



# City of Marshfield 2017 – 2037 Comprehensive Plan



Adopted July 11, 2017

# Acknowledgements

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Top: Hamus Nature Preserve & Recreation Area  
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Some materials from the “City of Marshfield Comprehensive Plan 2007-2027, The Blueprint for a Healthy and Sustainable Community” were utilized in this Plan. That Plan was prepared by Schreiber/Anderson Associates, Inc., Madison, Wisconsin.

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# 1 Introduction

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## 1.1 Location and General Regional Context

The City of Marshfield is located in the center of Wisconsin and is part of both Wood and Marathon Counties (see “Regional Context” Map 1.1). The City is home to approximately 20,000 residents and enjoys recognition for its world class medical facilities and overall quality of life. The City is served directly by State Highways 13, 97, and U.S. Highway 10. State Highway 29 is approximately 20 miles to the north, running east and west. Interstate 39 lies 30 miles to the east and highway improvements were completed in 2012 to U.S. Highway 10 going east, converting the highway to a 4-lane limited access road for better, and more efficient link to the Interstate system. Because of Marshfield’s location in the center of the state, it is accessible to several metropolitan areas, including Minneapolis/St. Paul (164 miles), Madison (138 miles), Milwaukee (184 miles) and Chicago (274 miles).

Marshfield has received many accolades and is recognized for its high quality of life. The City is proud to be considered the "Best Place to Live in Wisconsin and Eighth Best Place to Live in America" according to Bizjournals.com. Forbes ranked Marshfield as the 5<sup>th</sup> best small city to raise a family in 2010. Qualities considered in the ranking were short commute time, high school graduation rate, and low cost of living.

As of January 1, 2017, the City of Marshfield comprised about 13.7 square miles (8,760 acres). The planning area covered by the Comprehensive Plan includes the current City limits, plus identified short and long-term planning areas in the adjacent townships. These identified areas may not develop in the short term, but were included where growth is feasible and most likely to occur in the next 10-20 years.

## 1.2 History

Prior to the railroad and the first buildings being built in Marshfield, the area consisted hardwood forests and patches of pine. In 1871, Louis Rivers built the first building, a double log cabin (near what is now known as Depot Street and Chestnut Avenue) along the anticipated path of the Wisconsin Central Railroad. The railroad arrived later that year in July. By 1878, the community’s first sawmill was established by Charles and William H. Upham. Marshfield became incorporated in 1883 and the population exceeded 2,000 just two years later. The community was growing rapidly until a fire that began in the Upham Company lumber yards on June 27, 1887, wiped out nearly all the buildings in Marshfield. The community recovered and began to grow again shortly after the fire and by 1900, the population had reached 5,240 residents. Around that same time, railroad volume and lines increased significantly earning Marshfield the nickname “Hub City.”

After the turn of the century, some notable shifts took place in the City’s economy. In addition to lumber and rail transport, the cheese industry was also becoming a growing industry. The late 1800’s and early

1900's saw a number of cheese factories start up in the area, notably Nasonville Dairy, a dairy that is still growing today, began in 1885 just southwest of Marshfield. In 1916, Dr. Karl Doege and five other doctors formed a medical practice, now known as the Marshfield Clinic, in the downtown Thiel building.

Manufacturing became a major part of Marshfield's industry in the mid-1900's as communities across the country were providing materials to support the military during World War II. The modular home industry was also getting started and continued to be a major industry and employer until the major recession hit that began in 2008. With the start of Roehl Transport in 1962, the trucking transport industry got its start in the area and today continues to grow and flourish.

Marshfield is now positioning itself as a healthy and sustainable community. This planning document is a vision and a guide to maintain and enhance these qualities. In creating this plan, it is important to preserve the attributes that contribute to the community's well-being and quality of life. This begins by building upon Marshfield's strengths, including its world-class medical institutions, quality park system, good schools, livable neighborhoods, historic character, and its reputation for community safety. With these building blocks in place, this plan identifies strategies to promote redevelopment and growth that will contribute to the character of the community and promote economic growth, environmental protection, and support of the cultural and recreational amenities so important to this community.

### 1.3 Purpose of the Plan

Wisconsin's Comprehensive Planning Law, or "Smart Growth Law" was passed in October, 1999 as part of the State's biennial budget. The law does not require the adoption of county and local comprehensive plans. However, Wisconsin State Statute 66.1001(3) requires that county and local general zoning ordinances; county, city, and village shoreland zoning ordinances; county and local subdivision ordinances; and local official mapping ordinances enacted or amended on or after January 1, 2010, be consistent with the



comprehensive plan adopted by the unit of government enacting or amending such ordinances. Smart Growth was enacted to encourage long-range planning for communities and provide consistency in land use decision making. The City of Marshfield 2017-2037 Comprehensive Plan is a guide that elected officials, residents, and business owners of Marshfield can use for directing growth and redevelopment in the community. The Comprehensive Plan is a long-range policy document consisting of goals, objectives, and policies prepared to meet the State's definition of a comprehensive plan as defined under Section 66.1001. This plan is an update of a previous plan that was adopted in 2007. Previous plans were adopted in 1963, 1973, 1990, and updated in 1994.

The goals, objectives, and policies in the Comprehensive Plan are intended to be the foundation for a variety of specific programs and actions implemented by both public and private sectors. This plan is intended to be a working document that should be reviewed and updated periodically.

## 1.4 Existing Conditions Report

As a supplement to the Comprehensive Plan, the Existing Conditions Report was prepared to provide the necessary background information to develop informed decisions when discussing the goals, objectives, and policies of the plan. The Existing Conditions Report addresses each of the nine elements and provides a snapshot of the community. This information, along with the input received from the public as part of the Public Participation Plan was vital in the development of the Comprehensive Plan.

## 1.5 Public Participation Process

This planning process included multiple tasks and phases to engage residents, business owners, property owners, City staff, and City officials. All the materials available to the public were uploaded to the City's website:

[http://ci.marshfield.wi.us/departments/development\\_services/comprehensive\\_plan\\_update.php](http://ci.marshfield.wi.us/departments/development_services/comprehensive_plan_update.php). The descriptions of each of these tasks are below:

### Public Participation Plan

The Common Council adopted a public participation plan at the start of this planning process, following the requirements of Wisconsin State Statute 66.1001(4)(a). This document, required by Wisconsin's Comprehensive Planning Law, identified the steps to be taken to encourage public input throughout the process, offering all citizens, businesses, interest groups, and other parties a range of opportunities to participate throughout the planning process in a meaningful way to shape the future of the City and surrounding area.

### Steering Committee

The Steering Committee was comprised of Planning Commission members, City Staff, and community representatives. The Steering Committee provided technical support to the planning process, as well as reviewed results from the public engagement efforts. The Steering Committee was responsible for overseeing the development of draft Goals, Objectives, Policy recommendations, and the Action Plan. The Steering Committee met regularly on nearly a monthly basis throughout the development of the Existing Conditions Report and the Comprehensive Plan. The Steering Committee was made up of the following:

- Chris Meyer, Mayor
- Ed Wagner, Alderperson and Plan Commission Member
- Joe Gustafson, Plan Commission Member and Chair of the Committee
- Dan Knoeck, Public Works Director
- Just Casperson, Director of Parks and Recreation



- Bob Trussoni, General Manager of Marshfield Utilities
- Sam Warp, Waste Water Superintendent
- Bob Haight, Fire Chief (retired 3/1/17)
- Ann-Marie Nelson Brine, Citizen Representative and Vice-Chair of the Committee
- Michelle Morley, Citizen Representative

## Surveys

Working with the Survey Research Center (SRC) at the University of Wisconsin-River Falls, a random sample Resident Survey was sent out in February of 2016 to help identify key community issues and concerns. The survey was designed to obtain public opinions and preferences on key subjects addressed in each of the nine comprehensive plan elements, as well as other elements identified to be included in the planning document. Surveys were mailed to 1,124 randomly selected households in Marshfield. A total of 111 surveys were returned as non-deliverable with no forwarding address. The SRC received 445 responses. The net response rate was 44%. Despite efforts to send surveys only to addresses within the City of Marshfield, 50 respondents said they did not live within the city limits and returned blank surveys that were excluded from the tabulation and analysis. Two surveys were excluded because respondents answered an insufficient number of questions to be considered a valid response. Thus, a total of 393 surveys from Marshfield residents were included in the tabulation. Based on the number of adults age 18 years plus in Marshfield (14,532), the confidence interval (“margin of error”) for these data is plus/minus 4.9%.

In March of 2017, the City sent out an electronic survey to the students at the Marshfield Senior High and Columbus Catholic High School and Middle School. There were 159 responses out of 229 students from grades 6-12 (over 69% response rate).

## Media Involvement

Throughout the development of plan, staff worked with a variety of media to provide information to the public on the planning process and ask for the public to be involved. Interviews were held with Channel 7 (WSAW), Marshfield Community Television, WDLB – Insight program, and published articles were included in the local newspapers.

## Press Releases

Press releases were sent to local media at different stages of the planning process. This included invites to the town hall meetings, stakeholder forums, and when information was available for review on the City’s website.

## City Website and Social Media

The Development Services Department maintained the Comprehensive Plan and planning process information on the City’s website. This information included the project schedule, public participation related items, meeting minutes and agendas, draft plan elements and existing conditions reports, maps, photographs, and survey results. The website also provided an opportunity for residents to submit questions and comments on the plan and planning process to the Development Services Department. Staff also provided updates on Facebook throughout the process.

### Direct Emails

Throughout the planning process, staff sent updates on materials or meeting notices via email to those that provide their email address and request the email updates.

### Presentations to Professional and Civic Organizations

Staff met with, presented updates, and promoted public participation throughout the development of the Comprehensive Plan to various civic and business groups and committees. Groups included the Noon Rotary, Marshfield Area Chamber of Commerce & Industry (MACCI) Board, Economic Development Board, Healthy Lifestyles-Marshfield Area Coalition, Marshfield Area Friends of the Trail, and the Marshfield Business Roundtable. MACCI also shared the responses from 2017 Leadership Marshfield class when they discussed what Marshfield is missing during their Community Engagement day. Information from that exercise is included in this Plan.

### Meetings with Government Officials and Stakeholders

Staff met with each Alderperson one on one to discuss specific issues and concerns they had in their districts as well as identified opportunities for Marshfield’s future. Board members from each adjacent unit of government were also contacted to discuss intergovernmental cooperation opportunities and future land use plans. Additionally, forums were held with specific demographic groups to get feedback. Groups included: Marshfield Young Professionals, senior citizens, college students, and the medical community.

### Town Hall Meetings

To provide the public with a wider format to view the process, a series of four Town Hall Meetings were held to provide a wider context to the planning process, as well as to provide a formal setting for review and comment on the proposed plan document. At all of these meetings, participants were able to submit written comments regarding the plan.

#### Kick-Off Meeting

The first meeting was a general “Kickoff” meeting where the planning process was introduced, planning requirements explained, and preliminary issues identified. This meeting was widely publicized, open to all members of the public. The meeting was held on January 16, 2016 at the Wildwood Pavilion where approximately 70 people attended.



#### Mid-Term Report

This “checkpoint” meeting was setup to provide the public with an opportunity to view efforts to date and completed background data about the City. The Existing Conditions Report and results of the Resident Survey were made available for review as well. The meeting

was held on September 21, 2016 at the Fire Station Training Room where approximately 18 people attended.

### **Land Use Open House**

This meeting was setup to provide the public with an opportunity to review the proposed future land uses and provide any feedback on the information provided to date. The meeting was held on April 6, 2017 at City Hall in the Common Council Chambers where approximately 25 people attended.

### **Community-Wide Open House**

The Community-Wide Open House was held on Tuesday, May 16, 2017 prior to the monthly Plan Commission meeting to present the results of the planning effort. A completed draft plan and related maps were available for public review. This Open House was widely publicized.

In total, there were approximately 800 individuals that participated in at least one of the above activities.

### **Material Dissemination**

Throughout the planning process, various materials such as Existing Conditions Report, draft elements, goals, maps, and other information were made available to the public for review. Staff uploaded materials on the City website as they become available and notified the public via press release of the available information and sent direct emails to those that provided their email address. Additionally, the draft plan was made available on the City website and paper copies of the proposed plan were available at the Marshfield Public Library and City Hall at the time the public hearing notice was published.

Staff distributed the draft elements and the final plan by email to those that submitted a request in writing for copies of the materials. There were no identified owners of property, or who have a leasehold interest in property pursuant to which the persons may extract nonmetallic mineral resources in or on property, in which the allowable use or intensity of use of the property was changed by the Comprehensive Plan.

### **Regular Plan Commission Meetings**

Staff provided updates to the Plan Commission at most regularly scheduled meetings throughout the planning process. These meetings were open to the public.

### **Public Comment and Public Hearing**

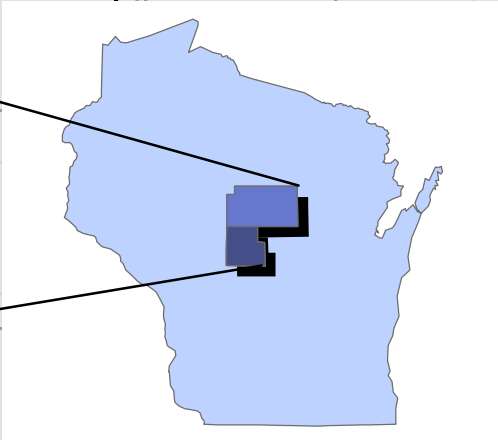
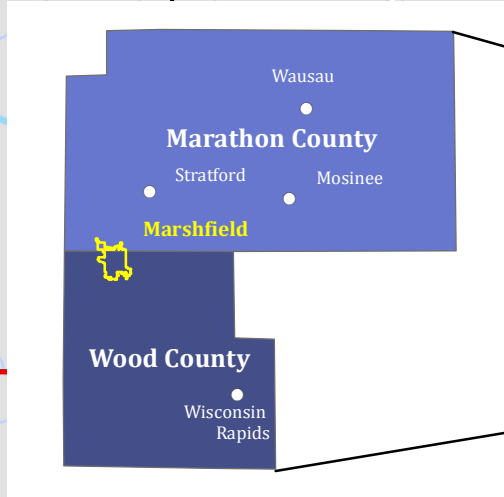
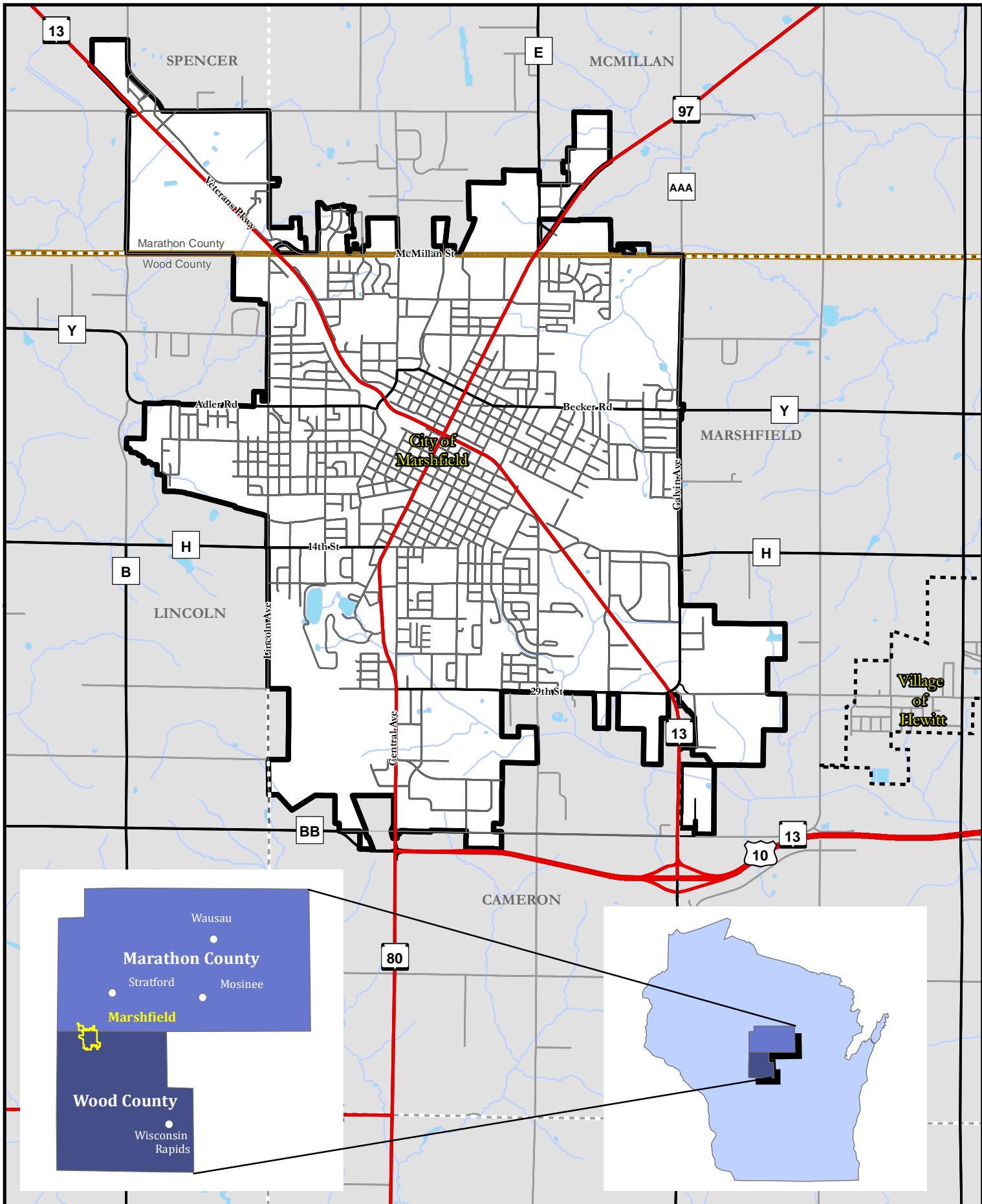
A special public comment period was designated at the beginning of the May 16, 2017 Plan Commission meeting, following the Community-Wide Open House. The required Public Hearing in compliance with the requirements of Wisconsin State Statute 66.1001(4)(d) was held with the Common Council on June 27, 2017. Members from the public had the opportunity to provide comments on the Comprehensive Plan during both meetings. Additionally, any written comments submitted prior to the public hearing will be read into the record for Common Council consideration, prior to adoption.

## **1.6 Plan Organization**

Wisconsin’s Comprehensive Planning law requires that all comprehensive plans contain at least all of the nine elements listed in bold below, but communities are allowed flexibility in how the plan elements are organized and presented. Communities also have the liberty to include additional chapters that might be relevant to that particular place. To ensure the recommendations follow the major themes identified through the public input process, themes such as quality of life, health and safety, economic and environmental sustainability, and community design were incorporated throughout the plan as part of a Community Values section. Below the chapters included in this plan:

- 1. Introduction**
- 2. Issues and Opportunities**
- 3. Agricultural, Natural and Cultural Resources**
- 4. Housing**
- 5. Transportation**
- 6. Utilities and Community Facilities**
- 7. Economic Development**
- 8. Intergovernmental Cooperation**
- 9. Land Use**
- 10. Implementation**

The end of each chapter contains two sections: Community Values, and Goals, Objectives, and Programs, Policies and Recommendations. The Community Values section covers Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design. These subsections are derived from many of the issues and opportunities that have been brought up and discussed throughout the public participation effort (Resident Survey, forums, town hall meetings, staff observations, etc.). The Goals, Objectives, and Programs, Policies and Recommendations section provides the guidance to address the issues and opportunities.



**Regional Context - Map 1.1**  
 City of Marshfield - 2017 Comprehensive Plan  
 5/19/2017



Source: City of Marshfield GIS Dept., WI DNR, WI Geological & Natural History Survey (WGNHGS)

# 2 Issues and Opportunities

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## 2.1 Introduction

The Issues and Opportunities element establishes a community profile based on background information, including demographic trends, growth projections, and goals, objectives, policies, and programs that the City utilized in the development of the Comprehensive Plan. This information provides the foundation for understanding a snapshot of the existing conditions and helps the City identify future trends affecting the growth, development, and health of the community. A summary of issues and opportunities identified during the planning process is included at the end of this element.

The U.S. Census and Wisconsin Department of Administration were the primary sources of demographic data used in this chapter and throughout the Plan. The most recent census was taken in 2010, but did not collect the extent of information as previous censuses. However, the U.S. Census Bureau has established a program to supplement the census data through the American Community Survey which provides additional information based on an ongoing survey that collects data every year and is obtained by sampling a small percentage of the population and averaging those out over a 5 year period. Although the current system does make it challenging to compare census information, the American Community Survey information is used to try to fill in the gaps where direct comparisons cannot be made from the census data alone. Therefore, there may be an occasional disparity in some of the data in areas of this document due to utilizing different sources or years for the information. The tables will typically include the census data to make it easier to compare historic and future demographic information. The narrative will provide an explanation of when more recent data such as the American Community Survey or Department of Administration is utilized.

## 2.2 Demographic Trends

Overall, the demographic trends indicate Marshfield will continue to grow slowly and possibly level off in population, have a greater percentage of females, be predominantly white, with an increase in diversity, increase in age, reach a greater educational attainment level, and have a lower average household income than the surrounding area. Despite some of the shortfalls on the demographic side of things, Marshfield will continue to be a major employment base for health care.

### Historic Population

Prior to 2000, Marshfield had witnessed steady growth for most of the previous 40 years. The 2000 Census marked the first time in recent history in which the City's population decreased (population of 18,800). Current estimates indicate, however, the population is again growing with nearly 400 new residents since the 2000 census. As of 2015, the City had an estimated population of 19,186. The latest available Department of Administration estimate from 2016 is 19,201.

Table 2.1 compares Marshfield’s recent historical population growth with that of Wood County, Marathon County and the State of Wisconsin. Since 2000, the City’s overall growth rate (2.1%) has been greater than that of Wood County (-.01%), but slower than Marathon County (7.6%) or the State (7.2%).

Table 2.1: Wisconsin DOA Population Trends

	Year	City of Marshfield	Wood County	Marathon County	Wisconsin
<b>Census</b>	1960	<b>14,153</b>	59,105	88,874	3,951,777
	1970	<b>15,758</b>	65,362	97,457	4,417,821
	1980	<b>18,527</b>	72,799	111,270	4,705,642
	1990	<b>19,293</b>	73,605	115,400	4,891,769
	2000	<b>18,800</b>	75,555	125,834	5,363,715
	2010	<b>19,118</b>	74,749	134,063	5,686,986
<b>Est.</b>	2015	<b>19,186</b>	74,965	135,341	5,753,324

Source: U.S. Census Bureau, 2010; Wisconsin Department of Administration, 2003, 2015

### Age and Gender Distribution

It is important to understand key characteristics of the City’s residents – for example their age, education and employment status. These factors impact the need for community facilities and other considerations. Table 2.2 shows Marshfield’s age and gender distribution in 2000 and 2010. In 2010, Marshfield had a median age of 41.3 years, compared to a median age of 39.4 in 2000, an increase of 1.9 years.

The population under 18 determines the number of school-aged children and the demand for associated services. Overall, the under 18 group in Marshfield decreased between 2000 and 2010. This number is expected to fluctuate over the years. Statistically speaking, this age group is not projected to increase dramatically. One reason for this trend is the “baby bust” generation or Generation X (those born in the 1960s and 1970s) are at end of their prime childbearing years. Since there are fewer people in this “baby bust” group than in the generation before them, fewer births are projected. Second, the Millennial Generation (those born generally in the 1980s and 1990s, although the dates differ depending on the source) delay having children or choose not to have children at all, and finally, the average family size is smaller today than it was a generation ago.

People between the ages of 25 and 54 are considered to be the City’s primary workforce. The number of people in this cohort decreased in Marshfield during the 2000s and suggests that the City’s available and potential workforce is shrinking. In addition, the cohort with the largest population decrease within this group was in the 35 to 44 age group, which is a desirable workforce demographic.

The 65 and over population is also an important consideration. The national trend shows an aging population and Marshfield’s population echoed this trend. The population of those 65 and over increased by 5.3% between 2000 and 2010.

The 2010 U.S. Census shows that Marshfield’s population is approximately 52.7% Female and 47.3% Male. This percentage is similar to the 2000 U.S. Census.

Table 2.2: City of Marshfield Population by Age and Gender, 2000 and 2010

	2000	Percent of Total	2010	Percent of Total	Proportional Change	Percent Change
					2000-2010	2000-2011
Under 5 years	1,117	5.9%	1,241	6.5%	0.5%	11.1%
5 to 9 years	1,140	6.1%	1,088	5.7%	-0.4%	-4.6%
10 to 14 years	1,237	6.6%	1,017	5.3%	-1.3%	-17.8%
15 to 19 years	1,301	6.9%	1,056	5.5%	-1.4%	-18.8%
20 to 24 years	1,161	6.2%	1,223	6.4%	0.2%	5.3%
25 to 34 years	2,421	12.9%	2,631	13.8%	0.9%	8.7%
35 to 44 years	2,899	15.4%	2,118	11.1%	-4.3%	-26.9%
45 to 54 years	2,618	13.9%	2,784	14.6%	0.6%	6.3%
55 to 59 years	846	4.5%	1,291	6.8%	2.3%	52.6%
60 to 64 years	713	3.8%	1,143	6.0%	2.2%	60.3%
65 to 74 years	1,404	7.5%	1,499	7.8%	0.4%	6.8%
75 to 84 years	1,362	7.2%	1,222	6.4%	-0.9%	-10.3%
85 years and over	581	3.1%	805	4.2%	1.1%	38.6%
<b>Total</b>	<b>18,800</b>	<b>100</b>	<b>19,118</b>	<b>100</b>		
Over 65 years	3,347	17.8%	3,526	18.4%	0.6%	5.3%
Male	8,915	47.4%	9,052	47.3%	-0.1%	1.5%
Female	9,885	52.6%	10,066	52.7%	0.1%	1.8%

Source: U.S. Census Bureau, 2000, 2010

## Race

According to the 2010 U.S. Census, Marshfield’s population is predominately White (94.8%), with a small percentage of Asian residents (2.3%) and small populations of African American (0.5%) and American Indian (0.2%) residents. This trend is similar to that of Wood County. Marathon County however, has a lower White population and greater Asian population, as shown in Table 2.3. Marshfield is growing more diverse with a 2.3% increase in the non-White population between 2000 and 2010.



Table 2.3: Population (percent) by Race, 2000 and 2010

Race	Percent of Marshfield Population, 2000	Percent of Marshfield Population, 2010	Percent of Wood County Population, 2010	Percent of Marathon County Population, 2010
One Race	99.4%	98.8%	98.9%	98.7%
White	97.1%	94.8%	95%	91.3%
Black or African American	0.4%	0.7%	0.5%	0.6%
American Indian and Alaska Native	0.2%	0.2%	0.8%	0.5%
Asian	1.4%	2.3%	1.8%	5.3%
Some Other Race	0.2%	0.8%	0.8%	0.9%
Two or More Races	0.6%	1.2%	1.1%	1.3%

Source: U.S. Census Bureau, 2000, 2010

### Education Levels

Education attainment refers to the highest level of education an individual has completed. Generally, there is a correlation between educational attainment and income. Essentially, groups with the highest educational attainment are among those with the greatest wealth. Table 2.4 shows education levels in Marshfield and surrounding counties. The City of Marshfield has a higher percentage of residents with a bachelor’s degree or higher (26.7%) when compared to Wood County (19.2%) or Marathon County (20.8%). This can be attributed, in part, to the City’s employment base which includes the Marshfield Clinic and St. Joseph’s Hospital, which together comprise the largest medical facility in Central Wisconsin. Overall, the City’s population has become more educated with a greater percentage of the population attaining higher levels of education in 2010 than they did in 2000.

Table 2.4: Educational Attainment Population, 2000 and 2010

Education Attainment Level	City of Marshfield, 2000 (number)	City of Marshfield, 2010 (number)	Percent of Total, 2010	Wood County, 2010 (number)	Percent of Total	Marathon County, 2010 (number)	Percent of Total
Less than 9th Grade	938	414	3.3%	1,959	3.8%	4,712	5.3%
9th to 12th Grade, no diploma	1,267	1,000	7.9%	3,621	7.0%	5,591	6.3%
High school graduate (incl. equivalency)	4,430	4,165	32.9%	19,793	38.3%	33,537	37.8%
Some college, no degree	2,346	2,396	18.9%	10,763	20.8%	16,832	19.0%
Associate degree	1,122	1,303	10.3%	5,619	10.9%	9,622	10.8%
Bachelor's degree	1,680	2,166	17.1%	6,496	12.6%	12,374	13.9%
Graduate or Professional degree	1,019	1,213	9.6%	3,450	6.7%	6,118	6.9%
Percent high school graduate or higher	82.8%	88.8%	-	89.2%	-	88.4%	-
Percent bachelor's degree or higher	21.1%	26.7%	-	19.2%	-	20.8%	-
<b>Total (population 25 and over)</b>	<b>12,802</b>	<b>12,657</b>	<b>100%</b>	<b>51,703</b>	<b>100%</b>	<b>88,786</b>	<b>100%</b>

Source: U.S. Census Bureau, 2000; American Community Survey, 2006-2010

### Income Levels

Three measures of income have been evaluated. The median household income refers to the income level at which exactly half of the households are above and half below. The median family income is a similar measure but limits its analysis to income earned solely by related family members in a household. This is typically higher than median household income. Per capita income is the average amount of income each person in the area earns. It is calculated by taking the total personal income (including wages, interest and dividends) of the residents of an area divided by the area's population.

As shown in Table 2.5, per capita income for Marshfield residents was higher in 1999 than per capita income in Wood County, Marathon County and the State of Wisconsin. In 2010, it was higher than Wood County and Marathon County, but slightly lower than the State of Wisconsin. However, the median household and median family income is lower than all three by a significant margin in some cases. According to the 2011-2015 American Community Survey, the average household size in the City was smaller than those in the adjacent counties and the state: Marshfield 2.17; Wood County 2.30; Wisconsin 2.43; and Marathon County 2.48.

Table 2.5: Income Levels, 1999 - 2010

Place	1999			2010		
	Median Household Income	Median Family Income	Per Capita Income	Median Household Income	Median Family Income	Per Capita Income
City of Marshfield	\$37,248	\$50,498	\$21,965	\$43,476	\$56,223	\$26,438
Wood County	\$41,595	\$50,798	\$20,203	\$47,204	\$58,294	\$24,893
Marathon County	\$45,165	\$52,632	\$20,703	\$53,471	\$65,566	\$25,893
State of Wisconsin	\$29,442	\$35,082	\$13,276	\$51,598	\$64,869	\$26,624

Source: U.S. Census Bureau, 2000; American Community Survey, 2006-2010

### Employment Characteristics

Employment statistics provide a snapshot of the community’s labor force. The character of the City’s labor force – the skills, education, aptitudes, and availability of its population – represents one of the most important resources for existing and potential economic investors.

#### Labor Force

Marshfield’s labor force is the portion of the City’s population age 16 and over that is employed, unemployed or actively seeking work. Approximately 10,251 Marshfield residents were in the labor force in 2010. Employment characteristics are shown in Table 2.6.

Table 2.6: Employment Status of Marshfield Residents, 2010

Employment Status	Number	Percent
<b>Population 16 years and over</b>	<b>15,081</b>	<b>100.0%</b>
In Labor Force	10,251	68.0%
Civilian Labor Force	10,211	67.7%
Employed	9,651	64.0%
Unemployed	560	3.7%
Armed Forces	40	0.3%
Not in Labor Force	4,830	32.0%
<b>Females 16 years and over</b>	<b>8,114</b>	<b>100.0%</b>
In Labor Force	5,164	63.6%
Civilian Labor Force	5,134	63.3%
Employed	4,894	60.3%
<b>Class of Worker</b>	<b>Number</b>	<b>Percent</b>
Private wage and salary workers	8,526	88.3%
Government Workers	771	8.0%
Self-employed workers in not incorporated business	354	3.7%
Unpaid family workers	0	0.0%

Source: U.S. Census Bureau, 2010

The percent of Marshfield’s population in the labor force in 2010 was 68%. According to the U.S. Bureau of Labor Statistics, the United States labor force percentage was under 65% in 2010 and has been on a declining trajectory.

**Industry**

The types of industries established in an area provide are typically a good indicator of the wages being earned. A look at the industries of those employed in the labor force helps to determine the economic effect of the employment opportunities available to area residents. Although higher earning jobs are desirable, it is important for a community to have a diverse source of jobs. Marshfield’s two largest industries are health care and educational services, make up over a third of the available jobs in the City.

Table 2.7: Labor Force Characteristics of Marshfield Residents, 2010

Industry	Percentage of Labor Force
Agriculture, forestry, fishing, hunting, mining	1.2%
Construction	5.0%
Manufacturing	13.1%
Wholesale trade	1.9%
Retail trade	14.6%
Transportation, warehousing, utilities	2.9%
Information	2.0%
Finance, insurance, real estate, rental, leasing	4.5%
Professional, scientific, management, administrative, waste management services	4.0%
Educational services, and health care and social assistance	37.2%
Arts, entertainment, recreation, accommodation, food services	7.8%
Public administration	2.2%
Other services	3.8%

Source: American Community Survey, 2006-2010

**Commute to Work**

The 2013 Wisconsin Department of Workforce Development Profile of Marathon County estimated that approximately 8,591 Marathon County residents worked outside the County (about 12%) and roughly 10,867 workers from other counties commuted in (filling about 16% of the jobs located in the County). According to that same report, “About 4,300 Marathon County residents work in Wood County, while just under 1,900 Wood County residents work in Marathon County. The relationship is likely due to the location of Marshfield—one of Wood County’s two largest cities.”

The Wood County report estimated that approximately 6,341 Wood County residents worked outside the County (16%) and approximately 10,248 workers from other counties commuted in

(filling about 28% of jobs located in the County). Again, many of those commuting into Wood County work in Marshfield because of high wages and job concentration in health care and its spillover effects (the information sector, for example, is higher than most non-metropolitan counties).

According to the 2010-2014 American Community Survey, mean travel time to work for Marshfield residents was 15.3 minutes (up 2.5 minutes from the 2000 Census) which means that most residents still worked in or very close to the City. This compares favorably to the State mean travel time of 21.3 minutes. Of Marshfield’s labor force, 78.8% drove to work alone, 8% carpoled, and 7.4% walked. In Wisconsin, 79.8% drove to work alone, 9.3% carpoled and 3.4% walked. Essentially, Marshfield residents have a significantly shorter commute compared to the state average, carpool to work slightly less than the state average, but walk significantly more. Due to the short average commute time, it could indicate that walking or biking is a feasible commuting option for more residents.

## 2.3 Demographic Forecasts

Demographic forecasts are made up of population, household, and employment forecasts. These projections are used to help determine the future growth and needs of the community and can be used to evaluate future residential housing, economic growth, and demand for public services. The Demographic Services Center from the Wisconsin Department of Administration (DOA) provides population and household forecasts based on a report titled “Wisconsin’s Future Population: Projections for the State, Its Counties, and Municipalities, 2010-2040”.

According to the report, municipal projections rely on historic patterns; specifically, the growth rates of individual communities since 1990, with greater weight given to recent change than distant change. It is important to keep in mind that population projections are not a statement of what will happen, but a best guess of what could happen if historic trends continue. The projections also make the assumption that no substantial shifts will take place in the state’s economy.

### Population Forecasts

Table 2.8 depicts how population has changed during the past 25 years and what may happen during the next 25 years. Data provided for the past 25 years comes from the U.S. Census Bureau. The projections provided for the next 25 have been provided by the State of Wisconsin Department of Administration (DOA). The DOA considers and monitors changes and patterns in fertility, mortality, and migration. The projections are generally considered to be conservative growth estimates.

Although recent population estimates show a short-term increase in population, based on the DOA projections, the City of Marshfield and Wood County are expected to see a decrease in population over the next 25 years. The current trend has actually been opposite of that. The City of Marshfield’s population has been growing according to DOA estimates.

Table 2.8: Population Projections, 1990 - 2040

	Census (numbers)			DOA Estimate (numbers)	Projections (numbers)				
	1990	2000	2010	2015	2020	2025	2030	2035	2040
City of Marshfield	19,293	18,800	19,118	19,186	18,975	18,930	18,785	18,585	18,030
Wood County	73,605	75,555	74,749	74,965	74,435	74,370	73,930	73,270	71,150
Marathon County	115,400	125,835	134,063	135,341	142,200	146,595	150,130	152,120	152,790
State of Wisconsin	4,891,769	5,363,715	5,686,986	5,753,324	6,005,080	6,203,850	6,375,910	6,476,270	6,491,635

Source: U.S. Census Bureau, 1990-2010, Wisconsin Department of Administration, 2005, 2015

### Household Forecasts

A “household” is defined as an occupied housing unit. The Wisconsin Department of Administration projects that the City will only grow by an additional 33 new households over the next 25 years. Considering the household size is gradually shrinking, the minimal projected growth would indicate a stagnant or possibly a negative population growth by 2040 (which coincides with the population projections in the previous section). However, both the City of Marshfield and Wood County are shown to see continued growth until 2035, with a decline in households not projected until 2035-2040. Marshfield is projected to add approximately 220 additional households by 2035. Table 2.9 outlines the number of households currently in both counties as well as the projected growth in households there is expected to be over the next 25 years.

The average household size in Marshfield was 2.24 people per household in 2000 and by 2010, was down to 2.14 people per household. Although the number of households is expected to grow through the year 2035, the average household size is expected to continue to decline (projecting 2.04 people per household by 2035).

Table 2.9: Household Projections

	Total Households		Projected Households					
	2000	2010	2015	2020	2025	2030	2035	2040
City of Marshfield	8,235	8,777	8,887	8,990	9,075	9,101	9,110	8,920
Wood County	30,135	31,598	32,078	32,486	32,861	33,043	33,175	32,561
Marathon County	47,702	53,176	54,661	57,393	59,614	61,525	62,961	63,731
State of Wisconsin	2,084,556	2,279,768	2,371,815	2,491,982	2,600,538	2,697,884	2,764,498	2,790,322

Source: U.S. Census Bureau, 2000, 2010; Wisconsin Department of Administration, 2005, 2015

## Employment Forecasts

Employment forecasts are extremely challenging to predict in a micro level scale. Projections are generally only available on a regional or multi-county basis. The Wisconsin Department of Workforce Development’s “Wood County Workforce & Economic Profile 2015” states that although the number of jobs has increased, real estate values are up, and unemployment is down since the Great Recession ended in June of 2009, Wisconsin faces a “skills gap” in that there are not enough workers to fill the available jobs. The table below shows the employment projections for Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, and Wood Counties. Most occupations show an increase between 2012 and 2022 on Table 2.10. Health care Practitioner occupation group projects to have the largest number (2,257) and percent (18%) increase in employment.

Only one occupation group, Farming, Fishing, and Forestry, shows a decline in the number of positions (-312). Of the occupation groups listed, Office and Administrative Support shows the greatest increase in the number of average annual openings (902).

Table 2.10: North Central Workforce Development Area Occupation Projections, 2012-2022: Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood Counties

Occupation Group	Employment				Average Annual Openings			Median Annual Wage
	2012 Employment	Projected 2022 Employment	Change (2012-2022)		Due to Growth	Due to Replacement	Total Openings	
			Number	Percent				
<b>All Occupations</b>	<b>190,647</b>	<b>204,652</b>	<b>14,005</b>	<b>7%</b>	<b>1,594</b>	<b>4,424</b>	<b>6,018</b>	<b>\$32,649</b>
Management	8,273	8,874	601	7%	63	167	230	\$76,839
Business and Financial	8,007	8,568	561	7%	61	167	228	\$50,519
Computer and Mathematical	3,956	4,441	485	12%	50	64	114	\$61,197
Architecture and Engineering	2,309	2,409	100	4%	11	55	66	\$59,012
Life, Physical, and Social Science	1,264	1,465	201	16%	21	40	61	\$47,098
Community and Social Service	1,880	1,954	74	4%	8	44	52	\$44,283
Legal	792	887	95	12%	10	13	23	\$53,887
Education, Training, and Library	3,994	4,169	175	4%	20	88	108	\$44,734
Arts, Entertainment, and Media	2,211	2,348	137	6%	18	53	71	\$34,565
Health Care Practitioners	12,779	15,036	2,257	18%	226	254	480	\$58,750
Health Care Support	6,667	7,575	908	14%	91	127	218	\$27,739
Protective Service	3,246	3,423	177	5%	18	94	112	\$37,978
Food Preparation and Serving	15,595	16,667	1,072	7%	109	576	685	\$18,507
Building & Ground Maintenance	6,057	6,856	799	13%	80	122	202	\$22,922
Personal Care and Service	7,831	8,990	1,159	15%	116	128	244	\$21,536
Sales and Related	18,854	19,508	654	3%	78	592	670	\$22,627
Office and Administrative Support	30,469	31,971	1,502	5%	191	711	902	\$29,930
Farming, Fishing, and Forestry	2,536	2,224	-312	-12%	0	48	48	\$23,063
Construction and Extraction	7,544	8,603	1,059	14%	106	125	231	\$42,972
Installation, Maintenance, Repair	8,349	8,737	388	5%	47	184	231	\$38,195
Production	21,302	21,788	486	2%	118	421	539	\$32,731
Transportation & Material Moving	16,732	18,159	1,427	9%	152	352	504	\$32,390

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015

## 2.4 Issues and Opportunities

The demographic information, along with the variety of public participation feedback the City received throughout the planning process have been used to identify “Issues” or concerns in the community as



well as “Opportunities” or hopes for the future of Marshfield. Some of the major “Issues” and “Opportunities” identified during the public participation exercises and public input received throughout the process are described below. The main sources of feedback were the Resident Survey and the stakeholder forums held throughout the planning process. Although not all of these issues or opportunities were able to be addressed in the update, nor is this intended to be an exhaustive list, the information overall was utilized to develop the goals, objectives, and policies throughout each element.

## Community Values

### Issues

- Sustaining population numbers.
- Young adults not returning to Marshfield.
- Rear alley facades in downtown.
- Not enough care for the aging population.
- Blighted looking industrial area along Veterans Parkway as you come into town from U.S. Highway 10.
- Lack of strategic plan – not being able to increase taxes.
- Poor community appearance and property maintenance in many areas of the City.
- No City wifi.
- Not enough outdoor events.
- Lose small town charm as new development comes in.
- Poverty.
- Lack of AODA treatment facility/inpatient

### Opportunities

- Expand effort to make Marshfield a destination center.
- Develop Marshfield phone app to show what’s happening in the area.
- Build a sense of community, pride, and purpose in Marshfield.
- Preserve historic downtown commercial district.
- More outdoor dining, shopping facilities, and gathering spaces in the area.
- Marshfield is a safe place to live.
- Focus on Marshfield becoming a more healthy community.
- High quality health care.
- Develop a range of public spaces.
- Investment in youth programs, youth center, and get youth more involved and active.
- Reduce/eliminate drug problems in the City.
- Add screening along industrial area of Veterans Parkway.
- More community events.
- Building facelifts.
- Better nightlife.
- Live music/dance venue.

- Free public wifi.
- Improve engagement with residents on local policies.
- Continue developing area around the zoo.
- More ethnic food options.
- Short commute.
- A more pet friendly community/downtown.
- Promoting resources such as hotlines that provide assistance to people in need.
- Provide more services for the elderly such as a senior temp agency, volunteer opportunities, and financial planning.
- Partnering with organizations such as the Marshfield Clinic, Aging and Disability Resource Center (ADRC), and Health Lifestyles Marshfield Area Coalition.

## Natural, Cultural, and Agricultural Resources

### Issues

- More sources of high quality drinking water.
- Invasive species such as the Emerald Ash Borer having an impact on City trees and the cost associated with treatment.
- Agricultural uses next to residential.
- Need better communication regarding events.
- Lack of recreational water.

### Opportunities

- Consistent recycling in public buildings.
- City-wide recycling initiative.
- Improving the cultural resources such as dining, art, and events in the community.

## Housing

### Issues

- Age of housing
- Lack of housing options – such as 3 bedroom rentals or buildable 1-2 family lots
- Apartments are deteriorating and aging.
- Need more pet friendly rentals.
- High property taxes.
- Need more affordable or low income housing.

### Opportunities

- More housing options in the \$150-200K range.
- Affordable housing for Millennials.
- Improve housing in and around downtown.
- Commercial housing developments.
- Develop a housing incentives program.

- More, higher quality senior housing.
- Neighborhood planning.
- Maintain open/green space near residential neighborhoods.

## Transportation

### Issues

- Fractured trail system needs to be connected.
- Areas of the City without any bicycle or pedestrian accommodations (East Industrial Park).
- Roads in poor condition, lacking street maintenance.
- Lack of east-west and north-south traffic connections in the City.
- Heavy truck traffic on Central Avenue in the downtown.
- Downtown parking.
- Pedestrian safety in the downtown.
- Trains limit traffic.

### Opportunities

- Interstate transportation routes to/near Marshfield will help bring businesses in.
- Little traffic congestion.
- Expand trail system to make a connected loop throughout the city.
- Connect gaps in the sidewalk system.
- Better public transportation options, such as a trolley or bus system, that address working hour periods.
- Incorporate traffic calming and think about aesthetics in the design for future streets.

## Utilities and Community Facilities

### Issues

- Maintaining and growing education opportunities in Marshfield.
- Hefko Pool is in poor condition.
- Some of the parks are not being maintained adequately (Connor Park).
- Under funded elementary schools.
- Raising taxes to pay for improvements.
- Making unnecessary improvements such as 2<sup>nd</sup> Street Corridor and the Community Square.
- Not all areas in the City are served with sewer and water.

### Opportunities

- Introduce new outdoor aquatic center to replace Hefko Pool.
- Centralized indoor/outdoor active recreation opportunities.
- More family recreational opportunities (x-country skiing trails, BMX bike track, fishing pond).
- Emergency response services are high quality.

- Marshfield is considered a very safe community.
- High quality education system (schools, universities, library).
- Improve recreational trail system.
- Year-round sports complex.
- Maintain existing facilities and phase out less popular ones.
- Adequate drinking water.
- Children’s museum.
- Food vending at the zoo.
- Provide financial education classes for high school students.

## Economic Development

### Issues

- Too reliant on one main industry – the medical industry.
- High tax rates.
- Income inequality.
- Aging of local business owners.
- People leaving town do to their shopping, dining, etc.
- Empty business park.
- Labor force participation rates are declining (Nation, State and County wide trend).
- Lack of jobs – non-medical white collar jobs.
- “Brain Drain” - those who grow up or are schooled in Marshfield - only to leave to pursue their careers.
- Address the concerns and needs of an aging population.
- Not enough high paying jobs.

### Opportunities

- Attract companies that offer above minimum wage jobs.
- Enhance medical complex to be on the same level as the Mayo Clinic.
- Build synergy off medical complex (retirement communities, medical research/development).
- Grow and develop along U.S. Highway 10.
- Full time Manufacturing, Health, and Professional Service jobs are desired in Marshfield.
- Economic viability and development of the downtown.
- More restaurants, outdoor dining, and outdoor events in the downtown.
- Better relationships between medical facilities and businesses.
- More entrepreneurial opportunities.
- Capitalize on the daytime population.
- More restaurants – downtown brewery.
- More food trucks.
- Downtown businesses having extended hours.

- Better variety of shops downtown.
- Focus on the retention and expansion of existing businesses.
- Continue to improve regional highway access.
- Emphasize the growth of economic clusters - including a high priority on growing health care and medical spin-off industries.
- Consider the following industries that have been recommended as key target industries for the Marshfield-Stevens Point-Wausau region:
  - Health Care: Build economic activity in medical research, medical education and training, regional health care delivery, medical supplies, and medical software/bioinformatics.
  - Research: Support existing and seek new research companies, centers, and projects that will enhance and increase research activity and make it a major economic driver in Central Wisconsin.
  - Agriculture and Food Processing: Build upon an already strong base in food processing and production of regionally grown crops such as dairy, potatoes, cranberries, and ginseng.
  - Biofuels and Energy Production: Support and invest in research, technology transfer, and businesses that will make Central Wisconsin a player in the alternative fuels/biofuels energy market.
  - Paper: Support and invest in value added products and processes that enhance and grow the existing world-class paper making assets and labor pool in the region.
  - Logistics: Build on the existing base and attract new businesses that further develop the strong logistics position of Central Wisconsin.
  - New Business Development: Encourage and support the growth of new regional business establishments.
  - Workforce Education and Training: Capitalize on the region's central location and the presence of workforce training institutions to deliver workforce education and training. Exploit the region's central location to establish and promote the region as a center for workforce training.
  - Wood Products and Composites: Leverage the existing base of natural resources, experience with wood and paper manufacturing, and new, emerging technologies related to cellulose to capitalize on possibilities for economic growth.
  - Finance, Insurance, and Real Estate (FIRE): Grow the existing FIRE sector and encourage spin-offs and new businesses to serve a growing market for financial services.
  - Retirement Markets: Explore market potential in various services to serve aging homeowners and residents in the region.
  - Tourism: Build on tourism opportunities associated with historic character, community events, recreation, arts and entertainment, and regional draws that bring people into the community.

## Intergovernmental Cooperation

### Issues

- Communication with the School District on projects like the sports complex.
- Need better communication from the City to residents and other units of government.

### Opportunities

- Continue great working relationship with the Town of McMillan and look for other opportunities with adjacent townships.
- Working with the University and Technical College.
- Cooperation and communication with regional agencies such as Workforce Development.
- Working with the School District.

## Land Use

### Issues

- Not enough buildable residential lots.
- Nuisances from abutting incompatible uses.

### Opportunities

- Marshfield is growing at a desirable pace.
- New development towards U.S. Highway 10.
- Focus on infill development.
- Redevelop blighted areas.
- Provide a diversity of housing – encouraging rowhomes and condos.

## 2.5 Vision and Mission Statement – Values and Goals of the Common Council

As part of the Strategic Planning Process, the Common Council has adopted the following Mission and Vision statement, as well as values and goals that will serve as the framework for the development of the Common Council's new strategic plan.

**Mission:** It is the mission of the City of Marshfield to provide a fiscally-sound, family-oriented community with a full range of housing, business, cultural, educational, and recreational opportunities in a safe environment for residents and visitors.

**Vision:** We will be a city of diverse interests and values through advancement of policies and allocation of resources that promote innovative, sustainable growth and enterprises while recognizing the heritage and culture of the region.

**Values:**

- **Community:** We celebrate our differences, engage all generations, and seek to create a feeling of belonging.
- **Integrity:** We safeguard the public trust through honest business practices and open communication, and strong, ethical stewardship of resources.
- **Innovative:** We are imaginative in addressing the evolving needs of our community.
- **Safety:** We ensure the security, and sense of well-being of our residents through responsive and proactive policies.
- **Collaboration:** We work as a team and partner with others to improve performance and achieve success.

**Goals:**

- Establish sustainable approach to maintaining the City’s infrastructure
- Adopt comprehensive economic development strategy
- Develop communication strategy (with residents and other entities)
- Enhance long-term financial planning
- Create “determination of need” system for replacing or upgrading City facilities
- Create and maintain a diverse offering of recreational facilities and healthy opportunities

## 2.6 Goals, Objectives, and Programs, Policies, and Recommendations

The Wisconsin State Statutes do not define the terms goals, objectives, policies, and programs. Many of the goals, objectives, policies, and programs from the 2007 Comprehensive Plan will be carried over in this update and restated in the 2017 update where applicable. Some common understandings of these terms are:

**Goals** - broad and general expressions of a community’s aspirations, towards which planned effort is directed. Goals tend to be ends rather than means.

**Objectives** - more specific targets, derived from goals and necessary to achieve those goals. While still general in nature, objectives are more precise, concrete, and measurable than goals.

**Programs** - a system of projects or services necessary to achieve plan goals, objectives, and policies.

**Policies** - rules or courses of action necessary to achieve the goals and objectives they are derived from. They are precise and measurable.

**Recommendations** - provide detailed information regarding how to implement objectives policies, and programs.

# 3 Natural, Cultural, and Agricultural Resources

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## 3.1 Introduction

This chapter outlines the natural, cultural, and agricultural resources that are found within and around the City of Marshfield. Each topic is explored through various sub topics throughout this chapter.

The natural environment of the City of Marshfield contributes greatly to the residents’ quality of life. A variety of natural resources described below are present throughout the City. These important resources are depicted on the “Natural Resources” Map 3.1.

Preservation of historic and cultural resources is also important to the vitality of any community. It fosters a sense of pride and provides an important context for social and cultural continuity between the past, present, and future.

The Natural, Cultural, and Agricultural Resource Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Natural, Cultural, and Agricultural Resources
- Community Values: Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design
- Goals, Objectives, and Programs, Policies, and Recommendations

## 3.2 Assessment of Existing Conditions

### Natural Resources

Natural resources cover a variety of areas that impact the surrounding environment. Air and water quality are the two most important natural resources that can have a significant impact on health and the environment if not protected. A number of the natural resources are depicted on “Natural Resources” Map 3.1. The graphics on the map are intended to be used as a guide for planning purposes only.

There may be unmapped natural resources



*View from Galvin Avenue looking west.*



subject to regulation and all natural resource boundary mapping is approximate. In all cases, actual field conditions determine boundaries. Any potential natural resources should be verified onsite through the proper procedures as outlined in the Wisconsin State Statutes, Wisconsin Department of Natural Resources (DNR), City of Marshfield Municipal Code, or other official guidance agencies or documents.

### **Air Quality**

Good air quality is important for human health and the environment. The DNR both monitors the state's air quality and implements regulations to improve and protect it. The DNR measures concentrations of many different air pollutants at monitoring sites located throughout the state. If air pollution reaches unhealthy levels, the DNR issues air quality advisories and special notices to inform the public. The Department also implements a variety of regulations and programs to limit air pollution. Implementation efforts include monitoring ambient air quality standards, issuing air permits, and implementing mobile source (vehicle emissions) controls. Depending on the weather pattern, the air quality in the Marshfield area is generally good.

### **Surface Water**

Although there is not a lot of surface water within the City limits, the City of Marshfield is located in close proximity to many small ponds, rivers, and creeks. The three largest ponds within the City limits are man-made ponds. Two are located within Wildwood Park and the third is located in the Prairie Run Subdivision. The East Branch of the Yellow River is found west of the City and drains to the Wisconsin River. In addition to the Yellow River, there are four streams in close proximity to Marshfield: Beaver Creek, Mill Creek, Scheuer Creek, and Squaw Creek. The surface waters are identified on “Natural Resources” Map 3.1.

### **Floodplains**

Areas surrounding Mill Creek and the Yellow River East Branch are designated as floodplain. Floodplains are defined by FEMA (Federal Emergency Management Agency) and include areas that have been or may be covered by floodwater during the “regional flood.” The regional flood is determined to be representative of large floods known to have occurred in Wisconsin or that may be expected to occur on a particular lake, river, or stream. In any given year there is a 1% chance that the regional flood may occur or be exceeded, also known as a 100-year flood event. In 2010, the City adopted the latest FEMA maps for both Wood and Marathon Counties as part of the Flood Map Modernization project. The floodplains are shown on “Natural Resources” Map 3.1.

### **Wetlands**

Wisconsin State Statutes define a wetland as “an area where water is at, near or above the land surface long enough to be capable of supporting aquatic or hydrophytic vegetation and which has soils indicative of wet conditions.” There are numerous wetlands located within and surrounding the City of Marshfield. The largest of them is McMillan Marsh north of Marshfield. The 6,500 acre area is also a designated wildlife area. In addition to McMillan Marsh, Mill Creek to the south of Marshfield has many wetlands associated with it. Wetlands are also located east of the City, near Squaw and Scheuer Creeks.

Wetlands provide valuable wildlife habitat areas, provide important groundwater recharge and water quality functions, and contribute greatly to the aesthetic appeal of the area. Wetlands are protected by the DNR and the U.S. Army Corps of Engineers and alteration of any wetland without regulatory approval from one or both of these agencies is prohibited. The City also regulates the potential impact to wetlands through the Stormwater Quality Management Plan requirements and the wetlands within shorelands in the Shoreland-Wetlands ordinance. Wetlands identified by the DNR are shown on “Natural Resources” Map 3.1.

### **Greenways & Other Environmental Corridors**

There are a variety of open spaces and environmental corridors within the City. The two largest environmental corridors near the City follow the East Branch of the Yellow River along the western edge of the City and Mill Creek along the southeast edge of the City. The largest protected open space close to Marshfield is the McMillan Marsh, which is located directly north of the City. Within the City, the following greenways are managed and maintained by the Public Works Department and Street Division. The primary purpose of these lands is storm water management. Requirements for stormwater management are evolving and may impact future recreational use of these properties. Greenways are identified on “Natural Resources” Map 3.1.

#### ***Meadowbrook Greenway***

The Meadowbrook Greenway is a 3.86-acre linear natural runoff corridor located in the northeast quadrant of the City. The greenway was dedicated at the time the area was subdivided.

#### ***Northeast Greenway***

The Northeast Greenway is a broad natural runoff corridor for Squaw Creek. The greenway is 104 acres and adjoins the Marshfield Senior High School site. The greenway was acquired by purchase from landowners; some of the acquisition was purchased using federal LAWCON funds.

#### ***Pleasant Valley Greenway***

The Pleasant Valley Greenway is a 2.0-acre linear natural runoff corridor located in the west quadrant of the City. The greenway was dedicated at the time the area was subdivided.

#### ***Southeast Greenway***

The Southeast Greenway is a natural runoff corridor for Mill Creek located in the southeastern quadrant of the City. The greenway was purchased from landowners for drainage purposes and is 22.45 acres in size.

### Parks and Open Space

There are nearly 30 public parks and open space areas within Marshfield. Not all are controlled by the City. The University of Wisconsin (UW) -Athletic Fields, for example, are controlled by the UW. Most of the City owned parks and open space areas are identified on “Natural Resources” Map. 3.1. The special use parks and playgrounds at the schools are not identified on this map, but are generally considered parks and open space. Community and park facilities are listed in more detail in Chapter 6 “Utilities and Community Facilities”.



*Hamus Nature Preserve & Recreation Area*

### Topography

The topography around the City is mostly flat with some gently rolling slopes and hills. Few areas of steep slopes are located throughout the area, primarily along St. Joseph Avenue. Elevations range from 1,183 feet above sea level near the southwest corner of East McMillan Street and North Galvin Avenue within the banks of Squaw Creek to 1,379 feet near the corner of McMillan Street and St. Joseph Avenue, just south of the Security Health Plan building. A relief map of the City and surrounding area is shown on the “Elevations” Map 3.2.

### Soils and Slopes

The non-wetland soil types found in the planning area are sandy loam and silt loam soil developed from glacial till or moraine deposits, including Marshfield Silt Loam 0 to 2 percent slope, Withee Silt Loam 2 to 6 percent slope, Santiago Silt Loam 2 to 6 percent slope, and Freeon Silt Loam 6 to 12 percent slope.

The “Slopes” Map 3.3 shows areas of steep slopes. Slopes of 10% or more should be avoided when constructing roads. Slopes greater than 15% or more should be avoided when constructing driveways.

The “Depth to Bedrock” Map 3.4 shows the depth to bedrock based on the Wisconsin Geological and Natural History Survey. The area with the shallow depth to bedrock (0-5 feet) is east of Anton Avenue, straddled on the north and south side of Becker Road. Shallow bedrock can lead to added cost for development.

### Drainage Basins and Watersheds

All three of the watersheds that cover Marshfield are part of the larger Central Wisconsin River Basin. The watersheds include: Upper Yellow (Wood County) River Watershed along the west side of Marshfield; Little Eau Pleine River Watershed covers the northeast quadrant; and Mill Creek Watershed covers the south half of Marshfield, flow southeast. Ultimately, any surface

water in the Marshfield area that continues to flow downstream will eventually end up in the Mississippi River. The Central Wisconsin River Basin is connected to the Wisconsin River. The basin is 4,021 square miles and is divided into 29 watersheds (Source: Central Wisconsin River Basin Organization). Land use in the basin is mixed with an abundance of forestland as well as farm land. Agriculture in the basin includes cranberries, dairy, and irrigated potato/vegetable production in central sands. Area drainage basins are shown on the “Drainage Basins” Map 3.5 and described in more detail below.

***Upper Yellow River Watershed***

The Upper Yellow River Watershed is comprised of a 224 square mile geographical area. The City of Marshfield is one of many other municipal jurisdictions that are incorporated into the watershed. Numerous streams and creeks on the west side of the City tributaries to the Yellow River.

***Little Eau Pleine River Watershed***

The Little Eau Plaine River Watershed is the watershed that encompasses the Northeast portion of the City of Marshfield. The watershed includes the Scheuer and Squaw Creek.

***Mill Creek Watershed***

The Mill Creek Watershed includes the south half of the City. The watershed is based off of Mill Creek, which runs southeast towards Stevens Point and the Wisconsin River.

**Groundwater**

The residents of the Marshfield Area receive 100% of their drinking water from local groundwater supplies. Marshfield's municipal wells are shallow (50-90 feet depth) and exist in narrow, confined bedrock channels. Domestic and farm wells are low yielding wells drilled into fractured rock. Topsoil consists of 8 to 10 feet of tight clay soils, which limits recharge. The municipal wells are discussed in more detail in Chapter 6.

**Woodlands - Forests**

There are approximately 1,010 acres of woodlands (defined as 0.5 acre or more of continuous tree cover) within the current City limits. Additionally, the City of Marshfield is a Tree City USA, a designation given by the National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters to communities that promote urban forestry.

**Non-Metallic Mineral Resources**

There is no mining occurring within the City limits.

**Wildlife Habitat and Threatened and Endangered Species**

Wildlife is abundant in and surrounding Marshfield. The natural resources outlined above provide many different habitat options to support a diverse wildlife. The DNR reports that there are five (5) rare species within the area: Blanding’s Turtle (Threatened), Blunt-lobed Grape Fern

(Special Concern), Osprey (Threatened), Prairie Sagewort (Special Concern), and Round Pigtoe (Special Concern Mussel).

## **Agricultural Resources**

Prime farmland soils and areas of productive farmland are shown on the “Productive Farmland” Map 3.6. Productive farmlands are basically lands that were actively farmed as of the 2016 growing season.

### **Prime Farmland**

Agriculture remains an important part of the economic livelihood in Central Wisconsin. Agricultural lands surround the City of Marshfield. A small amount of agricultural land is also located within the City limits. Marathon County has a significant amount of designated prime farmland north of the City. The Town of McMillan in Marathon County also has Exclusive Ag zoning as well as lands in the Farmland Preservation Program. Wood County, to the east and west of the City limits has a scattering of prime farmland, but has neither Exclusive Ag zoning nor land in the Farmland Preservation Program near Marshfield. These agricultural resources are not only an economic factor, but also a cultural one and preserving such resources should be considered under both accounts.

In addition to the suitable soils for agriculture in the surrounding area, there are a number of tracts of land that are used for active crop farming, some of which are within platted subdivisions. This situation has caused conflicts with adjacent residential land uses.

### **Fresh Food Access**

One of the great benefits to nearby agriculture is the access to fresh food. Not only is it an important part of the local economy, it is good for the environment and for the health of the community. There are a number of ways local groups are trying to bring fresh food to the residents of Marshfield. Those efforts include: farmer’s markets, community gardens, Farm to Table, and School Wellness initiatives.

#### ***Farmer’s Markets***

During the warmer months, Marshfield is home to two farmer’s markets. One is located in the downtown in the front of Pick ‘n Save’s parking lot midday on Tuesdays and the afternoon on the third Thursdays in the summer and the other market is located in the Festival Foods parking lot on Saturday mornings usually starting the last Saturday in May until the end of October. The downtown farmer’s market has been ongoing since at least 2001 and has about 12 vendors on average. The one in front of Festival began approximately 30 years ago and has 15-20 core vendors. In 2016, a temporary winter farmer’s market was established downtown. If successful, the eventual goal would be to establish a permanent location for a winter farmer’s market.

#### ***Community Gardens***

Since 2009, Marshfield area residents with no space to grow a garden have had an opportunity to taste fresh garden produce from their own colorful garden plots. Healthy Lifestyles Marshfield Area Coalition has three established community garden sites in

Marshfield: First Presbyterian Church, Good Shepherd Lutheran Church and Lincoln School/St. Alban’s Church site. Together the community gardens make up 80 garden beds and residents can use the space for a nominal donation.

The purpose of the community gardens is to promote and support local food production, learn and share gardening techniques and to provide a place to garden. Growing your own vegetables promotes healthier nutrition, reduces food costs, provides food security, fosters a community activity, reduces carbon footprint through local food production and provides physical and emotional wellness.

Each gardener is allotted a 4-foot by 8-foot plot. Each bed is divided into 32 squares to support the square foot gardening technique that is used at all three sites. The square foot gardening technique greatly increases the productivity of the gardens, drastically reduces the water needed and helps keep out weeds.

Several groups worked on making the gardens a reality including members of the Healthy Lifestyles Marshfield Area Coalition, Sustainable Marshfield Committee, UW-Wood County Extension, Master Gardeners, Wood County Health Department, Green Team at First Presbyterian Church, and many individuals with an interest in a community garden.

#### ***Farm to Table***

The Marshfield Area Farm to Table Program connects local growers and producers with Marshfield area restaurant managers and chefs to get fresher, higher-quality foods on customer’s plates. The program began in 2014 by Healthy Lifestyles Marshfield Area Coalition to encourage restaurants to buy locally and provide resources and materials to advertise the local ingredients. At the end of 2015, six Marshfield restaurants were continuing to buy locally.

#### ***Local Food Expo***

In 2016, Healthy Lifestyles Marshfield Area Coalition started an annual local food expo to take place in the late winter/early spring to encourage residents to meet local farmers and find out what product they sell. Based on broad community interest in this event, the Coalition plans to continue and grow the event.

### **Cultural Resources**

According to the National Parks Service, cultural resources can be defined as physical evidence or place of past human activity: site, object, landscape, structure; or a site, structure, landscape, object or natural feature of significance to a group of people traditionally associated with it. Historic districts and properties are shown on the “Cultural Resources” Map 3.7. For purposes of this chapter, cultural resources are also current resources that include modern art, music, and performance art.

### Genealogy and Ancestry

Genealogy is the study of families and tracing their lineage and history and Marshfield is fortunate to have an active local genealogy group. The Marshfield Area Genealogy Group was formed in 1984 as a nonprofit genealogy society to promote local interest in family history. Serving Marshfield and the surrounding communities, the organization is a valuable resource for family history researchers in three Wisconsin counties, Wood, Marathon and Clark. Its purpose is educational, to study and preserve the local heritage by assisting members in discovering ancestors and the daily events that shaped their lives.

According to the 2000 U.S. Census, over half of the population of Marshfield (55.7%) was of German decent. Other significant portions of the population were: Irish (8.8%), Norwegian (8%), English (7.6%), Polish (6.3%), French (3.6%), and Swedish (2.2%). Other ancestries make up approximately 7.8% of the rest of the population. No other category had over 2% of the total population.

