W. After visiting the site, I see it is the uncompleted asphalt patch that A to Z completed for William Pearce's sewer tie in at 707 15th Ave W.

Can you please advise when the asphalt patch is going to be completed? If it is not planned for the next couple of days, then A to Z needs to add some gravel to the patch so that it is not a hazard for drivers. **The expiration date of the ROW permit for this work was June 30, 2021.** Please advise on your schedule to complete and we will extend the permit accordingly.

Thank you,

John Butler, P.E.
Public Works Director
City of Ashland
2020 6th St E
Ashland, WI 54806
715-685-1648
jbutler@coawi.org

August 16, 2021



August 16, 2021



Right-of-Way Permit

Find yourself next to the water.



City of Ashland, Wisconsin

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

Permit #: 220169
Application Date: 03/31/2023
Owner: Eric Welling
Address: 718 15th ave W
City, State, Zip: Ashland, WI. 54806

Phone: 7152923974
Email: zygatoz@centurytel.net

Contractors:

Name: A to Z Plumbing and Heating, Inc.

Address: 1110 Lake Shore Dr W

Phone: 715-682-8520

Email: zygatoz@centurytel.net

City, State, Zip: Ashland, WI 54806

Type: General

Permit Type: Right-of-Way Permit
Type of Work: Other
If "other", Please describe: Sewer line repair

Estimated Start Date: 04/03/2023
Project Completion Date: 04/14/2023
Permit Expiration Date: 06/30/2023

Description of Work: Emergency dig up sewer line.

Work Location Address: 718 15TH AVE W
City, State, Zip: ASHLAND, WI

Parcel ID Number: 201005750000

Water Service:
Requested Water Service:
Fire Protection Service:
Service size:
Material:
Meter size:

Waste Water Service: Repair Existing Waste Water Service
Requested Service Size:
Property Description:
If "other," Please describe:

Traffic Control Plan: No

Traffic Plan Description:

CONDITIONS OF APPROVAL

The permittee hereby agrees that it will comply with the terms of the City of Ashland (City) right of way (ROW) permit as issued by the City, that it will comply with all applicable statutes, ordinances, rules and regulations of the State of Wisconsin and the City, including provision of notice for location of underground utilities; that it will indemnify, defend and hold harmless the City from any and all claims, liabilities, loss, damage or expense incurred, including any injury, death, or damage to property associated with work performed under this permit, that it will comply with all City standards and complete ROW restoration within the time frame designated by the City; that the permittee shall guarantee and maintain the work for 36 months following the date of completion; that it agrees this permit may be voided by the City if the activity is not started within a reasonable length of time.

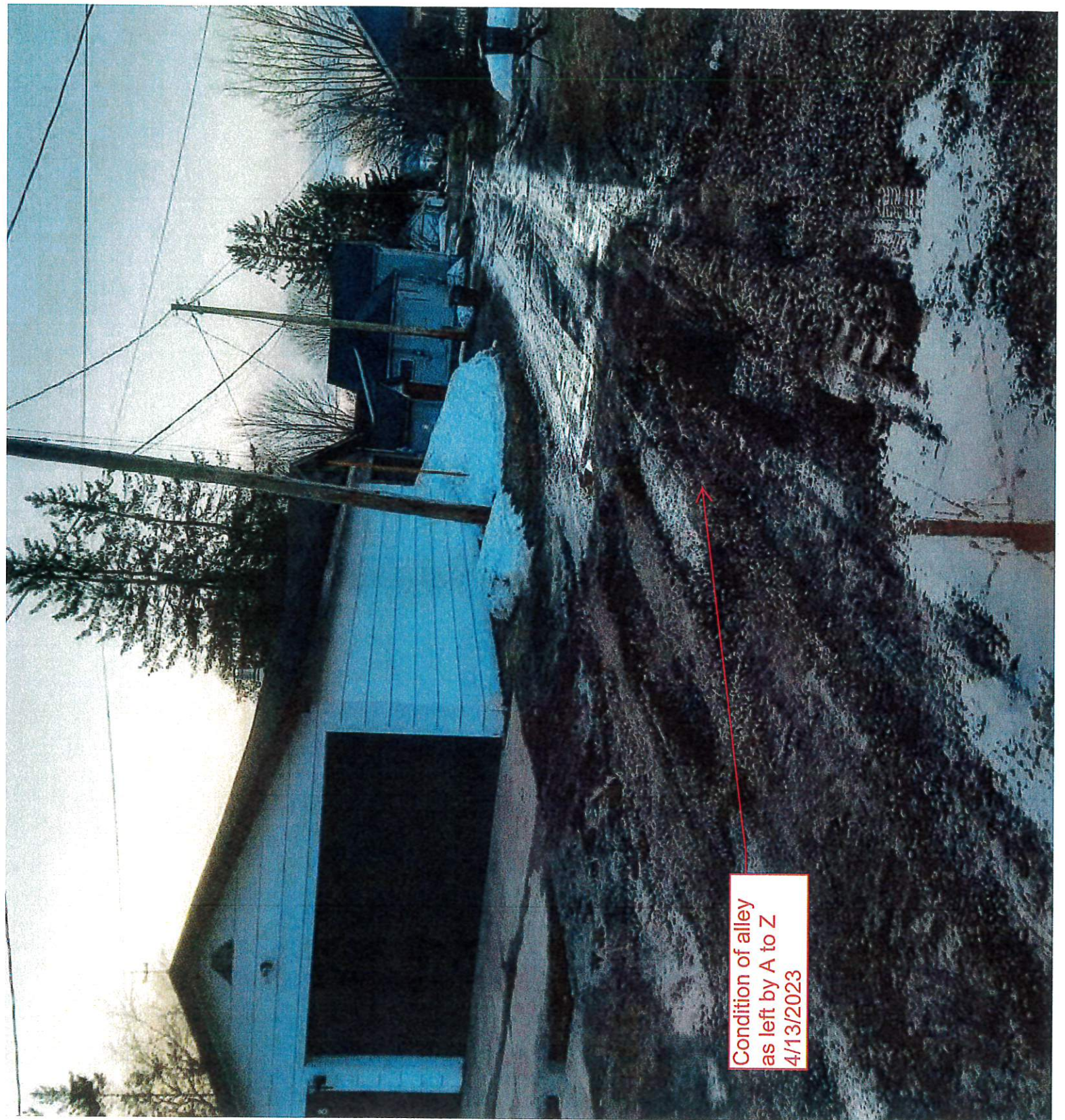
The permittee also agrees that any work on water/wastewater service will be performed by a licensed plumber.

Furthermore, the permittee agrees to provide the City of Ashland minimum notice as follows: (1) 72 hours prior to any traffic detours (2) 48 hours prior to starting any other activities associated with the work (3) 24 hours prior to any required inspections.

All notices shall be provided by contacting the Public Works Department at (715) 682-17061. Failure to comply will require the permittee to incur all expenses necessary to provide the City with access to inspect the work.

ADDITIONAL CONDITIONS OF APPROVAL

In alley R.O.W Clay to be hauled off site. Backfill with sand and 1 foot of gravel. Work done in R.O.W. restoration to be completed by expiration date.



Condition of alley
as left by A to Z
4/13/2023



Excavation in public
alley way by City
after inadequate
repair by A to Z
4/27/2023



No 1 ft min sand
layer as required by
permit, backfilled
with clay and gravel
placed on top



Right of Way Permit N°: ROW19181

2018 Lead Service Replacement Project in 2019

APPROVED OWNER FOR GRANT FUNDED REPLACEMENT:

OWNER PAGAC PROPERTIES LLC
ADDRESS 814 BEASER AVE, ASHLAND, WI 54806
CONTACT 715.292.0427
Phone Email

DATE OF APPLICATION 8/27/2019
ESTIMATED START DATE 9/15/2019
ESTIMATED END DATE 9/15/2019

APPROVED CONTRACTOR: LICENSE N° 6302
NAME AtoZ PLUMBING & HEATING, INC, Zygmund Jablonski
ADDRESS PO BOX 615, ASHLAND, WI 54806
CONTACT (715) 682-8520, cell (715) 292-8503 zygatoz@centurytel.net
Phone Email

CURB STOP TO BE REPLACED:
☒ IN SAME SPOT or
☐ MOVED/RELOCATED

Conditions of Approval/Note:

- 1) Restoration must be completed by expiration date of permit.
- 2) Sidewalk removal: area must be brought to sidewalk elevation with gravel on the same day that the lateral connection is completed.

APPROVED ☒ DENIED ☐

PERMIT EXPIRATION DATE 10/15/2019

AUTHORIZATION TO PROCEED:

BY [Signature]
Signature of Authorized Permitting Authority Representative

DATE 8/28/2019

RIGHT OF WAY APPLICATION 2019 FOR:
2018 LEAD SERVICE LATERAL REPLACEMENT PROJECT

Find yourself next to the water.
ASHLAND

Owner Name <u>Pagac Properties LLC</u>	
Address <u>814 Beaser</u>	City <u>Ashland</u> State <u>WI</u> Zip <u>54801</u>
Email Address _____	
Phone No _____	Cell No <u>715-292-0427</u>
Legal description of the property to be served: _____	
Address or Parcel Number _____	
Contractor/ Business Name <u>AtoZ PLS & Hwy Inc</u>	
Address <u>P.O. Box 615</u>	City <u>Ashland</u> State <u>WI</u> Zip <u>54806</u>
Contact Name <u>Zyg Jablonski</u>	Email Address <u>Zyg AtoZ@Centurytel.net</u>
Phone No <u>715-682-8520</u>	Cell No <u>715-292-8503</u>

In consideration of being permitted to work or use a City right-of-way or place a structure or obstruction in a City right-of-way, the permittee hereby agrees that it will faithfully comply with the terms of the permit as issued by the City of Ashland including any Special Provisions; that it will comply with all applicable statutes, ordinances, rules and regulations of the State of Wisconsin and the City of Ashland; that it will indemnify, defend and hold harmless from any and all claims, liabilities, loss, damage or expense incurred by the City of Ashland on account of any injury or death of any person or damage to property caused by or resulting from activities or work performed under this permit, whether caused by or contributed to by the City of Ashland, its officials, its agents or employees; that it will at all times keep the place where such work or activities are taking place is properly guarded by day and lighted by night. That it will backfill and compact all open trenches using methods and equipment that comply with City standards; that it will leave the street, sidewalk, alley or terrace in as good or better condition than existed when work was commenced; that all restoration of the street, sidewalk, alley or terrace affected by acting upon this permit shall be complete within twenty (20) calendar days of the permitted activities; the permittee shall guarantee their work and shall maintain it for thirty-six (36) months following the date of completion; that if the project requires a detour, it will provide the Public Works Department seventy two (72) hours notice prior to commencement of; that it agrees this permit may be voided by the Director of Public Works if the activity is not started within a reasonable length of time after the above stated start date; that erosion control Best Management Practices must be followed to prevent soil, debris, and other material from leaving the construction site; that it must contact Digger's Hotline at (800) 242-8511 prior to digging to locate all utilities in the work zone.

Furthermore, the permittee agrees to provide the City of Ashland minimum notice as follows: (1) Forty-eight (48) hours prior to starting permitted activities and upon completion of said activities the permittee shall notify the Public Works Department at (715) 682-7061 (2) Twenty-four (24) hours prior to any required inspections the permittee shall contact the Public Works Department at (715) 682-7061. Please note that failure to provide adequate notice will result in re-excavation of any trench at the owner's expense so the City can inspect the work performed.

L. Ronald Pagac
Signature of Permittee or Permittee's Representative

7-24-19
Date

Signature of Plumber

8-26-19
Date

Plumber License No. 6302

Sept 15, 2019
Estimated Start Date







SUBJECT: Approve Four Grant Agreements for Lighting Improvement Grant Program (*Main Street*) Roll

RECOMMENDATION: Approval (unanimously recommended by Main Street Board on April 19, 2023)

DEPARTMENT OF ORIGIN: Ashland Main Street Program

CLEARANCES: Main Street Board (projects recommended for approval on April 19, 2023)

EXHIBITS:

1. Lighting Improvement Grant Program Requirements
2. Color Center Frontdoor Back Summary Report
3. Color Center Draft Agreement
4. Play Unplugged Frontdoor Back Summary Report
5. Play Unplugged Draft Agreement
6. Gabriele's German Sweets Frontdoor Back Summary Report
7. Gabriele's German Sweets Draft Agreement
8. Market on Main Frontdoor Back Summary Report
9. Market on Main Draft Agreement

EXPENDITURES REQUIRED: \$7,811.79 in ARPA funds, designated for the Downtown Facade Program by Council on March 29, 2022

Color Center	121 Main St E	\$5,000.00
Play Unplugged	307 Main St W #1	\$1,300.00
Gabriele's German Sweets	413 Main St W	\$375.00
Market on Main	515 Main St W	\$1,136.79

AMOUNT BUDGETED: \$50,000 in ARPA funds, designated by the Council for the Downtown Facade Program on March 29, 2022

APPROPRIATION REQUIRED:

TREASURER'S CERTIFICATE: The Treasurer's Office has certified on April 21, 2023, that the following businesses are in compliance with the provisions of Ordinance 923.10 Ashland City Ordinances:

1. 121 Main St E - Color Center
2. 307 Main St W #1 - Play Unplugged
3. 413 Main St W - Gabriele's German Sweets
4. 515 Main St W - Market on Main

COMPLIANCE WITH ORD. 51:

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN: The proposed projects conform to the goals and community values identified in the City of Ashland's Comprehensive Plan. A central tenet of the Comprehensive Plan is that "Authentic Ashland means we like who we are, and we honor who we are. We choose to significantly invest our time and resources in our arts, in our cultural history, and in our architecture" (p. 19). The Comprehensive Plan prioritizes City investment in the downtown as the heart of the community, with preservation of historic resources, promotion of place-based entrepreneurialism, and stimulation of the downtown as "a regional center of activity" all stated goals which the proposed grant agreements would help to further. The grant criteria for this program specifically work to preserve Ashland's historic resources, promote storefront activation, and improve perceptions of safety and security in the downtown district.

SUMMARY STATEMENT:

In October 2022, the Main Street Board organized a workshop for downtown business and property owners on lighting best practices, which included two presentations by the Lighting Design Consultancy group, Frontdoor Back, on exterior and interior lighting. Following the presentations, Frontdoor Back provided individualized consultations to 10 business/property owners, resulting in a customized Lighting Summary Report. The Lighting Improvement Program is seeking to fund the strategic lighting recommendations summarized in these reports.

The criteria for the Lighting Improvement Program were established by the Main Street Board in the winter of 2022-23, prior to receiving any proposals for the grant program. The grant criteria selected were identified to further Comprehensive Plan goals, the City Strategic Plan, and the Ashland Main Street Strategic Plan, to support the installation of additional exterior lighting in the downtown district to improve the overall nighttime visibility of the district. Specifically:

1. Support the installation of architectural and/or ridgeline lighting to help visitors identify significant buildings in the community, illustrate the unique elements of the downtown, and celebrate the historic nature of the district;
2. Support the installation of pathway lighting to facilitate safe, well-lit paths for pedestrians navigating the downtown district;
3. Support the installation of entryway lighting to help define the physical entrance to a storefront and create a safe environment for employees when entering and leaving the building;
4. Support the build-out of additional window display lighting fixtures to increase businesses' ability to enliven visitor's experience of downtown and effectively showcase their products or services beyond their hours of operation; and
5. Support the installation of signage lighting to increase business visibility and help visitors orient themselves and better identify destinations within the district.

Full list of Grant Program Guidelines attached.

The Main Street Board accepted applications for the Lighting Grant Program from business/property owners who participated in the Lighting Workshop. The applications were reviewed by Main Street and Planning & Development staff based on the pre-established criteria and the City's UDO standards. Main Street staff recommended funding levels to the Board, with a 1:1 match for grant funding. 10 storefronts were eligible, with four ready, pending Council approval, and the rest will be considered as more applications come in. Main Street is accepting applications on a rolling deadline. Upcoming deadlines for application submittal: May 29th, June 26th, and July 31st.



LIGHTING IMPROVEMENT GRANT PROGRAM GUIDELINES

Purpose

Good lighting plays an important role in creating a safe and functional downtown district. Great lighting goes even further and not only creates a safe environment, but successfully engages and delights visitors and residents alike, helping them create meaningful connections with the community. Lighting is also an effective economic development tool because when people feel safe and relaxed in a district, they engage more productively with businesses and ultimately spend more time and more money downtown.

Attractive and effective district lighting is built in layers, block by block and storefront by storefront. The Ashland Main Street Program has a new one-time Lighting Improvement Grant Program to encourage investment in strategic storefront lighting projects in Ashland's downtown district, with an emphasis on exterior lighting projects that incorporate all or some of the 6 layers of lighting; ridgeline, architectural, pathway, entryway, signage and window displays.

Objectives

Support the installation of additional exterior lighting in the downtown district to improve the overall nighttime visibility of the district. Specifically;

- ✓ Support the installation of **architectural and/or ridgeline** lighting to help visitors identify significant buildings in the community, illustrate the unique elements of the downtown, and celebrate the historic nature of the district;
- ✓ Support the installation of **pathway lighting** to facilitate safe, well-lit paths for pedestrians navigating the downtown district;
- ✓ Support the installation of **entryway lighting** to help define the physical entrance to a storefront and create a safe environment for employees when entering and leaving the building;
- ✓ Support the build-out of additional **window display lighting** fixtures to increase business' ability to enliven visitor's experience of downtown and effectively showcase their products or services beyond their hours of operation; and
- ✓ Support the installation of **signage lighting** to increase business visibility and help visitors orient themselves and better identify destinations within the district.

Program Funding Requirements

The Lighting Improvement Grant Program provides \$1 of City funds for every \$1 of private funds for eligible expenses (100% match) up to the grant award maximum of \$5,000.00 per property.

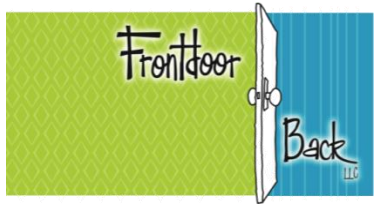
Program Guidelines

1. Grant program administered by the Ashland Main Street Program, in conjunction with the City of Ashland
2. Project location must be located in downtown Ashland
3. A maximum of \$50,000 total in funding will be distributed; a maximum of \$5,000 awarded per project
4. Funds reviewed and distributed based on project alignment with review criteria; must have attended the Lighting Design Workshop presentation with Frontdoor Back (10/25/22) and/or received a one-on-one consultation with Frontdoor Back (10/26/22 or 10/27/22) to be eligible
5. Applications must be reviewed by City of Ashland Planning Department staff prior to work commencing to ensure all proper permits are issued.
6. Application to include fixture cutsheets and lamping or illumination specifications
7. Work to be completed by a licensed electrician
8. Retroactive funding requests for work completed before an application submittal will not be considered
9. Funds are distributed as reimbursements after invoices and photos of before/after are submitted

Review Criteria

- Project activities as recommended by Frontdoor Back Inc. in the Lighting Design Workshop presentation (10/25/22), or in final report resulting from a one-on-one consultation with Frontdoor Back Inc.
- Priority given to exterior lighting projects that incorporate pathway, entryway, window display, architectural, signage and/or ridgeline lighting
- Impact of the project on the overall district and nearby businesses
- Cohesion with the historic nature of the downtown district (West Second Street Historic District)

SEANETTE CORKILL of FRONTDOOR BACK



CELL: 360.281.3853

EMAIL: SEANETTE@FRONTDOORBACK.COM

WEB: FRONTDOORBACK.COM

DATE: November 30, 2022

SITE VISIT: Thursday, October 27, 2022

CLIENT: **Color Center**, Ashland, WI

PROJECT: Storefront Lighting Consultation Summary

OBJECTIVE: Summary recommendations following a 1-hour on-site consultation

COLOR CENTER

November 2022

Paula,

Thank you so much for attending the Seeing Main Street in a Whole New Light presentations. I'm excited and appreciate that you're making your store the best it can be. Lighting plays a key role in that— inside and out!

I have summarized the recommendations we discussed on-site in the following pages. This write-up focuses on WHAT to do more so than WHY or HOW to do it but if you have questions about anything in the report or want to discuss further consultation, please call or email. I'm energized by what you've already accomplished and thank you for being open to learning new things.

Sincerely,



Seanette@frontdoorback.com
360-281-3853



Seeing Main Street in a Whole New Light:

Presentation Refresher

The 6 layers of light

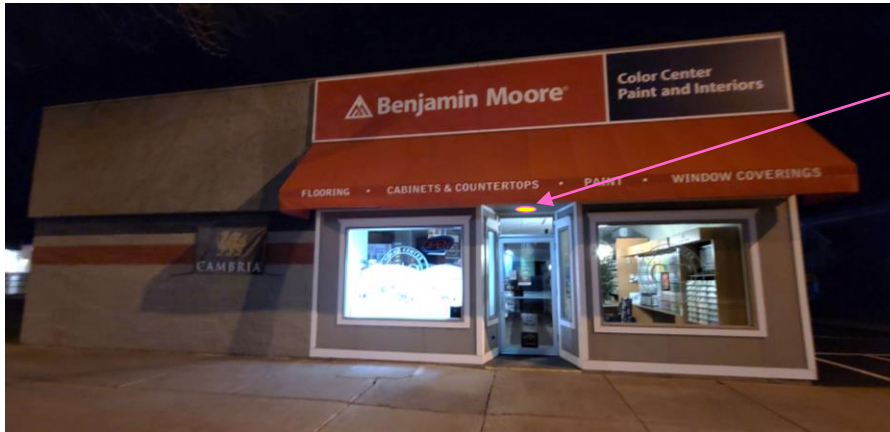
Exterior:

1. **RIDGELINE** Defines an area or building or business
 2. **ARCHITECTURAL** Highlights or creates significant architectural detail
 3. **SIGNAGE** Properly illuminates signage
 4. **PATHWAY** Illuminating liminal spaces
 5. **ENTRY** Highlighting the primary entrance
 6. **WINDOW** interior display lighting that keeps windows active "24/7"
-

Interior:

1. **WINDOW** Illuminating the products/props in the window display that "sell" the store
2. **AMBIENT** A general lighting wash that illuminates the space but directs the eye nowhere in particular
3. **PRODUCT** Focused light that, communicates colors, adds drama and sells the product.
4. **DECORATIVE** Lights/fixtures that are meant to be seen. These lights add interest and character and support the overall design. While they may provide some light, its not their first job.
5. **TASK** Lighting that helps accomplish a specific task such as accepting payment, thorough product investigation, or seeing a product fit in a fitting room.
6. **ACCENT/ARCHITECTURAL** Lighting that accentuates specific features of the space or of a fixture

COLOR CENTER: Entry Lighting



Entry Lighting

Placement: The entry light should be centered in the ceiling within the recessed entryway

Fixture style: Lights with recessed bulbs are recommended

Bulb choice: PAR style LED bulb (2700k and minimum 450 lumens)



Examples of several options of fixtures that house a recessed bulb for the entryway light. Note that the third example is a fixture with an integrated bulb. This, too, must meet the 2700k and minimum 450 lumens specifications.

COLOR CENTER: Signage Lighting Fixtures

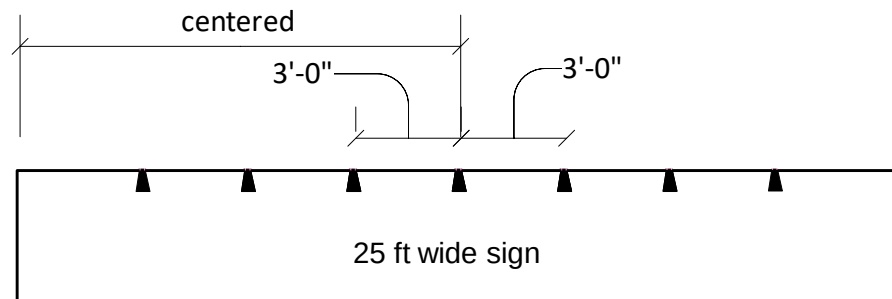
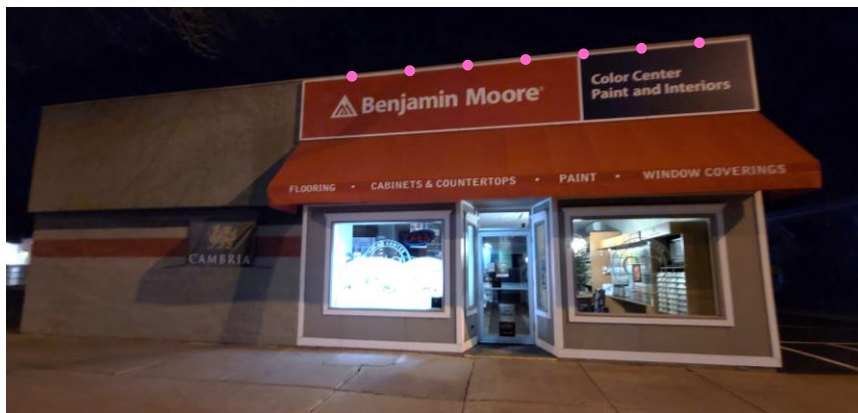
Fixture styles for signage lighting:

- Straight arm bullet light with your choice of bend/head attachment
- I recommend also purchasing a snoot or shroud accessory if available (snoots or shrouds shield the lamp and reduce glare) to help guard against light trespass
- Arm length range of 24" – 36"



In the case of the front of the building where a traditional armed bullet light may prove difficult to mount, this is an example of a **landscape light** head which can be purchased independently of the arms and wall base. The electrician could then cut a custom arm length out of conduit to mount across the top of the storefront wall flashing. You would need to paint the conduit to match the fixture.

