



CITY OF MARSHFIELD
MEETING NOTICE

ECONOMIC DEVELOPMENT BOARD
Thursday, February 2, 2017
City Hall Plaza, Room 108
3:00 p.m.

AGENDA

1. Call to order – Chairman Sennholz
2. Approval of minutes:
 - a. January 5, 2017 – regular meeting
3. Identify potential conflicts of interest
4. Receive citizen comments
5. 2016 MACCI/MACFI service contract report-out
6. Pool Committee Update
7. Discussion and possible action on matters related to EDB priorities
 - a. Housing
 - b. Economic Development Corporation
 - c. Downtown Redevelopment
 - i. Wenzel Family Plaza
 - ii. Review redevelopment sites
8. Economic development activity updates
9. Items for future agendas
10. Adjourn

NOTICE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice

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 Deb M. Hall, City Clerk, at 630 South Central Avenue or by calling (715) 384-3636.



City of Marshfield Memorandum

TO: Economic Development Board
FROM: Jason Angell, Director of Development Services
DATE: February 2, 2017

The following is a brief overview of the items that will be discussed at our next EDB meeting, along with any action that may be necessary.

2016 MACCI/MACFI report-out

Karen has prepared the attached summary report related to the areas in which the EDB agreed to fund in 2016. At the meeting Karen will give an overview of the report and address any questions the Board may have.

Pool Committee Update

At their last meeting, the Common Council was presented with a design and cost estimate for the pool project from Ayers and Associates. It was at this meeting the Council charged the Pool Steering Committee with looking for a list of 4-6 possible sites that could accommodate the proposed pool and to have a list of pros and cons developed for each site. A copy of the design that was presented to the Council is attached.

Housing

The Housing Subcommittee recently met and will provide an update to the Board at the meeting.

Wenzel Family Plaza

The next design meeting with SEH will take place on Friday, January 27th. Staff will provide an update to the Board on how design is progressing along with next steps.

Staff recent met with Wausau Events staff and Marathon County Parks staff to discuss how they coordinate the maintenance and programming of the "400 Block". Staff will review the take-ways from our meeting in Wausau, a copy of

which is included in your packet.

Review Redevelopment Sites

At our last meeting the EDB expressed an interest in revisiting the redevelopment sites that have recently been identified in various plans. Included within your packets are the related pages from the Economic Development Action Plan and 2015 Downtown Master Plan. Please review these materials in advance of the meeting.

**Economic Development Board meeting
January 5, 2017**

Present: Buttker, Dickrell, Martin, Sennholz, Meissner, Wagner, Staab (arrived at 3:05 p.m.), and Trussoni (arrived at 3:30 p.m.)
Absent: None
Others: Angell, Krogman, Barg, Miller, Olson, McLean, Fischer, Casperson, Jockheck

Chairman Sennholz called the meeting to order at 3:00 p.m. in City Hall, Room 108.

EDB2017-01 Buttker moved and Meissner seconded the motion to approve minutes from the December 1, 2016 meeting as presented. **Motion carried.**

Identify potential conflicts of interest

None

Citizen comments

Matt McLean from the Convention and Visitor Bureau stated their Visitor's Guides were completed and ready to be distributed.

Consider funding request by NCCAP for "Rural Crowdfunding Project:

Barg presented a request which was received from the North Central Community Action Program (NCCAP) for a \$5,000 pledge in support of a Small Business Innovative Research grant application to the U.W. Department of Agriculture to help rural areas provide technology necessary to help entrepreneurs solicit funding for start-up businesses. They requested \$5,000 in pledges from the City of Marshfield, the City of Wisconsin Rapids and Wood County. Wisconsin Rapids and Wood County have already made their pledges. The EDB was asked to provide the funds for this request.

EDB2017-02 Wagner moved and Buttker seconded the motion to fund the request from North Central Community Action Program for a \$5,000 pledge from the 205 fund. **Motion carried**

Review Economic Development Chapter or 2017 Comprehensive Plan Update

Miller presented the economic development chapter for the 2017 comprehensive plan update. He explained how the chapter was written and the committee discussed the contents of the chapter. The committee was asked to review the Goals, Objectives, Programs, Policies, and Recommendations section.

Economic development activity updates

Housing - Recommending looking at housing inspection program. Committee discussed the rental property inspection program that was recently adopted by the City of Oshkosh and a property maintenance incentive program the City of Berlin has. Both items will be brought back to the committee at a later date.