### Art Resources

The Marshfield area has a wide array of art in various forms throughout the community. There are numerous facilities including (examples): galleries and art centers (New Visions Art Gallery, Chestnut Center for the Arts, LuCille Tack Center for the Arts, and Marshfield School of Performing Arts), dance studios (Main Street Conservatory of Dance and Universal Dance Academy), music venues (Chestnut Center for the Arts, Columbia Park, Vox Concert Music Venue, Thomas House), theaters (Helen Connor Laird Theater, Marshfield High School, Roger’s Cinema), public art displays (Veterans Parkway Murals, Jurustic art, and Hardacre Park Murals), and art related businesses (Firehouse Ceramics, and Classy Canvas).

Additionally, Marshfield is home to a number of local musicians that perform at different restaurants, bars, and at local event in the community. Local artists’ and photographers’ works are often displayed in downtown store windows and at events such as the Mother’s Day Art Fair or Maple Fall Fest. Both events also bring in talented artists from all over the state and region.

### Historic Resources

The City of Marshfield was incorporated in April 1883, at which time the city had a population of 1,000 people. It became a significant railroad stop along the routes between St. Paul, Green Bay, and Chicago. Marshfield is fortunate to have numerous historic properties and five historic districts on the National Register of Historic Places within the City limits. Table 3.1 outlines the properties within the City that are currently listed on a historic register and the date they were listed on each register. The “Cultural Resources” Map



*Gov. William H. Upham House (Upham Mansion)*

(3.6) shows the locations of those historic properties and districts.

Table 3.1: City of Marshfield Historic Properties

Property	Local Register	State Register	National Register
Governor William H. Upham House (212 W 3rd St)	1995	12/12/1976	12/12/1976
Wahle-Laird House (208 S Cherry Ave)	1/22/2002	1/30/1992	1/30/1992
Willard D. Purdy Junior High and Vocational School (110 W 3rd St)	-	9/8/1992	9/9/1992
Tower Hall (110 E 2nd St)	1995	-	-
Central Wisconsin State Fair Round Barn (E 17th St)	1995	3/24/1997	3/25/1997
Eli Winch House (201 S Vine Ave)	1997	-	-
Sears "House by Mail" House (611 W Blodgett St)	9/22/1998	-	-
Marshfield Post Office (202 S Chestnut Ave)	-	-	10/24/2000
E.F. Mechler House (305 S Maple Ave)	9/24/2002	-	-
Edward Jones Investments - Building (554 S Central Ave)	3/24/2004	-	-
George D. & Jennie Booth House (512 S Hardacre Ave)	3/28/2005	-	-
Marshfield Senior High School (900 E 4th St)	-	4/6/2005	4/7/2005
Weinbrenner Shoe Factory (305 W 3rd St)	-	8/28/2008	8/29/2008
Columbia Park Band Shell (201 W Arnold St)	6/15/2010	9/3/2008	9/4/2008
Hamilton & Catherine Roddis House (1108 E 4th St)	6/24/2008	4/18/2008	11/12/2008
Parkin Ice Cream Company (108 W 9th St)	-	7/18/2008	1/8/2009
Soo Line Steam Locomotive 2442 (1800 S Roddis Ave)	11/22/2011	7/18/2008	5/13/2009

Source: City of Marshfield Historic Preservation Committee

### 3.3 Community Values

#### Quality of Life

- Being in and around the natural environment is a critical quality of life component for many. Identifying and protecting those resources are essential as the community grows.
- Residential areas are not often suitable next to productive agricultural uses. Finding a balance of supporting the agricultural uses, but providing a buffer from platted residential properties is important.
- Having cultural activities and resources throughout the community is necessary in attracting and retaining a diverse demographic. For Marshfield to continue to grow, these resources and activities should be preserved, promoted, and expanded.

#### Health and Safety

- Protecting the groundwater, surface water, and air quality is paramount to maintaining a healthy population and having a healthy community.



## Economic and Environmental Sustainability

- Residents being able to grow their own food and know where their food comes from are increasingly popular trends right now. Not only is it a healthy option, but it typically reduces fuel consumption which also reduces carbon emissions.

## Community Design

- New and developing technologies allow buildings to be constructed with a reduced impact on the environment. Incorporating landscaping can provide shade for buildings and parking areas and can also act as a wind block reducing the need for energy in the heating and cooling process.

## 3.4 Goals, Objectives, and Programs, Policies, and Recommendations

### Natural Resources

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#### **Goal 3-1. Protect the area's ground and surface water resources, natural resources, air quality, and threatened and endangered wildlife and wildlife habitat.**

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##### ***Objectives***

1. Provide clean drinking water to residents.
2. Protect and maintain valuable natural and environmental resources such as wetlands, shorelands, floodplains, and air quality.

##### ***Programs, Policies, and Recommendations***

1. As state or federal regulations are amended, and as new development practices change, to further protect the City's groundwater, natural resources and greenways, and the water quality of the community, stream corridors, and downstream surface waters, the City should update the following:
  - Wellhead protection overlay district
  - Shoreland ordinance
  - Shoreland-Wetland ordinance
  - Floodplain ordinance
  - Stormwater Quality Management Plan Requirements
  - Construction Site Erosion Control ordinance
2. Notify the Wisconsin Department of Natural Resources (DNR) and other applicable regulatory agencies where environmentally sensitive areas, including wetlands are identified or being harmed.
3. Require any non-metallic mining operations to receive approval with the county and provide adequate buffering between the operations and adjacent developed properties.
4. Monitor the available data from the DNR for updates on the air quality of the area and consider adopting ordinances limiting outdoor uses that have a proven adverse impact on air quality.

5. New development should be encouraged to incorporate sustainable building principles.
6. Continue landscape requirements that support the preservation of existing trees.
7. Consider utilizing greenways and other natural areas as potential passive recreational areas.
8. Review and/or adopt policies addressing recycling facilities and consider:
  - Requiring recycling facilities in public spaces such as municipal buildings, parks, and during community events.
  - Promoting the recycling program in the City.

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### **Goal 3-2. Protect the area from invasive species.**

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#### ***Objectives***

1. Promote awareness of the impacts of invasive species.
2. Prevent invasive species from reaching the area.

#### ***Programs, Policies, and Recommendations***

1. Support efforts to educate the public about the effects of invasive species and consider programs to address such threats. Consider the following:
  - Continued monitoring of invasive species found in the area such as: Emerald Ash Borer, buckthorn, Purple Loosestrife, Reed Canary Grass, wild parsnip, leafy spurge, and garlic mustard, and adopt policies to address future infestations.
  - Promote awareness and removal of invasive species if/when they reach the area.

## **Agricultural Resources**

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### **Goal 3-3. Support agriculture resources surrounding the City, while understanding that ceasing all growth is not in the best interest of the City or the region.**

---

#### ***Objectives***

1. Encourage the continuation of existing farm operations near Marshfield as a means of recognizing their importance to the character, economy, and quality of life within the area.

#### ***Programs, Policies, and Recommendations***

1. Review zoning regulations pertaining to the farming of farmland in the City and consider the following:
  - Investigating options for protecting adjacent property owners from adverse effects from agriculture.
  - Requiring some buffering between new residential development and agricultural uses.
2. Support efforts to improve local and healthy food options in the community by making sure regulations are not prohibitive in allowing community gardens and farmers markets and consider supporting opportunities to promote awareness of programs such as farm to table, farm to school programs, farmer’s markets, and local food expo.

## Cultural Resources

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### Goal 3-4. Provide an appealing and diverse setting for people to want to live, work, play, and raise a family.

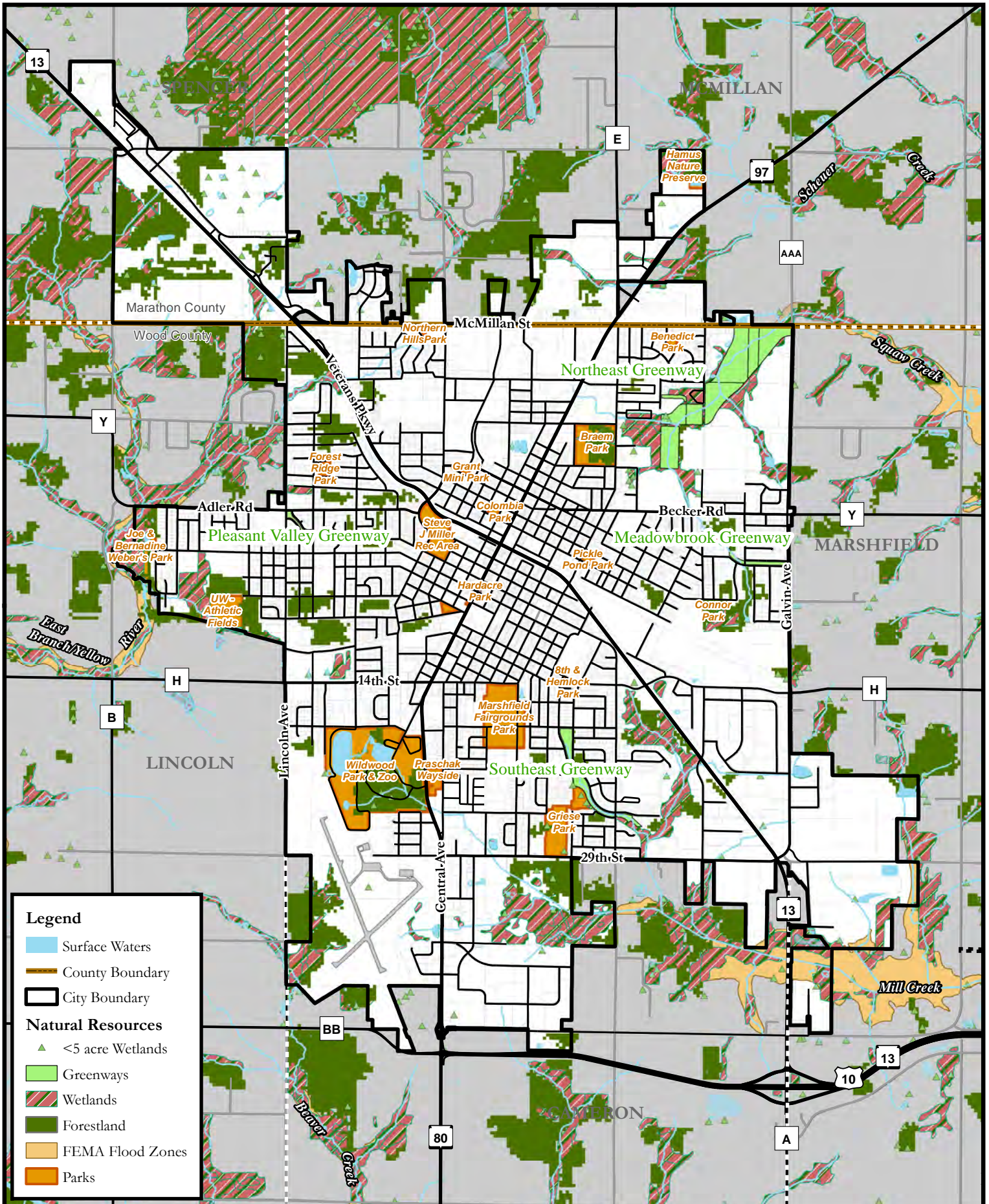
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#### ***Objectives***

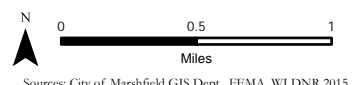
1. Maintain and enhance all of Marshfield’s quality-of-life advantages, including those in the arts, community events, education, historic and cultural heritage, social opportunities, and small-town livability.
2. Have community design that is both functional and attractive, recognizing that community character contributes to quality of life.
3. Continue to preserve, protect, and promote Marshfield’s historic resources, both those that are currently protected and those that have yet to be identified.

#### ***Programs, Policies, and Recommendations***

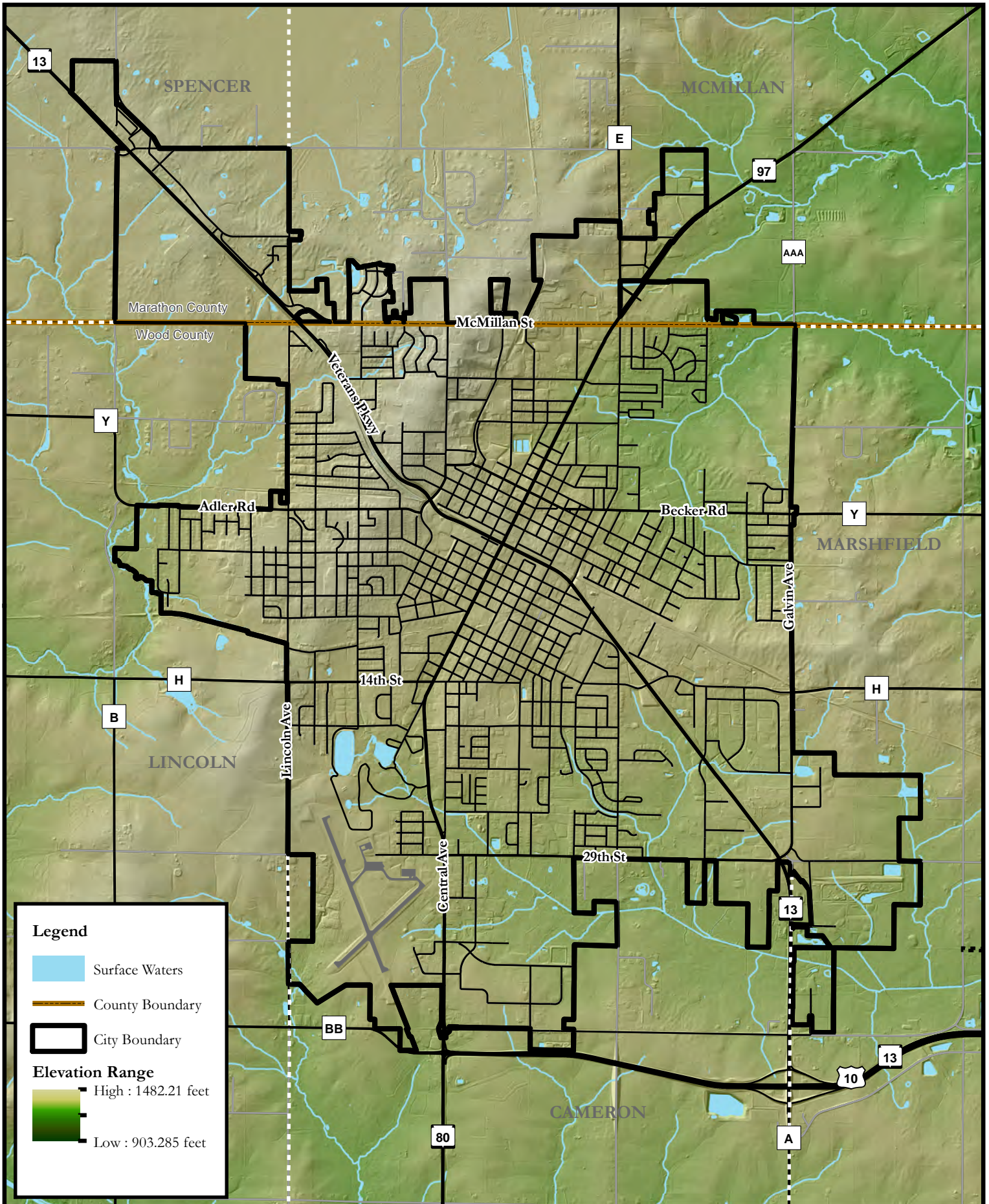
1. Consider providing guidelines as well as technical support to promote reinvestment in historic structures that retains the historic qualities and character.
2. Promote community design that considers the following:
  - Incorporating green space.
  - Preserving natural features such as existing trees or native landscaping.
  - Providing for other details and amenities and consider adding these provisions when amending the municipal code.
3. Update and implement the local historic preservation plan, and consider the following:
  - Developing an annual task list based plan.
  - Focusing on bringing different historic preservation groups together.
  - Promoting awareness of local historic resources.
  - Encouraging preservation of historic structures and resources.
  - Developing a program to archive, share, store, and protect historic materials.
4. Support efforts to establish an independent Arts Committee, and consider the following:
  - Collaborating with existing arts organizations in order to develop specific strategies to help bring various art and art forms into other areas of Marshfield and to educate citizens and public about how an active arts community contributes to a higher quality of life.
5. Support efforts to make Marshfield a destination center by expanding opportunities for outdoor dining spaces, public gathering spaces, community events, night life, and ethnic food options.
6. Consider the health implications such as air quality, water quality, noise, impacts on climate, access to healthy foods, physical activity, social connection, sense of community, etc., when reviewing and approving new development.
7. Consider supporting existing and new programs when there is substantial evidence that such programs foster a healthy community.
8. Consider accommodations for all age groups when designing public spaces.



**Natural Resources - Map 3.1**  
 City of Marshfield - 2017 Comprehensive Plan  
 5/23/2017



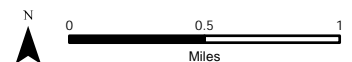
Sources: City of Marshfield GIS Dept., FEMA, WI DNR 2015



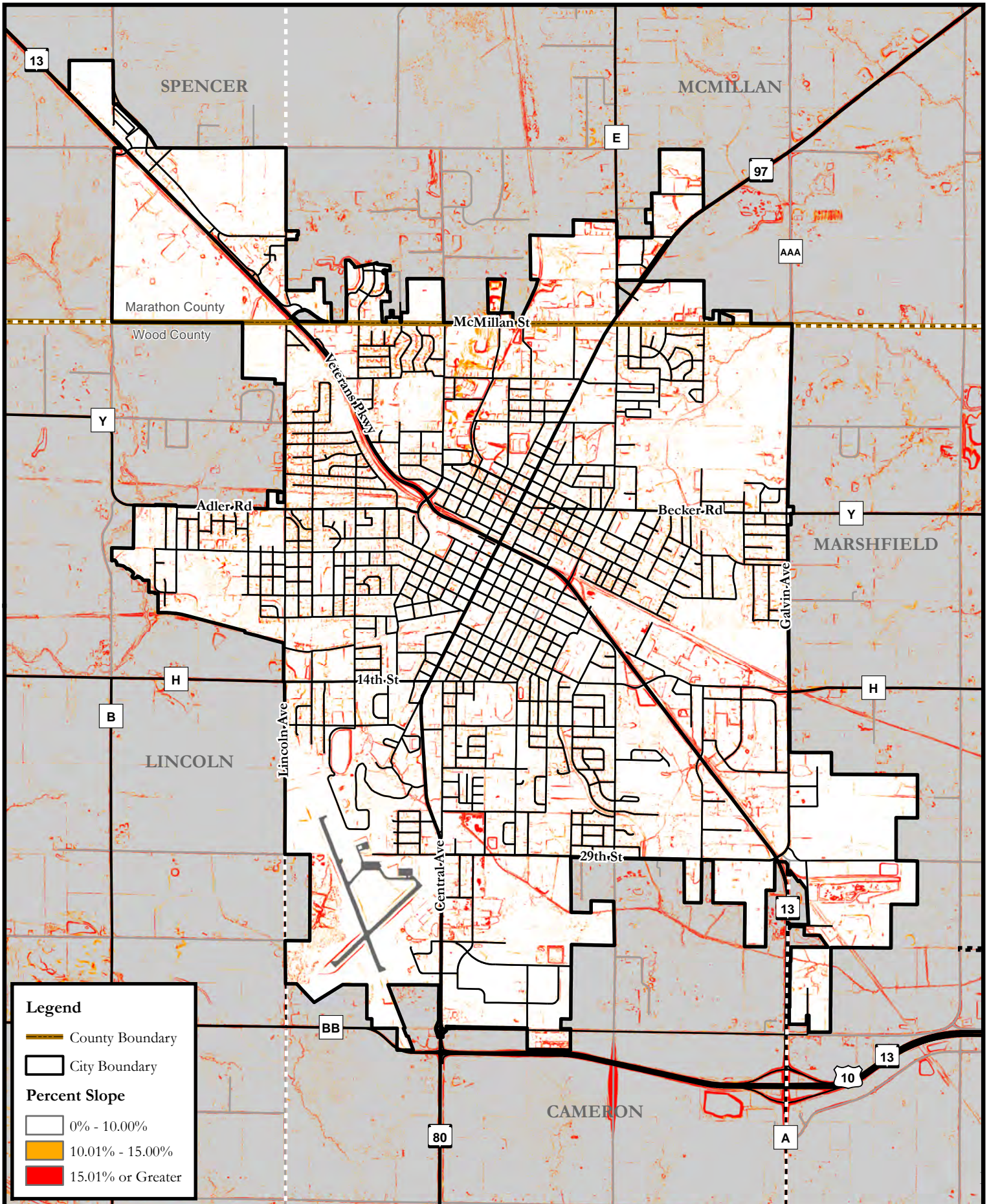
## Elevations - Map 3.2

City of Marshfield - 2017 Comprehensive Plan



4/19/2017






Sources: City of Marshfield GIS Dept., 2015 LiDAR flown by Ayres Associates



**Legend**

-  County Boundary
-  City Boundary

**Percent Slope**

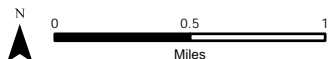
-  0% - 10.00%
-  10.01% - 15.00%
-  15.01% or Greater



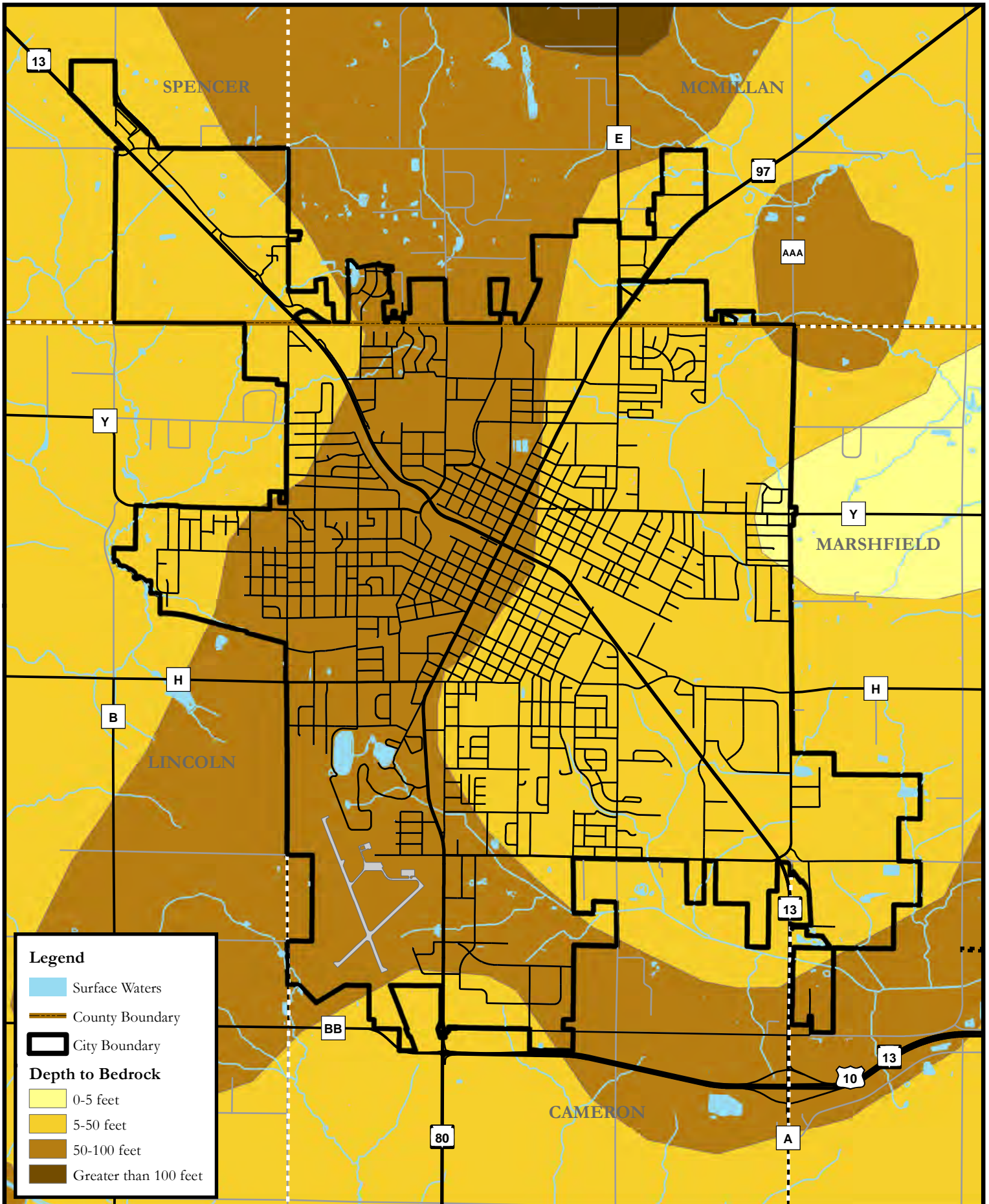
## Slopes - Map 3.3

City of Marshfield - 2017 Comprehensive Plan




4/19/2017







Sources: City of Marshfield GIS Dept., 2015 LiDAR flown by Ayres Associates



**Legend**

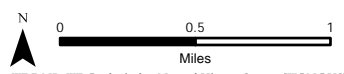
-  Surface Waters
-  County Boundary
-  City Boundary

**Depth to Bedrock**

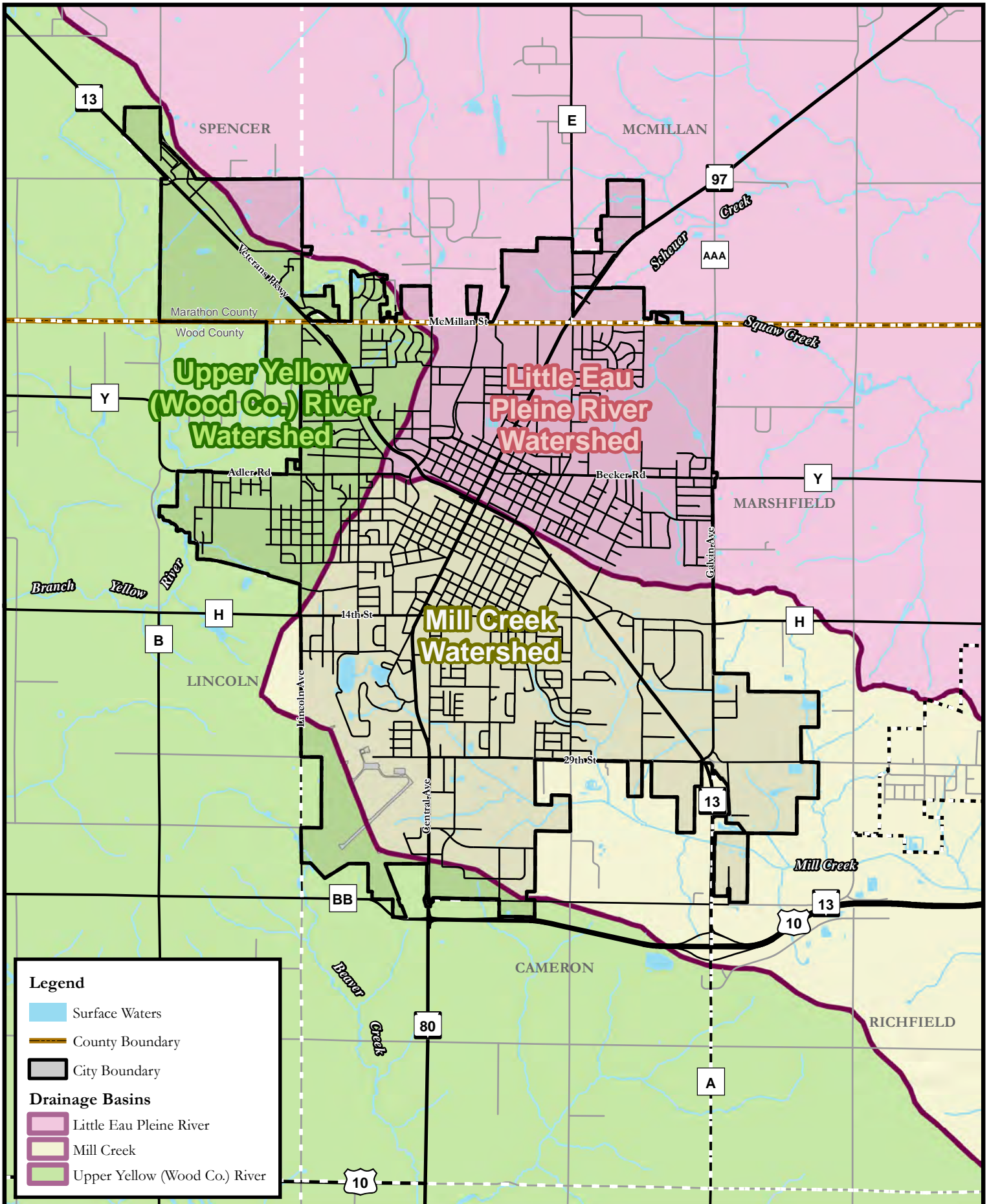
-  0-5 feet
-  5-50 feet
-  50-100 feet
-  Greater than 100 feet



**Depth to Bedrock - Map 3.4**  
 City of Marshfield - 2017 Comprehensive Plan  
 4/19/2017



Sources: City of Marshfield GIS Dept., WI DNR, WI Geological & Natural History Survey (WGNHIS)



**Legend**

- Surface Waters
- County Boundary
- City Boundary

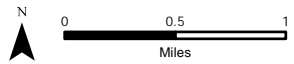
**Drainage Basins**

- Little Eau Pleine River
- Mill Creek
- Upper Yellow (Wood Co.) River



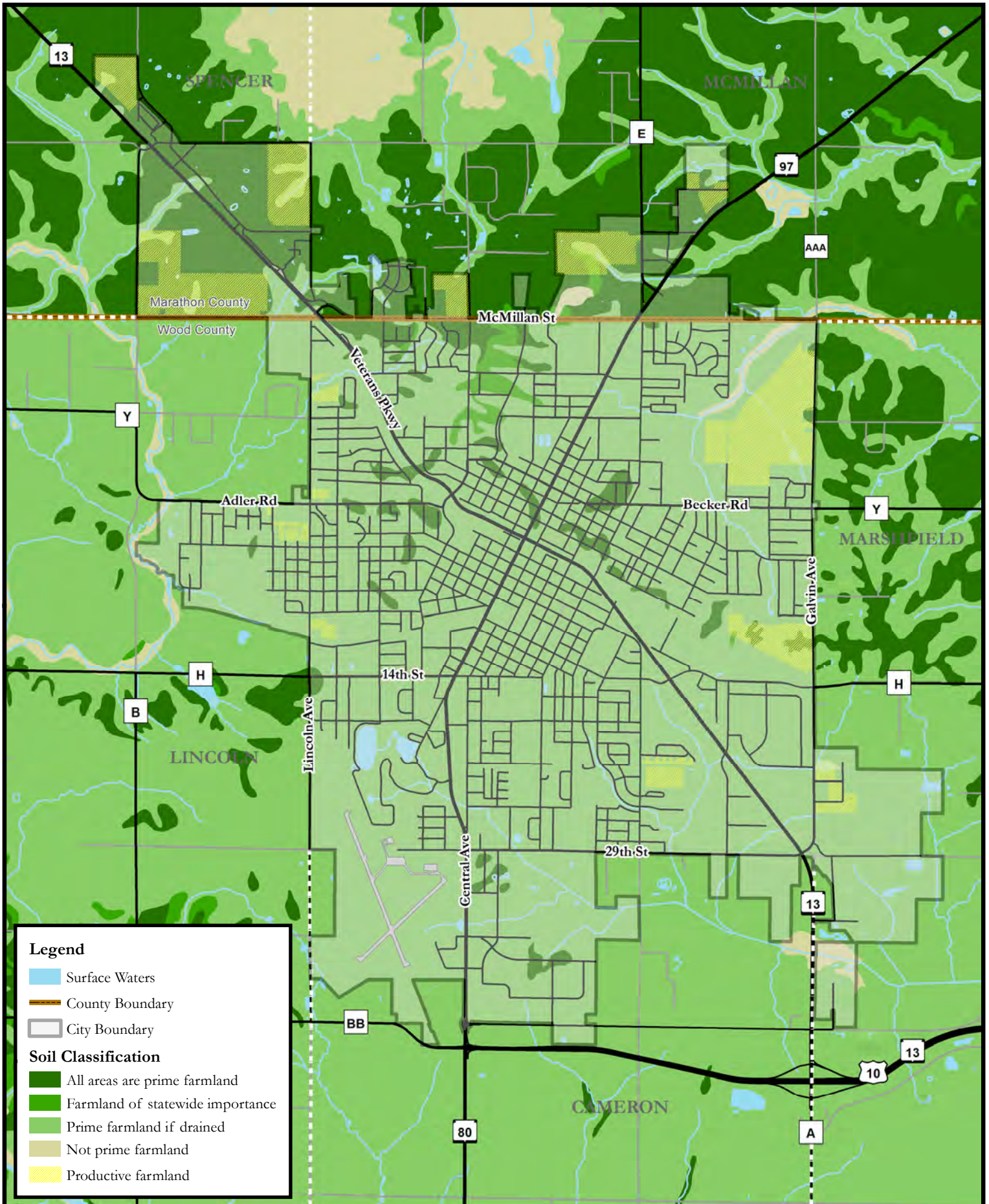
# Drainage Basins - Map 3.5

City of Marshfield - 2017 Comprehensive Plan  
4/19/2017






Sources: City of Marshfield GIS Dept., WI DNR










**Legend**

-  Surface Waters
-  County Boundary
-  City Boundary

**Soil Classification**

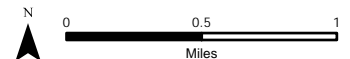
-  All areas are prime farmland
-  Farmland of statewide importance
-  Prime farmland if drained
-  Not prime farmland
-  Productive farmland



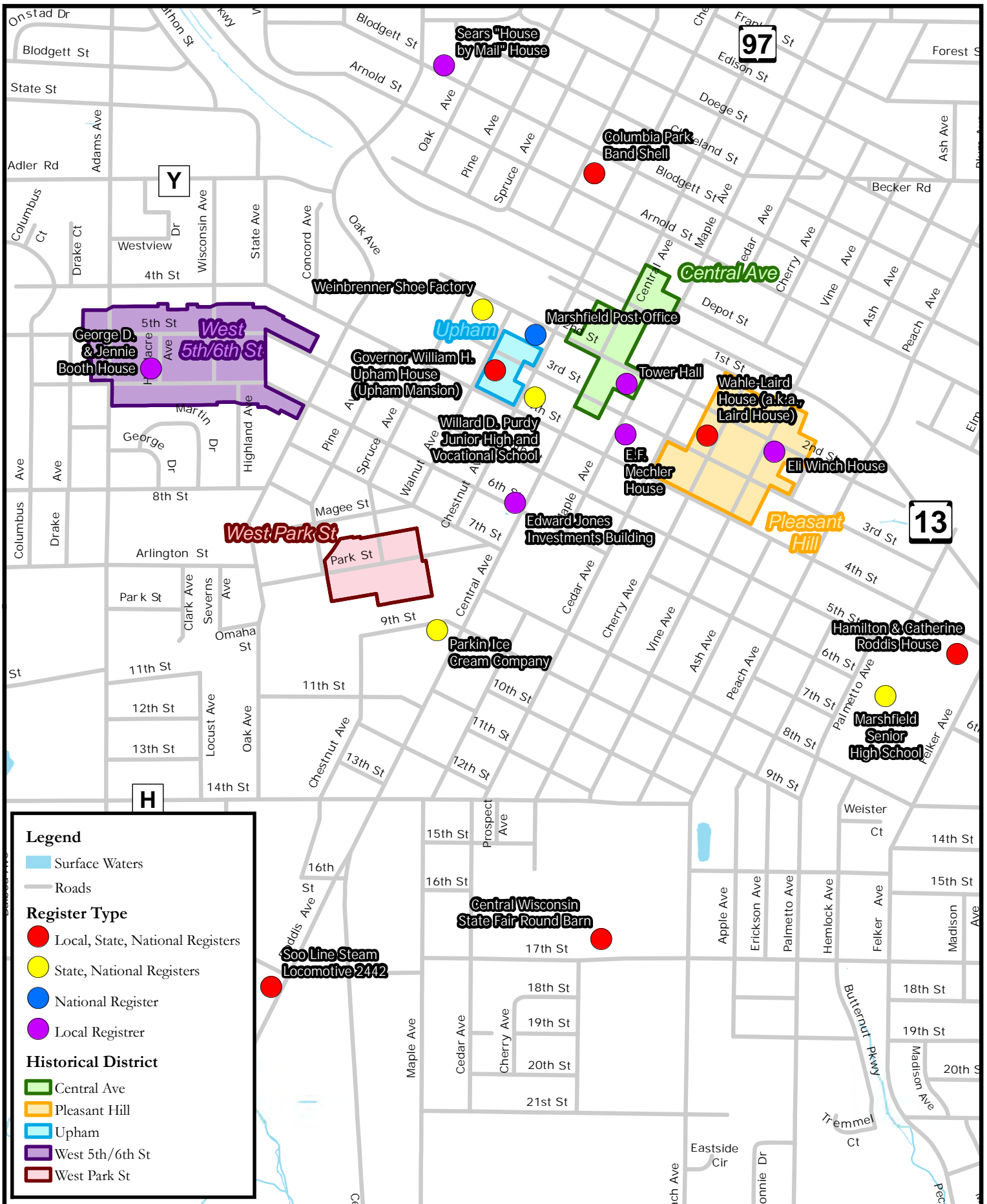
**Productive Farmland - Map 3.6**

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



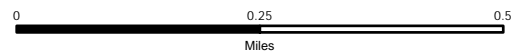
Sources: City of Marshfield GIS Dept., NRCS S8ungo Soils



# Cultural Resources - Map 3.7

City of Marshfield - 2017 Comprehensive Plan

4/10/2017



Sources: City of Marshfield GIS Dept., Marshfield Historic Register, WI State Historic Register, National Historic Register

# 4 Housing

## 4.1 Introduction

Housing is a key component to a healthy and vibrant community. It is important for adequate and safe housing to be available for all its residents, with an emphasis on functional neighborhoods providing housing options throughout the various stages of one’s life. The following chapter provides a framework for achieving this by addressing the social, economic, and regulatory aspects that impact housing in the community. The Housing Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Housing
- Housing Growth
- Community Values: Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design
- Goals, Objectives, and Programs, Policies, and Recommendations

## 4.2 Assessment of Existing Conditions

### Age Characteristics

Marshfield has a varied housing stock dating back to the 1880’s. Nearly 20% of the stock predates 1939. The following table depicts the current age make up of Marshfield’s housing stock as of January 1, 2017.

Table 4.1: Year Residential Housing Structure Built

Year Structure Built	Number	Percent of Total
Built 2010 or later	237	2.4%
2000 to 2009	792	8.0%
1990 to 1999	1,146	11.6%
1980 to 1989	1,272	12.9%
1970 to 1979	1,876	19.0%
1960 to 1969	1,060	10.7%
1950 to 1959	869	8.8%
1940 to 1949	730	7.4%
1939 or earlier	1,880	19.1%

Source: U.S. Census Bureau, 2000; American Community Survey, 2009-2013; City of Marshfield Development Services Department, 2017

In addition to the 2000 U.S. Census data, the Wisconsin Department of Administration estimates annual housing growth for each county. Estimates show that the Marshfield area witnessed a period of slow housing growth over the past several years. Similarly, Wood County added approximately 3,055 new homes between 2000 and 2009, a slower growth than any decade since the 1940’s. Marathon County, however, has added 9,495 new housing units between 2000 and 2009, the largest decade for growth for the county on record. As of January 1, 2017, there were more than 67 single family homes, 9 duplexes (18 units), and 14 apartment buildings (152 units) built in the City of Marshfield since 2010 for a total of 237 new housing units.

### Structural Characteristics

Based on the latest American Community Survey 2009-2013, there were 8,950 housing units in the City of Marshfield. As shown in Table 4.2, the City’s housing stock consists primarily of single family detached homes (59.7%). The percentage of single family homes in Marshfield is lower than both Marathon County (74.4%) and Wood County (76.5%), and slightly lower than the State of Wisconsin (66.5%). More urban areas tend to have a larger percentage of multi-family housing stock than a rural area, so Marshfield is a bit of an anomaly with such a low percentage of single family homes.

Table 4.2: Housing Units by Type

Units per Structure	Structures	Percent of Total
1, detached	5,153	57.6%
1, attached	250	2.8%
2	694	7.8%
3 or 4	176	2.0%
5 to 9	636	7.1%
10 to 19	509	5.7%
20 to 49	812	9.1%
50 or more	399	4.5%
Mobile Home	321	3.6%

Source: American Community Survey, 2009-2013

### Value Characteristics

Housing values in the City of Marshfield are displayed in Table 4.3. Based on the American Community Survey, 2009-2013, the majority of the homes (54.8%) were valued between \$100,000 and \$199,999. Less than 7% of the housing was valued below \$50,000 and just over 17% was valued over \$200,000.

Table 4.3: Housing Value, Owner-Occupied

Value	2009-2013 Average	Percent of Total	2000	Percent of Total
Less than \$50,000	326	6.4%	335	7.6%
\$50,000 to \$99,999	1,103	21.8%	2,733	61.7%
\$100,000 to \$149,999	1,759	34.7%	954	21.6%
\$150,000 to \$199,999	1,020	20.1%	255	5.8%
\$200,000 to \$299,999	571	11.3%	134	3.0%
\$300,000 to \$499,999	218	4.3%	15	0.3%
\$500,000 to \$999,999	34	0.7%	-	-
\$1,000,000 or more	39	0.8%	-	-

Source: U.S. Census Bureau, 2000; Year American Community Survey, 2009-2013

According to the City of Marshfield Assessor data, since 2010 the average sale price of homes sold within the City limits of Marshfield has fluctuated from \$125,587 in 2012 to a peak of \$138,268 in 2014. The average sale price in 2015 was \$136,35. The average sale price has shown an increase over each 5-year period since 1980. Table 4.4 shows the historic average sale prices of homes since 1980 as well as the dollar increase and the percent change over each 5-year period.

Table 4.4: Historic Average Sale Price of Homes

Year	Average Sale Price	Change	Percent Change
1980	\$42,648	-	-
1985	\$49,831	\$7,183	16.8%
1990	\$58,377	\$8,546	17.1%
1995	\$70,854	\$12,477	21.4%
2000	\$94,175	\$23,321	32.9%
2005	\$120,408	\$26,233	27.9%
2010	\$128,289	\$7,881	6.5%
2015	\$136,135	\$7,846	6.1%

Source: City of Marshfield Assessor Data

In the last 35 years, the largest increase in average home sale prices occurred between 2000 and 2005. The largest percent increase occurred between 1995 and 2000. Since 2005, average home sale prices have increased, but at a significantly slower pace than the previous 25 years.

### Housing Affordability

Housing affordability is often measured by the proportion of household income spent on rent or home ownership costs. The 2009-2013 American Community Survey estimates the median rent was \$567 in Marshfield and \$759 in the State of Wisconsin. Table 4.5 shows the estimated breakdown of rent in Marshfield based on those estimates. The 2014 Housing Study determined median rental values of \$574 in Marshfield and \$749 statewide, similar to the estimates in the

American Community Survey. Since 2014, 128 new, higher end apartment and townhouse units were constructed in Marshfield. These units will have higher rents than most of the other units and will likely contribute to an increase in the median rental costs.

Table 4.5: Rental Costs

Rental Cost Range	Percent of Rental Stock
Less than \$200	3.2%
\$200 to \$299	7.5%
\$300 to \$499	23.9%
\$500 to \$749	41.8%
\$750 to \$999	17.7%
\$1,000 to \$1,499	4.1%
\$1,500 or more	1.9%

Source: American Community Survey, 2009-2013

The national standard for determining whether housing costs make up a disproportionate share of living expenses is 30% of gross household income. Households that spend more than 30% of their income on housing (taxes, insurance, principal, interest, etc.) may be at risk of losing their housing should they be confronted with unemployment, unexpected events or unexpected bills. Based on the 2009-2013 Year American Community Survey, the percentage of homeowners in Marshfield paying 30% or more of their income for housing was 19.2% (when factoring in homes with and without a mortgage), which was lower than Marathon County (21.9%), Wood County (20.7%), and the State of Wisconsin (19.9%).

The estimated percentage of renters in Marshfield paying more than 30% of their income for housing was 47.9%, up significantly since 1999, which was 27.9%. When compared to 1989, when 27.4% of renters paid more than 30% of their income for housing, the increase since 1999 seems more dramatic. Marathon County and Wood County had a lower percentage at 44.8% and 45.9%; whereas, the State of Wisconsin had higher percentages with 48.4% of renters paying more than 30% of their income for housing.

### Occupancy Characteristics

Housing occupancy characteristics identifies how long people have resided in their current home, how many renters there are compared to owner-occupied, and how many vacancies there are in the community.

#### Occupied Housing Duration

More than half of Marshfield’s households moved into their current housing unit since 2000 (66.4%), as shown in Table 4.6.

Table 4.6: Year Householder Moved into Unit

Year Moved In	Number	Percent of Total
2010 or later	1,456	17.2%
2000 to 2009	4,158	49.2%
1990 to 1999	1,316	15.6%
1980 to 1989	593	7.0%
1970 to 1979	480	5.7%
1969 or earlier	446	5.3%

Source: American Community Survey, 2009-2013

### Occupied Housing Tenure

Table 4.7 shows housing tenure characteristics (whether housing was owned or rented) in Marshfield from 2000 to present. It is important for a community to have both owner-occupied and renter-occupied units. The table reveals that 60.0% of housing units in Marshfield were owner occupied in this latest estimate (In 2000, 61% of the housing units were owner occupied). An estimated 68.1% of households in the State of Wisconsin were owner-occupied. The estimates of owner-occupied households for Wisconsin Rapids and Stevens Point are 63.7% and 50.4% respectively. On average, a community with a 4-year university will typically have more renter-occupied housing units, which likely explains the lower owner-occupied rate for Stevens Point. Marshfield has a 2-year college (with some 4-year degree opportunities) as well as a technical college that could contribute to a greater percentage of renter occupied housing.



*Heritage Estates Apartments*

Table 4.7: Occupied Housing Tenure

	2009-2013 Average	Percent of Total	2000	Percent of Total
Occupied Housing Units	8,449	100.0%	8,235	100.0%
Owner Occupied Housing Units	5,070	60.0%	5,056	61.4%
Renter Occupied Housing Units	3,379	40.0%	3,179	38.6%

Source: U.S. Census Bureau, 2000; American Community Survey, 2009-2013

### Housing Vacancy

Housing vacancy rates are one way to assess whether a community’s housing supply is adequate to meet demand. Vacancies also help keep the cost of housing in balance. The vacancy rate is the number of total housing units vacant and available divided by the total number of housing units. It is important to note that some vacancies are necessary for a healthy housing market. According to the U.S. Department of Housing and Urban Development (HUD), an overall vacancy rate of about 3% is considered optimal. This rate allows consumers an adequate choice of housing.

Table 4.8 shows Marshfield’s occupied housing vacancy rate in 2000 and 2010. According to the 2009-2013 Year American Community Survey, the owner occupied housing vacancy rate was 0.7% and the rental occupied vacancy rate was 6.0%. The number of vacancies rose gradually from 2000 to 2010. That trend appears to be reversed based on the most recent estimates, indicating that the number of vacancies is currently going down.

Table 4.8: Vacancy

	2009-2013 Average	Percent of Total	2000	Percent of Total
Occupied Housing Units	8,449	94.4%	8,235	95.6%
Vacant Housing Units	501	5.6%	382	4.4%
For Seasonal, Recreation or Occasional Use	26	0.3%	27	0.3%

Source: U.S. Census Bureau, 2000; American Community Survey, 2009-2013

### Life Cycle Housing

Partly due to having a world class medical facility, Marshfield has an aging population and housing for seniors is an important segment in the community. The zoning code allows for community living arrangements such as Adult Family Homes (AFH) and Community Based Residential Facilities (CBRF) to be located in all residential districts. Because the number of beds has exceeded 1% of the City’s population, the City is required to review each new facility as a conditional use. Despite the additional steps for review, there has been a consistent demand for new facilities. Additionally, wheelchair accessible housing is becoming more popular. Accessible housing provides opportunities for residents to live in their homes longer and more independently.

## 4.3 Housing Growth

### Household Projections

As mentioned in the “Issues and Opportunities” Chapter, a “household” is defined as an occupied housing unit. The Wisconsin Department of Administration (DOA) projects that the City will only grow by an additional 33 new households from 2015 to 2040. Considering the household size is gradually



shrinking, the minimal projected growth would indicate a stagnant or possibly a negative population growth by 2040 (which coincides with the DOA population projections). However, both the City of Marshfield and Wood County are projected to have continued growth until 2035. Marshfield is projected to add approximately 220 additional households by 2035. After that point, a sharp decline in households is project for the five year period from 2035-2040. Table 4.9 outlines the number of households currently in the Wood and Marathon County as well as the projected growth in households there is expected to be over the next 25 years.

Table 4.9: Household Projections

	Total Households		Projected Households					
	2000	2010	2015	2020	2025	2030	2035	2040
City of Marshfield	8,235	8,777	8,887	8,990	9,075	9,101	9,110	8,920
Wood County	30,135	31,598	32,078	32,486	32,861	33,043	33,175	32,561
Marathon County	47,702	53,176	54,661	57,393	59,614	61,525	62,961	63,731

Source: U.S. Census Bureau, 2000, 2010; Wisconsin Department of Administration, 2005, 2015

### Target Areas for Housing & Residential Growth

As of January, 2017, there were approximately 970 acres within the City limits that could be suitable for future residential properties. These lands are identified on the “Available Land for Housing” Map 4.1. It is important to note that not all of these lands are immediately available for development. The following areas should be considered the City’s first priority for promoting new housing and neighborhood development:

**Available Lands.** These include vacant, lots, less than 3 acres in size with access to streets and utilities and zoned residential. As of January 1, 2017, there were approximately 70 acres and 185 lots classified as “available.” There are an additional 14 lots that have access to streets and utilities that are also classified as “available”, but each lot exceeds 3 acres in size. These lots total 140 acres, but would likely require some street and utility extension to develop at a greater and more efficient density. This analysis does not factor other obstacles to development such as the location of wetlands, floodplains, shallow bedrock, sensitive habitat, narrow or small lot size, etc. So it is likely some of those lots would not be suitable for development.

**Potentially Developable Lands.** These lands include vacant, zoned residential or “RH-35” rural holding district. These lands may or may not have been platted but would currently be without direct access to utilities or City streets. Although most of the areas appear suitable for residential development, additional analysis would need to be completed for each site to determine if the site was developable and to identify any natural resources. Most of these lands are actively being farmed. As of 2017, there were approximately 716 acres of lands classified as “developable” within the City limits.

Map 4.1 indicates one other category of vacant residential land. These properties, labeled as “Owner Retained” lots, are held by adjacent property owners, often to create a larger yard. There are approximately 36 acres of these lots in the City. Such properties may be available for infill housing, based on individual property owner desires, although some lots may still require an extension of infrastructure or services to be developed. The best opportunity for development would be when properties transfer ownership.

Based on the projected number of households, there is an adequate supply of undeveloped land under the “available” and “developable” classifications described in this section, suitable for residential development within the City of Marshfield for the next 25 years.

## 4.4 Community Values

### Quality of Life

- According to the Resident Survey, one of the top factors in why people choose to live in Marshfield is affordable housing. Those that spend a lower percentage of their income on housing can spend more money on culture and entertainment, leisure activities, and hobbies rather than necessities.
- Planning for specific neighborhoods can provide community engagement and allow residents an active role in developing and maintain their neighborhoods.
- Providing a variety of housing options in the downtown is important to encourage more people to live in and around the downtown. A residential component to the downtown is vital for having a vibrant downtown where residents can dine, shop, and patronize local businesses more readily.
- About half of the Resident Survey respondents said they consider the proximity to open space or green space a critical factor in deciding where to live. It will be important to keep this aspect in mind when approving new subdivisions and updating the Comprehensive Outdoor Recreation Plan.

### Health and Safety

- Establishing a development pattern that allows quick access to residential areas is important to provide readily available emergency services.
- Removing blight from areas often improves the safety of those neighborhoods.
- Older homes tend to have lead paint, lead plumbing (including solder and service lines), asbestos, radon, and other factors included in past residential construction practices that could impact an individual’s health. Remediating those issues should be considered when looking at programs to provide home owner assistance.

## Economic and Environmental Sustainability

- Approximately 56% of respondents in the Resident Survey stated that the maximum monthly housing cost they consider to be affordable is \$749 or less. According to the American Community Survey, renters spend a higher percent of their income on housing than home owners. When looking at affordable housing in Marshfield, renter occupied housing will be an important factor in that analysis.
- Removing blighted areas increase the tax base without having to extend infrastructure.
- Allowing a greater density of development is a critical factor in providing more affordable infrastructure. The larger the lots are, the more expensive it is to extend infrastructure to those developing areas and beyond. The greater the density, the less likely urban sprawl is to take place, taking up active farmland.
- Older homes also tend to be less energy efficient. Improving the energy efficiency in these homes is not only better for the environment, but helps home owner save money.

## Community Design

- Community character was rated highly as an important factor for living in Marshfield according to the Resident Survey.
- Neighborhood planning may include design guidelines that could encourage residents to keep up their properties in good order, maintaining that desired community character. Neighborhood planning also helps to create a sense of place in parts of the community that may otherwise feel nondescript. It will also be important to identify public gathering spaces to encourage social interaction in the neighborhood plans.

## 4.5 Goals, Objectives, and Programs, Policies, and Recommendations

### Housing

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#### Goal 4-1. Encourage neighborhood planning.

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##### ***Objectives***

1. Promote the development of formal neighborhood organizations in Marshfield.

##### ***Programs, Policies, and Recommendations***

1. Work with property owners to define Marshfield’s neighborhoods, and consider adopting policies to develop neighborhood organizations and revitalization plans. When establishing the neighborhood organizations consider programs for the following:
  - Cleanup and house repair.
  - Projects for improving the neighborhood.
  - Public and private funding sources.
  - Programming for social interaction.

When developing neighborhood revitalization plans, consider the following:

- A vision statement and neighborhood goals.
- Neighborhood future land use plan.
- Redevelopment recommendations.
- Design guidelines.
- Signature projects.
- Implementation and funding schedule.
- Historical architecture or influence on neighborhood.
- Health implications.

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#### **Goal 4-2. Encourage home ownership.**

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##### ***Objectives***

1. Promote existing incentives, programs, and regulatory improvements, and investigate opportunities for new programs to encourage home ownership.

##### ***Programs, Policies, and Recommendations***

1. Encourage home ownership and consider the following:
  - Evaluating the permitting process and looking to improve on the workflow for review and approval.
  - Reviewing the recommendations in the Housing Study when approving new housing developments.
  - Evaluating programs such as the following to stimulate developer interest in future growth areas and in parcels identified as “available areas” earlier in this chapter:
    - Mixed-Use Tax Incremental Financing.
    - Cut / Discount Permitting Fees.
    - Provide assistance by the City with engineering and planning for the site.
    - Develop tax credit or grant program.
    - Establish design guidelines for infill development that abuts existing development.

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#### **Goal 4-3. Provide desirable and attainable housing options for those that live and desire to live in Marshfield and ensure there is an adequate housing supply that meets the existing and forecasted demand.**

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##### ***Objectives***

1. Encourage higher density development in areas of existing development as well as in planned growth areas of the City.
2. Utilize existing senior housing resources and monitor the need for additional programs and housing options.
3. Allow for a range of housing types and styles and limit regulatory barriers within zoning and subdivision ordinances that stifle creative neighborhood design and create impediments to

housing affordability. As changes to codes are considered, it is important that the City maintain its ability to effectively review developments and work with prospective developers to ensure compliance with this plan and all applicable codes.

4. Provide adequate streets, sidewalks, parks, and other public amenities in neighborhoods.
5. Plan for the social needs of new and future neighborhoods by addressing needed services, programming, and interaction opportunities.

***Programs, Policies, and Recommendations***

1. Review municipal code and consider amendments to increase density and district heights and allow a mix of residential types that allows supporting commercial, park, walking and biking opportunities, and civic uses in new neighborhoods when adjacent to major arterials.
2. Consider special needs housing, such as Adult Family Homes (AFHs) and Community-Based Residential Facilities (CBRFs), based on the community need, impact on neighborhoods, physical design, and the availability of existing facilities.
3. Encourage more wheelchair accessible housing.
4. Encourage new types of planned developments, such as pocket neighborhoods or cottage courts, which encourage shared open space and medium to high density single family development. These types of developments can be effective as infill projects or as new developments.
5. Identify areas for future residential growth. When outside the City limits, consider the following:
  - Identifying areas of feasible and economical residential infrastructure expansion.
  - Prohibiting new low density residential major subdivision in those extraterritorial plat areas identified in Land Use Chapter 9 unless the property is annexed.
  - Reviewing annexation criteria in the Land Use Chapter 9 when annexations are proposed.
  - Requiring sidewalks and/or bike paths that connect to the existing network.

When inside the City limits, consider the following:

- Identifying areas of feasible and economical residential and infrastructure expansion.
- Conducting a more detailed analysis of the “available” and “developable” lots identified in this chapter to ensure development is actually feasible in those locations.
- Reviewing the Zoning and Subdivision ordinance with the Plan Commission to ensure desirable layouts are permitted in residential neighborhoods.
- Updating and maintaining the residential land use categories and available acreage calculations for the “Existing Land Use” Map 9.1 as development takes place.
- Recommending zoning changes, code amendments, and approving conditional use permits that make desired residential development more feasible in those future residential growth areas to address housing needs, and consider the following:

- Identifying areas for single family and duplex housing.
  - Identifying suitable areas for future multifamily development, areas of mixed housing stock, and mixed dwelling units (commercial on the first floor with residential development above) and rezoning those areas to a zoning district that allows a greater density to reduce the cost of infrastructure expansion per housing unit.
  - Identifying target areas for residential redevelopment opportunities in the downtown utilizing the recommendations in the Downtown Master Plan.
  - Allowing accessory apartments in lower density residential zoning districts while establishing specific standards when they are allowed.
- Requiring sidewalks and/or bike paths that connect to the existing network.
  - Neighborhood plans.
  - Comprehensive Outdoor Recreation Plan.
  - Access to greenspace.

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**Goal 4-4. Identify strategies to maintain and improve the quality of the City's housing stock.**

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***Objectives***

1. Encourage more housing opportunities in and around the downtown.
2. Encourage the rehabilitation of blighted properties.
3. Promote the preservation and restoration of historic structures as they are recognized to contribute to the character of Marshfield.

***Programs, Policies, and Recommendations***

1. Improve blighted areas and consider the following:
  - Reviewing local, regional, and state programs and incentives for the rehabilitation of blighted properties and identify a first point of contact; prepare and review a comprehensive list of resources on a regular basis. If desired programs are not available in the area, consider developing a local program.
  - Actively promoting available assistance programs offered such as the state tax credit for historic restoration.
  - Providing incentives to encourage the conversion of two-flat rentals back to their original configuration as single-family homes. Such an effort can improve building and site maintenance, as well as create a source for more affordable, owner-occupied housing opportunities for low and moderate-income residents.
  - Identifying target areas for neighborhood rehabilitation and develop strategies to rehabilitate blighted or deteriorating housing.
  - Evaluating the existing building maintenance standards, building codes, and zoning regulations related to property maintenance and enforce existing and future regulations if amendments are adopted.

- Identifying and/or provide incentives to homeowners to improve, rehabilitate, or restore existing and blighted properties. Consider the following programs:
  - Local lender commitment programs.
  - Tax credits, grants, or target low-interest loan programs.
  - Programs addressing lead plumbing, asbestos, radon, and other components of older home construction that could adversely impact residents’ health.

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**Goal 4-5. Reduce or minimize the cost of new residential development.**

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***Objectives***

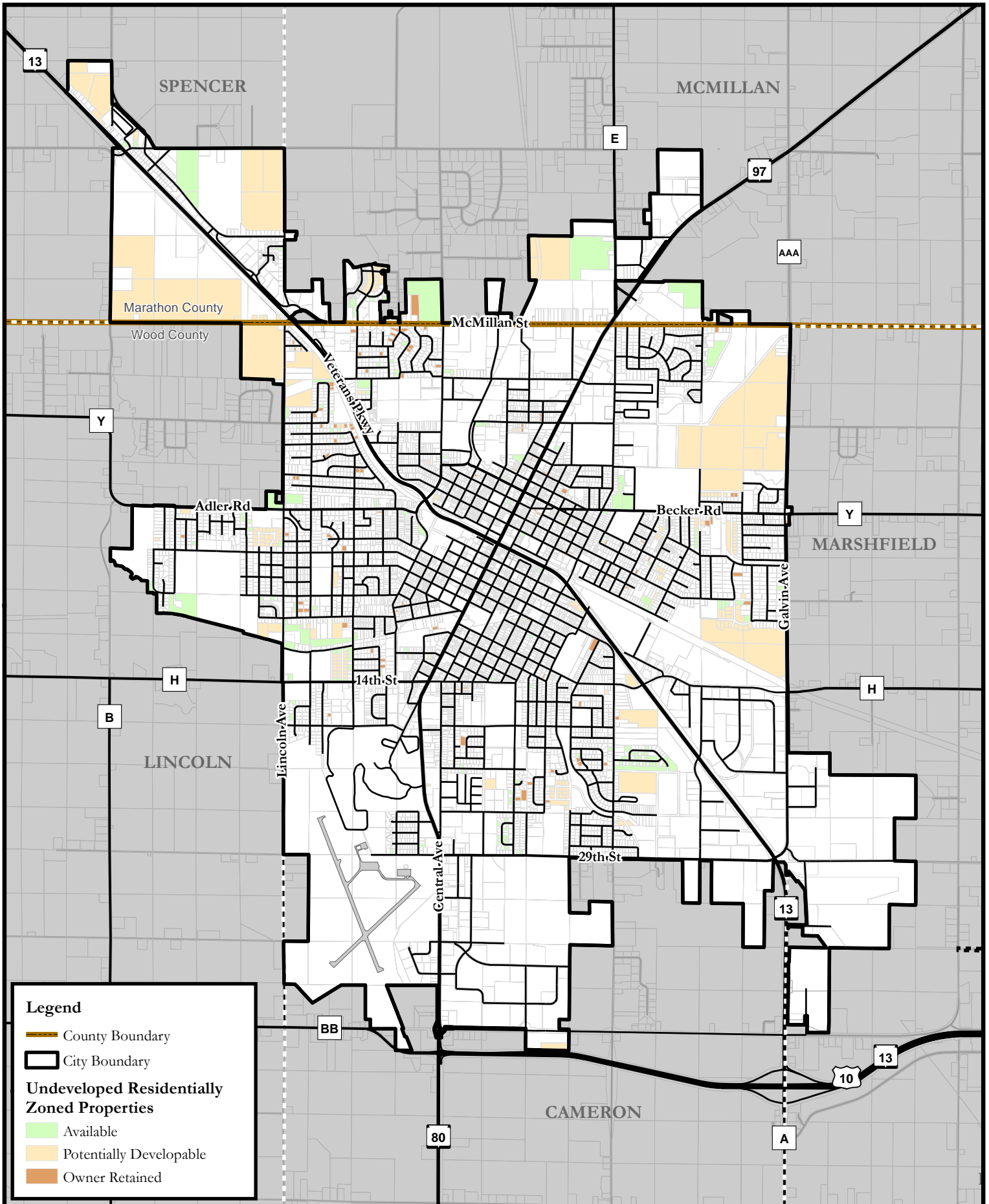
1. Continue efforts to streamline the permitting process for residential development including new homes, additions, and accessory structure permits.
2. Promote availability of land for the development and redevelopment of low and moderate-income housing.
3. Reduce the cost of expanding infrastructure for new residential development in areas of planned growth.

***Programs, Policies, and Recommendations***

1. Support future development that provides desirable and attainable housing options for all that live and desire to live in Marshfield and consider the following:
  - Looking for and promoting opportunities to expand the supply of available land for low and moderate-income family housing in the community.
  - Encouraging developers to include a variety of housing styles such as townhomes, duplexes, and condos as well as moderately priced single-family homes and the development of new 3-bedroom rentals.
  - Considering reestablishing a program to assist developers in providing infrastructure to new residential development in priority growth areas (Stage 1 or 2) identified in Chapter 9.
  - Promoting available rental and energy assistance programs in the community to reduce housing costs for qualifying families.
  - Updating the following existing housing related studies and follow the recommendations identified in the studies when reviewing housing and related land use requests (rezoning, code amendment, conditional use permits, assistance programs, etc.):
    - AFH/CBRF Taskforce report for regulated care facilities.
    - Housing Study.



*Townhomes in the Prairie Run Subdivision*



**Legend**

County Boundary

City Boundary

**Undeveloped Residentially Zoned Properties**

Available

Potentially Developable

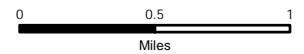
Owner Retained



**Available Land for Housing - Map 4.1**

City of Marshfield - 2017 Comprehensive Plan

5/22/2017



Sources: City of Marshfield GIS Dept.



# 5 Transportation

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## 5.1 Introduction

The City of Marshfield’s transportation system is a collection of many modes, all with the goal of moving people and goods throughout the City, surrounding towns, and the State. The interchange of goods, services, and people provided through a functioning transportation system is the basis for the City’s economy.

The movement of people and goods is accomplished through a variety of transportation modes within, as well as to and from the City of Marshfield. Generally, each mode fits a particular need and relies on a variety of infrastructure such as roads, highways, airports, railroads, waterways, trails, and sidewalks. These modes include cars, trucks, railroads, mass transit, ships, airplanes, bicycles, and walking.

- Automobiles: Function as the dominant mode for the movement of people.
- Trucks: Provide for the rapid movement of goods and products over interstates and highways.
- Airplanes: Move people and lightweight products quickly over long distances.
- Railroad: Functions primarily for the movement of bulk commodities over long distances.
- Mass Transit: A system of large scale transportation in a given area.
- Ships: Functions primarily for the movement of bulk commodities nationally and globally via waterways.
- Bicycles: Typically move people over shorter distances within a community.
- Walking: Provide for the movement of people within a community.

The Transportation Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Transportation
- Planning and Future Improvements
- Community Values: Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design
- Goals, Objectives, and Programs, Policies, and Recommendations

## 5.2 Assessment of Existing Conditions

### Highways and Roads

As of January 1, 2017 there were 143.09 miles of roads under the City of Marshfield’s jurisdiction (Marathon County – 7.89 miles; Wood County – 127.57 miles; and, Connecting Highways, State Highways 13 and 97 – 7.63 miles). Several major transportation routes pass through or connect to the City including U.S. Highway 10 and State Highways 13 and 97.

#### National Functional Classification

Roads are functionally classified according to the level of service they are intended to provide, ranging from arterials that provide a high degree of travel mobility to local roads that serve land access functions. The functional classification is determined by traffic patterns, adjacent land use, land access needs, and the average daily traffic volumes. The urban (>5,000 population) classification system, as described in the Wisconsin Department of Transportation Functional Classification Criteria is detailed below. The functional classification is shown on the “Functional Road Classification” Map 5.1.