COLOR CENTER: Signage Lighting- Front of Building



Placement: Given the lack of wall space around the sign to mount light fixtures, you will need to get creative about fastening conduit and junction boxes along the top of the wall flashing so the arms can extend out (perpendicular) from the sign face (see the note regarding **landscape light** on the previous page).

Centering the middle light in the middle of the sign, place the other lights approximately three feet to 3'-2" from one another. See diagram above that shows 36" spacing. If you expand the distance between each by a few inches, you will get a bit more coverage without increasing the number of fixtures needed.

Fixture style:

- Straight arm bullet light with your choice of bend/head attachment.
- Purchase the snoot or shroud accessory (a snoot or shroud shields the lamp and reduces glare) to help guard against light trespass.
- Arm length range of 24" – 36".

Bulb choice: PAR20, 2700K, Flood Beam Spread

COLOR CENTER: Signage Lighting- West Side of Building

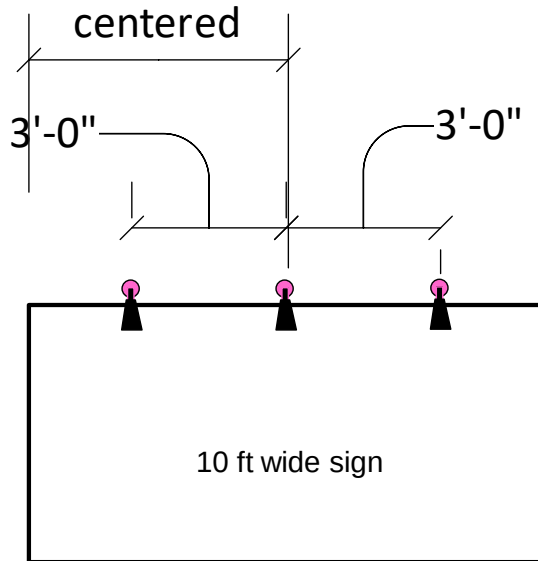


Placement: Centering the middle light in the middle of the sign, place the other lights three feet from the center. See diagram.

Fixture style:

- Straight arm bullet light with your choice of bend/head attachment
- Purchase accessories to help guard against light trespass (snoots or shrouds)
- Arm length range of 24" – 36"

Bulb choice: PAR20, 2700K, Flood Beam Spread



COLOR CENTER: Signage Lighting- East Side of Building

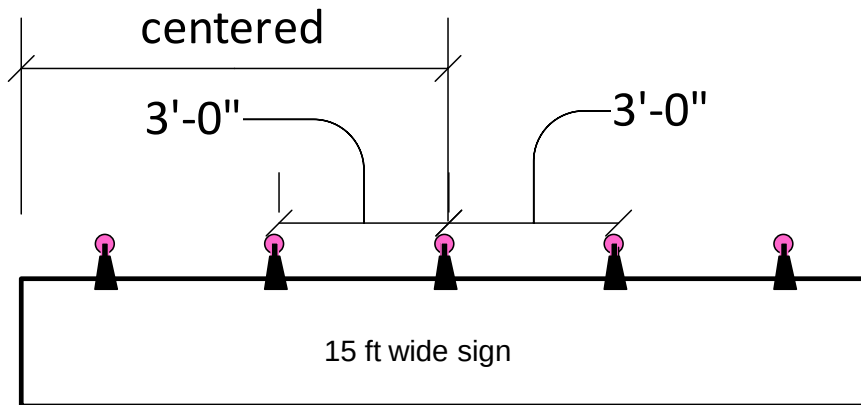


Placement: Centering the middle light in the middle of the sign, place the other lights three feet from one another. See diagram.

Fixture style:

- Straight arm bullet light with your choice of bend/head attachment
- Purchase accessories to help guard against light trespass (snoots or shrouds)
- Arm length range of 24" – 36"

Bulb choice: PAR20, 2700K, Flood Beam Spread



COLOR CENTER: Pathway Lighting-



Fixture Style: Cylinder outdoor wall downlight
Repeat the use of this fixture at several locations around the perimeter of the building to provide lighting for shoppers along the sidewalk and in the parking lot.

Bulb choice: *Short neck* PAR30 LED bulb (2700k and minimum 800 lumens)

Placement:

Front of building: Divide the uncovered wall area (to the left of the awning/sign) into thirds, and place a light fixture at the interior marks.

Sides of building: Fixtures should be positioned equidistant from each other approximately 7-10' apart.

Fixture height should be no less than 8'-6" but no greater than 11' above the walking surfaces.

COLOR CENTER: Before and After



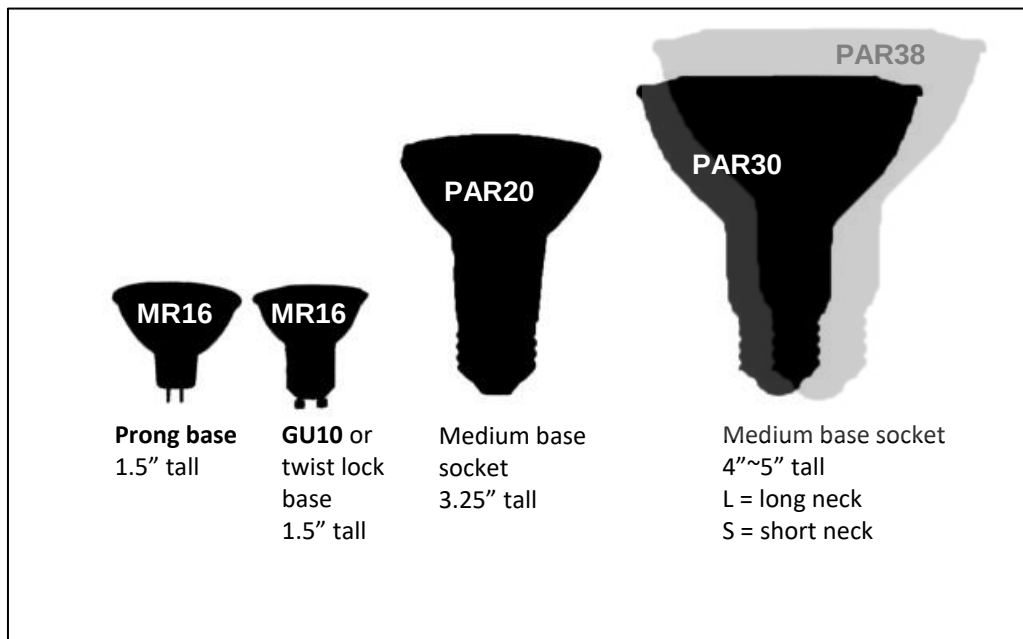
I was so focused on taking photos of the exterior of the building versus the window display in particular that I never got a good 'BEFORE'. Did you get one?



WOW ! What a difference using the center of the window makes! Consider ADDing lights across the top for more options to spotlight from above. In addition, keep practicing using larger props and placing the feature focals in the center of the window. Well done Paula.

REFERENCES:

REFERENCES: Commercial LED Light Bulbs for Retail Use



STYLE / DIAM

PAR (short for parabolic aluminized reflector) is the previous name for the style of the lens that is needed. PAR style bulbs typically have flat fronts and send out a focused beam of light.

"16" or "20" or "30" refer to the diameter of the face of the lens (bigger # = wider face)

High Ceiling: PAR30 or PAR 38

Low Ceiling: PAR20

Close to products: MR16

AVOID frosted and domed or bulb lenses

COLOR / APPEARANCE

The **Kelvin** number refers to the appearance of the color of the 'white' light ranging from warm to cool.

CRI (Color Rendering Index) indicates how true the colors of the product appear under a particular bulb.

Kelvin: 2700K or 3000k
CRI: 90 or greater

LUMENS

Lumens is the volume of light being emitted by the LED bulb. (Old terminology related to output for incandescent and halogen bulbs was watts). Watts was and is simply the energy being used.

OLD equivalency	NEW
100 watts	1600 lumens (16-18w)
75 watts	1100 lumens (13w)
60 watts	800 lumens (9-10w)
40 watts	450 lumens (6w)

BEAM SPREAD

Spread refers to the size and shape of the light beam coming from the bulb. It is expressed numerically in degrees of angles or with adjectives such as "spot" or "flood". Think of the beam of light like water coming out of a spray nozzle that you can adjust for a wide or narrow flow.

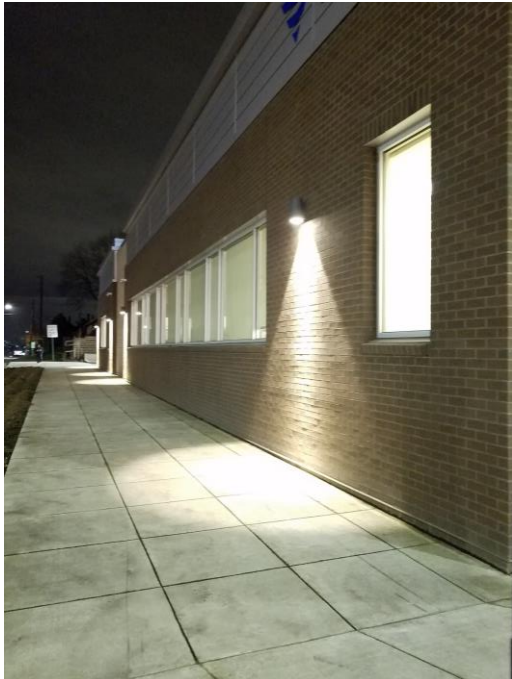
Spot and Narrow Spots

Flood and Narrow Flood

Choices depend on how far away the product is, lumens needed, size of the area needing light and the effect desired.

REFERENCES:

Examples of lighting effects with PAR style lamps in the fixtures pictured above the photo:



REFERENCES:

AVOID omni directional light fixtures as shown below:



REFERENCES: Tapeless Signage Holder

Instead of tape when affixing information on windows or doors, this product offers an easy, flexible way to add and then easily reposition posters for events you choose to support.



Reusable Frame - 8.5"w x 11"h
1/2" Black Border 5/Pack

Examples of tone-on-tone storefronts

<https://www.magikframe.com/>

<https://stmdisplays.com/poster-sign-holders/magik-frame>

Also available in 11" x 17" and other sizes and orientations
Order with Black (recommended) 1/2" border clings



Lighting Improvement Grant Program Agreement

Re: 121 Main Street East – Lighting Improvement Grant Agreement

Dear Paula Lundmark,

I am writing to confirm that at the April 19, 2023 meeting, the Ashland Main Street Board recommended approval of your application for a Lighting Improvement Grant for the planned building renovations at 121 Main Street East. Therefore, the City will provide up to **\$5,000** in grant funds to support the lighting improvements noted in your application and approved by the Main Street Board, subject to the following conditions:

1. Agreement: This document will serve as the development agreement between you and the City of Ashland. Please sign and date the document in the appropriate location below and return the original to my attention at the address noted above.

2. Project: The project shall follow the complete work description, including fixture style and bulb choice, as recommended in the Light Summary Report provided by Lighting Consultancy group, Frontdoor Back, Inc following the site visit on October 27, 2022. Any changes to the project will require approval prior to any work being done. Please contact the Ashland Main Street Program regarding any changes with respect to the project.

Approved project activities for 121 Main Street East and conditions of approval include:

- **Signage Lighting**
 - Fixture style:
 - Straight arm bullet light with your choice of bend/head attachment
 - Purchase the snoot or shroud accessory (a snoot or shroud shields the lamp and reduces glare) to help guard against light trespass
 - Arm length range of 24" –36"
 - Bulb choice: PAR20, 2700K, Flood Beam Spread
- **Entryway Lighting**
 - Fixture style: lights with recessed bulbs
 - Bulb choice: PAR style LED bulb (2700k and minimum 450 lumens)
- **Pathway Lighting**
 - Bulb choice: PAR style LED bulb (2700k and minimum 800 lumens)

3. Project Deadline: In consideration of the City's commitment to provide the grant funds described above, you agree to complete the exterior building renovations at 121 Main Street East with a project completion date of no later than November 1, 2023. Any grant extensions must be requested and approved by the Main Street Board prior to November 1, 2023. Requests shall be submitted in writing to ashlandwimainst@gmail.com.

4. Permits & Inspections: The applicant shall obtain all necessary permits and approvals prior to commencing any work. All required inspections must be completed and approved by the required officials. Failure to obtain Building Permits prior to commencement of work can result in revocation of grant funding approval and/or requirement for repayment of disbursed grant funds by the applicant.

6. Final Report: The applicant shall complete a final report to be submitted prior to reimbursement. The applicant shall report the number of additional lightbulbs installed in the building, and before/after pictures of the project activities.

5. Release of Funds: Upon completion of the entire project, you will need to submit final report documents and copies of all invoices related to the lighting improvements for reimbursement. The invoices/receipts shall clearly explain the related work (e.g.: \$ for installation of _____). Requests should be submitted to the Ashland Main Street Program at ashlandwimainst@gmail.com.

6. Advertisement & Promotions: The applicant hereby grants to the Ashland Main Street Program and City of Ashland unrestricted rights to use the above-mentioned project in any promotions or advertisements of the community. If you have any questions or require additional information, please do not hesitate to call or e-mail me (contact information below).

7. Advisory Role: The applicant accepts the services of the Ashland Main Street Program and the City of Ashland to act as an advisor in connection with the repair, remodeling or rehabilitation services on the property. the Ashland Main Street Program and the City of Ashland will not charge for their technical service.

8. Hold Harmless and Indemnification: By accepting this agreement and the services of the Ashland Main Street Program and the City of Ashland to act as an advisor in connection with the repair, remodeling or rehabilitation services of this project, the applicant further agrees to hold harmless, indemnify, and defend the Ashland Main Street Program, the City of Ashland, and their officials, employees, members, officers, and directors, from any loss, damage, cause of action or any claim of any kind in any way related to the Grant, the Grant application, the approved work, or other services provided.

Thank you for your commitment to improving your building and your contributions to Ashland's downtown. We would like to wish you the utmost success with your project, and look forward to working with you!

Sincerely,

Jaclynn Findlay

Jaclynn Findlay

City of Ashland, WI (601 Main St W, Ashland, WI 54806)
Main Street Manager
715-685-1611
jfindlay@coawi.org

I have read and understand the conditions of this agreement. By signing this document, I hereby accept and agree to the terms and conditions stated above.

Applicant:

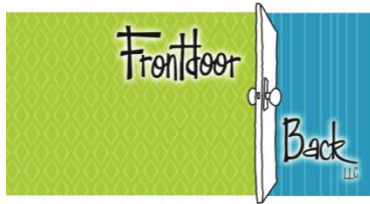
Printed Name _____ Signature _____ Date _____

Phone Number: _____ Email: _____

Property Owner (if different):

Printed Name
Signature
Date

SEANETTE CORKILL of FRONTDOOR BACK



CELL: 360.281.3853

EMAIL: SEANETTE@FRONTDOORBACK.COM

WEB: FRONTDOORBACK.COM

DATE: December 17, 2022

SITE VISIT: Thursday, October 27, 2022

CLIENT: **Play Unplugged**, Ashland, WI

PROJECT: Storefront Lighting Consultation Summary

OBJECTIVE: Summary of top-level observations and recommendations following a 1-hour on-site consultation

PLAY UNPLUGGED

December 2022

Joe and Phoebe,

Thank you so much for attending the Seeing Main Street in a Whole New Light presentation. I appreciate that you're making your store the best it can be. Lighting plays a key role in that— inside and out!

I have summarized my recommendations and thoughts from the consultation in the following pages. Your storefront, with its backlit awning serving as your sign, is not a typical Main Street storefront treatment. Your current store fixturing plan and visual merchandising approach reduce your ability to create illuminated, dimensional window displays (which most Main Street stores pursue). Given your exceptions to typical storefront lighting approaches and solutions, I have customized this report to be about lighting recommendations AND a focus on creating a more engaging, effective storefront that communicates a viable, open-for-business, fun establishment.

If you have questions about anything in the report or want to discuss further consultation, please call or email. I'm excited for your growth and love being a part of it.



Sincerely,

Seanette@frontdoorback.com
360-281-3853



Seeing Main Street in a Whole New Light:

Presentation Refresher

Exterior: The 6 layers of light

1. **RIDGELINE** Defines an area or building or business
 2. **ARCHITECTURAL** Highlights or creates significant architectural detail
 3. **SIGNAGE** Properly illuminates signage
 4. **PATHWAY** Illuminating liminal spaces to provide support for safe and comfortable circulation around the district
 5. **ENTRY** Highlighting the primary entrance
 6. **WINDOW** Interior display lighting that keeps windows active "24/7"
-

Interior: The 6 layers of light

1. **WINDOW** Illuminating the products/props in the window display that "sell" the store
2. **AMBIENT** A general lighting wash that illuminates the space overall but directs the eye nowhere in particular
3. **PRODUCT** Focused light that communicates colors, adds drama and sells the product.
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While they may provide some light, it's not their first job.
5. **TASK** Lighting that helps accomplish a specific task such as accepting payment, thorough product investigation, or seeing a product fit in a fitting room.
6. **ACCENT/ARCHITECTURAL** Lighting that accentuates specific features of the space or of a fixture

PLAY UNPLUGGED: Entry Lighting



The fixture you have now has a square trim holding a semi-translucent lens that, while it does brighten, is insufficient to effectively illuminate the walking surface of your entryway. You will want to replace this fixture.

Placement: Current location, centered to the door and the full vestibule, is correct. Utilize the existing opening if you can, however, square trims will be hard to find. You may need to create a round opening.

Fixture style: One that allows a recessed bulb clear access to cast its light on the ground. The goal is to have more measurable footcandles on the walking surface.

Bulb choice: PAR style lamp (a.k.a. bulb or integrated LED) in 2700K or 3000K; minimum of 600 lumens (see Reference page at end of report for a refresher on bulb terminology)

Recessed can



Flush mount



Recessed Integrated LED

Examples of fixtures that house a recessed bulb for the entryway light. Note that the third example is a fixture with an integrated bulb. This, too, must meet the 2700k and minimum 450 lumens specifications.



The image to the left shows a sufficient volume of light falling onto a corner entryway vestibule. This light is emanating from two LED PAR30 bulbs.

PLAY UNPLUGGED: Signage / Awning Lighting



The orange awning is your 24/7 marquee— it should be on in low-light conditions regardless of whether the store is open or not.

Placement: End-to-end, within the length of the awning, centered within its height top-to-bottom

Fixture style: Linear LED lights. Typical lengths are 4ft and 8 ft.

Bulb choice: It will take some diligent research on your or your electrician's part to find a lamp that is available in 3000K. Stay the course— it's out there. Lights that are perceived as too cool (4000K, 5000k or higher Kelvin temperature) will create an unappealing storefront atmosphere. The cooler color temperatures would also work against the awning's warm, orange color.

PLAY UNPLUGGED: Windows- Roller Shades

Understanding that you are wary of bare windows (because of fading, privacy issues and showing backsides of fixtures) but that you still want to better SHOW who you are by activating this valuable storefront square footage, I suggest a different, more sophisticated and aesthetically pleasing approach to covering the windows. The existing curtains provide screening but do nothing to promote your products or experiences. They close off the store. Shoppers disengage and ignore closed-off storefronts.

I suggest using roller shades in place of curtains. Roller shades will block the light yet appear, from the outside, invisible and give the impression of the windows being uncovered. The weave of the fabric will allow you to see out but reduce or prevent people on the outside from seeing in especially when the lights are off. See more information regarding roller shades in the Reference pages of this report.

Although typically a more expensive solution to reduce fading, another option is a CLEAR specialty window film. See more information regarding this window film in the Reference pages of this report.



- If you need to conceal the view behind the front counter or want after-hours privacy, I recommend using roller shades in windows B, C, D and E.
- The glass on windows C and D needs to remain clear of any decals, posters or signage. A clean clear window will set a proper "clean and organized" tone and allow customers to begin to see into the store. Do not try to sell or speak to shoppers with signage or advertising from these windows.
- Windows A and F are addressed on the following page

PLAY UNPLUGGED: Windows- Graphics

Ideally, your windows would have displays that showcase what the store is all about. We would then recommend how best to light them. Because you use the insides of the windows to house product and back-of-house operations (the cashwrap and desk), it's doubtful that you'll have the "stage" to set a display. Rather than leaving the large, front windows blank, consider adding large format graphics to activate them. To do this, a simple infrastructure, from which to hang the graphics, will need to be created inside the windows. Think of this as simple as installing a curtain rod.

Signage vendors can print scenery from popular or intriguing gaming scenarios on large vinyl sheets. You will want to have the vendor stitch or weld full-width pockets across the top and bottom of the banner for the ability to insert lightweight dowels, rods or PVC poles to use to mount (the top pole) and weight them (with the bottom pole). I did this often with many of my stores' windows at certain times of the year and will be happy to walk you through the production requirements you'll need of your printer and the infrastructure you'll need on site to make installation easy.

Plan for changing your graphics once per quarter to keep the imagery fresh and your customers engaged.



- Use large format graphics in windows A and F. The back sides of the graphics will be plain.
- In the case of housing product against the window (as you do in window F), a plain background is innocuous.
- Where a blank backside is more conspicuous, as it would be in window A, behind the counter, print on both side of the vinyl (double face the graphic) so it reads from outside and from inside.

PLAY UNPLUGGED: Product Lighting



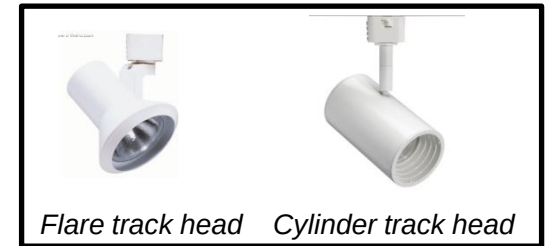
The style of track fixtures you have now are called Gimbal Ring. The ring in the front is meant to house and fit the front edge of a PAR lamp appropriate to that size ring. If the bulbs (a.k.a. lamps) you order are the wrong size, the fixtures are difficult and frustrating to use and aim. Additionally, gimbal ring track heads have more nooks & crannies that gather dust or cobwebs and don't hide the bulb. I prefer track heads that are easy to clean and keep the bulb and its bright face hidden from view.

- 1) Ideally, replace all the gimbal ring fixtures with track heads like those pictured to the right. Order fixtures that will fit PAR30s or PAR20s.
- 2) To utilize what you have (as an alternative to replacing), measure the diameter of your gimbal ring structure and order PAR30 or PAR38 size lamps (you'll need to read the specifications of the bulb to confirm the size) that will fit exactly. My concern is that IF they fit PAR38 size lamps (which I think they do), these heads are too big for the height of your ceiling and distance from the product. They will produce too much light in too small an area and create visual hotspots on the wall. Regardless of size, your color temperature target is 2700K.

Reminder to aim lights affixed to this track at the nearest wall and not back into the sales floor. This is to minimize glare and light trespass when shoppers are standing in the middle of the room looking over at the wall.



Gimbal Ring track head



Flare track head Cylinder track head

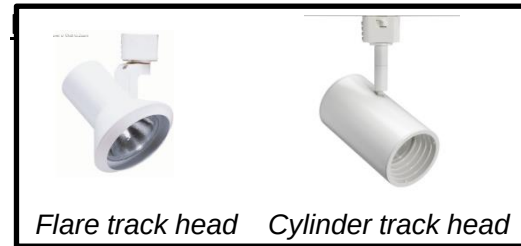


PLAY UNPLUGGED: Product Lighting



Placement: Where shown with pink lines and triangle outlines. The center display area track if wired to operate independently of the rest of the store could be left on at night and become in interior after hours 'window display' as viewed through the front door area glass.

Fixture style: Flare or Cylinder track heads; about 1 fixture per 2 feet of wall space



Some existing track could be repositioned for better use. The track over the gumball dispenser area appears to have outlived its purpose. This track, with new heads, would be better utilized along the wall where I proposed the plush toys should live en masse.

Install additional track to light a potential display. This display should be refreshed monthly (or so) to engage shoppers and pull them into "shopping mode" at the start of the store experience. This would be a strong area to introduce new products.

Again, I recommend replacing the existing gimbal-ring track lighting heads. Currently, the heads you have don't house the light size that you need and are difficult to work with.

PLAY UNPLUGGED: Product Lighting

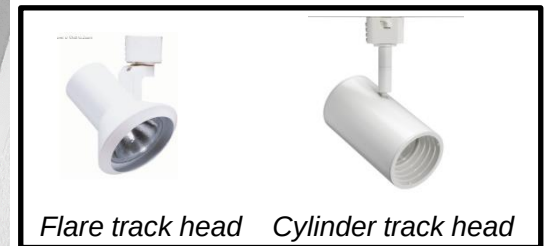
Add to the existing track by extending it parallel to the wall on the left (shown with a pink line and triangles) to bring product on this wall into focus with enhanced lighting. Aim the lights at the middle third of the wall.



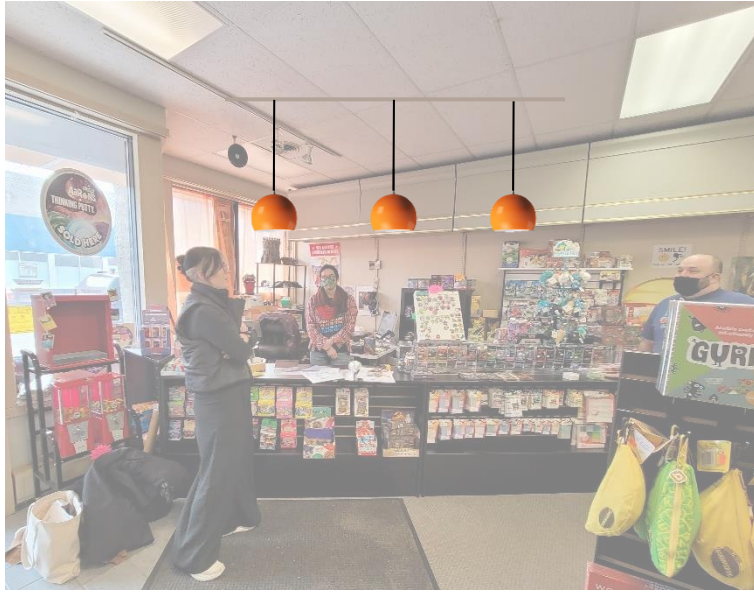
Placement: Connected to the existing track with an “L” connector, about 3ft from the face of the wall running parallel with the wall.

