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*City of Ashland, Wisconsin*  
601 Main Street West — Ashland, WI 54806 — [www.coawi.org](http://www.coawi.org)

## **PLAN COMMISSION MEETING AGENDA**

**April 23rd, 2024 at 6:30PM at the City Hall Council Chamber and via Go To Meetings**

**The meeting can be joined in person or by using a computer, smartphone or tablet at**

<https://meet.goto.com/775025133>

**The meeting can also be joined by phone at  
1 866 899 4679 using Access Code: 775-025-133**

**Present:** Mayor Matt Mackenzie, Ana Tochtermann, John Beirl, Laurie Gregor, JoAnn Erickson, Steven Wiley (Planning and Development Director), Terri Erickson (Assistant Planner)

**Absent:** David Eades (Excused), Jeff Beirl

### **AGENDA**

1. Call to Order and Roll Call  
Mayor Mackenzie called the meeting to order at 6:30 pm and a quorum was declared present.
2. Approval of the Agenda  
Mackenzie asked for approval of the agenda. Erickson moved and Beirl seconded to approve the agenda as proposed. The Commission voted 5-0 to approve the agenda.
3. Consent Agenda
  - a. Approval of minutes from the March 19<sup>th</sup>, 2024 Plan Commission meeting  
Mackenzie asked for approval of the March 19<sup>th</sup> meeting minutes. No Commissioners had any changes for the minutes. Beirl moved approval and Gregor seconded. Motion carried 5-0 to approve the minutes as written.
4. Identify potential conflicts of interest  
Mackenzie asked the Commission if anyone had any conflicts of interest and if so to identify these. No Commissioners indicated any conflicts of interest.
5. Public Comment (non-agenda items)  
Mackenzie asked if there was any public comment. No one had any public comments.
6. Action Items: None
7. Discussion Items:
  - a. Potential Development on Parcel 201-04943-0000, zoned Planned Residential Institutional (PRI) Applicant: Mike Hebert

Mayor Mackenzie asked Mr. Hebert to join the Commission for discussion. He asked Mr. Hebert if Mr. Hebert could meet the Conditional Use Permit (CUP) conditions. Mr. Hebert replied that he could not do so due to the price of paving and slope issues onsite. He anticipated water backup onsite if he needed to meet ordinance requirements. Mr. Hebert stated that he had secured an estimate from Northwoods Paving and the contractor had asked him why he was doing this. Mr. Hebert stated that the opportunity cost was high here and that he could go someplace else. Building in Ashland would be convenient for him. He did not see anyone else doing pavement on their sites. Runoff was a big thing and he foresees a long-term mess on the site. Mayor Mackenzie explained that staff and the Plan Commission could not bypass the City ordinances. Mr. Hebert stated that he has talked to Mr. Wiley before and that Wiley recommended considering the Planned Development route. If Mr. Hebert could show measures to address stormwater runoff the Commission could look at the Planned Development route.

Mayor Mackenzie explained that the City could not change the ordinances overnight. Mr. Wiley explained that the Planned Development route allowed for flexibility and in some cases relief from specific ordinance provisions if it made sense for the subject site and if the applicant could show some type of offset by exceeding ordinance requirements in other areas. Mr. Beirl asked about Jolma Electric's property and whether they received unique allowances. He also asked if doing a Planned Development would have a similar effect to spot zoning. Mr. Wiley answered that this would not be spot zoning because the intent of a Planned Development was to serve as a zoning overlay over the base zoning and to allow site-appropriate flexibility which was not always possible under the base zoning. Ms. Erickson asked Mr. Wiley if he had talked to Mr. Hebert. Mr. Hebert answered that he had talked to Mr. Wiley about doing a 200-foot drive and not using road gravel. He would not mind doing a buffer or trees as was mentioned. Ms. Erickson asked how much landscaping would be required. Mr. Beirl asked if Mr. Hebert would need to come back to Plan Commission. Mr. Wiley answered that staff would work with Mr. Hebert and the Commission to determine the amount and type of landscaping and that the item would have to come back as a zone change to add a planned development overlay and then as a General Development Plan and Specific Implementation Plan. Mr. Beirl suggested trying to accommodate Mr. Hebert though the route that staff was recommending if possible. Ms. Erickson asked if Mr. Hebert was clear on what was needed. Ms. Gregor asked who decided what was needed. Mr. Wiley explained that the Planned Development allowed for staff and the Plan Commission to recommend appropriate conditions of approval to Council. Ms. Tochtermann stated that the Planned Development option made sense and recommended that staff work with Mr. Hebert on stormwater and landscaping as potential ways to offset any relief he sought from paving requirements.

Mr. Hebert stated that he was fine moving forward. Mr. Beirl stated that contrary to complaints of Ashland not being business-friendly this was an example of where the City was willing to compromise and work with an applicant. Mayor Mackenzie explained that the next step was for Mr. Hebert to discuss with staff and work on fleshing out his concept further.

Discussion concluded and Mr. Hebert thanked the Commission. *Mr. Hebert left at 6:59 pm.*

a. Update on Northland College

Mayor Mackenzie stated that there was not an update other than that discussions were still occurring regarding Northland's future. He provided updates on the 514 Main St W property, Baron Radiator adaptive reuse, Stuntz access, and boat launch. The litigation for 6<sup>th</sup> Street was done and the City and contractor had reached a settlement.

Ms. Erickson brought up the homeless shelter and asked about the situation over there. She also brought up the 1002 Willis Avenue project as an item to look at.

9. Adjournment

Mayor Mackenzie asked for a motion to adjourn. Ms. Erickson made a motion to adjourn and Ms. Tochtermann seconded. The meeting adjourned at 7:19 pm

Recorded by:

Chianne Schweitzer, Administrative Clerk  
Steven D. Wiley, AICP, Planning and  
Development Director