- **Principal Arterial:** Principal arterials serve major economic activity centers of an urban(ized) area, the highest Average Daily Trips (ADT) corridors, and regional and intra-urban trip length desires. In every urban(ized) area, the longest trip lengths and highest ADT are characteristic of the main entrance and exit routes. Because they have the longest trip lengths, highest ADTs, and are generally extensions of the highest rural functional routes, such routes should be principal arterials. Principal arterial trip lengths are indicative of the rural-oriented traffic entering and exiting the urban(ized) area on the rural arterial system, as well as the longest trans-urban(ized) area travel demands. Local examples of Principal Arterials in Marshfield include: U.S. Highway 10 and State Highways 13 and 97.
- **Minor Arterial:** Urban minor arterials serve important economic activity centers, have moderate ADT, and serve intercommunity trip length desires interconnecting and augmenting the principal arterial system. Trip lengths are characteristic of the rural-oriented traffic entering and exiting the urban(ized) area on the rural collector system. In conjunction with principal arterials, minor arterials should provide an urban extension of the rural collector system to the urban(ized) area Central Business District (CBD) and connect satellite community CBD’s with the main CBD. Although the predominant function of minor arterials is traffic mobility, minor arterials serve some local traffic while providing greater land access than principal arterials. As such, minor arterials may be stub-ended at major traffic generators. Local examples of Minor Arterials in Marshfield include: Peach Avenue (14<sup>th</sup> Street to McMillan Street), 14<sup>th</sup> Street (Lincoln Avenue to Peach Avenue), and McMillan Street (Veterans Parkway to Central Avenue).
- **Collector:** Collectors provide direct access to residential neighborhoods, commercial, and industrial areas, and serve moderate to low ADT and inter-neighborhood trips. As

the name implies, these routes collect and distribute traffic between local streets and arterials. In the CBD and areas of similar development and traffic density, the collector system may include the street grid, which forms the logical entity for traffic circulation. Collectors may stub-end in penetrating residential neighborhood and serving isolated traffic generators, but should be linked to other collectors and arterials for traffic circulation. Generally, the travel mobility and land access functions of collectors are equal. Functional classification must be updated every 10 years to coincide with the U.S. Census analysis of urban and urbanized areas but can be updated at any time. Local examples of Collectors in Marshfield include: Arnold Street (St. Joseph’s Avenue to Peach Avenue), Vine Avenue (Arnold Street to 14<sup>th</sup> Street), and Adams Avenue (Adler Road to 14<sup>th</sup> Street).

- Local Street: Urban local streets predominantly serve to access adjacent land uses. They serve the ends of most trips. All streets not classified as arterials or collectors are local function streets.

The City and the Wisconsin Department of Transportation (WisDOT) updated the “Functional Classification” Map 5.1. This map was reviewed by staff and members of adjacent municipalities. A number of arterial segments in the 2005 map were downgraded to collector as the WisDOT Central Office determined they no longer meet the standards for arterials. The zoning code references the National Functional Classification Map in the 2007 Comprehensive Plan stating that a special major street setback is required for primary and arterial streets. Because future expansion of roads may not match the National Functional Classification Map, the City may wish to develop and adopt a separate map identifying major setbacks and amend the zoning code to reference that map instead of the National Functional Classification Map.

Each municipality has a limit as to the number of roads that are classified (arterial or collector). The City has approximately 63 miles of functionally classified roads within the defined urban area (beyond the City limits and includes the Village of Hewitt), or 36.6 percent of the total mileage, that are eligible for federal and state transportation improvement funds. There are approximately 109 miles of local roads.

### **Public Parking**

Public parking is another critical component of transportation. Parking is available on most public streets (unless restricted by ordinance or policy) and municipal lots in the downtown. On street parking can become a nuisance when commercial or mixed use development abuts residential properties. It can also become a point of contention between businesses trying to provide parking to their customers. So it is important to consider the impact that new and redevelopment will have related to on street parking, especially in the downtown. Because of the dense development pattern and the lack of private parking available in the downtown, the City provides parking through marked on street parking as well as parking stalls in municipal lots. Not including the City Hall Parking lot, there are currently 10 municipal parking lots providing over 600 parking stalls in the downtown. Existing and proposed parking patterns

should be assessed during the review of new and redevelopment projects, particularly in the downtown. Parking restrictions and regulations are established in the Administrative Code of Traffic and Parking Regulations.

### **Commute to Work**

According to the 2006-2010 American Community Survey, mean travel time to work for Marshfield residents was 14.8 minutes (up 2 minutes from the 2000 Census) which means that most residents still worked in or very close to the City. This compares favorably to the State mean travel time of 21.3 minutes. Of Marshfield’s labor force, 78.8% drove to work alone, 8% carpoled, and 7.4% walked. In Wisconsin, 79.8% drove to work alone, 9.3% carpoled and 3.4% walked. Essentially, Marshfield residents have a significantly shorter commute compared to the state average. Additionally, residents carpool to work slightly less than the state average, but walk significantly more. Due to the short average commute time, it could indicate that walking or biking is a feasible commuting option for more residents.

### **Traffic Volumes**

In 2003, the Wisconsin Department of Transportation re-routed State Highway 13 utilizing Veterans Parkway, instead of using Central Avenue to Arnold Street. The boulevard connection provides relief for many local streets including Arnold Street, Central Avenue, and East 4th Street. The “Average Annual Daily Traffic Counts” Map 5.2 shows Average Annual Daily Traffic (AADT) for Marshfield’s major roadways. The traffic data is from 2008, 2011, and 2014, reflecting a mixture of old and new traffic patterns. In 2014, North Central Avenue (15,400 AADT) had the heaviest volume of traffic, followed by West McMillan Street (11,500 AADT), West Veterans Parkway (11,400 AADT), and North Peach Avenue (10,700 AADT). Due to the heavy volume on some of the primary routes through the City, it will be important to identify future north-south and east-west connections.

### **Traffic Crashes**

The number of crashes in Marshfield have held relatively steady over the past ten years. But the number of pedestrian and alcohol related accidents have been significantly lower than they were just ten years ago. Unfortunately, there were still nine traffic fatalities in the City since 2005.

The City Engineer has crash data that dates back to 1994. Since that time, crashes have resulted in 11 fatalities (4 fatalities occurred in 2009). However, the overall number of crashes has been reduced by nearly 50% (601 crashes in 1994 compared to 312 crashes in 2015). The fewest number of crashes occurred in 2010 (262 total crashes).

According to the data, crashes that occur at intersections make up 59.7% of the crashes in the City (compared to 40.3% of crashes that occur at non-intersections). Currently, the intersection with the highest crash rate is Doege Street and Central Avenue. A safety improvement is planned for the 2018 construction season at this intersection. The safety improvement will

include protected left turn lanes on Central Avenue and improved traffic signals that will assist with these protected movements.

Additionally, from 2013-2014 there was a 12-month stretch where five train related accidents took place in Marshfield, two resulting in fatalities. Since that time, some of the traffic signals have been modified to improve safety and the number of accidents has significantly declined.

### **Transit and Transportation Facilities for Disabled**

Mass transit is a large scale transportation system where passengers do not travel in their own vehicles. Marshfield does not have a large-scale mass transit system in place as most of the rides are small capacity vehicles making short trips. Public transportation is provided through a shared-ride taxi service.

#### **Shared-Ride**

Marshfield lacks a fixed-route transit system. Running Inc., is the City's current shared-ride provider. The shared-ride service is available Monday-Thursday 6:00 a.m. - 12:00 a.m. Friday and Saturday the service is available 6:00 am - 3:00 am. There are a number of rear-loading ADA minivans available to provide transportation for the disabled.

In the previous Comprehensive Plan, residents expressed a need for second shared-ride system that would perform services on a point-to-point basis with higher rider fees.

#### **Wood County Elderly and Disabled Transportation Program**

The Wood County Elderly and Disabled Transportation program provides rides to persons over the age of 55, and people who have a disability that prevents them from driving. Rides are provided for shopping, to and from medical appointments, or to other locations as needed. In Marshfield, bus transportation is provided Monday through Friday from 9:00 a.m. – 2:30 p.m. The bus is equipped with a wheelchair lift. Rural shopping trips are provided in Marshfield on the first and third Monday of each month. The route encompasses the rural area surrounding Marshfield, including the following communities: Arpin, Auburndale, Blenker, and Sherry.

#### **Shuttle Services**

The Marshfield Clinic has a shuttle service on the medical campus to get patients and staff to and from the parking facilities. Some of the local regulated care facilities also provide private shuttle services for residents of the facilities. The 2007 Comprehensive Plan identified an interest expressed in the community to operate a shuttle bus service between the medical complex, the historic downtown, and the north retail area. In the interest of the sustainable philosophy, consideration should be given to the operation of a community shuttle, operating on a continual basis, between established destinations.

#### **Intercity Bus**

Intercity passenger bus is available through Greyhound Bus Line service in Tomah, 60 miles southwest of Marshfield via State Highways 13, 80, and 173. The bus line that serves Tomah connects to the greater intercity bus network in Madison and St. Paul.

Two private bus companies operate in the area. Jefferson Lines provides service from Wausau to Milwaukee and from Wausau to Minneapolis/St. Paul. Lamers Bus lines provide service from Wausau to Madison and from Wausau and Wisconsin Rapids to Milwaukee. Lamers Bus Service also provides access to rail service via the Portage Amtrak station.

### Park and Ride

As part of the U.S. Highway 10 expansion to 4 lanes, Wisconsin Department of Transportation (WisDOT) added a Park and Ride facility at the northeast corner of Veterans Parkway and Heritage Drive accessible from Draxler Drive. This facility allows drivers to meet at central meeting spot and carpool to a shared destination. Located just outside of Marshfield, the parking area accommodates 55 standard parking stalls, two handicapped accessible stalls, and a concrete pad for mopeds and motorcycles. The Veterans Parkway Bike Trail also connects to the Park and Ride.

## Bicycle and Pedestrian Facilities

A community that is walkable and has access to bicycle and pedestrian facilities is critical in the development of a healthy and active community. The system is generally made up of bicycle facilities and sidewalks.

### Bike System

The city has a growing list of recreational trails that allow bicycling. The City also considers multimodal forms of transportation when designing streets as required in the City's Subdivision Ordinance. Existing and proposed trails are shown in the "Bicycle Transportation Network" Map 5.3.

Existing trails within parks and open space and details about each trail:



*Trails at Hamus Nature Preserve and Recreation Area*

- Griese Park Trail: Inside Griese Park, 0.75 miles, asphalt. Snow removal in the winter. Open to bicycle, pedestrian, in-line skating and bicycling. Parking available.
- Hamus Nature Preserve: 1 mile, asphalt. Other natural surface trails in progress.
- McMillan Marsh Trail and Recreation Area: North of Marshfield, off Mann Road at the McMillan Marsh Wildlife Area, 6.25 miles, combination of lime-screened surface and gravel. Trail opens May 1 to Sept. 1. The trail is not owned or operated by the City, but City residents use the trail and there is community support to see it connected to the city bike route/trail system.

- Weber Park Trail: Inside Weber Nature Park, Holly Avenue and West 5th Street, 0.3 mile asphalt trail. Over 1.5 miles of natural surface trails that are suitable for hiking, snow shoeing and cross country skiing.
- Wildwood Park Trails: Wildwood Park, more than 3 miles, combination of asphalt and granite surface. Snow removal on parts of the asphalt trails in the winter. Open to bicycle, pedestrian, in-line skating and bicycling. Parking at the park. Airport Connector Trail, a two block asphalt trail, links Wildwood Park to 29th Street and the Marshfield Airport.

Existing off-road trails:

- Millcreek Business Park Trail: 2.6 miles, asphalt. Located south of Marshfield with access off 29th Street and US Highway 10 in the Millcreek Business Park.
- Veterans Parkway Trail: On south side of Veterans Parkway, between Oak Avenue and 29th Street, 3 miles, asphalt. Snow removal in the winter. Open to bicycle, pedestrian, in-line skating and bicycling. Parking downtown or at Jack Hackman Field on Oak Avenue.
- Wildwood Station Trail: Between Lincoln Avenue and Oak Avenue, 1 mile, asphalt. Snow removal in the winter. The trail runs from Lincoln Avenue on the west a half a block north of Adler Road, through Steve J. Miller Recreation Area to the intersection of 4th Street and Spruce Avenue. Open to bicycle, pedestrian, in-line skating and bicycling. Parking at Jack Hackman Field on Oak Avenue.
- Adler Road Trail: Between Lincoln Avenue and Sycamore Avenue, 0.21 mile, asphalt. Snow removal in the winter. Open to bicycle, pedestrian, in-line skating and bicycling.
- North Galvin Avenue Trail: 1 mile, asphalt trail paralleling Galvin Road between the railroad tracks north of 4th Street and Becker Road.
- Hewitt Connector Trail: Asphalt trail, east of the Yellowstone Industrial Park, the trail system from Marshfield connects with the Village of Hewitt's trail system at the Hewitt-Marsh Trail.

Existing on-road trails:

- Greenway Trail: On west side of Pecan Parkway between Washington Avenue and 17th Street, about ½ mile, widened asphalt shoulder. Open to bicycle, pedestrian, in-line skating and bicycling. Parking available on the side of the road.

Existing on-road bike lanes:

- Lincoln Avenue: From 14<sup>th</sup> Street to 5<sup>th</sup> Street, bike lanes have been installed along both sides of the street.
- Chestnut Avenue: From 7<sup>th</sup> Street to Veterans Parkway, bike lanes have been installed along both sides of the street.

- Central Avenue: From Marshfield Utilities to 7<sup>th</sup> Street on the west side of the street and 6<sup>th</sup> Street on the east side of the street, bike lanes have been installed.
- Chestnut Avenue: From 6<sup>th</sup> Street to Veterans Parkway, bike lanes have been installed along both sides of the street.
- Galvin Avenue: From Yellowstone Drive to 4<sup>th</sup> Street and from Becker Road to McMillan Street, bike lanes have been installed on both sides of the street.

Most of these trails are recreational in nature and do not provide for efficient bicycling commuting, with the exception of the Wildwood Station Trail and Veterans Parkway Trail.

In addition to sidewalks and the recreational multimodal trails, there is a private recreational trail system where only pedestrians are permitted: University of Wisconsin-Marshfield/Wood County Arboretum Trails, consisting of 2 miles of granite surface. Snow is not removed in the winter.

Marshfield is also home to local organizations that are passionate about bicycle riding and access to bicycles and facilities. The organization Marshfield Area Friends of the Trail supports local trail projects and Marshfield Clinic Health Systems Bicycle Club, that began in 2015, is a group that is enthusiastic about riding and encouraging others to ride.

### **Bike Racks**

Bike racks and shelters are bicycle facilities for customers or patrons to be able to safely park and lock up their bike. Many local businesses and public places are equipped with bike racks. A few years ago, Main Street Marshfield installed a number of bike racks on the sidewalks along Central Avenue. Current ordinances do not require bike racks or bike shelters to be installed for existing or new development.

The City also provided bike racks at most municipal buildings and along Central Avenue in the downtown. There may be additional opportunities to add bike racks in other, strategic locations to encourage people to bike more often.

### **Bikeshare**

A 2014 Leadership Marshfield project, the Marshfield Community Bikeshare program was fully launched in 2016. Six bicycles are available in three locations: Hotel Marshfield, Holiday Inn, and Baymont Inn. Currently, bicycles and helmets can be checked out by signing a liability waiver, agreement, and leaving a refundable deposit.

### **Sidewalks**

Sidewalks are also an integral component of the pedestrian facilities in the City. The sidewalk network is more complete in the Downtown area where development is more compact and in the City's traditional neighborhoods. Sidewalks are more sparse and disconnected at the edges of the City. Current regulations prohibit bicycling on any public sidewalk in the community.



Biking on Central Avenue in the downtown is also currently prohibited. As future development takes place, it will be important to include sidewalks and trails into the design.

Extensive sidewalks near the schools and the above mentioned trails provide the infrastructure for the City's Safe Routes to School Program. The City's 2008-2013 Safe Routes to School Plan has a lot of good information and the City is currently implementing aspects of the plan, however, the plan does need to be updated. Current regulations require new major subdivisions to have sidewalks, with curb and gutter, unless waived by the Board of Public Works.

## **Railroads**

In the early 1900's so many railroad tracks intersected in Marshfield that it was nicknamed "Hub City". Today, Marshfield has one main line that bisects the City and one service line that connects to the industrial park. Marshfield is served by Canadian National (CN), a Class I railroad company. Canadian National acquired Wisconsin Central Transportation Corporation in 2001.

### **Rail Freight**

The rail line serves local and regional lumber reload and pulp/paper warehouses, connecting most directly to the Twin Cities and the Fox Valley and from Duluth to Chicago. In recent years, another primary use of the rail system was hauling frac sand. The gross weight limitation per railcar for the rail line that runs through Marshfield is 286,000 pounds with a minimum length of 47 feet. The Wisconsin Department of Transportation (WisDOT) is in the process of developing a State Freight Plan for the rail system. The WisDOT website states the final draft plan was available for comment as of January of 2017 and the final plan was not yet available to review for this chapter.

In 2012, with approval from the Federal Railroad Administration, the City implemented a 24-hour quiet zone designation from the intersection of the railroad and County Highway H to the east and Mann Road to the northwest to help reduce the noise of the trains going through Marshfield. The local spur line serving the East Industrial Park is not a quiet zone.

### **Passenger Rail**

Intercity passenger rail is available through Amtrak service in Tomah, 60 miles southwest of Marshfield via State Highways 13, 80, and 173. The Amtrak Empire Builder Line connects Tomah to Chicago, Milwaukee, Columbus, Portage, Wisconsin Dells, La Crosse, Winona, Red Wing and St. Paul. The Empire Builder Line also connects to the west coast (Seattle, WA and Portland, OR). Through a connection in Chicago, the national Amtrak network is available.

## **Air Transportation**

It is important to have a system of airports that supports current as well as long-term air transportation and economic needs. Below is a description of the primary air transportation facilities in the area used by Marshfield businesses and residents.

### Air Transportation

The Marshfield Municipal Airport (MFI) is publicly owned and is a small air transportation facility located in the southwest corner of the City. The airport is a transport/corporate airport, serving corporate jets, small passenger and cargo jet aircraft used in regional service and small airplanes (piston or turboprop) used in commuter air service. Runway 16/34 (longer runway running northwest to southeast) is 5,002 feet long and it primarily serves business travelers in the Marshfield area. The shorter runway, 5/23 (running northeast to southwest) is 3,597 feet long.



*Marshfield Municipal Airport Sign*

The Marshfield Municipal Airport is the first Campus Development district to adopt its Campus Master Plan. This plan, based on zoning regulations, allows the Airport opportunities for future development provided they meet the requirements of the plan. This plan is required to be updated every 5 years. There is also an Airport Master Plan that identifies future improvement projects. The staff at the Airport works with the Bureau of Aeronautics on updates to that plan.

Central Wisconsin Airport (CWA) is located 35 miles northeast of Marshfield in Mosinee, via State Highways 97 and 153. As of 2016, the airport accommodates approximately 42 aircraft operations each day. Commercial air service is provided by Delta, American Airlines, and United, with flights to Chicago (O-Hare), Detroit, and Minneapolis. Rental cars are available at the airport through Alamo, Avis, Budget, Enterprise, Hertz, and National.

CWA first opened in 1969 with 39,000 departing passengers annually. The CWA website estimated 130,000 passengers would depart from CWA in 2015. Recent construction projects include a concourse renovation in 1998, which equipped the airport with five departure gates and four boarding bridges. A \$35 million expansion project began in the spring of 2011 aimed at increasing operational space, expanding the security check-point, expanding parking facilities, and relocating car rentals to their own facility. The project was completed in the fall of 2016.

### Air Cargo

At Central Wisconsin Airport in Mosinee, overnight express package service is provided by United Parcel Service, Federal Express, DHL, Freight Runners, and the U.S. Postal Service.

### Trucking

In addition to local truck routes, officially designated truck routes within and near the City are US Highway 10 and State Highways 13 and 97. Marshfield is served by 15 area motor freight carriers with overnight service to Chicago and Minneapolis/St. Paul. The City is also served by two contract haulers: Roehl Transport, Inc., and Draxler Transport, Inc. Since the reconstruction of South Central Avenue, residents have expressed a concern regarding the volume of truck traffic in the downtown.

## Water Transportation

There are no bodies of water (lakes or rivers) used for transportation of people or products located within or around Marshfield, and the City does not have a need to utilize the existing surface waters for transportation purposes. The nearest port is the Port of La Crosse on the Mississippi River, located 122 miles southwest of Marshfield via State Highways 13, 80, 173, and 21, and Interstates 94 and 90. The next closest, 130 miles east of Marshfield, is the Port of Green Bay, the westernmost port on Lake Michigan located on the Fox River, via U.S. Highway 10, State Highway 441, Interstate 41, and State Highway 172.

## City, State, and Regional Plans

A statutory requirement is to provide information on how state, regional, and other transportation plans are incorporated into each municipality's Comprehensive Plan. This includes identifying goals, objectives and policies that are complimentary or inconsistent with the City's plan. During this update to the Comprehensive Plan, the state and regional transportation plans that were reviewed to ensure consistency. Overall goals in these plans are consistent with the City's overall transportation goals. The plans reviewed relate to the bicycle, pedestrian, rail, multimodal connections (including highways), and airport transportation system. Some of the goals, objectives, policies, and programs in the state and regional plans that are consistent with Marshfield's Comprehensive Plan are summarized below:

- Increase the levels of bicycling.
- Reduce crashes and fatalities involving bicyclists/pedestrians and motor vehicles.
- Plan and design new and improved transportation facilities to accommodate and encourage use by bicyclists.
- Rail will continue to play an important role in the economy.
- Promote transportation safety.
- Provide mobility and transportation choice.
- Preserve Wisconsin's quality of life.
- Support safe and secure aviation system.
- Provide airport infrastructure to attract business-supporting economic growth.
- Provide for an integrated, efficient and economical transportation system that affords mobility, convenience, and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.
- Consider the effects of transportation decisions on land use and development and be consistent with the provisions of all applicable short- and long-term land use and development plans.
- Encourage neighborhood designs that support a range of transportation choices.
- Achieve close coordination between the development of transportation facilities and land use planning, land development, and rural character preservation.
- Increase the number of workers who travel to work via carpool, public transit, bicycle, and walking.
- Explore alternative ways to fund transportation infrastructure.

### Trends and Challenges

WisDOT's *Connections 2030* plan identifies many of the trends and challenges Wisconsin's transportation system either is facing or will face in the future. Changes in population, travel patterns, safety concerns, economic trends, and environmental considerations (including land use development patterns) affect the demand for transportation. The trends and issues that continue to be closely linked to transportation specifically in Marshfield are:

#### Trends

- The population of Marshfield is growing and aging.
- The average household size is projected to decrease by 2030.
- The number of fatalities has stayed steady while the number of vehicle miles traveled has steadily increased.
- Increases in income often lead to increased travel demand.

#### Challenges

- Infrastructure is aging.
- Population increases, increase in households, and decreasing household size will place greater demands on the transportation system that may lead to increased congestion.
- Projected travel growth will likely increase the number of traffic related accidents and fatalities unless additional safety measures are implemented.
- Access to adequate transportation is critical to quality of life and supporting the economy.
- Dispersed development patterns can result in dispersed jobs and housing, as well as increased traffic congestion and safety concerns.

### Proposed Future Activities in State, Regional, and County Plans

WisDOT's *Connections 2030* plan identifies the following proposed activities that impact Marshfield directly:

- 2014-2019 – Bicycle/Pedestrian – Provide urban accommodations along WIS 13 from the northern Marshfield City limits to BUS 13 (Marshfield), and along BUS 13 from WIS 13 to new US 10 (Marshfield).
- 2014-2019 – Bicycle/Pedestrian – Provide urban and rural accommodations along US 10 from BUS 13 (Marshfield) to County Rd A (Wood Co).
- 2020-2030 – US 10 – Construct candidate expressway upgrades and/or convert to freeway from US 10 west/WIS 13 south (Marshfield) to the Wood/Portage county line if supported by environmental document.
- 2020-2030 – Intercity Bus – Support new intercity bus service between Marshfield and Stevens Point; and between La Crosse and Wausau with stops in Sparta, Tomah, Wisconsin Rapids, Stevens Point and Mosinee.

## City of Marshfield – 2017-2037 Comprehensive Plan

- Entire Planning Period – WIS 13 – Construct candidate passing lanes from W Upham St (Marshfield, Wood Co) to Willow Dr E (Spencer) if supported by environmental document.
- Entire Planning Period – Airports – Support continued preservation, maintenance and infrastructure projects at State Airport System Plan airports.
- Entire Planning Period – Bicycle/Pedestrian – Support accommodations and linkages to create a connected network that provides accessibility along and across facilities.
- Entire Planning Period – Local Roads – Support accommodations and linkages to create a connected network that provides accessibility along and across facilities.
- Entire Planning Period – Park and Ride – Support continued preservation and maintenance and expansion of existing park and ride facilities if needed and if supported by environmental document.
- Entire Planning Period – Public Transit – Support continued shared-ride taxi service in Marshfield, Plover and Wisconsin Rapids.
- Entire Planning Period – Rail Freight – Support the preservation of existing freight services and corridors.
- Entire Planning Period – State Highways – Construct grade separations at rail crossings if supported by environmental document. Preserve and maintain infrastructure. Improve traffic movement with traffic operations infrastructure strategies.

*Wisconsin State Airport System Plan 2030* identifies the following proposed activities that impact Marshfield directly:

- Airside Facilities – Taxiway type – (5-year CIP identified tentative project).
- Administrative – Environmental assessment – (5-year CIP identified tentative project).
- Administrative – Land use zoning ordinance – not part of the CIP.
- Administrative – Wildlife hazard assessment – not part of the CIP.

### *Wisconsin Trails Network Plan – 2003*

This Wisconsin Department of Natural Resources (DNR) plan identifies a statewide network of trails and provides guidance to the DNR for land acquisition and development. Many existing trails are developed and operated in partnership with counties. By agreement, the DNR acquires the corridor and the county government develops, operates, and maintains the trail. Two trails are planned which will run through Marathon County: Segment 18 – Tomahawk to Wisconsin Dells, following a power line corridor near Wausau, as an extension of the Hiawatha/Bearskin Trail and Segment 52 – Wausau to Marshfield, along an abandoned rail corridor with significant trail potential.

Another corridor is part of an abandoned rail corridor from Ladysmith to Marshfield intersects the Cornell to Chelsea corridor in Taylor is part of Segment 64. This corridor passes a few state

wildlife areas and crosses the Jump River. This small segment is a medium priority for acquisition in the Northern Region.

#### *Transportation Assessment Report*

This plan from the North Central Wisconsin Regional Plan Commission identifies existing bikeways and routes and recommends a regional system of new interconnected trail facilities. One of the off road bicycle routes identified on the map is from Marshfield to Wisconsin Rapids. There are also a number of proposed on road bicycle routes connecting Marshfield to the rest of Wood County.

#### *Wisconsin Rail Plan – 2030*

The Wisconsin Rail Plan 2030, the state’s 20 year rail plan, was adopted on March 19, 2014. The plan identifies future rail network issues and plan recommendations. It provides the framework within which the state and related stakeholders may maintain, improve and plan for the state’s rail network. The plan identifies a few surface crossing improvements just north of Marshfield. There’s also a reference that during the public outreach process that interest was expressed for intercity passenger rail service for the following corridor: Green Bay/Appleton to Twin Cities via Stevens Point, Marshfield and Eau Claire.

#### *Wisconsin State Freight Plan*

The Wisconsin State Freight Plan is in final draft form and had not been formally adopted as of January 1, 2017. The plan is a multimodal document that identifies policies, strategies and projects to improve the state’s economic productivity, competitiveness and quality of life through the movement of goods safely, reliably and efficiently. These policies, strategies and projects were developed by identifying the condition and performance, as well as the trends and issues facing Wisconsin’s multimodal freight transportation system through data and stakeholder outreach. Many of the goals included in this plan were adapted from the Connections 2030 plan. The goals and strategies identified in the plan are generally consistent with goals in this Plan such as enhancing safety, security, and resiliency of the freight transportation system. One strategy identified in the plan is to monitor the state trunk highway network and respond to operational needs. Marshfield can participate by communicating with the Wisconsin Department of Transportation regarding operational issues with the portion of the system that serves the City.

## **5.3 Planning and Future Improvements**

### **Future Road Corridor Plan**

To provide some guidance when developing the “Street Plan”, the Comprehensive Plan identifies general corridors that should be considered and evaluated when extending or realigning future arterials

and collectors. Additional analysis will need to be completed before adopting the “Street Plan” such as reviewing traffic volumes, intersection improvements, existing development, development patterns, etc., and identifying potential limitations as wetlands or steep slopes. The “Street Plan” will be guidance document for future amendments to the Official Map. The “Proposed Future Road Corridors” Map 5.4 shows the proposed corridors.

## **Road Maintenance and Future Improvements**

With infrastructure comes maintenance. A sound transportation plan should be able to foresee and responsibly plan for upcoming expenses. Two ways of doing this is by participating in the PASER program and creating Capital Improvement Programs (CIP). The City of Marshfield does both. Wisconsin Department of Transportation’s (WisDOT) Statewide Transportation Improvement Program (STIP) identifies construction projects scheduled between 2017 and 2020 impacting Wisconsin’s state highways.

### **PASER**

Pavement ratings can be used for planning maintenance and budgets for local roadways. In 2000, a state statute was passed that requires municipalities and counties to assess the physical pavement condition of their local roads with the first ratings due by December 2001. This is required by the State to be completed every 2 years. A common method of doing this is referred to as Pavement Surface Evaluation and Rating or PASER. PASER rates roadways from Failed reconstruction) to Excellent (no maintenance required). PASER allows for better allocation of resources, a better understanding of pavement conditions, and allows for long term planning.

### **Capital Improvement Program**

A Capital Improvement Program is utilized by the City for planning infrastructure and public facility improvements. The 2017-2021 Capital Improvement Program has been approved which includes a number of street, sidewalk, and trail projects. Because the projects are planned for the future, any one of them could be bumped to a later year or a non-year due to priorities changes or because of budget constraints. Projects for 2017 include asphalt street surfacing and Mill-in-Place, Wildwood-McMillan Connector Trail, and sidewalk reconstruction and repairs. The Common Council held a referendum in August of 2016 to request a tax increase to address a shortfall in road maintenance, however, the referendum failed and road maintenance will continue to fall behind unless other funding mechanisms are implemented.

### **Regional Roadway Network**

As part of WisDOT’s Statewide Transportation Improvement Program (STIP), several highway improvements are scheduled for within and nearby Marshfield, including:

- 29<sup>th</sup> Street: Reconstruction 29<sup>th</sup> Street from Hume Avenue to Veterans Parkway (2018).
- State Highway 97: Resurfacing Central Avenue from Arnold Street to Harrison Street (2018).

- County Highway H: Resurfacing County Highway H from Fairhaven Avenue to Lincoln Avenue (2019).

## **Sidewalk and Bicycle Accommodations Maintenance and Future Improvements**

Due to the growing demand of the City’s transportation infrastructure, multimodal forms of transportation needs to be maintained, provide connectivity, and should be considered when constructing roads.

### **Sidewalks**

The City conducts sidewalk inspections on an annual basis and property owners are notified and required to fix sidewalks that are in a poor or unsafe condition.

The Safe Routes to School Plan identifies areas for connecting fragmented sidewalk routes near schools. When existing roads are reconstructed or when new roads are constructed, sidewalks and/or trails should be included in the design, especially when connected to the existing sidewalk system.

### **Trails**

Policy 6.350 was adopted in 2002 and provides the policies and procedures for managing and maintaining the City’s trails. The 2014 Comprehensive Outdoor Recreation Plan also recommends soliciting public evaluation of parks, facilities and trail maintenance from the public using periodic surveys, online feedback via a Park and Trail web page or comment/suggestion boxes placed in the parks system.

According to the Resident Survey, the trail system is fragmented and needs to have improved connectivity. Future trails and other bicycle accommodations have been identified in the “Bicycle Transportation Network” Map 5.3. One upcoming improvement is the development of the Wildwood-McMillan Connector Trail that is an approximately 2.8 mile north-south route utilizing some existing trails, new off street trails, and on street bike accommodations to connect Wildwood Park with McMillan Street. This map is not intended to be the final guidance on future bicycle facilities. Future facilities not shown on the map should be included in the bicycle/pedestrian plan.

### **Bike Lanes**

According to the Resident Survey, the public was not in favor of adding new bike lanes at the expense of losing on street parking. Currently, new bike lanes have not been identified on the Bicycle Transportation Network, however, when the City develops a bicycle/pedestrian plan, bike lanes should be considered where feasible.



## 5.4 Community Values

### Quality of Life

- In the Resident Survey, respondents were asked to choose their top three priorities for new Marshfield recreational opportunities. Bike/walking trails was included in their top-three by over six in ten respondents. Trails were an overall high priority in the survey.
- Short commutes and low traffic congestion are desirable characteristics of Marshfield.
- Walking invites social and community interaction.
- Safe bicycle trails and routes provide more mobility and transportation opportunities for younger populations and those with limited access to vehicles.

### Health and Safety

- A connected sidewalk system is critical in providing safe routes to schools.
- Biking and walking are easy ways for the majority of the population to get exercise.
- An accessible and connected trail system encourages an active lifestyle.

### Economic and Environmental Sustainability

- Biking and walking can reduce traffic, parking needs, and energy consumption (including environmental pollution).
- Pedestrian friendly accommodations in the downtown could encourage more pedestrian traffic and provide for a more vibrant downtown.

### Community Design

- Traffic calming techniques reduce traffic speeds and add an appealing aesthetic to the streetscape (such as street narrowing, terrace landscaping, bump outs, chicanes).
- A high level of connectivity and an interconnected series of streets present several advantages, including better bike and pedestrian access as well as emergency service access.
- Private alley access in new residential areas would limit the appearance of garages from the street.

## 5.5 Goals, Objectives, and Programs, Policies, and Recommendations

### Transportation

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**Goal 5-1. Provide safe and efficient traffic circulation for residents, serving a variety of modes of transportation in the City.**

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#### ***Objectives***

1. Provide a safe, well maintained transportation system for Marshfield residents, workers, businesses, and visitors.

2. Provide safe pedestrian and bicycle circulation throughout the City, especially between residential neighborhoods, parks, schools, and employment centers.
3. Promote connectivity, traffic calming, attractive streets, and connections for new streets for new development, including accommodations for bikes and pedestrians.
4. Improve pedestrian and bicycle transportation in Marshfield and the surrounding area.
5. Increase levels of biking and walking for recreation and transportation purposes.
6. Make downtown more pedestrian friendly.
7. Ensure bicycle, pedestrian, and vehicular transportation facilities are accessible for those with disabilities.

***Programs, Policies, and Recommendations***

1. Encourage developers of new development, to consider streets and multimodal forms of transportation that promote connectivity, traffic calming measures where appropriate, attractive streets, recreational opportunities, and accommodations for bikes and pedestrians.
2. Collect crash data to review and map on a regular basis and consider that information in determining any trends in unsafe intersections and street segments for implementing future safety measures.
3. Communicate and coordinate efforts with the WisDOT and Federal Railroad Administration regarding safety and transportation related issues and opportunities involving the railroad.
4. Encourage developers and adjacent townships with new developments, including temporary construction equipment, within 3 miles of the Marshfield Municipal Airport to submit their projects to the Federal Aviation Administration (FAA) for review and determination of any hazard to air navigation and consider the FAA’s feedback when reviewing and approving projects.
5. Consider the recommendations of the Bureau of Aeronautics and FAA when looking at regulations and development projects that could impact the airport or safety of air navigation.
6. Support efforts to make the downtown more bike and pedestrian friendly and consider developing a downtown parking and traffic assessment plan to identify and address issues related to parking needs, vehicular speeds, truck traffic and congestion on Central Avenue.
7. Consider working with the State, regional planning, counties, adjacent towns, and nearby municipalities on expanding the regional trail network so when the trail network expands, making sure it connects to Marshfield’s existing trail system.
8. Consider allowing private alley access in new residential areas, only if the alleys meet specific construction and design standards set by the City.
9. Consider developing and adopting a Bicycle/Pedestrian plan that plans for the future expansion of the City’s trail and sidewalk system that is at a minimum, reviewed by the Plan Commission and adopted by the Common Council. Consider the following:
  - Public input and invite groups such as Health Lifestyles – Marshfield Area Coalition, Marshfield Area Friends of the Trail, and other interested groups to the table.

- Establish a Bicycle Pedestrian Advisory Committee to help develop the plan.
  - Emphasize safety at crosswalks and other pedestrian/vehicle potential points of conflict.
  - Recommend incorporating traffic calming techniques where vehicular traffic poses a safety concern.
  - Provide connectivity to the existing trail and sidewalk system.
  - Ensure trails and sidewalks link parks, schools, commercial districts, and residential areas.
  - Consider traffic volume and speed when determining the appropriate bicycle and pedestrian facilities.
  - Plan future trails, including trailheads, to provide accommodations for recreation and transportation purposes.
  - Include provisions for appropriate signage and markings that make motorists aware of possible pedestrian or bicyclist traffic.
10. Consider identifying the needs for mass transit opportunities (such as a bus, trolley, taxi, etc.) to reduce the dependence upon automobiles and determine if implementation is economically feasible.

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**Goal 5-2. Prepare, plan, and budget appropriately for future transportation needs.**

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***Objectives***

1. Define north-south and east-west routes for future transportation corridors to ensure an efficient transportation network.
2. Support the expansion of transportation infrastructure to meet the needs of area businesses, residents, and visitors.

***Programs, Policies, and Recommendations***

1. Establish a “Street Plan” utilizing the identified north-south and east-west routes in this chapter for future transportation corridors and consider the existing transportation network, natural features such as wetlands and floodplain areas, and existing development patterns when mapping out the general routes. This plan should be reviewed at a minimum, by the Plan Commission and adopted by the Common Council.
2. Consider reviewing and updating the Official Map based on the recommendations in the “Street Plan” and work with adjacent government entities when considering areas outside the City limits. Consider vacating alleys and rights-of-way that are removed from the Official Map.
3. Consider reviewing and updating the Safe Routes to School Plan.
4. Consider conducting a City-wide traffic/transportation analysis to help determine future road network needs and include considerations for walking and biking.

5. Review policies pertaining to the City’s transportation system and consider updates that may be needed to improve the safety and efficiency of the system as well as the approach for managing and maintaining the facilities.
6. When considering future public transportation opportunities consider efforts to get feedback from the public on their transportation needs.
7. The Administrative Code of Traffic and Parking Regulations should be reviewed, updated, and mapped to reflect current conditions and to address any parking related issues as they arise.
8. Continue planning for future road and maintenance needs and consider the data in the PASER program and priorities outlined in the annual Capital Improvements Program.
9. Review and consider updates to the Subdivision Code, establishing criteria to allow alleys and cul-de-sacs in specific situations such as:
  - Alleys
    - In new neighborhoods where the alley is owned and maintained by the developer. And:
    - Vehicular access within that block is only allowed from the alley.
  - Cul-de-sacs
    - Natural features, access to arterials, existing development, or municipal boundaries prevent the extension or looping of a roadway system.
10. Support accessible design and consider elderly and disabled populations when implementing public transportation and designing parking lots, streets, sidewalks, and other transportation facilities.

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**Goal 5-3. Ensure adequate parking is provided for existing and future development.**

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***Objectives***

1. Avoid neighboring conflicts and on-street parking congestion.
2. Reduce the amount of impervious surface for new development.

***Programs, Policies, and Recommendations***

1. Review parking requirements in the zoning code and conduct an analysis of parking needs for each use and consider a code amendment to modernize the parking requirements that may include bicycle/multimodal accommodations.
2. Continue to monitor the downtown parking situation and develop a strategy to address legitimate parking concerns.
3. Exceptions to the minimum parking requirements should be considered in the downtown where adequate public parking is available and capable of meeting the needed parking demand.

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**Goal 5-4. Identify and support adequate transportation facilities that are needed to help spur economic growth both within the City and region.**

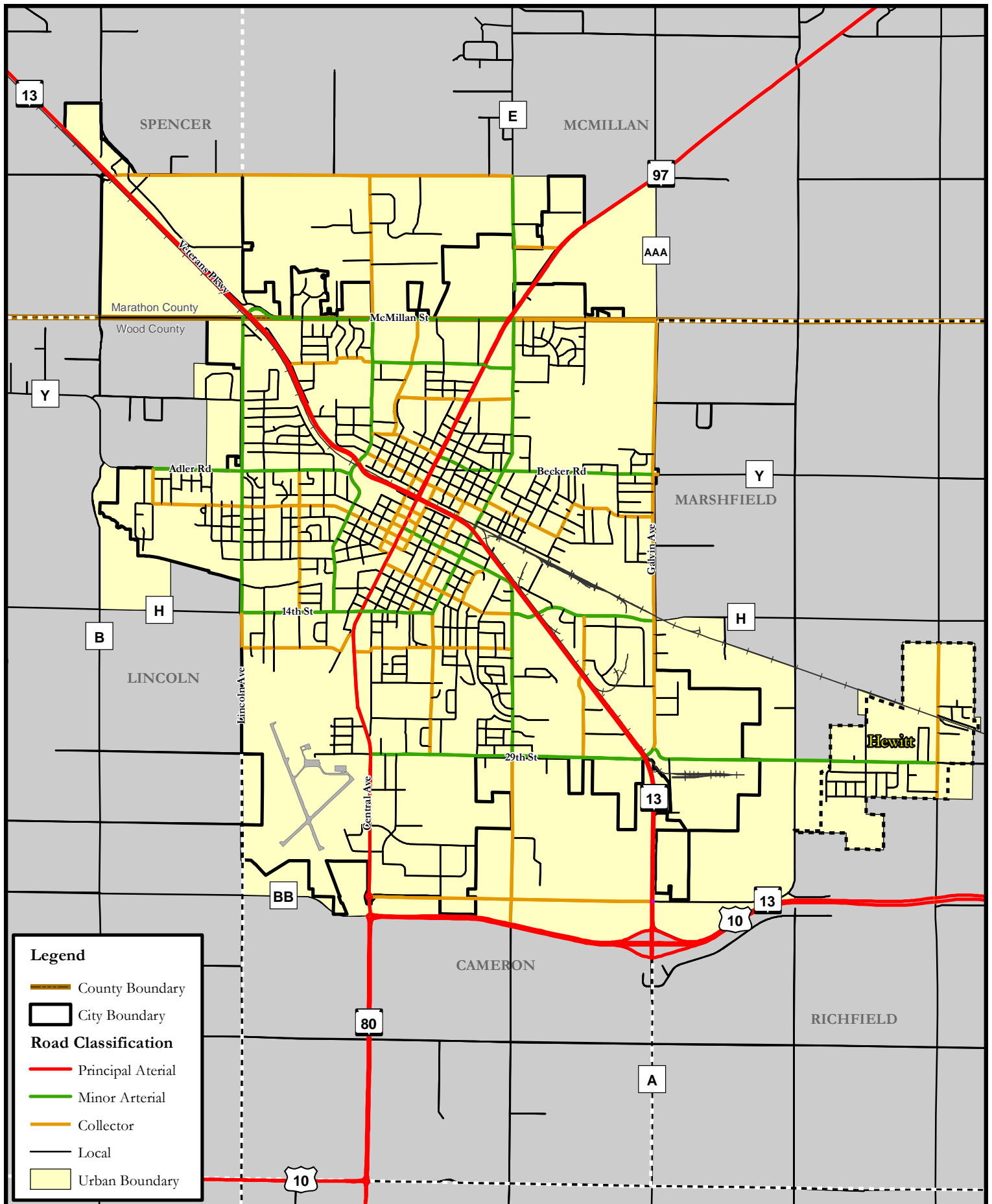
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***Objectives***

1. Ensure that transportation planning is consistent with land use and economic development goals and recommendations.

***Programs, Policies, and Recommendations***

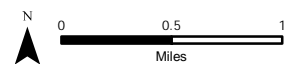
1. Support the future expansion of the Marshfield Municipal Airport facilities by updating the Airport Master Plan and Campus Master Plan. Consider a future runway expansion as funding becomes available from the Bureau of Aeronautics.
2. Consider supporting efforts to expand rail service for desirable industries in the industrial park, while avoiding street crossings whenever feasible.
3. Consider conducting an analysis on the number of trains that go through Marshfield to determine rail usage and frequency. This information could help with the traffic analysis.
4. Identify appropriate truck routes and consider the needs of local businesses while limiting potential nuisances by avoiding residential areas where feasible.
5. Communicate and coordinate with State and Regional agencies and consider efforts to implement the recommendations in the State and Regional plans on highway projects and long-term planning projects in the City that impact available modes of transportation.



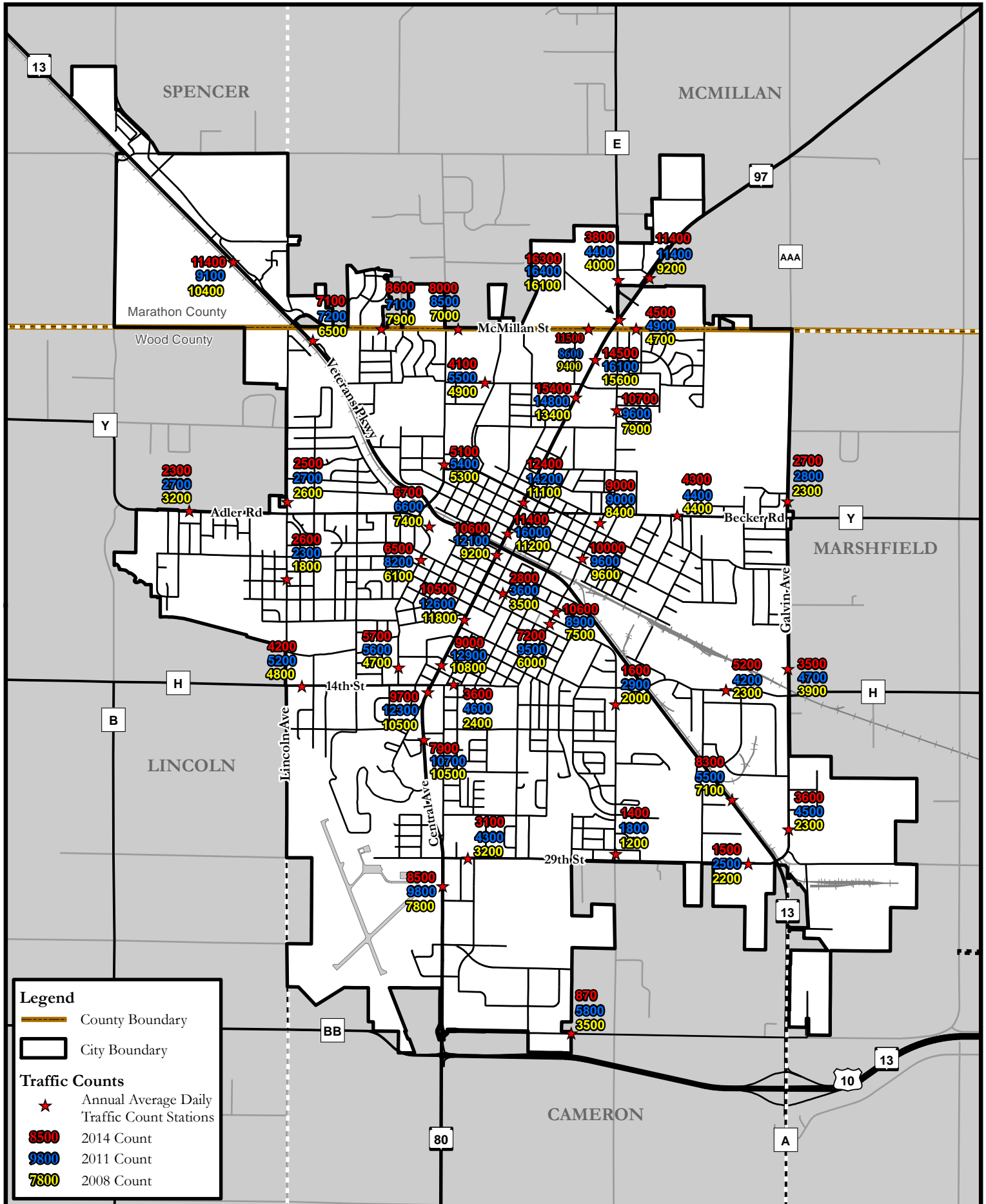
# Roadway Functional Classification - Map 5.1

City of Marshfield - 2017 Comprehensive Plan

6/21/2017



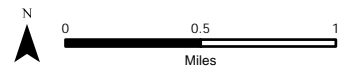
Sources: City of Marshfield GIS Dept.



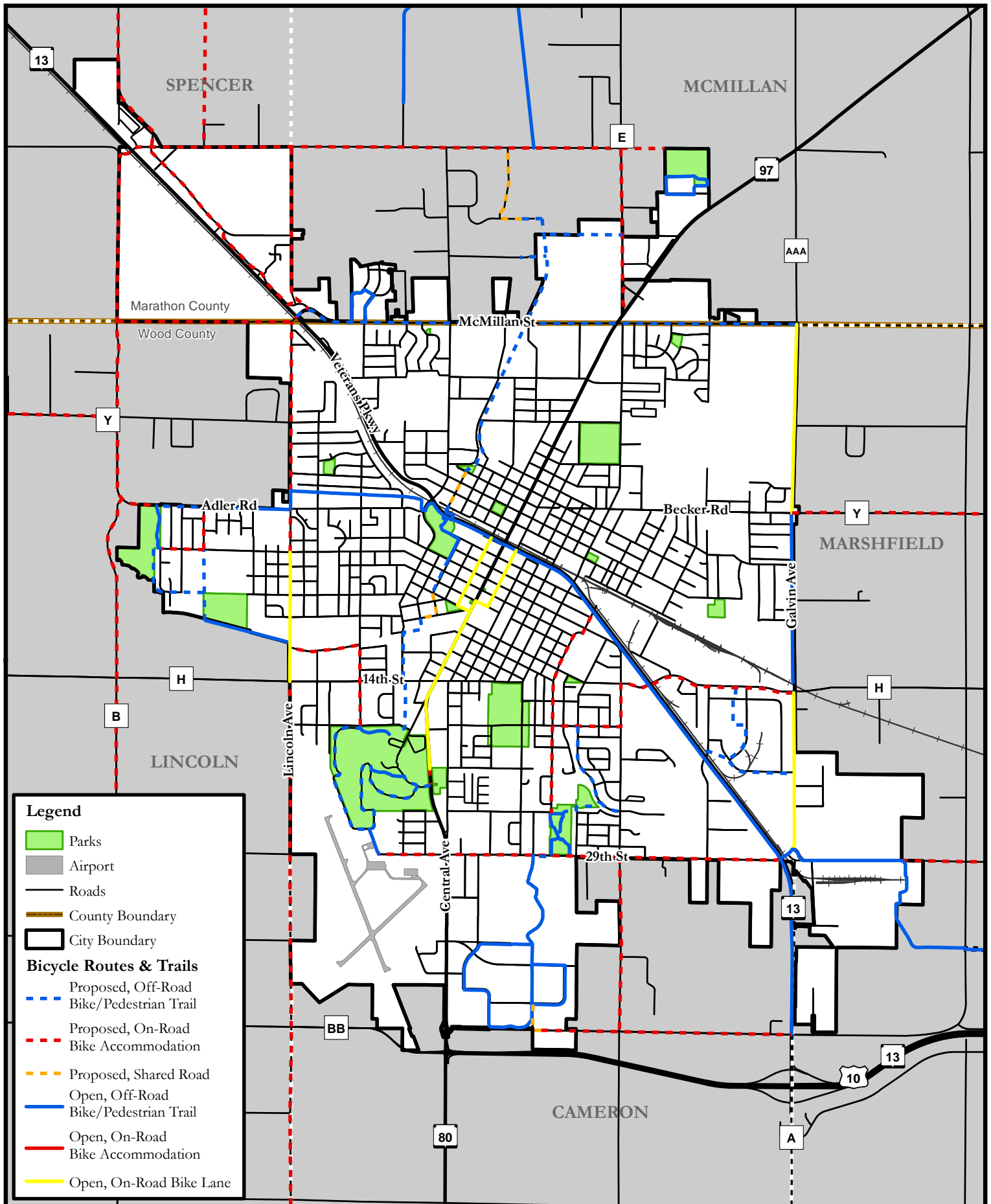
# Average Annual Daily Traffic Counts - Map 5.2

City of Marshfield - 2017 Comprehensive Plan

5/22/2017



Sources: City of Marshfield GIS Dept., WISDOT



## Bicycle Transportation Network - 5.3

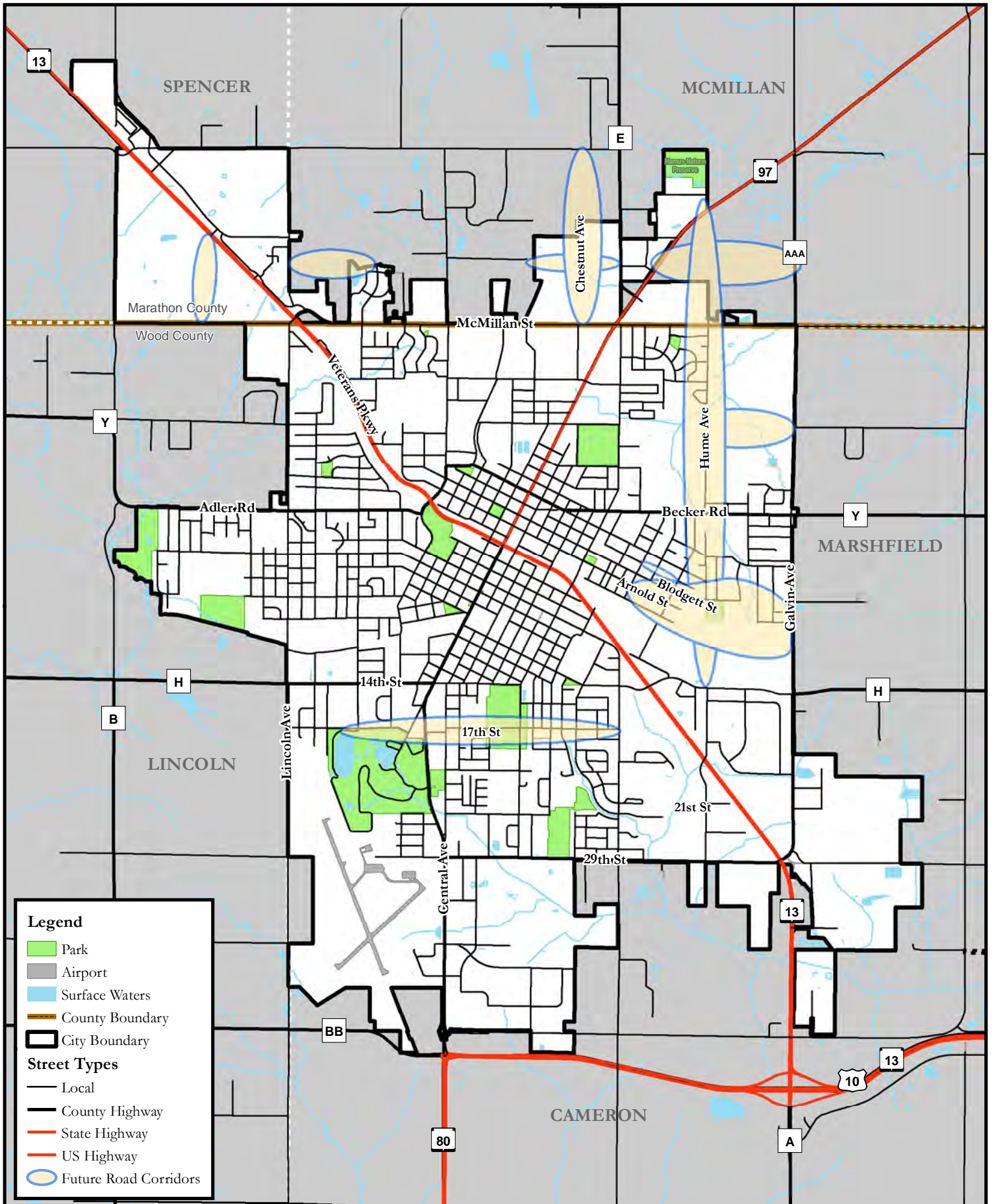
City of Marshfield - 2017 Comprehensive Plan

4/19/2017



Sources: City of Marshfield GIS Dept.





**Legend**

- Park
- Airport
- Surface Waters
- County Boundary
- City Boundary
- Street Types**
- Local
- County Highway
- State Highway
- US Highway
- Future Road Corridors



**Proposed Future Road Corridors - Map 5.4**

City of Marshfield - 2017 Comprehensive Plan

6/21/2017



Sources: City of Marshfield GIS Dept.

# 6 Utilities and Community Facilities

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## 6.1 Introduction

Utilities and community facilities provide the foundation on which the City of Marshfield is built and maintained and provide the basis for how the City functions. Utilities and community facilities contribute significantly to the quality of life in Marshfield and it is important to assess the existing services and understand how and if they need to be changed or improved.

- Utilities include: sanitary sewer, storm sewer, water systems, electricity, natural gas, telecommunications and solid waste disposal systems (including recycling).
- Community facilities include: schools, libraries, parks, police, fire, health care, churches and other similar facilities.

The Utilities and Community Facilities Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Utilities and Community Facilities, Parks and Recreation Facilities, and Charities and Community Service Organizations
- Planning and Future Improvements
- Community Values: Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design
- Goals, Objectives, and Programs, Policies, and Recommendations
- Timetable for Improvements

## 6.2 Assessment of Existing Conditions

### Utilities

A utility is an organization or in some cases the government itself that maintains the infrastructure for a public service and often provides the service using that infrastructure. Utilities provide a range of services from power and water to natural gas and waste disposal services.

#### Sanitary Sewer Service

There is probably no other man-made facility that plays a more influential role in determining the location and density of development than sewer service supported by a centralized wastewater treatment plant. Wastewater treatment plants are cost beneficial because of an economy-of-scale factor involving a large population contributing to and maintaining one single facility as opposed to each user maintaining their own on-site wastewater treatment facility or

holding tank. The economic benefits of wastewater treatment systems carry over into land subdivision developments too, making undeveloped land within a community or on its periphery attractive for development because of the increased number of smaller size lots that can be served in an environmentally sound manner. The higher costs associated with a centralized wastewater treatment collection system requires a high number and a certain density of users; therefore these systems are most often found in urbanizing areas. The “Sanitary and Electric Service Area” Map 6.1 shows the sewer service area. Future growth is expected to follow the growth shown in “Future Land Use” Map 9-7 and “Future Development Staging” Map 9-8.

There are a few on-site wastewater treatment facilities in areas where sanitary services are not currently available. When service does become available, those sites will be required to connect to the City’s sanitary lines. Approvals for future on-site facilities should be rare and only when sanitary services will not be available in the foreseeable future.

### **Marshfield Sanitary Sewer Service Facilities/Wastewater Treatment Facilities**

Since 1880, the City of Marshfield has provided municipal wastewater collection and treatment. On a typical day, more than 3 million gallons per day (mgd) of wastewater are transported to the wastewater treatment plant through the City's nearly 138 miles of sewer system. During heavy rain events or snowmelt, the facilities can treat up to a rate of 28 mgd. Wastewater that cannot flow by gravity to the wastewater treatment plant must be pumped from four separate lift station locations on the east, north and west sides of the city.

Built in 2000, the Marshfield plant is sized for normal flow with room for community growth over the next 20 years that can also handle the high flows from heavy rain events and snowmelt. A general rule of thumb that is often used when estimating present or future wastewater treatment demand is 100 gallons per capita per day. A community with no major industrial or institutional users operates with a flow that is much lower, while the municipal treatment plants, which have major industrial and institutional users, handle flow amounts that exceed the 100 gallons per capita per day. Wastewater treatment plants are also intentionally built with excess capacity to handle future residential and business growth. Table 6.1 provides the capacity loading information for the Marshfield Wastewater Treatment Plant. At this time, there are no plans for expansion of the treatment facility.

Based on 2015 numbers, the average flow of into the treatment facility was 2.978 mgd. If the average flow is divided by the population of 19,186, the facility treats 155 gallons per day per person. If you factor out the largest industrial contributor to the wastewater treatment plant, that number gets down to 2.628 mgd or 140 gallons per day per person.

Table 6.1: Capacity Loading Information – Marshfield Treatment Plant

Features	Details	Capacity
Design Life	Population	30,000 people
	Year	2021
Flow	Average Design Flow	4.63 mgd
	Peak Instantaneous Flow	28 mgd
Loading	Biochemical Oxygen Demand (BOD)	11,000 lb/day
	Total Suspended Solids (TSS)	11,000 lb/day
	Total Kjeldahl Nitrogen (TKN)	1,550 lb/day
	Phosphorus (P)	350 lb/day
Effluent Limits	Carbonaceous BOD	16 mb/L monthly average
	TSS	20 mg/L monthly average
	Dissolved Oxygen	4.0 mg/L monthly average
	pH	6-9 S.U.

Source: Marshfield Sewer Service Area Plan 2010-2030

Marshfield Utilities only pumps 2.041 mgd of water into the distribution system. Therefore the treatment facility actually receives 937,000 gallons per day of ground water (roughly 1/3 of the flow is from ground water). That is not uncommon for heavy soils or old sanitary piping. It all has to be treated, but if you factor out the heaviest industrial user and the inflow and infiltration from groundwater, Marshfield would be around 100 gallons per day per capita. The greatest improvement that could be made is to reduce the inflow and infiltration from groundwater.

### Marshfield Sewer Service Area Plan

Section 208 of the Clean Water Act plays an important role in the Marshfield Sewer Service area, and this section of law led to the development of the Marshfield Sewer Service Area Plan, 2010-2030, last updated in 2010. Approvals for wastewater treatment facilities, permits for all point source discharges and sewer extensions, and any projects funded with Wisconsin Fund dollars must conform to the plan.

The plan also delineates a 20-year sewer service area boundary, which is the maximum land area that is expected to be served by sanitary sewer service. Environmentally sensitive areas that should be protected from development or mitigated against development impacts are also identified in the plan. Table 6.2 provides a description of what is included in the environmentally sensitive areas.

Table 6.2: Environmentally Sensitive Areas

Environmentally Sensitive Areas
<ul style="list-style-type: none"> <li>• Shorelands (East Branch of the Yellow River west of Marshfield, Beaver Creek, Mill Creek, Scheuer Creek and Squaw Creek)</li> <li>• Wetlands</li> <li>• Steep slopes (greater than 12%)</li> <li>• Parks and greenways (Conner Park, Meadowbrook Greenway, Northeast Greenway, Pleasant Valley Greenway, Southeast Greenway and Stormwater Detention Basins)</li> <li>• Wellhead protection areas</li> </ul>

Source: City of Marshfield GIS Data, 2017

The Marshfield Sewer Service Area Plan maps the locations of areas where sewer extension could be environmentally appropriate. Inclusion of lands within the Sewer Service Area does not imply that all of those lands will be developed with sanitary sewer by the year 2030. Many factors including market demand, availability for sale, accessibility and political decision making will ultimately determine the amount of land that is sewered by the end of the planning period. Current City policy requires that only properties within the corporate limits be allowed access to the public sanitary sewer.

Table 6.3: Sewer Service Area Data

Area
<ul style="list-style-type: none"> <li>• Total Area: 9,571.88 acres</li> <li>• ESA Area: 1,035.00 acres</li> <li>• Developed Area: 6,877.74 acres</li> <li>• Available Area: 1,659.14 acres</li> </ul>

Source: Marshfield Sewer Service Area Plan 2010-2030

The Marshfield Sewer Service Area Plan also outlines the procedure for review of sewer extension requests and for amendments to the plan.

### Water Distribution System

Marshfield Utilities supplies Marshfield residents with water for drinking and fire protection as well as residential, commercial, medical, and industrial use. The primary components that make up the water distribution system include: groundwater and wells, four booster pumping stations, five storage reservoirs, a water treatment facility, and transmission and distribution watermains, including hydrants. Each component is critical to the health and safety of the residents. Since 1904, when the City of Marshfield purchased Marshfield Utilities, the facility has provided water and electric service to residents of Marshfield.

**Groundwater and Wells**

In the City of Marshfield, as with much of Wisconsin, municipal wells draw water from groundwater aquifers. The City’s water source is 100% groundwater, obtained from 15 active producing wells located in seven well fields in and around the City of Marshfield, most located outside the City limits. Most of the area consists of heavier clay soils over granite bedrock. Aquifers capable of providing the volume necessary to supply a municipal type well are derived from glacial channels filled with more permeable sand and gravel. These shallow sand and gravel lenses are very susceptible to contaminants deposited on the ground surface, especially in the areas of up-gradient of the glacial channels. The well fields pump ground water from sand and gravel units deposited in pre-glacial bedrock channels. Table 6.4 lists the inventory of active wells that serve the City of Marshfield.

Table 6.4: City of Marshfield Municipal Well Inventory

Well Name	Date Drilled	Normal Pumpage	Maximum Pumpage	Pump Capacity	Well Depth
City Well #1 (inactive)	-	189,000 gpd	378,000 gpd	262 gpm	56.5 ft
City Well #4	1942	81,000 gpd	162,000 gpd	113 gpm	58 ft
City Well #5	1946	252,000 gpd	504,000 gpd	350 gpm	57 ft
City Well #6	1947	154,000 gpd	308,000 gpd	214 gpm	62 ft
City Well #8	1932	125,000 gpd	250,000 gpd	174 gpm	60 ft
City Well #10	1946	180,000 gpd	360,000 gpd	250 gpm	63 ft
City Well #17	1950	288,000 gpd	576,000 gpd	400 gpm	58 ft
City Well #18	1964	367,000 gpd	734,000 gpd	510 gpm	60 ft
City Well #19	1967	313,000 gpd	626,000 gpd	435 gpm	58.5 ft
City Well #20	1968	367,000 gpd	734,000 gpd	510 gpm	59.5 ft
City Well #21	1990	288,000 gpd	576,000 gpd	400 gpm	85 ft
City Well #22	1990	288,000 gpd	576,000 gpd	400 gpm	90 ft
City Well #23	2003	185,000 gpd	432,000 gpd	300 gpm	93 ft
City Well #24	2006	155,000 gpd	288,000 gpd	200 gpm	64 ft
City Well #25	2008	97,000 gpd	259,000 gpd	180 gpm	70 ft
City Well #26	2015	135,000 gpd	432,000 gpd	300 gpm	76 ft

Source: DNR Groundwater Retrieval Network Well Inventory, December 2015

Marshfield Utilities is a municipally owned utility that pumps and distributes water. Marshfield Utilities routinely monitors for constituents in drinking water according to federal and state laws and continually monitors the drinking water to ensure that it meets the federal and state requirements.

While ground water quality from Marshfield’s wells is generally good, ground water from sand and gravel units is particularly susceptible to contamination. It is important to

designate groundwater protection zones, often called well recharge areas, to protect this invaluable resource. Marshfield Utilities has a source water protection plan called the Well Head Protection Plan. Marshfield Utilities recommends that future development within the well recharge areas for the municipal wells be monitored.