Fixture style: Quantity 4 to 6 cylinder or flare track heads

Bulb choice: PAR20 or PAR30 LED bulbs in 2700K



PLAY UNPLUGGED: Decorative Lighting



Adding pendant lighting over the transaction area of the cashwrap will create a more clear destination. Although task lighting will be improved, these are decorative lights are meant to enhance the store aesthetics rather than to highlight a product or provide task lighting

Placement: Positioned over transaction area of cashwrap by repositioning the existing track to be center-aligned with the angle of cashwrap.

Fixture style: Cord-hung pendant wired into a pendant adapter accessory that works with the track. Select an oversized fixture to feel at home in a commercial / retail setting; one with a diameter of a minimum of 12”.

Bulb choice: A19 or G40 omnidirectional globe lights in 2700K

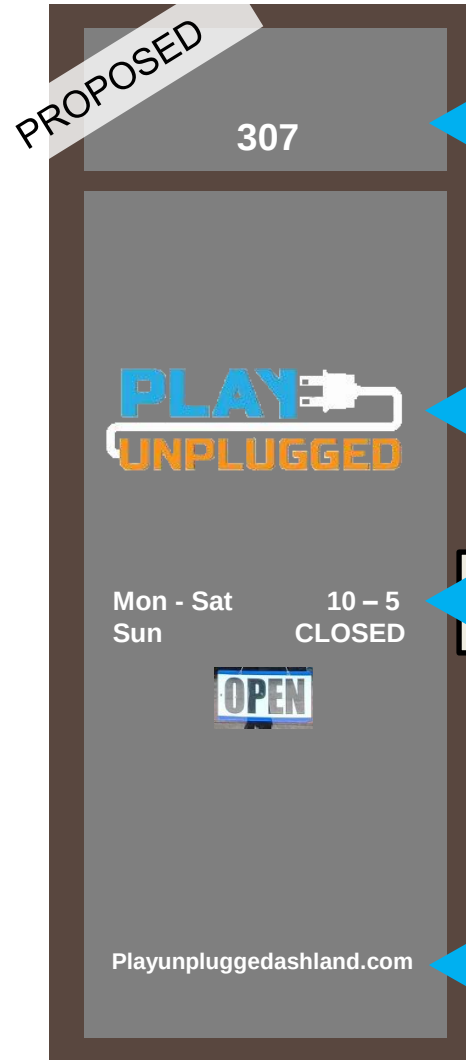


PLAY UNPLUGGED: Ceiling Lights (Troffers)

I love your idea of replacing the troffer lamps with more energy efficient LEDs. When retrofitting, be sure the LED substitutes are a color temperature of 2700k or 3000K. This will create a pleasant shopping atmosphere and uniformity of experience with your product (track) lighting (which should be in the same color temperature range).



PLAY UNPLUGGED: Door Protocol



Start with clean, clear glass by removing all decals/stickers.

1

All vinyl should be in **white** (it reads the strongest of any color against glass, which is perceived as a dark background.)

2

1. STORE ADDRESS – Replace existing numbers with plain white vinyl numbers (min 4" tall). A number by itself is cleaner than a number with a square background field behind it.

3

2. STORE NAME– Place at eye level. Convert any graphic elements that are dark colored to plain white so those elements will be visible.

4

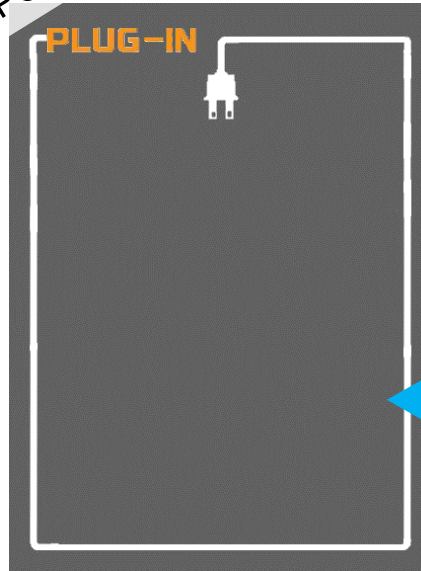
3. STORE HOURS– Keep text as minimal as possible and in as few lines as possible. Place the days/hours of operation at or below waist-level. Start with Open hours/days and end with days you are Closed. This information needs to be readable from the curb. This information does not need the header of "HOURS" as it is self-evident. You can hang your small OPEN sign beneath the hours.

4. CONTACT INFO– On lowest ¼ of door for after-hours communications but still large enough to read from a vehicle parked at the curb.

PLAY UNPLUGGED: Door Protocol



PROPOSED



Normally, to protect the windows from being blocked by signage, the space beneath the hours on your door would be used to post up to 2 event posters. Your circumstance is different and requires a different approach.

5. COMMUNITY SPACE– The angled window to the left (upon entering) of the front door is well suited to showcase your support for community events and causes. Remove the neon OPEN sign– it's redundant and takes up space for event posters. Borrowing an element from your branding, dedicate a limited and specific area to community posters by outlining the space you will use. Be vigilant about staying within this space. Remove outdated posters to create room for the newest upcoming events.



Reusable frames that adhere to glass, are repositionable and do not leave a residue. They are sold in bundles of 5 and come in typical paper sizes in both portrait and landscape orientations. Purchase a variety so you can accommodate the varied sizes of posters you display. See the Reference pages for ordering information.

PLAY UNPLUGGED: Summary of Storefront and Lighting Recommendations

Signage

- Illuminate the awning as per your original plans with the caveat that you locate the correct color temperature lamps.

Entryway

- Replace your existing fixture with one that produces more usable footcandles on the walking surface.

Windows

- Invite interaction with patrons by giving them something new to see at minimum every quarter. SHOW and promote what you are by installing large format graphics on vinyl banners hung to fill the full height and width of the two sets of front windows.
- Keep the glass on either side of the doors clear.
- Update your door messaging so it contains only absolutely necessary information.
- In general, never TAPE anything to the glass.

Interior

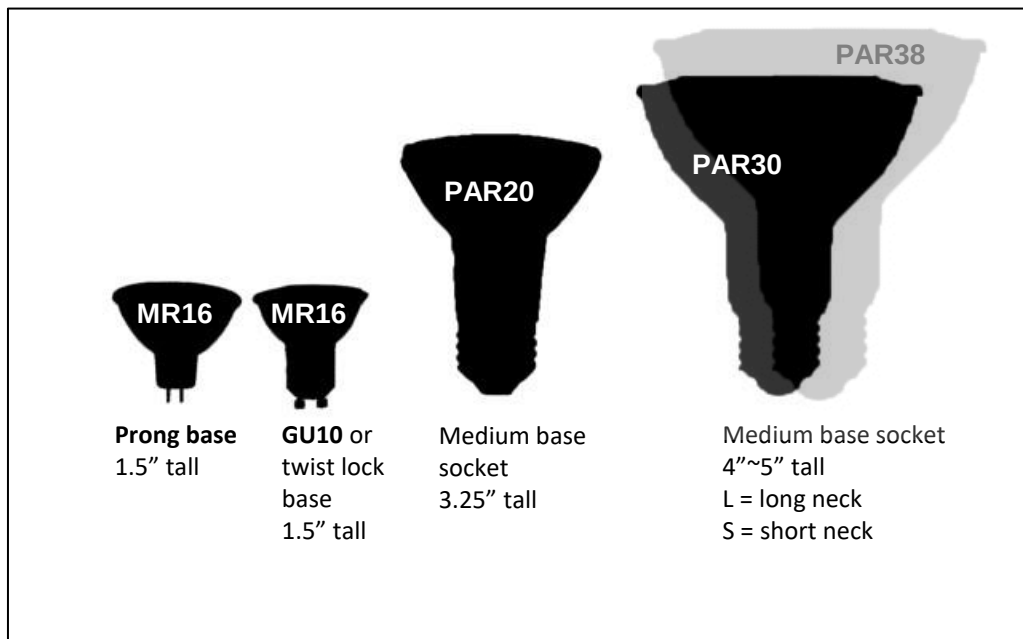
- Upgrade troffers to energy efficient lamps as planned and assert to the installer/service provider that your retail environment requires 2700K or 3000K, nothing higher.
- Replace track light heads with easier to use fixtures. Given the location of the tracks, aim the lights at products on the wall.
- Add or reposition track to illuminate select additional perimeter walls
- Install 3 pendant lights over the cashwrap to better define and visually enhance the transaction zone

Miscellaneous

- Reorient your sandwich board signage onto the sidewalk in front of the vestibule opening so it is perpendicular to the storefront and readable by shoppers approaching the store from further down the sidewalk versus speaking to them only upon entry. A sandwich board placed outside upon opening will also provide indication that you are open.

REFERENCES:

REFERENCES: Commercial LED Light Bulbs for Retail Use



STYLE / DIAM

PAR (short for parabolic aluminized reflector) is the previous name for the style of the lens that is needed. PAR style bulbs typically have flat fronts and send out a focused beam of light.

"16" or "20" or "30" refer to the diameter of the face of the lens (bigger # = wider face)

High Ceiling: PAR30 or PAR 38

Low Ceiling: PAR20

Close to products: MR16

AVOID frosted and domed or bulb lenses

COLOR / APPEARANCE

The **Kelvin** number refers to the appearance of the color of the 'white' light ranging from warm to cool.

CRI (Color Rendering Index) indicates how true the colors of the product appear under a particular bulb.

Kelvin: 2700K or 3000k
CRI: 90 or greater

LUMENS

Lumens is the volume of light being emitted by the LED bulb. (Old terminology related to output for incandescent and halogen bulbs was watts). Watts was and is simply the energy being used.

OLD equivalency	NEW
100 watts	1600 lumens (16-18w)
75 watts	1100 lumens (13w)
60 watts	800 lumens (9-10w)
40 watts	450 lumens (6w)

BEAM SPREAD

Spread refers to the size and shape of the light beam coming from the bulb. It is expressed numerically in degrees of angles or with adjectives such as "spot" or "flood". Think of the beam of light like water coming out of a spray nozzle that you can adjust for a wide or narrow flow.

Spot and Narrow Spots

Flood and Narrow Flood

Choices depend on how far away the product is, lumens needed, size of the area needing light and the effect desired.

REFERENCES: To tint or not to tint

Avoid tinting windows with dark or mirrored films at all costs. Windows' glass should remain clear and views into the store or office remain unobstructed.

The top three concerns, **fading**, **heat**, and **glare** are what businesses have used to rationalize tinting. These can be managed with a 2-pronged approach while still achieving the primary objective of allowing the window to have a dialogue with the street.

Step 1: To reduce **fading** and **heat**, a high-tech almost as clear as glass film can be professionally installed on the glass. 3M and Huper Optik are 2 manufacturers that offer similar products that provide relief. Products on display will gain additional days they in can be in the window without fading, reducing the frequency of window display changeouts from several times a week to several times a month.

Step 2: To reduce the discomfort of bright sun and its related **glare**, installing finely woven roller shades to be lowered into use only when the glare is present, will allow staff and customers alike to still be able to see outside but not have to endure the discomfort of any blinding glare. Roller shades should be ordered to be as wide as the full window width.

REFERENCES: Window Film

3M™ Sun Control Window Film Prestige Series

- High visible light transmission providing excellent aesthetics
- Up to 97% infrared rejection providing energy savings and enhanced comfort*
- Low interior and exterior reflectivity enhances views while maintaining exterior appearance
- Non-metalized film with no signal interference and no chance for corrosion
- Helps extend the life of furnishings by significantly reducing harmful UV rays, the largest cause of fading
- The Prestige Series can become carbon negative in as short as 6 months from install**
- Comprehensive warranty from 3M (15 yr commercial)



Glass Type (All 1/4")	Film Type	Visible Light			Total Solar Energy Rejected		Solar Heat Gain Coefficient (G Value)	U Value		Solar Heat Reduction	UV Light Rejected	Glare Reduction	Visible Light to Solar Heat Gain Ratio
		Reflected (Interior)	Reflected (Exterior)	Transmitted	Normal	60 Degree Angle		btu/ hft²F	w/ m²K				
 Clear	PR20	5%	6%	21%	62%	65%	0.38	1.03	5.8	54%	99.9%	76%	0.6
	PR40	7%	7%	39%	60%	66%	0.40	0.99	5.6	50%	99.9%	55%	1.0
	PR50	7%	8%	50%	56%	63%	0.44	0.99	5.6	46%	99.9%	44%	1.1
	PR60	8%	8%	60%	53%	61%	0.47	0.99	5.6	42%	99.9%	32%	1.3
	PR70	9%	9%	69%	50%	59%	0.50	0.99	5.6	38%	99.9%	22%	1.4

<https://multimedia.3m.com/mws/media/11732250/3m-sun-control-window-film-prestige-series-family-card.pdf>

<https://multimedia.3m.com/mws/media/14245200/3m-sun-control-window-film-prestige-exterior-series-retail-case-study.pdf>

REFERENCES: Roller Shades



The photo above is of micro-weave roller shades. These shades allow people inside to see outside but when viewed from the outside looking in, if a black or charcoal colored fabric is used, this trick the casual observer into thinking the view to the inside is still open (unobstructed) because the glass looks dark, like it normally does.

Local vendors (like Paula at the Color Center) would be a great place to consider buying rolling shades. Hunter Douglas, one of several brands we recommend, is available at the Color Center. There are plenty of ways to buy shades online, too [Blinds.com or TheShadeStore]. Local resources though, will measure, install and typically take care of any warranty issues better than online companies. It may be worth the added expense to have remote controlled motorized shades so you don't have to disturb fixtures to raise and lower the shades. Your provider will help you determine and measure for whether to use an inside-the-frame mount or surface mount.

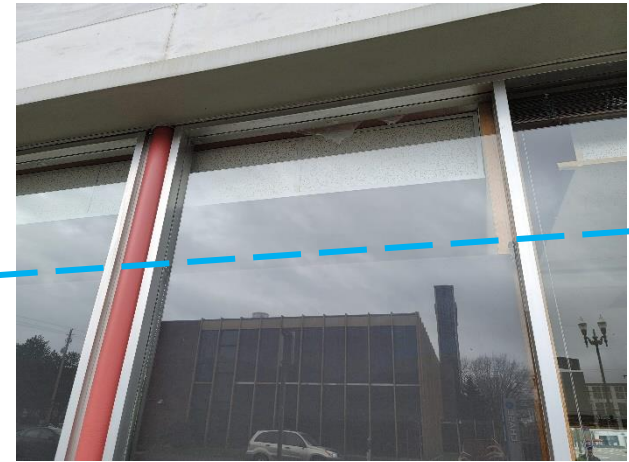
The shade fabric is described by the percent of light it allows in. Something that blocks the sun completely is 0% see-through versus a fabric that allows some sun (such as a 5% see-through fabric as shown above).

PLAY UNPLUGGED: Dark roller shades on windows



In the above photo that dark roller shades on windows provide 100% privacy yet windows don't look covered over.

Super close-up view of the roller shade in the image to the right - you cannot see into the office spaces so they've effectively maintained their privacy.



Looking more closely at this window's set-up, the roller shades start below the top of the window – where I've placed the dashed blue line for reference.



REFERENCES: Roller Shades



The photo above is of micro-weave roller shades. These shades allow people inside to see outside but when viewed from the outside looking in, if a black or charcoal colored fabric is used, trick the casual observer into thinking the view to the inside is still open (unobstructed) because the glass looks dark like it normally does.

There are plenty of ways to buy shades online [Blinds.com or TheShadeStore} but check first with local vendors for availability of brands they represent [Hunter Douglas for example]. They will measure, install and typically take care of any warranty issues better than online companies. If you are installing these inside your display windows, it may be worth the added expense to have remote controlled motorized shades so you don't have to disturb the display to raise and lower the shades. Your provider will help you determine and measure for whether to use an inside-the-frame mount or surface mount.

The shade fabric is described by the percent of light it allows in. Something that blocks the sun completely is 0% see-through versus a fabric that allows some sun (such as a 5% see-through fabric as shown above).

Budget an average cost of \$67 per linear foot (tax, shipping and installation included in that figure). This cost is based upon prices encountered during multiple projects in the Pacific Northwest in 2019 – 2020. Of course, every market is different.

REFERENCES: Tapeless Signage Holder

Instead of tape when affixing information on windows or doors, this product offers an easy, flexible way to add and then easily reposition posters for events you choose to support.



Reusable Frame - 8.5"w x 11"h
1/2" Black Border 5/Pack

<https://www.magikframe.com/>

<https://stmdisplays.com/poster-sign-holders/magik-frame>

Also available in 11" x 17" and other sizes and orientations
Order with Black (recommended) 1/2" border clings



Lighting Improvement Grant Program Agreement

Re: 307 Main St W #1 – Lighting Improvement Grant Agreement

Dear Joe Croteau,

I am writing to confirm that at the April 19, 2023 meeting, the Ashland Main Street Board recommended approval of your application for a Lighting Improvement Grant for the planned building renovations at 307 Main St W #1. Therefore, the City will provide up to **\$1,300** in grant funds to support the lighting improvements noted in your application and approved by the Main Street Board, subject to the following conditions:

1. Agreement: This document will serve as the development agreement between you and the City of Ashland. Please sign and date the document in the appropriate location below and return the original to my attention at the address noted above.

2. Project: The project shall follow the complete work description, including fixture style and bulb choice, as recommended in the Light Summary Report provided by Lighting Consultancy group, Frontdoor Back, Inc following the site visit on October 27, 2022. Any changes to the project will require approval prior to any work being done. Please contact the Ashland Main Street Program regarding any changes with respect to the project.

Approved project activities for 307 Main St W #1 and conditions of approval include:

Product Lighting

- Bulb choice: 2700K

Awning Lighting

- Awning lighting remains on in low-light conditions regardless of whether the store is open or not
- Placement: awning lighting is installed end-to-end, within the length of the awning, centered within its height top-to-bottom
- Bulb choice: 3000K

3. Project Deadline: In consideration of the City's commitment to provide the grant funds described above, you agree to complete the exterior building renovations at 307 Main St W #1 with a project completion date of no later than November 1, 2023. Any grant extensions must be requested and approved by the Main Street Board prior to November 1, 2023. Requests shall be submitted in writing to ashlandwimainst@gmail.com.

4. Permits & Inspections: The applicant shall obtain all necessary permits and approvals prior to commencing any work. All required inspections must be completed and approved by the required officials. Failure to obtain Building Permits prior to commencement of work can result in revocation of grant funding approval and/or requirement for repayment of disbursed grant funds by the applicant.

6. Final Report: The applicant shall complete a final report to be submitted prior to reimbursement. The applicant shall report the number of additional lightbulbs installed in the building, and before/after pictures of the project activities.

5. Release of Funds: Upon completion of the entire project, you will need to submit final report documents and copies of all invoices related to the lighting improvements for reimbursement. The invoices/receipts shall clearly explain the related work (e.g.: \$ for installation of _____). Requests should be submitted to the Ashland Main Street Program at ashlandwimainst@gmail.com.

6. Advertisement & Promotions: The applicant hereby grants to the Ashland Main Street Program and City of Ashland unrestricted rights to use the above-mentioned project in any promotions or advertisements of the community. If you have any questions or require additional information, please do not hesitate to call or e-mail me (contact information below).

7. Advisory Role: The applicant accepts the services of the Ashland Main Street Program and the City of Ashland to act as an advisor in connection with the repair, remodeling or rehabilitation services on the property. the Ashland Main Street Program and the City of Ashland will not charge for their technical service.

8. Hold Harmless and Indemnification: By accepting this agreement and the services of the Ashland Main Street Program and the City of Ashland to act as an advisor in connection with the repair, remodeling or rehabilitation services of this project, the applicant further agrees to hold harmless, indemnify, and defend the Ashland Main Street Program, the City of Ashland, and their officials, employees, members, officers, and directors, from any loss, damage, cause of action or any claim of any kind in any way related to the Grant, the Grant application, the approved work, or other services provided.

Thank you for your commitment to improving your building and your contributions to Ashland's downtown. We would like to wish you the utmost success with your project, and look forward to working with you!

Sincerely,

Jaclynn Findlay

Jaclynn Findlay

City of Ashland, WI (601 Main St W, Ashland, WI 54806)
Main Street Manager
715-685-1611
jfindlay@coawi.org

I have read and understand the conditions of this agreement. By signing this document, I hereby accept and agree to the terms and conditions stated above.

Applicant:

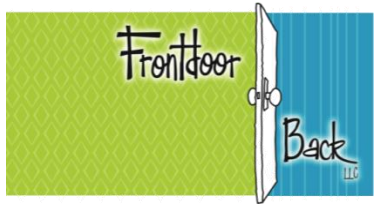
Printed Name _____ Signature _____ Date _____

Phone Number: _____ Email: _____

Property Owner (if different):

Printed Name
Signature
Date

SEANETTE CORKILL and ANNE MARIE LUTHRO of
FRONTDOOR BACK



CELL: 360.281.3853

EMAIL: SEANETTE@FRONTDOORBACK.COM

WEB: FRONTDOORBACK.COM

DATE: January 10, 2023

SITE VISIT: Thursday, October 27, 2022

CLIENT: **Gabriele's German Cookies, Chocolates and Gifts**, Ashland, WI

PROJECT: Storefront Lighting Consultation Summary

OBJECTIVE: Summary of top-level observations and recommendations following a 1-hour on-site consultation

GABRIELE'S GERMAN SWEETS

December 2022

Gabriele,

Thank you so much for attending the **Seeing Main Street in a Whole New Light** presentation and signing up for a store consultation. I appreciate that you're making your store the best it can be. As you know, lighting plays a key role in that— inside and out!

While you tackled lighting your window display immediately, the following pages summarize recommendations and thoughts for adding light to the rest of your storefront. This report focuses on WHAT to do more so than WHY or HOW to do it but if you have questions about anything in the report, please call or email.

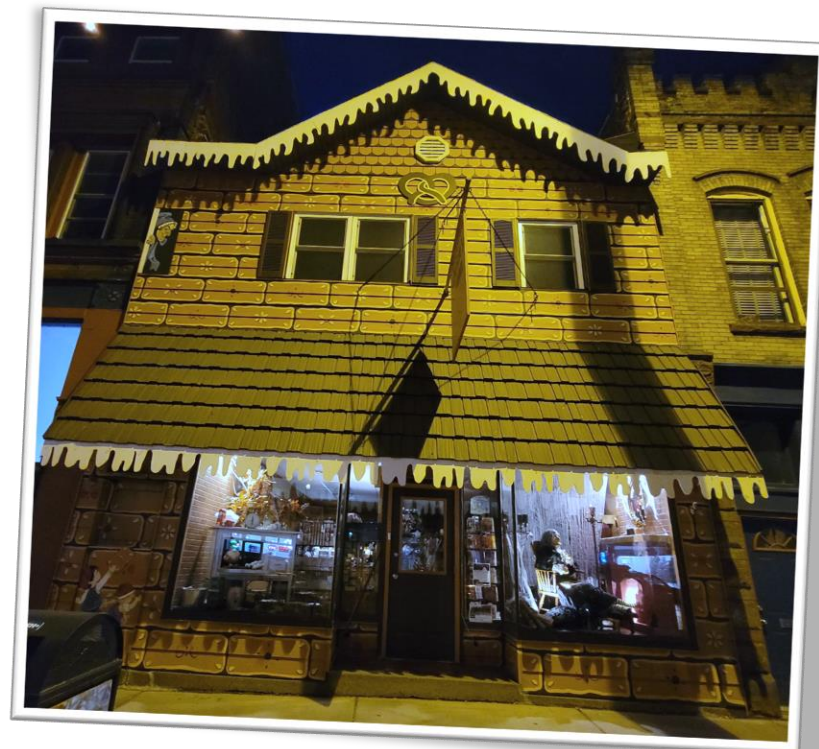
By the way, you have created one of the most memorable, charming storefronts I've ever come across in all my travels to Main Streets across the country.

Congratulations again on your winning 2022 Christmas window display! Here's to a repeat in 2023.

Sincerely,



Seanette@frontdoorback.com
360-281-3853



Seeing Main Street in a Whole New Light:

Presentation Refresher

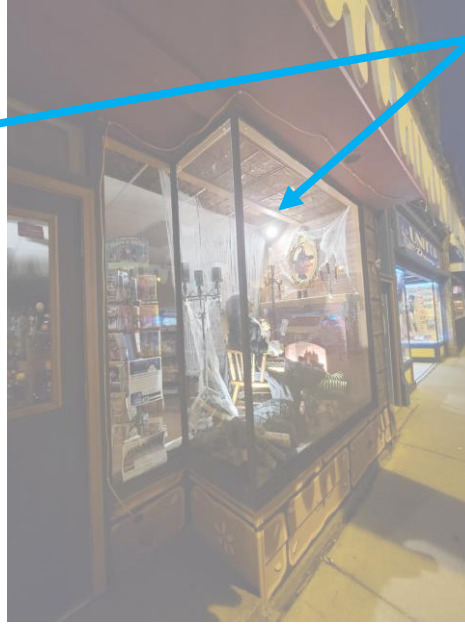
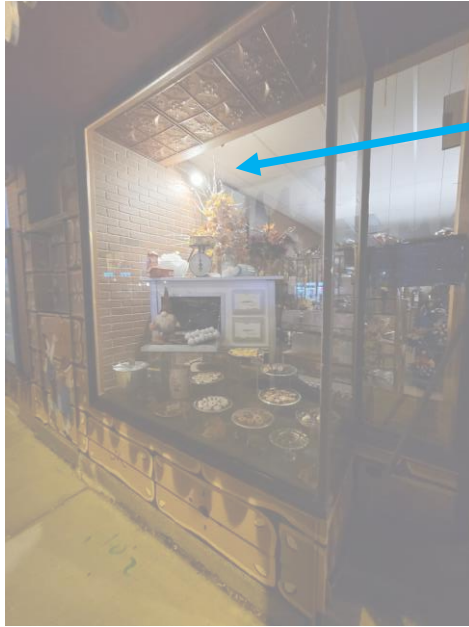
Exterior: The 6 layers of light

1. **RIDGELINE** Defines an area or building or business by highlighting the shape of the top of the building or parapet
 2. **ARCHITECTURAL** Highlights or creates significant architectural detail
 3. **SIGNAGE** Properly illuminates signage where it is found
 4. **PATHWAY** Illuminating sidewalks and corridors that lead to the 'Main St.' to provide support for safe and comfortable circulation around the district
 5. **ENTRY** Highlighting the primary entrance
 6. **WINDOW** Interior display lighting that keeps windows active "24/7"
-

Interior: The 6 layers of light

1. **WINDOW** Illuminating the products/props in the window display that "sell" the store
2. **AMBIENT** A general lighting wash that illuminates the space overall but directs the eye nowhere in particular
3. **PRODUCT** Focused light that communicates colors, adds drama and sells the product
4. **DECORATIVE** Lights/fixtures that are meant to be seen. These lights add interest and character and support the overall design.
While they may provide some light, it's not their first job.
5. **TASK** Lighting that helps accomplish a specific task such as accepting payment, thorough product investigation, or seeing a product fit in a fitting room.
6. **ACCENT/ARCHITECTURAL** Lighting that accentuates specific features of the space or of a fixtures texture or shape

GABRIELE'S GERMAN SWEETS: Window Lighting



These are photos of your window display lighting as it was in October 2022. People looking into your windows were blinded by the lights in the corner shining out at them versus shining on the props and products in the display.

This illustrates why track lighting, positioned appropriately (near the glass), aimed back at the product is preferred.



The image to the left, of your feature display, shows a missed opportunity for an additional "window" display. This feature display would benefit from its own set of track lights to promote it after hours (as well as enhance it during the day). It would be the perfect complement to the newly lit windows.

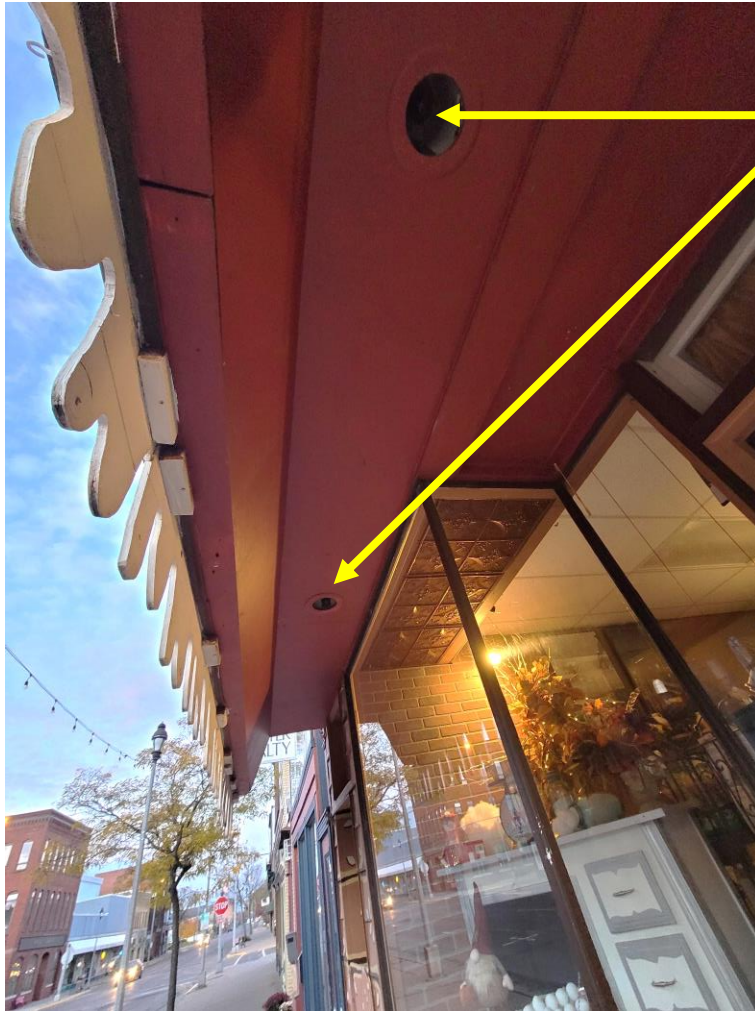
Based upon the size of the ceiling tiles in the photo (4 x 2), I estimate that this section of track should be 6 ft in length. Purchase 3 or 4 track heads for either PAR20 or MR16 LED bulbs.

GABRIELE'S GERMAN SWEETS: Window Lighting



The photo above shows a store where we added track lighting to both windows AND to the feature display in the front, inside (as I recommend for you). Neighbors frequently report that, afterhours, they see people step into the entrance vestibule to get a closer look at the center display. That's what we want – people window shopping and excited enough to come back during business hours!

GABRIELE'S GERMAN SWEETS: Pathway Lighting



I'm hopeful that these fixtures in the soffit are operable (the 3rd is not in the photo) and that they are simply missing light bulbs. If that's the case, install Short Neck (SN) PAR30 LED lights in 2700K. These will cast pools of light onto the sidewalk, hence creating pathway lighting.

If the fixtures are not working, replace them with the same style of recessed can light as is there now.



+



+



\$ 45.00

Juno Economy Recessed 6-Inch IC Remodel Can #23021 + trim + LED bulb.

Replace only the bulb at end of life @ \$8.50



Don't be duped! There are slightly less expensive integrated LED fixtures available now that *seem* like they would do the trick but their light output is not focused so less of it reaches the sidewalk.

\$ 38.50

Recesso by Dolan Designs recessed canless light.

Replace entire fixture at end of life.



GABRIELE'S GERMAN SWEETS: Pathway Lights



Rather than relying on borrowed light from the streetlight, use your soffit lights to illuminate and distinguish your real estate.

Here are two examples of pathway lighting (quality, focused light on the sidewalk). This is the outcome I envision for the front of your store—to wash the façade and fall onto the sidewalk.

GABRIELE'S GERMAN SWEETS: Signage Lighting



While your storefront is awash in an even layer of light from the streetlight, this lighting does not emphasize anything in particular and, specifically, does not emphasize your name.

- Your projecting sign would benefit from a dedicated spotlight aimed onto each face.
- If power can be brought to the front of the building above the sloped awning, a sign-holder bracket with integrated lights like the one shown in the box above, would be the best choice. It holds the light bulbs the correct distance, exactly perpendicular to the center of the sign face (as opposed to mounting spotlights on the building and aiming them towards the lights).
- Having the bulbs closer to the sign face at the correct angle will keep the lights from trespassing on people who will look up at your sign.

GABRIELE'S GERMAN SWEETS: Accent/Architectural



<https://www.ledsupply.com/led-strips/ac-power-5050-led-strips>

After some research online, I found these long-run LED light strips that could fit the bill to be run BEHIND the faux icicles where they meet the roofline. This treatment would proactively introduce interesting aspects of your façade. I suggest ordering them in the warm white, 2700K color.

There are a variety of custom length options including 30-feet, 45-feet, 75-feet, 100-feet and a full roll is 150-feet (see table on their website for exact lengths).

Your local electrician would also be a good resource to find a suitable product.

GABRIELE'S GERMAN SWEETS:

Summary of Storefront Lighting Recommendations

Window Displays

- Install track lighting along the full width of each window with a minimum of 5 heads per window.
- Tracks should be as close the front glass that parallels the sidewalk as possible.
- Consider an additional interior track light set to showcase your center interior display .

Signage

- If you can bring power to the front of the building, utilize a projecting sign bracket holder that has integrated lights.

Entryway and Pathway

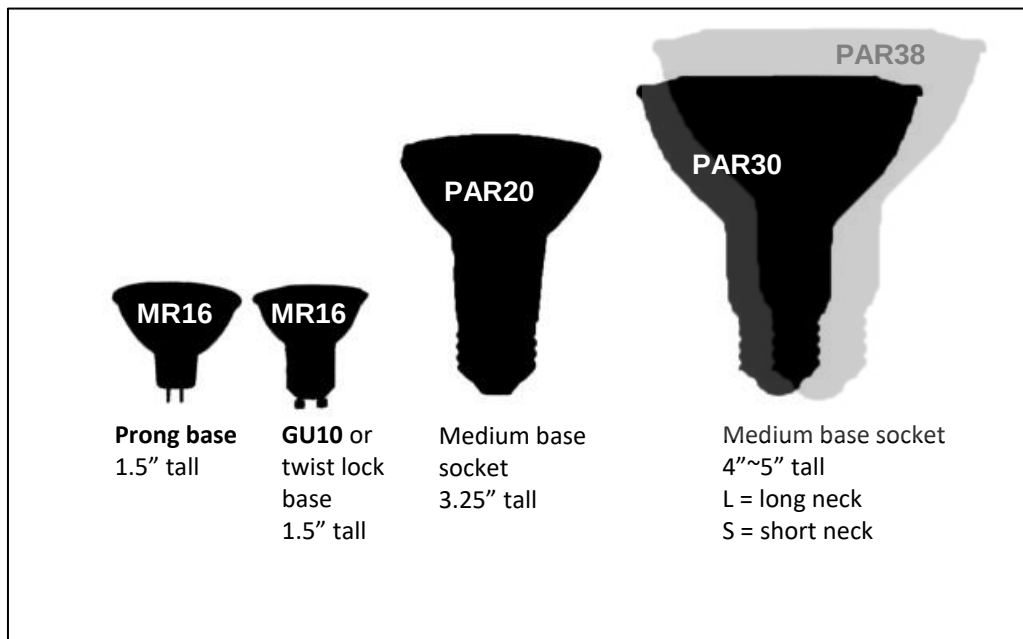
- Install lights in the existing fixtures in the soffit with PAR style LED bulbs in 2700K.
- If the fixtures are inoperable, replace them and then install the LED PAR style bulbs.

Architectural / Accent

- Install linear LED lights behind the roofline's icicles to draw attention to their silhouettes and the shape of the roof.

REFERENCES:

REFERENCES: Commercial LED Light Bulbs for Retail Use



STYLE / DIAM

PAR (short for parabolic aluminized reflector) is the previous name for the style of the lens that is needed. PAR style bulbs typically have flat fronts and send out a focused beam of light.

"16" or "20" or "30" refer to the diameter of the face of the lens (bigger # = wider face)

High Ceiling: PAR30 or PAR 38

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Close to products: MR16

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Kelvin: 2700K or 3000k
CRI: 90 or greater

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OLD equivalency	NEW
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Spot and Narrow Spots

Flood and Narrow Flood

Choices depend on how far away the product is, lumens needed, size of the area needing light and the effect desired.

REFERENCES: Blade sign bracket with integrated lights

Option A



53" Classic Lighted Sign Bracket Kit (prefer smaller size than show here)

\$429.85 + shipping + LED light bulbs

www.hooksandlattice.com/classic-sign-lighting-3.html

Option B



30in. Triangle Ball Lighted Sign Bracket Kit

\$299.85 + shipping + LED light bulbs

www.hooksandlattice.com/triangle-sign-light-bracket.html



SATCO
PAR20 LED
7w
2700K
40 degree
Model#29405

Option C



40in. Universal Straight Arm Lighted Bracket

\$379.85 + shipping + LED light bulbs

www.hooksandlattice.com/lighted-universal-brackets11.html

*Each bracket style comes in different lengths.
Choose your style first, then determine
appropriate length arm.*

REFERENCES: Blade sign bracket with integrated lights

Option A



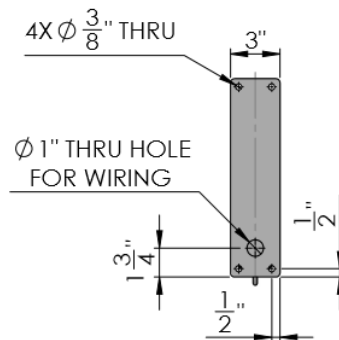
Extension arms for the light fixtures project out approx. 12" from main arm (alternate arm lengths are available)

Included light fixture housings are approx. 5.5" long x 3" diameter (note: Par 20 bulbs not included)

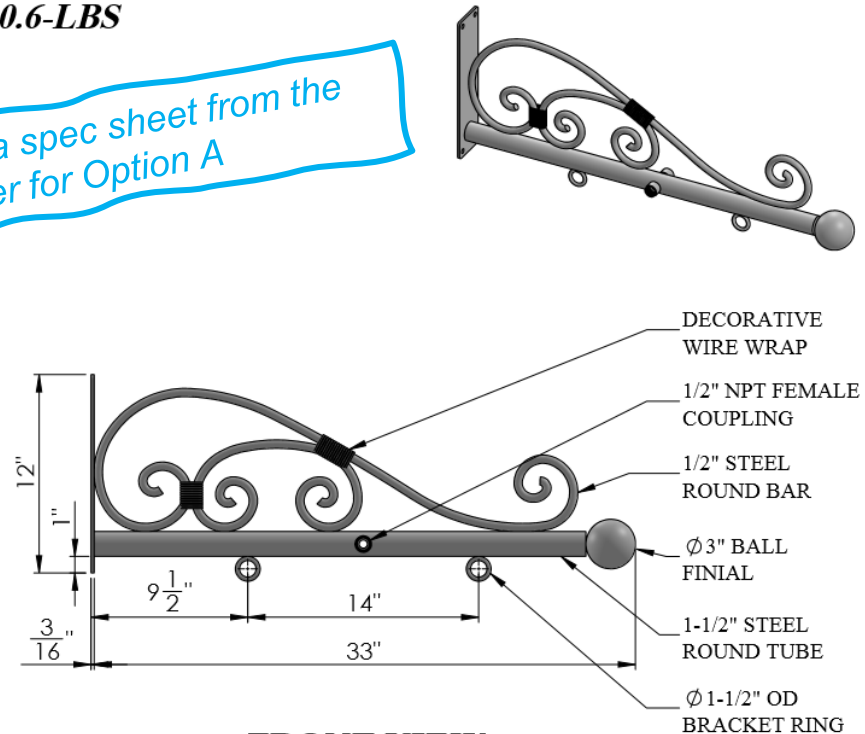
Bracket only weight = 11 lbs mounting hardware not included

BRACKET WEIGHT: 10.6-LBS

Example of a spec sheet from the manufacturer for Option A



SIDE VIEW



FRONT VIEW

Date: 06/2015
Scale: NTS
DB: CF
CB:
Order#:

Content: 33" Classic Lighted Sign Bracket
PN: 377B-WL-BF-33
Color/Finish: Textured Black Powder Coat
Customer Approval: _____

Design by Sign Bracket Store. All visual representations and designs are the intellectual property of Sign Bracket Store and protected under copyright law. Any duplication of this design is in direct violation of the law and will result in legal action.
© Copyright 2008-2015

SIGN BRACKET STORE
By Hooks & Lattice signbracketstore.com
T: 888-919-7446 F: 760-603-0812

REFERENCES: Tapeless Signage Holder

Rather than affixing information on windows or doors with tape, this product offers an easy, flexible way to add and then easily reposition event posters.



Reusable Frame - 8.5"w x 11"h
1/2" Black Border 5/Pack

<https://www.magikframe.com/>

<https://stmdisplays.com/poster-sign-holders/magik-frame>

Also available in 11" x 17" and other sizes and orientations
Order with black, 1/2" border



Lighting Improvement Grant Program Agreement

Re: 413 Main St W – Lighting Improvement Grant Agreement

Dear Gabriele Block,

I am writing to confirm that at the April 19, 2023 meeting, the Ashland Main Street Board recommended approval of your application for a Lighting Improvement Grant for the planned building renovations at 413 Main St W. Therefore, the City will provide up to **\$375** in grant funds to support the lighting improvements noted in your application and approved by the Main Street Board, subject to the following conditions:

1. Agreement: This document will serve as the development agreement between you and the City of Ashland. Please sign and date the document in the appropriate location below and return the original to my attention at the address noted above.

2. Project: The project shall follow the complete work description, including fixture style and bulb choice, as recommended in the Light Summary Report provided by Lighting Consultancy group, Frontdoor Back, Inc following the site visit on October 27, 2022. Any changes to the project will require approval prior to any work being done. Please contact the Ashland Main Street Program regarding any changes with respect to the project.

Approved project activities for 413 Main St W and conditions of approval include:

Entryway and pathway lighting:

- Install lights in the existing fixtures in the soffit with Short Neck (SN) PAR30 style LED bulbs in 2700K
- If the fixtures are inoperable, replace them and install the LED PAR style bulbs

3. Project Deadline: In consideration of the City's commitment to provide the grant funds described above, you agree to complete the exterior building renovations at 413 Main St W with a project completion date of no later than November 1, 2023. Any grant extensions must be requested and approved by the Main Street Board prior to November 1, 2023. Requests shall be submitted in writing to ashlandwimainst@gmail.com.

4. Permits & Inspections: The applicant shall obtain all necessary permits and approvals prior to commencing any work. All required inspections must be completed and approved by the required officials. Failure to obtain Building Permits prior to commencement of work can result in revocation of grant funding approval and/or requirement for repayment of disbursed grant funds by the applicant.

6. Final Report: The applicant shall complete a final report to be submitted prior to reimbursement. The applicant shall report the number of additional lightbulbs installed in the building, and before/after pictures of the project activities.

5. Release of Funds: Upon completion of the entire project, you will need to submit final report documents and copies of all invoices related to the lighting improvements for reimbursement. The invoices/receipts shall clearly explain the related work (e.g.: \$ for installation of _____). Requests should be submitted to the Ashland Main Street Program at ashlandwimainst@gmail.com.

6. Advertisement & Promotions: The applicant hereby grants to the Ashland Main Street Program and City of Ashland unrestricted rights to use the above-mentioned project in any promotions or advertisements of the community. If you have any questions or require additional information, please do not hesitate to call or e-mail me (contact information below).

7. Advisory Role: The applicant accepts the services of the Ashland Main Street Program and the City of Ashland to act as an advisor in connection with the repair, remodeling or rehabilitation services on the property. The Ashland Main Street Program and the City of Ashland will not charge for their technical service.

8. Hold Harmless and Indemnification: By accepting this agreement and the services of the Ashland Main Street Program and the City of Ashland to act as an advisor in connection with the repair, remodeling or rehabilitation services of this project, the applicant further agrees to hold harmless, indemnify, and defend the Ashland Main Street Program, the City of Ashland, and their officials, employees, members, officers, and directors, from any loss, damage, cause of action or any claim of any kind in any way related to the Grant, the Grant application, the approved work, or other services provided.

Thank you for your commitment to improving your building and your contributions to Ashland's downtown. We would like to wish you the utmost success with your project, and look forward to working with you!

Sincerely,

Jaclynn Findlay

Jaclynn Findlay

City of Ashland, WI (601 Main St W, Ashland, WI 54806)
Main Street Manager
715-685-1611
jfindlay@coawi.org

I have read and understand the conditions of this agreement. By signing this document, I hereby accept and agree to the terms and conditions stated above.

Applicant:

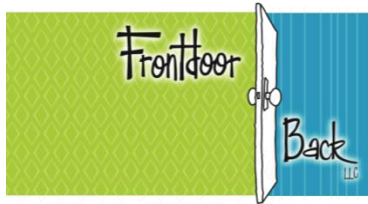
Printed Name _____ Signature _____ Date _____

Phone Number: _____ Email: _____

Property Owner (if different):

Printed Name
Signature
Date

SEANETTE CORKILL of FRONTDOOR BACK



CELL: 360.281.3853

EMAIL: SEANETTE@FRONTDOORBACK.COM

WEB: FRONTDOORBACK.COM

DATE: December 3, 2022

SITE VISIT: Wednesday, October 26, 2022

CLIENT: **Market on Main**, Ashland, WI

PROJECT: Storefront Lighting Consultation Summary

OBJECTIVE: Summary of top-level observations and recommendations following a 1-hour on-site consultation

MARKET ON MAIN

December 2022

Julie,

Thank you again for attending the Seeing Main Street in a Whole New Light presentation and for your eagerness to learn more about retail and retail lighting.

I have summarized the recommendations we discussed on-site in the following pages. This write-up focuses on WHAT to do more so than WHY or HOW to do it but if you have questions about anything in the report or want to discuss further consultation, please call or email. I'm energized by what you've already accomplished. Keep up the good work.

Sincerely,



Seanette@frontdoorback.com
360-281-3853



Seeing Main Street in a Whole New Light:

Presentation Refresher

The 6 layers of light

Exterior:

1. **RIDGELINE** Defines an area or building or business
 2. **ARCHITECTURAL** Highlights or creates significant architectural detail
 3. **SIGNAGE** Properly illuminates signage
 4. **PATHWAY** Illuminating liminal spaces to provide support for safe and comfortable circulation around the district
 5. **ENTRY** Highlighting the primary entrance
 6. **WINDOW** Interior display lighting that keeps windows active "24/7"
-

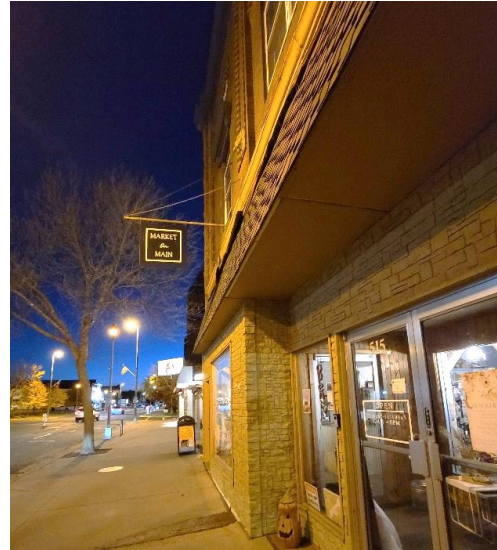
Interior:

1. **WINDOW** Illuminating the products/props in the window display that "sell" the store
2. **AMBIENT** A general lighting wash that illuminates the space overall but directs the eye nowhere in particular
3. **PRODUCT** Focused light that communicates colors, adds drama and sells the product.
4. **DECORATIVE** Lights/fixtures that are meant to be seen. These lights add interest and character and support the overall design. While they may provide some light, it's not their first job.
5. **TASK** Lighting that helps accomplish a specific task such as accepting payment, thorough product investigation, or seeing a product fit in a fitting room.
6. **ACCENT/ARCHITECTURAL** Lighting that accentuates specific features of the space or of a fixture

MARKET ON MAIN: Building Signage & Lighting



Repositioned
window
signage



Perpendicular signage
bracket with integrated
lighting

WINDOW SIGNAGE

The window signage is integral to communicating who you are (particularly since you don't have a larger, front-facing wall sign). Signage on glass is not conducive to being lit therefore its positioning is key.

Placement: Lift the vinyl window lettering to a higher elevation at the top of the glass to maintain visibility above vehicles parked curbside.

PROJECTING SIGNAGE

Your projecting sign should be illuminated. Consider using a fixture with integrated lights (as shown).

Because your projecting signage is higher than is typical (like many others we observed in Ashland, yours is above 10' and typical range for pedestrian-oriented signage is 8'-6"), it feels undersized. Ideally its size would be doubled. Be mindful to choose a size supported by the bracket's eye-bolt spacing and not be so large that it hangs too low (i.e. too close to the sidewalk).

Fixture style: Blade sign bracket with integrated lights

Bulb choice: LED PAR20 in 2700K

MARKET ON MAIN: Entry Lighting



Placement: The entry light (if only 1) should be centered in the ceiling within the recessed entryway. If you can afford and space allows, install 3 downlights, equidistant from one another and centered within the available width.

Fixture style: Lights with recessed bulbs are recommended. If only 1 light, choose a 6-inch opening fixture. If using multiple fixtures, utilize fixtures with 4-inch openings.

Bulb choice: PAR style LED bulb (2700k and minimum 450 lumens)



Examples of several options of fixtures that house a recessed bulb for the entryway light. Note that the third example is a fixture with an integrated bulb. This, too, must meet the 2700k and minimum 450 lumens specifications.

MARKET ON MAIN: Window Display Lighting



Your window display is well styled but lacks appropriate window display lighting.

Placement: Install track and light fixtures on the wall above the window and run the full width of the glass. Establish on/off controls to be independent from other in-store lighting so the lights can stay on after hours.

Fixture style: Choose light fixtures that shield the bulb. The examples to the left show fixtures that will keep the bulb effectively out of sight. Use a minimum of 5 fixtures up to 8.

Bulb choice: LED PAR20 size lamps (aka "bulbs") in 2700K.



Flare track head



Cylinder track head

MARKET ON MAIN: Vestibule Window Display Lighting



The image above shows a darkened vestibule. This area, if it were staged and the properly illuminated, could contribute towards activating the storefront afterhours. Keep the window (left of the double doors) clear of product, banners and signage to allow for uninterrupted sightlines.

In the vestibule, build a strong display in a tighter grouping and aim for a pyramid shape (versus pieces strung out along the wall). See page 9 of this report.