Well #8, constructed in 1932, is the oldest well that serves the City of Marshfield. The newest well, Well #26, was constructed in 2015. Wells typically have a 50 year life expectancy. Some of the wells contain high amounts of iron and manganese which tend to plug the screens causing well production (volume) to decrease. Wells with higher concentrations of these elements need to be cleaned about every 5 years and wells with lower concentrations need to be cleaned about every 10 years. Replacement wells have been identified and test pumped and land has been purchased for a new wellfield. Due to security reasons, the locations of the wells and wellfields are not included in this plan.

Wells that have been permanently abandoned include: (City Well #2, #3, #7, #9, #13, #15, and #16.

An issue related to water quality is the extensive use of road salt. Road salt is clearly a threat to many aquifers and wells. Marshfield Utilities took a close look at the aquifers in 2015 and were able to determine that the South wellfield is the most vulnerable due to the high number of road lane miles, parking lots and runways that need to be deiced. Using the 1994 well capture zone for this wellfield they estimated there to be 109.9 miles of roads and 28.4 acres of parking lots and runways to deice. Discussions with the Marshfield Street department have indicated that they have started mixing beet juice with salt to help with the effectiveness of salt applications. They have reported that this reduces the amount of road salt applied by about 30%.

A Salt Budget Analysis for the South wellfield was done by Leggette, Brashears & Graham for the Southside wellfield in 2015. The study indicated that chloride levels have reached steady state conditions and are unlikely to rise significantly as long as salt loading within the capture zone remains within past averages. Less data is available for sodium levels in the wellfield so the predictions on sodium trends are limited.

Sodium ions interact with the aquifer more than chloride ions do so sodium migration is slower than chloride migration. This creates the potential for sodium levels to continue to rise for some time but they can be expected to stabilize at some level less than about half of the chloride concentrations unless there is some unknown source of sodium in the capture zone. Based on the report and existing data, more in depth methods are not needed to predict future chloride levels at this time.

### ***Storage Reservoirs***

The City has the capacity to store 1,575,000 gallons of water in their elevated storage system (water towers), an additional 3 million gallons above ground storage and 0.5

million gallons below ground storage which is sufficient to meet the City’s needs during this 20 year planning horizon.

The height and capacity of the water towers and the difference in elevation of the water level in the tank to the elevation of the end pipe cause water pressure. This pressure allows water to travel from the reservoir to homes and businesses and come out of the tap and a reasonable flow. Table 6.5 provides information regarding the water storage tanks. High water pressure can cause leaks, pipe damage, and waste water. Low water pressure can be a nuisance for showering, washing a car, or pressure washing your deck. Good water pressure is also needed for proper fire flows for the fire hydrants. Marshfield’s water pressure ranges from 35-85 psi (pounds per square inch) which is a desirable range for the system.



*West Doege Street Water Tower being painted in 2016*

**Table 6.5: City of Marshfield Municipal Water Storage System**

Storage Tank Name	Tank Capacity	Year Constructed	Tank Height
McMillan Tower	75,000 gallon	1961	100 ft
Hume Reservoir	3,000,000 gallon	1969	40 ft
Grant Tower	500,000 gallon	1992	128 ft
Manville Tower	500,000 gallon	2011	169 ft
Depot Tower	500,000 gallon	2016	161 ft

Source: Marshfield Utilities As-Built Records

***Water Treatment Facility***

Marshfield’s Water Treatment Facility (WTF), built in 1992, filters out radon, hydrogen sulfide, iron, and manganese. The design capacity of the WTF is 4.8 million gallons per day (mgd), however, the Marshfield Utilities’ highest recorded maximum day since construction was approximately 3.55 mgd in 1993 and the WTF was not the sole water source to meet that demand. Therefore, as growth and demands increase the WTF will need to be operated to produce increasing quantities. If needed, a Water Treatment Facility Engineering Study would provide a solid understanding of the current plant and provide a guide to expand operation to the design capacity of 4.8 mgd.

***Water Transmission and Distribution Facilities***

There are just over 149 miles of transmission and distribution watermains in the water distribution system (including mains from the well fields outside the City limits).



Additionally, there are 934 public fire hydrants to provide fire protection throughout the City.

### **Stormwater Management**

Stormwater management has gained attention in recent years as an environmental concern because of its impacts on flooding, property damage, and surface water quality issues. Similar to water supply and wastewater treatment, stormwater management is an important part of municipal infrastructure. Marshfield's Public Works Department is responsible for collecting, storing and conveying rainfall and snowmelt runoff in a manner that is safe for the public and does not harm the environment.

Current state regulations require the City to treat stormwater. The Environmental Protection Agency's (EPA) Storm Water Phase II Rule establishes a stormwater management program that is intended to improve the nation's waterways by reducing urban stormwater pollution. Phase II brings in the 'small' municipalities that were not included in Phase I. The City of Marshfield was part of the Phase II program. The first stormwater management plan was adopted in 2008. In 2014, the City adopted a stormwater quality plan. In Wisconsin, the DNR through Natural Resources (NR) 216 rule administers the Phase II stormwater permitting program. The City of Marshfield was issued an MS4 (stands for Municipal Separate Storm Sewer System) permit in October 2006. The MS4 is a means of conveyance or system of conveyances (including roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, man-made channels, or storm drains). The City's stormwater permit must include a program that is designed to 1) reduce the discharge of pollutants to the maximum extent practicable; 2) protect water quality; and 3) satisfy the appropriate water quality requirements of the Clean Water Act.

Along with Marathon County and other municipalities in Central Wisconsin, the City of Marshfield is part of the Northcentral Wisconsin Stormwater Coalition (NCWSC) whose mission is to coordinate and collaborate on education and outreach activities, and recommend policy and operational changes for cooperating local governments in order to comply with regulations and reduce stormwater pollution in a cost effective manner so that residents of Central Wisconsin benefit from lakes and streams that remain swimmable and fishable. The communities that partner as a partner of this coalition include the Cities of: Baraboo, Marshfield, Merrill, Mosinee, Schofield, Stevens Point, Wisconsin Rapids, Villages of: Kronenwetter, Rothschild, Weston and the Town of Rib Mountain.

The City Engineer estimates that the City has seen more than 60 wet and dry Best Management Practices (BMP's) such as stormwater ponds added within the municipal limits. There are more than 90 BMP's in the City limits as some of them are private and required when new, large scale development takes place. As new development takes place, additional BMP's will be required based on the requirements in the City's Stormwater Quality Management Plan. There are currently no plans in place to add additional municipal stormwater management facilities, but there could as new regulations come into effect or new development triggers more facilities.

One concern with stormwater is the level of Total Suspended Solids (TSS). TSS are solids in water that can be trapped by a filter or settle out in storm water ponds. TSS can include a wide variety of material, such as silt, decaying plant and animal matter. High concentrations of suspended solids can cause many problems for stream health and aquatic life. In 2008, the City was required to meet a goal of 20% Total Suspended Solids (TSS) removal rates for the entire city. In 2008 the 20% TSS removal rates were met. A goal was set for the city to reach 40% TSS removal rates by 2013. This was put on hold by state elected officials prior to being implemented. In 2014 the new model determined that the City has now reduced TSS by 34.5%.

All BMP's follow Chapter 25 of the municipal code (Construction Site Erosion Control) and are required to be designed to handle a 100-year storm and safely pass the greater than 100-year storm. When new development takes place, the City does not make the developers choose one BMP over another as there are several methods to achieve the necessary standards. These can include dry basins, wet basins, structural BMP's, Vegetative swales, Bio retention and infiltration basins.

The City's storm water discharges to three different watersheds Mill Creek, Upper Yellow Creek and the Eau Plaine in which all of the City's storm water reaches of the Wisconsin River basin. The Wisconsin DNR is working with the EPA on the Wisconsin River Watershed - Total Maximum Daily Load (TMDL) project. The Wisconsin River basin encompasses 9,156 Square miles. The TMDL will set a specific limit on the amount of Total Phosphorus (TP) that can release to downstream water bodies and still maintain acceptable water quality standards set by the Clean Waters Act. The City's current level of TP reduction is 31.9% as a whole.

### **Electric Utility Facilities**

Marshfield Utilities provides electric service to the City of Marshfield and surrounding rural areas including the Village of Hewitt. Marshfield Utilities receives its wholesale power from Wisconsin Public Services Corporation. The electricity is distributed to area customers through three distribution substations. Their main office is located at 2000 South Central Avenue next to Hefko Pool. A second office is located at 1210 South Oak Avenue. Ideally they would like to be housed in the same building and are looking at options for expanding their office space on the existing site.

Marshfield Utilities owns the M-1 Combustion Turbine Plant which is located on the southeast side of the City of Marshfield. The plant is operated by Marshfield Utilities and marketed through Great Lakes Utilities of which they are a member. The plant can operate on either natural gas or fuel oil, but with gas prices as they are it runs almost exclusively on natural gas. The plant is considered a "peaking plant" running only when the demand for electricity is high due to hot or cold temperatures. The plant could also be utilized in an emergency situation to supply electricity to the Marshfield area. Marshfield Utilities also owns the section of high pressure gas line that feeds the plant from an ANR Pipeline. Map 6.1 shows the electric service

area. There are no defined plans to expand the service area at this time. Electric service is not limited by municipal boundaries and could grow as demand increases.

Current regulations require that non-major feeder electric lines are buried underground for new subdivisions. Wherever electric lines are buried, telecommunication lines are also required to be located underground as well.

The two transmission lines that supply electricity to Marshfield are owned by American Transmission Company.

**Natural Gas**

We Energies provides natural gas for the Marshfield area and most of Wood County.

**Solid Waste Disposal and Recycling Facilities**

The City of Marshfield currently has a long-term contract with Advanced Disposal for residential refuse and garbage recycling services. Non-residential users must contract independently for garbage collection. In Marshfield, Advanced Disposal has a transfer station and regional office at 501 South Hume Street. This facility is licensed through the Wisconsin DNR and handles more than 100 tons of solid waste each day. Table 6.6 describes the services available in Marshfield.

Table 6.6: Available Waste Disposal Services

Advanced Disposal Services
<ul style="list-style-type: none"> <li>• Bulk Collection</li> <li>• Construction and Demolition Collection and Disposal</li> <li>• Material Recovery Facility Operations</li> <li>• Recycling: Residents can recycle aluminum, tin cans, glass bottles and jars, #1 - #7 plastic containers, mixed paper and newspaper and corrugated cardboard.</li> <li>• Solid Waste Collection and Disposal</li> <li>• Transfer Station</li> <li>• Waste Evaluations</li> </ul>

Source: Advanced Disposal Services, 2016

The nearest landfill is the Advanced Disposal Services Cranberry Creek Landfill, LLC in Wisconsin Rapids. The large DNR-licensed landfill had 3.8 million cubic yards of capacity as of March, 2016. Based on the current permit, that leaves approximately 7 years of capacity before they will need to complete another feasibility study to permit an expansion. There is ample space on the site to expand in the future.

Marshfield Scrap and Shaw’s Wrecking Yard are two independent waste and recycling yards that serve the Marshfield area.

The City is in the process of considering using the larger trash and recycling bins for the residential pickup service. Those would allow each single family residence to have two 55-gallon bins; one for solid waste and the other for recycling. That is currently the only change planned for these services at this time.

**Telecommunication Facilities**

Telecommunication is transmission of some form of communication over a distance by cable, telephone, radio, optical, or other electromagnetic systems. Such facilities provide the following services: telephone (wired and cellular), radio and television, and internet.

Charter, Frontier, and TDS Telecom, provide local and long distance telephone service to residents and business in Marshfield. Charter Communications, Frontier, and Solarus, provides local and long distance digital telephone service, television cable, and high-speed internet.

Digital television is broadcast by local stations and depending on location and antenna setup, Marshfield residents are able to pick up a number of digital channels over the air. Table 6.7 lists the over the air TV stations available in the Marshfield area.

Table 6.7: Broadcast TV Stations

Broadcast Location	Station	Channel
Wausau	WSAW	CBS - 7-1
		MYNET - 7-2
		Fox - 7-3
	WAOW	ABC - 9-1
		CWPLUS - 9-2
		DECADES - 9-3
WHRM	PBS - 20-1 and 20-2	
	CREATE - 20-3	
Eau Claire	WEAU	NBC - 13-1
		ATV - 13-2
		H&I - 13-3
		MOVIES! - 13-4

Source: www.tablotv.com

Marshfield Community Television is a local cable access station that broadcasts local government and school board meetings as well as programs on a variety of community interest topics. Their studio is located at 101 West McMillan Street. Programs that they produce are also available online.

Currently, the City of Marshfield does not provide public Wi-Fi (free Wi-Fi is available at the Everett Roehl Marshfield Public Library), however, a number of businesses do provide free wireless internet to their customers. The City is also considering adding Wi-Fi as part of the

upcoming Wenzel Family Plaza project in the downtown. Another option for high speed communication is fiber optics. Fiber optics is the newest service with limited availability in the City but is expanding.

A variety of cell companies provides cellular and internet hotspot coverage in the Marshfield area. Although there are a number of tower locations throughout the City, there are a few areas that lack adequate coverage. The City of Marshfield does regulate towers and antennas, but recent state regulations have reduced a community's authority to restrict the placement of towers. Collocation of antennas should continue to be required for new tower and the City should encourage the placement of new towers where coverage is lacking. There are currently two cell towers along West Veterans Parkway; one at the corner of McMillan Street and Central Avenue; one at the high school; and one off of South Cherry Avenue near the airport. Additionally, cell antennas have been placed on the Doege Street water tower and on top of City Hall. Due to lack of service, there will likely be demand for more facilities to the west (near the University) and southeast sides of the City.

While Marshfield is in the broadcast range of dozens of radio stations, only one AM radio station (WDLB – News, Sports, and Community Events) originates within the City limits of Marshfield.

## **Community Facilities**

Community facilities are typically buildings that provide a public service. In some cases they are provided by the government (schools, emergency services, library), and others a nongovernmental organization (church, clinic, childcare). The quality of the facilities and levels of service can have a significant impact on the health and quality of life of community residents. The primary facilities are shown on the “Municipal and Government Facilities” Map 6.2.

### **City Hall**

City Hall is located at 630 South Central Avenue. The building is a 7 story office building that sits on a 2.5 acre site. The original portion of the building was three stories and located at the corner of 7th Street and Central Avenue. Construction of that original building began in 1926 and was occupied in January 1927. A three story addition to the north of the original building was constructed in 1958 with a fourth floor being added in 1961. Stories five through seven were added to the four story in 1965. The Marshfield Clinic occupied the building from its construction until it was acquired by John Figi in 1975. The City purchased the building for a City Hall in 1988.

Currently, the City offices that are located in the City Hall include the following: Assessor, City Administrator, City Clerk, Development Services, Engineering, Finance, Information Technology, Municipal Court, Parks and Recreation, and Public Works. Other services provided in the building include Wood County Human Services Department and Energy Assistance. The remainder of the building is a mix of businesses including a pharmacy, conference rooms, office, retail, employment training, and personal services. The Common Council Chambers and

Executive Conference Room are in the basement of the building. Amenities include a drive-thru, an indoor tennis court and a racquetball court. Additionally, there are 164 parking stalls for City vehicles, employees, and customers.

### **Police, Fire, and Rescue**

The Marshfield Police Department is located at 110 West 1st Street and in 2016 employed 48 people, with 40 sworn officers (does not include 2 dogs, summer help, crossing guards, civilian transport offices, or Police Auxiliary). The dispatch center was once located at the police station but closed down in October, 2006. The Wood County Shared Dispatch Center in the Wisconsin Rapids Courthouse now receives the local dispatch calls.

Built 1980-1983 (occupancy in 1983), the building is dated and may need some improvements in the near future. The 25,000 square feet (includes the lower level) includes offices, showers and locker rooms, 3-cell lockup, 5-stall garage plus an additional garage stall for prisoner transports, and storage space. Renovations were made in 1996-1997 to add an elevator and move the dispatch location. The Police Department conducted a building facilities study back in 2012-13. According to the report, there is a need for numerous items to be updated including some identified in the Capital Improvement Project, however, most of the recommendations need further study. According to the Police Department, they are lacking evidence storage, vehicle and equipment storage, office space, security measures, visitor parking, and the current location is not conducive with emergency response (too close to railroad tracks). There are no current plans to update or construct a new facility, but there has been some discussion about adding on-site garage space. Instead of just adding a garage, the Police Department is now looking at the future plans for the station itself. Some of the funds initially earmarked for expanding the garage, will now be used to study the long-term needs of the Police Department.

The Marshfield Police Department has a diverse fleet of 23 vehicles including: Tahoes, Cargo Van, impalas, SUVs, Pickup truck, and undercover vehicles. The Police Department has also recently accepted an MRAP (Mine-Resistant Ambush Protected) vehicle that arrived in 2016.

There are no service agreements with neighboring townships, however, there is a carte blanche expectation of emergency mutual aid with those communities.

Marshfield Fire & Rescue Department (MFRD) consists of 37 members of which 36 are sworn Firefighters. MFRD provides fire protection as well as Paramedic Ambulance coverage for the City of Marshfield and Paramedic Ambulance for an additional 314 square miles, encompassing 13 Villages and Townships surrounding the City of Marshfield. MFRD along with Wisconsin Rapids Fire are the Wood County HazMat Team as well as a State of Wisconsin Type III HazMat Team.

MFRD responds to around 3,000 calls per year with responses continuing to increase. There is also a continuing increase in the number of concurrent calls (approximately 30%), which are two or more separate calls at the same time. MFRD is also a member of Wisconsin Division 116 of

the Mutual Aid Box Alarm System (MABAS) which assures Mutual Aid with all departments within our division as well as the State as a whole.

Marshfield Fire & Rescue Department's (MFRD) current station was opened in August 2010. This LEED Gold certified station was Marshfield's first facility built as a Sustainable Community. This facility came about after the need for a second fire station was studied five times starting in 1971 with the last study completed in 2006. All studies identified the need for a minimum of a second fire station, if not three. At this time there are no plans to add another fire station.

The station is 33,000 square feet (previous station was 12,500 square feet) and was built with seven apparatus bays of which five are drive through bays. The Fire Department consists of four ALS ambulances, one 100' aerial platform, one 1,500 gallon/minute pumper with 75-foot ladder, one 1,250 gallon/minute pumper with 61' ladder, one 1,500 gallon/minute pumper, one 1,250 gallon/minute pumper, one medium duty rescue vehicle, as well as three department pickup trucks. The department also has 3 trailers of which 2 are stored at our training facility for carrying additional equipment. All vehicles are part of an apparatus replacement schedule so they are able to be replaced per the applicable standards for each type of vehicle. The EOC (Emergency Operations Center) was moved to the new Fire Station when the Police Department closed down the dispatch station.

### Library

The new Everett Roehl Marshfield Public Library, opened in September of 2016, is slightly over 33,160 square feet on two floors with all of the space dedicated for Library activities. There is a large Children's Program Room, a dedicated Young Adult area, expanded computer space, a dedicated Genealogy & Local History Room, a Drive-up Pick-up Window, three small group study rooms, a parent's study room, a mother's lounge for lactating mothers, a Friends of the Library Ongoing Booksale Room, many sunny reading areas, a children's play area and much more.



*Everett Roehl Marshfield Public Library – Photo by Mary Wilson*

The Library provides books and other media materials for all ages to utilize. In addition, the Library provides a variety of services such as Reference & Information Services, Storytimes, meeting room/study spaces, internet access on library PCs, Wi-Fi access, adult and children's programs, technology training, book club, writer's group, volunteer opportunities, children's

learning PCs, laptops for in-house use, Interlibrary Loan, exam proctoring, summer reading program for children, adult winter reading program, movie showings, family activity nights (crafts, LEGOs, storytimes, movies, etc.), puzzle table, One Thousand Books Before Kindergarten, Tail Waggin' Tutors (new young readers read to service dogs), performers, genealogy assistance, one-on-one computer tutoring with a volunteer, homebound delivery, book deposits and more.

As of Dec. 31, 2015 the Library has 28,432 registered borrowers from Marshfield and the surrounding area and 211,199 items available for checkout. This includes 58,364 electronic books and digital audio books. The Marshfield Public Library is a member of the South Central Library System (SCLS) which is headquartered in Madison. There are 7 counties (Adams, Columbia, Dane, Green, Portage, Sauk and Wood) in the South Central Library System (SCLS). The total number of libraries in SCLS is 53. The interlibrary loan program is not limited to just those 7 counties. The Marshfield Public Library regularly does interlibrary loans to and from libraries throughout the world.

### City Garage

The City Garage houses the City's Street Division. Located at 407 West 2<sup>nd</sup> Street, the City Garage site, including outdoor storage yard and sign shop, takes up approximately 6 acres. Table 6.8 provides a breakdown of the different buildings and available spaced utilized the Street Division. Even with all the buildings listed, there is still a desire for additional storage on site as seasonal equipment has to be rotated throughout the year and vehicles and equipment are often getting parked in. In addition to the buildings listed below, the City Garage has a fueling station and an extensive yard for exterior storage. Despite the age of some of the buildings, overall, they appear to be in good condition. The storage space is needed due to the large amount of equipment needed for the day to day operations of the City. Vehicles for both the Street Department and Parks and Recreation Department are stored at this facility. There are over 30 trucks in the fleet plus other vehicles for earth work and equipment for road maintenance and snow plowing. The site is centralized and ideal for addressing repair and snow removal.



Table 6.8: City Street Department Buildings

Type	Use	Area	Address
Main Building	Offices and Shops	25,426 sq ft	407 W 2 <sup>nd</sup> St
Older Vehicle Storage Building	Cold Storage Building	7,200 sq ft	407 W 2 <sup>nd</sup> St
Heated Vehicle Storage Building	Salt and Sand Storage Building	3,000 sq ft	407 W 2 <sup>nd</sup> St
Heated Vehicle Storage Building	Vehicle Storage	10,400 sq ft	407 W 2 <sup>nd</sup> St
Christmas Storage Building	Storage Building	1,200 sq ft	407 W 2 <sup>nd</sup> St
Police Storage Building	Storage Building	2,288 sq ft	407 W 2 <sup>nd</sup> St
Sign Shop	Shop and Storage	11,024 sq ft	101 S Oak Ave
Salt Shed	Salt and Sand Storage Building	7,056 sq ft	1819 E 24 <sup>th</sup> St

Source: An Appraisal of Real Estate by Scott Williams Appraisal Inc., 2004; City of Marshfield GIS Data, 2016

### County Government

A number of Wood County services are provided at the Wood County Annex & Health Center located at 1600 North Chestnut Avenue. The facility houses the Norwood Health Center, offices for the Health Department, Veteran’s Administration, Sheriff’s Department, Birth to Three and a branch office of the mental health clinic one day a week for outpatient therapy.

Bridgeway Crisis Diversion Program, also located on the premises, and operated by Lutheran Social Services, is a residential environment where individuals with less acute mental health concerns can choose to stay while getting help before returning home. The Wood County Board is in initial stages of planning an onsite expansion to the facility. Through the Conditional Use, Campus Development, or Rezoning process, the City should ensure that any future expansion or change in use fits in with the surrounding neighborhood.

### Health Care

Saint Joseph's Hospital originally opened in 1890. The 7-story facility, located at 611 North St. Joseph Avenue, is a 504-bed tertiary regional referral center that is directly connected to the Marshfield Clinic. As of 2016, the hospital employed 1,300 staff on the Marshfield campus and is the only major rural referral center in Wisconsin. Saint Joseph's Hospital admits 14-15,000 adults and children per year. Ministry Saint Joseph’s Children’s Hospital is Central Wisconsin’s only dedicated pediatric hospital and the only Pediatric Trauma Center in Central Wisconsin’s. The Children’s Hospital also provides a wide range of pediatric specialty services, including a 24-bed pediatric



*Marshfield Clinic Medical Campus*

unit equipped with the latest technology and staffed by highly-trained pediatric hospitalists and nurses; the region's only Pediatric Intensive Care Unit (PICU) for critically ill or injured children; and a 24-bed Neonatal Intensive Care Unit (NICU). Additionally, Ministry Saint Joseph's Children's Hospital provides the following care: birthing services, pediatric trauma care, pediatric inpatient rehabilitation, injury prevention, pediatric cancer care, and Child Life Program.

Services provided by Ministry Saint Joseph's Hospital include: Audiology, Bariatric Surgery, Birthing Services, Cancer Services, Children's Services, Diabetes Services, Diagnostic Imaging, Ear, Nose and Throat (ENT), Emergency Services/Trauma, Employee Assistance Program, Gastroenterology, Heart Services, Home Health Services, Hospice Services, Hospitalists (Inpatient Physicians), Internal Medicine, Laboratory Services, Library Services, Ministry Spirit Medical Transportation, Neonatal Intensive Care Unit, Nephrology (Kidney), Neurology Services, Nuclear Medicine, Nutrition Counseling, Obstetrics/Gynecology, Occupational Health, Ophthalmology (Eye Diseases), Orthopedics, Palliative Care, Pediatric/Adolescent Medicine, Pharmacy, Physical Medicine, Rehabilitation, Respiratory Care, Rheumatology, Spiritual Services, Surgical Services, and Urology. Ministry Saint Joseph's Hospital is part of the Ministry Health Care network with access to 15 other hospitals and dozens of clinics and medical groups throughout the state.

The Marshfield Clinic is one of Wisconsin's most comprehensive health care systems with over 730 physician specialists. It serves patients in Marshfield and 40 regional centers located throughout central, western and northern Wisconsin. Marshfield Center, located at 1000 North Oak Avenue, is the original Marshfield Clinic. It is the largest center in the Marshfield Clinic system with over 80 medical specialties.

Marshfield Clinic Research Institute (formerly named the Marshfield Clinic Research Foundation), a division of Marshfield Clinic, founded in 1959, conducts basic and applied medical research. With 31 Ph.D. and M.D. scientists and 155 other staff, the Institute is the largest private medical research institute in Wisconsin. In addition, approximately 150 physicians and other health care professionals throughout the Marshfield Clinic system are engaged in medical research. At any given time, there are approximately 450 clinical trials and other research projects actively taking place. Marshfield Clinic investigators publish extensively in peer-reviewed medical and scientific journals addressing a wide range of diseases and other health issues, including cancer, heart disease, diabetes, eye disease, neurological disease, pediatrics, radiology, women's health, agricultural safety and genetics.

Marshfield Clinic Research Institute has offices and laboratories in the Lawton Center for Research and Education and the Laird Center for Medical Research in Marshfield. It also has clinical research staff supporting physician-led research at medical centers in each of the Clinic's four regional divisions. The Institute is organized into six core research entities: Clinical Research Center, National Farm Medicine Center (established in 1981), Center for Clinical Epidemiology

and Population Health (established in 1991), Center for Human Genetics (established in 2004 after merging with the Center for Personalized Medicine Research), Biomedical Informatics Research Center (established in 2005), and Institute for Oral and Systemic Health (established in 2015). In 2014-2015 the entire Institute had an operating budget of approximately \$26 million.

Marshfield Labs Reference Diagnostics, a division of Marshfield Clinic, was established in 1973 to serve the needs of physicians throughout Wisconsin, Upper Michigan and Eastern Minnesota. Marshfield Labs offers a comprehensive menu of laboratory tests. Our Research Foundation promotes the development of new assays; continually expanding our list of available tests. Guidance in interpretation and utilization of their extensive test menu is provided by a team of pathologists and PhDs. Marshfield Labs has a variety of capabilities including Clinical, Veterinary, Research Testing, Toxicology, and Lab Education Programs.

Marshfield Food Safety LLC., located at 510 North St. Joseph Avenue, is a service of Marshfield Clinic that offers access to an integrated system of food, animal and human laboratory testing and consultative services to the food industry. This facility is the only food safety laboratory owned and operated by a health care institute, providing unique positioning for the Clinic and specialized services for clients interested in serving public health through safety of their products. Marshfield Food Safety, LLC., has the capabilities to offer a full array of services providing a one stop shop for all food safety needs. The building is 16,604 square feet in area and sits on a site just under an acre in size.

In addition to the above medical facilities, there are numerous support buildings off-campus that are scattered throughout the City that include a dialysis center, home patient care, House of the Dove Hospice Home, Center for Community Outreach, Marshfield Clinic Information Services, Security Health Plan, daycare, data center, offices, and pharmacies.

### ***Healthy Lifestyles – Marshfield Area Coalition***

Healthy Lifestyles-Marshfield Area Coalition is a grassroots organization founded in 2001 to promote healthy eating and active living for those living in and around the Marshfield, WI area. The coalition includes community members, health care professionals, businesses, schools, local government, youth-serving organizations, faith-based groups, civic groups and many others. The Coalition has four committees dedicated to the health and wellbeing of area residents. The committees include the following: Physical Activity (projects include: the Apple Paths, Bicycle Discount Program, and assistance with Safe Routes to School), Nutrition (projects include: Farm to Table, Local Food Expo, and Healthy Check-Out Lanes), School Wellness (projects include: organizing healthy food demos, providing staff training to increase nutrition/health education, securing funding to purchase cooking cards, school policy recommendations, and prompting healthy choices in the schools), and Garden Committees (projects include: community gardens, Youth Garden Program, and Garden Buds program).

### **Health Care Related Facilities**

The Ronald McDonald House of Marshfield, located at 803 West North Street, provides services and accommodations to families (parents or legal guardians) of seriously ill children, newborn through age 18, who are hospitalized or receiving outpatient treatment at Saint Joseph's Children's Hospital or Marshfield Clinic. The Ronald McDonald House opened in 1983 in a two-story brick home located across the street from Saint Joseph's Children's Hospital so parents can be immediately available-day or night-should their child need them. The facility has the capacity to lodge up to 10 families.

The American Cancer Society Hope Lodge serves as a home away from home, free of charge, for adult cancer patients and their caregiver for cancer patients receiving treatment at Ministry Saint Joseph's Hospital and Marshfield Clinic. Located at 611 West Doege Street, Hope Lodge is located just south of the medical campus. Marshfield is the site for the first Hope Lodge in the state of Wisconsin. This area was chosen due to the large numbers of cancer patients traveling great distances for their treatments. Constructed in 2002, Hope Lodge sits on a 2 acres site and features 22 rooms (some rooms are suites with a pull-out couch; others are single rooms) as well as a library, living room, and large kitchen area for individuals to cook their own meals and socialize. Currently, there are 31 Hope Lodge locations throughout the United States, including Wisconsin's only facility, located in Marshfield.

The Norwood Health Center at 1600 North Chestnut Avenue provides residents of Wood and surrounding counties with treatment services which include acute, inpatient psychiatric care, skilled long-term care for persons with chronic, severe mental illness, as well as post-acute traumatic brain injury rehabilitation services.

Marshfield is also home to two large scale nursing home facilities: Atrium Post-Acute Care and Golden LivingCenters – Three Oaks.

### **Regulated Care Facilities**

Marshfield is home to nearly 30 regulated care facilities that include the following: Adult Family Homes (AFH) and Community Based Residential Facilities (CBRF). As of January 1, 2017, the total number of approved beds for both types of facilities in the City limits is 324. In 2008 a task force was put together to study the regulated care facility situation as well as to get a better understanding of the laws and requirements for such facilities. The task force made recommendations to amend the zoning code to accommodate more of these facilities in the residential neighborhoods. AFHs typically have 3-4 beds and CBRFs have 5 or more. The CBRF with the largest capacity is Stoney River, located at 1204 West McMillan Street, with 60 beds. The Stoney River Memory Care facility is located at 1606 North St. Joseph Avenue, has 32 beds and specializes in memory care for those with dementia and Alzheimer's.

### **Cemeteries**

There are three cemeteries within the City of Marshfield: Gates of Heaven Catholic Cemetery, Immanuel Lutheran, and Hillside Cemetery City Cemetery (1110 North St. Joseph Avenue). The City takes care of all the digging and lawn maintenance for all three cemeteries. Less than 2/3 of the cemetery space is full, leaving ample room for needed growth on the existing site.

McMillan Memorial Gardens is a private cemetery located just outside the City in the Town of McMillan (M107 West McMillan Street).

### **Churches**

The Marshfield area is home to well over 30 places of worship that cover a wide variety of faiths, including: Baptist, Catholic, Church of Jesus Christ of Latter Day Saints, Evangelical, Islam, Jehovah Witnesses, Lutheran, Presbyterian, Methodist, Non-denominational, and Pentecostal.

### **Education**

Marshfield offers a variety of public or private educational opportunities. The Unified School District of Marshfield is a PK-12 district that serves approximately 4,000 students. It employs 383 teachers and support personnel. In addition to the School Forest environmental education center, the Marshfield School District has four elementary schools within the City limits, one rural school, one middle school one high school, and one alternative high school. The “Education Facilities & School District” Map 6.3 shows the location of the schools in the City and the school district area. There are currently no plans to build additional schools or add area to the school district however there are other projects such as outdoor learning areas and athletic complexes that are currently being planned. Tables 6.9, 6.10, and 6.11 provide more detailed information regarding each school.

Table 6.9: Marshfield Public Elementary Schools

Elementary Schools
<ul style="list-style-type: none"> <li>• Grant Elementary School, 425 West Upham Street (681 students). Constructed in 1992. Total square feet is 81,600 with a designed capacity of 850 students, which is the largest student capacity of all elementary schools in the School District of Marshfield. Grant Elementary features 33 classrooms, cafeteria/commons area (seating capacity 216), and a multi-purpose room/gym (seating capacity 900). Grant Elementary's land plot is 24.6 acres.</li> <li>• Washington Elementary School, 1112 West 11<sup>th</sup> Street (357 students). Washington Elementary School was constructed in 2006, and it also features an energy-efficient building design. The plot of Washington Elementary contains 11.43 acres of land. The school contains 25 classrooms and a multi-purpose room (seating capacity 600). In the summer of 2016, a 5,200 square foot outdoor learning center was constructed.</li> <li>• Lincoln Elementary School, 1201 East 17th Street (340 students). Lincoln Elementary was constructed in 1957, with additions and remodeling in 1968 and 2006. Additions and remodeling in 2006 transformed the school into an energy-efficient building. The area (square feet) is 43,108 with a designed student capacity of 500. The total acreage is 9 acres. Lincoln contains 25 classrooms and a multi-purpose room (seating capacity 600).</li> <li>• Madison Elementary School, 501 North Apple Avenue (343 students). Newly constructed in 2006, Madison Elementary School features a more energy-efficient building design. The total area (square feet) is 50,134 with a designed capacity of 500 students. The building contains 25 classrooms and a multi-purpose room (seating capacity 600). Madison Elementary sits on 17 acres of land.</li> <li>• Nasonville Elementary School, 11044 Highway 10 (292 students). Constructed in 2001. Total square feet of 40,205 with a designed capacity of 475 students. Nasonville features 19 classrooms and a multi-purpose room (seating capacity 600). The total acreage at Nasonville Elementary is 10 acres.</li> </ul>

Source: School District Central Office; School District Website, 2016

Table 6.10: Marshfield Public Middle School, High School, and Alternative School

<b>Middle School, High School, and Alternative School</b>
<ul style="list-style-type: none"> <li>• Marshfield Middle School, 900 E 4th Street (586 students). Constructed in 1939 with additions and remodeling in 1968, and again in 1993. There are 19.41 acres of land at the Middle School. The area (square feet) of the middle school is 115,740 with a designed capacity of 900 students. Facilities included 34 classrooms, two gymnasiums (combined seating capacity 1,200), and a multi-media center (seating capacity 284). The building was placed on the State and National Historic Registers on April 6, 2005. In 2013, an atrium area constructed to provide a front security entrance to the building. Additional remodeling and improvements were made to the building around that time. The Middle School is also the location for the track and football stadium. Current efforts are underway to identify ways of upgrading both facilities.</li> <li>• Marshfield High School, 1401 Becker Road (1,219 students). The Marshfield High School graduation rates are well above the national average at 96% with over 61% of the 2015 graduating class continuing with post-secondary education. The District operates an extensive career and technical program as well as concurrent enrollment options with local institutes of higher education. Constructed in 1968 with additions and remodeling done in 1994 and 2006. The area (square feet) of the building is 297,985 with a designed capacity of 1,400 students. The high school features 79 classrooms, an auditorium (seating capacity 642), field house and auxiliary gymnasium (seating capacity 3,400), cafeteria (seating capacity 350), library (seating capacity 180), and multi-media room (seating capacity 205). The total acreage at the Senior High School is 60 acres. Outdoor facilities include practice fields, 8 tennis courts, and a baseball diamond.</li> <li>• Marshfield Alternative High School, 107 E. Third Street (individualized learning, small group instruction, and self-paced curriculum). The Alternative School is located in the Chestnut Center for the Arts. Approximately, 50-60 students per year are enrolled in the program. On average, 25 students graduate each year.</li> </ul>

Source: School District Central Office; School District Website, 2016

Marshfield also has a number of private educational facilities (with approximate student body size).

Table 6.11: Marshfield Private Schools

Private Schools
<ul style="list-style-type: none"> <li>• Immanuel Lutheran Grade School (Elementary), 604 S Chestnut Ave (75 students).</li> <li>• Trinity Evangelical Lutheran School (Elementary), 9529 State Highway 13 (71 students).</li> <li>• Saint John Grade School (Elementary), 307 N Walnut Ave (169 students).</li> <li>• Our Lady of Peace Intermediate School (Elementary), 1300 W 5th St (87 students).</li> <li>• Columbus Catholic Middle School, 710 S Columbus Ave (91 students).</li> <li>• Columbus High School, 710 S Columbus Ave (135 students). Total system enrollment for Columbus Catholic Schools (includes Our Lady of Peace and St. John's) is 482 students.</li> </ul>

Source: Enrollment Numbers Provided by the Schools, 2016

Marshfield is also home to two postsecondary education facilities: Mid-State Technical College and UW-Marshfield/Wood County.

Mid-State Technical College, located at 2600 West 5<sup>th</sup> Street, is one of 16 colleges in the Wisconsin Technical College System, offers associate degrees, technical diplomas, and certificates in a variety of high-demand fields. With campuses in Marshfield, Stevens Point, and Wisconsin Rapids, and a learning center in Adams, the college district serves a resident population of approximately 165,000. Mid-State's supportive environment, state-of-the-art technology, and faculty with professional experience in the fields they teach provide Mid-State graduates with real-world skills, knowledge, experience, and confidence they need for an in-demand career. FTE (full-time equivalent) for the Marshfield campus is about 350. The total student count in any given year is 2000-2500. This includes full and part-time students as well as those who may take only one course. About 70% of students attend on a part-time basis (less than 12 credits). The programs with the highest enrollment on the Marshfield campus are Business Management, Nursing, and several of the allied health programs such as Surgical Technologist, Medical Assistant, and Respiratory Therapy.

The current facility for the Marshfield Campus was built in 1991 and an addition was added in 2007 for a total of just less than 50,000 square feet which houses offices, classrooms, computer labs, Learning Commons/Library and several specialized labs for hands-on instruction.

Founded in 1963, the University of Wisconsin-Marshfield/Wood County, located at 2000 West 5<sup>th</sup> Street, prepares students for success at a baccalaureate level of education by providing a



liberal arts general education that accessible and affordable. Students can choose to continue to earn their degree locally with UW-Marshfield/Wood County with several Bachelor degree programs offered in collaboration with UW System partners. As one of the 13 campuses of the University of Wisconsin Colleges, the university grants the Associate of Arts and Science degree, which satisfies the general education requirements of the baccalaureate campuses in the UW System. Students who participate in the Guaranteed Transfer Program are guaranteed admission as juniors to their chosen UW campus. In fall 2014, 615 students were enrolled with half of the students taking a full-time course load of 12 or more credits. In the 2015-2016 academic year, 165 classes in the fall and 163 classes in the spring were offered for degree seeking or remedial students.

UW-Marshfield/Wood County broke ground to expand and remodel the student area and arts building in 1997. The project was complete and open for use in 1998. The full scope included adding a student lounge and dining (now referred to as the Commons), bookstore, fitness center, increased area for the theater backstage, new art and music studios and three distance education classrooms. The most recent addition occurred in the fall 2002 to connect the science and art buildings. This space, referred to as the Connector, includes a lecture hall and distance education/computer lab.

The campus features an art gallery, distance education classrooms, an arena-style Black Box Theatre, the 340-seat Helen C. Laird Theatre, the 90-seat Black Box Theater, enhanced space for drama, art and music, a full-size gymnasium, computer labs, lounge and fitness center. Outdoor recreational facilities included lighted tennis courts, soccer and football fields, and a baseball diamond in addition to the Arboretum and Woodlands.

Student housing called “The Villas”, was completed in the fall of 2014 and is privately owned and operated by Bluffstone, Inc. Located across the street from the campus, this three-story complex, houses 24 apartment style suites, each with 4 bedrooms, and two baths. It is fully furnished and includes a kitchenette with appliances, and living room. The main purpose of the facility is to providing housing for the students attending UW-Marshfield/Wood County, but to also serve students attending Mid-State Technical College, interns at the medical complex, and/or in other educational programs.

### **Childcare Facilities**

Two referral agencies, Child Care Connection, Inc., and Child Care Resource and Referral have combined to form Childcaring. Childcaring in Wisconsin Rapids and Wausau links families, childcare programs, employers and communities in Wood, Adams, Clark, Marathon, Langlade, Lincoln and Taylor Counties.

In the Marshfield area, there are 37 providers (which include head starts, preschools, before and after school programs and centers) with a total childcare capacity of 1,367. Recently, North Wood County has been going through a trend of losing providers and childcare capacity. In 2010

there were 73 regulated programs and today, there are only 43 providers. Similarly, the capacity in North Wood County has also declined from 2010 from having 1,523 slots available to just 1,386 today. There appears to be a need for more childcare services in the area, especially for children under the age of two. The City does not control the level of childcare facilities in the community, but should try to support new facilities when they are proposed in appropriate settings to keep up with demand. The State of Wisconsin does not require licensing for facilities that provide care for less than 4 children; therefore, the State does not provide a record or database of how many of those facilities are located in the Marshfield Area.

## Parks and Recreation Facilities

The City of Marshfield has an excellent network of park and recreation facilities, including the Wildwood Park and Zoo. In addition, thousands of acres of quality recreational lands for hunting, fishing, camping, cross-country skiing and snowmobiling exist in the surrounding area.

### City Park Facilities

The City's Comprehensive Outdoor Recreation Plan (updated in 2014) provides a detailed description of the park system. In addition to a wide variety of facilities, there are a number of organizations, including the Parks and Recreation Department that cooperatively use the facilities and provide programming for the various activities. Those groups include: The Marshfield Area Softball Association, Marshfield Youth Soccer Association, Marshfield Area Youth Hockey Association. Marshfield has extensive recreational resources. In this existing conditions inventory and analysis, the parks are classified into three sections: City Park Facilities, State Wildlife Areas, and Other Publicly-Owned Park and Open Space Areas.

A comprehensive list of amenities in each park is available in the Comprehensive Outdoor Recreation Plan. One of the most recent additions to the Wildwood Zoo include the expansion and development of the JP Adler Kodiak Bear exhibit that opened in October, 2015. The Comprehensive Outdoor Recreation Plan also identifies potential areas for future parks as the community develops and also provides a timetable for future park improvements. One of the future projects with a lot of interest is the potential replacement of the municipal pool. Currently, there is a committee looking at options for a new pool and/or aquatic center, the desired amenities, and possible locations for the facility. There is definitely a strong interest and community desire for a new aquatic center.



*JP Adler Bear Exhibit in the Wildwood Zoo*

Table 6.12 provides an inventory summary of the public park facilities in Marshfield.

Table 6.12: City of Marshfield Public Park Facilities

Name	Type	Size (acres)	Location	Amenities
Grant Park	Mini-Park	1.56	Doege and Cleveland St	Picnic Tables, Playground
Pickle Pond Park	Mini-Park	1.50	Peach Ave and Arnold St	Sandlot Backstop, Ice Skating Warming House
Northern Hills Park	Mini-Park	0.35	Shawano Dr	Picnic Tables, Playground
Benedict Park	Neighborhood Park	2.20	Heide Ln and Waushara Dr	Playground, Basketball Court
Forest Ridge Park	Neighborhood Park	3.13	Blodgett St and Fairview Dr	Playground, Sandlot Backstop, Basketball Court
Braem Park	Community Park	33.34	Cedar Ave and Ives St	Playground, Walking Trails, Nature Area, Tennis Courts, Horseshoes, Disc Golf, Softball Field
Griese Park	Community Park	27.92	29th St	Playground, Walking Trails, Tennis Courts, Soccer Fields, Horseshoes, Disc Golf, Softball Diamond
Marshfield Fairgrounds	Community Park	47.91	Peach Ave and 14th St	Playground, Softball Diamonds, Batting Cages, Exhibition Buildings, Grandstand
Steve J. Miller Recreation Area	Community Park	21.32	Oak Ave and Veterans Pkwy	Baseball Fields, Community Center, Playground, Tennis Courts, Batting Cages
Wildwood Park	Community Park	157.56	Roddis Ave and 17th St	Pavilion, Zoo, Playground, Walking/Biking Trails, Fishing Area, Nature Areas, Swimming Pool
Conner Park	Nature Areas	5.60	Blodgett St	Walking/Biking Trails
Joe and Bernadine Weber's Nature Park	Nature Areas	37.11	Holly Ave and 5th St	Picnic Shelter, Walking/Biking Trails
Hamus Nature Preserve and Recreation Area	Nature Areas	27.94	Hamus Dr	Picnic Shelter, Walking/Biking Trails, Fishing Area

Source: City of Marshfield Comprehensive Outdoor Recreation Plan, 2014

Table 6.13 provides an inventory summary of the special use, private, school, and other recreation facilities in Marshfield.

Table 6.13: City of Marshfield Special Use, Private, School, and Other Recreation Facilities

Name	Type	Size (acres)	Location	Amenities
Columbia Park	Special Use	2.49	Chestnut Ave and Arnold St	Band Shell, Picnic Tables
Praschak Wayside Park	Special Use	6.78	Central Ave	Picnic Tables, Nature Area
Strohman Park	Special Use	0.18	Central Ave and 6th St	Picnic Tables, Walking Paths
Veterans Memorial Park	Special Use	1.95	7th St and Park St	Picnic Tables, War Memorial
Hardacre Park	Special Use	0.05	Central Ave and 5th St	Mural, Landscaping
Grant Elementary	School Park	13.84	Walnut Ave and Upham St	Playground
Lincoln Elementary	School Park	6.73	Felker Ave and 17th St	Playground
Madison Elementary	School Park	14.18	Palmetto Ave and Doege St	Playground
Washington Elementary	School Park	13.82	Schmidt Ave and 11th St	Playground
Marshfield Middle School	School Park	20.52	Palmetto Ave	Ropes Course, Tennis Courts, Football Stadium, Track
Marshfield High School	School Park	55.97	Becker Rd	Football Fields, Softball Fields
Curling Club	Other Recreation Facilities	0.43	Vine Ave and 14th St	Indoor Curling Facility
Henry Praschak Memorial (Private)	Other Recreation Facilities	0.15	Central Ave	Statue
UW Athletic Fields	Other Recreation Facilities	27.60	8th St	Soccer Fields, Tennis Court, Sandlot Backstop
CWSFA Grounds	Other Recreation Facilities	19.20	Vine Ave and 14th St	Camping, Indoor Ice Arena, Horse Arena, Dog Park, Horse Barns, Animal Wash Rack

Source: City of Marshfield Comprehensive Outdoor Recreation Plan, 2014

### State Wildlife Areas

There are four state wildlife areas within a short drive of Marshfield that offer acres of passive recreational land available to Marshfield residents. A summary of information on the state wildlife areas is shown in Table 6.14.

Table 6.14: State Wildlife Areas

Name	Size (acres)	Recreational Opportunities	Habitat	Wildlife to be Found There
McMillan Marsh	6,500	Hiking, bird watching, and trapping	Marsh, grasslands, and lowland forest	Waterfowl, grouse, pheasants, deer, rabbits, wood cocks and raptors
George W. Mead	33,000	Hiking, bird watching, and trapping	River, marsh and lowland forest	Waterfowl, grouse, deer, rabbits, wood cocks, squirrels, trumpeter swans and raptors
Sandhill Wildlife Area	9,150	Hiking, bird watching, and berry picking	Marsh and lowland forest	Deer, waterfowl, squirrels, woodcock, sandhill cranes, trumpeter swans and Karner blue butterflies
Wood County Wildlife Area	21,000	Hiking, bird watching, and berry picking	Marsh and lowland forest	Ducks, grouse, deer, rabbits, squirrels, wood cocks, sandhill cranes, sharptail grouse and Karner blue butterflies

Source: Wisconsin Department of Natural Resources, 2016

### Other Publicly-Owned Park and Open Space Areas

In addition to the parks that are currently developed, the City owns several other properties that have potential for recreation opportunities and improvements.

#### ***South Well Field – Managed by Marshfield Utilities***

This 119.68-acre well site is an open area that functions to protect the City’s water supply. Most of the site is wetlands, which are a tributary to Mill Creek. Because of the need to preserve the groundwater aquifer, intensive recreational use of this site is limited so it is most suitable as a natural area. The Mill Creek Trail travels through this area from 29<sup>th</sup> Street south to the Mill Creek Business Park.

#### ***Walnut Street Stormwater Detention Basin – Managed by the Public Works Department***

This 8.85-acre site was constructed in 1991 to help address the increased need for stormwater control measures due to increased development of the northwest quadrant of the City. Except for brief periods during significant rainfalls, the site is used for recreational activities such as softball and soccer practices and games, and sledding during the winter months. In 1996, the Parks and Recreation Department created a full size soccer field for use by schools and adult soccer teams. Two small soccer fields were recently added. This site is managed by the Public Works Department with the Parks and Recreation Department responsible for the maintenance and scheduling of the soccer fields.

### Charities and Community Service Organizations

Marshfield has a variety of charity organizations that help those in need whether its services, education, income, or health. Community Service Organizations provide a way for people to be actively involved in

the community and positive contributors to society. Both are vital to the development of the community.

## 6.3 Planning and Future Improvements

### Sanitary Sewer Service/Waste Water Treatment Plant

As the environmental laws change with time, the major new limit on the horizon is the reduction of Phosphorus. This is driven by the algae blooms in the waters of the state. Lowering of the phosphorus going into the water is the method to solve the problem. The new limit will not be known until 2017 or later, but it will be a cost to the people in the City and landowners in the country. The actual cost will not be known until the limits are allocated. The two options are with additional of new technology to the treatment plant or to work with the agriculture community and other departments in the city. Adding entire new processes to the treatment plant will be the most expensive, but has some advantages. The least expensive will be working alongside the agriculture community to retain the nutrients on the land.

There have not been any bottlenecks identified in the system that would limit capacity for future growth. The Wastewater Department has been lining sewer mains to extend their life and increase capacity by reducing inflow and infiltration into the system. Cured in Place Pipe (CIPP) Lining has proven to be a cost effective tool in extending the life of sanitary pipe into the next century. The other benefit is that it reduces the rapid infiltration of groundwater into the sanitary main. In the past, this rapid increase in flow has surcharged the system in residential areas and sent sewer backups into homes. By eliminating this condition, those areas are now flowing well. The program of CIPP lining has been a main part of the Capital Improvement Plan and must be continued into the future.

Future growth will expand the sanitary sewer system, but it will be important to focus new development in areas that can be served without adding costly lift stations. The “Future Sewer Service Area” Map 6.4 has identified approximate areas of future development that can likely be served by the existing system without adding lift stations. The map is based on the elevations of the existing system, slope needed for the area to be served by gravity, and the elevation of the surrounding terrain. Additional study will be needed in some areas for a more accurate determination.

### Water Distribution System

As discussed under the assessment of existing conditions, the primary components that make up the water distribution system include: groundwater and wells, four booster pumping stations, five storage reservoirs, a water treatment facility, and transmission and distribution watermains, including hydrants. Future needs of the water distribution system are identified below:

#### Future Well Capacity Needs

According to the Marshfield Utilities Water System Master Plan, to meet the future growth needs, total water supply is recommended to meet the design maximum day demand of 6.0

million gallons per day (mgd) and total water storage is recommended to meet 30 percent of maximum day or approximately 1.8 mgd. The following future water supply and storage capacities are required in the individual pressure zones: 5.0 mgd of water supply and 1.5 mgd of water storage in the Primary Pressure Zone and 1.0 mgd of water supply and 0.3 MG of water storage are required to meet future water demands in the High Pressure Zone. Current firm capacity is 4.69 mgd; therefore, an additional 1.31 mgd is needed to achieve the 6.0 mgd. The majority of the City falls within the Primary Pressure Zone, which is roughly defined as south of Veterans Parkway and east of Oak Avenue. The proposed future firm capacity for this zone is 4.8 mgd. Additional wells will be needed to achieve that capacity level. The High Pressure Zone is an area that roughly runs from the eastern border of the medical campus to the northwest, north of Veterans Parkway. The proposed future firm capacity for this zone is 1.2 mgd. An additional well will be needed in the South Wellfield to achieve this desired capacity level.

### **Future Water Distribution System Needs**

Marshfield Utilities currently does not have an exact count on the number of lead water laterals; however they are in the process of getting an exact count. Water service lateral types are being recorded as part of the survey they do when inside each house installing the new AMI meters. It is known that lead was widely used as water service materials until WWII (about 1945). Looking at the assessor records, it is estimated that approximately 2,000 houses were built prior to that date and that is the number used as an estimate for the number of lead services in Marshfield. That exact number will be determined once the AMI installation project is complete. This information is being mapped through GIS.

Marshfield has basically 3-types and about 144 total miles of watermain. Sand Cast Watermain was installed from 1903 to about 1945. There is approximately 27 miles of this type of pipe. This pipe is a thick walled pipe that is fairly robust but is approaching the end of its 100 year design life. Replacement of this pipe should be done after the replacement of the spun cast watermain is completed.

Spun Cast Watermain was installed from 1945 to 1967. This is the pipe that was installed during the rapid growth period following WWII. This pipe is thin walled and brittle and is the pipe that we have the most problems with, as does the entire United States. We have 33.8 miles of spun cast watermain and this is our highest priority of watermain to replace. Marshfield Utilities has requested a rate increase to help pay for the watermain replacement project, to either replace or line old spun cast watermains. If approved, between borrowing and raising additional revenue, the Marshfield Utilities would be able to replace approximately \$1,000,000 of watermains per year.

Ductile iron watermain has been installed in Marshfield since 1967. There is about 80.6 miles of ductile iron watermain and we have few problems with this material. This watermain can be replaced on a normal 70-100 year schedule.

This leaves about 3 miles of watermain that is a mix of copper, HDPE and PVC that can be replaced on a normal 70-100 year schedule or as part of street reconstruction projects.

The Marshfield Utilities Water System Master Plan has identified areas of inadequate fire flow. Fire flows based on land use are not always as accurate as desired and therefore fire flow availability should be reviewed with Fire Officials based on occupancy use and building construction for future development.

As the city grows, additional wells will need to be drilled to provide adequate drinking water. As stated earlier in this chapter, Marshfield Utilities has identified future wellfields and has acquired the land.

### **Stormwater Management System**

The next requirement on the horizon for stormwater management is total phosphorous (TP) reductions. The Wisconsin River watershed is being studied right now and it is anticipated that the City will be required to see the TP reduction rates coming in 2017. These requirements are being set by the federal government (EPA) and have the potential of costing the City millions in stormwater improvements to reach these new requirements.

Additionally new BMPs will be added to the system as new development takes place.

### **City Hall**

The total building space in the current City Hall is just over 70,000 square feet. This includes other commercial/office space. Based on a recent space needs analysis for City Hall, space needs for a new City Hall would be approximately 23,000 square feet. Currently, the City is exploring the possibility of purchasing the Forward Financial Bank building, located at 207 West 6th Street as a future City Hall. The proposal would then allow the current City Hall building to be sold to add additional desirable uses downtown.

### **Community Center**

The former library is slated to become the Community Center. Located at 211 East 2<sup>nd</sup> Street, the former home to the library, opened in 1960 with an addition in 1985 that more than doubled the original space. The existing Library has 36,112 square feet of space. 22,000 square feet of that space is the library proper on the main floor. The rest is located on the lower level and is comprised of meeting room space, home of the Marshfield Center for History, and storage. The City is still going through the process of identifying the future uses of the main floor of the facility.

The Community Center would provide meeting room spaces for public organizations and rooms for senior citizen activities (billiard, exercise, crafts and cards) are expected to be part of the mix. The Marshfield Military Museum, in the basement is expected to remain when the space is converted into the Community Center. Space for the Aging & Disability Resource Center is under consideration, as is space for the Parks and Recreation Department.



## **Aquatics Center/Pool**

The current municipal pool, Hefko Pool, built in 1933, is dated and deteriorating. The Marshfield Parks and Recreation Department is in the process of exploring options to replace the aging facility. The site and scope of the project has yet to be determined, but it has been identified in the Comprehensive Outdoor Recreation Plan and Resident Survey as a desired future improvement.

## **Education**

Below is a list of future projects identified by the education facilities in Marshfield.

### **UW-Marshfield/Wood County**

Current project consists of the design and construction of a new (approximate) 17,943 square feet, two-story Everett Roehl STEM (Science, Technology, Engineering, and Math) building on a proposed site of approximately 1 acre, and renovation of the existing 1964, 21,167 square feet, two-story Aldo Leopold Science facility at the University of Wisconsin Marshfield/Wood County campus. The Campus' priority is to upgrade STEM facilities to provide students a cutting-edge education in science, technology, engineering, and math. Phase I (began summer 2016) includes the design and construction of the new Everett Roehl STEM building, and anticipated to be complete by summer of 2017. The building includes the following spaces: a chemistry lab, microbiology lab, prep rooms and offices, study areas, a classroom, a large multipurpose room, conference rooms, student areas, an entrance/welcome area, a kitchenette, restrooms, and an elevator. Phase II (to begin June 2017) includes the renovation of the existing 1964 Aldo Leopold Science facility, with the renovation to be complete by summer 2017. Initial renovations will convert the science labs to classroom space. Eventually, future renovations are anticipated to include the greenhouse and headhouse, classrooms, offices and storage, labs, distant education and technology upgrades, meeting rooms, restroom upgrades, and mechanical spaces.

Future projects include upgrading the Helen Connor Laird Theatre and the performing arts support areas. In addition, plans include upgrades to the physical education facility locker rooms and fitness center. The campus Capital Improvement Plan also includes improvements to the commons area and kitchen, administration buildings, and also repair and maintenance to outside parking lots, roofs, and windows.

### **Marshfield Public Schools**

The Marshfield School District has been investigating the possibility of developing a new athletic complex. The scope and location for the project are still being considered. The School District may be looking to rezone the Senior High, Madison Elementary, and surrounding properties owned by the School District to Campus Development and encouraged to develop a Campus Master Plan. Eventually all schools could be rezoned to Campus Development and include Campus Master Plans.

Other projects such as outdoor learning centers and outdoor recreation facilities have also been identified throughout the school district.

### **Columbus Catholic High School**

Columbus Catholic High School is in the process of building additional science classrooms on the south end of the school. Long-term plans likely include upgrades to the gym and other athletic facilities.

## **6.4 Community Values**

### **Quality of Life**

- In the Resident Survey, respondents were asked to choose their top three priorities for new Marshfield recreational opportunities. Bike/walking trails, year-rounds sports complex, and outdoor swimming pool were the top three priorities.
- Municipal services and facilities need to be available and accessible equitably to all people regardless of race, color, religion, sex, sexual orientation, marital status, national origin, ancestry, familial status, source of income, or disability.
- Marshfield has continued to offer an excellent school system, K-12 and post-secondary, which is critical in maintaining and attracting top level employees that have or are interested in starting a family.

### **Health and Safety**

- Safe drinking water is vital to a healthy community.
- Marshfield is considered a safe community and maintaining quality emergency services is important to residents.
- Over half the respondents from the Resident Survey felt “Low crime/safe neighborhoods” were an important factor in a healthy community.

### **Economic and Environmental Sustainability**

- Expansion of infrastructure should be done in the most efficient and cost effective manner.
- Sustainability is an important factor when considering new or expanded community facilities.

### **Community Design**

- Designing facilities that fit the surrounding neighborhood is important for new community facilities such as schools, churches, medical facilities, and municipal buildings.

## Timetable for Improvements

Table 6.15: Timetable for Improvements - Utilities

Utilities	Timeframe	Comments
Sanitary Sewer Service and Wastewater Facility	Ongoing	<ol style="list-style-type: none"> <li>1. Projected/planned growth is within the design capacity of treatment facility (according to general growth projections and capacity information in Sanitary Service Plan). Ongoing monitoring is necessary.</li> <li>2. Explore the feasibility of replacing aging clay laterals. Identify replacement opportunities, especially as they coincide with other road improvement projects.</li> <li>3. Need to develop a service plan for new industrial and commercial areas.</li> </ol>
Marshfield Utilities Water System	Ongoing Medium-Term	<ol style="list-style-type: none"> <li>1. Projected/planned growth is within the system capacity. Ongoing monitoring is necessary.</li> <li>2. Continue to follow Wellhead Protection Plan Recommendations. Continue to update the document as needed.</li> <li>3. Replace lead water services in older areas of the city. Identify replacement opportunities, especially as they coincide with other road improvement projects.</li> <li>4. Coordinate water system capacity with planning for new industrial and commercial areas.</li> </ol>
Stormwater Management	Ongoing	<ol style="list-style-type: none"> <li>1. Update Stormwater Ordinance to meet applicable state and federal requirements.</li> <li>2. Incorporate Best Management Practices (BMPs) when new development takes place.</li> </ol>
Marshfield Utilities Electric System	Ongoing	<ol style="list-style-type: none"> <li>1. Work with the City on future expansion of the main office to avoid conflicts regarding future plans for the pool.</li> <li>2. Evaluate and monitor the need for new substations.</li> <li>3. Promote underground facilities where practical in existing areas on rebuilds.</li> </ol>
Natural Gas Services	Ongoing	<ol style="list-style-type: none"> <li>1. Continue expansion of subdivisions where utilities lines are underground.</li> </ol>
Solid Waste/Recycling	-	<ol style="list-style-type: none"> <li>1. Consider expanding recycling opportunities- especially as new service contract is negotiated for waste pick up.</li> </ol>
Telecommunication Facilities	Ongoing	<ol style="list-style-type: none"> <li>1. Continue to monitor statutory requirements to ensure City codes are compliant.</li> <li>2. Require cell phone companies to collocate on existing facilities where feasible and encourage companies to direct new facilities to areas that lack coverage.</li> </ol>

Table 6.16: Timetable for Improvements – Community Facilities

Community Facilities	Timeframe	Comments
City Hall	2018	2. Develop and implement plans for relocating City Hall to 207 W 6 <sup>th</sup> St.
Community Center	2017	3. Develop and implement plans for remodeling community center.
Police	Ongoing	1. Explore potential opportunities for shifting parking out of the municipal lot to the south (Central Lot). 2. Explore opportunities to provide police services to surrounding rural areas. 3. Facilities and feasibility study for new / expanded facility.
Fire and Rescue	Ongoing	1. Explore opportunities to provide Fire and EMS service to surrounding rural areas. 2. New station opened in August, 2010.
Library	Ongoing	4. New library opened in September, 2016. No additional facilities are needed at this time.
City Garage	Ongoing	5. Facilities and feasibility study for new location/redevelopment of existing garage site.
Health Care Facilities	2017-2020	1. Approve Campus Master Plan. 2. Continue to communicate on plans for future development in and around the medical campus.
Regulated Care Facilities	Ongoing	1. Track existing facilities and continue to support a range of living options for protected classes.
Cemeteries	Ongoing	1. Old Chapel – possible restoration. 2. Update columbarium regulations. 3. No additional land is needed at this time.
Schools	Ongoing Short-Term	1. The City and neighboring school districts should plan expansions in attendance areas in a manner that facilitates compact growth and encourages local community identity. In addition to enrollment and population projections, the City and the School District should consider collaboration on shared recreation services. 2. Consider campus development zoning for the high school if/when a new sports complex is considered.
Childcare Facilities	Ongoing	1. Consider zoning code amendments to allow more flexibility for childcare facilities.
Parks	Ongoing	1. Implement recommendations in the 2014 Comprehensive Outdoor Recreation Plan. Continue to emphasize the maintenance of existing facilities. 2. Look at upgrades to the current outdoor pool.

## 6.5 Goals, Objectives, and Programs, Policies, and Recommendations

### Utilities and Community Facilities

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#### Goal 6-1. Provide quality public services for the community.

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##### ***Objectives***

1. Maintain a high level of quality education in the Marshfield area.
2. Maintain public safety as a key component of Marshfield’s livability.
3. Maintain new and existing facilities in a cost effective manner at a level to ensure they are safe, accessible, in good repair, and function appropriately.

##### ***Programs, Policies, and Recommendations***

1. Support the educational services and entities in the community and consider regular communication efforts with the Marshfield School District, UW-Marshfield/Wood County, Mid-State Technical College, United Way, UW-Extension, Wood and Marathon Counties, the Everett Roehl Marshfield Public Library, and similar organizations on how the City can best participate in supporting those needs.
2. Review and consider the following plans when reviewing new development projects and update plans as required or as needed:
  - Sewer Service Area Plan
  - Stormwater Quality Plan
3. Maintain appropriate levels of police, fire, and emergency medical services. As the community continues to grow and redevelop, it will be essential to continually evaluate the need for potential expansion of services.
4. Share plans as appropriate with staff and the appropriate governing body when planning for future facilities and facility improvements or upgrades.
5. When adding or expanding larger municipal facilities, consider completing or following existing facility needs assessments prior to construction or acquisition to ensure new facility expansions are done appropriately and in a cost effective manner.
6. Only consider extending sanitary sewer and municipal water service to developments that are annexed to the City or part of a sanitary, water, or similar district plan that has been approved by the Common Council.
7. Continue Development Review Team reviews for new commercial, industrial, and multi-family development projects to ensure developments are compatible with existing City plans and services.
8. Support and implement best management practices (BMPs) that promote improved storm water quality to meet the MS4 permit requirements.
9. Consider expanding recycling opportunities - especially as a new service contract is negotiated for waste pick up.

10. Monitor and maintain the solid waste disposal services to accommodate the needs and flow of the users.
11. Consider zoning code amendments to allow more flexibility for childcare facilities.
12. Continue utilizing Cured in Place Pipe (CIPP) Lining or newer technologies as they become available as well as consider other opportunities to reduce inflow and infiltration into the storm sewer system when feasible.
13. Encourage the larger entities such as the Marshfield School District to utilize Campus Development District zoning when appropriate to plan for larger scale projects.
14. Consider opportunities for high quality public gathering spaces in strategic areas such as Hardacre Park and the Wenzel Family Plaza in the downtown. Consider developing and incorporating a public engagement process when deciding on the location and design of the facilities.
15. Continue to utilize the Capital Improvements Program for long-range planning and budgeting for capital projects.

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**Goal 6-2. Direct future growth to areas where it is efficient and cost-effective to provide public services.**

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***Objectives***

1. Coordinate future development and redevelopment projects with the availability of existing or planned public utilities and facilities.
2. Protect property owners from inequitable taxes or service costs resulting from new development.
3. Support efforts to provide sewer and water service to developments within the City when feasible.
4. Consider municipal water supply, sanitary sewer, schools, fire-rescue, police, and related services when reviewing new development and redevelopment proposals.
5. Support the expansion of telecommunication facilities to provide quality services to area residents and businesses.