Concepts and designs by Frontdoor Back LLC all rights reserved



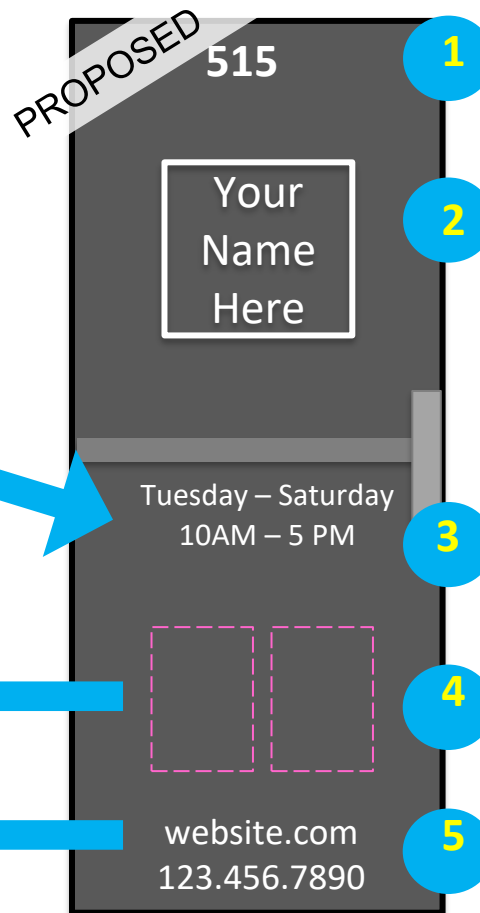
Placement: The track lights for this entry vestibule / after-hours window display area should be placed parallel with the wall. (See the thick pink line in the photo above.) The length of track will likely be 6-8ft long so that it can extend the full width of this half of the shared wall. Utilize drop ceiling fasteners or clips to affix the track to the drop ceiling.

Fixture style: Choose light fixtures that shield the bulb. The above image shows examples of fixtures that will keep the bulb effectively out of sight. Minimum of 3 fixtures and up to 5.

Bulb choice: PAR style LED MR16 or PAR20 size lamps (aka “bulbs”) in 2700K. PAR16’s are also available in a medium screw-in base.



MARKET ON MAIN: Door Protocol



1. STREET NUMBER– Keep as is in plain white vinyl numbers centered at the top of the glass (min 4” tall)
2. STORE NAME at eye level also in plain white vinyl. Use the same logo and fonts as used on your interior door.
3. STORE HOURS– Eliminate “OPEN”, the line beneath the word, and the box outlining the text. Place the days/hours of operation below the push bar in as few lines of text as possible. This information needs to be readable from the curb; continue to use the same size text as you have.
4. COMMUNITY SPACE– The open area below the hours (where vertical pink-dashed rectangles are placed) is available for community posters. See the reference pages at the end of the report for poster mounting accessory. Remember to get two of any promo materials so they can be double-faced (to be readable from inside, too).
5. CONTACT INFO– on lowest ¼ of door for after-hours communications but still large enough to read from a vehicle parked at the curb.

MARKET ON MAIN: Visual Merchandising



Well done in the “AFTER” photo. I can see you’ve already added track lighting and moved the name higher on the glass.

In this display, you’ve got a good product-to-prop ratio happening (the large gift box props relative to the smaller products on and around them). For another styling approach in future windows, focus on creating a center-weighted focal point - also known as a “pyramid” arrangement. Fill the middle eye-level area first, establish a backdrop of sorts and then let products and props cascade forward and to the side from there. The style you have here leaves the middle of the window vacant and pulls your attention to the sides.

It’s still a great display though (!) and so much stronger than where you started.

MARKET ON MAIN: Visual Merchandising

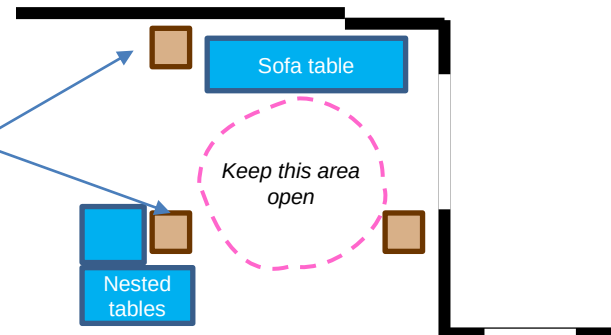
Remove the 4-shelf unit

No product on posts



- This pergola is a great statement piece. Let it exist and be appreciated for the asset that it is and avoid tacking product to its posts. The posts are not fixtures and the product hides the structure.
- Consider tables/ and cabinetry under the wall shelves to create a stronger focal point in this area. Remove the 4-shelf unit from in front of the window. To create a new home for the products from the 4-shelf unit you take out, add tiered tables around the outside corner post.
- Consider hanging a décor item in the center of the window that is now the backdrop for your 2nd window display.

In the diagram to the right, the tan squares represent a plan view of the pergola legs



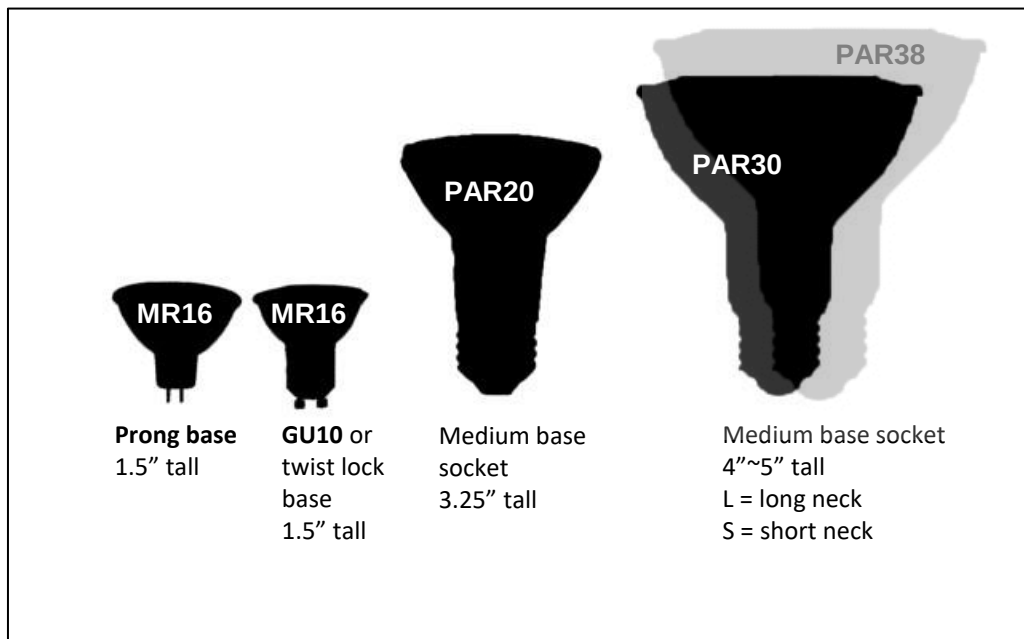
MARKET ON MAIN: Store Layout



- The cashwrap too soon and too close to the front door is often confronting to shoppers. Consider relocating the cashwrap deeper into the store; further down the left side wall – past the small storage room.
 - Moving the cashwrap creates an open area in the front of the store for a strong product story and defers engagement with any staff behind the counter until later in the store entry and shopping process.
- Place your name “Market on Main” on the wall behind the cashwrap to define and brand the area. Create a negative space (a “no-product zone”) as a buffer around your name and protect this negative space.
- Once the cashwrap is in its new position, relocate its decorative light fixtures too. If you can, add a third (duplicate) light here.

REFERENCES:

REFERENCES: Commercial LED Light Bulbs for Retail Use



STYLE / DIAM

PAR (short for parabolic aluminized reflector) is the previous name for the style of the lens that is needed. PAR style bulbs typically have flat fronts and send out a focused beam of light.

"16" or "20" or "30" refer to the diameter of the face of the lens (bigger # = wider face)

High Ceiling: PAR30 or PAR 38

Low Ceiling: PAR20

Close to products: MR16

AVOID frosted and domed or bulb lenses

COLOR / APPEARANCE

The **Kelvin** number refers to the appearance of the color of the 'white' light ranging from warm to cool.

CRI (Color Rendering Index) indicates how true the colors of the product appear under a particular bulb.

Kelvin: 2700K or 3000k
CRI: 90 or greater

LUMENS

Lumens is the volume of light being emitted by the LED bulb. (Old terminology related to output for incandescent and halogen bulbs was watts). Watts was and is simply the energy being used.

OLD equivalency	NEW
100 watts	1600 lumens (16-18w)
75 watts	1100 lumens (13w)
60 watts	800 lumens (9-10w)
40 watts	450 lumens (6w)

BEAM SPREAD

Spread refers to the size and shape of the light beam coming from the bulb. It is expressed numerically in degrees of angles or with adjectives such as "spot" or "flood". Think of the beam of light like water coming out of a spray nozzle that you can adjust for a wide or narrow flow.

Spot and Narrow Spots

Flood and Narrow Flood

Choices depend on how far away the product is, lumens needed, size of the area needing light and the effect desired.

REFERENCES: Blade sign bracket with integrated lights

Option A



53" Classic Lighted Sign Bracket Kit (prefer smaller size than shown here)

\$429.85 + shipping + LED light bulbs

53" Classic Lighted Sign Bracket Kit (signbracketstore.com)

Option B



30in. - 40in. - 50in. Triangle Ball Lighted Sign Bracket Kit

\$375 to 425.00 + shipping + LED light bulbs

Triangle Ball Lighted Sign Bracket Kit (signbracketstore.com)



SATCO
PAR20 LED
7w
2700K
40 degree
Model#29405
**\$4.95 ea thru
Globe Lighting**

Option C



30in. - 40in. - 50in. Universal Straight Arm Lighted Bracket

\$450 to 495.00 + shipping + LED light bulbs

Lighted Universal Straight Arm Bracket for Hanging Signs (signbracketstore.com)

*Each bracket style comes in different lengths.
Choose your style first, then determine
appropriate length arm.*

REFERENCES: Blade sign bracket with integrated lights

Option A



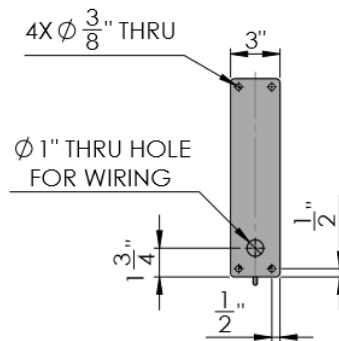
Extension arms for the light fixtures project out approx. 12" from main arm (alternate arm lengths are available)

Included light fixture housings are approx. 5.5" long x 3" diameter (note: Par 20 bulbs not included)

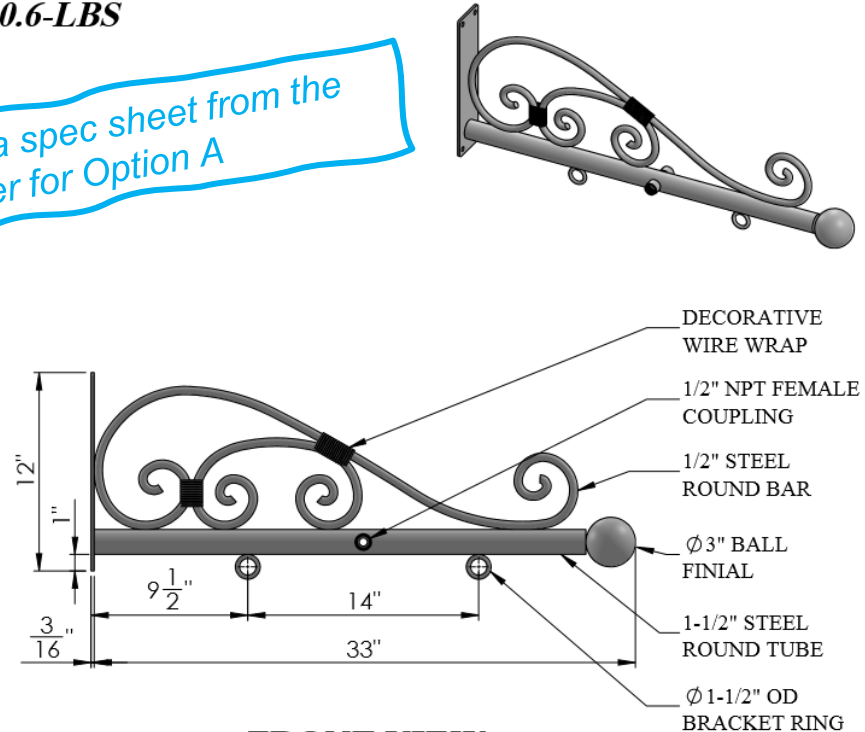
Bracket only weight = 11 lbs mounting hardware not included

BRACKET WEIGHT: 10.6-LBS

Example of a spec sheet from the manufacturer for Option A



SIDE VIEW



FRONT VIEW

Date: 06/2015
Scale: NTS
DB: CF
CB:
Order#:

Content: 33" Classic Lighted Sign Bracket
PN: 377B-WL-BF-33
Color/Finish: Textured Black Powder Coat
Customer Approval: _____

Design by Sign Bracket Store. All visual representations and designs are the intellectual property of Sign Bracket Store and protected under copyright law. Any duplication of this design is in direct violation of the law and will result in legal action.
© Copyright 2008-2015

SIGN BRACKET STORE
By Hooks & Lattice signbracketstore.com
T: 888-919-7446 F: 760-603-0812

REFERENCES: Tapeless Signage Holder

Instead of using tape when affixing information on windows or doors, this product offers an easy, flexible way to add and then easily reposition posters for events you choose to support.

- Also available in 11" x 17" and other sizes and orientations
- Order with Black (recommended) ½" border clings



Reusable Frame - 8.5"w x 11"h
1/2" Black Border 5/Pack

magikframe.com

stmdisplays.com/poster-sign-holders/magik-frame



Lighting Improvement Grant Program Agreement

Re: 515 Main St W – Lighting Improvement Grant Agreement

Dear Julie Anderson,

I am writing to confirm that at the April 19, 2023 meeting, the Ashland Main Street Board recommended approval of your application for a Lighting Improvement Grant for the planned building renovations at 515 Main St W. Therefore, the City will provide up to **\$1,136.79** in grant funds to support the lighting improvements noted in your application and approved by the Main Street Board, subject to the following conditions:

1. Agreement: This document will serve as the development agreement between you and the City of Ashland. Please sign and date the document in the appropriate location below and return the original to my attention at the address noted above.

2. Project: The project shall follow the complete work description, including fixture style and bulb choice, as recommended in the Light Summary Report provided by Lighting Consultancy group, Frontdoor Back, Inc following the site visit on October 27, 2022. Any changes to the project will require approval prior to any work being done. Please contact the Ashland Main Street Program regarding any changes with respect to the project.

Approved project activities for 515 Main St W and conditions of approval include:

- Signage lighting and entryway lighting is installed to form as recommended by Frontdoor Back's Storefront Lighting Consultation Summary.

3. Project Deadline: In consideration of the City's commitment to provide the grant funds described above, you agree to complete the exterior building renovations at 515 Main St W with a project completion date of no later than November 1, 2023. Any grant extensions must be requested and approved by the Main Street Board prior to November 1, 2023. Requests shall be submitted in writing to ashlandwimainst@gmail.com.

4. Permits & Inspections: The applicant shall obtain all necessary permits and approvals prior to commencing any work. All required inspections must be completed and approved by the required officials. Failure to obtain Building Permits prior to commencement of work can result in revocation of grant funding approval and/or requirement for repayment of disbursed grant funds by the applicant.

6. Final Report: The applicant shall complete a final report to be submitted prior to reimbursement. The applicant shall report the number of additional lightbulbs installed in the building, and before/after pictures of the project activities.

5. Release of Funds: Upon completion of the entire project, you will need to submit final report documents and copies of all invoices related to the lighting improvements for reimbursement. The invoices/receipts shall clearly explain the related work (e.g.: \$ for installation of _____). Requests should be submitted to the Ashland Main Street Program at ashlandwimainst@gmail.com.

6. Advertisement & Promotions: The applicant hereby grants to the Ashland Main Street Program and City of Ashland unrestricted rights to use the above-mentioned project in any promotions or advertisements of the community. If you have any questions or require additional information, please do not hesitate to call or e-mail me (contact information below).

7. Advisory Role: The applicant accepts the services of the Ashland Main Street Program and the City of Ashland to act as an advisor in connection with the repair, remodeling or rehabilitation services on the property. The Ashland Main Street Program and the City of Ashland will not charge for their technical service.

8. Hold Harmless and Indemnification: By accepting this agreement and the services of the Ashland Main Street Program and the City of Ashland to act as an advisor in connection with the repair, remodeling or rehabilitation services of this project, the applicant further agrees to hold harmless, indemnify, and defend the Ashland Main Street Program, the City of Ashland, and their officials, employees, members, officers, and directors, from any loss, damage, cause of action or any claim of any kind in any way related to the Grant, the Grant application, the approved work, or other services provided.

Thank you for your commitment to improving your building and your contributions to Ashland's downtown. We would like to wish you the utmost success with your project, and look forward to working with you!

Sincerely,

Jaclynn Findlay

Jaclynn Findlay

City of Ashland, WI (601 Main St W, Ashland, WI 54806)
Main Street Manager
715-685-1611
jfindlay@coawi.org

I have read and understand the conditions of this agreement. By signing this document, I hereby accept and agree to the terms and conditions stated above.

Applicant:

Printed Name Signature Date

Phone Number: _____ Email: _____

Property Owner (if different):

Printed Name
Signature
Date

SUBJECT: Approve a Resolution to Issue a Conditional Use Permit (CUP) to Institute a Multi-Family Use at 208 3rd Ave W, Ashland, Parcel No. 201-01650-0100, Zoned City Center (CC).
Applicant: S.H. Warren, LLC (*Planning & Development*) Roll

RECOMMENDATION: The Plan Commission voted to recommend approval of the proposed Conditional Use Permit at the April 25, 2023 Plan Commission meeting. The Plan Commission and staff recommend approval of the Conditional Use Permit contingent on the following conditions:

- The applicant shall be required to submit a full site plan to the City for review and approval.
 - Applicants shall combine the three parcels into one lot and submit the Certified Survey Map to Planning and Development Staff for review prior to commencing work.
 - Applicants shall include an appropriate warning sign/method for pedestrians at the garage entrance off of 3rd Avenue West. Applicants shall submit this to the Department of Public Works for review as part of the Site Plan Review process.
 - Site plan to include dimensions of drive aisles, parking lot setbacks, and proposed grading and stormwater flows.
 - Paved area shall maintain at least a 3-foot minimum setback from the southern property line and not cross the property line on its north side.
 - Site plan submittal to include elevation drawings for the proposed garage off of 3rd Avenue W and the east elevation of the Opera House building with proposed window and door openings.
 - If the applicants propose more than 3 surface parking spaces they shall revise the photometric plan for staff and Plan Commission review showing that the minimum light levels and uniformity level are met as part of the Site Plan Review process.
 - Applicants to submit a landscaping species list as part of the site plan submittal.
- Standards required by the property's zoning, as well as the property's overlay zoning districts, specifically required exterior building design and landscaping standards, shall be adhered to, including:
 - Construction shall be of quality finish materials including, but not limited to, brick, stone, stucco, wood, and architectural concrete. Unfinished concrete masonry units and corrugated metal or plastic siding shall be prohibited (UDO 6.2 C.3.c.). The color of each façade material should be harmonious with the color of all other façade materials used on the same building, as well as the color of façade materials used on adjacent buildings. For the purpose of this Ordinance, harmonious shall be defined as colors that are complimentary

in hue, tone, and intensity. The use of dissonant and/or intense colored façade materials should be avoided;

- Any existing nonconformities (i.e., setbacks, lot coverage) shall not be expanded by new uses of the property. Based on staff's initial review, the standards appear to be met by the current structures.

DEPARTMENT OF ORIGIN: Planning & Development

CLEARANCES: Plan Commission (Approval recommended April 25th, 2023)
Historic Preservation Commission (Approval recommended April 24th, 2023)

EXHIBITS: 1. Proposed Resolution No. 17718
2. Staff Report: Plan Commission, April 25, 2023

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED: NA

**APPROPRIATION
REQUIRED:** NA

**TREASURER'S
CERTIFICATE:** NA

COMPLIANCE WITH ORD. 51: NA

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN: The proposed adaptive reuse for multi-family at 208 3rd Avenue W is in conformance with the Future Land Use Map, and it supports the principles and goals of the Comprehensive Plan. The site is classified in the Future Land Use Map as Downtown Core and Commercial Districts. The plan encourages increased residential construction. The plan states:

The City's downtown area must shrink in size; the current downtown/main street area is a mile long and the east side continues to experience significant vacancies. The west side maintains significant activity and many historic buildings. This area, between 9th Avenue West and Ellis Avenue, is the heart of Ashland...economically, socially, and historically. The City and private investors must do everything possible to protect and enhance this area. Economic incentives, public private partnerships, increased residential construction, an expanded West Second Street Historic District, etc. should be utilized to further revitalize the downtown. The City should strongly consider creating a new tax increment financing district (TID-10). The east side will be better served as a higher density residential district with neighborhood commercial opportunities. (Authentic Ashland, pg. 54)

For the Downtown Core & Commercial Districts the plan states:
While a variety of commercial uses make up the majority of these districts, these areas should increasingly be populated by mixed use development. Residential development and/or offices on the upper floors of retail

establishments are encouraged within these districts. Residential development is, and should be, designed at higher densities in these areas. Buildings should front the rights-of-way and begin to move away from the post-WW2 development pattern that situated buildings behind large expanses of parking lots. (Authentic Ashland, pg. 57)

The proposed use is a multi-family, dense residential adaptive reuse of an existing historic building. The reuse and occupancy of the building would provide four high quality new housing units downtown, and revitalize a dilapidated historic building. The adaptive reuse project is preserving a significant structure and historic resource in the West 2nd Street Historic District. Though the proposed use is entirely residential rather than mixed use, it is not directly on Main Street and is a high-density development so staff is of the opinion that it is inline with the plan goals for the Downtown Core and Commercial Districts.

The Comprehensive Plan also outlines the need to preserve the City's historic buildings in the following text: *The City should continue to be diligent in protecting these remaining buildings, but it is equally as important for the City to promote architecture and development that is sensitive to the historic character of the area. (Authentic Ashland, pg. 46).*

The adaptive reuse of the Opera House, the proposed improvements to the site, including the paving and landscaping, will help revitalize a vacant site while maintaining the historic character of the site.

SUMMARY STATEMENT:

Staff recommends approval of the Conditional Use Permit to allow a multi-family use for the property at 208 3rd Avenue W. The Historic Preservation Commission voted to support the project at the April 24th, 2023 Historic Preservation Commission meeting subject to a condition that the garage compliment the architecture of the Opera House. The Plan Commission voted to recommend approval at the April 25th, 2023 Plan Commission meeting subject to the conditions included in the recommendation. The Plan Commission held a public hearing at the April 25th meeting. Prior to the meeting Attorney Scott Clark informed staff of a 16-foot wide easement for vehicle access to his property. This easement already exists on the site and the applicants will have to maintain it. Staff will work with the Plan Commission and all parties involved to address site issues during the Site Plan Review process. Please see the included Plan Commission staff report for more information on the CUP request.

RESOLUTION No. 17718

RESOLUTION TO ISSUE A CONDITIONAL USE PERMIT (CUP) TO INSTITUTE A MULTI-FAMILY USE AT 208 3RD AVENUE WEST, ASHLAND, PARCEL NO. #201-01650-0100, ZONED CITY CENTER (C-C) APPLICANT: S.H. WARREN, LLC

WHEREAS, the Common Council of the City of Ashland is authorized to issue Conditional Use Permits; and

WHEREAS, the applicant has requested a Conditional Use Permit per Chapter 781, Ashland City Ordinances, to institute a multi-family use on parcel 201-01650-0100, zoned City Center (C-C); and

WHEREAS, the Plan Commission held a Public Hearing on April 25, 2023 and has recommended approval of the Conditional Use Permit with the following conditions:

- The applicant shall be required to submit a full site plan to the City for review and approval.
 - o Applicants shall combine the three parcels into one lot and submit the Certified Survey Map to Planning and Development Staff for review prior to commencing work.
 - o Applicants shall include an appropriate warning sign/method for pedestrians at the garage entrance off of 3rd Avenue West. Applicants shall submit this to the Department of Public Works for review as part of the Site Plan Review process.
 - o Site plan to include dimensions of drive aisles, parking lot setbacks, and proposed grading and stormwater flows.
 - o Paved area shall maintain at least a 3-foot minimum setback from the southern property line and not cross the property line on its north side.
 - o Site plan submittal to include elevation drawings for the proposed garage off of 3rd Avenue W and the east elevation of the Opera House building with proposed window and door openings.
 - o If the applicants propose more than 3 surface parking spaces they shall revise the photometric plan for staff and Plan Commission review showing that the minimum light levels and uniformity level are met as part of the Site Plan Review process.
 - o Applicants to submit a landscaping species list as part of the site plan submittal.
- Standards required by the property's zoning, as well as the property's overlay zoning districts, specifically required exterior building design and landscaping standards, shall be adhered to, including:
 - o Construction shall be of quality finish materials including, but not limited to, brick, stone, stucco, wood, and architectural concrete. Unfinished concrete masonry units and corrugated metal or plastic siding shall be prohibited (UDO 6.2 C.3.c.). The color of each façade material should be harmonious with the color of all other façade materials used on the same building, as well as the color of façade materials used on adjacent buildings. For the purpose of this Ordinance, harmonious shall be defined as colors that are complimentary in hue, tone, and intensity. The use of dissonant and/or intense colored façade materials should be avoided;
- Any existing nonconformities (i.e., setbacks, lot coverage) shall not be expanded by new uses of the property. Based on staff's initial review, the standards appear to be met by the current structures.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Ashland that the Conditional Use Permit is in accordance with the Ashland Unified Development Ordinance and is hereby approved contingent upon compliance with the above listed conditions.