***Programs, Policies, and Recommendations***

1. Coordinating efforts with the City and Marshfield Utilities future projects upgrading or expanding utility services and tie their replacement with road construction projects when practical. Consider doing more street reconstruction to improve better long term construction and address underlying utility concerns.
2. Consider new development proposals on the basis of their fiscal impact, their impact on service levels, potential health impact, and the community's need for such a development.
3. Consider underserved areas when approving siting for telecommunication facilities. Work with cell tower companies to help identify underserved areas and aesthetic considerations.
4. Consider extending sewer and water services in unserved areas as private systems start to fail or when development warrants.
5. Identify areas for future growth and consider the following:

- Identifying areas of feasible and economical infrastructure expansion. Encourage new development to occur first in those locations where urban services and facilities can be most economically and efficiently provided. Limit the premature development of areas which are more difficult to serve.
  - Prohibiting the use of private streets for new subdivisions.
  - Prohibiting new major extraterritorial subdivisions in those future growth areas unless the property is annexed and include provisions addressing this in the Subdivision Ordinance.
  - Reviewing annexation recommendations in the Implementation Chapter when annexations are proposed.
  - To the extent feasible, locating new and expanded services near existing neighborhoods to encourage compact and efficient development patterns.
  - Requiring new developments to follow the City’s Stormwater Quality Plan and Construction Site Erosion Control requirements.
  - Requiring sidewalks and bike paths that connect to the existing network.
  - Following the recommendations within the Sewer Service Area Plan when reviewing new development proposals.
  - Incorporating Healthy Community Design Principals recommended by the Centers for Disease Control (CDC).
6. Discourage the installation and use of on-site wastewater treatment facilities (septic systems and holding tanks) where sanitary services are or will be available in the next 10-15 years.
  7. Continue to communicate with the health care facilities on the expansion and future growth of the medical campus and utilize the Campus Master Plans when looking at future infrastructure expansion.

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**Goal 6-3. Ensure that public facilities are properly located and fit within the surrounding neighborhood and are built in an environmentally friendly and cost effective manner.**

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***Objectives***

1. Provide quality public facilities that add value to the surrounding neighborhoods.

***Programs, Policies, and Recommendations***

1. Look at environmental impact and sustainability when developing new or expanding public facilities and encourage implementation of energy efficient designs.
2. Assess the impact of future community facilities on the surrounding neighborhood and communicate with the neighbors early on in the project.

## Parks and Recreation Facilities

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### Goal 6-4. Provide high quality park and recreation facilities to residents and visitors of Marshfield.

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#### ***Objectives***

1. Maintain existing facilities at a level to ensure they are safe, accessible, in good repair, and function appropriately.

#### ***Programs, Policies, and Recommendations***

1. When reviewing new or expanding facilities consider the following:
  - The level of service should meet or exceed the public’s expectations.
  - Impact on taxpayers.
  - How new or expanded facilities impact the future growth and quality of life of Marshfield residents and visitors.
  - The effects of parks and recreation on health, property values, and quality of life.
2. Consider the recommendations in the Comprehensive Outdoor Recreation Plan for expanding and maintaining new and existing park and recreation facilities and update the plan as required or as needed while considering the potential impact on health, property values, and quality of life.

## Charities and Community Service Organizations

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### Goal 6-5. Ensure residents have the services and support they need in the community.

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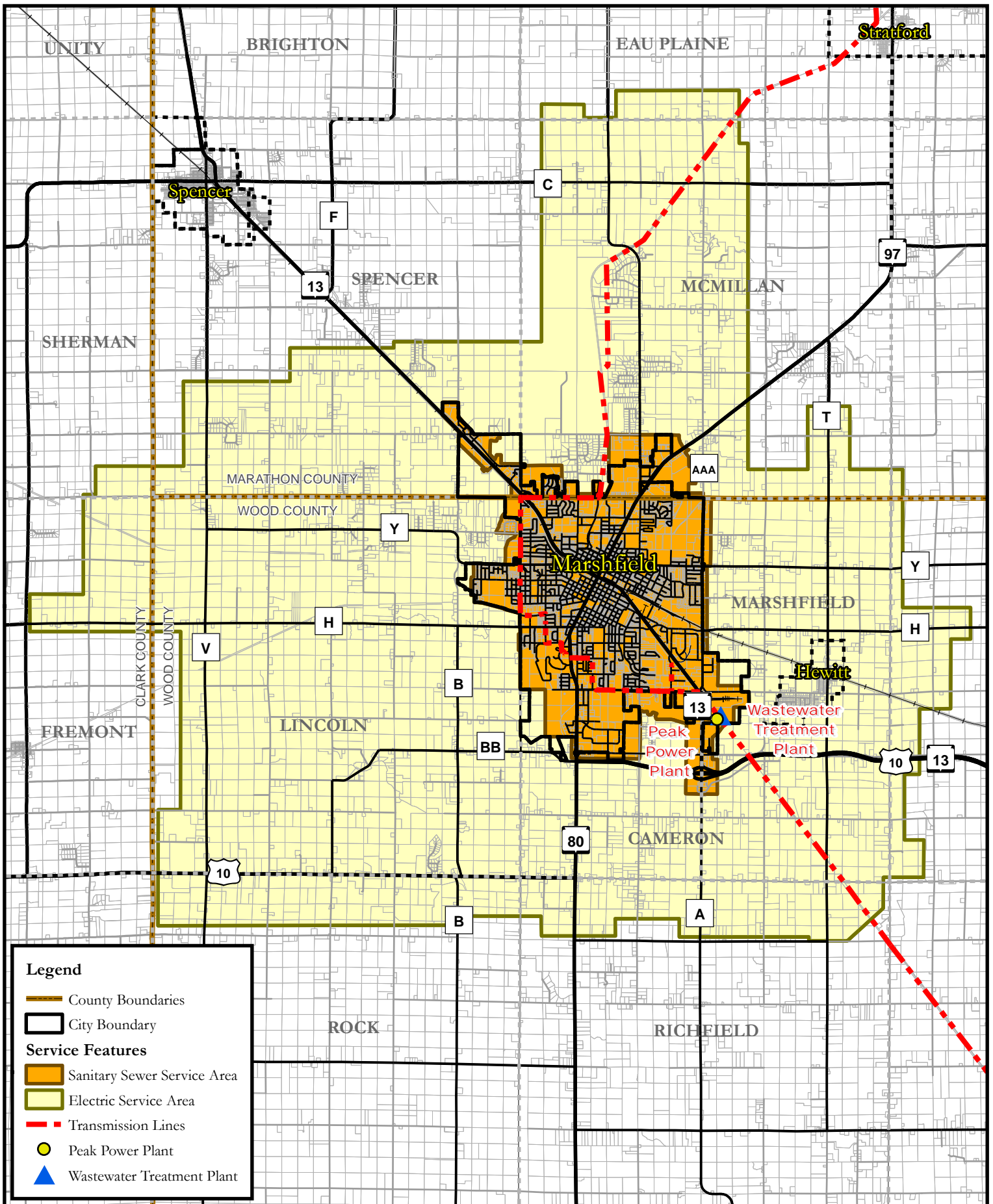
#### ***Objectives***

1. Communicate with charities and service organizations to understand the needs of the community.

#### ***Programs, Policies, and Recommendations***

1. Consider supporting the development of a joint committee of charities and community service organizations to help identify where community resources can best be utilized and consider the information in community assessments such as the CHIP (County Health Improvement Process) and others that may be available to assist with those recommendations.





**Legend**

- County Boundaries
- City Boundary

**Service Features**

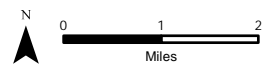
- Sanitary Sewer Service Area
- Electric Service Area
- Transmission Lines
- Peak Power Plant
- Wastewater Treatment Plant



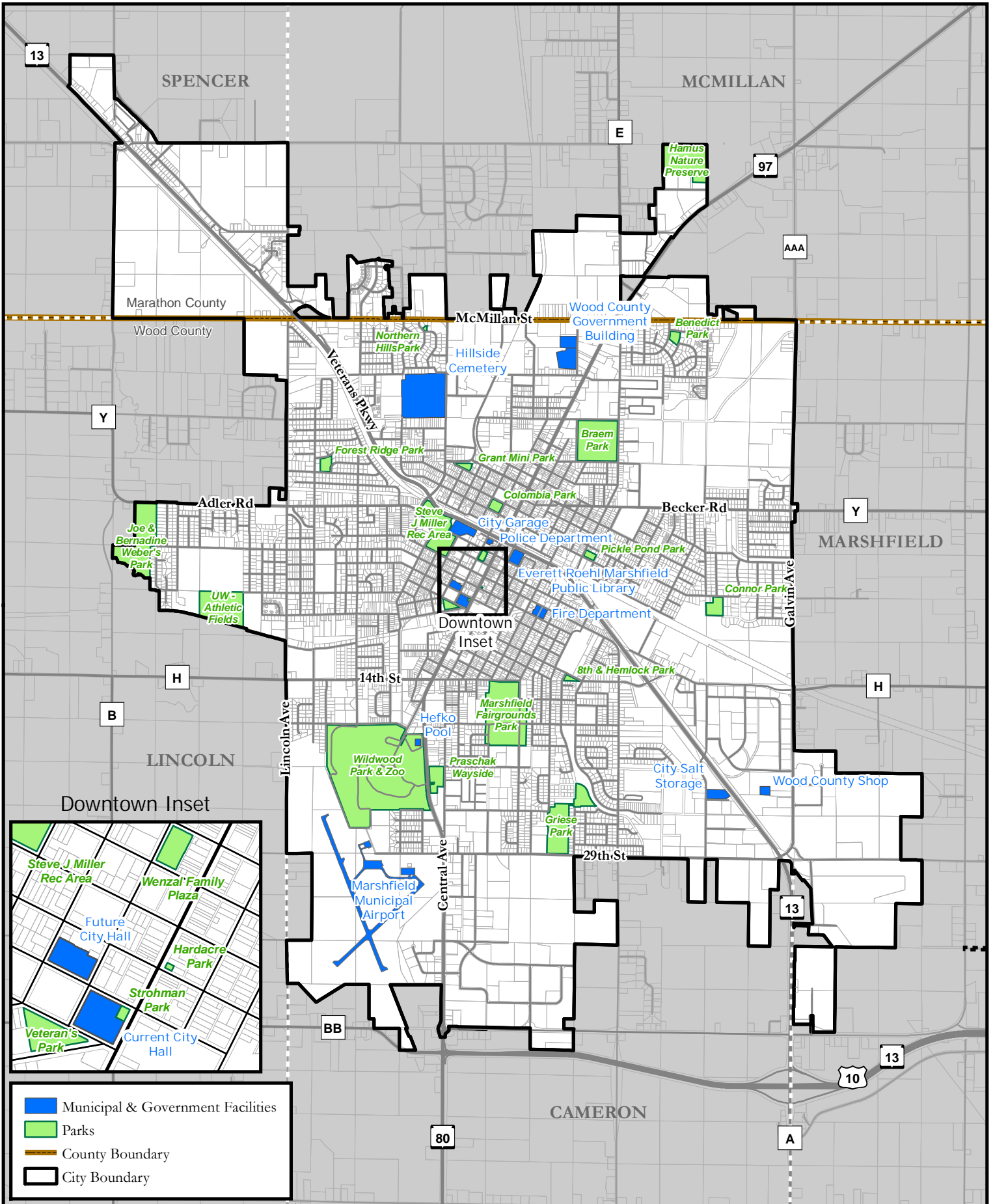
# Sanitary & Electric Service Areas - Map 6.1

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



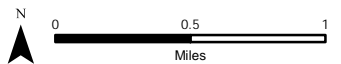
Sources: City of Marshfield GIS Dept.



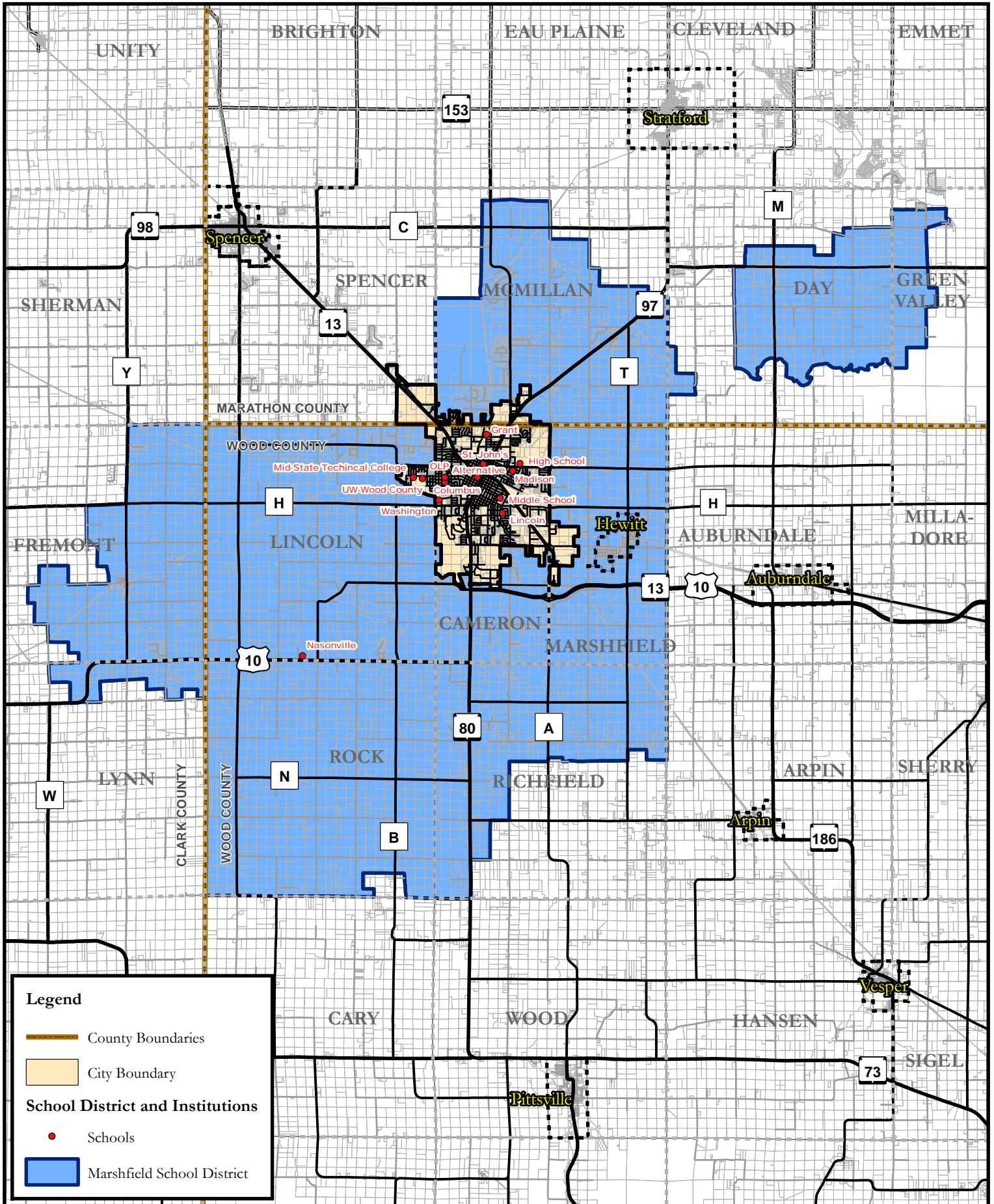
# Municipal & Government Facilities - Map 6.2

City of Marshfield - 2017 Comprehensive Plan





7/18/2017



Sources: City of Marshfield GIS Dept.



**Legend**

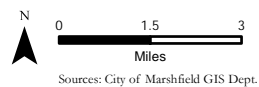
-  County Boundaries
-  City Boundary
- School District and Institutions**
-  Schools
-  Marshfield School District

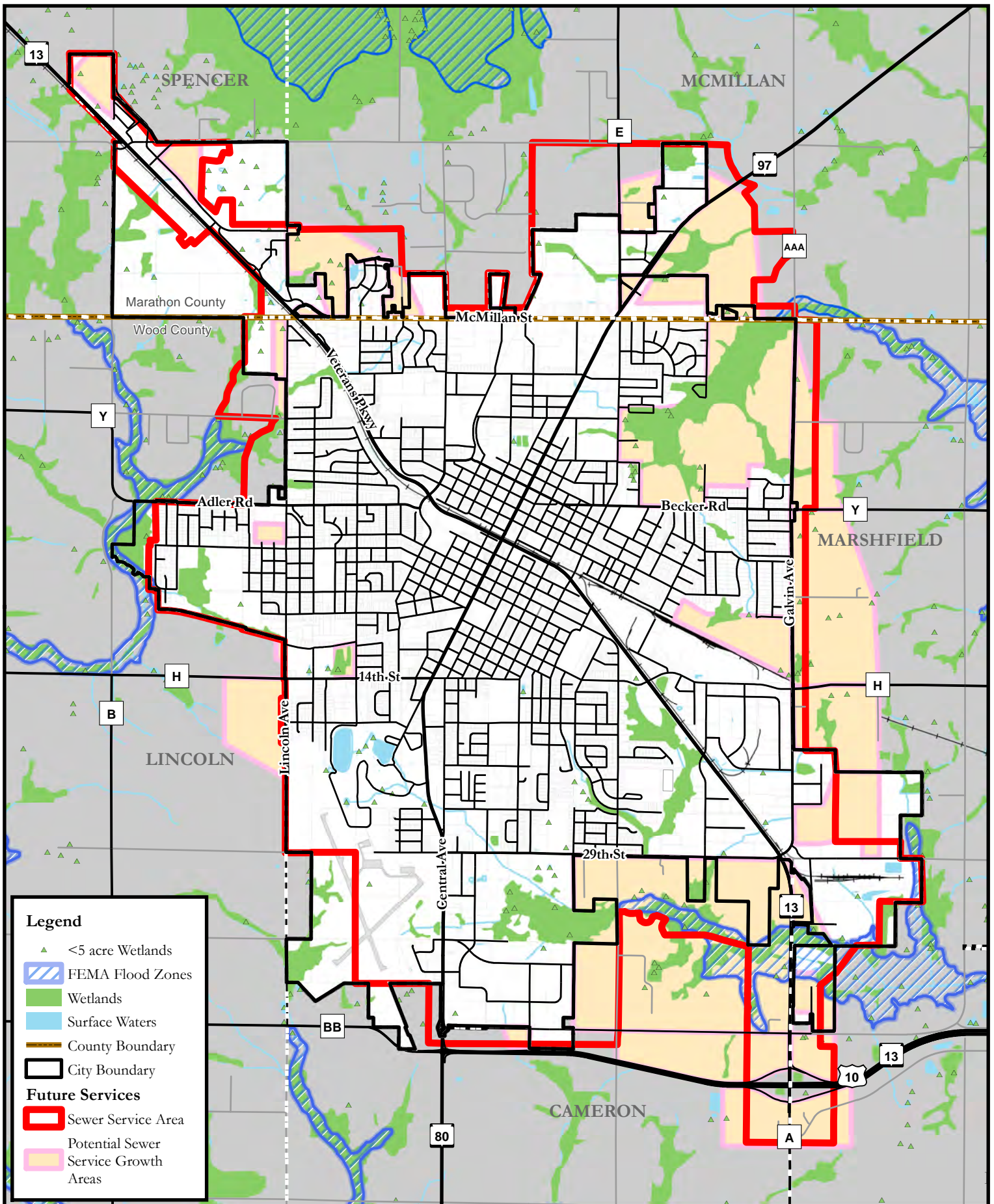


# Education Facilities & School District - Map 6.3

City of Marshfield - 2017 Comprehensive Plan

4/19/2017

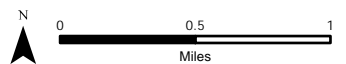




## Future Sewer Service Areas - Map 6.4

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



Sources: City of Marshfield GIS Dept.

# 7 Economic Development

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## 7.1 Introduction

Economic development has traditionally been viewed as increasing employment and income within a community. It involves the economic well-being of area residents. Conventional economic development strategies to attract new jobs to communities include providing incentives, loan or wage subsidies, and infrastructure investments. The providing of technical assistance and streamlined permitting are additional tools used to encourage firms to locate in an area. Increasingly, innovative strategies such as developing business incubators, providing research and development subsidies and developing joint public-private ventures are being used to encourage new local business formation and entrepreneurship.

Marshfield’s diverse local economy is comprised of a growing and highly respected medical service industry, combined with an expanding research, manufacturing, dairy food processing, wood products, distribution, and metal fabrication industries.

The Economic Development Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Economic Development
- Economic Development Projections and Future Growth
- Economic Development Strengths and Weaknesses
- Summary of Issues and Opportunities
- Economic Development Programs
- Community Values: Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design
- Goals, Objectives, and Programs, Policies, and Recommendations

## 7.2 Assessment of Existing Conditions

### Labor Force

Marshfield’s labor force is the portion of the City’s population age 16 and over that is employed, unemployed or actively seeking work. The character of the City’s labor force – the skills, education, aptitudes and availability of its population – represents one of the most important resources for existing and potential economic investors. According to the U.S. Census, 10,251 Marshfield residents were in the labor force in 2010. Over 88% of the workforce was private wage and salary workers. Additional

employment characteristics are described in Table 7.1. When comparing the City of Marshfield to the State of Wisconsin, Marshfield has similar employment status statistics. When comparing the class of worker, Marshfield has more residents working as private wage and salary workers than the State average, but fewer government workers and self-employed workers.

According to the most recent census, the workforce is nearly evenly split between males and females with females making up 50.4% of the total labor force.

Table 7.1: Employment Status of Marshfield Residents and State of Wisconsin, 2010

Employment Status	Number	Percent	Wisconsin Percent
<b>Population 16 years and over</b>	<b>15,081</b>	<b>100.0%</b>	<b>100.0%</b>
In Labor Force	10,251	68.0%	69.0%
Civilian Labor Force	10,211	67.7%	68.9%
Employed	9,651	64.0%	64.4%
Unemployed	560	3.7%	4.6%
Armed Forces	40	0.3%	0.1%
Not in Labor Force	4,830	32.0%	31.0%
<b>Females 16 years and over</b>	<b>8,114</b>	<b>100.0%</b>	<b>100.0%</b>
In Labor Force	5,164	63.6%	64.9%
Civilian Labor Force	5,134	63.3%	64.9%
Employed	4,894	60.3%	61.2%
<b>Class of Worker</b>	<b>Number</b>	<b>Percent</b>	<b>Percent</b>
Private wage and salary workers	8,526	88.3%	81.6%
Government Workers	771	8.0%	12.4%
Self-employed workers in not incorporated business	354	3.7%	5.8%
Unpaid family workers	0	0.0%	0.2%

Source: U.S. Census Bureau, 2010

Table 7.2 shows that Marshfield’s residents were primarily employed in the “Education, health and social services” industry (37.2%).

Other major industries in which Marshfield residents were employed were “Retail trade” (14.6%) and “Manufacturing” (13.1%). The two largest increases in percent of the labor force between 2000 and 2010 were “Educational services, and health care and social assistance” (increase from 33.1% to 37.2%) and “Arts, entertainment, recreation, accommodation, food services” (increase from 3.2% to 7.8%). The two industry sectors that saw the largest decrease in percentage were “Manufacturing” (decrease from 16.2% to 13.1%) and “Retail Trade” (decrease from 16.9% to 14.6%).

Table 7.2: Labor Force Characteristics of Marshfield Residents, 2010

Industry	2000 Percent of Total	2010 Percent of Total
Agriculture, forestry, fishing, hunting, mining	0.7%	1.2%
Construction	5.5%	5.0%
Manufacturing	16.2%	13.1%
Wholesale trade	2.9%	1.9%
Retail trade	16.9%	14.6%
Transportation, warehousing, utilities	3.9%	2.9%
Information	1.1%	2.0%
Finance, insurance, real estate, rental, leasing	3.1%	4.5%
Professional, scientific, management, administrative, waste mgmt services	4.1%	4.0%
Educational services, and health care and social assistance	33.1%	37.2%
Arts, entertainment, recreation, accommodation, food services	6.2%	7.8%
Public administration	1.8%	2.2%
Other services	4.5%	3.6%

Source: U.S. Census Bureau, 2000; American Community Survey, 2006-2010

According to the 2006-2010 American Community Survey, in 2010 per capita income for Marshfield residents was higher (\$26,438) than Wood (\$24,893) or Marathon (\$25,893) Counties. The per capita income for the State of Wisconsin was slightly greater than Marshfield at \$26,624. However, the median household and median family income in Marshfield is lower than both counties and the State by a significant margin in some cases. Table 7.3 provides a comparison of the different income measurements between 1999 and 2000.

Table 7.3: Income Levels, 1999 - 2010

	1999			2010		
	Median Household Income	Median Family Income	Per Capita Income	Median Household Income	Median Family Income	Per Capita Income
<b>City of Marshfield</b>	<b>\$37,248</b>	<b>\$50,498</b>	<b>\$21,965</b>	<b>\$43,476</b>	<b>\$56,223</b>	<b>\$26,438</b>
Wood County	\$41,595	\$50,798	\$20,203	\$47,204	\$58,294	\$24,893
Marathon County	\$45,165	\$52,632	\$20,703	\$53,471	\$65,566	\$25,893
State of Wisconsin	\$29,442	\$35,082	\$13,276	\$51,598	\$64,869	\$26,624

Source: U.S. Census Bureau, 2000; American Community Survey, 2006-2010

Table 7.4 below shows the breakdown of the different income and benefits levels per household and the percent of households for each category. Over 42% (42.1%) of households make \$50,000 or more per year in income and benefits, whereas, 27.4% of households make less than \$25,000 per year.

Table 7.4: Income and Benefits of the City of Marshfield Residents, 2010 Inflation-Adjusted Dollars

Income and Benefits	Estimate	Percent
Total Households	8,618	100%
Less than \$10,000	561	6.5%
\$10,000 to \$14,999	547	6.3%
\$15,000 to \$24,999	1,256	14.6%
\$25,000 to \$34,999	1,145	13.3%
\$35,000 to \$49,999	1,478	17.2%
\$50,000 to \$74,999	1,629	18.9%
\$75,000 to \$99,999	934	10.8%
\$100,000 to \$149,999	658	7.6%
\$150,000 to \$199,999	125	1.5%
\$200,000 or more	285	3.3%
Median household income	\$43,476	-
Mean household income	\$57,196	-

Source: U.S. Census Bureau, 2010

Education attainment refers to the highest level of education an individual has completed. Generally, there is a correlation between educational attainment and income. Essentially, groups with the highest educational attainment are among those with the greatest wealth.

Table 7.5 shows education levels in Marshfield and surrounding counties. The City of Marshfield has a higher percentage of residents with a bachelor’s degree or higher (26.7%) when compared to Wood County (19.2%) or Marathon County (20.8%). This can be attributed, in part, to the City’s employment base which includes the Marshfield Clinic and St. Joseph’s Hospital, which together comprise the largest medical facility in Central Wisconsin. Overall, the City’s population has become more educated with a greater percentage of the population attaining higher levels of education in 2010 than they did in 2000. The City of Marshfield’s attainment levels are overall very similar to the State averages from the 2010 U.S. Census with 25.4% of the State having a bachelor’s degree or higher (26.7% of Marshfield residents have a bachelor’s degree or higher).



Table 7.5: Educational Attainment, 2000 and 2010

	City of Marshfield, 2000	City of Marshfield, 2010	Percent of Total, 2010	Wood County, 2010	Percent of Total	Marathon County, 2010	Percent of Total
Less than 9th Grade	938	414	3.3%	1,959	3.8%	4,712	5.3%
9th to 12th Grade, no diploma	1,267	1,000	7.9%	3,621	7.0%	5,591	6.3%
High school graduate (incl. equivalency)	4,430	4,165	32.9%	19,793	38.3%	33,537	37.8%
Some college, no degree	2,346	2,396	18.9%	10,763	20.8%	16,832	19.0%
Associate degree	1,122	1,303	10.3%	5,619	10.9%	9,622	10.8%
Bachelor's degree	1,680	2,166	17.1%	6,496	12.6%	12,374	13.9%
Graduate or Professional degree	1,019	1,213	9.6%	3,450	6.7%	6,118	6.9%
Percent high school graduate or higher	82.8%	88.8%	-	89.2%	-	88.4%	-
Percent bachelor's degree or higher	21.1%	26.7%	-	19.2%	-	20.8%	-
<b>Total (population 25 and over)</b>	<b>12,802</b>	<b>12,657</b>	<b>100%</b>	<b>51,703</b>	<b>100%</b>	<b>88,786</b>	<b>100%</b>

Source: U.S. Census Bureau, 2000; American Community Survey, 2006-2010

### Economic Base

Table 7.6 identifies the major employers in the Marshfield area, the product or service they deliver and the number each employs. The table below is a mix of businesses and employment bases in the City of Marshfield and in the surrounding area. Health care is the most dominant industry in the area. The top two employers are health care related (Marshfield Clinic and St. Joseph's Hospital).

Major employers in the City of Marshfield employ 8,134 workers. Major employers outside the City, but within the area employ 1,265 people.

Table 7.6: Major Employers in the Marshfield Area, 2017

Name	Product or Service	Number of Employees
Marshfield Clinic Health Systems	Medical specialty care (includes Marshfield staff and Security Health Plan employees)	3,512
Saint Joseph's Hospital	500+ bed acute care Hospital	1,300
Masonite /Marshfield DoorSystems	Wood doors, steam-through door core	580
Figi's, Inc.	Mail order cheese, sausage, & gifts	454 (Plus 800 Seasonal)
A&B Process System Corp. (Stratford, WI)	Process flow systems	424
Marshfield School District	Education	383
Roehl Transport, Inc.	Transportation of general commerce	345
Land O' Lakes (Spencer WI)	Processed cheese	303
de Boer Inc. - (Blenker, WI)	Transportation of General Commerce	300
H&S Manufacturing	Manufacturer of farm equipment	217
City of Marshfield	Government	191
Felker Bros. Corp	Stainless steel fabrication & component fittings	189
V & H Heavy Trucks, Inc.	Truck Sales & Service/Truck	188
Atrium Acute Care Center	152-bed skilled nursing home	157
PreventionGenetics	DNA banking and testing	143
Stratford Homes (Stratford, WI)	Housing Manufacturer	140
Nelson/Jameson	Dist. of equip. and supplies, dairy food processing	139
Wisconsin Homes	Manufactured Housing	130
Weinbrenner Shoe Company	Shoes & outdoor leather footwear	120
Prince Corp. (Town of Marshfield)	Industrial & Wholesale Dist. of farm supplies/mfg. of animal feeds	98
Dental Crafters	Full service dental lab	86

Source: Marshfield Area Chamber of Commerce & Industry, 2017

In addition, the Wisconsin Department of Workforce Development (DWD) estimated the top industries by employment for 4th Quarter 2014 for both Marathon and Wood Counties as shown in Table 7.7.

Table 7.7: Wood and Marathon Counties Top Industries by Employment, 2014

Wood County Top Industries by Employment	Marathon County Top Industries by Employment
• Ambulatory Health Care Services	• Ambulatory Health Care Services
• Educational Services	• Educational Services
• Truck Transportation	• Food Services and Drinking Places
• Paper Manufacturing	• Fabricated Metal Product Manufacturing
• Food Services and Drinking Places	• Hospitals

Source: Wisconsin Department of Workforce Development, 2014

### Poverty Level

In 2010, the American Community Survey estimates 4.9% of Marshfield’s families were below the poverty level, whereas 7.7% of families in Wisconsin were below this level. Marshfield had a lower percentage of residents below the poverty level than the State in all demographic categories listed in Table 7.8 below. In 2010, the federal poverty level for a household of one was \$10,830. Each year, the Marshfield Area United Way puts out a booklet called “Vital Signs” that provides a more current review of the economic and social health of the Marshfield area. The City should utilize this information to fill in the gaps between Censuses and updates to the Comprehensive Plan.

Table 7.8: Poverty Level of Marshfield Residents, 2010

Poverty Status	Percent Below Poverty Level (Marshfield)	Percent Below Poverty Level (Wisconsin)
<b>Families</b>	4.9%	7.7%
With related children under 18 years	10.6%	13.2%
With related children under 5 years	13.2%	15.9%
<b>Individuals</b>	10.0%	11.6%
18 years and over	13.1%	15.8%
Related children under 18 years	12.6%	15.3%
Related children under 5 years	14.7%	19.0%
Related children 5 to 17 years	11.5%	13.9%
65 years and over	7.2%	7.9%
Unrelated individuals 15 years and over	21.9%	23.4%
Unrelated individuals 15 years and over	21.9%	23.4%

Source: American Community Survey, 2006-2010

### Tax Increment Finance Districts

Tax Increment Financing (TIF) Districts are an economic tool approved by the State of Wisconsin. TIF funds originate from the tax money generated from an improvement or development greater than the tax generated by the site before the improvement or development. This tax increment money is then allocated to the City for its use in making infrastructure improvements and incentives in the District during the life of the District. At the end of the TIF term, all of the



*Construction of Forward Financial Bank Headquarters in TID #9 (2017)*

taxes will again be paid to the regular taxing bodies but at a much higher assessed valuation than would have been possible without the TIF.

Marshfield has seven Tax Increment Districts that are currently active or under development (TID #2 – Purdy Building, TID #4 – Downtown, TID #5 – Mill Creek Business Park, TID #7 – Yellowstone Industrial Park, TID #9 – Hartl Site, TID #10 – Marshfield Mall, and TID #11 – Kwik Trip site).

Tax Incremental Financing (TIF) is one of the most important tools the City can offer to promote economic development. Each potential project needs to be evaluated on a case-by-case basis for impacts to the City and its compliance with the State’s TIF law.

### Commuting Patterns

The 2013 Wisconsin Department of Workforce Development Profile of Marathon County estimated that approximately 8,591 Marathon County residents worked outside the County (about 12%) and roughly 10,867 workers from other counties commuted in (filling about 16% of the jobs located in the County). According to that same report, “About 4,300 Marathon County residents work in Wood County, while fewer than 1,900 Wood County residents work in Marathon County. The relationship is likely due to the location of Marshfield—one of Wood County’s two largest cities.”

The Wood County profile estimated that approximately 6,341 Wood County residents worked outside the County (16%) and approximately 10,248 workers from other counties commuted in (filling about 28% of jobs located in the County). Again, most of those commuting into Wood County likely work in Marshfield because of high wages and job concentration in health care and its spillover effects (the information sector, for example, is higher than most non-metropolitan counties).

According to the 2006-2010 American Community Survey, mean travel time to work for Marshfield residents was 14.8 minutes (up 2 minutes from the 2000 Census) which means that most residents still worked in or very close to the City. This compares to the State mean travel time of 21.3 minutes. Of Marshfield’s labor force, 79.3% drove to work alone, 10.4% carpooled and 4.5% walked. In Wisconsin, 79.8% drove to work alone, 9.3% carpooled and 3.4% walked.

### Tourism

The Marshfield area has a number of tourist attractions and local events that draw visitors throughout the year from all over the state and beyond. The Marshfield Convention & Visitors Bureau (CVB) is the primary entity involved in promoting and developing local attractions, marketing events to attract visitors with a focus on overnight stays, and securing and hosting large sporting events, conventions and conferences. Other organizations such as Main Street Marshfield host events and market to locals and visitors to create awareness



*Vox Concert Series at Columbia Park*

and support downtown businesses. Continued efforts to support and develop tourism will likely have a positive impact on the local economy. Successful unique attractions and events that are hosted or created in Marshfield that have a broad appeal positively impact the quality of life and can help attract and maintain a strong workforce.

### **Economic Development Resources**

A variety of resources, programs, and funding mechanisms are currently available to support business development in the Marshfield area:

- **Marshfield Economic Development Board (EDB)** – The purpose of the Economic Development Board (EDB) is to direct, oversee, and coordinate all economic development activities related to the investment of City funds, to adopt plans and strategies designed to foster business growth and development, and to ensure that the City and participating organizations work in a cooperative manner to promote coordinated economic development in the community.
- **Marshfield Area Chamber of Commerce & Industry (MACCI)** – The Marshfield Area Chamber of Commerce & Industry encourage and support Entrepreneurship. Their goal is to provide mentoring and guidance to those interested in purchasing an existing business or starting one from the ground up. MACCI offers assistance in:
  - Encourage and support Entrepreneurship (business plan development, accessing grant and loan programs, connecting to local, state & federal resources);
  - Conducting business retention & expansion visits
  - Promoting the community and available properties
  - Workforce attraction, development & retention
- **Business Improvement District (BID)** – The Common Council of the City of Marshfield created a BID on November 27, 1990 and authorized the levy of assessments on properties located within the district for the purpose of funding Marshfield's Main Street Program costs.
- **Main Street Marshfield** – Main Street Marshfield, Inc., was founded in the spring of 1990 by a group of about 40 local business people, professionals and city officials. As a not-for-profit volunteer corporation, Main Street Marshfield is designed to act as a catalyst for revitalizing the downtown area through concentrated efforts of organization, promotion, design and economic restructuring.
- **Marshfield Convention and Visitors Bureau (CVB)** – Marshfield CVB is a not-for-profit organization with a mission statement to attract visitors to Marshfield through aggressive marketing and development of attractions, events, and lead the hospitality community to create economic impact.
- **Marathon County Economic Development Corp (MCDEVCO)** – Marathon County Economic Development Corp (MCDEVCO) provides site selectors, business leaders, employees and residents with key initiatives and resources that help them establish businesses, identify financing resources, expand their opportunities, receive the training and education they need to advance, capitalize on Marathon County's resources and connectivity, and help them establish business partnerships that are mutually beneficial.

- **Wood County Conservation, Education and Economic Development (CEED Committee)** – Conservation, Education and Economic Development (CEED) Committee is a standing committee of the County Board.
- **SCORE** – SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship.
- **Centergy** – Central WI Alliance for Economic Development, is a nonprofit organization created to attract and retain thriving businesses and a high-quality workforce, to foster entrepreneurial activity, and to inspire continuous improvement in our quality of life.
- **Central Wisconsin Economic Development Fund CWED Fund** – The Central Wisconsin Economic Development Fund (CWED) Revolving Loan Program works with entrepreneurs and their lenders to structure financing packages for start-up and expanding businesses to encourage economic growth in the area. CWED loans usually have low interest rates, reduced collateral requirements, and flexible terms.
- **North Central Wisconsin Workforce Development Board** – The mission of the North Central Wisconsin Workforce Development Board (NCWWDB) is to cultivate a skilled and competitive workforce which meets the demands of employers in the region. NCWWDB serves nine counties: Adams, Forest, Langlade, Lincoln, Oneida, Marathon, Portage, Vilas, and Wood. NCWWDB is uniquely structured to guide workforce development in the region by:
  - engaging and connecting local employers, educators, and community organizations to more effectively align workforce resources;
  - identifying, obtaining, and directing resources toward skilling, re-skilling, and building a future pipeline of workers to meet regional demands;
  - identifying and disseminating regional labor market data and trends which impact short-term and long-term development of a skilled labor pool;
  - overseeing publicly-funded WIOA programs and the One-Stop Job Centers in the region.
- **Tax Increment Financing (TIF)** – Tax Incremental Finance (TIF) is a financing tool that allows municipalities to invest in infrastructure and other improvements, and pay for these investments by capturing property tax revenue from the newly developed property. TIF laws are established by the State and overseen by the Wisconsin Department of Revenue.
- **Community Development Block Grant (CDBG)** – Community Development Block Grant (CDBG) funds are awarded to local governments to assist businesses to create or retain jobs for individuals with low and moderate incomes. Examples of eligible projects include: business loans to expand facilities or purchase equipment, specialized employee training, or business infrastructure projects. Oversight for this program is provided by the Wisconsin Department of Administration.
- **Wisconsin Economic Development Corporation (WEDC)** – The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. Working with more than 600 regional and local

partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network.

- **Wisconsin Housing and Economic Development Authority (WHEDA)** – WHEDA’s mission is to stimulate the state’s economy and improve the quality of life for Wisconsin residents by providing affordable housing and business financing products. Since 2004, WHEDA has received \$500 million in New Market Tax Credits to foster business development in Wisconsin.

### 7.3 Economic Development Projections and Future Growth

Employment projections specific to Marshfield are not available. The Wisconsin Department of Workforce Development provides employment projections for a nine county region (North Central Wisconsin comprised of Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, and Wood Counties) which looks at the projected industry growth from 2012-2022.

Table 7.9 provides employment projections by industry sector from North Central Wisconsin. The three largest industry sectors by jobs in 2012 were Trade, Transportation, and Utilities with 43,393 jobs; Education & Health Services with 35,891 jobs; and Manufacturing with 30,819 jobs. These sectors are projected to be the top three industry sectors in 2022 and are also projected to add 8,069 of the 14,005 (57.6%) additional jobs.

Table 7.9: Employment Projections by Industry for North Central Wisconsin - 2012-2022 (Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood Counties)

Industry	2012 Employment	Projected 2022 Employment	Change (2012-2022) Employment	Change (2012-2022) Percent
<b>All Industries</b>	<b>190,647</b>	<b>204,652</b>	<b>14,005</b>	<b>7%</b>
Natural Resources	2,907	2,657	-250	-9%
Construction	5,925	7,006	1,081	18%
Manufacturing	30,819	31,263	444	1%
Trade, Transportation, and Utilities	43,393	45,964	2,571	6%
Information	2,232	2,370	138	6%
Financial Activities	12,315	13,176	861	7%
Professional and Business Services	9,860	11,654	1,794	18%
Education and Health Services	35,891	40,945	5,054	14%
Leisure and Hospitality	18,269	19,693	1,424	8%
Other Services	6,122	6,447	325	5%
Public Administration	12,484	12,893	409	3%
Self-Employed and Unpaid Family Workers	10,430	10,584	154	1%

Source: Wood County Workforce Profile, 2015; Wisconsin Department of Workforce Development

As identified in the Issues and Opportunities chapter, the City should consider the following industries that have been recommended as key target industries for the Marshfield-Stevens Point-Wausau region:

- Health Care: Build economic activity in medical research, medical education and training, regional health care delivery, medical supplies, and medical software/bioinformatics.
- Research: Support existing and seek new research companies, centers, and projects that will enhance and increase research activity and make it a major economic driver in Central Wisconsin.
- Agriculture and Food Processing: Build upon an already strong base in food processing and production of regionally grown crops such as dairy, potatoes, cranberries, and ginseng.
- Biofuels and Energy Production: Support and invest in research, technology transfer, and businesses that will make Central Wisconsin a player in the alternative fuels/biofuels energy market.
- Paper: Support and invest in value added products and processes that enhance and grow the existing world-class paper making assets and labor pool in the region.
- Logistics: Build on the existing base and attract new businesses that further develop the strong logistics position of Central Wisconsin.
- New Business Development: Encourage and support the growth of new regional business establishments.
- Workforce Education and Training: Capitalize on the region's central location and the presence of workforce training institutions to deliver workforce education and training. Exploit the region's central location to establish and promote the region as a center for workforce training.
- Wood Products and Composites: Leverage the existing base of natural resources, experience with wood and paper manufacturing, and new, emerging technologies related to cellulose to capitalize on possibilities for economic growth.
- Finance, Insurance, and Real Estate (FIRE): Grow the existing FIRE sector and encourage spin-offs and new businesses to serve a growing market for financial services.
- Retirement Markets: Explore market potential in various services to serve aging homeowners and residents in the region.
- Tourism: Build on tourism opportunities associated with historic character, community events, recreation, arts and entertainment, and regional draws that bring people into the community.

### **Contaminated Sites and Brownfields**

Brownfields are locations that are contaminated, or believed to be contaminated, therefore limiting the potential for development, redevelopment, or expansion of viable businesses in that location. A brownfield limits the economic activity of the site, affects the viability of the surrounding area, and potentially poses a threat to human health and the natural environment.



While brownfield redevelopment can present complicated problems, these sites provide an opportunity to engage public and private funding sources to promote economic development. Brownfield redevelopment is significant, not only from an environmental standpoint, but also a community prosperity standpoint. The redevelopment of brownfields can remove blighting influences from corridors and neighborhoods, revitalize neighborhoods, and increase property values.

There are different levels of contamination on Marshfield’s existing sites. Many sites have received funding for environmental remediation from the Wisconsin Department of Commerce. The Wisconsin Department of Natural Resources (DNR) keeps a list of self-reported brownfield sites and hazardous spill sites. As of January 2016, the City of Marshfield had 293 sites listed in the DNR’s Environmental Remediation and Redevelopment Program website. According to the website, 276 contaminated properties were located in Wood County, of which only 22 are still listed as “open” sites. There were 17 sites listed in Marathon County with only one site still listed as “open”. The vast majority of the sites have a “closed” status, meaning an investigation and cleanup of the contamination has been completed and the state has approved all cleanup actions. All of the sites are mapped on the DNR website.

### Available Land for Economic Development

There are approximately 426 acres of land that are classified as having either commercial or industrial zoning, considered vacant, shown in the “Land Available for Economic Development” Map 7.1. Based on the land use projections in the Land Use Chapter 9, the estimated number of acres needed for new commercial and industrial development over the next 20 years is approximately 174 acres. So there seems to be an adequate supply based on current estimates. Some of the lands shown as vacant may contain wetlands and may have limitations on development. Most but not all lands shown have direct access to infrastructure and utilities. It should also be noted that some land in the industrial park and other places fall under the agricultural use because the land is currently being farmed. Therefore, the map and acreage calculation is underselling how much land is actually developable or vacant.

Marshfield currently has an available supply of platted lands that have infrastructure and services ready for industrial or business park development. Table 7.10 provides a breakdown of the available land in the industrial parks as of January 1, 2017.

Table 7.10: Available Acres in the Industrial and Business Parks, 2017

Industrial Park	Available Acres
Yellowstone Industrial Park	60 (plus 120 adjacent acres could be developable)
Marshfield Air Business Park	3
Marshfield Mill Creek Business Park	111
Norwood Industrial Park	23
Marshfield East Industrial Park	0

Source: Marshfield Area Chamber of Commerce & Industry; City of Marshfield GIS Data, 2017

## 7.4 Economic Development Strengths and Weaknesses

### Strengths

- High quality health care.
- Advantage of transportation modes; air, highway, rail.
- There are several viable agricultural industries in the areas surrounding the City.
- Good inventory of downtown commercial building stock.
- Available industrial land and land for commercial and residential growth.
- Excellent school system: K-12 and post-secondary.
- Excellent local utilities (electric, gas, wastewater, high speed internet).
- Marshfield benefits from having both improved land ready for growth and other land with few development constraints surrounding the City.
- Marshfield supports a wide range of economic activities for a community its size.
- Generous community – high volume of local philanthropy.

### Weaknesses

- Lack of seed money and other incentives to stimulate redevelopment projects.
- Lack of skilled workforce needed for high-tech industries.
- Marshfield’s economic development efforts are somewhat limited by its highway access.
- No major natural body of water in close proximity.
- Lacking support for high-tech industry and support for “blue collar workers.”
- Lack of public awareness of the City-wide Economic Development Strategy.

## 7.5 Community Values

### Quality of Life

- Based on comments in the public forums, residents would like to see different businesses in Marshfield such as: a brewery with a tour, live music/dance venue, food trucks, and better public transportation.
- If people feel there are fun community events year round, they have a better chance of connecting with the community and may want to stay connected and establish roots. In the Resident Survey and in the stakeholder forums, people consistently mentioned the need for additional community events.
- Marshfield has the following: a low crime rate, quality health care, parks and recreation, expanding trail system, natural resources, and good education systems, including K-12 and post-secondary.
- Provide a variety of shopping, restaurants, and dining options.
- Provide more activities for the youth in the area.

## Health and Safety

- Good jobs and a healthy economy was the top response when asked for the most important factors in a healthy community on the Resident Survey (selected by 55% of the respondents).
- Health care is one of the predominant industry sectors and it will be important to continue to provide high quality medical care in Marshfield.

## Economic and Environmental Sustainability

- The Resident Survey indicated a desire for full time manufacturing jobs, health and medical, and professional, scientific, and technical services. All received over 50% of the votes. Slightly less than half of respondents think there is a need for more full time jobs in jobs related to education and information technology. About a third of respondents see a need for more full-time retail jobs, while one in five said they would like to see more full-time jobs in the arts and food service. Additional full-time tourism jobs were desired by 16%. Full-time government jobs finished last among the listed choices at 12%.
- Cleaning up brownfield and contaminated sites will be important for some redevelopment opportunities.
- Concentrating on creating and maintaining jobs in the City is a priority for many residents.

## Community Design

- Character of the community was very important or extremely important to 61% of the respondents in the Resident Survey.
- High quality commercial development is more attractive for the community.
- Protect future areas for industrial expansion.

## 7.6 Goals, Objectives, and Programs, Policies, and Recommendations

### Economic Development

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**Goal 7-1. Ensure the City of Marshfield remains the economic hub for the local trade area.**

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#### ***Objectives***

1. Provide appropriate funding mechanisms to encourage development for economic purposes.
2. Promote business development efforts, with a strong and strategic focus on retaining and enhancing existing businesses and business clusters.

#### ***Programs, Policies, and Recommendations***

1. The City should utilize and encourage businesses to take advantage of the resources, programs, and funding sources identified in this chapter to provide incentives and funding for economic development projects.

2. Update the Tax Incremental Finance Summary and Strategic Plan on a regular basis and consider the plans recommended strategies and alternatives for the existing TIF Districts.
3. Utilize the following guidelines when creating or amending a Tax Incremental Finance (TIF) District:
  - The desired outcome (defined as desired number of jobs, type of jobs, location, aesthetics, or similar outcome) would not occur without the TIF funding.
  - The developer is in need of a public subsidy to advance the project. Public money should only be used to create benefits for the City of Marshfield and its residents.
  - The number and type of jobs that development will create should be evaluated.
  - The City should determine costs associated with new development. This includes possible new housing development; regional and local transportation impacts; and added municipal services, including fire and police protection, EMS, administrative services, street and stormwater maintenance, new vehicles and equipment, etc.
  - Development receiving TIF funding should meet and exceed all benchmarks for exemplary building and site design, including those contained in this Plan.
  - The TIF plan must comply with existing community plans.
  - Approval by other taxing entities (all school systems, City, County).

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**Goal 7-2. Diversify the City's employment base and attract additional retail/commercial businesses and "higher-technology" businesses, jobs, and employees to Marshfield.**

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***Objectives***

1. Enhance Marshfield's identity as a healthy, safe, sustainable, and attractive City that provides a quality of life that attracts and retains a creative, skilled labor force.
2. Work with MACCI, Main Street, Economic Development Board, and other economic development partners to coordinate efforts and improve communication between all entities.
3. Support a variety of tourism opportunities.

***Programs, Policies, and Recommendations***

1. Work with MACCI to develop an active business retention and expansion visitation program, including an evaluation of existing retention efforts in future strategic planning ventures.
2. Consider working with MACCI and Main Street to update and maintain an accurate database on local employment and employer data. In addition, encourage these partners to continue proactively working with area businesses to identify space, training, or workforce needs to keep employers in the community.
3. Maintain and update the following plans/reports and follow the recommendations of the adopted plans (year last adopted) approved or accepted by the Common Council:
  - TIF District Summary and Strategic Plan (2011)
  - Economic Development Action Plan (2013)

## City of Marshfield – 2017-2037 Comprehensive Plan

- Marshfield Housing Study (2014)
  - City of Marshfield Comprehensive Outdoor Recreation Plan (2014)
  - City of Marshfield Downtown Master Plan (2015)
4. The City should look to adopt and implement a Communications Plan that addresses ways of communicating with other government and nongovernment entities as well as local residents and the business community.
  5. Work with local entities such as Convention and Visitors Bureau and Main Street to help support tourism that draws people to Marshfield and enhances the City’s connections to natural and cultural resources, local history, physical activities, conventions/conferences/tradeshows, and community events.
  6. Identify and study “place-making” opportunities to improve public spaces.
  7. To assist in creating the type of jobs that attract and retain persons from the area, the City should look at ways to address the “Brain Drain” Issue. The term “Brain Drain” refers to the trend in which people that are educated in local or state institutions ultimately leave the area to pursue their careers. Over time, the City should consider supporting the following policies to increase the appeal of the community to young residents and new graduates:
    - Support increased opportunities for first-time home ownership through existing programs.
    - Support the creation of planned, mix of housing types and uses within the City, including the development of neighborhoods that cater to younger residents with such design elements such as condominiums, small lot size, mix of uses, parks, trails, and similar amenities.
    - Enhance Marshfield’s image as a healthy community. Continue the investment in infrastructure related to trails and on-street bicycle facilities as outlined in the bike and trail plan. Maintain and preserve existing parks and natural areas as key components of the City’s “green” infrastructure.
    - Support and encourage new membership in Marshfield’s many business and service organizations.
    - Continue to develop and maintain the Downtown, cultural attractions, community events, dining and shopping options, and leisure opportunities that contribute to the community’s high quality of life.
  8. The City and its economic development partners should continue to provide and enhance the support system for developing entrepreneurship and new businesses by supporting and promoting the following:
    - Business plan guidance and planning offered by MACCI. The City should continue to work with MACCI, Mid-State Technical College, and UW-Wood County to promote entrepreneurial training programs to continue to mold local leaders. Include such strategies in future strategic plans.

- The development of future business incubator space. Such an effort may be a component of limiting overhead costs that may make new business startup cost prohibitive.
  - The use of the existing programs to promote financial assistance for entrepreneurship and start-up businesses. This includes promoting the use of existing revolving loan fund programs through the City, Wood County, and Regional Planning Commission to support the development of new businesses. Additionally, the City should promote existing angel funding networks in the area and follow the Centergy recommendations to promote the development of angel networks promoting entrepreneurship through the Wood, Marathon, and Portage County region.
9. The City should follow a key principle of economic development - build on the existing businesses and clusters of businesses in the area.
- Health care and food processing are key economic clusters in Marshfield. This Plan recommends the creation of a strategic plan to identify how these (and other) clusters can be grown locally, including the identification of gaps and needs specific to these industries.
10. The City should continue its existing efforts and develop and monitor a strategic plan to address the following factors that relate to business location:
- Location and access: Improve and maintain infrastructure investments, including improved links to I-39 and improvements to better link USH 97 to STH 29.
  - Promote available facilities and land.
  - Continue to improve efficiency of doing business: Ensure permitting and zoning regulations are as understandable, fair, and streamlined as possible.
  - Ensure there is access to financial resources: This includes City TIF funds, revolving loan funds, State grants, and angel networks.
  - Promote the development of the workforce to meet target industry goals.
  - Quality of life: Continue to promote the quality of life initiatives that make Marshfield a desirable community. This includes community safety, natural resource protection, social engagement and physical activities spaces, access to healthy options, world-class health care, education, park and recreation, and trail systems.
11. The City should support education reform and improvements. There are two important educational deficiencies that limit the City and region’s economic development potential. The first is the lack of local 2 and 4 year training programs in Central Wisconsin aimed at repositioning the region’s economy towards a knowledge and information based economy. Recommendations to improve this aspect of workforce development include the following:
- Support workforce development board grants that seek funding for innovative workforce training program.
  - Support and promote the growth of efforts such as the “Paper and Technology” associate degree program at Mid-State Technical College.

- Support and promote better access to Bachelor’s programs available through UW-Marshfield/Wood County and Master’s programs available through UW-Steven’s Point or available through learning communities or internet courses.

The second deficiency to correct is to promote technical and vocational training programs to support the existing manufacturing base. Job shadow and other on-the-job training programs are available, but they are limited in the number of individuals that can be reached. It is recommended that the City work with its Economic Development partners to establish a strategic plan to address curriculum (high school and beyond) and apprentice program opportunities that will invest in the “blue collar” workforce.

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**Goal 7-3. Encourage high quality and aesthetic commercial development.**

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***Objectives***

1. Beautify existing commercial areas and corridors and support aesthetic design for new development.

***Programs, Policies, and Recommendations***

1. Focus on beautifying commercial and business park development and consider establishing programs for improving the exterior of exiting development and establishing design standards for new development.
2. Continue to revitalize Downtown Marshfield by encouraging more retail and dining and entertainment uses and enhancing the appearance of the Downtown by looking at ways to expand the Downtown façade program.
3. Maintain business and industrial park areas that are attractive and contribute to the economic stability of Marshfield, without degrading the natural environment or nearby neighborhoods.
4. Support mixed use developments that carefully integrate non-residential and residential uses into high-quality, unified places and encourage greenspace and walking/biking accommodations.

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**Goal 7-4. Maintain an adequate infrastructure, services, and supply of land for industrial and commercial development in a cost effective manner.**

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***Objectives***

1. Encourage shared uses such as driveways, parking, building space, resources, etc.
2. Determine locations for new and redevelopment; provide possible incentives; and identify working relationships necessary for City economic growth.
3. Provide adequate infrastructure to support future business growth and development.

***Programs, Policies, and Recommendations***

1. Encourage shared uses and consider supporting shared business driveways, shared parking spaces, and coordinated site plan designs when updating local ordinances and policies.

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**Goal 7-5. Promote the redevelopment of vacant, blighted, and underdeveloped commercial and industrial properties.**

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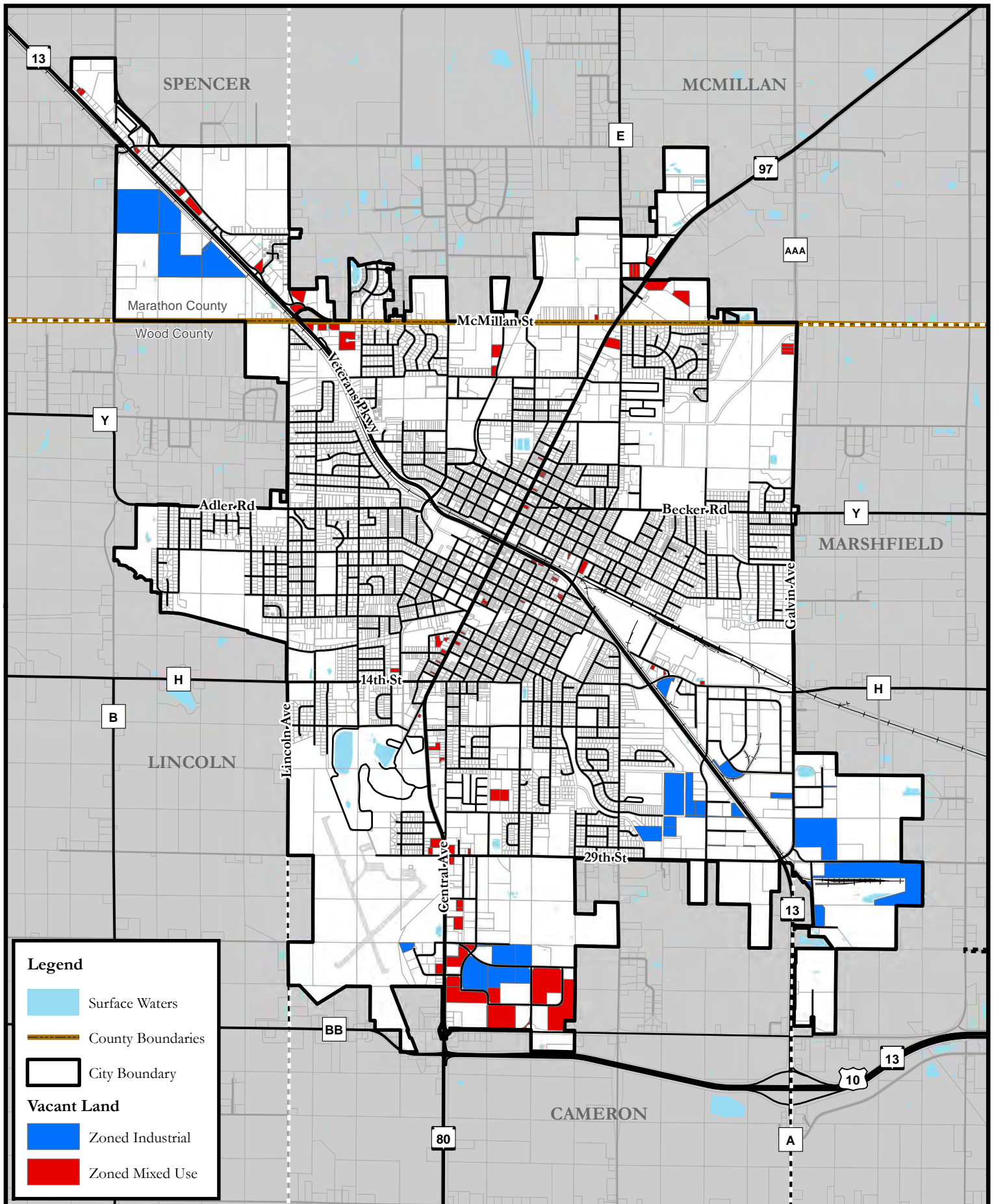
***Objectives***

1. Reduce blight in the community.
2. Increase tax base without adding significant infrastructure costs.

***Programs, Policies, and Recommendations***

1. The City should consider taking a more active role in establishing redevelopment plans for projects of a substantial size or level of complexity if such efforts are necessary in moving the project forward. Projects involving land assembly, environmental remediation, or other complexities may need to follow guidance from a statutory “redevelopment plan.”
2. Consider developing or expanding infrastructure to support planned economic development activities when they support the goals, objectives, and recommendations identified in City plans. Traditionally, infrastructure has included all forms of utilities (e.g. water, sewer, gas, electric, and telephone); transportation services (e.g. roads, parking, airports, rail, and sidewalks, trails); parks and greenspace; schools, hospitals, and other public services sometimes referred to as “social infrastructure”; and communication infrastructure (e.g. advanced data, voice, and video transmissions). In addition, consider infrastructure investments in business and industrial parks and to develop an inventory of sites and buildings, including brownfields, suitable for development and redevelopment.
3. Look at ways to support the cleanup of brownfield or contaminated sites where future redevelopment opportunities are available and have been identified by City plans and consider developing strategies for brownfield or contaminated site area to be site-specific depending on issues such as ownership patterns, environmental concerns, as well as past and proposed uses. In instances in which the City is involved, consider developing a detailed environmental site assessment and market study as part of the project.

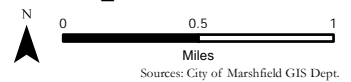




# Land Available for Economic Development - Map 7.1

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



# 8 Intergovernmental Cooperation

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## 8.1 Introduction

The Wisconsin Department of Administration describes Intergovernmental Cooperation as “any arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve issues of mutual interest. It can be as simple as communicating and sharing information, or it can involve entering into formal intergovernmental agreements and sharing resources such as equipment, buildings, staff, and revenue. It can even involve consolidating services, jurisdictions, or transferring territory.” In order to implement Marshfield’s Comprehensive Plan it will be necessary to work with surrounding towns, counties, government, and non-government agencies. Open communication with these agencies will encourage the best working relationship for the City of Marshfield.

The Wisconsin Department of Administration’s Intergovernmental Cooperation Guide identifies the following benefits to intergovernmental cooperation efforts:

- **Cost savings** - Cooperation can save money by increasing efficiency and avoiding unnecessary duplication. Cooperation can enable some communities to provide their residents with services that would otherwise be too costly.
- **Ability to address regional issues** - By communicating and coordinating their actions, and working with regional and state jurisdictions, local communities are able to address and resolve issues which are regional in nature.
- **Early identification of issues** - Cooperation enables jurisdictions to identify and resolve potential conflicts at an early stage, before affected interests have established rigid positions, before the political stakes have been raised, and before issues have become conflicts or crises.
- **Reduced litigation** - Communities that cooperate are able to resolve issues before they become mired in litigation. Reducing the possibility of costly litigation can save a community money, as well as the disappointment and frustration of unwanted outcomes.
- **Consistency** - Cooperation can lead to consistency of the goals, objectives, plans, policies, and actions of neighboring communities and other jurisdictions.
- **Predictability** - Jurisdictions that cooperate provide greater predictability to residents, developers, businesses, and others. Lack of predictability can result in lost time, money, and opportunity.
- **Understanding** - As jurisdictions communicate and collaborate on issues of mutual interest, they become more aware of one another’s needs and priorities. They can better anticipate problems and work to avoid them.

- **Trust** - Cooperation can lead to positive experiences and results that build trust between jurisdictions.
- **History of success** - When jurisdictions cooperate successfully in one area, the success creates positive feelings and an expectation that other intergovernmental issues can be resolved as well.
- **Service to citizens** -The biggest beneficiaries of intergovernmental cooperation are citizens for whom government was created in the first place. They may not understand, or even care about, the intricacies of a particular intergovernmental issue, but all Wisconsin residents can appreciate their benefits, such as cost savings, provision of needed services, a healthy environment and a strong economy.

The Programs, Policies, and Recommendations section of this chapter will identify opportunities to help maximize potential benefits to cooperation.

The Intergovernmental Cooperation Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Intergovernmental Relationships
- Existing/Potential Conflicts
- Implementation Tools
- Community Values: Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design
- Goals, Objectives, and Programs, Policies, and Recommendations

## 8.2 Assessment of Existing Conditions

Marshfield is located primarily in Wood County, but the northern portion of the City extends into Marathon County. The City of Marshfield is surrounded by the Towns of Spencer and McMillan in Marathon County and the Towns of Lincoln, Cameron, and Marshfield in Wood County. Each County and Township represent different and unique opportunities to cooperate and work together to provide services to the area residents.

### Adjacent Governmental Units

The City of Marshfield is surrounded by five townships (see “Adjacent Units of Government” Map 8.1). The information below describes the agreements already in place.

#### Town of Cameron

As of the 2016 Department of Administration population estimate, the Town had a total population of 469, declining 42 people since the 2010 U.S. Census. The Town of Cameron is located south of Marshfield in Wood County. In 2015, the last portion of the Cooperative Boundary Plan expired, causing a large area of land to be detached from the Town and attached to the City. At that point, the Joint Plan Commission also dissolved. This attachment cleaned up

the City's south central boundary with the Town. The City of Marshfield provides ambulance services for the Town.

#### **Town of Lincoln**

As of the 2016 Department of Administration population estimate, the Town had a total population of 1,572, adding 8 people since the 2010 U.S. Census. The Town of Lincoln is located to the west of Marshfield in Wood County. The Town is serviced by the City of Marshfield for ambulance services. There is also currently a Road Maintenance Agreement with the Town of Lincoln (1991) for maintenance responsibilities on their common boundaries on Lincoln Avenue and McMillan Street.

#### **Town of Marshfield**

As of the 2016 Department of Administration population estimate, the Town had a total population of 776, increasing the population by 12 since the 2010 U.S. Census. The Town of Marshfield is located due east of Marshfield in Wood County. The City supplies the Town with ambulance services. There is also currently a Road Maintenance Agreement with the Town of Marshfield (1993) for maintenance responsibilities on their common boundaries on Galvin Avenue.

#### **Town of McMillan**

As of the 2016 Department of Administration population estimate, the Town had a total population of 2,014, increasing the population by 42 since the 2010 U.S. Census. The Town of McMillan is located north of Marshfield in Marathon County. The Town and City currently share a boundary, and as the City continues to grow, it will be important to coordinate planning and shared services to best accommodate the needs of both communities. Through the provision of Wisconsin State Statute 66.0307, the City and Town currently have a Cooperative Boundary Plan through 2023 and together form a Joint Plan Commission that oversees some of the land use activities within the Joint Planning Area. The land use recommendations in the Joint Planning Area Comprehensive Plan are incorporated into the "Future Land Use" Map 9.7.

The Town is serviced by the City of Marshfield for ambulance services. There is also currently a Road Maintenance Agreement with the Town of McMillan (1994) for maintenance responsibilities on their common boundaries on McMillan Street.

#### **Town of Spencer**

As of the 2016 Department of Administration population estimate, the Town had a total population of 1,625, 44 more people than in 2010. The Town of Spencer is located northwest of Marshfield in Marathon County. There is also currently a Road Maintenance Agreement with the Town of Spencer (2005) for maintenance responsibilities on their common boundaries on Frey Avenue and Mann Street.

## Counties

The City of Marshfield is located in two counties, Wood to the south and Marathon to the north. Below is a description of the respective counties and the cooperative relationships with each.

### Wood County

The City of Marshfield is located primarily within Wood County. In 2015, the County had a population of about 75,000 people; Marshfield is the largest City in the County. That same year, the Wood County population for the City of Marshfield was 18,244 (95% of the population of Marshfield).

The Marshfield Fire and Rescue Department contracts with Wood County for Level B hazardous materials response. The County pays the City a retainer fee and the City bills the County for response-related costs, which the County then bills the spiller under Wisconsin State Statutes.

The City of Marshfield contributes to the Wood County Drug Court program so the proceedings can be held in Marshfield so those that participate do not have to drive to Wisconsin Rapids.

University of Wisconsin/Wood County Commission, made up of three alderman and three Wood County Board Supervisors, which has jurisdiction over the UW-Marshfield Wood County campus.

The Marshfield Fairgrounds Commission, made up of three alderman and three Wood County Board Supervisors, also has complete jurisdiction over the city-owned fairgrounds.

The Wood County Health Department has facilities located in Marshfield, currently in City Hall and in the Wood County Annex & Health Center/Norwood Health Center on North Chestnut Avenue. Energy Assistance and Wood County Human Services are provided at the City Hall. The Wood County Annex & Health Center houses offices for the Health Department, Veteran's Administration, Sheriff's Department, Birth to Three and a branch office of the mental health clinic one day a week for outpatient therapy. Bridgeway Crisis Diversion Program, also located on the premises, and operated by Lutheran Social Services, is a residential environment where individuals with less acute mental health concerns can choose to stay while getting help before returning home.

Norwood Health Center provides residents of Wood and surrounding counties with high-quality treatment services which include acute, inpatient psychiatric care, skilled long-term care for persons with chronic, severe mental illness, as well as post-acute traumatic brain injury rehabilitation services. The plan is to eventually relocate the Wood County services that currently reside in City Hall to the Wood County Annex & Health Center.

### Marathon County

A small portion of Marshfield is located in Marathon County. This County lies to the north of Wood County and had a population of approximately 135,000 in 2015. The Marathon County population for the City of Marshfield was 942 (5% of the population of Marshfield). The City of

Marshfield was involved in the planning process to develop the Marathon County Hazard Mitigation Plan (2011-2016).

## Education

Marshfield is known throughout the state for its high quality education. Communication and cooperation with the educational institutions in the community are vital in maintaining that level of education. The paragraphs below describe the cooperative efforts already in place.

### Marshfield Area School District

The City of Marshfield is served by the School District of Marshfield. The City does collaborate with the School District on the Safe Routes to School Program’s “Walk/Bike to School Challenge”. The City’s Safe Routes to School Plan is currently expired, but the School District will likely be involved in the process to update that plan. The School District has recently purchased property west of the High School on the western side of Palmetto Avenue. They are also in the early stages of planning for a future stadium/sports complex. This effort will likely require some cooperation with the City for the property zoning approvals. As required by Wisconsin State Statute, the District provides a representative to serve on joint review boards for proposed City of Marshfield TIF Districts. There are no known existing or potential conflicts between the City and the School District at this time. The “Education Facilities and School District” Map 6.3 in Chapter 6 shows the extent of the school district boundaries.

### University of Wisconsin Marshfield – Wood County

The University of Wisconsin System also plays an important role in the community, with the presence of the University of Wisconsin – Marshfield campus. As discussed in the Utilities and Community Facilities Chapter, the University is in the process of constructing the new STEM (Science, Technology, Engineering, and Math) building addition which should be complete in the summer of 2017.

### Mid-State Technical College

The City is also home to one of four Mid-State Technical College campuses in Central Wisconsin. Other campuses are located in Stevens Point, Wisconsin Rapids, and Adams.

As required by Wisconsin State Statute, the technical college provides a representative to serve on joint review boards for proposed City of Marshfield TIF Districts. Both the University and Technical College are zoned “CD” Campus District. Potentially both entities could work together to develop one Campus Master Plan for both campuses.

## Regional Planning

The City of Marshfield is located within the North Central Wisconsin Regional Planning Commission’s (NCWRPC) jurisdiction. The NCWRPC prepares and adopts regional or county-wide plans and represents Vilas, Oneida, Forest, Lincoln, Langlade, Marathon, Wood, Portage, Juneau, and Adams Counties. The NCWRPC is a voluntary association of governments established in 1973 under Wisconsin State Statute 66.0309, providing land use planning, zoning assistance, economic development strategies, Community

Development Block Grant (CDBG) program assistance, environmental planning, mapping and GIS, transportation plans, and other specialized studies. NCWRPC was involved in the development of the current Sewer Service Area Plan Update – 2010-2030 and they did facilitate the discussion for updating the Functional Road Classification Map approved in 2017. The City of Marshfield is not currently a member to the regional plan commission.

### State and Federal Agencies

There are many state and federal agencies that affect planning in Marshfield. The most common ones that the City of Marshfield interacts with most often are:

- Wisconsin Department of Transportation (WisDOT) on highway design, and development to bicycle and pedestrian facilities and networks in the North Central Region
  - Bureau of Aeronautics on airport infrastructure
- Wisconsin Department of Natural Resources (DNR) on the protection and sustained management of woodlands, wetlands, waterways, animal habitat, and other natural resources
- Wisconsin Department of Administration (DOA) on plat reviews, demographics, and municipal boundary related inquiries
- Wisconsin Department of Revenue (DOR) on Tax Incremental Financing
- Wisconsin Department of Health Services (DHS) on licensing for medical facilities including Community Based Residential Facilities
- Wisconsin Historical Society on historic designations, resources, and Certified Local Government requirements
- U.S. Army Corps of Engineers on wetland delineations
- Federal Aviation Administration (FAA) on hazards to air navigation

### Emergency Services

The Marshfield Fire and Rescue Department has a number of cooperative agreements with private and public sector agencies. The City currently has ambulance service contracts to provide service to 13 additional towns and villages. The municipalities provide a standby fee to the City and the City bills the patients for all calls for service. The City gains additional revenues for the operation of its ambulance service and the townships get paramedic service at a fraction of the cost for starting a similar service. Table 8.1 lists the Towns and Villages with whom the City of Marshfield has an agreement for ambulance services. The “Fire and Ambulance Service Areas” Map 8.2 shows the extent of the service areas.

Table 8.1: Ambulance Service Agreements with the City of Marshfield

<b>Towns</b>
Auburndale, Cameron, Fremont, Lincoln, McMillan, Marshfield, Milladore, Richfield, Rock, Sherry
<b>Villages</b>
Auburndale, Hewitt, Milladore

Source: Marshfield Fire & Rescue Department, 2017

The Fire and Rescue Department also has another agreement with Saint Joseph’s Hospital for responding to neonatal and paramedic intercepts. The department handles most calls that the hospital cannot handle due to their limited response capability and bills the hospital for these services, not the patient. The advantage for the City is that it gains additional skills and experience for fire department staff handling critical patients and the City received 100 percent reimbursement from the hospital instead of the reduced rate that Medicare pays. The hospital does not have to bear the additional financial responsibility for additional personnel and equipment for the marginal number of transports that they cannot handle with their current staffing and equipment.

There are no service agreements for fire protection with neighboring townships; however, there is a carte blanche expectation of emergency mutual aid with those communities.

The Marshfield Police Department relies on Wood County Shared Dispatch Center in Wisconsin Rapids for dispatch services.

### **Municipal Court**

The Village of Spencer and City of Marshfield have entered into an agreement to establish a joint Municipal Court pursuant to Wisconsin State Statute 61.35.

### **Library**

The Everett Roehl Marshfield Public Library has a joint library agreement with the Town of McMillan and Wood County. Both are to provide all library services to their residents as if they were residents of Marshfield. For that service, Library is reimbursed. There is a county plan for library service with Wood County that was approved by the City of Marshfield Common Council and the County. Library services are provided without charge to residents of Wood County and most surrounding counties. A household subscription fee exists for Marathon County residents outside the Town of McMillan. In general, libraries are considered to serve 10-15 miles from their location as shown in the “Library Service Area” Map 8.3.

### **Parks and Recreation**

Wood County and the American Red Cross have an agreement with the City for use of the Oak Avenue Community Center during disaster management situations.

The City has also had discussions with the Town of McMillan regarding extending a trail from McMillan Street north, to eventually connect to Mann Street.

Non-residents of Marshfield are allowed to utilize the park and recreation facilities, but are often charged a higher user fee for doing so. This is a pretty common practice for municipalities in the surrounding area.

### **Sanitary Sewer Service Area**

The Sanitary Sewer Service Area includes most of the land within the City limits of Marshfield as well as lands in the following adjacent townships: Town of Cameron, Town of Lincoln, Town of Marshfield, and the Town of McMillan. The Sewer Service Area Plan was last updated in 2011 by the North Central



Wisconsin Regional Plan Commission, the Marshfield Sewer Service Area Planning Advisory Committee, and the City of Marshfield. The Committee was made up of six representatives from the City of Marshfield and a representative from each of the following: Village of Hewitt, Town of Cameron, Town of Lincoln, Town of Marshfield, Town of McMillan, and Town of Spencer.

### Utilities

Marshfield Utilities only provides water and sanitary services to properties within the City limits of Marshfield. However, Marshfield Utilities does provide electric services to residents outside the City. The City Electrical Inspector provides inspection services to the entire electric service area. To cover the cost, a portion of the Electrical Inspector position is paid for by Marshfield Utilities. Table 8.2 lists the Government entities outside the City that receive electric services from Marshfield Utilities.

Table 8.2: Communities Receiving Electric Service from Marshfield Utilities

<b>Towns</b>
Auburndale, Cameron, Day, Eau Pleine, Fremont, Lincoln, McMillan, Marshfield, Milladore, Richfield, Rock, Sherman, Sherry, Spencer
<b>Village</b>
Hewitt

Source: Marshfield Utilities, 2017

### Community Development Authority (CDA)

The Community Development Authority constitutes a public body, owning and operating family and elderly housing and administering the Section 8 Existing Housing Program. The intent of the family housing is to provide decent and safe housing while promoting a step of upward mobility toward achieving financial independence for participating families. The elderly housing provides a residential environment to promote independent living and to slow the social, physical and psychological regression characteristics of the aging process.

### Economic Development Board (EDB)

The responsibility of the Economic Development Board (EDB) is to direct, oversee, and coordinate all economic development activities related to the investment of City funds, to adopt plans and strategies designed to foster business growth and development, and to ensure that the City and participating organizations work in a cooperative manner to promote coordinated economic development in the community.

The Board shall perform a variety of duties related to its mission including, but not limited to: prepare and maintain a comprehensive economic development plan; prepare and maintain bylaws and procedures; act as the City's agent in committing economic development resources; prepare an annual budget, with funding allocations for all participating organizations; identify other possible funding sources; coordinate efforts to effectively and efficiently meet its critical objectives; communicate frequently with all participating organizations, the general public, and the Common Council. To achieve its mission, the Board may seek assistance from all local, regional, and state organizations that may add

value to economic development in the City of Marshfield. The EDB replaced the Industrial Park Authority that was once in place to review the sale of City owned land in the industrial parks.

The EDB has been a contributing partner in adopting the 2013 Economic Development Action Plan, getting the 2014 Housing Study completed, and also provided funding for developing 2015 Downtown Master Plan and downtown façade improvement program. They have also played an integral role on the Downtown Community Square (Wenzel Family Plaza) project including design review and fundraising. Recently, the EDB helped establish the Marshfield Residential Incentive Program that provides grants to those constructing new single and two-family homes in the City if they apply and qualify for the program.

### **Covenant Committee**

The Covenant Committee is responsible for the enforcement of the Mill Creek Business Park covenants and is made up of the following: the Mayor, a representative from the City Council, a representative from the Town of Cameron, the City Public Works Director and the Executive Director of the Marshfield Area Chamber of Commerce & Industry. The Covenant Committee must approve all improvements and developments that take place within the Mill Creek Business Park, adhering to the development standards identified within the covenants.



*PreventionGenetics facility in the Mill Creek Business Park*

### **Marshfield Area Chamber of Commerce and Industry (MACCI)**

The Marshfield Area Chamber of Commerce & Industry works collaboratively with city, county, regional, state and federal partners to start, attract, retain and grow businesses in our area. This includes working closely with governmental and non-governmental entities to ensure that our community and surrounding areas have adequate infrastructure, workforce and resources to support economic advancement. Our focus is to listen to the needs of new and existing businesses and to enhance growth beyond just the borders of our community.

### **Convention and Visitors Bureau (CVB)**

The Marshfield Convention and Visitors Bureau (CVB) is a voice and resource for tourism attractions and events in areas surrounding Marshfield. This would include municipalities in the area with an approximate radius of 30 miles. The Marshfield CVB also works in cooperation with other Central Wisconsin CVB's to jointly promote our region. These services include marketing and development services for attractions and events that may draw visitors to the area that will likely stay overnight in Marshfield.

### **Main Street Marshfield**

As a not-for-profit volunteer corporation, Main Street Marshfield is designed to act as a catalyst for revitalizing the downtown area through concentrated efforts of organization, promotion, design and economic restructuring. The most recent Downtown Master Plan, adopted in 2015, includes an implementation plan that identifies strategies and further defines actions to be taken by various entities including the City of Marshfield, Marshfield Area Chamber of Commerce and Industry, and the Convention and Visitor's Bureau. As that plan is implemented, additional opportunities for cooperation among the entities will be better defined.

### **Drainage District**

The City of Marshfield and surrounding area are not part of a Wisconsin Drainage District.

## **8.3 Existing/Potential Conflicts**

### **Existing Conflicts**

The City is not aware of any major conflicts between the City and any of the neighboring jurisdictions.

### **Potential Conflicts**

The City is not aware of any potential conflicts, but if conflicts do arise, the City would utilize the techniques for resolving conflicts in the section below. Throughout the planning process, the City has been in communication with the adjacent townships and would plan to continue having a dialog or meeting schedule on a consistent basis to help resolve any potential conflicts prior to them becoming issues in the future.

### **Techniques for Resolving Conflicts and Disputes**

This City is working to establish an annual meeting schedule with the surrounding Towns to talk about future planning efforts and shared service opportunities. Other conflict resolving methods include:

- Identify cooperative solutions to manage growth on Marshfield's periphery.
- Promote cooperative planning to minimize conflicts in land use, zoning, and character of development adjacent to the City of Marshfield and its neighborhoods.
- Improve communications between City of Marshfield and neighboring governments.
- Explore new opportunities for intergovernmental agreements. The City currently has a cooperative boundary plan with the Town of McMillan.

## **8.4 Implementation Tools**

### **Opportunities for Agreements**

Wisconsin law provides communities with tremendous flexibility and opportunity for creativity. Towns, cities, villages, counties, state and federal agencies, Native American Tribes, and all other governmental

units have a variety of opportunities to share services. The Assessment of Existing Conditions: Intergovernmental Cooperation section of this chapter identifies existing agreements or cooperative efforts. Although there are a number of agreements already in place, Table 8.3 below provides a list of joint opportunities the City could explore with other communities and government entities that includes: services, regulations, sharing revenue, and Boundaries. This is not meant to be an exhaustive list, nor is it meant to imply a recommendation to establish any such agreement.

Table 8.3: Agreement Opportunities

Services	Regulations
<ul style="list-style-type: none"> <li>• Police protection</li> <li>• Recycling, landfills, solid waste collection</li> <li>• Road and street construction and maintenance, including snow removal, mowing, patching, signage, and grading</li> <li>• Multi-modal transportation</li> <li>• Natural resource protection</li> <li>• Watershed protection</li> <li>• Stormwater management</li> <li>• Property tax collection</li> <li>• Liability insurance pools</li> <li>• Street cleaning</li> <li>• Buildings for meeting space, storage, administrative offices, and equipment</li> <li>• Economic development</li> <li>• Recreational programs and facilities</li> <li>• Transit</li> <li>• Animal control</li> <li>• Housing</li> <li>• Emergency management</li> <li>• Public health</li> <li>• Mapping</li> <li>• Cemeteries</li> <li>• Cooperative purchasing</li> <li>• Purchasing and owning equipment</li> <li>• Sewer and water</li> </ul>	<ul style="list-style-type: none"> <li>• Overlay districts</li> <li>• Official map</li> <li>• Extraterritorial plat review</li> <li>• Extraterritorial zoning</li> </ul>
	<b>Revenue Sharing</b>
	<ul style="list-style-type: none"> <li>• Local taxes and fees</li> <li>• State shared revenue</li> <li>• School aids</li> <li>• State and federal grants and loans</li> </ul>
	<b>Boundaries</b>
	<ul style="list-style-type: none"> <li>• Annexation</li> <li>• Detachment</li> <li>• Incorporation</li> <li>• Consolidation</li> <li>• Intergovernmental Agreements</li> </ul>

Source: Wisconsin Department of Administration, Intergovernmental Cooperation Planning Guide, 2002

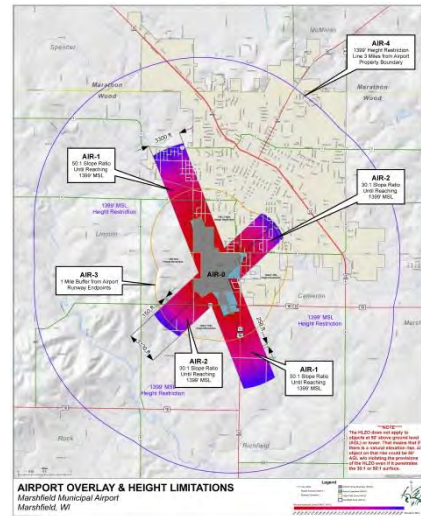
There are two main formats for intergovernmental agreements under Wisconsin State Statutes. Agreements made under Section 66.0301 are more limited agreements in which communities must be able to exercise co-equal powers. Agreements made under Section 66.0307 are more intensive and ultimately require State approval. They are, however, more flexible and have fewer statutory limitations. Such agreements address more than just boundaries and annexation issues between communities.

### Existing Regulations

In addition to the agreements already in place, the City has utilized the following tools to protect the public interest of the residents:

#### Overlay Districts

There are two overlay zoning districts that cross multiple jurisdictions, but are administered by the City. The overlay districts include: Airport Overlay and Wellhead Protection Overlay. Both overlays include regulations in the zoning code and a map that shows the extent of the districts. The Airport Overlay is used to protect the airspace around the airport so structures or objects don't become a hazard to air navigation. The Wellhead Protection Overlay protects the City's municipal wells from certain land uses within a specified proximity from each well. The City has the authority to enforce both overlay district regulations even within the Townships.



*Airport Overlay Zoning Map*

#### Official Map

The official map shows the location and extent of all platted and existing streets, highways, parkways, railroad rights-of-way, public transit facilities, waterways, parks and playgrounds within the City limits of Marshfield. This map could extend into adjacent townships if the City identifies future locations for future roads, public facilities, and parks.

The latest official map for the City of Marshfield is titled "Master Street Plan of the City of Marshfield, Wood County, Wisconsin," and was established on June 1, 2001. Regarding the location of existing and proposed road rights-of-way, amendments have been made by resolutions and ordinances, but have not been incorporated into an updated map. City staff is in the process of updating the map which will include all the amendments made since the established date. This will provide a baseline of what changes have been official approved. Once that process is complete, the official map will likely be amended to be consistent with the recommendations in the updated Comprehensive Plan.

### **Extraterritorial Plat Review**

The City of Marshfield has elected to approve plats under its extraterritorial plat approval jurisdiction as provided in Wisconsin State Statute Chapter 236 and Section 66.32. The City has the authority to review and approve plats within 3 miles of the City limits. The only exception is within the Cooperative Planning Area defined in the 2013 Cooperative Boundary Plan with the Town of McMillan. Plats within that area are reviewed and approved by the Town of McMillan-City of Marshfield Joint Plan Commission.

Extraterritorial plat review does allow the City to protect future growth areas by controlling density where growth and development is anticipated. These future growth areas will be further defined in the Land Use Chapter.

## **8.5 Community Values**

### **Quality of Life**

- Communication with other entities can help stave off future conflicts that could negatively impact the residents of the region.
- Connecting the multi-modal transportation network to other government entities could significantly expand the trail system and recreational opportunities for local residents.

### **Health and Safety**

- The health of our community and the health of our region are interconnected.
- Cooperative efforts provide emergency services to adjacent municipalities.

### **Economic and Environmental Sustainability**

- Sharing services and revenue could save residents money.
- Looking beyond the corporate limits of Marshfield is important in protecting the drinking water and other valuable environmental resources.

### **Community Design**

- Reviewing development in the nearby townships allows the City to control growth and make better decisions on future growth patterns that are more sustainable and cost effective.

## 8.6 Goals, Objectives, and Programs, Policies, and Recommendations

### Intergovernmental Cooperation

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#### Goal 8-1. Work cooperatively with surrounding governments and non-government entities in the area.

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##### ***Objectives***

1. Maintain or establish open communication with adjacent townships and other governmental and non-governmental entities.
2. Identify and eliminate unnecessary duplication of services and equipment purchases.
3. Provide high quality services in an economically responsible way.

##### ***Programs, Policies, and Recommendations***

1. Consider including communication with surrounding government and non-government entities as the City develops a Communication Plan.
2. Consider having the appropriate staff attending the meetings of adjacent townships or inviting them to a City meeting on an annual basis to ensure communication and to work on identifying cooperative opportunities and resolving issues before they became significant.
3. Identify and explore opportunities for shared services, revenue, facilities, and equipment with surrounding units of government as well as non-governmental entities.
4. Consider developing compatible and consistent land use and development review standards with surrounding towns, Marathon and Wood Counties, and the Regional Plan Commission.
5. Invite representatives from the School District and consider other important stake holders such as the Police Department, Healthy Lifestyles, parent teacher organizations, parents, residents, and other community groups to the table when reviewing and updating the Safe Routes to School Plan.
6. Work with the School District as they develop future plans for their facilities and consider the following:
  - Look at potential impact of new development, including a new stadium and sports complex, to the surrounding neighborhood.
  - Make sure transportation facilities, including sidewalks and bike paths, are adequate for larger events, including traffic circulation, access, and enough parking for larger events.
  - Encourage the development of Campus Master Plans.
7. Collaborate with the Marshfield Clinic and organizations such as Healthy Lifestyles – Marshfield Area Coalition on evidence based initiatives to improve the health of the community.
8. Consider conducting a Resident Survey every 5-10 years to find out how residents feel about the community and what they want and do not want out of the community, and other topics that may be relevant at the time.

9. Continue to work with Marathon and Wood Counties and related entities on hazard mitigation and emergency planning efforts so Marshfield is properly prepared for larger scale emergency and catastrophic situations.

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**Goal 8-2. Manage growth in Marshfield’s three mile planning area.**

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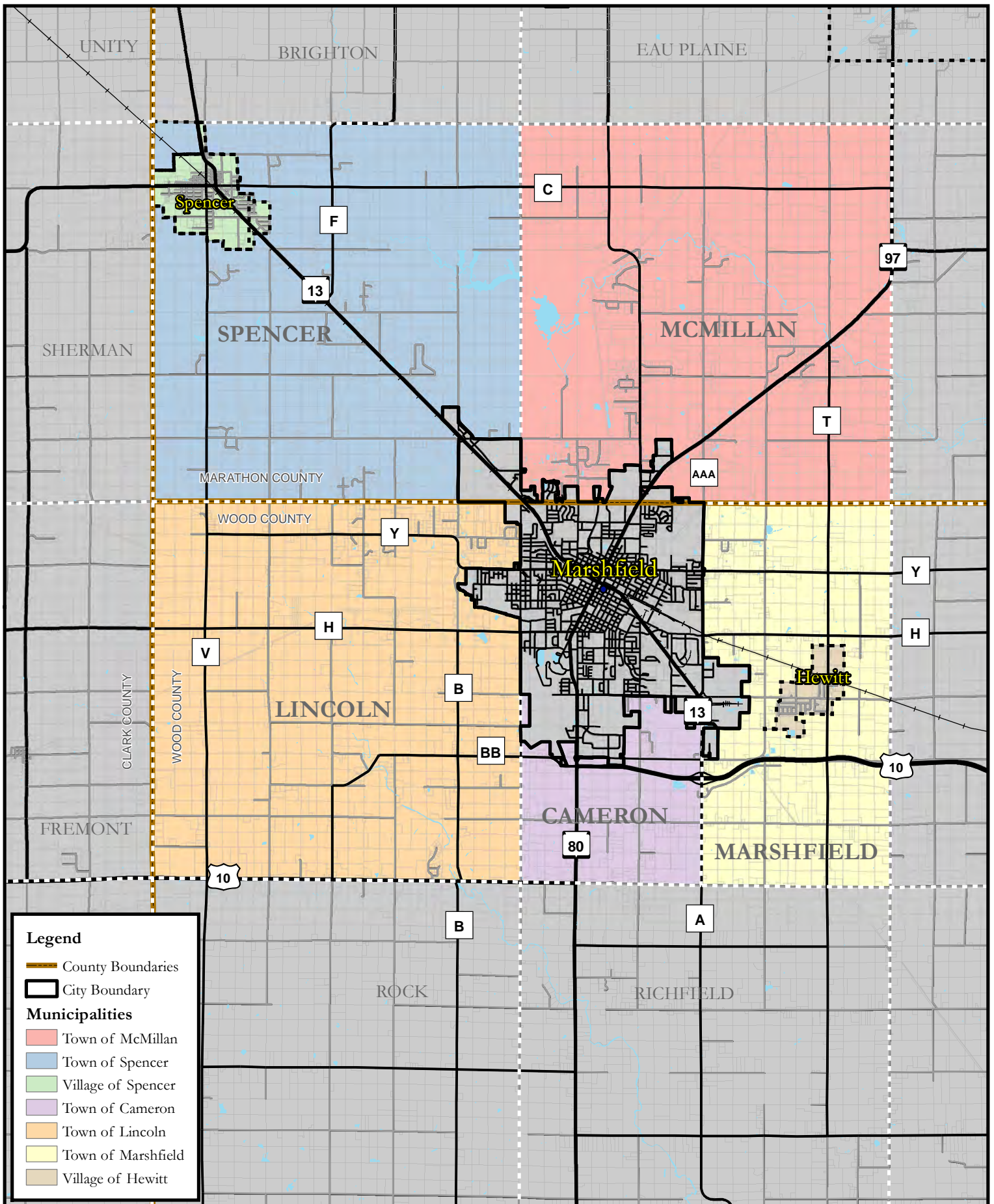
***Objectives***

1. Avoid environmentally sensitive areas when identifying future growth areas.
2. Pursue intergovernmental agreements as a primary implementation tool of this Plan.
3. Utilize intergovernmental agreements, extraterritorial controls, and other cooperative efforts.
4. Identify cooperative solutions for regional development issues that impact the entire Marshfield community, including areas outside the City’s boundaries.
5. Protect the future growth areas of Marshfield from low density, rural development.
6. Protect sensitive environmental features and productive farmland in areas where development is not planned.

***Programs, Policies, and Recommendations***

1. When developing a “Street Plan” and Bicycle/Pedestrian plan, consider planning transportation and trail improvements and connections with neighboring communities.
2. Update the Official Map to include any extension of roads and bicycle/pedestrian accommodations critical to the future growth of Marshfield.
3. Approve annexation petitions from property owners when they are consistent with this plan (Land Use and Implementation Chapters), adopted intergovernmental agreements, and the Wisconsin State Statutes.
4. Continue to enforce the existing overlay zoning regulations to protect the safety of air navigation and the City’s drinking water.
5. Protect future growth areas identified in this plan from rural development when reviewing extraterritorial major subdivisions to allow for orderly and planned growth.
6. When updating the “Street Plan” and Official Map, work with adjacent government entities when considering areas outside the City limits.

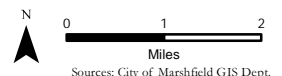


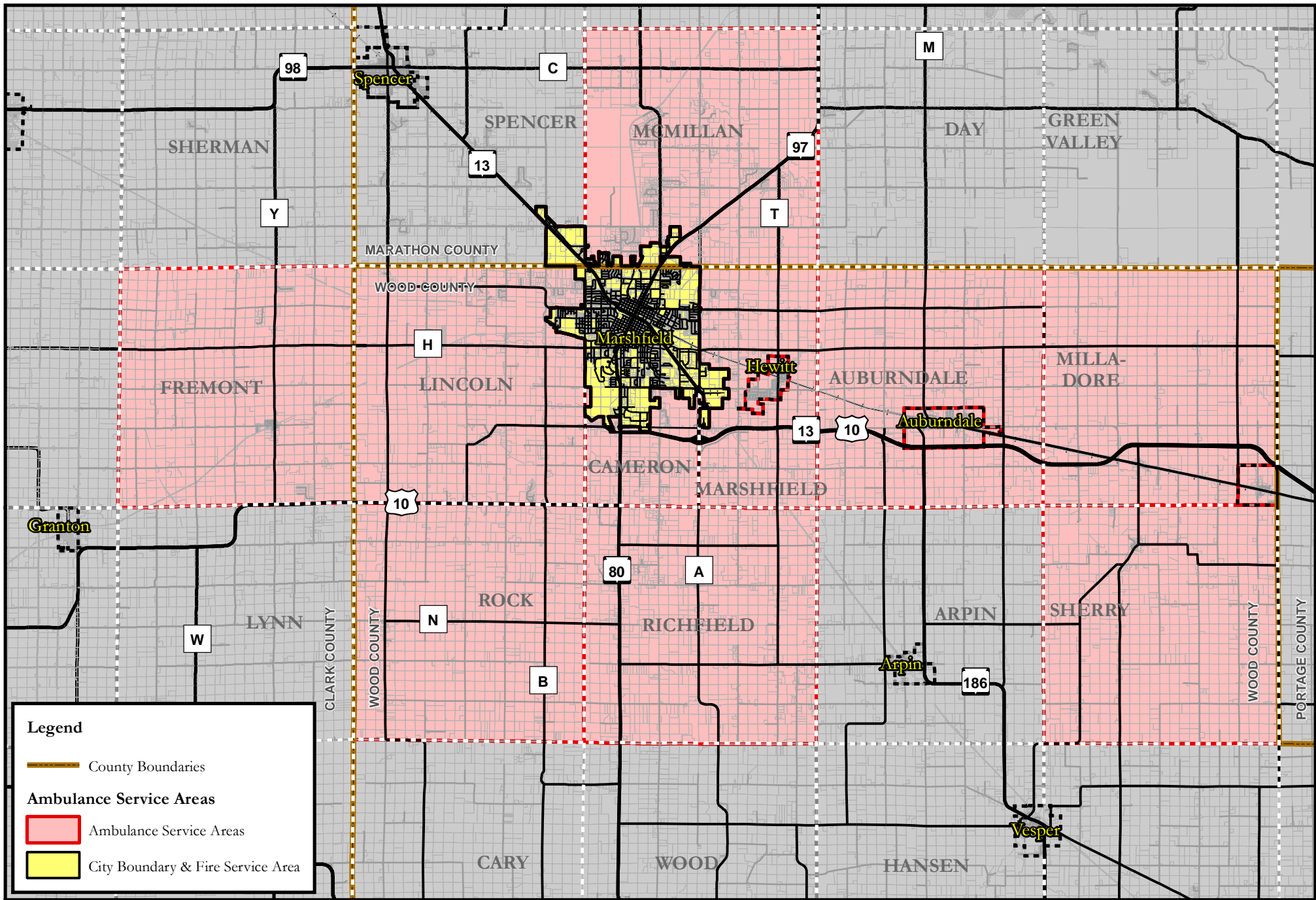


# Adjacent Units of Government - Map 8.1




City of Marshfield - 2017 Comprehensive Plan

5/24/2017





**Legend**

-  County Boundaries
- Ambulance Service Areas**
-  Ambulance Service Areas
-  City Boundary & Fire Service Area



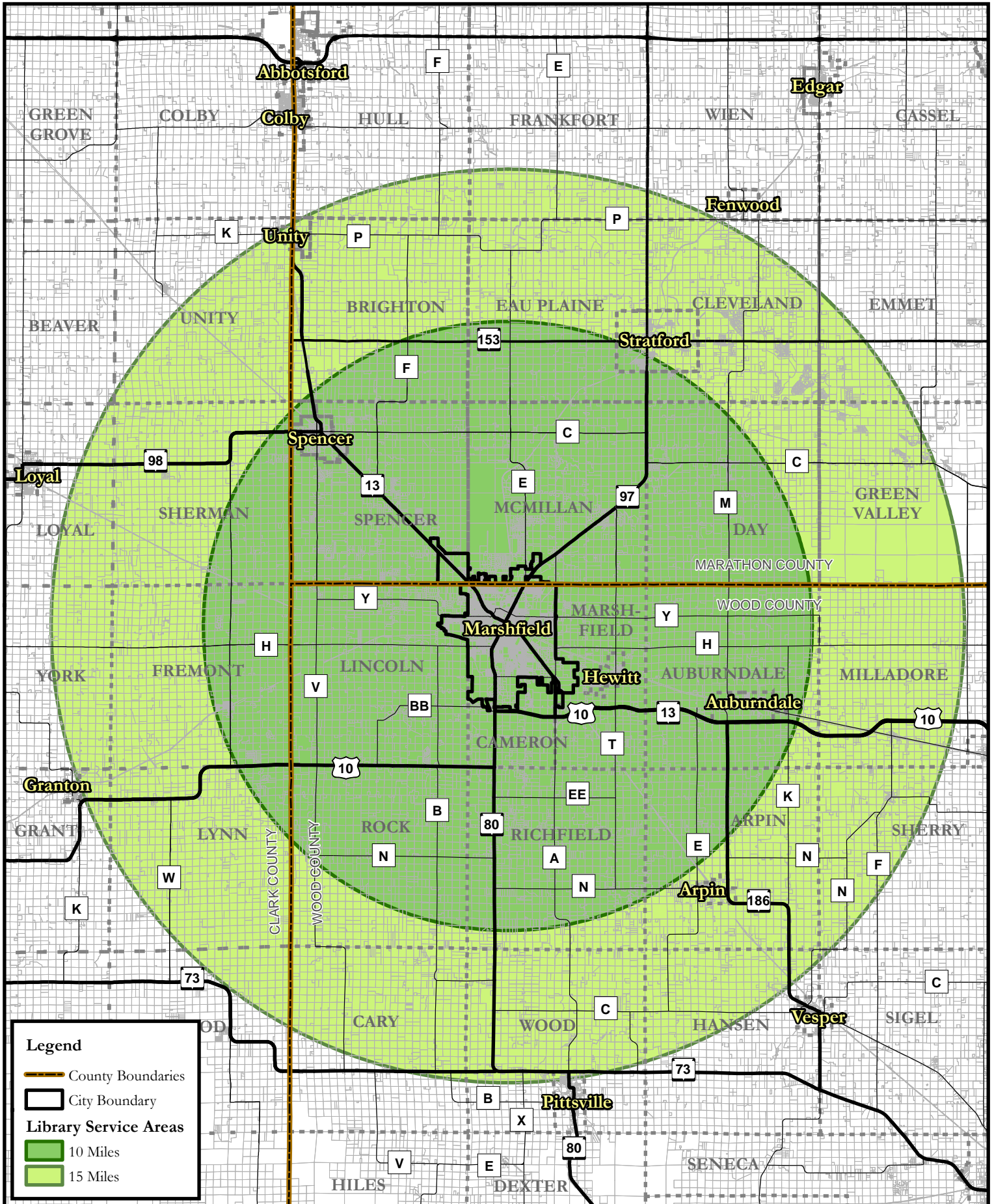
# Fire & Ambulance Service Areas - Map 8.2

City of Marshfield - 2017 Comprehensive Plan

5/19/2017



Sources: City of Marshfield GIS Dept.



# 9 Land Use

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## 9.1 Introduction

The primary purpose of the Land Use chapter is to identify and analyze how land is being utilized both in and around the City and to recommend appropriate land uses to accommodate the future needs for agricultural, residential, commercial, and industrial development. This chapter should provide the proper background for making consistent and informed decisions on future land use applications such as subdivision, rezoning, and conditional use requests. Analyzing the land use pattern can help the City identify areas where potential conflicts may occur, identify areas that where future development may be undesired or limited, and protect future growth areas from unwanted growth patterns.

The Land Use chapter is not zoning and is not regulatory in the sense that existing land uses are not affected by the information included in this chapter. The chapter does however provide recommendations to City officials to provide guidance in the event that a property is rezoned. Additionally, as the municipal code is amended, those amendments should be consistent with the recommendations provided in this plan.

The Land Use Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Land Use
- Trends in Land Use
- Land Use Projections
- Community Values: Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design
- Goals, Objectives, and Programs, Policies, and Recommendations

## 9.2 Assessment of Existing Conditions

### Existing Land Use

Existing land use is a classification of how the land is currently being utilized. If a parcel has homes or multifamily apartments, the land use would be considered residential. Land that contains stores, shops, or restaurants, would be classified as commercial. Some properties have multiple uses and that can create challenges when assigning a classification. Explanations are provided under each classification below for the factors that went into making those existing land use determinations.

Table 9.1 depicts the number of acres dedicated to each use and what percentage of land those acres represent. The “Existing City Land Use” Map (Map 9.1) displays the various land uses and the locations

of those uses. Since they do not follow parcel lines and are mapped on an infrequent basis, environmentally sensitive areas such as floodplains and wetlands were not identified separately from any land use category. In addition, these areas were not calculated or removed from the overall acreage calculation. Therefore, land may be identified as residential, vacant, or commercial, but still contain wetlands.

Table 9.1: City of Marshfield Existing Land Use

Land Use Type	Number of Acres	Percent of Total Land
Residential	2,360.50	31.47%
Commercial	554.96	7.35%
Industrial	852.41	11.31%
Institutional	1,724.53	22.70%
Agricultural	680.64	9.03%
Parks and Open Space	632.26	8.55%
Vacant	733.61	9.57%
<b>Total</b>	<b>7,538.89</b>	<b>100.00%</b>

Source: City of Marshfield GIS Data, 2017

For the purpose of this chapter, there are seven different land use classification and they are as follows: residential, commercial, industrial, institutional, agricultural, parks and open space, and vacant. Road right-of-way was not included into the calculations. A description of each existing land use category is below:

### Residential

Residential land use accounted for 31.31% of all land, or approximately 2,360 acres in the City of Marshfield. The majority of housing units in the City are single-family units. These units are found throughout the City. Multi-family units are generally located near downtown or in other locations around the periphery of Marshfield. In some cases there are single homes on large tracts of land or multiple homes within shared condo areas. Although some of those larger parcels could be further subdivided or additional houses could be placed within those condo areas, they are classified as residential on the current land use map.

### Commercial

Commercial uses in the City of Marshfield account for 7.36% of all land, or just less than 555 acres. Commercial uses are primarily located along major corridors throughout the City, including Central Avenue and Veteran’s Parkway. There is also a large presence of commercial uses in both the downtown and in the north side business district in the northeast portion of the City. Although some commercial property does contain residential units, such as the apartments above a storefront in the downtown, mixed use properties were classified as commercial for the land use calculation.

### **Industrial**

Over 11.31% of the land in the City of Marshfield is utilized for industry and manufacturing, or approximately 852 acres. The main locations for industry in the City are the northwest, southcentral, and southeastern areas as well as the north central portion of the City. These concentrations are located along the highways that provide access to and from Marshfield. In addition there are a few select industrial sites located in the downtown that are still active.

### **Institutional**

This classification incorporates all schools, civic buildings, municipally-owned land, cemeteries, hospital/clinic, and religious facilities. In the City of Marshfield, Institutional lands make up over 22.88% of the land, or over 1,724 acres. These land uses are found sprinkled throughout the City, including in the residential neighborhoods. Some parcels may contain other uses such as crop farming, but because land will either not be developed (Marshfield Municipal Airport) or is part of the work the institution is conducting (Marshfield Ag Research Station), it was classified as Institutional.

### **Agricultural**

Agricultural land uses are lands that are currently being farmed under private ownership. In some cases Institutional or City owned lands are being farmed and in those situations, the land is classified as either Institutional (if it is part of the institutional process or if it will not be developed in the future) or Vacant (if it is city-owned and intended for future development). This includes lands that may be platted, but used primarily for agricultural use. Agricultural land uses account for 680.64 acres and make up 9% of the land.

### **Parks and Open Space**

The classification of Parks and Open Space land use consists of areas that are publicly held greenways, forested areas, and lands dedicated as parks. This land use makes up over 632 acres or 8.39% of the total land in the City of Marshfield.

### **Vacant**

The classification of Vacant consists of areas that are undeveloped areas that are not actively being farmed nor considered greenspace and are either currently served or capable of being served by utilities. This land use makes up just over 733 acres or 9.73% of the total land in the City of Marshfield.

### **Street Right-of-Way**

This classification refers to all land occupied by state, county and city rights-of-way. Rights-of-way were not included in the land use calculations.

## **Existing Zoning**

The City completed a major revision to the zoning code and map that took effect on January 1, 2013. Since that time, there have been a few code and map amendments. The zoning regulations in place currently will continue to remain, unless changed by ordinance, regardless of what the current and future land use maps show. As required by State Statute, when changes to the code or map are

proposed, those changes must be consistent with the recommendations in the community’s Comprehensive Plan.

**Residential Intensity**

The zoning for residential uses in the City is broken into eight classifications or districts. Each classification has different standards concerning lot size, lot coverage, height, area, width, and use (use not listed in the table). Table 9.2 outlines the standards for each district. The “City of Marshfield Existing Zoning” Map 9.2 illustrates the location of each zoning classification.

Table 9.2: City of Marshfield Residential Zoning Density Standards

Zoning District	Development Options	Maximum % of Lot Coverage	Maximum Height (ft)	Minimum Lot Area (sf)	Minimum Lot Width (ft)
SR-2	Single Family	30%	35'	14,000 sf	80'
	Small Scale Indoor Institutional			20,000 sf	100'
SR-3	Single Family	30%	35'	10,000 sf	60'
	Small Scale Indoor Institutional			12,000 sf	80'
SR-4	Single Family	30%	35'	8,700 sf	60'
	Small Scale Indoor Institutional			12,000 sf	80'
SR-6	Single Family	40%	35'	6,000 sf	40'
	Two-Flat			6,000 sf	40'
	Small Scale Indoor Institutional			12,000 sf	80'
TR-6	Single Family	40%	35'	6,000 sf	60'
	Two-Flat			10,800 sf	60'
	Twin House			6,000 sf	60'
	Duplex			12,000 sf	80'
	Small Scale Indoor Institutional			12,000 sf	80'
MR-12	Single Family	50%	35'	6,000 sf	80'
	Two-Flat			6,000 sf	80'
	Twin House			6,000 sf	80'
	Duplex			6,000 sf	80'
	Townhouse (3-4 units)			3,600 sf/unit	80'
	Multiplex (3-4 units)			3,600 sf/unit	80'
	Apartment (3-4 units)			3,600 sf/unit	80'
	Small Scale Indoor Institutional			12,000 sf	100'
MR-24	Single Family	60%	100'	6,000 sf	100'
	Two-Flat			6,000 sf	100'
	Twin House			6,000 sf	100'
	Duplex			6,000 sf	100'
	Townhouse (3-8 units)			1,800 sf/unit	100'
	Multiplex (3-8 units)			1,800 sf/unit	100'
	Apartment (3-8 units)			1,800 sf/unit	100'
	Small Scale Indoor Institutional			12,000 sf	100'
	MH-8			Single Family	40%
Mobile Home Park		5 acres	120'		
Mobile Home Subdivision		6,000 sf	60'		
Small Scale Indoor Institutional		12,000 sf	100'		

Source: City of Marshfield Zoning Code, 2017

Classifications SR-2 through SR-4 all permit single-family residential in addition to limited home childcare facilities, regulated care facilities, and small scale institutional uses, such as schools and churches. Classifications, SR-6 and TR-6 allow single and some two-family uses. Multi-family homes are permitted in classifications MR-12 and MR-24. Marshfield has one classification for mobile homes, MH-8, but that district accommodates both mobile home parks and mobile home subdivisions (individually owned lots).

**Nonresidential Intensity**

The City of Marshfield’s Zoning Ordinance regulates the intensity of nonresidential uses. There are four mixed use (commercial) districts, three industrial (manufacturing) districts, and four other nonresidential districts. CMU (Community Mixed Use) and UMU (Urban Mixed Use) are mixed use districts that allow a different range of intensity and size for commercial or business development. The NMU (Neighborhood Mixed Use) district is a neighborhood commercial district that permits some light commercial or mixed use developments in the residential areas of the City. The final business district, DMU (Downtown Mixed Use), is the downtown central business district.

The IP (Industrial Park) district is for planned industrial and business park development. LI (Light Industrial) allows light industrial uses and GI (General Industrial) allows more intense industrial or manufacturing uses.

The four remaining non-residential uses include RH-35 (holding and agricultural district), RD (research and development), CD (campus development), and PD (planned development). CD districts are regulated by approved/adopted Campus Master Plan while PD districts are regulated by the approved Specific Implementation Plan. Table 9.3 summarizes the standards of each district, while the Map 9.2 demonstrates the locations of such classifications.

Table 9.3: City of Marshfield Residential Density

Zoning District	Maximum Height	Maximum Building Lot Coverage Percentage	Minimum Lot Area	Minimum Lot Width
CMU	35'	40%	12,000 sf	80'
UMU	35'	60%	4,500 sf	40'
NMU	35'	30%	6,000 sf	40'
DMU	100'	80%	3,000 sf	20'
IP	50'	50%	20,000 sf	100'
LI	50'	60%	30,000 sf	150'
GI	100'	70%	40,000 sf	200'
RH-35	40'	30%	40,000 sf	200'
RD	50'	30%	20,000 sf	100'
CD	N/A	N/A	N/A	N/A
PD	N/A	N/A	N/A	N/A

Source: City of Marshfield Zoning Code, 2017



### Net Residential Density

According to the 2010 Census, the net residential density in the City is 1,420 persons per square mile and 652 housing units per square mile. The data is depicted below in Table 9.4, which also includes Stevens Point, Wausau, and Wisconsin Rapids as a comparison. Land area is based on current information in the TIGER® data base, calculated for use with 2010 Census. Therefore, the total area may not be 100% accurate or match up with other area calculations in this chapter. The TIGER® database was used for the purpose of comparing the four communities in the table. Marshfield has a slightly higher residential density than Stevens Point and Wisconsin Rapids. Wausau’s density is significantly greater than the other three municipalities, including Marshfield. One factor contributing to a lower density is the abundance of farmland. Approximately 680 acres of land are actively being farmed.

Table 9.4: City of Marshfield Residential Density

Geography	Population, 2010	Housing units, 2010	Land Area in Square Miles	Density	
				Sq. Miles of Land per	
			Total Area	Population	Housing Units
Marshfield	19,118	9,516	13.46	1,420	707
Stevens Point	26,717	11,220	15.96	1,674	703
Wausau	39,106	18,154	18.78	2,082	967
Wisconsin Rapids	18,367	8,972	13.82	1,329	649

Source: U.S. Census Bureau, 2010

## 9.3 Trends in Land Use

### Land Supply

To accommodate new City growth, there are three potential sources for future land:

- 1) Infill or Redevelopment
- 2) Vacant or undeveloped land within the City
- 3) Lands that will be annexed into the City

Infill parcels are vacant or underdeveloped areas of land that are within the existing developed area of the community and generally have available infrastructure and services. Vacant or undeveloped land would be unutilized green development that is outside the core area of the community and likely does not have access to all utilities. Recommendations of revitalizations areas are listed under the “Opportunities for Redevelopment” section in this chapter.

The 2014 Housing Study indicates that within the City limits, there could be up to 233 residential parcels that are platted and served with utilities, but not yet built upon. This number is probably closer to 200 available parcels as 30+ residential parcels have been built on since that time. This supply, along with land in the agricultural areas, may provide some land needed to accommodate future growth. There are likely physical, infrastructure, and other conflicts that will limit this supply of land. Additionally,

consideration must be given to preserve urban green spaces and greenways within the City limits as these areas are vital to both habitat and stormwater management.

In addition to infill development, there are lands on the edge of the City that would be available for new development. Map 4.1 in the Housing Chapter identified vacant lands that were available for housing that were zoned residential and agricultural and Map 7.1 in the Economic Development Chapter identified vacant lands that were available for future commercial and industrial growth, zoned for commercial or industrial. Both maps show land available for infill and new development opportunities. Some of the acreage calculated below is not developable and lacks available infrastructure or utilities. Presently, there are an estimated 1,409 acres of land within the City limits that have land uses classified as either vacant or agricultural, and zoned for Residential and Planned Development (PD), Mixed Use and Planned Development (PD), Industrial, and Agricultural. The acreage of potentially available land is broken down by current zoning classifications in Table 9.5.

Table 9.5: City of Marshfield Undeveloped or Vacant Land

Current General Zoning	Current Land Use	Acres	Total Acres
Residential/PD	Vacant	273.95	
Residential	Agricultural	204.90	
<b>Residential</b>		<b>Subtotal</b>	<b>478.85</b>
Mixed Use/PD	Vacant	144.64	
Mixed Use	Agricultural	14.60	
<b>Mixed Use</b>		<b>Subtotal</b>	<b>159.24</b>
Industrial	Vacant	287.35	
Industrial	Agricultural	23.82	
<b>Industrial</b>		<b>Subtotal</b>	<b>311.17</b>
Agricultural	Vacant	22.40	
Agricultural	Agricultural	437.33	
<b>Agricultural</b>		<b>Subtotal</b>	<b>459.73</b>
		<b>Total</b>	<b>1,408.99</b>

Source: City of Marshfield GIS Data, 2017

Local policy and land owner willingness drive the availability of new land through annexations. Currently, there is already a large supply of land, within City limits, that could support new development. Additionally, there is available land within the City’s sewer service area and the generalized “future development areas” as defined in the Marshfield Sewer Service Area Plan. Furthermore, the City has a cooperative boundary plan and comprehensive plan with the Town of McMillan where areas of future growth have been identified as a “No Contest Area” in the Joint Planning Area map.

Although there may be a number of areas surrounding the City that are not annexed in the short term, it is critical to protect future growth areas from rural, large lot, development so that the City may grow in

a more dense and efficient manner. Rural development along the edges of the City limits can severely limit the future growth of Marshfield. These future growth areas are identified later in this chapter.

### Land Demand

Based on the amount of development taking place, just looking at development within the City, the demand for land seems relatively minimal. Adjacent townships take on some of that residential development pressure so it’s unclear exactly how much demand there may be. However, as costs to provide services increase, the need to increase the development density will increase which may eventually create an increase in the land demand. Table 9.6 below summarizes the land demand trends since 2010 based on land use categories (including single family, two family, and multifamily). Calculations were based on the overall size of the parcel that was developed. One downside of calculating the land demand in this manner is sometimes the land is only partially developed with room for future growth. So the rate of land demand is slightly overstated in some instances, but the narrative below highlights some of those situations.

Table 9.6: City of Marshfield Land Demand Trends – Acres Developed

Land Use	2010 (Acres)	2011 (Acres)	2012 (Acres)	2013 (Acres)	2014 (Acres)	2015 (Acres)	2016 (Acres)	Total (Acres)	Average (Acres)
Residential	4.42	2.22	9.89	17.18	10.29	5.3	2.42*	51.72	7.39
Commercial	0.79	2.1	12.64	1.87	3.68	0	7.73	28.81	4.12
Industrial	4.16	46.15	5.24	0	0	6.09	3.1	64.74	9.25
Institutional	11.91	0.2	13.45	0	42.36	2.97	8.78	79.67	11.38
<b>Total</b>	<b>21.28</b>	<b>50.67</b>	<b>41.22</b>	<b>19.05</b>	<b>56.33</b>	<b>14.36</b>	<b>22.03</b>	<b>224.94</b>	<b>32.13</b>
Agricultural	0	-46.15	0	-1.06	-22.71	-6.69	-6.93	-83.54	-11.93

Source: City GIS, 2017 (\*Excludes a 48 acre single family lot that was unplatted)

#### Residential

Since 2010, the average acres developed on an annual basis for residential use was 7.39 acres, for a total of 51.72 developed acres over 7 years. A big component of that includes larger multifamily development projects that totaled just over 17 acres for two developments.

#### Commercial

On average, just a little over 4 acres of land per year have been developed for commercial uses since 2010. The largest project was Prevention Genetics in 2012 where they developed only about half the lot. However, the 12.6 acre site will allow for ample room for future expansion of the facility.

#### Industrial

There have been only a handful of new manufacturing projects that have taken place since the 2008 recession. The largest site was for the frac sand processing industry in 2011. That industry has since slowed down significantly due to a decrease in oil prices. The average annual demand for industrial land since 2010 has been 9.25 acres per year.

### Institutional

The number of acres developed for institutional purposes since 2010 is a bit misleading. Of the nearly 80 acres developed since 2010, 23 acres were for an off-site parking lot for the Marshfield Clinic Campus and over 15 acres were for the new water tower off of Depot Street. Both of those sites do have room for future growth. Including those two projects, the average land developed for institutional uses since 2010 is 11.38 acres per year.

### Land Prices

Land prices were based on sales information collected by the City Assessor from 2010-2015.

#### Residential

The average land price for an undeveloped single family lot (with utilities available) ranges from \$27,700-\$39,300 with an average land price per square foot ranging from \$1.16-\$2.29. Table 9.7 provides the residential land sales data from 2010-2015.

Table 9.7: Residential Land Sales in the City of Marshfield

Year	High Price	High Price per sq ft	Low Price	Low Price per sq ft	Average Price	Average Price per sq ft
2010	\$40,000.00	\$1.55	\$22,000.00	\$0.61	\$29,250.00	\$1.16
2011	\$38,000.00	\$2.90	\$8,000.00	\$1.16	\$30,000.00	\$2.29
2012	\$53,500.00	\$3.49	\$28,500.00	\$0.42	\$39,330.00	\$2.21
2013	\$38,000.00	\$2.79	\$18,000.00	\$1.27	\$27,716.67	\$1.93
2014	\$54,000.00	\$3.24	\$29,900.00	\$1.28	\$38,566.67	\$2.04
2015	\$81,500.00	\$2.82	\$9,500.00	\$1.46	\$37,142.86	\$2.25

Source: City Assessors Office, 2017

#### Commercial

The average land price for an undeveloped commercial lot (with utilities available) ranges from \$42,000-\$621,250 with an average land price per square foot ranging from \$2.45-\$6.83. Table 9.8 provides the commercial land sales data from 2010-2015.

Table 9.8: Commercial Land Sales in the City of Marshfield

Year	High Price	High Price per sq ft	Low Price	Low Price per sq ft	Average Price	Average Price per sq ft
2010	\$518,000.00	\$4.10	\$20,000.00	\$0.73	\$149,783.33	\$2.68
*2011	-	-	-	-	-	-
2012	\$42,000.00	\$2.45	\$42,000.00	\$2.45	\$42,000.00	\$2.45
2013	\$500,000.00	\$11.73	\$48,000.00	\$3.36	\$257,666.67	\$6.83
2014	\$400,000.00	\$7.91	\$250,000.00	\$3.95	\$325,000.00	\$5.93
2015	\$1,122,500.00	\$5.92	\$120,000.00	\$2.81	\$621,250.00	\$4.37

Source: City Assessors Office, 2017; \*no sales data available

## Manufacturing

Land sales for manufacturing property are collected by the Wisconsin Department of Revenue. Approximately half of the manufacturing land sold since 2010 was sold by the City. In some cases the City offers land at a reduced rate to encourage development. Because of this practice, only land sold by private entities is included in the average. Since 2009-2016, the average sale price per acre for manufacturing land was \$24,028.09. The price per acre ranges from \$10,000-\$60,000.

## Opportunities for Redevelopment

One component of this Plan is to promote redevelopment in parts of the City to provide jobs, tax base growth, housing opportunities, and to improve overall community aesthetics. Redevelopment projects often require additional planning, coordination, and may have other expenses related to site assembly or environmental cleanup. Considering these factors, this Plan recommends the City consider activities such as tax incremental financing, grant writing, and other planning activities to promote private reinvestment in these areas.

Multiple redevelopment areas have been identified for future analysis or investment. These are indicated on “Revitalization Areas” Map 9.3. While these areas may not be an exhaustive list of all revitalization opportunities, this Plan recognizes these areas are among the most important opportunities and the order of priority in Marshfield listed below.

1. **“Downtown District”**. The City has already made a significant investment in the Downtown by reconstructing the utilities and streets within the downtown core and investing in the façade program that provides grant dollars for property owners that improve the exterior of their property. Although there have been improvements in the Downtown, there are still opportunities for more improvements to be made. Opportunities for redevelopment are described in more detail in the City’s Downtown Master Plan. This area includes the existing City Garage as part of a redevelopment opportunity. Moving the City Garage would be a substantial cost and would require about 5-7 acres of available land for a new location.



*West 200 Block of South Central Avenue*

2. **“South Downtown Gateway”**. The blocks surrounding South Central Avenue north of Praschek Park and south of 11th Street is a potential redevelopment area on both sides of Central Avenue. Potential projects include a combination of neighborhood cleanup, infill construction, redevelopment, property maintenance standards, new construction, and historic restoration projects. This area includes the current municipal Hefko Pool site. Marshfield Utilities, located just south of the pool are looking to expand the

office building. If that happens, relocating the pool to a different site might be necessary. This would also be a substantial cost and require about 5-7 acres of available land for a new pool/aquatic center.

3. **“North Central Avenue Area District”**. The blocks surrounding Central Avenue starting about a half block north of Upham Street in the north and down to Doege Street to the south is another area of potential redevelopment. The area is currently a mix of mostly commercial uses with some residential uses to the south end of the redevelopment area. Potential projects include a combination of design guidelines, façade rehabilitation, and infill construction and redevelopment projects.
4. **“South Central Avenue Gateway District”**. The gateway district along South Central Avenue is now entirely in the City’s jurisdiction. This area represents a key gateway corridor to the community. A variety of revitalization efforts including neighborhood cleanup, infill development, hard surfacing, extending infrastructure, and new development may be appropriate.
5. **“Veterans Parkway Gateway District”**. West of the Downtown along Veterans Parkway between McMillan Street to the west and Walnut Avenue to the east are potential redevelopment areas. These areas are a mix of retail, service, office, residential, and light industrial development. Potential projects include a combination of design guidelines, façade rehabilitation, redevelopment, and infill construction.
6. **“East Side Industrial District”**. With the construction of Veterans Parkway, much of the industrial area along Veterans Parkway is now a highly visible community entrance way. The area is planned to remain as a center for industrial development and employment uses. Revitalization efforts should improve the overall aesthetics and employment potential within the area.

### Existing and Potential Land Use Conflicts

There is always the potential for conflicts where neighbors do not get along or when properties become blighted. Situations where incompatible land uses such as residential next to industrial can also become areas of conflict. The City of Marshfield is not aware of any significant land use conflicts at this time and the programs, policies, and recommendations in this Plan are designed to mitigate those potential conflicts.

As part of the planning process, the City attended meetings with adjacent townships and discussed the proposed land use maps. Additionally, they were invited to attend the Land Use Open House. No major conflicts were identified during those discussions.

Eventually annexation with the growth of the industrial park to the east could conflict with residential development and farmland in the Town of Marshfield and Village of Hewitt.

## 9.4 Land Use Projections

According to the Marshfield Sewer Service Area Plan 2010-2030, the total acreage demand for development will be 1,646 acres. This number does not include the projected infill development of 100 acres. Shortly before that plan was updated in 2010, the market had taken a significant downturn and new development had significantly slowed. According to that plan, the net demand is 482 acres. However, additional land was included in the projections. The purpose of including additional land was “To accommodate factors beyond the control of local government which render lands unavailable for development, a market factor of 2 has been provided. This factor was based on the projected future land area needs and a cursory review of undeveloped lands in and around the urban area, as well as the likelihood that a given piece of property will be available for development at any given time.” Basically, the projected acreage demand of 582 acres was doubled while subtracting the projected infill of 100 acres. The math works out to 582 acres plus 1,164 acres (582 x 2 Market Factor) subtract 100 acres for infill development for a total of 1,646 acres. Based on the projections below, the market factor numbers seem extraordinarily high.

Since the above land demand analysis was conducted seven years ago, revised land use projections have been calculated over the next twenty years in five year increments in the Land Use Projections section in this chapter. The initial land use projection was estimated by taking the 2015 estimated acres of residential, commercial, industrial and agricultural lands based on the current number of households. That factor was then multiplied for each land use by the household projections provided by the State of Wisconsin Department of Administration. This resulted in a very low growth estimate.

These projections were applied to existing land use distribution patterns to determine future use needs. For every household in 2015, there were: 0.27 acres of residential land needed; 0.06 acres of commercial land needed; 0.09 acres of industrial land needed; and 0.08 acres of agricultural land being lost. These projections are much lower than recent demand for land, showing a total of 94.26 acres of development in the next 20 years (59.37 acres of residential; 13.75 acres of commercial; 21.16 acres of industrial; and a loss of 17.42 acres of agricultural). Although they are based on household projections, which show significant drop over the next 20 years, future land use will likely be significantly greater than the land use projections based on household projections.

Another way to calculate future land use needs is based on recent historic trends. Estimates in Table 9.9 are based on land use demands in acres for the past 7 years (excluding the high and low years to calculate the average), projected out over the next 20 years. Since 2010, excluding high and low outliers, the City has added on average 6.46 acres of residential development per year; 3.23 acres of commercial development per year; and 3.72 acres of industrial land per year. Multiply each land use by five to get the total for the five year period. Compared to the projected land use needs in the 2007 Comprehensive Plan, the land use projection over 20 years is similar for both Commercial and Industrial Land Use. Residential land use is about 100 acres less than what was projected previously, however, the number of new homes built has dropped off significantly since the calculations were completed 10-12 years ago.

The projections in Table 9.9 indicate that the City of Marshfield will need an additional 335 acres over the next twenty (20) years in order to accommodate projected growth for residential, commercial, and industrial growth. This new growth could include new development or redeveloped lands. For planning purposes, a “market factor” adjustment could be applied. This is basically a doubling factor that is sometimes used to account for unknown conditions such as land availability. Including a “market factor” would double the acreages shown in the table. Table 9.9 is a much more realistic projection than the projection based on household projections and will be the projections utilized for planning.

Table 9.9: Land Use Projections Based on Historic Trends in the City of Marshfield

	Existing Land Use for 2015	2020 (acres)	2025 (acres)	2030 (acres)	2035 (acres)	2040 (acres)	Total	Change
Residential	2,352.78	32.32	32.32	32.32	32.32	32.32	2,514.38	161.60
Commercial	547.23	16.17	16.17	16.17	16.17	16.17	628.08	80.85
Industrial	843.22	18.59	18.59	18.59	18.59	18.59	936.17	92.95
Agricultural*	694.26	-26.71	-26.71	-26.71	-26.71	-26.71	560.72	-133.54
Total	3,743.23	67.08	67.08	67.08	67.08	67.08	4,078.63	335.40

Source: Development Services Office, 2017; \*Agricultural land not included in the Total

These projections are not intended to limit future growth of the City. Actual future uses of land may be below or above projections. However, land consumption and uses should be tracked on an annual basis to see how close projections were and to have better data available for updating the Comprehensive Plan in the future.

### Constraints of New Development

Development can be limited for a variety of reasons. Some of those limitations described below include: existing development, natural features, and the geographic or financial limitations of extending infrastructure. Development constraints are shown in the “Primary Development Constraints” Map 9.4.

#### Town Development / Rural Subdivisions

Existing rural subdivisions, primarily in the Towns of McMillan, Cameron, and Lincoln, have created boundaries, limiting the expansion of City services and future municipal growth.

#### Natural Features

Waterways to the north and west, floodplains to the west, southeast, and east, wetlands to the west, north and southeast, and shallow bedrock to the east present challenges in developing potential future growth areas. Elevation can also present a challenge for providing gravity sewer service. Areas of low elevation would require a lift station and forcemain which could add significant cost to development.



Other development constraints include the location of productive agricultural soils and natural limitations for building site developments. Maps for “Natural Resources” Map 3.1, “Slopes” Map 3.3, “Depth to Bedrock” Map 3.4, and “Productive Farmland” Map 3.6 are difficult to show on one map and have already been provided in Chapter 3.

### **Infrastructure**

One of the most critical components for new development is having access to adequate infrastructure. This includes the streets, sanitary and water service, stormwater management, electric and gas service, and communication facilities. Lacking any of the aforementioned components may limit what kind of development can and will take place. Some areas of the City still that lack sanitary and water services and some areas have little to no cell phone service.

## **New Development Opportunities**

Aside from the aforementioned opportunities for redevelopment, new development opportunities are factors that have to potential to positively impact future growth. Below is a list of new development opportunities in Marshfield.

### **Sewer Service Area Boundary**

The sewer service area boundary presents a growth boundary for the City of Marshfield. There are two types of boundary amendments. Type 1 amendments involve a situation where the service boundary is changed, but the service area acreage is not increased. Under these circumstances, the amendment would be handled by the City. The Sewer Service Area Planning Advisory Committee would become involved in this type of amendment. The administrative procedure for acting on local service area boundary changes would be similar to that used for zoning ordinance amendments. Type II amendments increase the overall service area acreage. The primary justification for this type of amendment is for unanticipated new population or mercantile growth to be served by sanitary sewers above that which was projected in the plan. The Sewer Service Area Planning Advisory Committee would hear and take action on any proposed boundary expansion of this type. The current sewer service area boundary is shown on Maps 9.4, 9.5, and 9.8.

### **Future Growth Areas**

There is a lot of potentially developable land within the City limits. Some of the lands are currently vacant, while most is being utilized for agricultural purposes. Certain areas within the adjacent townships that abut the City are also great potential for future growth. “Future Growth Areas” Map 9.5 shows larger tracts of land that could be served by utilities as well as future growth areas that extend beyond the current City limits where rural development should be limited.