PASSED: May 9, 2023

Councilperson

ATTEST: _____
Denise Oliphant, City Clerk

Matthew MacKenzie, Mayor

APPROVED AS TO FORM:

Tyler Wickman, City Attorney

FOR APPLICANT:

Applicant understands and accepts the conditions of approval for the CUP as indicated within this resolution, and was provided notice of Common Council approval of this resolution within 5 business days of such approval.

Applicant (Print and signature)

Date



STAFF REPORT

Plan Commission – April 25th, 2023

Agenda Item # 5a: Conditional Use Permit Request to allow a Multi-family Use

Zoning District: City Center (C-C) District

Property Address: 208 3rd Avenue W, 206 3rd Avenue W

Parcel #: # 201-01650-0100 (Opera House), # 201-01654-0000, # 201-01650-0000

Applicant: Scott H. Warren on behalf of S.H. Warren, LLC

Staff Contact: Steven Wiley

Background

Scott Warren of S.H. Warren, LLC is requesting a Conditional Use Permit to allow a multi-family use at 208 3rd Avenue W. The owners have acquired three parcels which they would combine for the proposed adaptive reuse and associated parking. The 0.110-acre (4,791.6 square foot) main subject property is zoned City Center (CC) and is located within the downtown a half block off of Main Street. It contains the former Opera House which is a contributing structure in the West 2nd Street Historic District. The Opera House was constructed in 1892 and occupies most of the parcel. The building has remained vacant for many years. The 0.018-acre (784.08 square foot) parcel immediately to the north contains a two-story commercial structure which formerly served as Eddie's Bar. This building occupies its entire parcel and is dilapidated. The 0.08-acre (3,484.80 square foot) parcel immediately to the south serves as an access drive. The subject properties and all immediately surrounding parcels are zoned CC. The surrounding properties consist of a mix of commercial, vacant, and parking uses.

<i>Existing Land Use</i>	<i>Zoning</i>
Vacant: Former Opera House	City Center (CC)

Adjacent Land Use and Zoning

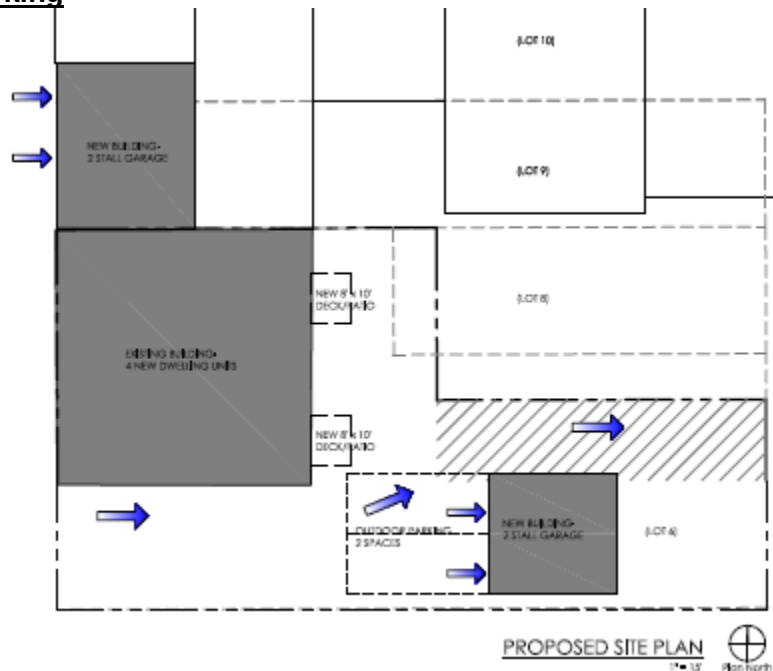
<i>Existing Uses</i>		<i>Zoning</i>
North	Various Commercial Uses	City Center (CC)
South	Vacant, Commercial	City Center (CC)
East	Vacant, Parking lot, Various Commercial Uses	City Center (CC)
West	Parking lot, Various Commercial Uses	City Center (CC)

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Downtown Core and Commercial Districts

Analysis

The current owners recently acquired the building and would like to convert it to condominium units with associated garages and parking areas. They have acquired all three parcels and plan to combine the parcels into one. They have met with Planning staff and discussed their project. Staff informed them that Plan Commission and City Council review and a conditional use permit are required to allow a multi-family residential use in the City Center District. The applicants will also have to combine all three parcels into one lot via Certified Survey Map (CSM) and submit the CSM to Planning staff for review prior to commencing work on-site.

Site Design and Parking



The applicants would renovate the existing Opera House building (the principal structure on site) and would not be altering the overall square footage of the original building. They would demolish a small non-original addition on the rear of the building and create four (4) condominium units in the building. Each unit would have an associated patio or deck on the east side of the building. The two-story former Eddie's Bar structure adjacent to the Opera House would be demolished and replaced with a two-car garage associated with the condominium units. A detached two-car garage and dumpster enclosure would be constructed on the southern parcel. An access drive and surface parking will run along the southern portion of the property. For multi-family structures ordinance requires 1 parking space per 1-bedroom unit and 2 parking spaces per two-bedroom unit. The site plan shows 4 garage parking spaces and room for at least 2 surface spaces which would meet the parking requirement (see table below). A 3-foot setback is proposed between the access drive and south property line. Ordinance allows the Plan Commission to grant such a setback and staff does not have concerns with the 3-foot setback proposed. Currently no setback is shown between the north edge of the access drive and property line. A gravel access drive currently runs between the subject properties and adjacent parcels. Staff would recommend as a condition of approval that any pavement not cross the property line.

Planning staff spoke with Public Works regarding the proposed garage that would take the place of the Eddie’s Bar structure. Staff wanted to address potential conflicts that could arise between pedestrians and vehicles entering and exiting the garage across the sidewalk. Public Works does not have concerns with the garage entrance as proposed provided an appropriate sign or warning device for pedestrians is included as part of the project. Staff would recommend as a condition of approval that the applicants submit to Public Works designs for a sign or warning device for pedestrians at the garage entrance proposed off of 3rd Avenue West. The applicants would submit this to Public Works as part of the Site Plan Review process prior to work commencing.

208 3rd Avenue W/206 3rd Avenue W - Parking	
Parking Required	1 space per 1-bedroom unit, 2 spaces per 2-bedroom unit - 2 one-bedroom units, 2 two-bedroom units = 6 spaces
Parking Proposed	4 enclosed spaces, 2 surface spaces - 6 spaces

Building Elevations

The exterior façades will remain the same except the east façade which will have window and door openings for the new housing units. The owners plan to preserve much of the historic integrity of the 3rd Avenue W façade. The applicants have submitted elevations for the proposed detached garage and dumpster enclosure. They have not yet submitted elevations for the garage off of 3rd Avenue West or the east façade of the Opera House. Staff recommends as a condition of approval that the applicants submit elevations for the proposed 3rd Avenue West garage and east elevation of the Opera House showing window and door openings.



EXISTING BUILDING TO REMAIN
NO SCALE

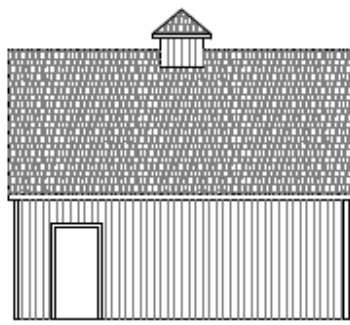


EXISTING BUILDING TO REMAIN
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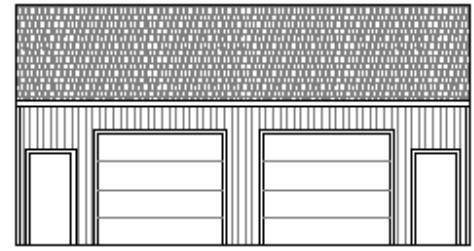
The above images are of the west and east facades of the Opera House. Note that the lean-to structure shown in the image on the right is slated for demolition.



GARAGE CONCEPT-ALLEY
WEST ELEVATION
3/16" = 1'-0"

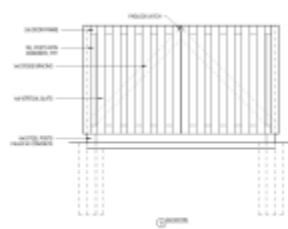
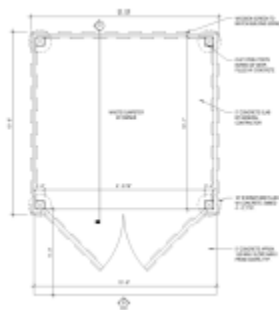


GARAGE CONCEPT-ALLEY
SOUTH ELEVATION
3/16" = 1'-0"

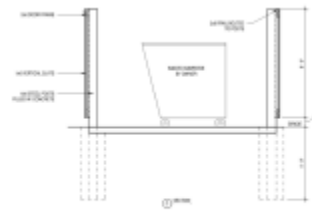


GARAGE CONCEPT- 3RD AVE W
3/16" = 1'-0"

Above are elevations for the proposed detached garage. Below are the dumpster enclosure plan, elevation, and section.

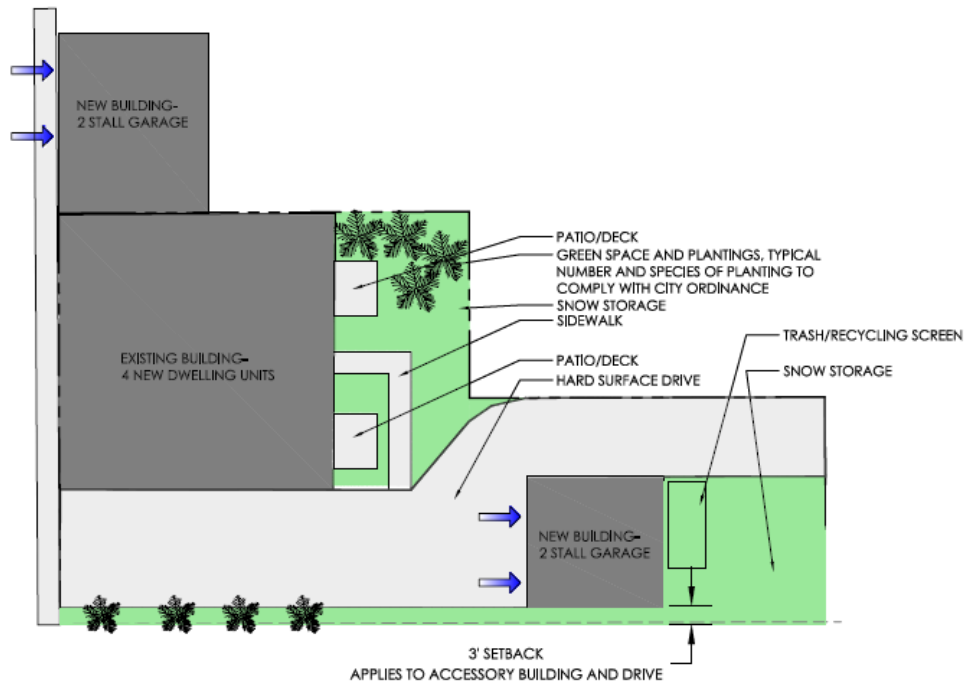


NOTE:
THESE DRAWINGS ARE SCHMATIC IN NATURE. ACTUAL
DIMENSIONS, DETAILS, AND FINISHES TO BE DETERMINED



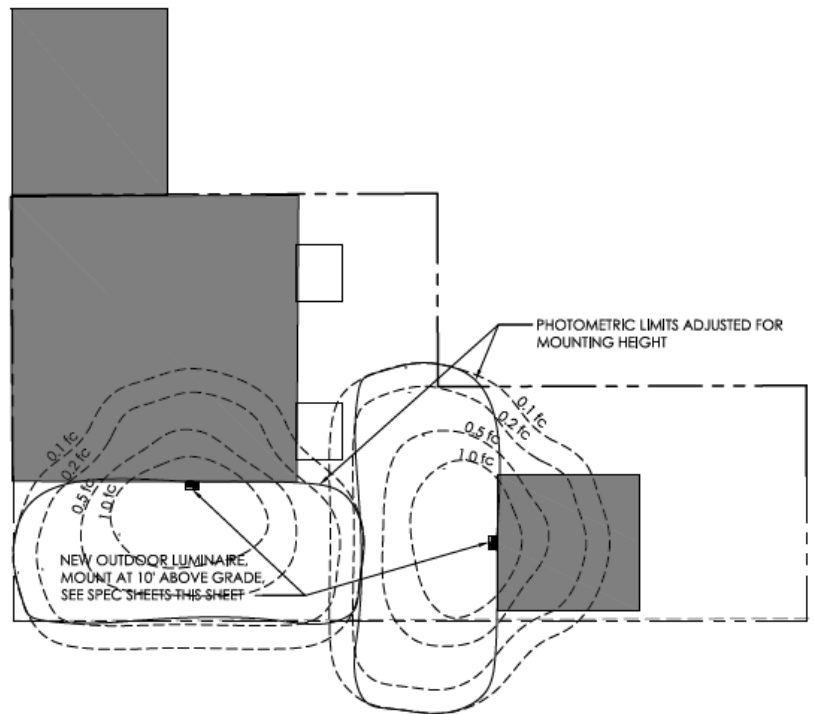
TRASH ENCLOSURE
NTS

Landscaping



The applicants propose some green space along the southern portion of the combined site and at the rear (to the immediate east) of the Opera House building. The City Center district includes compact, dense development with zero setback situations. Therefore, the ordinance allows some flexibility with the planting requirements. Typically ordinance does not require additional landscaping for a structure where only a change of use is requested. For accessory structures ordinance does require one (1) tree and two (2) shrubs for every two thousand (2,000) square feet of land disturbance. Currently the landscaping plan shows 8 plantings and staff is supportive of the plan as submitted unless the Plan Commission would like to see a different mix of trees and shrubs.

Lighting



The applicants have submitted a photometric plan as part of their plan set (above). The lighting plan shows on-building wall packs and appears to meet the maximum allowable light trespass of 0.5 footcandles at the property lines. Unless the applicants propose more than three (3) surface parking spaces on-site staff does not have concerns with the lighting plan as proposed. If more than 3 parking stalls are proposed staff would recommend as a condition of approval that the applicants submit a revised lighting plan for staff and Plan Commission review showing that the minimum light levels and uniformity level are met as part of the Site Plan Review process.

Standards for Conditional Use Review

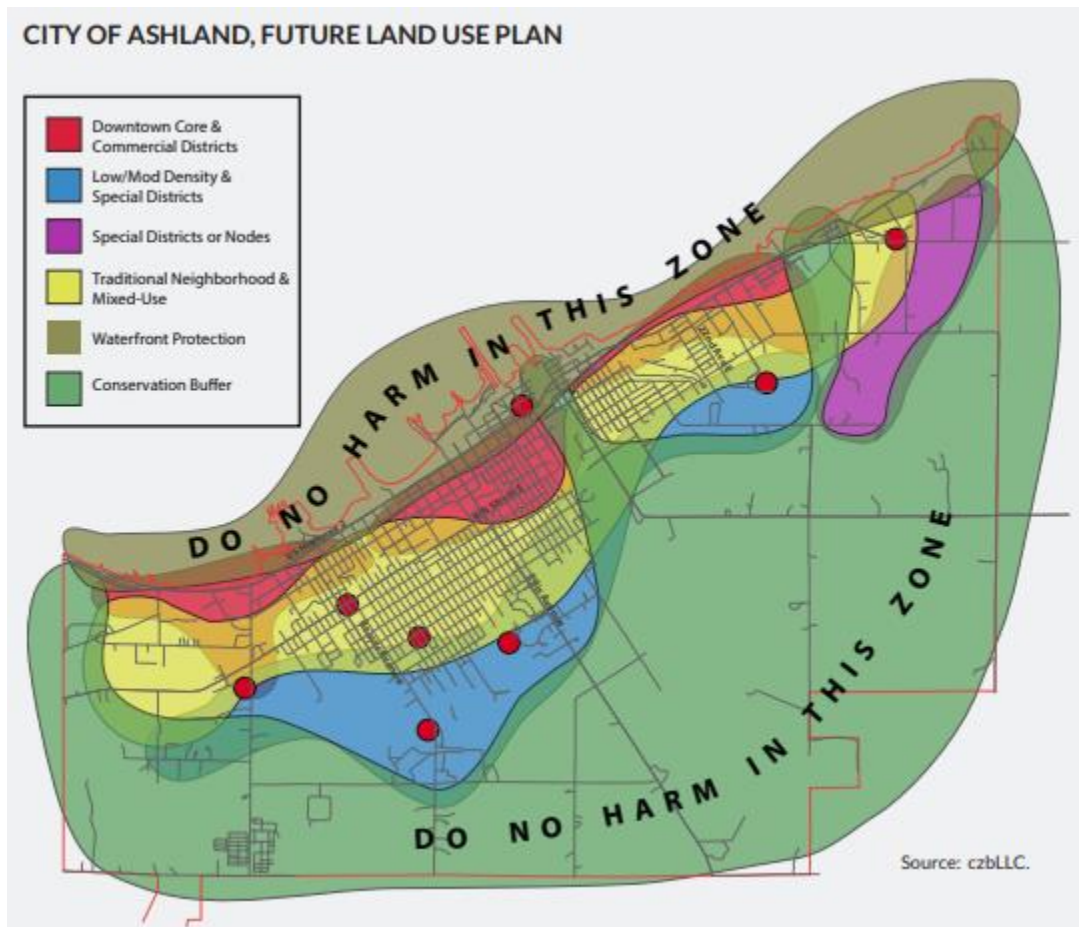
The City of Ashland's Unified Development Ordinance Section 3.9 (C) Conditional Use Permit – Approval Criteria (and all subsections thereof), create the legal framework to regulate, administer, and enforce the conditional use standards for the City of Ashland. The following decision criteria were used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

1. Consistency with Comprehensive Plan.

The proposed adaptive reuse for multi-family at 208 3rd Avenue W is in conformance with the Future Land Use Map, and it supports the principles and goals of the Comprehensive Plan. The site is classified in the Future Land Use Map as Downtown Core and Commercial Districts. The plan encourages increased residential construction. The plan states:

The City's downtown area must shrink in size; the current downtown/main street area is a mile long and the east side continues to experience significant vacancies. The west side maintains significant activity and many historic buildings. This area, between 9th Avenue West and Ellis Avenue, is the heart of Ashland...economically, socially, and historically. The City and private investors must do everything possible to protect and enhance this area. Economic incentives, public private partnerships, increased residential construction, an expanded West Second Street Historic District, etc. should be utilized to further revitalize the downtown. The City should strongly consider creating a new tax increment

financing district (TID-10). The east side will be better served as a higher density residential district with neighborhood commercial opportunities. (Authentic Ashland, pg. 54)



For the Downtown Core & Commercial Districts the plan states:

While a variety of commercial uses make up the majority of these districts, these areas should increasingly be populated by mixed use development. Residential development and/or offices on the upper floors of retail establishments are encouraged within these districts. Residential development is, and should be, designed at higher densities in these areas. Buildings should front the rights-of-way and begin to move away from the post-WW2 development pattern that situated buildings behind large expanses of parking lots. (Authentic Ashland, pg. 57)

The proposed use is a multi-family, dense residential adaptive reuse of an existing historic building. The reuse and occupancy of the building would provide four high quality new housing units downtown, and revitalize a dilapidated historic building. The adaptive reuse project is preserving a significant structure and historic resource in the West 2nd Street Historic District. Though the proposed use is entirely residential rather than mixed use, it is not directly on Main Street and is a high-density development so staff is of the opinion that it is inline with the plan goals for the Downtown Core and Commercial Districts.

The Comprehensive Plan also outlines the need to preserve the City's historic buildings in the following text:

The City should continue to be diligent in protecting these remaining buildings, but it is equally as important for the City to promote architecture and development that is sensitive to the historic character of the area. (Authentic Ashland, pg. 46).

The adaptive reuse of the Opera House, the proposed improvements to the site, including the paving and landscaping, will help revitalize a vacant site while maintaining the historic character of the site.

2. Compatibility.

The proposed use is compatible with the site and surrounding areas. The surrounding uses are primarily commercial or mixed use. Surrounding uses in the area include various retail establishments, the Ashland Historical Museum, personal and professional services, and the Ashland County Courthouse.

The applicants plan to utilize existing infrastructure on the site and are willing to work with this existing nonconforming parcel.

3. Importance of Services to the Community.

The applicants are local developers and will provide additional high-quality housing to the community at a site that has remained vacant for over ten years. The lack of high quality affordable and market rate housing options is a challenge for the community of Ashland. The reuse of this site as a housing development enables re-use of an existing historic asset that may otherwise remain vacant or be demolished.

4. Neighborhood Protections.

Given the proposed use's compatibility with the surrounding uses and the past use as an opera house and liquor store, the proposed use is not anticipated to have any negative impacts on the area. Traffic activity is unlikely to change significantly as the site is a half-block off of Main Street, which already has high traffic volumes. The applicants have included landscaping in their preliminary site plan drawings and the planning department and Plan Commission can work with the applicants regarding the final landscaping and lighting plans.

5. Conformance with Other Requirements:

The development must conform to all other applicable City code requirements, including (but not limited to):

- a. Local and state building code requirements to ensure the property meets code standards for the proposed use prior to issuance of an Occupancy Permit.

Review Recommendation

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

- The applicant shall be required to submit a full site plan to the City for review and approval.
 - Applicants shall combine the three parcels into one lot and submit the Certified Survey Map to Planning and Development Staff for review prior to commencing work.
 - Applicants shall include an appropriate warning sign/method for pedestrians at the garage entrance off of 3rd Avenue West. Applicants shall submit this to the Department of Public Works for review as part of the Site Plan Review process.
 - Site plan to include dimensions of drive aisles, parking lot setbacks, and proposed grading and stormwater flows.
 - Paved area shall maintain at least a 3-foot minimum setback from the southern property line and not cross the property line on its north side.
 - Site plan submittal to include elevation drawings for the proposed garage off of 3rd Avenue W and the east elevation of the Opera House building with proposed window and door openings.
 - If the applicants propose more than 3 surface parking spaces they shall revise the photometric plan for staff and Plan Commission review showing that the minimum light levels and uniformity level are met as part of the Site Plan Review process.
 - Applicants to submit a landscaping species list as part of the site plan submittal.
- Standards required by the property's zoning, as well as the property's overlay zoning districts, specifically required exterior building design and landscaping standards, shall be adhered to, including:
 - Construction shall be of quality finish materials including, but not limited to, brick, stone, stucco, wood, and architectural concrete. Unfinished concrete masonry units and

corrugated metal or plastic siding shall be prohibited (UDO 6.2 C.3.c.). The color of each façade material should be harmonious with the color of all other façade materials used on the same building, as well as the color of façade materials used on adjacent buildings. For the purpose of this Ordinance, harmonious shall be defined as colors that are complimentary in hue, tone, and intensity. The use of dissonant and/or intense colored façade materials should be avoided;

- Any existing nonconformities (i.e., setbacks, lot coverage) shall not be expanded by new uses of the property. Based on staff's initial review, the standards appear to be met by the current structures.

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 determination. The required Class 2 public hearing notice was issued on April 7th & April 18th, and discretionary letters were sent to all surrounding 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.

SUBJECT: Approve a Resolution to Issue a Conditional Use Permit (CUP) to Expand a Clinic Use at 619 9th Avenue West, Ashland, Parcel No. 201-04374-0000, Zoned Single & Two Family Residential (R-2). Applicant: Savita Jones o/b/o Ashland Birth Center (*Planning & Development*) Roll.

RECOMMENDATION: The Plan Commission voted to recommend approval of the proposed Conditional Use Permit at the April 25, 2023 Plan Commission meeting. The Plan Commission and staff recommend approval of the Conditional Use Permit contingent on the following conditions:

- The applicant shall obtain any necessary permits for the proposed expansion, including building permits and occupancy permits.
- The applicant shall obtain any necessary permits for future changes including lighting, signage, etc.
- Siding used to cover the garage doors shall be the same or like materials to match the rest of the building.
- The existing building does not meet required setbacks outlined in UDO Section 4.3 (C., 2.) thus any future structural additions/expansions will require review from the Planning Dept. and potentially Planning Commission.
- Any proposed future expansions of the clinic use will require Plan Commission and Common Council review.

DEPARTMENT OF ORIGIN: Planning & Development

CLEARANCES: Plan Commission (Approval recommended April 25th, 2023)

EXHIBITS:

1. Proposed Resolution No, 17719
2. Staff Report: Plan Commission, April 25, 2023

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED: NA

**APPROPRIATION
REQUIRED:** NA

**TREASURER'S
CERTIFICATE:** NA

COMPLIANCE WITH ORD. 51: NA

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN: This expansion is consistent with the goals of the Comprehensive Plan. Within the Comp Plan there is a call for Ashland to continue

prioritizing quality of life for residents, which is achieved by having a diverse mix of high-quality services. The Ashland Birth Center provides a comprehensive service to residents that is unique for the Northern Wisconsin area.

The Comprehensive Plan also places emphasis on creative in-fill, and while that is primarily directed towards the housing market it also can apply to low intensity commercial and institutional uses as well. The Ashland Birth Center's original CUP application identifies that this building is an ideal space because it is too large for most residential uses and not quite large enough to accommodate an intense commercial use.

The proposed use is consistent with the Future Land Use Plan as the development is within the Traditional Neighborhood & Mixed-Use District. The future land use plan defines this district as a flexible area that allows for a mix of residential uses such as single-family homes, duplexes, or multi-family dwellings that sit alongside lower intensity commercial uses. While the Ashland Birth Center is proposing to expand their clinic use it will still be considered low intensity and fit within a neighborhood setting.

SUMMARY STATEMENT:

Staff recommends approval of the Conditional Use Permit to allow expansion of a clinic use at the property at 619 9th Ave W (Ashland Birth Center). The Plan Commission voted to recommend approval at the April 25th, 2023 Plan Commission meeting subject to the conditions included in the recommendation. The Plan Commission held a public hearing at the April 25th meeting and received public input in favor of and against the proposal. A neighbor's concerns centered around the presence of ambulances and flashing lights at late hours, loud yelling during overnight hours, and patients in the alley triggering floodlights. Another neighbor expressed concerns about potential additional lighting. The applicant/owner of the Birth Center explained that she was not aware of the concerns but was willing to work with the Mayor and neighbors on addressing any potential issues. Mayor Mac Kenzie has been working with the involved parties to address any neighbor concerns. Please see the included Plan Commission staff report for more information.

RESOLUTION No. 17719

RESOLUTION TO ISSUE A CONDITIONAL USE PERMIT (CUP) TO EXPAND A CLINIC USE AT 619 9TH AVENUE WEST, ASHLAND, PARCEL NO. 201-04374-0000, ZONED SINGLE & TWO FAMILY RESIDENTIAL (R-2) APPLICANT: SAVITA JONES o/b/o ASHLAND BIRTH CENTER

WHEREAS, the Common Council of the City of Ashland is authorized to issue Conditional Use Permits; and

WHEREAS, the applicant has requested a Conditional Use Permit per Chapter 781, Ashland City Ordinances, to expand a clinic use on parcel 201-04374-0000, zoned Single & Two Family Residential (R-2); and

WHEREAS, the Plan Commission held a Public Hearing on April 25, 2023 and has recommended approval of the Conditional Use Permit with the following conditions:

- The applicant shall obtain any necessary permits for the proposed expansion, including building permits and occupancy permits.
- The applicant shall obtain any necessary permits for future changes including lighting, signage, etc.
- Siding used to cover the garage doors shall be the same or like materials to match the rest of the building.
- The existing building does not meet required setbacks outlined in UDO Section 4.3 (C., 2.) thus any future structural additions/expansions will require review from the Planning Dept. and potentially Planning Commission.
- Any proposed future expansions of the clinic use will require Plan Commission and Common Council review.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Ashland that the Conditional Use Permit is in accordance with the Ashland Unified Development Ordinance and is hereby approved contingent upon compliance with the above listed conditions.

PASSED: May 9, 2023

Councilperson

ATTEST: _____
Denise Oliphant, City Clerk

Matthew MacKenzie, Mayor

APPROVED AS TO FORM:

Tyler Wickman, City Attorney

FOR APPLICANT:

Applicant understands and accepts the conditions of approval for the CUP as indicated within this resolution, and was provided notice of Common Council approval of this resolution within 5 business days of such approval.

Applicant (Print and signature)

Date

Find yourself next to the water.



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 – April 25, 2023

Agenda Item # 5a: Conditional Use Permit Request to allow an expansion of a Clinic Use

Zoning District: Single & Two Family Residential
Property Address: 619 9th Ave W
Parcel #: # 201-04374-0000
Applicant: Savita Jones o/b/o Ashland Birth Center
Staff Contact: Steven Wiley

Background

Savita Jones is requesting an expansion of the existing clinical use at 619 9th Ave W on behalf of the Ashland Birth Center. The Ashland Birth Center has operated as an outpatient facility that offers a myriad of services related to prenatal, birth, newborn, and postpartum care. The Ashland Birth Center provides a unique environment for patients that feels more like home than a clinic or hospital, which helps them serve a variety of clients comfortably. Services are provided by Licensed Midwives, Student Midwives, and Doulas.

The existing site houses one large building with an attached garage space. There are two vehicular accesses to the property, one is off of 9th Ave W and the second is off an alley connected to 7th St. W & 6th St. W. There is limited parking onsite located on the northwest side of the property. The existing building is approximately 3,800 sq. ft. including the attached garage. The main part of the building is where the clinic operates and the garage is currently being used for storage. The southern area of the property has several trees that run parallel to 7th St. W. Screening of the alley is accomplished through a mixture of trees and shrubs.

Clinics are a conditional use in the Single & Two Family Residential zoning district. The original clinic use was approved by a Conditional Use Permit in 2012 with contingencies related to the intensity of the use, signage, parking, and screening. The Ashland Birth Center plans to expand their clinical use by renovating their current garage into a classroom area for their patients, staff, and educators. This renovation will also include expanding their parking area and fencing in a portion of their yard.

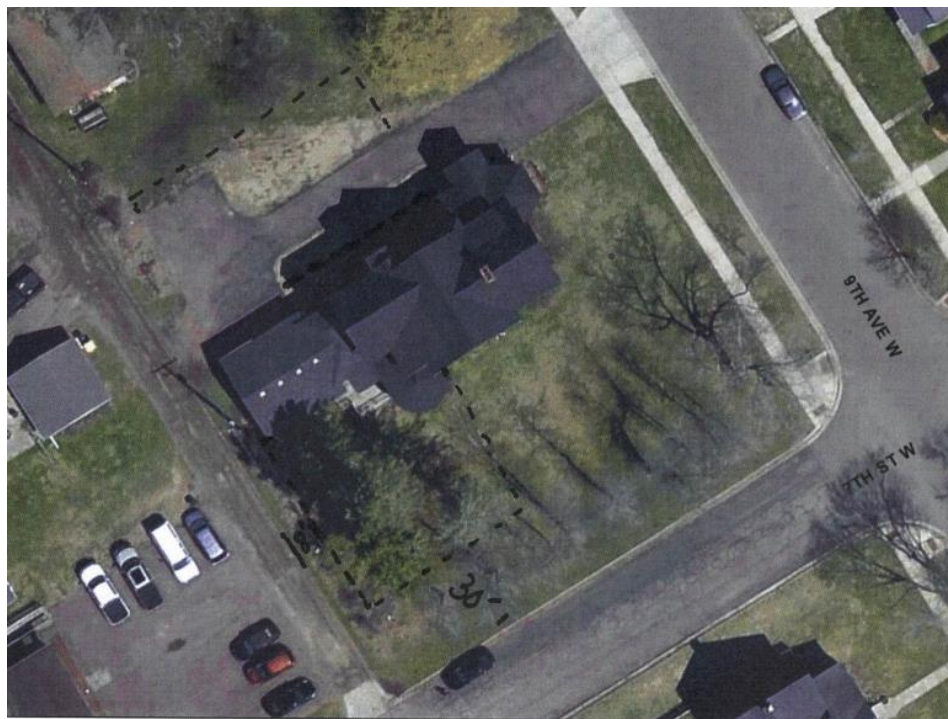
Existing Land Use	Zoning
Clinic operating as Ashland Birth Center	Single & Two Family Residential (R-2)

Existing Uses		Zoning
North	Single family homes	Single & Two Family Res.
South	Single family homes	Single & Two Family Res.
East	Single family homes	Single & Two Family Res.
West	Religious Institution, Single family homes, Commercial	Single & Two Family Res., Regional Commercial

Land Use Recommendation	Land Use
Future Land Use Map Recommendation	Traditional Neighborhood & Mixed-Use District

Site Design and Parking

The applicant has proposed the addition of three parking spots along with refinishing the existing parking area, a privacy fence located to the south of the garage, and renovations to the existing attached garage.



Parking

The applicant plans to install three new parking spaces, and refinish the existing black top in order to for easier parking and vehicle flow. This addition will require removal of some trees and shrubs that are currently located under power lines parallel to the alley. The exact amount of new black top to be installed is not yet known, but based on rough calculations from the provided drawings staff estimates 1,000 sq. ft. of blacktop being added.

Fencing

The applicant has proposed approximately 137 linear feet of six-foot-tall cedar fencing to the south of the garage. This will create screening for the classroom use along 7th St. W and part of the alley. The fence is projected to meet and exceed necessary setbacks from the alley and the street.

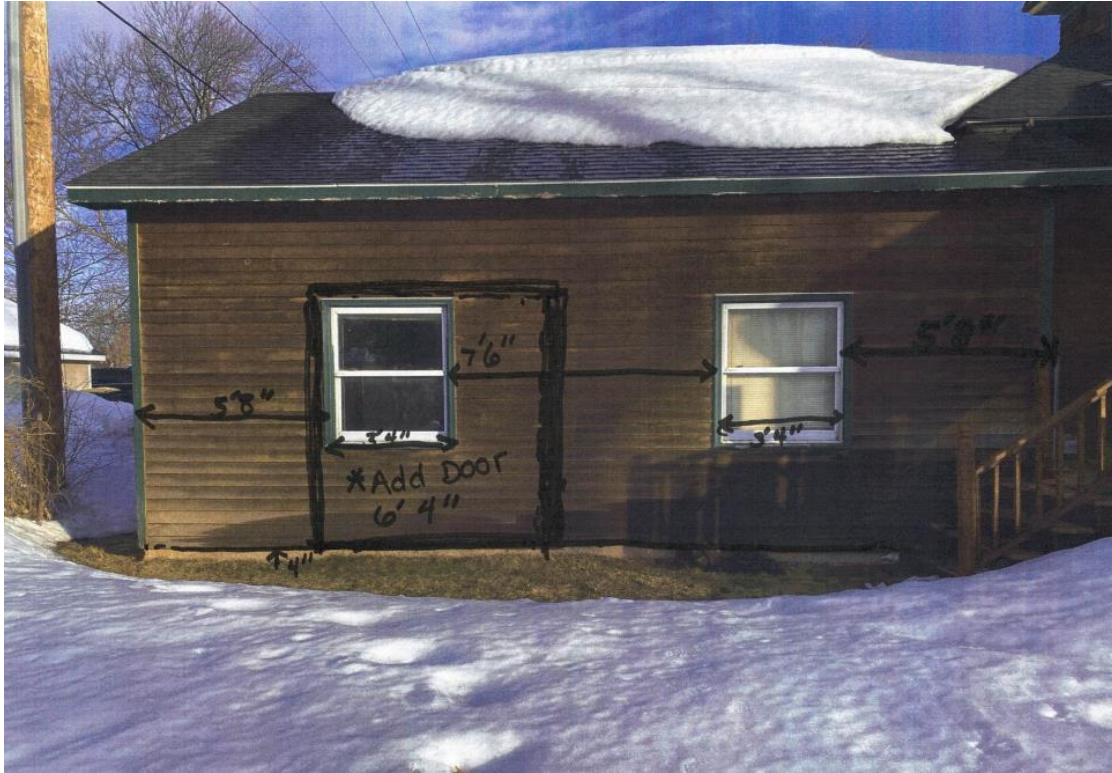
Garage to Classroom Renovation

The CUP is for the garage to classroom renovation that is proposed. There are no structural changes to the garage within the plans. The current garage has two doors facing the north that are to be covered and sided with like siding material. The applicant has indicated that there is identical siding proposed for the covering. A new wider door for access will be installed.

The south facing side of the garage will also be renovated. There are two existing windows on the south side of the garage and one will be removed and a door will be added to access the fenced in area. The other window will remain. Staff is including a condition that any covered doors will require siding that is of like or identical material and color.

Internal renovations of the garage which was previously used as a daycare include the aforementioned exterior changes, interior paint, flooring, new countertops and cabinets, and ceiling tile replacement. All of these changes are considered minimal for the proposed use.





Landscaping

The applicant is proposing removal of shrubs and trees that are currently located alongside the alley and under powerlines. Removal of this will allow for the parking lot expansion. The current parking expansion plan does not trigger any landscaping plan requirements outlined in UDO Section 6.4 A as the parking area will not create more than 20 spaces and is not disturbing more than 2,500 square feet.

Lighting

No changes to lighting are proposed at this time. Any changes to lighting in the future will require internal review through a building permit or potential review by Planning Commission if the additions are substantial.

Standards for Conditional Use Review

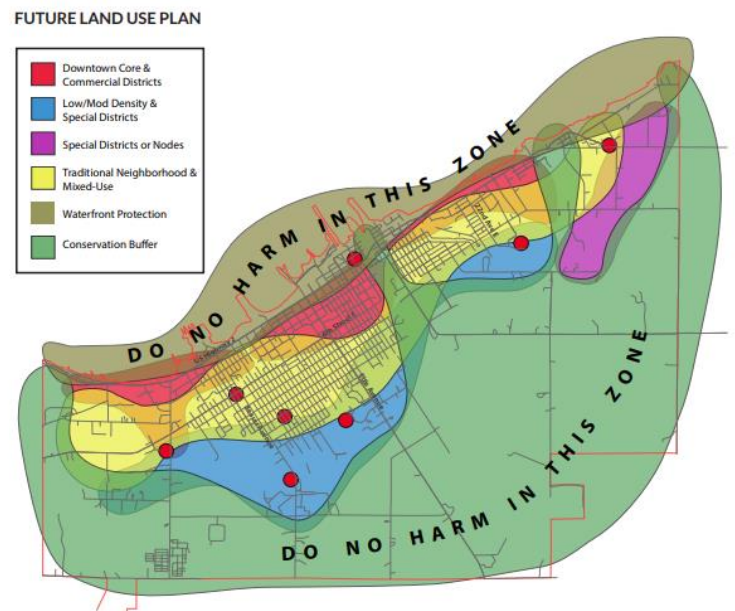
The City of Ashland's Unified Development Ordinance Section 3.9 (C) Conditional Use Permit – Approval Criteria (and all subsections thereof), create the legal framework to regulate, administer, and enforce the conditional use standards for the City of Ashland. The following decision criteria were used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

1. Consistency with Comprehensive Plan.

This expansion is consistent with the goals of the Comprehensive Plan. Within the Comp Plan there is a call for Ashland to continue prioritizing quality of life for residents, which is achieved by having a diverse mix of high-quality services. The Ashland Birth Center provides a comprehensive service to residents that is unique for the Northern Wisconsin area.

The Comp Plan also places emphasis on creative in-fill, and while that is primarily directed towards the housing market it also can apply to low intensity commercial and institutional uses as well. The Ashland Birth Center's original CUP application identifies that this building is an ideal space because it is too large for most residential uses and not quite large enough to accommodate and intense commercial use.

The proposed use is consistent with the Future Land Use Plan as the development is within the Traditional Neighborhood & Mixed-Use District. The future land use plan defines this district as a flexible area that allows for a mix of residential uses such as single-family homes, duplexes, or multi-family dwellings that sit alongside lower intensity commercial uses. While the Ashland Birth Center is proposing to expand their clinic use it will still be considered low intensity and fit within a neighborhood setting.



2. Compatibility.

Expansion of the clinical use with a classroom is compatible with the site. Surrounding uses include residential homes and religious institutions, with a small commercial parcel to the northwest. The church directly across the alley to the west holds regular services, and likely provides smaller services and religious classes. Thus, smaller influxes of traffic already occur around the site regularly. The classes are likely to not create more traffic than the area already has.

Second the expansion of the use is compatible with the site since there is ample space for it within their garage area. The renovations to include a classroom space utilizes an area that is onsite and already pre-built. The Comprehensive Plan places an emphasis on creative infill not only for housing but for commercial uses as well. Expansion of the classroom into the existing garage is utilizing space on the property instead of looking for an alternate location.

3. Importance of Services to the Community.

The Ashland Birth Center has been providing care for over a decade to not only Ashland residents but also those from surrounding communities. This center has been an integral part of the community providing birth care in a non-traditional hospital setting. This center fulfills a niche in birth work that many other communities do not have nor have the resources to start.

4. Neighborhood Protections.

Given that the existing use has been operating on the site for over a decade and that the expansion will not dramatically intensify the use there are no anticipated impacts on the area. Traffic patterns are unlikely to change and additional parking will accommodate any influx in visitors with the classroom use.

Screening will be accomplished with the existing tree cover and the addition of the proposed 6' tall fence located to the south of the garage.

5. Conformance with Other Requirements:

The development must conform to all other applicable City code requirements, including (but not limited to):

- a. Local and state building code requirements to ensure the property meets code standards for the proposed use prior to issuance of an Occupancy Permit.
- b. The applicant shall obtain necessary building permits for any remodeling, fencing, or parking lot expansion.

Review Recommendation

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

- The applicant shall obtain any necessary permits for the proposed expansion, including building permits and occupancy permits.
- The applicant shall obtain any necessary permits for future changes including lighting, signage, etc.
- Siding used to cover the garage doors shall be the same or like materials to match the rest of the building.
- The existing building does not meet required setbacks outlined in UDO Section 4.3 (C., 2.) thus any future structural additions/expansions will require review from the Planning Dept. and potentially Planning Commission.
- Any proposed future expansions of the clinic use will require Plan Commission and Common Council review.

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 determination. The required Class 2 public hearing notice was issued on April 7th & April 18th, and discretionary letters were sent to all surrounding 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.

SUBJECT: Approve a Preliminary Resolution Declaring Intent to Levy Special Assessments under Municipal Police Power Pursuant to Sec. 66.0703, WI State Statute for the 2023 MacArthur Ave Reconstruction Project (*Public Works*) Roll

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Public Works

CLEARANCES: City Administrator
Public Works Director

EXHIBITS:

1. Proposed Preliminary Resolution No. 17714
2. MacArthur Ave Reconstruction Site Map
3. City of Ashland, Wisconsin Sidewalk Special Assessment Policy

EXPENDITURES REQUIRED: N/A

AMOUNT BUDGETED: N/A

**APPROPRIATION
REQUIRED:** N/A

**TREASURER'S
CERTIFICATE:** N/A

COMPLIANCE WITH ORD. 51: The Mayor and/or Clerk has consented to placement of this agenda item on the Council agenda as timely action is needed.

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN: N/A

SUMMARY STATEMENT:

The 2023 MacArthur Ave Reconstruction project consists of the reconstruction of MacArthur Avenue (roadway, portions of sidewalk, stormwater, and watermain) from 6th Street West to 11th Street West and the reconstruction of 8th Street West (roadway, sidewalk, watermain) from Chapple Avenue to MacArthur Avenue. See attached project location map.

The area included in the project was identified as one in need of major infrastructure upgrades. The pavement condition rating throughout the project area is rated at either very poor or failing. The project was also prioritized in part because of the condition of the watermain, which was originally installed in 1890. The area has experienced four water main breaks in the last twenty years and, because the water main is six inches, does not provide adequate fire flow to the area.

On December 13, 2022, Council approved a proposal from Cedar Corporation for engineering design services.

The Preliminary Resolution authorizes the City Public Works Department to proceed with development of a

report for sidewalk special assessments on the 2023 MacArthur Ave Reconstruction Project in accordance with the City's Sidewalk Special Assessment Policy. After the report is completed, a Public Hearing will be held to allow affected residents to comment on the proposed special assessments. The Department typically initiates this project in the winter, prior to bidding for the project, but was unable to complete the required surveying in Fall 2022.

The existing sidewalk currently extends from 6th Street West to 11th Street West. The project design will minimize removal and replacement of existing sidewalks that are in good condition as parts of the existing sidewalk on MacArthur Ave were replaced with the past fifteen years.

RESOLUTION No. 17714

PRELIMINARY RESOLUTION DECLARING INTENT TO LEVY SPECIAL ASSESSMENTS UNDER MUNICIPAL POLICE POWER PURSUANT TO SEC. 66.0703, WI STATE STATUTE FOR THE 2023 MACARTHUR AVE RECONSTRUCTION PROJECT

RESOLVED, by the Ashland Common Council, City of Ashland, Wisconsin, Ashland County, Wisconsin:

1. The Ashland Common Council hereby declares its intention to exercise its police power under §66.0703, Stats., to levy special assessments upon property in the assessment district hereafter described for benefits conferred upon such property by reason of the following public work and improvements:

Concrete Sidewalk Installation and Replacement

2. The property to be assessed lies within the following described assessment district:
 - a. All properties adjacent to MacArthur Avenue from 6th Street West to 11th Street West, City of Ashland, Ashland County, Wisconsin.
 - b. All properties adjacent to 8th St W from MacArthur Ave to Chapple Ave, City of Ashland, Ashland County, Wisconsin.
3. The total amount assessed against the properties in the described assessment district shall not exceed 50% of the cost of the improvements.
4. The Ashland Common Council determines that the improvements constitute an exercise of the police power for the health, safety and general welfare of the municipality and its inhabitants.
5. The City Public Works Department shall prepare a report which shall consist of:
 - a. Preliminary plans and specifications for the improvements.
 - b. An estimate of the entire cost of the proposed improvements.
 - c. A statement that the property against which the assessment are proposed will be benefitted.
 - d. Schedule of proposed assessments
6. When the report is completed, the City Public Works Department shall file a copy of the report with the City Clerk for public inspection and, if state property is to be assessed, shall mail a copy of the report to the responsible state agency and, for assessments of \$50,000 or more, to the Wisconsin State Building Commission.
7. Upon receiving the report of the Public Works Department, the City Clerk shall cause notice to be given stating the nature of the proposed improvements, the general boundary lines of the proposed Assessment District, (including a small map thereof,) the time and place at which the report may be inspected, and the time and place of the public hearing on the matters contained in the preliminary resolution and the report. This notice shall be published as a class 1 notice under Ch. 985, Stats, and copy shall be mailed, at least 10 days before the hearing, to every interested party whose address is known or can be ascertained with reasonable diligence.

8. The hearing will be held at the Ashland City Hall, 601 West Main Street, Ashland, Wisconsin, at a time set by the City Clerk in accordance with §66.0703, Stats., which shall be not less than 10 nor more than 40 days after publication. People will be able to attend virtually or in person.

9. The number of installments in which the assessment against any parcel may be paid shall be determined at the hearing provided for in paragraph 7, above.

PASSED: May 9, 2023

Aldersperson

ATTEST:

Denise Oliphant, City Clerk

Matthew MacKenzie, Mayor

APPROVED AS TO FORM:

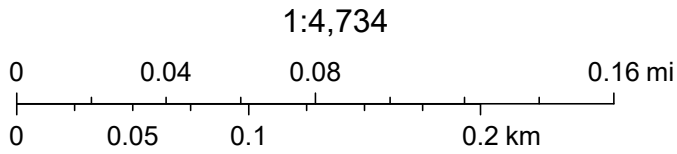
Tyler W. Wickman, City Attorney

MacArthur Ave Recon Project Location Map



4/11/2023, 9:45:18 PM

-  Override 1
-  Parcel Mapping
- Parcel Labels



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

CITY OF ASHLAND, WISCONSIN SIDEWALK SPECIAL ASSESSMENT POLICY

(Dated: March 24, 2006)
(Referenced by Ordinance No. 530; Adopted May 9, 2006)

1.0 PURPOSE

The purpose of this Policy is to assure fair and equitable cost recovery for pedestrian infrastructure improvements and to set forth a methodology determining the amount of the assessment for the improvements and circumstances on a reasonable basis. It is the policy of the City of Ashland that all properties specially benefiting from sidewalk improvements pay a portion of their fair share of the cost of such improvements.

The policies contained herein are designed to serve as a general guide for the City Council in allocating benefit to properties. The City Council reserves the right to vary from these policies if the assessments derived by imposition of the policies create obvious inequities, where the assignment of benefit to a particular property is difficult to determine, or because of extreme or unusual circumstances, or for other good reason.

2.0 SPECIAL ASSESSMENT PROCEDURES

The Wisconsin Statutes prescribe the general procedures which cities must follow to specially assess property for local improvements. Typical public improvement projects for which special assessments are levied include sidewalks and related pedestrian infrastructure elements. Pertinent statute sections include §66.0703 and §66.0907. In accordance with §66.0907, municipalities may impose assessments for the costs of laying, removing, replacing, repairing, and maintaining sidewalks. Charges for sidewalk work are levied under police powers and do not require a showing of benefit to properties charged (*Lisbon Ave. v. Town of Lake*, 134 Wis. 470, 475, 113 N.W. 1099 (1908)).

The City of Ashland adopts, makes a part of this policy by reference, and incorporates the procedures for levying special assessments as contained in Wisconsin Statutes §66.0907. Whenever the provisions of this policy are contrary to those contained in §66.0703, §66.0907, or other applicable provisions of the Wisconsin Statutes or administrative regulations, the Wisconsin Statutes or administrative regulations shall control.

All special assessments levied in the City of Ashland shall be grounded in the exercise of police powers for the health, safety and welfare of the public.

It is hereby determined that all properties lying within the incorporated boundaries of the City of Ashland receive similar benefit for similar categories of improvements and therefore the rates established for the levy of special assessment shall be applied on a uniform basis throughout the City, for the benefits received, regardless of the location of the improvements and the method of financing. In no case shall the total special assessments exceed the total cost of all improvements constructed as part of the annual Capital Improvement Program (CIP).

3.0 ASSESSMENT BASIS

Special assessments are to be computed and based on a per linear foot of frontage basis (i.e., *front footage* basis), except in the case of residential corner lots.

The front footage of corner lots shall be determined by the side of the lot bearing the street address and front entrance of the home. All corner lots shall receive a 140 ft. *flankage credit* for sideyard sidewalk. The assessment for corner lots shall be limited to the front footage plus any remaining side footage after deducting flankage credit. All residential corner lots receive this 140 ft. flankage credit.

The following examples help to illustrate how corner lots are assessed:

- a) If a large 140' (front) by 150' (deep) corner lot is to receive all new sidewalks on both sides, then the assessment would be for 150 ft. total (140' of frontage plus 150' side yard minus the flankage credit of 140') = 150 ft. total).
- b) If a smaller 100' (front) by 140' (deep) corner lot is to receive all new sidewalks on both sides, then the assessment would be for 100 ft. total (100' of frontage plus 140' side yard minus the flankage credit of 140') = 100 ft. total). Likewise for a 50' or 75' wide lot.