### **Extraterritorial Areas**

The City has an intergovernmental agreement with the Town of McMillan called “The City of Marshfield and the Town of McMillan 2013 Cooperative Boundary Plan”. The Plan identifies city

growth areas, “no contest areas”, and “joint planning areas” for which the communities will work together jointly to manage growth utilizing the “The City of Marshfield and the Town of McMillan Comprehensive Plan for the Joint Planning Area 2013-2023” that was adopted concurrently with the boundary plan. The “Extraterritorial Plat Areas” Map 9.6 shows the extraterritorial areas where the City has jurisdiction, granted by Wisconsin State Statute Chapter 236, to review minor and major subdivisions. The map also identifies areas where major subdivisions should be limited in the Townships unless annexed to the City. These areas should be protected from rural development as they are likely future growth areas for the City and unplanned rural development has the potential to landlock the City and keep it from growing.

### **Highway 10 Corridor**

The expansion of US Highway 10 presents a considerable planning opportunity. This area has become a new gateway to the community, providing new opportunities for development, redevelopment, and natural resource preservation.

### **Future Land Use Plan**

Predicting the location of future land uses in a community is a very challenging exercise. It is important to recognize adjacent land uses and the surrounding land characteristics should be considered to help determine the desired future land use patterns.

A proposed pattern of land use is depicted on the “Future Land Use” Map 9.7. This map is intended to be generalized to allow the boundaries of the land use categories to be flexible and to allow for land use decisions to be made on a case by case basis. This map should not be used to cause hardships for existing development or be used as a basis to devalue property. This map, along with the descriptions below, should be used by City staff and officials as a general guide to adjust zoning maps and to provide recommendations and decisions on rezoning and other development requests. These decisions should take into account the existing development patterns, transportation options, potential land use conflicts, onsite environmental concerns, and topography. Infill development opportunities will typically follow the surrounding land use pattern and utilize the standard land use categories such as residential, commercial, industrial, and institutional. Other areas will have more of a mixed use designation which should allow for some flexibility for future development for new large tracks of development or where there are major commercial corridors mixed with other uses.

The future land use plan and districts should be used in coordination with all other parts of this plan. As such, onsite natural resources such as wetlands, navigable waterways, and floodplains should be considered prior to development regardless of the land use shown on the map. The future land use categories with recommended land uses and descriptions are provided on the following pages.

### **Residential**

The previous plan broke down the future residential land uses based on dwelling units per acre. Because most of the residential areas in the City have a broad range of developed density, it becomes extremely challenging to map. Therefore, even though the future residential land use

categories provide a range of densities, it is important to note that those densities are not rigid, rather, the categories show preferred densities. When figuring out the density, the calculation should be looking at an entire block the lot is part of, not just a single interior lot. Additionally, any existing or proposed rights-of-way should be excluded from the land area.

1. Low Density Single-Family (< 5 units per acre)
2. Medium Density Single-Family, Two-Family, and Townhouse (3-10 units per acre)
3. High Density including Multifamily and Institutional Residential (6+ units per acre)

### **General Commercial**

This district identifies the general location of areas where retail development is planned to occur. A wide range of retail, lodging, and office uses are appropriate for this district. This district may also include multifamily or mixed dwelling unit uses. The intensity of commercial development is regulated by the City's zoning ordinance. It is important that development within this district is attractively designed. Some existing parcels are currently residential uses and are residentially zoned, but are classified as General Commercial on the Future Land Use map. In those areas, the General Commercial use is the desired future land use, but existing development may be improved and conditional use permits should be considered for improving compatible uses as zoning allows.

### **General Industrial**

This planning district has been designated to provide locations for the various manufacturing and industrial districts and intensities allowed by City zoning. This includes the "LI" Light Industrial and the "GI" General Industrial zoning district. Areas given this designation generally have good highway access and limited conflicts with residential areas. Thus, this area is planned to support a range of employment uses, including more intense uses as allowed by zoning. As opportunities for reinvestment and redevelopment occur, the appearance of building facades exposed to the public view, especially those visible from Veterans Parkway and Central Avenue should be improved. Aesthetic treatments should include the use of high quality building materials, improved window treatments, screening, and landscaping.

### **General Institutional**

This district is intended to accommodate larger scale civic, institutional and related uses including but not limited to: the airport, medical campus, railroad lines, schools, churches, governmental buildings, municipal facilities, and utilities located outside the Downtown Mixed Use district. Some of the smaller facilities in the residential areas are not mapped as indoor institutional uses are generally compatible with residential areas and small scale indoor institutional uses are a permitted use in the residential districts under the current zoning code.

Large scale indoor institutional uses are permitted as a Conditional Use in most zoning districts. There may be opportunities for uses in this district to be repurposed or redeveloped into another use. For example, an adaptive reuse of a school or church into a use such as an office or

multifamily residential use could be suitable as long as careful consideration is be given to both the form and use of redevelopment projects and potential impact on surrounding residential properties. Existing development may be improved and Conditional Use Permits should be considered for improving compatible uses as zoning allows.

Additionally, future growth and development of larger institutional uses, such as the medical campus, airport, and university, will be regulated by a Campus Master Plan prepared by the institution and adopted by the City. These plans will provide the guidance needed for the future growth of each campus. The current zoning code outlines the requirements as well as the adoption and amendment procedure for the Campus Master Plans.

### **Parks**

This district includes all the existing parks and dedicated trail parcels. Future park locations and development should be dictated by the Comprehensive Outdoor Recreation Plan and could be located in any district designation.

### **New Neighborhood Mixed Use**

Larger areas for future development, that consist of predominantly residential uses are designated “New Neighborhood Mixed Use”. Such areas should include a mixture of the following land use types: single family residential, two-family/twin house residential, townhouse and multi-family residential, mixed residential, neighborhood office, neighborhood business, institutional, and public open space. Single-family residential and designated public open space should account for at least 50% of the portions of new neighborhoods suitable for development. This planning concept disperses higher density development throughout the community and limits the concentration of any one type of development in any one area. The City should look to encourage developments that include neighborhood concepts plans for the surrounding undeveloped property to plan for future road, trail, park, and infrastructure expansion as well as identify the potential land use growth pattern for the neighborhood.

### **Downtown Mixed Use**

Downtown Marshfield contains a mix of uses including retail, office, institutional, and historic residential. A “mixed use” category has been created to guide land use in the Downtown area. Any changes to current uses in this district should be guided by the specific land use recommendations in the Downtown Master Plan and the applicable zoning districts. If redevelopment opportunities are not identified in the Downtown Master Plan, redevelopment and new development should generally follow the Downtown Mixed Use Zoning District for the parcels between Chestnut Avenue and Maple Avenue. For the remaining areas in this district, the Transitional Mixed Use land use district should be looked at for guidance of future development and redevelopment projects.

### **Transitional Mixed Use**

There are multiple residential areas and often less intensive commercial areas in close proximity to the Downtown, along Central Avenue, McMillan Street, Peach Avenue, and other minor arterials, as well as some other nodes of commercial development that currently are or have the potential to transition from a residential area to a non-residential (retail/service/business, etc.) or a different/greater density residential use. Depending on the surrounding neighborhood, these areas may also be suitable for medium to high density residential development or mixed use development that would combine commercial and residential. This planning district is provided for areas in which careful consideration should be given to both the form and use of redevelopment projects and potential impact on surrounding residential properties.

### **Employment Retail Mixed Use**

This district allows for a range of commercial, business, light industrial, and mixed use developments. This includes planned business parks with commercial or office space and light industrial park development. Some multifamily or mixed dwelling uses may be appropriate in areas adjacent to existing residential areas. Retail development and service oriented businesses, would be best suited along the major arterials.

### **Environmental Corridor**

This district is reserved for natural areas, greenways, municipal facilities, and stormwater management facilities, which are municipally controlled and are often integral to the City's stormwater management system or wellhead protection areas. The potential environmental impact of these structures or development of these areas should be carefully considered and must follow the City's shoreland zoning and stormwater management regulations. Uses should generally be limited to recreational (including trails), municipal facilities, utilities, communication facilities, or necessary infrastructure.

## **Future Development Staging**

In addition to the type of land use and general location, it is also important to look at the timing of future development and annexation to avoid leapfrog development. "Future Land Use Staged Development" Map 9.8 provides a staging plan showing the order that future growth is projected.

Stage 1 shown on the map will ideally take place within the next 5-10 years. These areas are mostly development ready, but may require some form of infrastructure to initiate development or to fully develop. The development of properties in Stage 2 will most likely need Stage 1 to develop, lands to be annexed, or some additional infrastructure and utility expansion prior to that area being developed. Stage 3 areas will likely take place beyond the 20 year planning period, but could develop earlier or even prior to adjacent Stage 2 properties in some cases if conditions are right and orderly development has already taken place up to that point.

In many cases parcels identified within the stages have already been developed, but are already developed at a low density, do not currently have sewer and water services, or were a smaller part of a

larger staging area. Additionally, many infill areas are not identified on the staging plan including undeveloped individual parcels or partially developed larger parcels with significant room for additional development, but such areas should still be considered a top priority where infrastructure and utilities are readily available. In areas within the City that are not currently served by infrastructure or utilities, the City should follow an orderly growth pattern of development and look to extend service to those areas when it is economically viable.

Map 9.8 does not imply that lands in any of the stages will be provided services or be annexed in an identified timeframe or at all in the future. This map is simply an illustration showing an orderly growth pattern and may provide a basis for choosing priorities for the City to invest in future development and infrastructure projects or approving annexation requests.

### **Future Service Areas of Public Utilities and Community Facilities**

The service area boundaries are not expected to change over the next few years. The Sanitary Sewer Service Area may change as new areas develop. When updating Sewer Service Area Plan, the “Future Sewer Service Areas” Map 6.4, “Future Land Use” Map 9.7, and “Future Land Use Staged Development” Map 9.8 along with other recommendations in this Plan, will be utilized to determine necessary changes to the sewer service area boundary.

The current service areas for the “Fire & Ambulance Service Areas” Map 8.2 and “Library Service Area” Map 8.3 are provided in Chapter 8 Intergovernmental Cooperation. The current school district is shown on the “Education Facility & School District” Map 6.3. The current service area for the electrical service is shown on the “Sanitary & Electrical Service Areas” Map 6.1. There are no current plans for any of those service areas to change at this time.

### **Annexation Criteria**

The City of Marshfield should approve proposals for annexation into Marshfield only when they meet the annexation criteria in this chapter, or if other important community goals are met.

## **9.5 Community Values**

### **Quality of Life**

- Having buildable residential lots is critical in providing a variety of housing stock and encouraging residential development.
- Continue to plan for growth at a steady pace to ensure the City can grow as needed.

### **Health and Safety**

- It is important to provide adequate separation between incompatible land uses such as noisy industrial uses from residential uses.
- Blighted areas have the potential to attract more crime, but offer opportunities for redevelopment.

- More compact development is generally more pedestrian and bicycle friendly.

### **Economic and Environmental Sustainability**

- Increasing density and taking advantage of infill vacant lots will help reduce the cost of expanding infrastructure and the potential for undesirable urban sprawl.
- New and redevelopment in areas where utilities already exist should be a priority over expanding services and infrastructure.

### **Community Design**

- Industrial land uses should be screened from the public.
- Neighborhoods should provide a diverse range of housing.
- Development of residential infill lots should generally have a suitable relationship to the density, scale, and intensity of the adjacent housing.

## **9.6 Goals, Objectives, and Programs, Policies, and Recommendations**

### **Land Use**

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#### **Goal 9-1. Support a variety of housing types and densities that provide desirable housing for all demographics.**

---

##### ***Objectives***

1. Fulfill the housing needs of the Community by ensuring enough land is available for housing.

##### ***Programs, Policies, and Recommendations***

1. Monitor the land that is utilized for development and track the remaining available land suitable for housing growth.
2. Update the Housing Study on a regular basis and implement the recommendations provided in the study and in future updates to the study.

---

#### **Goal 9-2. Encourage commercial growth along arterials and make sure new developments are not hindering traffic flow.**

---

##### ***Objectives***

1. Improve traffic flow for existing development and future growth areas.

##### ***Programs, Policies, and Recommendations***

1. Require any new access points to be reviewed and approved by the City Engineer and ensure that proper spacing standards are followed.
2. Consider desirable new and redevelopment opportunities on City owned land in highly visible areas.

---

**Goal 9-3. Protect future road, pedestrian, and bicycle corridors from development that could result in dead ends.**

---

***Objectives***

1. Encourage multimodal forms of transportation throughout the City.

***Programs, Policies, and Recommendations***

1. Update the City’s Street Plan, Official Map, and Bicycle Transportation Plan or Bicycle/Pedestrian Plan if completed to reflect the recommendations in this plan and provide wide enough right-of-ways to allow for future road widening and multimodal accommodations.
2. Consider establishing public participation plans prior to updating or establishing new planning documents.

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**Goal 9-4. Provide aesthetic entryways into the Community.**

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***Objectives***

1. Improve the look of the primary entrances into the Community.

***Programs, Policies, and Recommendations***

1. Focus on Revitalization Opportunity Areas discussed earlier in Chapter 9 for blight removal and consider working with the Economic Development Board, Marshfield Area Chamber of Commerce & Industry, and other entities related to promoting economic development, to establish redevelopment plans.
2. Consider establishing a program to improve the areas along Veterans Parkway and Central Avenue such as develop an incentive program to screen industrial land uses or establish design guidelines for development. Utilize community engagement opportunities when establishing the program.

---

**Goal 9-5. Encourage aesthetic design of sites and buildings.**

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***Objectives***

1. Increase community pride by supporting higher quality development that has an emphasis on aesthetics.

***Programs, Policies, and Recommendations***

1. Consider developing design standards for commercial and industrial development and investigate opportunities to encourage new development to follow the design standards.

---

**Goal 9-6. Attract and maintain desirable commercial and industrial businesses that provide employment opportunities and contribute to the City tax base.**

---

***Objectives***

1. Ensure there are ample work opportunities in the Community.



***Programs, Policies, and Recommendations***

1. Monitor the land that is utilized for development and track the remaining available land suitable for commercial and industrial growth.

---

**Goal 9-7. Encourage development where infrastructure and services are already available.**

---

***Objectives***

1. Ensure that there is adequate tax base to support the needs of the residents.

***Programs, Policies, and Recommendations***

1. Look for opportunities to establish Tax Incremental Finance District and other incentives to support new business opportunities where mixed use or industrial growth is anticipated.
2. Develop an inventory of City owned land outside of environmental corridors and existing park facilities. The City should evaluate opportunities to sell and utilize available, municipally owned land where new desirable development opportunities exist, especially where additional tax base would be created. Environmental resources should still be protected and great care should be taken when any new or redevelopment takes place near environmentally sensitive areas.

---

**Goal 9-8. Any expansion of infrastructure should be done in a cost responsible manner.**

---

***Objectives***

1. Limit urban sprawl.
2. Increase density to increase the walkability of the community.

***Programs, Policies, and Recommendations***

1. Consider updating the subdivision ordinance and zoning code to increase allowable development density by changing setbacks, minimum lot widths, minimum lot areas, and maximum heights in the different zoning districts.
2. Investigate options for allowing the expansion of telecommunication services to meet the needs of the residents while considering the aesthetic impact such facilities can have on nearby properties.
3. Consider amending the subdivision ordinance to require parkland dedication or fee in lieu of for multifamily development.

---

**Goal 9-9. Protect Environmentally Sensitive Areas from potential impacts of new development.**

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***Objectives***

1. Protect the environment, groundwater, and surface water resources of the City and surrounding area.

***Programs, Policies, and Recommendations***

1. Promote preservation of green space and trails within existing and proposed developments.

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**Goal 9-10. Plan for future, orderly Growth.**

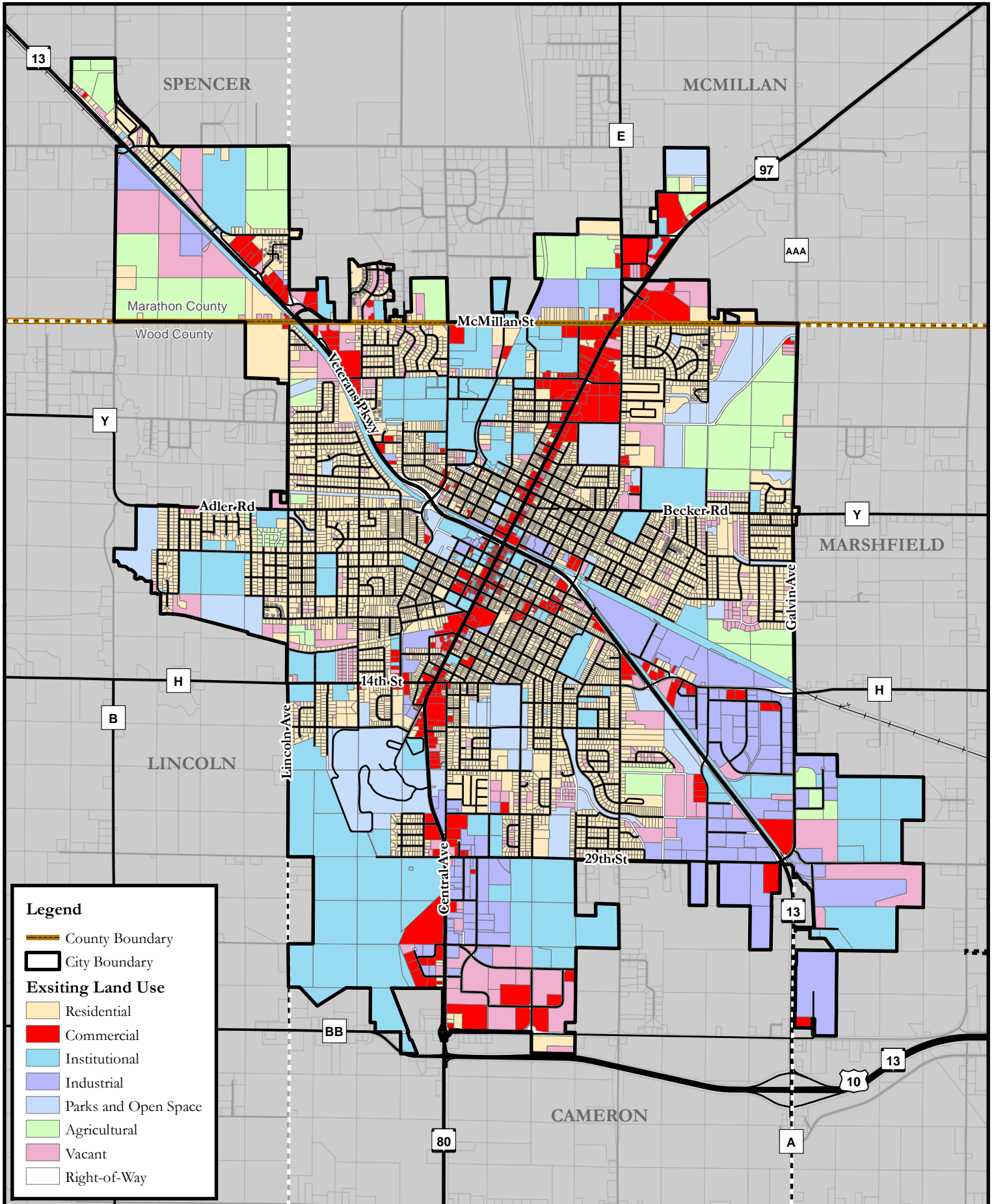
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***Objectives***

1. Prevent the City from becoming landlocked by rural development.
2. Encourage the separation of incompatible land uses.
3. Avoid uncertainty for property owners.
4. Grow in a fiscally responsible and efficient manner.

***Programs, Policies, and Recommendations***

1. Utilize the City of Marshfield-Town of McMillan Joint Plan Commission and Extraterritorial Plat Review process to prevent major rural subdivisions for properties within the Extraterritorial Growth Areas identified in this chapter unless the development is planned for annexation where either the lot sizes are small enough to extend utilities efficiently, or the development is ghost platted that would allow for future land divisions to increase the density once annexed.
2. Consult the Future Land Use Map when making decisions regarding rezoning and annexation requests. The map is general in nature, but does provide guidance on the future land use pattern for the community and surrounding area.
3. The City of Marshfield should approve proposals for annexation into Marshfield only when they meet the following criteria, or if other important community goals are met:
  - The area proposed for annexation has access to or can be easily connected to areas already served by the City, thereby allowing efficient delivery of services, facilities, and utilities.
  - The City can readily provide services, utilities, and facilities to the area.
  - The annexation is in an area designated for growth on the City’s Future Land Use Map.
  - All public improvements, both off-site and on-site, necessary to serve the annexation area shall be constructed and financed in accordance with City standards and policies, and with goals and objectives within this plan.
  - The annexation area can be developed in a timely manner so the City does not invest in development costs without the timely return of necessary fees and taxes.
  - State Annexation Statutes.



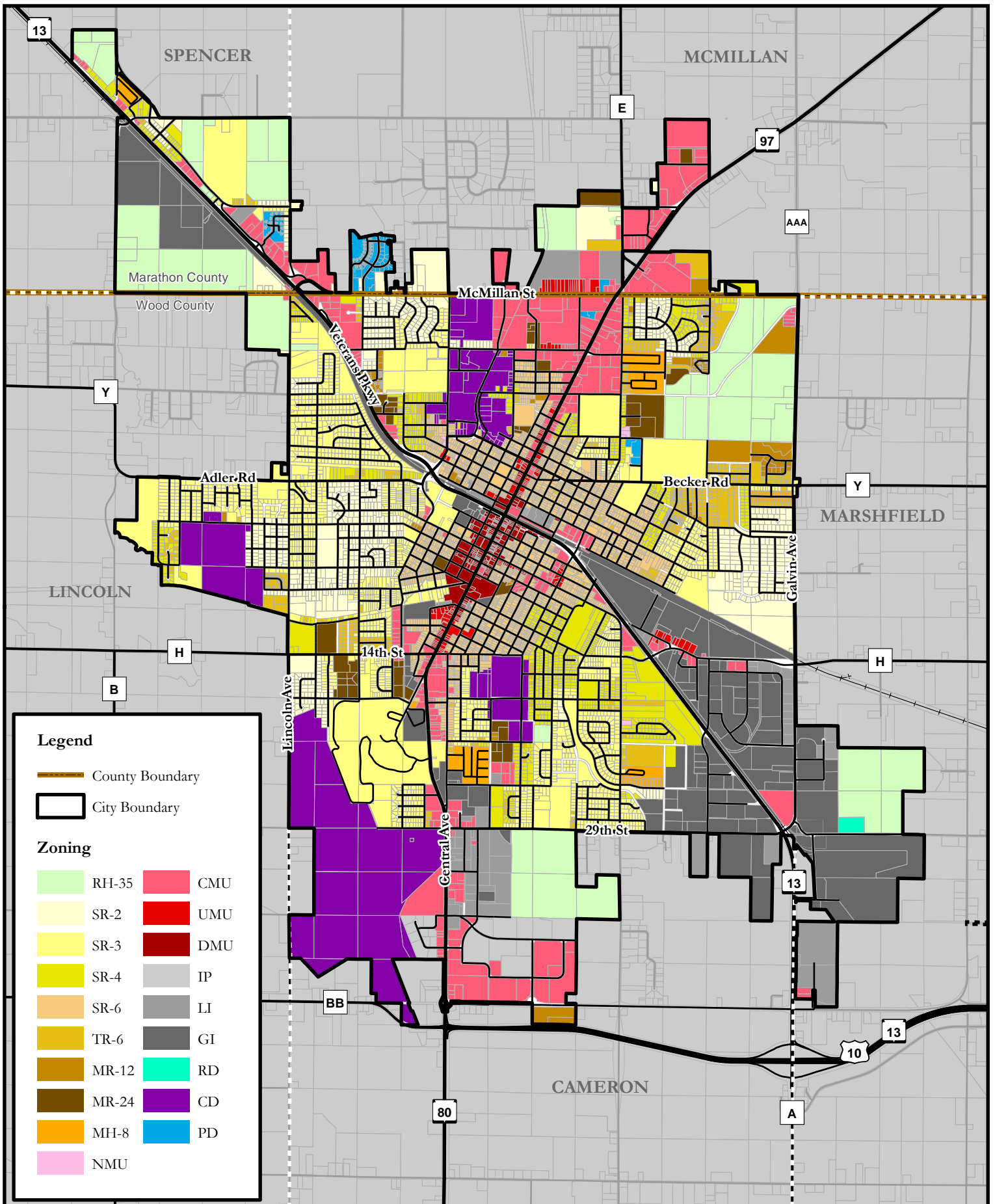
## Existing Land Use - Map 9.1

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



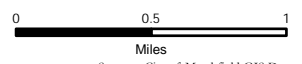
Sources: City of Marshfield GIS Dept.



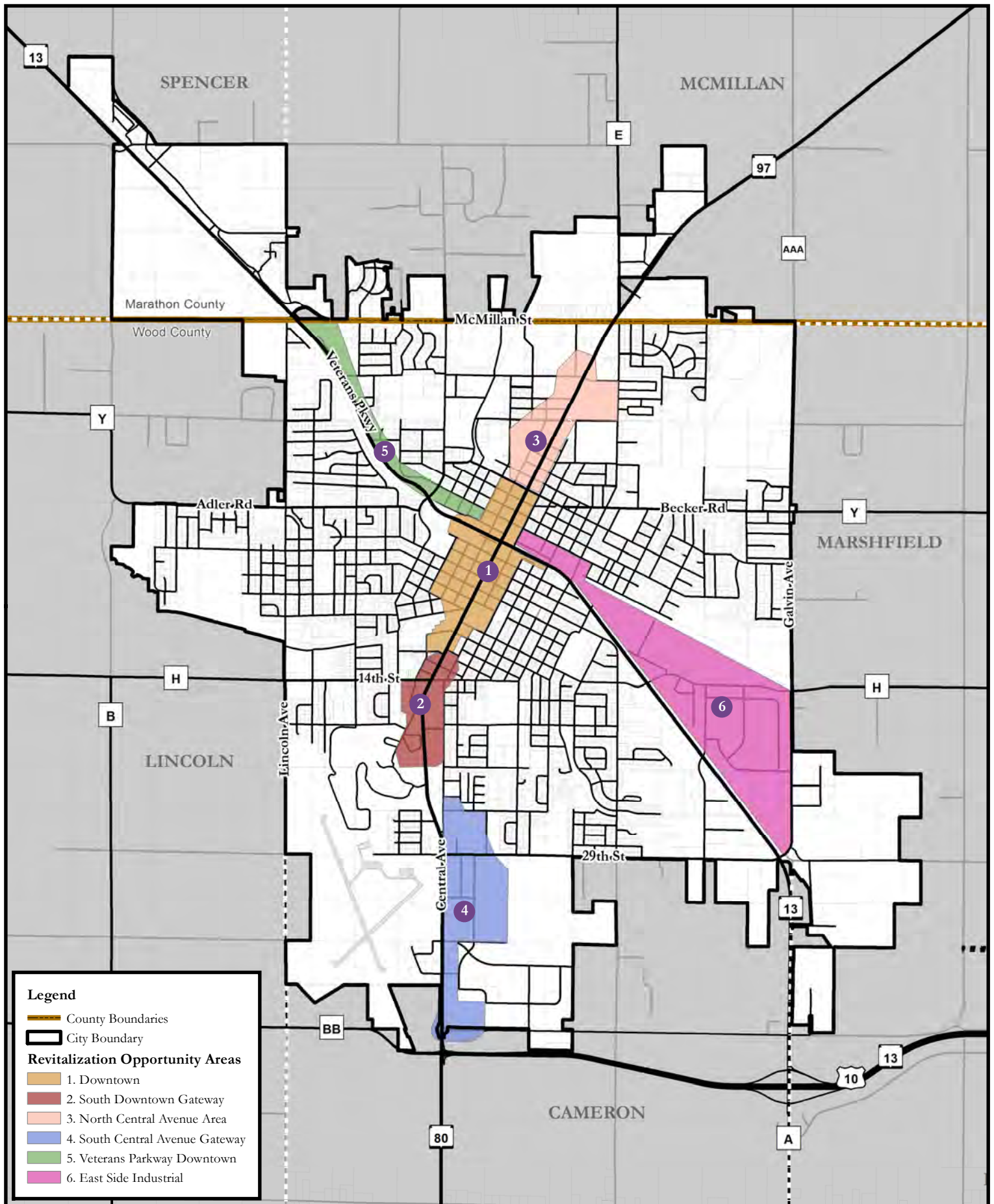
## Zoning - Map 9.2

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



Sources: City of Marshfield GIS Dept.



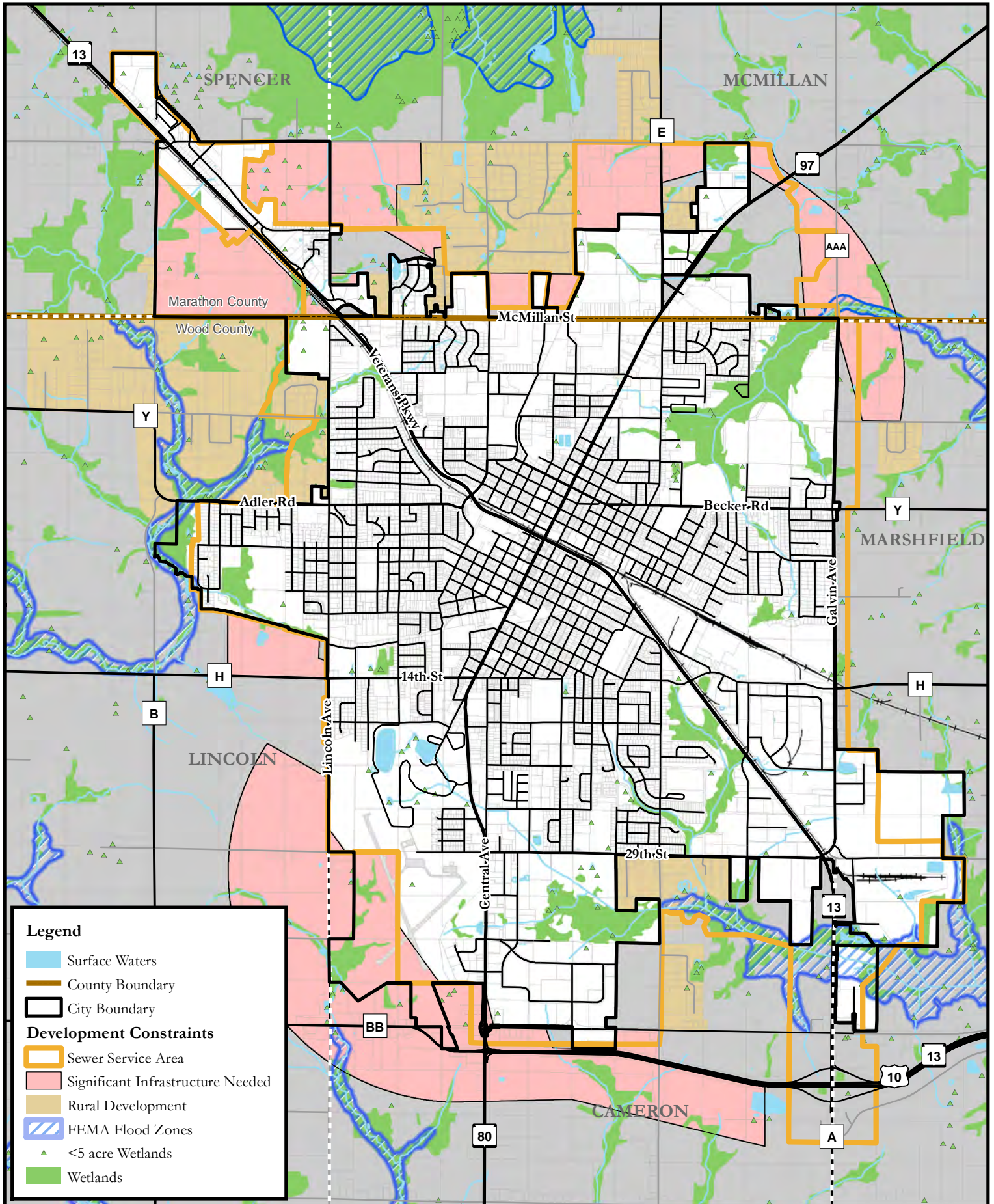
# Revitalization Areas - Map 9.3

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



Sources: City of Marshfield GIS Dept.



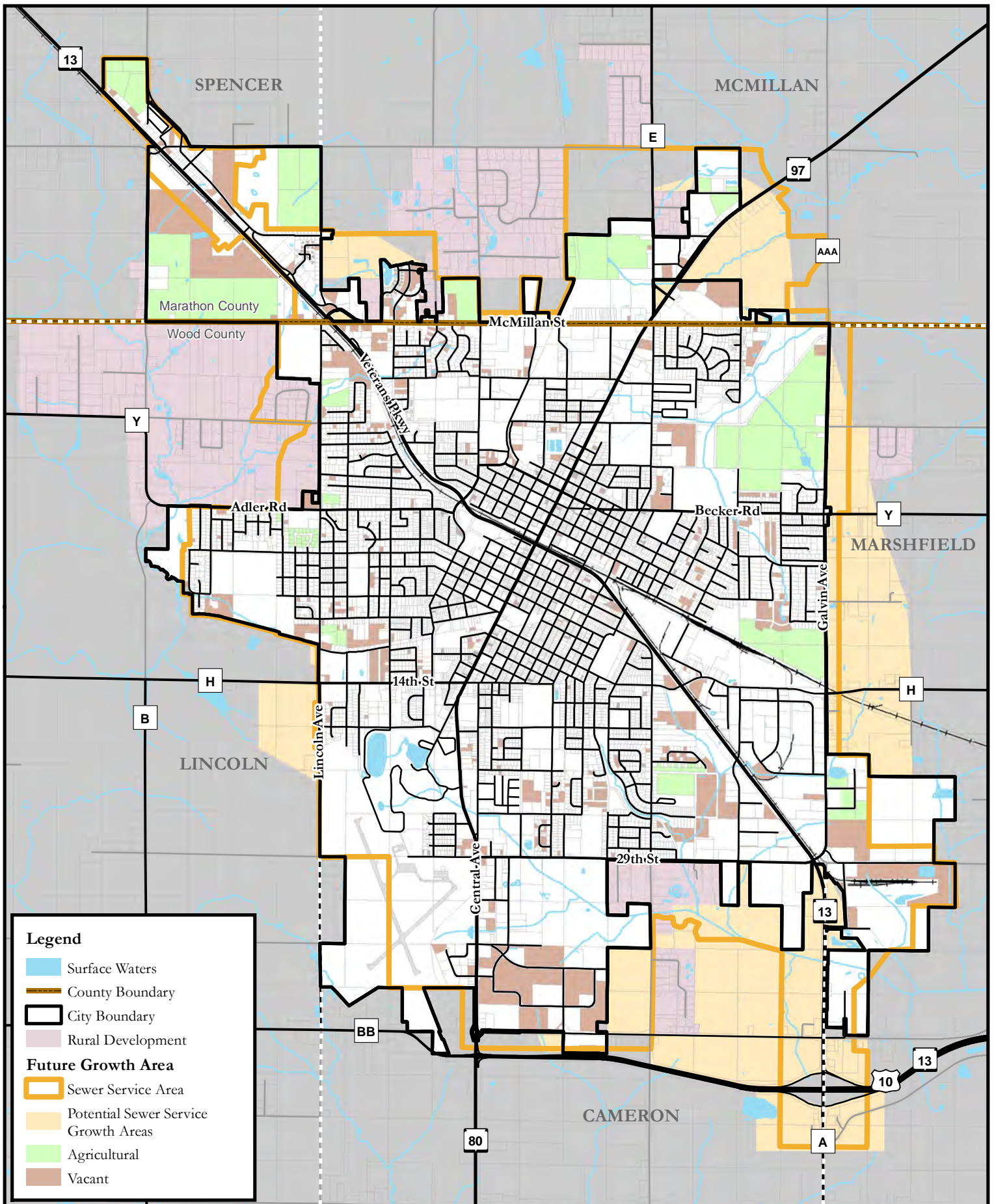
## Primary Development Constraints - Map 9.4

City of Marshfield - 2017 Comprehensive Plan

5/23/2017



Source: City of Marshfield GIS Dept.



**Legend**

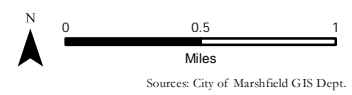
- Surface Waters
- County Boundary
- City Boundary
- Rural Development

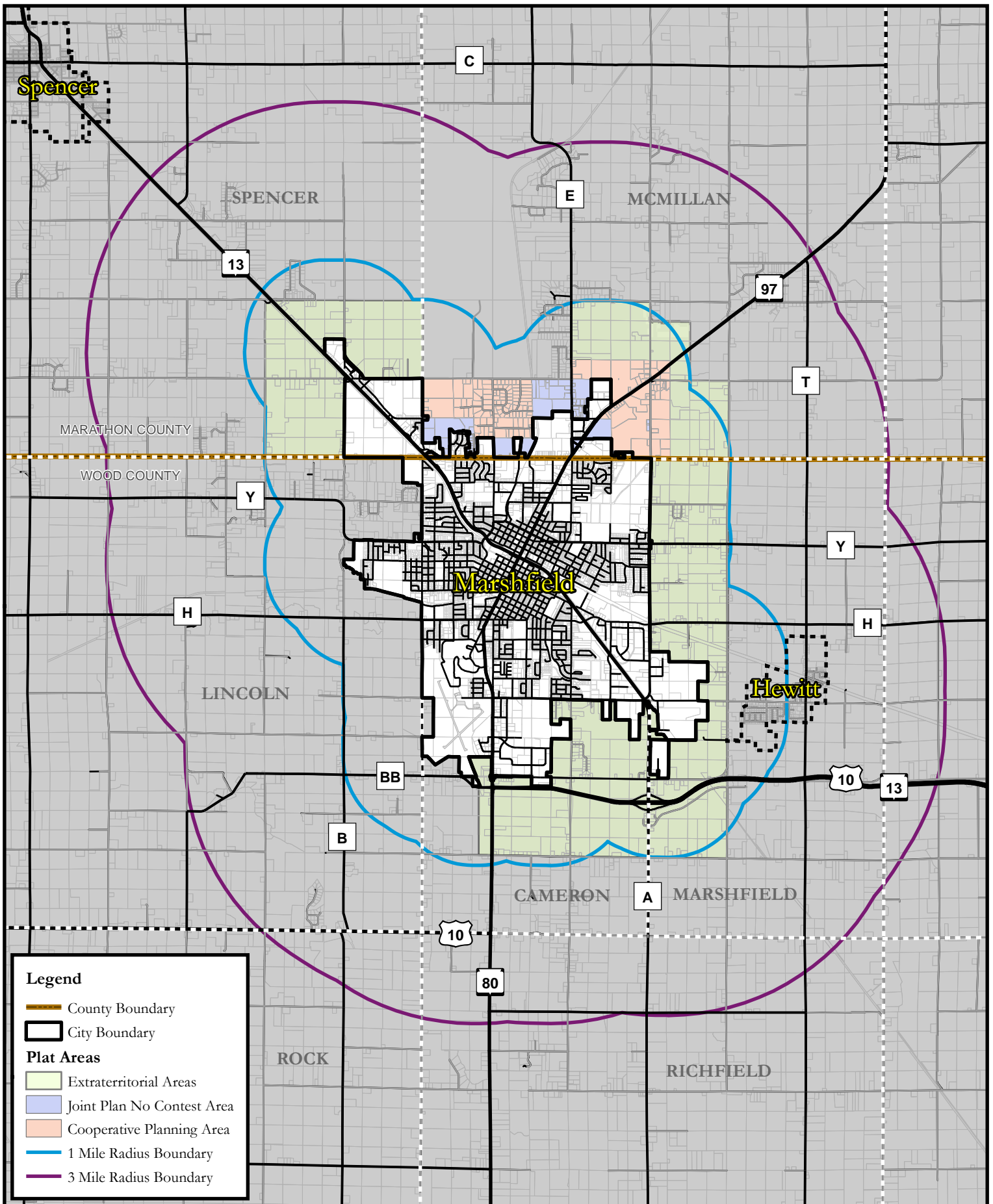
**Future Growth Area**

- Sewer Service Area
- Potential Sewer Service Growth Areas
- Agricultural
- Vacant






**Future Growth Areas - Map 9.5**  
 City of Marshfield - 2017 Comprehensive Plan  
 5/23/2017





**Legend**

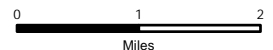
-  County Boundary
-  City Boundary
- Plat Areas**
-  Extraterritorial Areas
-  Joint Plan No Contest Area
-  Cooperative Planning Area
-  1 Mile Radius Boundary
-  3 Mile Radius Boundary



## Extraterritorial Plat Areas - Map 9.6

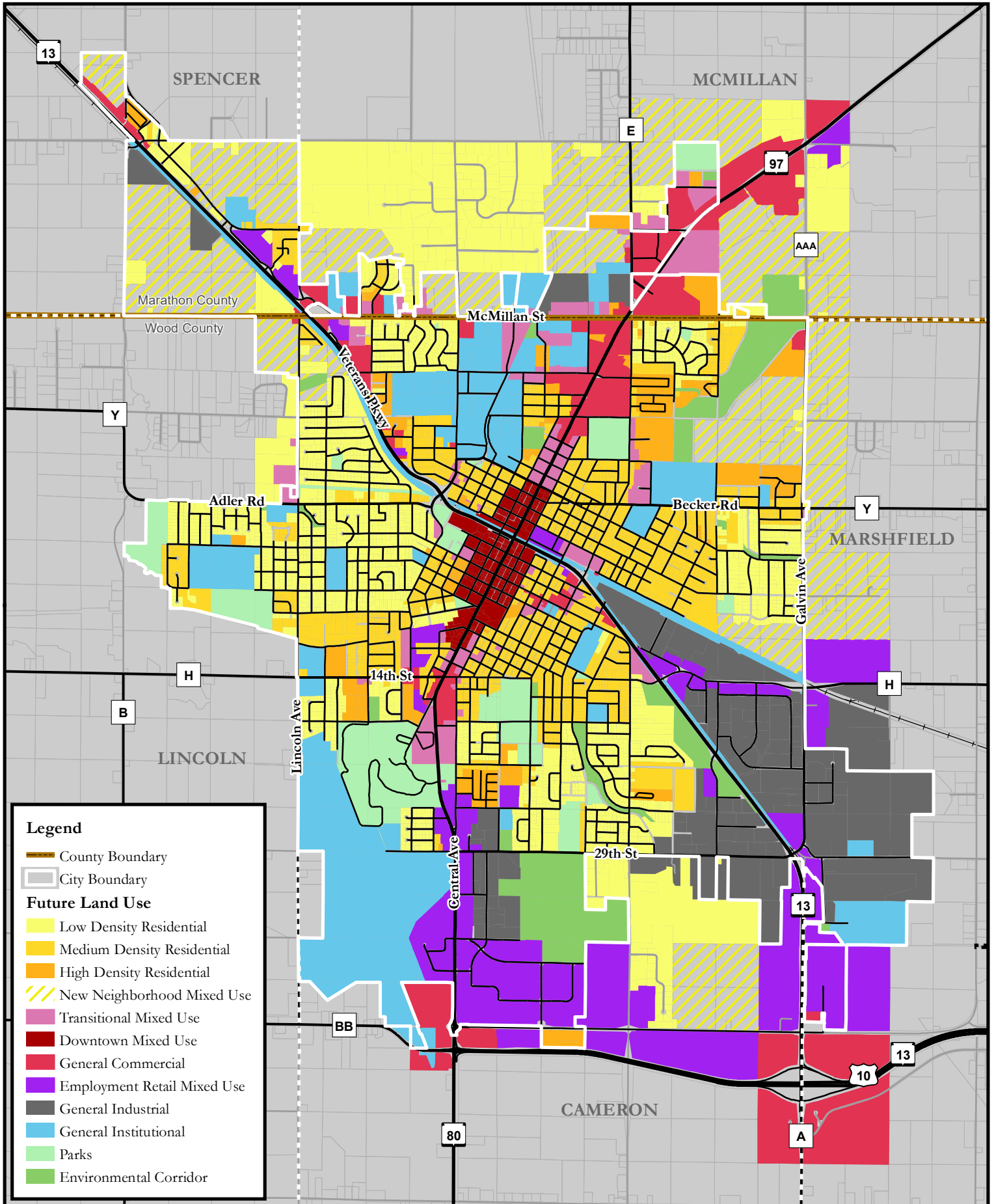
City of Marshfield - 2017 Comprehensive Plan

4/19/2017



Sources: City of Marshfield GIS Dept.

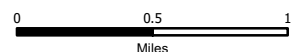




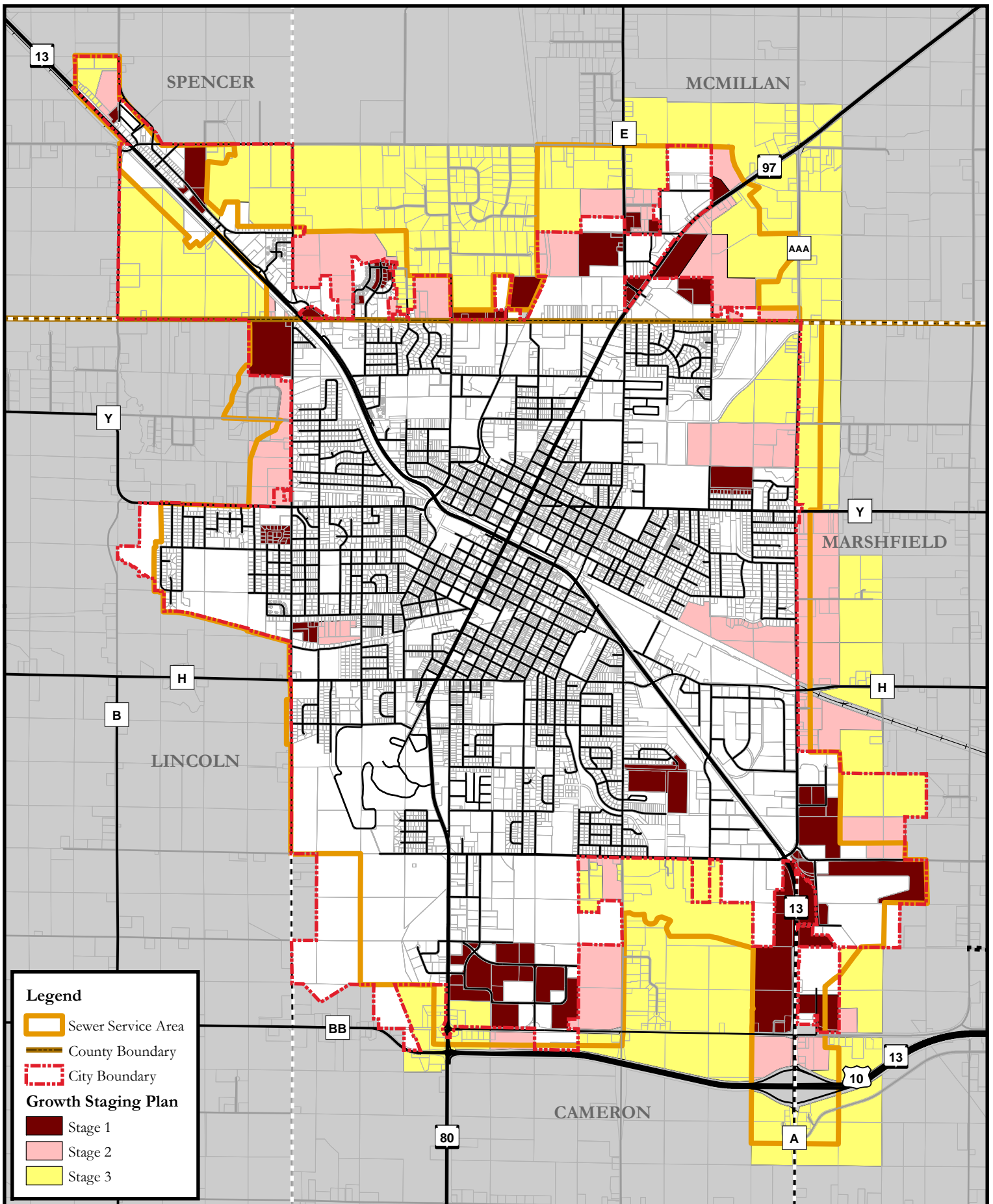
## Future Land Use - Map 9.7

City of Marshfield - 2017 Comprehensive Plan

6/17/2020



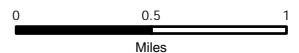
Sources: City of Marshfield GIS Dept.



# Future Development Staging Plan - Map 9.8

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



Sources: City of Marshfield GIS Dept.

# 10 Implementation

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## 10.1 Introduction

A plan is only as valid as the ability to implement it. The following implementation is a compilation of programs and specific actions to be completed to realize the vision described in the Plan. The element also includes a process for adopting the Comprehensive Plan, monitoring implementation, and updating this document.

The Implementation Chapter is organized under the following topics:

- Introduction
- Plan Integration and Element Consistency
- Method to Measure Progress of Plan Implementation
- Process to Adopt the Comprehensive Plan
- Updating and Amending the Comprehensive Plan
- Consistency Requirement
- Goals
- Implementation Plan

## 10.2 Plan Integration and Element Consistency

The goals, objectives, and policies contained within the Plan, have been thoroughly reviewed and approved by the City Plan Commission and Common Council. Throughout the drafting and review process, great care was taken to include issues and concerns from the Steering Committee members, Plan Commission members, Common Council, and the community at large. Special attention was then given to making sure that the policies identified to address the individual issues or concerns did not conflict, either with each other within the chapter, or between the different chapters. The future revision of any Comprehensive Plan goals, objectives, or programs, policy, and recommendations shall receive the same level of deliberation and analysis as the original Plan; special attention shall be given so that the new adopted language does not create conflicts within or between chapters.

Additionally, the priorities and actions checklist at the end of this chapter includes a column titled “Element Impact” which will act as a checks and balances so the City considers the impact that implementing a policy will have on other elements.

### **10.3 Method to Measure Progress of Plan Implementation**

To make sure that this Comprehensive Plan will continue to provide useful guidance regarding development within the City, the City of Marshfield Plan Commission should periodically review and amend the Plan to ensure that it remains current and is a reflection of the current philosophy of the Common Council.

One of the recommendations in this chapter is for the City to establish an Implementation Committee that will help facilitate the implementation of this Plan and provide guidance on future amendments. The Implementation Committee should discuss and establish a task list of implementation efforts for the following year. On an annual basis, the Plan Commission should review the progress of the implementation of the Comprehensive Plan and compare the progress with the priorities and actions checklist at the end of this chapter. Completing the task list each year is not a requirement, but should be considered a method to monitor how the implementation of the Plan is going. The Implementation Committee, Plan Commission, and the Development Services Department will be primary parties responsible for monitoring progress of this Plan.

### **10.4 Process to Adopt the Comprehensive Plan**

The first official action toward plan implementation is the adoption of this Plan. This Plan will serve as the general statement of public policy on land development within the City. Adoption will require a recommendation from the Plan Commission by resolution, and adoption, by ordinance, from the Common Council. At a minimum, a public hearing must be held before the Plan is adopted. This action formalizes the plan document as the current frame of reference on general development patterns over the next 20 years. At the time of adoption, this Plan becomes a tool for communicating Marshfield's growth and development policy and for coordinating various individual decisions into a consistent set of actions to shape the City's continued growth in the desired manner. Adoption procedures will follow Wisconsin State Statute 66.1001(4).

### **10.5 Updating and Amending the Comprehensive Plan**

This Plan should be amended and changed as the City's circumstances and vision evolve. The State's Comprehensive Planning Law requires that the City use the same basic process to amend the Plan as it did to initially adopt it. This requires several steps including the adoption of a public participation plan, a formal recommendation by the Plan Commission, public hearing, and adoption of an ordinance stating the changes, prior to an amendment. Additional steps, such as community meetings or task forces, may be considered appropriate depending on the nature of the update. Such an amendment will need to occur in any instance in which a proposed development is inconsistent with the Plan, and the City wishes to approve such a project. Such an amendment is required at least every 10 years by the Wisconsin State Statute.

The Comprehensive Plan is considered to be a flexible guide on decision making. Decisions regarding the location of different land uses were based on existing knowledge of the characteristics and expressed priorities of Marshfield leaders, its residents, and anticipated growth and development patterns. As the knowledge or comprehension of these and other factors expand and make existing proposals undesirable, this Plan should be amended.

Amendments should be made only after a realistic evaluation of existing conditions and the potential impact of such a change. Amendments should not be made merely to accommodate the daily pressures of development and/or government. It is important to recognize that planning is a process that should occur on a continuing basis if the City is to take advantage of new opportunities as conditions change.

Updating the entire Plan at one time is a significant undertaking. To avoid long gaps in reviewing or updating the Plan, once the Plan has had time to take effect, the City should consider setting a more aggressive review and amendment schedule moving forward by reviewing one chapter every two years or so. That way, the Plan Commission can get into more details and have a better understanding of the Plan itself. Additionally, this process encourages utilization of the Plan. Below is a proposed schedule of chapters to be updated. This schedule is merely guidance and not intended to be a requirement on the timeframe or the specific chapter to be updated. Chapters may be updated earlier or later than the years shown on Table 10.1 and typically the Implementation chapter will be updated for each scheduled amendment. If there are no proposed changes to a chapter in the proposed timeframe, the Plan Commission should at least review the chapter and make a determination that no amendment is needed at that time. Amendments when not part of the scheduled review should follow the amendment process outlined in the next section.

Table 10.1: Proposed Comprehensive Plan Chapter Amendment Schedule

Chapter	Proposed Timeframe to Update (year to review/amend plan)
Issues and Opportunities	2022
Housing	2024
Land Use	2026
Transportation	2028
Utilities and Community Facilities	2030
Economic Development	2032
Intergovernmental Cooperation	2034
Agricultural, Cultural, and Natural Resources	2036

Source: City of Marshfield Development Services Department, 2017

### Amendment Process

Adoption procedures of any amendments will follow Wisconsin State Statute 66.1001(4). The process to amend the Comprehensive Plan shall also include the following steps:

- **Submittal of Application.** The applicant shall submit a complete application to the Development Services Department, along with any applicable application fees established in the City of Marshfield Fee Schedule. A copy of the application shall be placed on the next available Plan Commission agenda (meeting the application deadline for that month).
- **Establishing Public Participation Plan.** The Plan Commission shall review the request at the next available meeting and shall set public participation procedures for distribution of the proposed amendment.
- **Application Review.** The Plan Commission may review the application or may hold a public hearing on the amendment. After reviewing the application and/or comments from the public hearing, the Commission shall make a written recommendation by resolution to the City Council for either approval or denial.
- **Common Council Action.** After reviewing the Plan Commission recommendation and/or comments from the public hearing, the City Council shall hold a public hearing and make a decision to: deny the proposed amendment; approve the proposed amendment; or approve the amendment with revision(s) that it deems appropriate. Such revisions to the proposed amendment shall be limited in scope to those matters considered in the public hearing.
- **Update History of Adoption and Amendment.** The Plan Commission shall establish a table for the purpose of keeping records on Plan amendments.

### **Criteria to Consider when Reviewing Plan Changes/Updates**

Outside of the schedule to regularly update each chapter, an update to the Plan should be considered upon meeting all applicable criteria. Note, due to the nature of proposed changes, some criteria may not apply.

- The change is consistent with the overall goals of this Plan.
- The change does not create an adverse impact on public facilities and services that cannot be mitigated.
- Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding area or would upgrade and improve its viability.
- The change does not have a significant adverse impact on the natural environment, including streams and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.
- There is a change in City actions or neighborhood characteristics that would justify a Plan amendment.
- The change corrects an error made in the original Plan.
- There is a demonstrated community or regional need identified for the proposed land use or service.

## Consistency Requirement

Wisconsin State Statute 66.1001(3) of the Comprehensive Planning law provides guidance on what development-related decisions must be consistent with the Comprehensive Plan. If a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with the local governmental unit’s comprehensive plan. These include the following:

- Official mapping ordinances enacted or amended under Wisconsin State Statute 62.23(6)
- Local subdivision ordinances enacted or amended under Wisconsin State Statute 236.45 or 236.46
- City zoning ordinances enacted or amended under Wisconsin State Statute 62.23(7)
- Shorelands or wetlands in shorelands zoning ordinances enacted or amended under Wisconsin State Statute 62.231 or 62.233

Additionally, the recommendations and policies in this Plan must be consistent with one another and with other City governing documents. As elements of this Plan were prepared as part of the same process, careful consideration was given to avoid inconsistent recommendations. As the Plan is amended, careful attention must be given to avoid the creation of inconsistent recommendations between different elements.

## 10.6 Goals

### Implementation

**Goal 10-1. Implement the Comprehensive Plan.**

**Goal 10-2. Keep the Comprehensive Plan up to date.**

The Programs, Policies, and Recommendations for the Implementation Chapter are included in the Priorities and Actions tables below.

## 10.7 Implementation Plan

The primary component of the Implementation Plan is the Priorities and Actions tables at the end of this chapter. The goals identified in the previous chapters are restated above the tables below. The columns for each table are described below:

- **Goal** – This is a number reference to one of the goals identified in any of the chapters.
- **Action** – This is a program, policy, or recommendation to achieve the stated goal. There can be a combination or multiple programs, policies, or recommendations listed to achieve a single goal.
- **Agency Partners** – This column identifies the potential partners or entities that could be involved in the implementation effort for that particular program, policy, or recommendation.

Just because a group is identified does not make them responsible for implementation, but the City may want to include them in the discussion.

- **Priority** – This is the suggested time-frame to complete or implement each action. This is an estimate and should be flexible as community priorities change. These should not be viewed as strict deadlines.
- **Element Impact** – These are the elements most likely impacted by the proposed action. There may be other elements impacted, but these were the ones identified as part of the planning process.

### Regulatory and Non-regulatory Tools

There are two types of implementation tools: regulatory and non-regulatory. A regulatory tool is typically a local ordinance and typically includes zoning, subdivision, and official mapping ordinances. Non-regulatory tools can be actions the City government, groups, or residents voluntarily take to achieve a goal. Non-regulatory tools include Capital Improvement Programs, Tax Increment Financing, Cooperative Boundary Agreements, and Design Standards. Regulatory and non-regulatory tools can be used to do budgetary planning, public education, and park maintenance. Both types of tools are utilized in the Priorities and Actions Plan below.

### Comprehensive Plan Implementation Committee

To best implement the Comprehensive Plan, it is recommended that the City form a committee to meet on a regular basis (possibly quarterly) to review the progress of the Plan implementation, provide guidance to staff and the Plan Commission on priorities of implementation, and provide recommendations on future amendments. The committee could be a mix of Common Council members, Plan Commission members, citizen members, health professionals, and City staff.

### Geographic Information Systems (GIS)

The City's Geographic Information System (GIS), both the online version and the ArcGIS software, has the potential to impact each and every element in the Comprehensive Plan as well as every department in the City. This tool has the potential to store and map any data that has a geographical tie or reference. The opportunities to utilize this system as both a database and a mapping tool are virtually endless. Taking advantage of these opportunities will be important, specifically when updating plans and reports or implementing programs and projects.

### Priorities and Actions

The following tables recommend several initiatives to implement the Plan. The tables are organized by chapter and include the priorities listed below. This is an estimate and should be flexible as community priorities change.