If a corner lot did not have sidewalk on its frontage OR its frontage sidewalk is all in excellent shape, and the project calls for new sidewalk installation on its flanking side only; then the property would be assessed for only that portion of the flanking side that exceeds the 140 ft. flanking credit. For example,

- c) If a large 100' (front) by 150' (deep) corner lot is to receive a new side yard sidewalk (flanking side) only; then the special assessment would be for 10 feet (150' deep flanking side minus 140' flankage credit).

The flankage credit is determined to be 140 feet based on the fact that the typical Ashland lot is 140 ft. deep. The flanking side of a lot is not intended to be special assessed until the amount of sidewalk installed or replaced on the flank within any 20 year period exceeds 140 lineal feet.

4.0 ASSESSABLE PROJECT ELEMENTS AND COSTS

Recognizing that it is the policy of the City of Ashland to levy special assessments to recover approximately 50% of the cost of constructing sidewalk improvements. The City Council establishes the locations and priorities for sidewalk improvement projects as described in Ordinance 530, *Ordinance to Adopt a Sidewalk Construction, Maintenance, and Use Policy for the City of Ashland*.

The City Council establishes the assessment rates for sidewalk improvements. Annually the Director of Public Works/City Engineer will recommend adjustments in the special assessment rates based on construction costs experienced the previous construction season. This rate will be published in the Comprehensive Fee Schedule, adopted annually by City Council.

All construction shall be in accordance with standards as published in the most recent version of the *City of Ashland Standard Specifications for Sidewalk Construction*, unless otherwise approved in writing from the Director of Public Works/City Engineer.

Assessable project elements and costs to be included in the special assessment computations are described herein:

- a) Sidewalk Removal, Saw Cutting, and other associated demolition costs: Costs for removal, saw cutting, and other associated demolition costs of existing sidewalks is to be included with construction costs.
- b) Grading and Gravel Base: The grading and construction of a gravel base for sidewalk construction will be included with construction costs.
- c) Curb, Gutter, and Pedestrian Handicap Ramps: The construction or replacement of concrete curb and gutter associated with installation of pedestrian ramps and/or adjacent sidewalks will be included in cost computations, and shall be allocated evenly as part of general sidewalk improvement construction costs. This shall include the installation of color-contrasted truncated dome devices for visually impaired pedestrians.
- d) Sidewalk Construction Costs: New sidewalk construction, or complete replacement of existing sidewalk, is to be included in the costs for construction.
- e) Replacement Sidewalk and Repairs to Existing Sidewalk: Spot repairs of existing sidewalk, including grinding, milling, mud-jacking, or individual panel replacement is to be included in the costs for construction.
- f) Tie-in Sidewalks and Driveway Aprons: Sidewalks and driveway aprons that tie-in and connect to the public walkways (carriage and entrance walks) shall be included with construction costs and allocated to the property served by sidewalk and/or driveway apron. General improvements elected by the property owner are not included in the general project costs; and while encouraged by the City, all such improvements and related expenditures shall be independently borne by the property owner.
- g) Boulevard (Terrace) Restoration: For the purpose of this paragraph the word boulevard (terrace) means that area between the back of the curb and the sidewalk, or, in the absence of a sidewalk, the property line.

Boulevard (terrace) restoration, seeding or sodding will be included in the cost calculations. No assessments will be made for replacement of turf located outside the street right-of-way that is required to be replaced to facilitate the matching of the existing yard to the new street construction.

- h) Retaining Walls: When it is determined that the construction of retaining walls, as part of street improvements, has a shared benefit between the property owner and the City, in that the property owner usually has larger useable lot area than would be available in the absence of the wall. The cost of constructing a retaining wall will therefore be split, with 50% of the cost of constructing the first five feet (5') of height of the retaining wall special assessed to the abutting lot. The City will pay for 50% of the cost of the first five feet (5') of height and 100% of the cost above five feet (5') of height of a retaining wall. A retaining wall shall be assessed on a square foot basis for the amount of retaining wall constructed adjacent to the benefited property.

- i) Expected Service Life: Sidewalks and related infrastructure are judged to have a normal useable life expectancy. For the purposes of determining whether or not special assessments apply to properties, the expiration of an expected service life shall be the governing criterion. Sidewalks beyond the expected service life as noted below shall be assessed; those within the service life shall be exempt from assessments. For the purpose of this policy, the life expectancy for sidewalk improvements is as follows:

Pedestrian Handicap Ramps/Truncated Dome Devices – 20 years
Sidewalks – 20 years

5.0 ASSESSMENT AMOUNTS AND REPAYMENT

This section of the policy to sets forth the amounts and repayment terms of special assessments.

- a) Special assessments shall be for approximately 50% of the construction costs as determined by the criteria noted above. The actual assessment rate shall be set annually and adopted by Council as part of the Comprehensive Fee Schedule.
- b) Special assessments may be paid in full following completion of the work (with no interest), or through 10 equal annual installments.
- c) The interest rate shall be 1% above the City's borrowing rate (as determined by loan or bond issuance) to cover overhead expenditures associated with administration of the program.
- d) Assessments shall be due in full upon sale or transfer of the property.
- e) The payment of special assessments through installments may be extended in cases of hardship. Repayment terms may be extended to 20 years of equal installments (per 66.0715) if a resident so chooses.

6.0 MISCELLANEOUS PROVISIONS

It is the intention of this section of the policy to clarify special circumstances, which may arise in establishing the benefit to lots as a result of public improvements completed by the City of Ashland.

- a) The policies set forth in this document do not alter the requirements of the City's subdivision and zoning codes with regard to a developer's responsibility to provide and pay for required improvements at the time that any given property is to be improved.
- b) The City of Ashland shall special assess improvements to railroad property as permitted by the Wisconsin Statutes, except as may otherwise be determined by the City Council.

- c) The City of Ashland shall bear 100% of the costs associated with constructing sidewalks on city-owned properties.
- d) The City of Ashland's utilities shall bear 100% of the costs associated with constructing sidewalks on utility properties (allocated to the appropriate utility).
- e) Projects constructed by Federal or State monies/agencies that include full payment of sidewalk construction costs as part of the respective projects are not subject to special assessments. Those that provide partial or no payment of sidewalk construction costs will be special assessed, subject to the specific requirements of pertinent federal and state funding sources.
- f) Property owners undertaking their own work, or arranging for pre-approved contractors to do so, shall not be special assessed. However, they are responsible for completing all work as described herein and in accordance with Ordinance 530.

SUBJECT: Approve to Waive the Advertisement Requirement Set Forth in Chapter 194.04, Procurement of Goods and Services, Ashland City Ordinances and Award the Bid for the 2023 Crushed Aggregate Contract to Angelo Luppino, Inc. (*Public Works*) Roll

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Public Works

CLEARANCES: City Administrator
Director of Public Works

EXHIBITS: 1. 2023 Crushed Aggregate Contract Bid Tabulation

EXPENDITURES REQUIRED: \$ 33,862.50 Fund 100 General Fund - Roadway Maintenance 100-53311-340
7,875.00 Fund 680 Water Utility - Maintenance of Mains 680-67300-400
13,387.50 Fund 690 Wastewater Utility - Maintenance of Collection System 690-82500-400
\$ 55,125.00 Total Expenditures Required

AMOUNT BUDGETED: \$33,862.50 Fund 100 General Fund - Roadway Maintenance 100-53311-340
\$8,000.00 Fund 680 Water Utility - Maintenance of Mains 680-67300-400
\$14,000.00 Fund 690 Wastewater Utility - Maintenance of Collection System 690-82500-400

APPROPRIATION REQUIRED: N/A

TREASURER'S CERTIFICATE: The Treasurer's Office has certified on April 26, 2023 that Angelo Luppino, Inc is in compliance with the provisions of Ordinance 923.10 Ashland City Ordinances.

COMPLIANCE WITH ORD. 51: The Mayor and/or Clerk has consented to placement of this agenda item on the Council agenda as timely action is needed.

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN: N/A

SUMMARY STATEMENT:

The Public Works Department solicited bids from Angelo Luppino, Inc., Mika Construction & Transportation LLC, and Olson Bros Contractors of Brule for 4000 tons of crushed aggregate; 500 tons for water utility repairs, 1,700 tons for alley maintenance and the remaining 1,800 tons for annual roadway maintenance. After bids were received at prices higher than expected, the Public Works Streets Foreman has decided to reduce the delivered amount of crushed aggregate to 3500 total tons.

The bids include furnishing and delivering 3500 tons of aggregate for the Public Works stockpile. The Department anticipates that 500 tons will be used for water utility repairs while the amount used for annual roadway maintenance will be reduced to 1,300 tons. The 1,700 tons for alley maintenance will be shared 50/50 between the Public Works roadway maintenance fund and the wastewater utility, as alleyways are used to access the majority of the sanitary sewer collection system for maintenance/repair/replacement activities.

Because the same three vendors have provided the City with crushed aggregate and other types of rock in recent history, the Department chose to solicit bids from these vendors rather than incur the cost of advertising. Therefore, the Department is requesting Council approval to waive the requirements of Ordinance 194.04, which requires advertisement of purchases more than \$30,000.

The Public Works Department recommends awarding Angelo Luppino, Inc. the contract for the 2023 crushed aggregate purchase in the amount of \$55,125.00.

Sec. 194.04. Purchases of more than \$30,000. Purchases of more than \$30,000 may be authorized by the City Council upon advertisement, unless the advertisement requirement is waived by a majority vote of the City Council. Advertisement may be supplemented by solicitation or, upon approval by a majority vote of the City Council, may be substituted for advertisement. This section applies to the purchase of tangible personal property and to services, but does not apply to construction contracts under sec. 62.15, Wis. Stats.

BID TABULATION									
City of Ashland 2023 Crushed Aggregate Contract Bids				Contractor A Angelo Luppino Inc.		Contractor B Mika Construction		Contractor C Olson Bros Contractors of Brule	
PAY ITEM	ITEM DESCRIPTION	BID QTY	UNIT	QUANTITY (TONS)	UNIT PRICE	QUANTITY (TONS)	UNIT PRICE	QUANTITY (TONS)	UNIT PRICE
BASE BID ITEM									
305.011	Base Aggregate Dense 3/4 - Inch (Virgin Material Only)	1	EA	4000	\$15.75	4000	\$15.87	4000	\$19.00
TOTAL PRICE				\$63,000.00		\$63,480.00		\$76,000.00	

SUBJECT: Approve to Waive the Advertisement Requirement Set Forth in Chapter 194.04, Procurement of Goods and Services, Ashland City Ordinances, Approve a Bid from McCoy Construction & Forestry for a New Heavy Duty Deck Over Tag Trailer (*Public Works*) Roll

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Public Works

CLEARANCES: City Administrator
Director of Public Works

EXHIBITS:

1. New Heavy-Duty Deck-Over Tag Trailer Bid Summary
2. Towmaster Trailer Specifications
3. Image of Existing Equipment

EXPENDITURES REQUIRED: \$ 34,950.00 Bid Price
\$ 34,950.00 Total

AMOUNT BUDGETED: \$ 55,000.00 CP Fund 460 Public Works Equipment
\$ 20,000.00 Future Sale of Existing Equipment Trailer and Truck
\$ 75,000.00 Total

**APPROPRIATION
REQUIRED:** \$ 0

**TREASURER'S
CERTIFICATE:** The Treasurer's Office has certified on April 26, 2023, that McCoy Construction and Forestry is in compliance with the provisions of Chapter 923.10 Ashland City Ordinances.

COMPLIANCE WITH ORD. 51: The Mayor and/or Clerk has consented to placement of this agenda item on the Council agenda as timely action is needed.

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN: N/A

SUMMARY STATEMENT:

At the January 31, 2023 meeting, the Council approved the Public Works Department's request to expend up to \$75,000 in funds from CP 460 Public Works Equipment for a replacement equipment trailer. At the time, the department was planning to replace an existing lowboy trailer in kind. Council approval of the purchase was requested in advance to allow the department to efficiently procure a replacement lowboy when a suitable trailer was found for sale from a source of used heavy equipment.

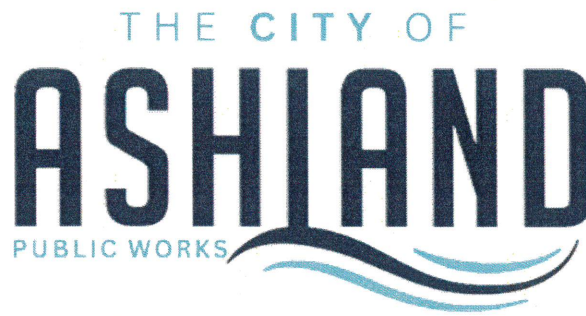
In the month of March, the Public Works Director, Fleet Maintenance Foreman, and Streets Foreman completed an evaluation of Public Works equipment and concluded that the existing lowboy trailer and associated semitruck served fairly limited purposes within the fleet. The existing lowboy and semi truck are

used to haul pieces of heavy equipment, mostly for short duration trips within the City. Occasionally, the department uses the lowboy and semi truck to transport supplies or equipment longer distances, such as to pick up rental equipment or to a specialized repair center.

The Fleet Maintenance Foreman and Streets Foreman concluded that a tag trailer would better meet the needs of the department at a lower cost. A tag trailer can be transported by a variety of existing Public Works equipment and would meet the department's need for most uses while contract services can be used when there is a need for long range transportation. The existing semi truck has been maintained for the sole purpose of transporting the low boy so the addition of a tag trailer to the Public Works equipment fleet will allow for the elimination of both the low boy trailer and semi truck. The department is confident that these pieces of fleet equipment retain value and can be sold as revenue to the City.

The Department solicited bids to purchase a new tag trailer from four different vendors, with McCoy Construction and Forestry providing the lowest bid. Because the vendors of Townmaster trailers are known within the local area, the Department chose to solicit bids from these vendors rather than incur the cost of advertising. Therefore, the Department is requesting Council approval to waive the requirements of Ordinance 194.04, which requires advertisement of purchases more than \$30,000.

The Public Works Department recommends approval of the purchase of a Townmaster T50LP Heavy Duty Deck Over Tag Trailer at a cost of \$34,950.00. Council approval is being requested despite being significantly under the \$75,000 expense previously authorized in order to keep the Council informed about the change in direction regarding the department's equipment needs.



BIDDING SUMMARY : NEW HEAVY-DUTY DECK-OVER TAG TRAILER

BID DATE: April 17, 2023 2:30PM

BIDDER	AMOUNT of BID		
Titan Machinery 4311 Haines Road Duluth, MN 55811	\$43,006.93		
Fabick CAT 444 Moccasin Mike Road Superior, WI 54880-4358	\$44,755.00		
Miller-Bradford & Risberg Inc 165 US Highway 41 E Negaunee, MI 49866	\$45,000.00		
McCoy Construction & Forestry 310 Industrial Park Drive Ashland, WI 54806	\$34,950.00		

WITNESS

DATE

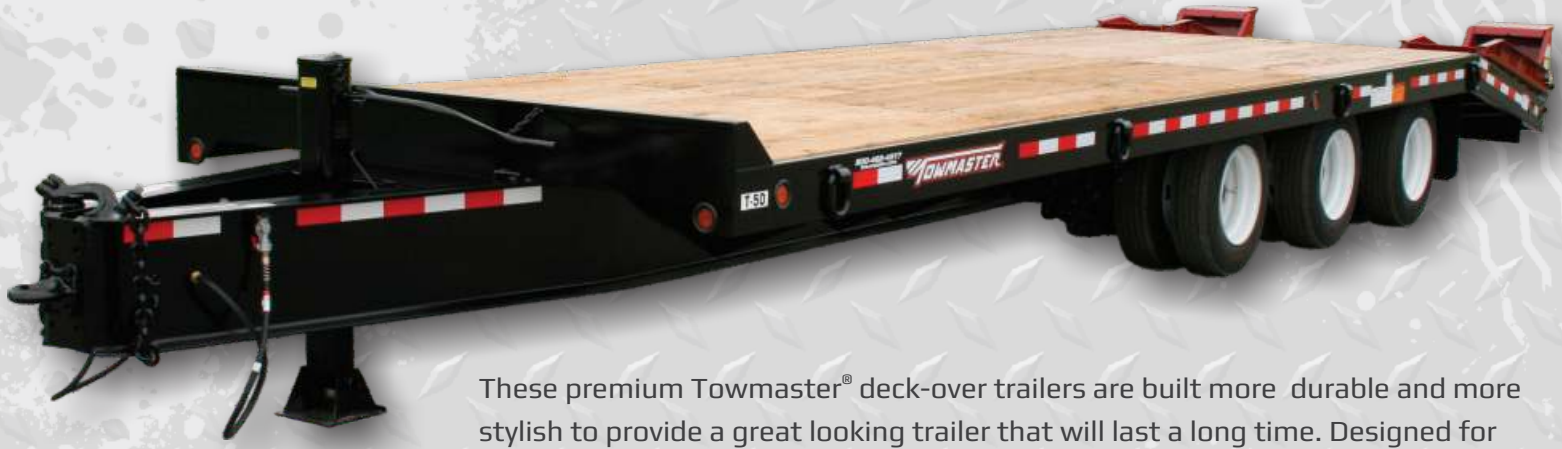
4/17/2023

WITNESS

DATE

4/17/23

T-50 / T-50LP



These premium Towmaster[®] deck-over trailers are built more durable and more stylish to provide a great looking trailer that will last a long time. Designed for hauling heavy equipment of all types, these trailers feature triple axles under a white oak wood deck, two-way spring assist ramps, and angle-iron beavertail. The T-50LP gives you a lower deck and lower loading angle.



"LP" (Low-Profile) models feature a 10-inch beam, steel over the wheels, and a 12° beavertail for a lower deck height.



Wood protectors are standard on Towmaster T-series trailers. They protect the end of the deck boards when loading equipment.



Two-way spring-assist ramps allow easy lifting of ramps off the deck and the ground. Grommet mounted LED lights are standard.

Quick Specs:

- 33"/32" deck height (loaded)
- 8'-6" deck width
- 24' deck length
- Air brakes w/ABS
- Tool tray lid standard
- Hutchens[®] suspension
- Self-cleaning angle-iron beavertail
- Two-way spring-assist ramps
- LED lights and sealed wiring



Photos may show optional equipment.

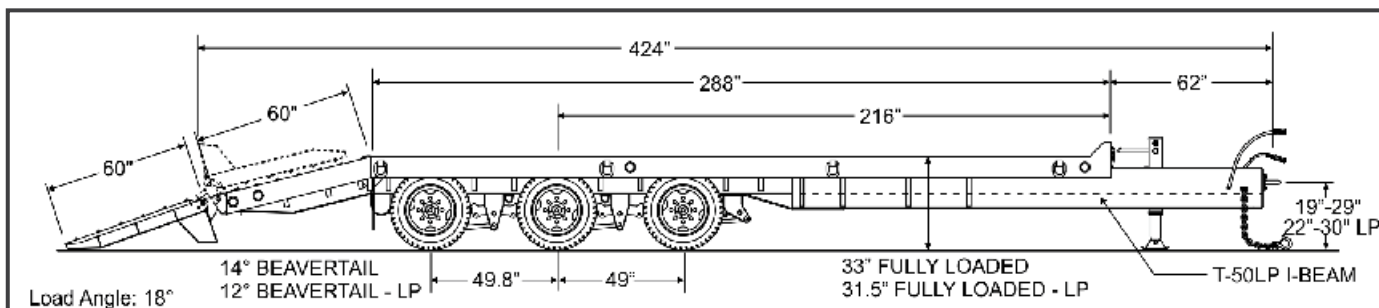
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DROP-DECK • TILT BED • DECK-OVER • GOOSENECK • LOWBOY • HYDRAULIC TAIL
Page 277 of 281



SPECIFICATIONS

S=Standard O=Optional

CAPACITY / DIMENSIONS	T-50	T-50LP		
Capacity Rating (lbs/kg)	50,000 / 22,680	50,000 / 22,680		
GVWR (lbs/kg)	60,700 / 27,533	60,600 / 27,488		
GAWR (lbs/kg)	54,480 / 24,712	54,480 / 24,712		
Approx. Weight (lbs/kg)	10,700 / 4853	10,600 / 4808		
Overall Length (ft-in/mm)	35-4 / 10,770	35-4 / 10,770		
Deck Height (loaded)(in/mm)	33 / 838	31.5 / 800		
Deck Length (ft-in/mm)	24-0 / 7315	24-0 / 7315		
Overall Width (ft-in/mm)	8-6 / 2591	8-6 / 2591		
TONGUE				
Tongue Length (ft-in/mm)	5-2 / 1575	5-2 / 1575		
Storage Tray with Lid	S	S		
Pintle Ring (in)	S	S		
High-Tensile Safety Chain (size - in)	5/8 Grade 80	5/8 Grade 80		
Bolt-on Two-Speed Parking Jack	25K	25K		
FRAME / RAMPS				
Main Beam	W16 x 26, Gr. 50	W10, x 26 Gr. 50		
One-Piece Cold-Formed Frame Rails	S	S		
Crossmembers	3" Jr I-beam	3" Jr I-beam		
Headboard (in/mm)	5.5 / 140	5.5 / 140		
Channel Side Rails (in/mm)	8 / 203	8 / 203		
Deck Material	2" nom. White Oak	2" nom. White Oak		
Wood Protectors	S	S		
Forged D-Ring Tie Downs (total/Side)	8 / 4	8 / 4		
Beavertail (ft-in / mm) (angle-degrees)	5-0 / 1524 (14)	5-0 / 1524 (12)		
Ramps (ft-in x in/mm)	5-0 x 21 / 1524 x 533	5-0 x 21 / 1524 x 533		
Two-Way Spring Assist	S	S		
SUSPENSION / TIRES				
Hutchens Spring Suspension	S	S		
No. of Axles	3	3		
Axle Capacity (each) (lbs/kg)	22,500 / 10,206	22,500 / 10,206		
Axle Spread (in/mm)	49 / 1245	49 / 1245		
Hubs	Oil Bath	Oil Bath		
Brake Size (in/mm)	12.25x7.5 / 311x191	12.25x7.5 / 311x191		
Air Brakes (Full ABS Modulated, Park Brake All Axles)	S	S		
Hub Piloted Budd-type Wheels (in/mm)	17.5x6.75 / 445x171	17.5x6.75 / 445x171		
Wheel Bolt Pattern	8-bolt	8-bolt		
Tires / Load Range Rating	215/75R17.5 / H	215/75R17.5 / H		

STANDARD EQUIPMENT

- Adjustable hitch height
- 7-pole round electrical plug
- Weather resistant sealed modular wiring
- Grommet mounted LED lights
- Registration holder
- Rust inhibiting primer
- Durable, rust inhibiting top coat
- Die-cut UV resistant vinyl decals
- D.O.T. approved conspicuity tape
- Mud flaps
- Trailer color: Equipment black
- Ramp color: Equipment Red

OPTIONAL EQUIPMENT

- Dual parking jacks
- Additional deck length
- Additional tie-downs
- Rub rail with stake pockets
- 12K electric winch
- Tire upgrade (G-rated)
- Air-Lift front axle
- Spare tire and wheel mount
- Spare tire and wheel
- Double-break beavertail (not on LP)
- Several beavertail options
- Color options: Construction Yellow, Equipment Red, Blue, Charcoal
- Galvanizing



Other options may be available. Ask your dealer or visit our website.

*Payload capacity is calculated by taking the GVWR and subtracting the trailer weight.
Listed GVWR, weights, and dimensions are for reference only. Manufacturer reserves the right to change models and specifications as they see fit. See our web site or your local authorized dealer for more information.

MONROE TOWMASTER, LLC., LITCHFIELD, MINNESOTA, USA.

towmaster.com
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Existing semi trailer
and low boy



SUBJECT: Approve to Waive the Provisions of the City of Ashland Employee Handbook, Section 2.09
Employment of Relatives (*Public Works*) Voice

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Public Works

CLEARANCES: Administration

EXHIBITS:

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED:

**APPROPRIATION
REQUIRED:** NA

**TREASURER'S
CERTIFICATE:** NA

COMPLIANCE WITH ORD. 51: Section 51.26 (b) of Chapter 51, Ashland City Ordinances, permit the Mayor and/or Clerk to schedule items directly for Council action when a timely decision is needed by the City. The Mayor and/or City Clerk has chosen to direct this item directly to Council pursuant to the authority granted to them in Chapter 51, Ashland City Ordinances.

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN:

SUMMARY STATEMENT:

The current nepotism policy allows the Common Council to grant special approval for a department to hire a member of the immediate family of a current employee.

2.09. Employment of Relatives

The City does not permit any members of the immediate family of any employee to be hired or to work under the supervision of, or in the same department as, the employee, unless special approval for this hire has been obtained from the Common Council, prior to the employment of the family member. Immediate family for the purposes of this rule shall mean spouses, parents, children, or siblings, including step relationships and in-laws.

The Public Works Department is asking for a waiver of the City Employee Handbook Section 2.09 Employment of Relatives to allow Isaac Hasskamp, son of Joseph Hasskamp (Parks Grounds Maintenance Lead), Levi Tikka, son of Jason Tikka (Public Works/Facilities Maintenance Operator I) and Devin Hyde, son of Vince Hyde (Water Utility Foreman) and PJ Hyde (PW Clerk), to work in the Department as grounds maintenance limited term employees (Isaac and Levi) and as a Waterfront Maintenance employee (Devin). Both Joseph Hasskamp and Jason Tikka will be supervising their sons, Isaac and Levi respectively, at

various times. Devin will not be working under the supervision of either of his parents. The Public Works Department has not received enough qualified applicants to fill all available limited-term grounds maintenance positions with individuals not related to current Department employees. In addition, Isaac Hasskamp worked for the Department in summer 2022 and was a positive contributor to the Department.

The Director of Public Works recommends approval for the waiver on the City Handbook Employment of Relatives to hire Isaac Hasskamp, Levi Tikka and Devin Hyde.