- **Ongoing** Priorities will be continually reviewed or applied
- **Short-Term** Priorities are likely to be reviewed or completed within 1-5 years of plan adoption
- **Medium-Term** Priorities are likely to be reviewed or completed within the next 6-10 years



- **Long-Term** Priorities are likely to be reviewed or completed within the next 10+ years

**Natural, Cultural, and Agricultural Resources**

**Goal 3-1. Protect the area’s groundwater, natural resources, air quality, and threatened and endangered wildlife and wildlife habitat.**

Goal	Action	Agency Partners	Priority	Element Impact
3-1	<p>1. As state/federal regulations are amended, and as new dev. practices change, to further protect the City’s groundwater, nat. resources and greenways, and the water quality of the community, stream corridors, and downstream surface waters, the City should update:</p> <ul style="list-style-type: none"> <li>• Wellhead protection overlay district</li> <li>• Shoreland ordinance</li> <li>• Shoreland-Wetland ordinance</li> <li>• Floodplain ordinance</li> <li>• Stormwater Quality Management Plan Requirements</li> <li>• Construction Site Erosion Control ordinance</li> </ul>	<p>Development Services; Public Works; Marshfield Utilities; Common Council</p>	Ongoing	<p>Utilities and Community Facilities; Land Use</p>
3-1	<p>2. Notify the Wisconsin Department of Natural Resources and other applicable regulatory agencies where environmentally sensitive areas, including wetlands are identified or being harmed.</p>	<p>Development Services; Public Works; Parks and Rec</p>	Ongoing	<p>Utilities and Community Facilities; Land Use</p>
3-1	<p>3. Require any non-metallic mining operations to receive approval with the county and provide adequate buffering between the operations and adjacent developed properties.</p>	<p>Development Services; Plan Commission; Common Council</p>	Ongoing	<p>Land Use</p>
3-1	<p>4. Monitor the available data from the Wisconsin Department of Natural Resources for updates on the air quality of the area and consider adopting ordinances limiting outdoor uses that have a proven adverse impact on air quality.</p>	<p>Development Services; Public Works; Common Council</p>	Ongoing	<p>Land Use</p>
3-1	<p>5. New development should be encouraged to incorporate sustainable building principles.</p>	<p>Development Services; Public Works; EDB</p>	Short-Term	<p>Economic Development; Land Use</p>
3-1	<p>6. Continue landscape requirements that support the preservation of existing trees.</p>	<p>Development Services; Plan Commission</p>	Ongoing	<p>Economic Development; Land Use</p>
3-1	<p>7. Consider utilizing greenways and other natural</p>	<p>Public Works; Parks and Rec; Common Council</p>	Ongoing	<p>Utilities and Community Facilities;</p>

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	areas as potential passive recreational areas.			Intergovernmental Cooperation
Goal	Action	Agency Partners	Priority	Element Impact
3-1	<p>8. Review and/or adopt policies addressing recycling facilities and consider:</p> <ul style="list-style-type: none"> <li>Requiring recycling facilities in public spaces such as municipal buildings, parks, and during community events.</li> <li>Promoting the recycling program in the City.</li> </ul>	Public Works; Common Council	Ongoing	Utilities and Community Facilities; Intergovernmental Cooperation

**Goal 3-2. Protect the area from invasive species.**

Goal	Action	Agency Partners	Priority	Element Impact
3-2	<p>1. Support efforts to educate the public about the effects of invasive species and consider programs to address such threats. Consider the following:</p> <ul style="list-style-type: none"> <li>Monitoring of invasive species found in the area such as: Emerald Ash Borer, buckthorn, Purple Loosestrife, Reed Canary Grass, wild parsnip, leafy spurge, and garlic mustard, and adopting policies to address future infestations.</li> <li>Promote awareness and removal of invasive species if/when they reach the area.</li> </ul>	Public Works; Parks and Rec; School District	Ongoing	Utilities and Community Facilities; Land Use

**Goal 3-3. Support agriculture resources surrounding the City, while understanding that ceasing all growth is not in the best interest of the City or the region.**

Goal	Action	Agency Partners	Priority	Element Impact
3-3	<p>1. Review zoning regulations pertaining to the farming of farmland in the City and consider the following:</p> <ul style="list-style-type: none"> <li>Investigating options for protecting adjacent property owners from adverse effects from agriculture.</li> <li>Requiring some buffering between new residential development and agricultural uses.</li> </ul>	Development Services	Medium-Term	Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
3-3	2. Support efforts to improve local and healthy food options in the community by making sure regulations are not prohibitive in allowing community gardens and farmers markets and consider supporting opportunities to promote awareness of programs such as farm to table, farm to school programs, farmer’s markets, and local food expos.	Development Services; Healthy Lifestyles; Marshfield Clinic	Ongoing	Utilities and Community Facilities; Economic Development; Land Use

**Goal 3-4. Provide an appealing and diverse setting for people to want to live, work, play, and raise a family.**

Goal	Action	Agency Partners	Priority	Element Impact
3-4	1. Consider providing guidelines as well as technical support to promote reinvestment in historic structures that retains the historic qualities and character.	Development Services; Historic Preservation Committee; North Wood County Historical Society	Ongoing; Short-Term	Housing; Economic Development; Land Use
3-4	2. Promote community design that considers the following: <ul style="list-style-type: none"> <li>Incorporating green space.</li> <li>Preserving natural features such as existing trees or native landscaping.</li> <li>Providing for other details and amenities and consider adding these provisions when amending the municipal code.</li> </ul>	Development Services; Historic Preservation Committee; North Wood County Historical Society	Ongoing	Housing; Economic Development; Land Use
3-4	3. Update and implement the local historic preservation plan, and consider the following: <ul style="list-style-type: none"> <li>Developing an annual task list based plan.</li> <li>Focusing on bringing different historic preservation groups together.</li> <li>Promoting awareness of local historic resources.</li> <li>Encouraging preservation of historic structures and resources.</li> <li>Developing a program to archive, share, store, and protect historic materials.</li> </ul>	Development Services; Historic Preservation Committee; North Wood County Historical Society	Ongoing	Housing; Economic Development; Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
3-4	<p>4. Support efforts to establish an independent Arts Committee, and consider the following:</p> <ul style="list-style-type: none"> <li>Collaborating with existing arts organizations in order to develop specific strategies to help bring various art and art forms into other areas of Marshfield and to educate citizens and public about how an active arts community contributes to a higher quality of life.</li> </ul>	EDB; Main Street; Common Council	Ongoing	Issues and Opportunities; Economic Development
3-4	5. Support efforts to make Marshfield a destination center by expanding opportunities for outdoor dining spaces, public gathering spaces, community events, night life, and ethnic food options.	EDB; MACCI; CVB; Main Street; Common Council	Ongoing	Economic Development; Land Use
3-4	6. Consider the health implications such as air quality, water quality, noise, impacts on climate, access to healthy foods, physical activity, social connection, sense of community, etc., when reviewing and approving new development.	Development Services; Public Works; Plan Commission; Common Council	Ongoing	Housing; Economic Development; Land Use
3-4	7. Consider supporting existing and new programs when there is substantial evidence that such programs foster a healthy community.	Development Services; Public Works; Common Council	Ongoing	Transportation; Utilities and Community Facilities; Intergovernmental Cooperation
3-4	8. Consider accommodations for all age groups when designing public spaces.	Development Services; Public Works; EDB; Main Street; Common Council	Ongoing	Transportation; Utilities and Community Facilities

**Housing**

**Goal 4-1. Encourage neighborhood planning.**

Goal	Action	Agency Partners	Priority	Element Impact
4-1	<p>1. Work with property owners to define Marshfield’s neighborhoods, and consider adopting policies to develop neighborhood organizations and revitalization plans and consider programs for the following:</p> <ul style="list-style-type: none"> <li>• Cleanup and house repair.</li> <li>• Projects for improving the neighborhood.</li> <li>• Public and private funding sources.</li> <li>• Programming for social interaction.</li> </ul> <p>When developing neighborhood revitalization plans, consider the following:</p> <ul style="list-style-type: none"> <li>• A vision statement and neighborhood goals.</li> <li>• Neighborhood future land use plan.</li> <li>• Redevelopment recommendations.</li> <li>• Design guidelines.</li> <li>• Signature projects.</li> <li>• Implementation and funding schedule.</li> <li>• Historical architecture or influence on neighborhood.</li> <li>• Health implications.</li> </ul>	<p>Development Services; Public Works; EDB; Common Council</p>	<p>Ongoing; Medium-Term</p>	<p>Economic Development; Land Use</p>

**Goal 4-2. Encourage home ownership.**

Goal	Action	Agency Partners	Priority	Element Impact
4-2	<p>1. Encourage home ownership and consider:</p> <ul style="list-style-type: none"> <li>• Evaluating the permitting process and looking to improve on the workflow for review and approval.</li> <li>• Reviewing the recommendations in the Housing Study when approving new housing developments.</li> <li>• Evaluating programs such as the following to stimulate developer interest in future growth areas and in parcels identified as “available areas” earlier in this chapter:                             <ul style="list-style-type: none"> <li>– Mixed-Use Tax Incremental Financing.</li> <li>– Cut / Discount Permitting Fees.</li> <li>– Provide assistance by the City with engineering and planning for the site.</li> <li>– Develop tax credit or grant program.</li> <li>– Establish design guidelines for infill dev. that abuts existing development.</li> </ul> </li> </ul>	<p>Development Services; Public Works; EDB; Common Council</p>	<p>Ongoing; Short-Term</p>	<p>Economic Development; Land Use</p>

**Goal 4-3. Provide desirable and attainable housing options for those that live and desire to live in Marshfield.**

Goal	Action	Agency Partners	Priority	Element Impact
4-3	<p>1. Review municipal code and consider amendments to increase density and district heights and allow a mix of residential types that allows supporting commercial, park, walking and biking opportunities, and civic uses in new neighborhoods when adjacent to major arterials.</p>	<p>Development Services; Public Works; Plan Commission; Common Council</p>	<p>Ongoing</p>	<p>Transportation; Economic Development; Land Use</p>
4-3	<p>2. Consider special needs housing, such as Adult Family Homes (AFHs) and Community-Based Residential Facilities (CBRFs), based on the community need, impact on neighborhoods, physical design, and the availability of existing facilities.</p>	<p>Development Services; Public Works; Plan Commission; Common Council</p>	<p>Ongoing</p>	<p>Transportation; Economic Development; Land Use</p>
4-3	<p>3. Encourage more wheelchair accessible housing.</p>	<p>Development Services; Plan Commission; Common Council</p>	<p>Ongoing</p>	<p>Economic Development; Land Use</p>

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Goal	Action	Agency Partners	Priority	Element Impact
4-3	<p>4. Encourage new types of planned developments, such as pocket neighborhoods or cottage courts, which encourage shared open space and medium to high density single family development. These types of developments can be effective as infill projects or as new developments.</p>	<p>Development Services; Plan Commission; Common Council</p>	<p>Ongoing</p>	<p>Economic Development; Land Use</p>
4-3	<p>5. Identify areas for future residential growth. When outside the City limits, consider the following:</p> <ul style="list-style-type: none"> <li>• Identifying areas of feasible and economical residential infrastructure expansion.</li> <li>• Prohibiting new low density residential major subdivision in those extraterritorial plat areas identified in Chapter 9 unless the property is annexed.</li> <li>• Reviewing annexation criteria in the Land Use Chapter 9 when annexations are proposed.</li> <li>• Requiring sidewalks and/or bike paths that connect to the existing network. (continued below)</li> <li>• Identifying areas of feasible and economical residential and infrastructure expansion.</li> <li>• Conducting a more detailed analysis of the “available” and “developable” lots identified in this chapter to ensure development is actually feasible in those locations.</li> <li>• Reviewing the Zoning and Subdivision ordinance with the Plan Commission to ensure desirable layouts are permitted in residential neighborhoods.</li> <li>• Updating and maintaining the residential land use categories and available acreage calculations for the existing Land Use Map as development takes place.</li> </ul>	<p>Development Services; Public Works; Marshfield Utilities; Plan Commission; Common Council</p>	<p>Ongoing</p>	<p>Transportation; Utilities and Community Facilities; Economic Development; Land Use</p>

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Goal	Action	Agency Partners	Priority	Element Impact
4-3	<p>Identify areas for future residential growth. When inside the City limits, consider the following:</p> <ul style="list-style-type: none"> <li>• Recommending zoning changes, code amendments, and approving conditional use permits that make desired residential development more feasible in those future residential growth areas to address housing needs, and consider the following: <ul style="list-style-type: none"> <li>– Identifying areas for single family and duplex housing.</li> <li>– Identifying suitable areas for future multifamily development, areas of mixed housing stock, and mixed dwelling units (commercial on the first floor with residential development above) and rezoning those areas to a zoning district that allows a greater density to reduce the cost of infrastructure expansion per housing unit.</li> <li>– Identifying target areas for residential redevelopment opportunities in the downtown utilizing the recommendations in the Downtown Master Plan.</li> <li>– Allowing accessory apartments in lower density residential zoning districts while establishing specific standards when they are allowed.</li> </ul> </li> <li>• Requiring sidewalks and/or bike paths that connect to the existing network.</li> <li>• Neighborhood plans.</li> <li>• Comprehensive Outdoor Recreation Plan.</li> <li>• Access to greenspace.</li> </ul>	<p>Development Services; Public Works; Marshfield Utilities; Plan Commission; Common Council</p>	<p>Ongoing; Short-Term</p>	<p>Transportation; Utilities and Community Facilities; Economic Development; Land Use</p>



**Goal 4-4. Identify strategies to maintain and improve the quality of the City’s housing stock.**

Goal	Action	Agency Partners	Priority	Element Impact
4-4	<p>1. Improve blighted areas and consider the following:</p> <ul style="list-style-type: none"> <li>• Reviewing local, regional, and state programs and incentives for the rehabilitation of blighted properties and identify a first point of contact; prepare and review a comprehensive list of resources be on a regular basis. If desired programs are not available in the area, consider developing a local program.</li> <li>• Actively promoting available assistance programs offered such as the state tax credit for historic restoration.</li> <li>• Providing incentives to encourage the conversion of two-flat rentals back to their original configuration as single-family homes. Such an effort can improve building and site maintenance, as well as create a source for more affordable, owner-occupied housing.</li> <li>• Identifying target areas for neighborhood rehabilitation and develop strategies to rehabilitate blighted or deteriorating housing opportunities for low and moderate-income residents.</li> <li>• Evaluating the existing building maintenance standards, building codes, and zoning regulations related to property maintenance and enforce existing and future regulations if amendments are adopted.</li> <li>• Identifying and/or provide incentives to homeowners to improve, rehabilitate, or restore existing and blighted properties. Consider the following programs: <ul style="list-style-type: none"> <li>– Local lender commitment programs.</li> <li>– Tax credits, grants, or target low-interest loan programs.</li> <li>– Programs addressing lead plumbing, asbestos, radon, and other components of older home construction that could adversely impact residents’ health.</li> </ul> </li> </ul>	<p>Development Services; Public Works; Marshfield Utilities; EDB; Plan Commission; Common Council;</p>	<p>Ongoing; Short-Term</p>	<p>Transportation; Utilities and Community Facilities; Economic Development; Land Use</p>

**Goal 4-5. Reduce or minimize the cost of new residential development.**

Goal	Action	Agency Partners	Priority	Element Impact
4-5	<p>1. Support future development that provides desirable and attainable housing options for all that live and desire to live in Marshfield and consider the following:</p> <ul style="list-style-type: none"> <li>• Looking for and promoting opportunities to expand the supply of available land for low and moderate-income family housing in the community.</li> <li>• Encouraging developers to including a variety of housing styles such as townhomes, duplexes, and condos as well as moderately priced single-family homes and the development of new 3-bedroom rentals.</li> <li>• Considering reestablishing a program to assist developers in providing infrastructure to new residential development in priority growth areas (Stage 1 or 2) identified in Chapter 9.</li> <li>• Promoting available rental and energy assistance programs in the community to reduce housing costs for qualifying families.</li> <li>• Updating the following existing housing related studies and follow the recommendations identified in the studies when reviewing housing related and land use requests (rezoning, code amendment, conditional use permits, assistance programs, etc.):               <ul style="list-style-type: none"> <li>– AFH/CBRF Taskforce report for regulated care facilities.</li> <li>– Housing Study.</li> </ul> </li> </ul>	<p>Development Services; Public Works; Marshfield Utilities; EDB; Plan Commission; Common Council</p>	<p>Medium-Term</p>	<p>Transportation; Utilities and Community Facilities; Economic Development; Land Use</p>

**Transportation**

**Goal 5-1. Provide safe and efficient traffic circulation for all residents, serving all modes of transportation in the City.**

Goal	Action	Agency Partners	Priority	Element Impact
5-1	1. Encourage developers of new development, to consider streets and multimodal forms of transportation that promote connectivity, traffic calming measures where appropriate, attractive streets, recreational opportunities, and accommodations for bikes and pedestrians.	Development Services; Public Works; Plan Commission; Common Council	Ongoing; Short-Term	Housing; Economic Development; Land Use
5-1	2. Collect crash data to review and map on a regular basis and consider that information in determining any trends in unsafe intersections and street segments for implementing future safety measures.	Development Services; Public Works	Ongoing; Short-Term	Utilities and Community Facilities
5-1	3. Communicate and coordinate efforts with the WisDOT and Federal Railroad Administration regarding safety and transportation related issues and opportunities involving the railroad.	Development Services; Public Works; Plan Commission; BPW; Common Council	Ongoing; Medium-Term	Utilities and Community Facilities; Intergovernmental Cooperation
5-1	4. Encourage developers and adjacent townships with new developments, including temporary construction equipment, within 3 miles of the Marshfield Municipal Airport to submit their projects to the Federal Aviation Administration (FAA) for review and determination of any hazard to air navigation and consider the FAA's feedback when reviewing and approving projects.	Development Services; Public Works; Airport	Ongoing	Utilities and Community Facilities; Land Use
5-1	5. Consider the recommendations of the Bureau of Aeronautics and FAA when looking at regulations and development projects that could impact the airport or safety of air navigation.	Development Services; Public Works; Airport; Plan Commission	Ongoing	Utilities and Community Facilities; Intergovernmental Cooperation; Land Use
5-1	6. Support efforts to make the downtown more bike and pedestrian friendly and consider developing a downtown parking and traffic assessment plan to identify and address issues related to parking needs, vehicular speeds, truck traffic and congestion on Central Avenue.	Development Services; Public Works; Local Businesses; MACCI; Main Street; BPW; Common Council	Ongoing	Utilities and Community Economic Development; Facilities; Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
5-1	7. Consider working with the state, regional planning, counties, adjacent townships, and nearby municipalities on expanding the regional trail network so when the trail network expands, making sure it connects to Marshfield’s existing trail system.	Development Services; Public Works; Parks and Rec; Adjacent Towns; NCWRPC; Wood County; Marathon County	Ongoing; Medium-Term	Utilities and Community Facilities; Intergovernmental Cooperation
5-1	8. Consider allowing private alley access in new residential areas only if the alleys meet specific construction and design standards set by the City.	Development Services	Ongoing	Housing; Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
5-1	<p>9. Consider developing and adopting a Bicycle/Pedestrian plan that plans for the future expansion of the City’s trail and sidewalk system that is at a minimum, reviewed by the Plan Commission and adopted by the Common Council. Consider the following:</p> <ul style="list-style-type: none"> <li>• Public input and invite groups such as Health Lifestyles – Marshfield Area Coalition, Marshfield Area Friends of the Trail, and other interested groups to the table.</li> <li>• Establish a Bicycle Pedestrian Advisory Committee to help develop the plan.</li> <li>• Emphasize safety at crosswalks and other pedestrian/vehicle potential points of conflict.</li> <li>• Recommend incorporating traffic calming techniques where vehicular traffic poses a safety concern.</li> <li>• Provide connectivity to the existing trail and sidewalk system.</li> <li>• Ensure trails and sidewalks link parks, schools, commercial districts, and residential areas.</li> <li>• Consider traffic volume and speed when determining the appropriate bicycle and pedestrian facilities.</li> <li>• Plan future trails, including trailheads, to provide accommodations for recreation and transportation purposes.</li> <li>• Include provisions for appropriate signage and markings that make motorists aware of possible pedestrian or bicyclist traffic.</li> </ul>	<p>Development Services; Public Works; Parks and Rec; Plan Commission; Common Council</p>	<p>Short-Term</p>	<p>Utilities and Community Facilities; Economic Development; Land Use</p>
5-1	<p>10. Consider identifying the needs for mass transit opportunities (such as a bus, trolley, taxi, etc.) to reduce the dependence upon automobiles and determine if implementation is economically feasible.</p>	<p>Development Services; Public Works; Parks and Rec; Plan Commission; Common Council</p>	<p>Ongoing; Medium-Term</p>	<p>Utilities and Community Facilities; Economic Development; Land Use</p>

**Goal 5-2. Prepare, plan, and budget appropriately for future transportation needs.**

Goal	Action	Agency Partners	Priority	Element Impact
5-2	1. Establish a “Street Plan” utilizing the identified north-south and east-west routes in this chapter for future transportation corridors and consider the existing transportation network, natural features such as wetlands and floodplain areas, and existing development patterns when mapping out the general routes. This plan should be reviewed at a minimum, by the Plan Commission and adopted by the Common Council.	Development Services; Public Works; Plan Commission; BPW; Common Council	Ongoing; Short-Term	Utilities and Community Facilities; Land Use
5-2	2. Consider reviewing and updating the Official Map based on the recommendations in the “Street Plan” and work with adjacent government entities when considering areas outside the City limits. Consider vacating alleys and rights-of-way that are removed from the Official Map.	Development Services; Public Works; Plan Commission; BPW; Common Council	Short-Term	Utilities and Community Facilities; Land Use
5-2	3. Consider reviewing and updating the Safe Routes to School Plan.	Development Services; Public Works; School District; Plan Commission; BPW; Common Council	Short-Term	Utilities and Community Facilities; Land Use
5-2	4. Consider conducting a City-wide traffic/transportation analysis to help determine future road network needs and include considerations for walking and biking.	Development Services; Public Works; Parks and Rec; Plan Commission; Common Council	Medium-Term	Utilities and Community Facilities; Land Use
5-2	5. Review policies pertaining to the City’s transportation system and consider updates that may be needed to improve the safety and efficiency of the system as well as the approach for managing and maintaining the facilities.	Public Works; Plan Commission; BPW; Common Council	Medium-Term	Utilities and Community Facilities; Land Use
5-2	6. When considering future public transportation opportunities consider efforts to get feedback from the public on their transportation needs.	Public Works; BPW; Common Council	Ongoing	Utilities and Community Facilities
5-2	7. The Administrative Code of Traffic and Parking Regulations should be reviewed, updated, and mapped to reflect current conditions and to address any parking related issues as they arise.	Public Works; BPW; Common Council	Ongoing	Utilities and Community Facilities

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Goal	Action	Agency Partners	Priority	Element Impact
5-2	8. Continue planning for future road and maintenance needs and consider the data in the PASER program and priorities outlined in the annual Capital Improvements Program.	Development Services; Public Works	Ongoing	Land Use
5-2	9. Review and consider updates to the Subdivision Code, establishing criteria to allow alleys and cul-de-sacs in specific situations such as: <ul style="list-style-type: none"> <li>• Alleys <ul style="list-style-type: none"> <li>– In new neighborhoods where the alley is owned and maintained by the developer.</li> </ul> </li> <li>And: <ul style="list-style-type: none"> <li>– Vehicular access within that block is only allowed from the alley.</li> </ul> </li> <li>• Cul-de-sacs <ul style="list-style-type: none"> <li>– Natural features, access to arterials, existing development, or municipal boundaries prevent the extension or looping of a roadway system.</li> </ul> </li> </ul>	Development Services; Public Works; Plan Commission; BPW; Common Council	Short-Term	Land Use
5-2	10. Support accessible design and consider elderly and disabled populations when implementing public transportation and designing parking lots, streets, sidewalks, and other transportation facilities.	Development Services; Public Works; Plan Commission; BPW; Common Council	Ongoing	Utilities and Community Facilities; Land Use

**Goal 5-3. Ensure adequate parking is provided for existing and future development.**

Goal	Action	Agency Partners	Priority	Element Impact
5-3	1. Review parking requirements in the zoning code and conduct an analysis of parking needs for each use and consider a code amendment to modernize the parking requirements that may include bicycle/multimodal accommodations.	Development Services; Plan Commission; Common Council	Ongoing; Short-Term	Utilities and Community Facilities; Land Use
5-3	2. Continue to monitor the downtown parking situation and develop a strategy to address legitimate parking concerns.	Development Services; Public Works; Main Street; Plan Commission; BPW; Common Council	Ongoing; Short-Term	Utilities and Community Facilities; Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
5-3	3. Exceptions to the minimum parking requirements should be considered in the downtown where adequate public parking is available and capable of meeting the needed parking demand.	Development Services; Public Works; Plan Commission	Ongoing	Utilities and Community Facilities; Land Use

***Goal 5-4. Identify and support adequate transportation facilities that are needed to help spur economic growth both within the City and region.***

Goal	Action	Agency Partners	Priority	Element Impact
5-4	1. Support the future expansion of the Marshfield Municipal Airport facilities by updating the Airport Master Plan and Campus Master Plan. Consider a future runway expansion as funding becomes available from the Bureau of Aeronautics.	Development Services; Public Works; Airport; Plan Commission; BPW; Common Council	Medium-Term	Utilities and Community Facilities; Land Use
5-4	2. Consider supporting efforts to expand rail service for desirable industries in the industrial park, while avoiding street crossings whenever feasible.	Development Services; Public Works; EDB; Plan Commission; BPW; Common Council	Ongoing	Utilities and Community Facilities; Land Use
5-4	3. Consider conducting an analysis on the number of trains that go through Marshfield to determine rail usage and frequency. This information could help with the traffic analysis.	Public Works; BPW; Common Council	Medium-Term	Land Use
5-4	4. Identify appropriate truck routes and consider the needs of local businesses while limiting potential nuisances by avoiding residential areas where feasible.	Development Services; Public Works; Plan Commission; BPW; Common Council	Medium-Term	Housing; Economic Development; Land Use
5-4	5. Communicate and coordinate with State and Regional agencies and consider efforts to implement the recommendations in the State and Regional plans on highway projects and long-term planning projects in the City that impact available modes of transportation.	Development Services; Public Works	Ongoing	Utilities and Community Intergovernmental Cooperation; Facilities; Land Use



**Utilities and Community Facilities**

**Goal 6-1. Provide quality public services for the community.**

Goal	Action	Agency Partners	Priority	Element Impact
6-1	1. Support the educational services and entities in the community and consider regular communication efforts with the Marshfield School District, UW-Marshfield/Wood County, Mid-State Technical College, United Way, UW-Extension, Wood and Marathon Counties, the Everett Roehl Marshfield Public Library, and similar organizations on how the City can best participate in supporting those needs.	Development Services; Public Works; UW-Marshfield; MSTC; School District	Ongoing	Housing; Transportation; Economic Development; Intergovernmental Cooperation; Land Use
6-1	2. Review and consider the following plans when reviewing new development projects and update plans as required or as needed: <ul style="list-style-type: none"> <li>Sewer Service Area Plan</li> <li>Stormwater Quality Plan</li> </ul>	Development Services; Public Works; Wastewater	Ongoing; Short-Term	All Elements
6-1	3. Maintain appropriate levels of police, fire, and emergency medical services. As the community continues to grow and redevelop, it will be essential to continually evaluate the need for potential expansion of services.	Police; Fire; Police and Fire Commission; Common Council	Ongoing	Transportation Transportation; Intergovernmental Cooperation; Land Use
6-1	4. Share plans as appropriate with staff and the appropriate governing body when planning for future facilities, facility improvements/upgrades.	All Departments	Ongoing	All Elements
6-1	5. When adding or expanding larger municipal facilities, consider completing or following existing facility needs assessments prior to construction or acquisition to ensure new facility expansions are done appropriately and in a cost effective manner.	All Departments	Ongoing	All Elements
6-1	6. Only consider extending sanitary sewer and municipal water service to developments that are annexed to the City or part of a sanitary, water, or similar district plan that has been approved by the Common Council.	Development Services; Public Works; Wastewater; Marshfield Utilities; Plan Commission; BPW; Common Council	Ongoing; Medium-Term	Housing; Transportation; Economic Development; Intergovernmental Cooperation; Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
6-1	7. Continue Development Review Team reviews for new commercial, industrial, and multi-family development projects to ensure developments are compatible with existing City plans and services.	Development Services; Public Works; Wastewater; Fire; Marshfield Utilities	Ongoing	Housing; Transportation; Economic Development; Land Use
6-1	8. Support and implement best management practices (BMPs) that promote improved storm water quality to meet the MS4 permit requirements.	Public Works	Ongoing; Long-Term	Intergovernmental Cooperation; Land Use
6-1	9. Consider expanding recycling opportunities - especially as a new service contract is negotiated for waste pick up.	Public Works; BPW; Common Council	Ongoing; Long-Term	Intergovernmental Cooperation; Land Use
6-1	10. Monitor and maintain the solid waste disposal services to accommodate the needs and flow of the users.	Public Works; BPW; Common Council	Ongoing; Long-Term	Intergovernmental Cooperation; Land Use
6-1	11. Consider zoning code amendments to allow more flexibility for childcare facilities.	Development Services; Plan Commission; Common Council	Ongoing; Short-Term	Economic Development; Land Use
6-1	12. Continue utilizing Cured in Place Pipe (CIPP) Lining or newer technologies as they become available as well as consider other opportunities to reduce inflow and infiltration into the storm sewer system when feasible.	Public Works; Wastewater; BPW; Common Council	Ongoing; Long-Term	Intergovernmental Cooperation; Land Use
6-1	13. Encourage the larger entities such as the Marshfield School District to utilize Campus Development District zoning and adopt Campus Master Plans when appropriate to plan for larger scale projects.	Development Services; Public Works; UW-Marshfield; MSTC; Wood County; School District; Plan Commission; Common Council	Ongoing; Short-Term	Intergovernmental Cooperation; Land Use
6-1	14. Consider opportunities for high quality public gathering spaces in strategic areas such as Hardacre Park and the Wenzel Family Plaza in the downtown. Consider developing and incorporating a public engagement process when deciding on the location and design of the facilities.	Development Services; Public Works; EDB; CVB; Main Street; Plan Commission; Common Council	Ongoing; Medium-Term	Natural, Cultural, and Agricultural Resources; Economic Development; Intergovernmental Cooperation; Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
6-1	15. Continue to utilize the Capital Improvements Program for long-range planning and budgeting for capital projects.	All Departments	Ongoing	All Elements

**Goal 6-2. Direct future growth to areas where it is efficient and cost-effective to provide public services.**

Goal	Action	Agency Partners	Priority	Element Impact
6-2	1. Coordinating efforts with the City and Marshfield Utilities future projects upgrading or expanding utility services and tie their replacement with road construction projects when practical. Encourage the City to do more street reconstruction to improve better long term construction and address underlying utility concerns.	Public Works; Marshfield Utilities; Plan Commission; BPW; Common Council	Ongoing	Transportation; Land Use
6-2	2. Consider new development proposals on the basis of their fiscal impact, their impact on service levels, potential health impact, and the community's need for such a development.	Development Services; Public Works; Plan Commission; Common Council	Ongoing	Transportation; Economic Development; Land Use
6-2	3. Consider underserved areas when approving siting for telecommunication facilities. Work with cell tower companies to help identify underserved areas and aesthetic considerations.	Development Services; Public Works; Plan Commission; BPW; Common Council	Ongoing; Short-Term	Economic Development; Land Use
6-2	4. Consider extending sewer and water services in unserved areas as private systems start to fail or when development warrants.	Development Services; Public Works; Marshfield Utilities; Plan Commission; BPW; Common Council	Ongoing; Medium-Term	Economic Development; Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
6-2	<p>5. Identify areas for future growth and consider the following:</p> <ul style="list-style-type: none"> <li>• Identifying areas of feasible and economical infrastructure expansion. Encourage new development to occur first in those locations where urban services and facilities can be most economically and efficiently provided. Limit the premature development of areas which are more difficult to serve.</li> <li>• Prohibiting the use of private streets for new subdivisions.</li> <li>• Prohibiting new major extraterritorial subdivisions in those future growth areas unless the property is annexed and include provisions addressing this in the Subdivision Ordinance.</li> <li>• Reviewing annexation recommendations in the Implementation Chapter when annexations are proposed.</li> <li>• To the extent feasible, locating new and expanded services near existing neighborhoods to encourage compact and efficient development patterns.</li> <li>• Requiring new developments to follow the City’s Stormwater Quality Plan and Construction Site Erosion Control requirements.</li> <li>• Requiring sidewalks and bike paths that connect to the existing network.</li> <li>• Following the recommendations within the Sewer Service Area Plan when reviewing new development proposals.</li> <li>• Incorporating Healthy Community Design Principals recommended by the Centers for Disease Control.</li> </ul>	<p>Development Services; Public Works; Marshfield Utilities; Plan Commission; BPW; Common Council</p>	<p>Ongoing; Short-Term</p>	<p>Housing; Transportation; Economic Development; Intergovernmental Cooperation; Land Use</p>
6-2	<p>6. Discourage the installation and use of on-site wastewater treatment facilities (septic systems and holding tanks) where sanitary services are or will be available in the next 10-15 years.</p>	<p>Development Services; Public Works; Marshfield Utilities; BPW; Common Council</p>	<p>Ongoing; Short-Term; Medium-Term</p>	<p>Housing; Land Use</p>

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Goal	Action	Agency Partners	Priority	Element Impact
6-2	7. Continue to communicate with the health care facilities on the expansion and future growth of the medical campus and utilize the Campus Master Plans when looking at future infrastructure expansion.	Development Services; Public Works; Wastewater; Marshfield Utilities; Plan Commission; BPW; Common Council	Ongoing; Medium-Term	Transportation; Economic Development; Intergovernmental Cooperation; Land Use

***Goal 6-3. Ensure that public facilities are properly located and fit within the surrounding neighborhood and are built in an environmentally friendly and cost effective manner.***

Goal	Action	Agency Partners	Priority	Element Impact
6-3	1. Look at environmental impact and sustainability when developing new or expanding public facilities and encourage implementation of energy efficient designs.	Public Works; Marshfield Utilities; Plan Commission; BPW; Common Council	Ongoing	Natural, Cultural, and Agricultural Resources; Economic Development; Intergovernmental Cooperation; Land Use
6-3	2. Assess and try to mitigate negative impacts of future community facilities on the surrounding neighborhood and communicate with the neighbors early on in the project.	Development Services; Public Works; Parks and Rec; Plan Commission; BPW; Common Council	Ongoing; Short-Term	Housing; Economic Development; Intergovernmental Cooperation; Land Use

**Goal 6-4. Provide high quality park and recreation facilities to residents and visitors of Marshfield.**

Goal	Action	Agency Partners	Priority	Element Impact
6-4	<p>1. When reviewing new or expanding facilities consider the following:</p> <ul style="list-style-type: none"> <li>The level of service should meet or exceed the public’s expectations.</li> <li>Impact on taxpayers.</li> <li>How new or expanded facilities impact the future growth and quality of life of Marshfield residents and visitors.</li> <li>The effects of parks and recreation on health, property values, and quality of life.</li> </ul>	<p>Public Works; Marshfield Utilities; Plan Commission; BPW; Common Council</p>	Ongoing	<p>Natural, Cultural, and Agricultural Resources; Transportation; Economic Development; Intergovernmental Cooperation; Land Use</p>
6-4	<p>2. Consider the recommendations in the Comprehensive Outdoor Recreation Plan for expanding and maintaining new and existing park and recreation facilities and update the plan as required or as needed while considering the potential impact on health, property values, and quality of life.</p>	<p>Development Services; Public Works; Parks and Rec; Parks Committee; Plan Commission; BPW; Common Council</p>	Medium-Term	<p>Natural, Cultural, and Agricultural Resources; Economic Development; Intergovernmental Cooperation; Land Use</p>

**Goal 6-5. Ensure residents have the services and support they need in the community.**

Goal	Action	Agency Partners	Priority	Element Impact
6-5	<p>1. Consider supporting the development of a joint committee of charities and community service organizations to help identify where community resources can best be utilized and consider the information in community assessments such as the CHIP (County Health Improvement Process) and others that may be available to assist with those recommendations.</p>	<p>Development Services; Library; EDB; United Way; Senior Center; Healthy Lifestyles; Wood County; Common Council</p>	Ongoing	All Chapters

**Economic Development**

**Goal 7-1. Ensure the City of Marshfield remains the economic hub for the local trade area.**

Goal	Action	Agency Partners	Priority	Element Impact
7-1	1. The City should utilize and encourage businesses to take advantage of the resources, programs, and funding sources identified in this chapter to provide incentives and funding for economic development projects.	Development Services; EDB; MACCI; Main Street; Common Council	Ongoing	Intergovernmental Cooperation
7-1	2. Update the Tax Incremental Finance Summary and Strategic Plan on a regular basis and consider the plans recommended strategies and alternatives for the existing TIF Districts.	Development Services; EDB	Ongoing; Short-Term	Intergovernmental Cooperation
7-1	<p>3. Utilize the following guidelines when creating or amending a Tax Incremental Finance (TIF) District:</p> <ul style="list-style-type: none"> <li>• The desired outcome (defined as desired number of jobs, type of jobs, location, aesthetics, or similar outcome) would not occur without the TIF funding.</li> <li>• The developer is in need of a public subsidy to advance the project. Public money should only be used to create benefits for the City of Marshfield and its residents.</li> <li>• The number and type of jobs that development will create should be evaluated.</li> <li>• The City should determine costs associated with new development. This includes possible new housing development; regional and local transportation impacts; and added municipal services, including fire and police protection, EMS, administrative services, street and stormwater maintenance, new vehicles and equipment, etc.</li> <li>• Development receiving TIF funding should meet and exceed all benchmarks for exemplary building and site design, including those contained in this Plan.</li> <li>• The TIF plan must comply with existing community plans.</li> <li>• Approval by other taxing entities.</li> </ul>	Development Services; EDB; Local Businesses Plan Commission; Common Council	Ongoing	Intergovernmental Cooperation

**Goal 7-2. Diversify the City’s employment base and attract additional retail/commercial businesses and “higher-technology” businesses, jobs, and employees to Marshfield.**

Goal	Action	Agency Partners	Priority	Element Impact
7-2	1. Work with MACCI to develop an active business retention and expansion visitation program, including an evaluation of existing retention efforts in future strategic planning ventures.	Development Services; EDB; Local Businesses; MACCI; Main Street	Ongoing	Intergovernmental Cooperation
7-2	2. Consider working with MACCI and Main Street to update and maintain an accurate database on local employment and employer data. In addition, encourage these partners to continue proactively working with area businesses to identify space, training, or workforce needs to keep employees in the community.	Development Services; EDB; Local Businesses; MACCI; Main Street	Ongoing	Intergovernmental Cooperation
7-2	3. Maintain and update the following plans/reports and follow the recommendations of the adopted plans (year last adopted) approved or accepted by the Common Council: <ul style="list-style-type: none"> <li>• TIF District Summary and Strategic Plan (2011)</li> <li>• Economic Development Action Plan (2013)</li> <li>• Marshfield Housing Study (2014)</li> <li>• City of Marshfield Comprehensive Outdoor Recreation Plan (2014)</li> <li>• City of Marshfield Downtown Master Plan (2015)</li> </ul>	Development Services; EDB; Plan Commission; Common Council	Ongoing	Intergovernmental Cooperation
7-2	4. The City should look to adopt and implement a Communications Plan that addresses ways of communicating with other government and nongovernment entities as well as local residents and the business community.	All Departments; Common Council	Ongoing	Intergovernmental Cooperation
7-2	5. Work with local entities such as CVB and Main Street to help support tourism that draws people to Marshfield and enhances the City’s connections to natural and cultural resources, local history, physical activities, conventions/conferences/tradeshows, and community events.	Development Services; EDB; MACCI; CVB; Main Street	Ongoing	Intergovernmental Cooperation



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Goal	Action	Agency Partners	Priority	Element Impact
7-2	6. Identify and study “place-making” opportunities to improve public spaces.	Development Services; Public Works; Parks and Rec; Plan Commission; BPW; Common Council	Ongoing	Utilities and Community Facilities; Intergovernmental Cooperation; Land Use
7-2	<p>7. To assist in creating the type of jobs that attract and retain persons from the area, the City should look at ways to address the “Brain Drain” Issue. The term “Brain Drain” refers to the trend in which people that are educated in local or state institutions ultimately leave the area to pursue their careers. Over time, the City should consider supporting the following policies to increase the appeal of the community to young residents and new graduates:</p> <ul style="list-style-type: none"> <li>• Support increased opportunities for first-time home ownership through existing programs.</li> <li>• Support the creation of planned, mix of housing types and uses within the City, including the development of neighborhoods that cater to younger residents with such design elements such as condominiums, small lot size, mix of uses, parks, trails, and similar amenities.</li> <li>• Enhance Marshfield’s image as a healthy community. Continue the investment in infrastructure related to trails and on-street bicycle facilities as outlined in the bike and trail plan. Maintain and preserve existing parks and natural areas as key components of the City’s “green” infrastructure.</li> <li>• Support and encourage new membership in Marshfield’s many business and service organizations.</li> <li>• Continue to develop and maintain the Downtown, cultural attractions, community events, dining and shopping options, and leisure opportunities that contribute to the community’s high quality of life.</li> </ul>	Development Services; EDB; UW-Marshfield; MSTC; MACCI; NCWRPC; Common Council	Ongoing; Medium-Term	Intergovernmental Cooperation; Land Use

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Goal	Action	Agency Partners	Priority	Element Impact
7-2	<p>8. The City and its economic development partners should continue to provide and enhance the support system for developing entrepreneurship and new businesses by supporting and promoting the following:</p> <ul style="list-style-type: none"> <li>• Business plan guidance and planning offered by MACCI. The City should continue to work with MACCI, Mid-State Technical College, and UW-Wood County to promote entrepreneurial training programs to continue to mold local leaders. Include such strategies in future strategic plans.</li> <li>• The development of future business incubator space. Such an effort may be a component of limiting overhead costs that may make new business startup cost prohibitive.</li> <li>• The use of the existing programs to promote financial assistance for entrepreneurship and start-up businesses. This includes promoting the use of existing revolving loan fund programs through the City, Wood County, and Regional Planning Commission to support the development of new businesses. Additionally, the City should promote existing angel funding networks in the area and follow the Centergy recommendations to promote the development of angel networks promoting entrepreneurship through the Wood, Marathon, and Portage County region.</li> </ul>	<p>Development Services; EDB; UW-Marshfield; MSTC; MACCI; NCWRPC; Common Council</p>	<p>Ongoing; Medium-Term</p>	<p>Intergovernmental Cooperation; Land Use</p>
7-2	<p>9. The City follow a key principle of economic development - build on the existing businesses and clusters of businesses in the area.</p> <ul style="list-style-type: none"> <li>• Health care and food processing are key economic clusters in Marshfield. This Plan recommends the creation of a strategic plan to identify how these (and other) clusters can be grown locally, including the identification of gaps and needs specific to these industries.</li> </ul>	<p>Development Services; EDB; Marshfield Clinic UW-Marshfield; MSTC; MACCI; Common Council</p>	<p>Ongoing</p>	<p>Utilities and Community Facilities; Intergovernmental Cooperation; Land Use</p>

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Goal	Action	Agency Partners	Priority	Element Impact
7-2	<p>10. The City should continue its existing efforts and develop and monitor a strategic plan to address the following factors that relate to business location:</p> <ul style="list-style-type: none"> <li>• Location and access: Improve and maintain infrastructure investments, including improved links to I-39 and improvements to better link USH 97 to STH 29.</li> <li>• Promote available facilities and land.</li> <li>• Continue to improve efficiency of doing business: Ensure permitting and zoning regulations are as understandable, fair, and streamlined as possible.</li> <li>• Ensure there is access to financial resources: This includes City TIF funds, revolving loan funds, State grants, and angel networks.</li> <li>• Promote the development of the workforce to meet target industry goals.</li> <li>• Quality of life: Continue to promote the quality of life initiatives that make Marshfield a desirable community. This includes community safety, natural resource protection, social engagement and physical activities spaces, access to health options, world-class health care, education, park and recreation, and trail systems.</li> </ul>	<p>Development Services; Public Works; EDB; MACCI; NCWRPC; WisDOT; BPW; Common Council</p>	<p>Ongoing; Medium-Term</p>	<p>Natural, Cultural, and Agricultural Resources; Transportation; Intergovernmental Cooperation; Land Use</p>

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Goal	Action	Agency Partners	Priority	Element Impact
7-2	<p>11. The City should support Education Reform and Improvements. There are two important educational deficiencies that limit the City and region’s economic development potential. The first is the lack of local 2 and 4 year training programs in Central Wisconsin aimed at repositioning the region’s economy towards a knowledge and information based economy. Recommendations to improve this aspect of workforce development include the following:</p> <ul style="list-style-type: none"> <li>• Support workforce development board grants that seek funding for innovative workforce training program.</li> <li>• Support and promote the growth of efforts such as the “Paper and Technology” associate degree program at Mid-State Technical College.</li> <li>• Support and promote better access to Bachelor’s programs available through UW-Marshfield/Wood County and Master’s programs available through UW-Steven’s Point or available through learning communities or internet courses.</li> </ul> <p>The second deficiency to correct is to promote technical and vocational training programs to support the existing manufacturing base. Job shadow and other on-the-job training programs are available, but they are limited in the number of individuals that can be reached. It is recommended that the City work with its Economic Development partners to establish a strategic plan to address curriculum (high school and beyond) and apprentice program opportunities that will invest in the “blue collar” workforce.</p>	<p>Development Services; EDB; UW-Marshfield; MSTC; MACCI; NCWRPC; Common Council</p>	<p>Ongoing</p>	<p>Utilities and Community Facilities; Intergovernmental Cooperation; Land Use</p>

**Goal 7-3. Encourage high quality and aesthetic commercial development.**

Goal	Action	Agency Partners	Priority	Element Impact
7-3	1. Focus on beautifying commercial and business park development and consider establishing programs for improving the exterior of exiting development and establishing design standards for new development.	Development Services; Plan Commission; Common Council	Medium-Term	Intergovernmental Cooperation; Land Use
7-3	2. Continue to revitalize Downtown Marshfield by encouraging more retail and dining and entertainment uses and enhancing the appearance of the Downtown by looking at ways to expand the Downtown façade program.	Development Services; EDB; MACCI; Main Street; Common Council	Short-Term	Intergovernmental Cooperation
7-3	3. Maintain business and industrial park areas that are attractive and contribute to the economic stability of Marshfield, without degrading the natural environment or nearby neighborhoods.	Development Services; EDB; MACCI; Main Street; Plan Commission; Common Council	Short-Term	Natural, Cultural, and Agricultural Resources; Intergovernmental Cooperation; Land Use
7-3	4. Support mixed use developments that carefully integrate non-residential and residential uses into high-quality, unified places and encourage greenspace and walking/biking accommodations.	Development Services; EDB; Plan Commission; Common Council	Ongoing	Housing; Land Use

**Goal 7-4. Maintain an adequate infrastructure, services, and supply of land for industrial and commercial development in a cost effective manner.**

Goal	Action	Agency Partners	Priority	Element Impact
7-4	1. Encourage shared uses and consider supporting shared business driveways, shared parking spaces, and coordinated site plan designs when updating local ordinances and policies.	Development Services; Plan Commission; Common Council	Ongoing	Natural, Cultural, and Agricultural Resources; Land Use

**Goal 7-5. Promote the redevelopment of vacant, blighted, and underdeveloped commercial and industrial properties.**

Goal	Action	Agency Partners	Priority	Element Impact
7-5	1. The City should consider taking a more active role in establishing redevelopment plans for projects of a substantial size or level of complexity if such efforts are necessary in moving the project forward. Projects involving land assembly, environmental remediation, or other complexities may need to follow guidance from a statutory “redevelopment plan.”	Development Services; Public Works; Marshfield Utilities; Plan Commission BPW; Common Council	Medium-Term	Natural, Cultural, and Agricultural Resources; Utilities and Community Facilities; Land Use
7-5	2. Consider developing or expanding infrastructure to support planned economic development activities when they support the goals, objectives, and recommendations identified in City plans. Traditionally, infrastructure has included all forms of utilities (e.g. water, sewer, gas, electric, and telephone); transportation services (e.g. roads, parking, airports, rail, and sidewalks, trails); parks and greenspace; schools, hospitals, and other public services sometimes referred to as “social infrastructure”; and communication infrastructure (e.g. advanced data, voice, and video transmissions). In addition, consider infrastructure investments in business and industrial parks and to develop an inventory of sites and buildings, including brownfields, suitable for development and redevelopment.	Development Services; Public Works; Marshfield Utilities; Plan Commission; BPW; Common Council	Medium-Term	Natural, Cultural, and Agricultural Resources; Utilities and Community Facilities; Land Use
7-5	3. Look at ways to support the cleanup of brownfield or contaminated sites where future redevelopment opportunities are available and have been identified by City plans and consider developing strategies for brownfield or contaminated site area to be site-specific depending on issues such as ownership patterns, environmental concerns, as well as past and proposed uses. In instances in which the City is involved, consider developing a detailed environmental site assessment and market study as part of the project.	Development Services; Public Works; Marshfield Utilities; Plan Commission; BPW; Common Council	Medium-Term	Natural, Cultural, and Agricultural Resources; Utilities and Community Facilities; Land Use

**Intergovernmental Cooperation**

***Goal 8-1. Work cooperatively with surrounding governments and non-government entities in area.***

Goal	Action	Agency Partners	Priority	Element Impact
8-1	1. Consider including communication with surrounding government and non-government entities as the City develops a Communication Plan.	All Departments; Common Council; All Agencies	Ongoing; Short-Term	Utilities and Community Facilities; Economic Development; Land Use
8-1	2. Consider having the appropriate staff attending the meetings of adjacent townships or inviting them to a City meeting on an annual basis to ensure communication and to work on identifying cooperative opportunities and resolving issues before they became significant.	Development Services; Common Council	Ongoing; Short-Term	All Elements
8-1	3. Identify and explore opportunities for shared services, revenue, facilities, and equipment with surrounding units of government as well as non-governmental entities.	Development Services; Public Works; BPW; Common Council	Medium-Term	Utilities and Community Facilities; Land Use
8-1	4. Consider developing compatible and consistent land use and development review standards with surrounding towns, Marathon and Wood Counties, and the Regional Plan Commission.	Development Services; Adjacent Towns; Wood County; Marathon County; NCWRPC; McMillan JPC; Plan Commission; Common Council	Medium-Term	Natural, Cultural, and Agricultural Resources; Land Use
8-1	5. Invite representatives from the School District and consider other important stake holders such as the Police Department, Healthy Lifestyles, parent teacher organizations, parents, residents, and other community groups to the table when reviewing and updating the Safe Routes to School Plan.	Development Services; Public Works; School District	Short-Term	Transportation; Utilities and Community Facilities

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Goal	Action	Agency Partners	Priority	Element Impact
8-1	<p>6. Work with the School District as they develop future plans for their facilities and consider the following:</p> <ul style="list-style-type: none"> <li>• Look at potential impact of new development, including a new stadium and sports complex, to the surrounding neighborhood.</li> <li>• Make sure transportation facilities, including sidewalks and bike paths, are adequate for larger events, including traffic circulation, access, and enough parking for larger events.</li> <li>• Encourage the development of Campus Master Plans.</li> </ul>	<p>Development Services; Public Works; Plan Commission; BPW; Common Council</p>	<p>Ongoing; Short-Term</p>	<p>Utilities and Community Facilities; Land Use</p>
8-1	<p>7. Collaborate with the Marshfield Clinic and organizations such as Healthy Lifestyles – Marshfield Area Coalition on evidence based initiatives to improve the health of the community.</p>	<p>Development Services; Healthy Lifestyles; Marshfield Clinic</p>	<p>Ongoing; Short-Term</p>	<p>Utilities and Community Facilities; Land Use</p>
8-1	<p>8. Consider conducting Resident Surveys every 5-10 years to find out how residents feel about the community, what they want and do not want out of the community, and other topics that may be relevant at the time.</p>	<p>Development Services</p>	<p>Medium-Term</p>	<p>All Elements</p>
8-1	<p>9. Continue to work with Marathon and Wood Counties and related entities on hazard mitigation and emergency planning efforts so Marshfield is properly prepared for larger scale emergency and catastrophic situations.</p>	<p>Public Works; Police; Fire; Marshfield Utilities; Marshfield Clinic; Adjacent Towns; NCWRPC; Wood County; Marathon County; Common Council</p>	<p>Medium-Term</p>	<p>All Elements</p>



**Goal 8-2. Manage growth in Marshfield’s three mile planning area.**

Goal	Action	Agency Partners	Priority	Element Impact
8-2	1. When developing a “Street Plan” and Bicycle/Pedestrian plan, consider planning transportation and trail improvements and connections with neighboring communities.	Development Services; Public Works; Parks and Rec; Plan Commission BPW; Common Council	Short-Term	Transportation; Utilities and Community Facilities; Land Use
8-2	2. Update the Official Map to include any extension of roads and bicycle/pedestrian accommodations critical to the future growth of Marshfield.	Development Services; Public Works; Parks and Rec; Plan Commission BPW; Common Council	Short-Term	Transportation; Utilities and Community Facilities; Land Use
8-2	3. Approve annexation petitions from property owners when they are consistent with this plan (Land Use and Implementation Chapters), adopted intergovernmental agreements, and the Wisconsin State Statutes.	Development Services; Public Works; Plan Commission Common Council	Ongoing	Transportation; Utilities and Community Facilities; Economic Development; Land Use
8-2	4. Continue to enforce the existing overlay zoning regulations to protect the safety of air navigation and the City’s drinking water.	Development Services; Public Works; Airport; Marshfield Utilities; Plan Commission; BPW; Zoning Board; Common Council	Ongoing	Transportation; Utilities and Community Facilities; Economic Development; Land Use
8-2	5. Protect future growth areas identified in this plan from rural development when reviewing extraterritorial major subdivisions to allow for orderly and planned growth.	Development Services; Adjacent Towns; Wood County; Marathon County; McMillan JPC; Plan Commission; Common Council	Ongoing	Transportation; Utilities and Community Facilities; Economic Development; Land Use
8-2	6. When updating the “Street Plan” and Official Map, work with adjacent government entities when considering areas outside the City limits.	Development Services; Adjacent Towns; Wood County; Marathon County; McMillan JPC; Plan Commission; Common Council	Ongoing	Transportation; Utilities and Community Facilities; Economic Development; Land Use

**Land Use**

**Goal 9-1. Support a variety of housing types and densities that provide desirable housing for all demographics.**

Goal	Action	Agency Partners	Priority	Element Impact
9-1	1. Monitor the land that is utilized for development and track the remaining available land suitable for housing growth.	Development Services	Ongoing	Housing; Economic Development
9-1	2. Update the Housing Study on a regular basis and implement the recommendations provided in the study and in future updates to the study.	Development Services; EDB; MACCI	Ongoing	Housing; Economic Development

**Goal 9-2. Encourage commercial growth along arterials and make sure new developments are not hindering traffic flow.**

Goal	Action	Agency Partners	Priority	Element Impact
9-2	1. Require any new access points to be reviewed and approved by the City Engineer and ensure that proper spacing standards are followed.	Public Works	Ongoing	Transportation
9-2	2. Consider desirable new and redevelopment opportunities on City owned land in highly visible areas.	Development Services; Public Works; EDB; BPW; Common Council	Ongoing	Utilities and Community Facilities; Economic Development

**Goal 9-3. Protect future road, pedestrian, and bicycle corridors from development that could result in dead ends.**

Goal	Action	Agency Partners	Priority	Element Impact
9-3	1. Update the City’s Street Plan, Official Map, and Bicycle Transportation Plan or Bicycle/Pedestrian Plan if completed to reflect the recommendations in this plan and provide wide enough right-of-ways to allow for future road widening and multimodal accommodations.	Development Services; Public Works; Plan Commission; BPW; Common Council	Short-Term	Transportation; Utilities and Community Facilities; Economic Development
9-3	2. Consider establishing public participation plans prior to updating or establishing new planning documents.	Development Services; Plan Commission; Common Council	Medium-Term	Issues and Opportunities; Intergovernmental Cooperation

**Goal 9-4. Provide aesthetic entryways into the Community.**

Goal	Action	Agency Partners	Priority	Element Impact
9-4	1. Focus on Revitalization Opportunity Areas discussed earlier in Chapter 9 for blight removal and consider working with the Economic Development Board, Marshfield Area Chamber of Commerce & Industry, and other entities related to promoting economic development, to establish redevelopment plans.	Development Services; EDB; MACCI	Ongoing; Long-Term	Housing; Economic Development
9-4	2. Consider establishing a program to improve the areas along Veterans Parkway and Central Avenue such as develop an incentive program to screen industrial land uses or establish design guidelines for development. Utilize community engagement opportunities when establishing the program.	Development Services; Public Works; Parks and Rec EDB; MACCI; BPW; Common Council	Ongoing	Housing; Economic Development

**Goal 9-5. Encourage aesthetic design of sites and buildings.**

Goal	Action	Agency Partners	Priority	Element Impact
9-5	1. Consider developing design standards for commercial and industrial development and investigate opportunities to encourage new development to follow the design standards.	Development Services; EDB; MACCI; Common Council	Medium-Term	Housing; Economic Development

**Goal 9-6. Attract and maintain desirable commercial and industrial businesses that provide employment opportunities and contribute to the City tax base.**

Goal	Action	Agency Partners	Priority	Element Impact
9-6	1. Monitor the land that is utilized for development and track the remaining available land suitable for commercial and industrial growth.	Development Services	Ongoing	Economic Development

**Goal 9-7. Encourage development where infrastructure and services are already available.**

Goal	Action	Agency Partners	Priority	Element Impact
9-7	1. Look for opportunities to establish Tax Incremental Finance District and other incentives to support new business opportunities where mixed use or industrial growth is anticipated.	Development Services	Ongoing	Housing; Economic Development
9-7	2. Develop an inventory of City owned land outside of environmental corridors and existing park facilities. The City should evaluate opportunities to sell and utilize available, municipally owned land where new desirable development opportunities exist, especially where additional tax base would be created. Environmental resources should still be protected and great care should be taken when any new or redevelopment takes place near environmentally sensitive areas.	Development Services; Public Works; EDB; BPW; Common Council	Ongoing	Housing; Utilities and Community Facilities; Economic Development

**Goal 9-8. Any expansion of infrastructure should be done in a cost responsible manner.**

Goal	Action	Agency Partners	Priority	Element Impact
9-8	1. Consider updating the subdivision ordinance and zoning code to increase allowable development density by changing setbacks, minimum lot widths, minimum lot areas, and maximum heights in the different zoning districts.	Development Services; Plan Commission; Common Council	Ongoing; Medium-Term	Housing; Transportation
9-8	2. Investigate options for allowing the expansion of telecommunication services to meet the needs of the residents while considering the aesthetic impact such facilities can have on nearby properties.	Development Services; Public Works; Marshfield Utilities	Short-Term	Housing; Utilities and Community Facilities; Economic Development
9-8	3. Consider amending the subdivision ordinance to require parkland dedication or fee in lieu of for multifamily development.	Development Services; Plan Commission; Common Council	Ongoing; Short-Term	Housing; Utilities and Community Facilities

**Goal 9-9. Protect Environmentally Sensitive Areas from potential impacts of new development.**

Goal	Action	Agency Partners	Priority	Element Impact
9-9	1. Promote preservation of green space and trails within existing and proposed developments.	Development Services; Public Works; Parks and Rec	Ongoing	Transportation; Utilities and Community Facilities

**Goal 9-10. Plan for future, orderly Growth.**

Goal	Action	Agency Partners	Priority	Element Impact
9-10	1. Utilize the City of Marshfield-Town of McMillan Joint Plan Commission and Extraterritorial Plat Review process to prevent major rural subdivisions for properties within the Extraterritorial Growth Areas identified in this chapter unless the development is planned for annexation where either the lot sizes are small enough to extend utilities efficiently, or the development is ghost platted that would allow for future land divisions to increase the density once annexed.	Development Services; Adjacent Towns; Wood County; Marathon County; McMillan Joint Plan Commission Plan Commission; Common Council	Ongoing	Housing; Transportation; Utilities and Community Facilities; Economic Development
9-10	2. Consult the Future Land Use Map when making decisions regarding rezoning and annexation requests. The map is general in nature, but does provide guidance on the future land use pattern for the community and surrounding area.	Development Services; Adjacent Towns; Wood County; Marathon County; McMillan Joint Plan Commission Plan Commission; Common Council	Ongoing	Housing; Transportation; Utilities and Community Facilities; Economic Development
9-10	<p>3. The City of Marshfield should approve proposals for annexation into Marshfield only when they meet the following criteria, or if other important community goals are met:</p> <ul style="list-style-type: none"> <li>• The area proposed for annexation has access to or can be easily connected to areas already served by the City, thereby allowing efficient delivery of services, facilities, and utilities.</li> <li>• The City can readily provide services, utilities, and facilities to the area.</li> <li>• The annexation is in an area designated for growth on the City’s Future Land Use Map.</li> <li>• All public improvements, both off-site and on-site, necessary to serve the annexation area shall be constructed and financed in accordance with City standards and policies, and with goals and objectives within this plan.</li> <li>• The annexation area can be developed in a timely manner so the City does not invest in development costs without the timely return of necessary fees and taxes.</li> <li>• State Annexation Statutes.</li> </ul>	Development Services; Public Works; Parks and Rec; Wastewater; Marshfield Utilities; Plan Commission; BPW; Common Council	Ongoing	Housing; Transportation; Utilities and Community Facilities; Economic Development; Intergovernmental Cooperation

**Implementation**

**Goal 10-1. Implement the Comprehensive Plan.**

Goal	Action	Agency Partners	Priority	Element Impact
10-1	1. Establish a Plan Implementation Committee to review the progress of the plan implementation, provide guidance to staff and the Plan Commission on priorities of implementation, and provide recommendations on future amendments. The committee could be a mix of Common Council members, Plan Commission members, health professionals, citizen members, and City staff.	All Departments; Common Council; All Agencies	Ongoing; Short-Term	All Elements
10-2	2. Look for ways to utilize the City’s Geographic Information System tools and software to make information more readily available to the public, provide better data to the staff, and integrate information across departments to improve data accessibility. Consider the follow: <ul style="list-style-type: none"> <li>• Provide training to staff on GIS software.</li> <li>• Maintain up to date GIS data for housing, assessor information, land use, utilities, transportation, municipal facilities management, streets, parks and recreation, and other opportunities as they arise.</li> <li>• Standardize data for all departments.</li> <li>• Continue to update and implement features such as the GeoReporting System, voter information, garbage collection, etc., so the public can readily access City services.</li> </ul>	All Departments; Common Council; All Agencies	Ongoing; Short-Term	All Elements
10-2	3. Update the Comprehensive Plan at least once in the next 10 years and consider following the proposed Comprehensive Plan Update Schedule outlined in this chapter.	All Departments; Common Council; All Agencies	Ongoing	All Elements

# Appendices

**Appendix A – Public Hearing Notice**

**Appendix B – Resolution for Adoption**

**Appendix C – Ordinance for Adoption**

**Appendix D – Wood and Marathon County Resolutions Consenting to the Plan**

## **Appendix A – Public Hearing Notice**



## **NOTICE OF PUBLIC HEARING**

PLEASE TAKE NOTICE that the Common Council of the City of Marshfield, State of Wisconsin, will hold a PUBLIC HEARING at 7:00 PM in the Council Chambers, Lower Level, City Hall Plaza, 630 South Central Avenue on Tuesday, June 27, 2017, to consider comments prior to the adoption of the City of Marshfield 2017-2037 Comprehensive Plan by ordinance.

The City of Marshfield 2017-2037 Comprehensive Plan will replace the previous Plan and will guide the future growth, revitalization, and development in the City of Marshfield for the next 20 years. The Plan is a reflection of the existing conditions, projected trends, public input, and local policy desires for the City of Marshfield. The Comprehensive Plan contains the nine required elements by Wisconsin State Statute 66.1001 including the following elements:

- Issues and Opportunities
- Natural, Cultural, and Agricultural Resources
- Housing
- Transportation
- Utilities and Community Facilities
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

ALL INTERESTED PERSONS will be given an opportunity to be heard. Written comments will be accepted up to one week prior to the public hearing and will be addressed at the hearing. If you have any questions, would like to submit a written comment, or if you would like a copy of the Plan, please contact Josh Miller, City Planner by phone at 715-486-2075, by email at [josh.miller@ci.marshfield.wi.us](mailto:josh.miller@ci.marshfield.wi.us), or by mail at City Hall, 630 South Central Avenue, Suite 602, Marshfield, WI 54449. The Plan is available for review during regular business hours as the Everett Roehl Public Library and Monday through Friday from 8:00 am to 5:00 pm, in the City Clerk's office on the 5<sup>th</sup> Floor of City Hall, or on the City website at: [http://ci.marshfield.wi.us/departments/development\\_services/comprehensive\\_plan\\_update.php](http://ci.marshfield.wi.us/departments/development_services/comprehensive_plan_update.php)

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional Information or to request this service, contact Mary Anderson, Public Works Department at 630 South Central Avenue or by calling (715) 387-8424.

Deb M. Hall  
CITY CLERK

*For additional information regarding this public hearing, or to view related maps and/or materials, please contact Josh Miller, City Planner at 715.486.2075.*

PUBLISH CLASS 1: News Herald – on Saturday, May 27, 2017 – LEGAL.

## **Appendix B- Resolution for Adoption**

**CITY OF MARSHFIELD  
PLAN COMMISSION RESOLUTION NO. PC2017-01  
RECOMMENDING APPROVAL OF THE COMPREHENSIVE PLAN OF THE  
CITY OF MARSHFIELD, WISCONSIN**

**WHEREAS**, §66.1001(4) and §62.23(2) and (3), Wisconsin Statutes, established the required procedure for a local government to adopt a comprehensive plan, and

**WHEREAS**, §66.1001(2), Wisconsin Statutes; identifies the required elements of a comprehensive plan; and

**WHEREAS**, the City of Marshfield Plan Commission has the authority to recommend that the Common Council adopt a “comprehensive plan” under §66.1001(4)(b), Wisconsin Statutes; and

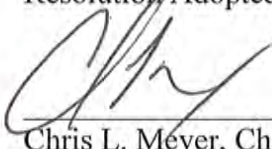
**WHEREAS**, the City has prepared the attached document (named *City of Marshfield 2017-2037 Comprehensive Plan*), containing all maps and other descriptive materials, to be the comprehensive plan for the City under §66.1001, Wisconsin Statutes; and

**NOW, THEREFORE, BE IT RESOLVED** that the Plan Commission of the City of Marshfield hereby adopt the attached *City of Marshfield 2017-2037 Comprehensive Plan* as the City’s comprehensive plan under §66.1001(4), Wisconsin Statutes; and

**BE IT FURTHER RESOLVED** that the Plan Commission Chair certifies a copy of the attached *City of Marshfield 2017-2037 Comprehensive Plan* to the Common Council; and

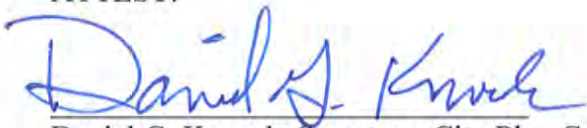
**BE IT FINALLY RESOLVED** that the Plan Commission hereby recommends that, following a public hearing as required in §66.1001(4)(d), Wisconsin Statutes, the Common Council adopt Ordinance 1350, which will constitute its adoption of the *City of Marshfield Comprehensive Plan 2017-2037* as the City’s Comprehensive Plan under §66.1001, Wisconsin Statutes.

Resolution Adopted: May 16, 2017.



Chris L. Meyer, Chairperson, City Plan Commission

ATTEST:



Daniel G. Knoeck, Secretary, City Plan Commission

## **Appendix C – Ordinance for Adoption**

**Ordinance No. 1350**  
**Adopting City of Marshfield 2017-2037 Comprehensive Plan**

An Ordinance to Adopt the Comprehensive Plan of the City of Marshfield, Wisconsin.

The Common Council of the City of Marshfield, Wisconsin, do ordain as follows:

**Section 1.** Pursuant to §62.23(2) and (3) of the Wisconsin Statutes, the City of Marshfield is authorized to prepare and adopt a comprehensive plan as defined in §66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

**Section 2.** The Common Council of the City of Marshfield, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by §66.1001(4)(a) of the Wisconsin Statutes.

**Section 3.** The Plan Commission of the City of Marshfield by a majority vote of the entire Commission recorded in its official minutes dated May 16, 2017, has adopted a resolution recommending to the Common Council the adoption of the document entitled "City of Marshfield 2017-2037 Comprehensive Plan" containing all of the elements specified in §66.1001(2) of the Wisconsin Statutes.

**Section 4.** The City has held at least one public hearing on this ordinance, in compliance with the requirements of §66.1001(4)(d) of the Wisconsin Statutes.

**Section 5.** Based on substantial changes to the previous comprehensive plan, the City does hereby repeal the previous comprehensive plan entitled, "City of Marshfield Comprehensive Plan 2007-2027, The Blueprint for a Healthy and Sustainable Community".

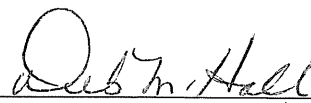
**Section 6.** The Common Council of the City of Marshfield, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "City of Marshfield 2017-2037 Comprehensive Plan" pursuant to §66.1001(4)(c) of the Wisconsin Statutes.

**Section 7.** This ordinance shall take effect upon passage by a majority vote of the members of the Common Council and publication as required by law.

Dated this 11<sup>th</sup> day of July 2017.

CITY OF MARSHFIELD

By:   
Chris L. Meyer, Mayor

By:   
Deb M. Hall, City Clerk

PASSED: 7-11-17  
APPROVED: 7-11-17  
PUBLISHED: 7-15-17

**Appendix D – Wood and Marathon County Resolutions Consenting to the Plan**

10

RESOLUTION# 17-6-4

ITEM# 4-2

DATE June 20, 2017

Effective Date June 20, 2017

Introduced by Conservation, Education & Economic Development Committee
Page 1 of 1

ARD

Motion: Adopted: [checked]
1st Feirer Lost: [ ]
2nd Fischer Tabled: [ ]
No: 5 Yes: 14 Absent: 0
Number of votes required:
[X] Majority [ ] Two-thirds
Reviewed by: PAK, Corp Counsel
Reviewed by: Finance Dir.

INTENT & SYNOPSIS: To allow the extraterritorial planning of areas outside of the boundaries of the City of Marshfield to be included in the City of Marshfield 2017-2037 Comprehensive Plan.

FISCAL NOTE: No cost to Wood County.

Table with 5 columns: ID, Name, NO, YES, A. Rows 1-19 listing supervisors and their votes.

WHEREAS, pursuant to § 62.23(2) Wis. Stats., it shall be the function and duty of the City of Marshfield Plan Commission to make and adopt a master plan for the physical development of the city, including any areas outside of its boundaries that in the Commission's judgment bear relation to the development of the city; and

WHEREAS, pursuant to § 62.23(2) Wis. Stats., areas outside the boundaries of the City of Marshfield may not be included in the master plan without the consent of the Wood County Board of Supervisors; and

WHEREAS, the Wood County Department of Planning & Zoning has reviewed the City of Marshfield 2017-2037 Comprehensive Plan, and find that it does not conflict with any county planning programs, zoning ordinances or § 66.1001 of the Wis. Stats.; and

WHEREAS, the City of Marshfield, Development Services Department staff met with members from each of the adjacent Townships to present the City of Marshfield 2017-2037 Comprehensive Plan and gathered any feedback; and

WHEREAS, the City of Marshfield Plan Commission passed a resolution recommending the adoption of the City of Marshfield 2017-2037 Comprehensive Plan; and

WHEREAS, the CEED Committee reviewed the request at a public meeting and recommends approval; and

WHEREAS, extraterritorial planning promotes intergovernmental cooperation and communication by coordinating mutual agreement, and is intended to provide for smoother transitions between rural and urban areas; and

NOW, THEREFORE, THE WOOD COUNTY BOARD OF SUPERVISORS HEREBY RESOLVES to, allow extraterritorial planning of areas outside of the boundaries of the City of Marshfield to be included in the 2017-2037 City of Marshfield Comprehensive Plan; and

BE IT FURTHER RESOLVED that a copy of this resolution be directed to the City of Marshfield, Development Services Department.

Handwritten signatures of Hilde Henkel, Robert Ashbeck, Ken Curry, Adam Fischer, Bill Leichtnam, Cynthia Cegress, and County Board Chairman. Includes date: 20th day of June 2017.

RESOLUTION #R-36-17

CONSENT TO THE COMPREHENSIVE PLAN FOR THE CITY OF MARSHFIELD, WISCONSIN, THAT INCLUDES TERRITORY OUTSIDE THE BOUNDARIES OF THE CITY WITHIN THE JURISDICTION OF MARATHON COUNTY

WHEREAS, §66.1001(4) and §62.23(2) and (3), Wis. Stats., establishes the required procedure for a local government, specifically a city, to adopt a comprehensive plan, and

WHEREAS, the City of Marshfield has prepared the attached document entitled, City of Marshfield 2017-2037 Comprehensive Plan (Comprehensive Plan), containing all maps and other descriptive materials to be included in the comprehensive plan for the City, pursuant to §66.1001, Wis. Stats.; and

WHEREAS, the City of Marshfield Plan Commission (Plan Commission) held a public hearing on the Comprehensive Plan as required by §66.1001(4)(d), Wis. Stats.; and

WHEREAS, on May 16, 2017, the Plan Commission adopted a resolution recommending adoption of the Comprehensive Plan to the Common Council; and

WHEREAS, §62.23(2), Wis. Stats. requires that; “[I]n a county where a regional planning department has been established, areas outside the boundaries of a city may not be included in the master plan without the consent of the county board of supervisors;” and

WHEREAS, the Comprehensive Plan includes territory outside the City of Marshfield boundaries, including the Towns of McMillan and Spencer, that is within the jurisdiction of Marathon County; and

WHEREAS, the City of Marshfield, as part of their planning process, has coordinated with local officials and citizens in the Towns of McMillan and Spencer; and

WHEREAS, on June 6, 2017, the Marathon County Land Conservation and Zoning Committee reviewed the attached Comprehensive Plan and recommended that the Marathon County Board consent to in accordance with state requirements, under §62.23(2), Wis. Stats.; and

WHEREAS, on June 7, 2017, the Marathon County Environmental Resources Committee also reviewed the attached Comprehensive Plan and recommended that it be forwarded to the County Board for consent.

NOW, THEREFORE, BE IT RESOLVED, by the County Board of Supervisors of the County of Marathon hereby consents to the attached City of Marshfield 2017-2037 Comprehensive Plan, in accordance with §62.23(2), Wis. Stats.

Respectfully Submitted this 20<sup>th</sup> day of June, 2017.

LAND CONSERVATION AND ZONING COMMITTEE

Sandi Cihlar

Jean Messer

Jim Siefert

Rick Siefert



ENVIRONMENTAL RESOURCES COMMITTEE

*Sandy C. Klaw*  
*[Signature]*  
*[Signature]*  
*[Signature]*

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Fiscal Impact: None expected at this time