Economic Development Corporation - no report

Wenzel Farm Plaza - Casperson, Angell, and Eloranta are going to Wausau to meet with the Parks & Recreation Director and Wausau Events to see how they manage the 400 Block. Angell is meeting with SEH regarding the final plans for the plaza. Still working on fundraising. The public fundraising campaign has not started yet.

Economic Development Activities Plans

Olson - No update

Angell - Dick Pokorny has retired as Building Inspector. Pat Kilty will become Acting Building Inspector.

Barg reported on the Downtown Parking team findings. The team consisted of 6 City employees, Angie Eloranta, Scott Larson, and four private business owners. The team is making the following recommendations:

On-street parking

- ✓ Remove 90-minute parking limit on side streets west of Chestnut and east of Maple
- ✓ Remove 90-minute parking limit along West 1st Street in front of the police station

Parking lots

- ✓ Designate 2 parking lots where permits are not required (Milwaukee, Omaha)
- ✓ Standardize signage among all City parking lots in order to clarify restrictions

Permit Parking

- ✓ Allow pro-rated payment plan
- ✓ Track permits to specific parking lots by asking applicants where they intend to park

Pedestrian safety

- ✓ Direct group (s) to review and make recommendations on pedestrian safety issues

This information will be presented at the Board of Public Works, Main Street Marshfield, and Business Improvement District looking for feedback. The team will get back together the first week of February to discuss any comments they have heard.

Items for future agendas

Pool Committee Update

Revisit the Redevelopment Plan

With no objections from Board members, Sennholz adjourned the meeting at 4:20 p.m.

Respectfully submitted,

Amy Krogman

Administrative Assistant III

2016 Economic Development Action Plan update

Business Attraction/Marketing:

- Assist with and respond to 55 clients to start or grow businesses in the Marshfield area.
- 2016 Marshfield Economic Profile updated and printed for community utilization.
- Assisted with planning of ICSC (retail attraction) event held in Wausau; participated in events held in Milwaukee & Chicago to promote community, vacant land and properties.
- Prepared marketing materials for ICSC events.
- Conducted community visit to Wis. Rapids with Marshfield MainStreet Director to encourage business expansion to our community.
- Responded to site selectors, local businesses and state RFIs.

Business Creation/Entrepreneurial:

- Coordinated and promoted “Where’s the money event” for Entrepreneurs and local lenders.
- Assisted with coordination and partnering for customer service program with Dave Skogen from Festival Foods to enhance employee’s skills.
- Assisting with Wood County “The Local Crowd” grant/platform to assist Entrepreneurs with crowdfunding platform.
- Central Wisconsin SCORE Administrator, coordinate client meetings for Marshfield, Stevens Point and Wis. Rapids inquiries.
- Assist with coordination & attendance at 20 ribbon cuttings and 2 Groundbreakings.

Business Retention/Expansion:

- Conducted 20 business retentions to assess trends, issues & concerns, future plans etc. This outreach is also a great way to inform the business community of local, state and federal programs to assist.
 - Top issue continues to be the need for quality workforce.
 - Seeing more business owners retiring...not always succession plans in place.
- Coordinate efforts of Agri-Business committee, a key industry sector in our community.
- Work with State Area Rep. to assist local businesses with incentives for expansion.
- Work with region to advance Supply Chain opportunities.

Workforce:

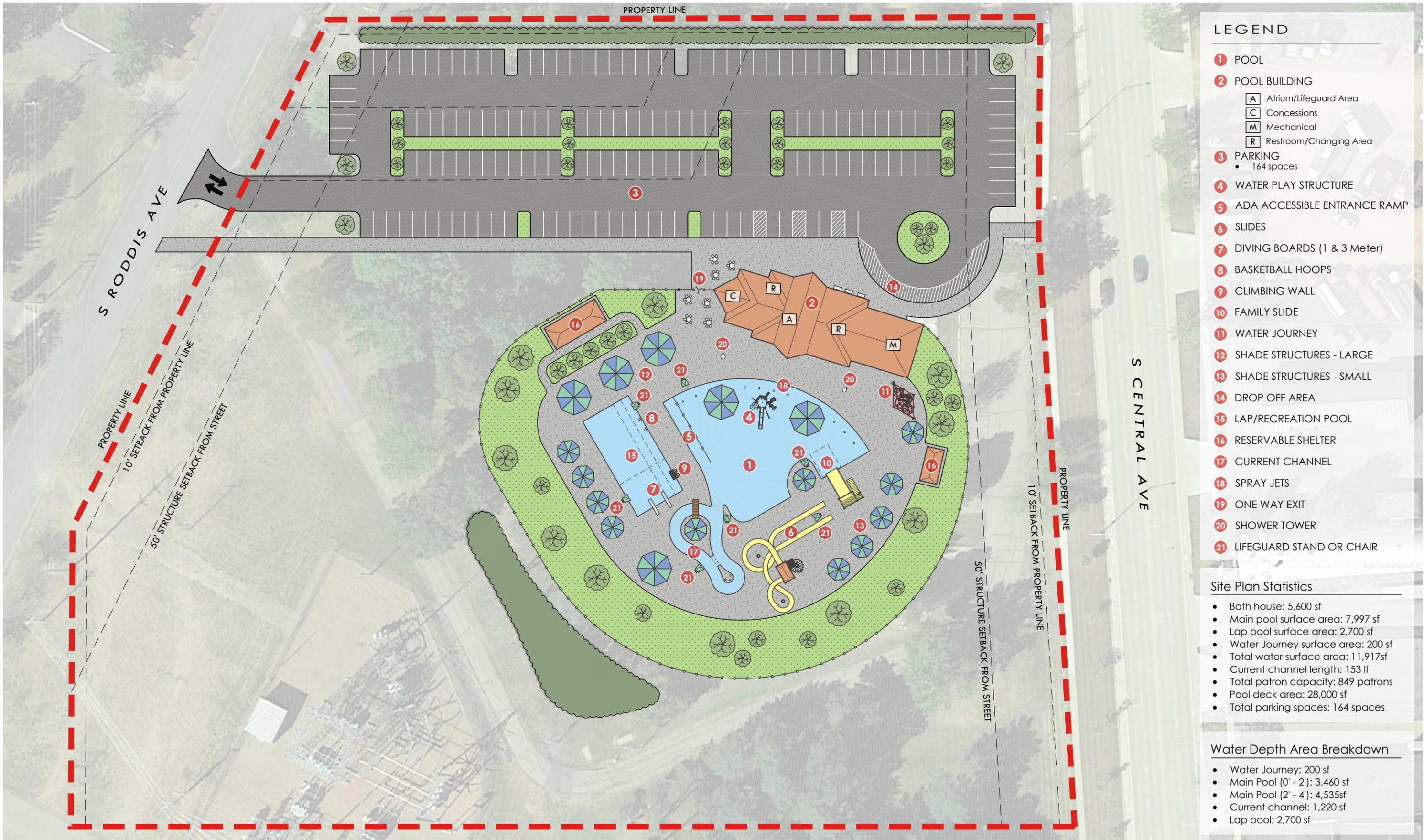
- Assist with coordination of Xtreme Xploration event with schools; Campus to Community events (UW Stevens Point and UW Oshkosh); heavy metal tours, spousal resume sharing, community tours for candidates etc.

Real Estate:

- Respond to requests for properties.
- Update properties listed on State’s website.

Technology/Innovation:

- Assisting with new Technology council (MATC) to educate, attract and retain IT professionals to the area.



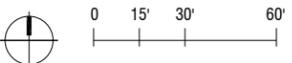
Hefko Pool Reconstruction - Concept Plan

Marshfield, Wisconsin



ID |27-1069

01 16 | 2017



January 13, 2017

Wausau Events – 400 Block – Marathon County Parks Meeting

Wausau Events Office

Justin Casperson, Jason Angell, Erin Howard, Marathon County Parks (2), Wausau events (Lindsey)

1. Install irrigation lines in chase because of issues with stakes (tents & bounce houses)
2. There are no permanent restrooms at park. Port-a-toilets are brought in for events
3. They recommend no weddings, because they book so far in advance and restrict use of the park
4. Add more electric to the park
5. Ask big bands their electronic needs and disconnects options
6. They like the lights and sound built in stage system
7. Ice skating is flooded mostly with a tanker truck and fire hose
8. Ice skating warming house is a portable building
9. County employees open and close the ice skating warming house, but it is not staffed when open.
10. There is no snow removal inside park
11. They wished there was a system for advertisement (i.e. banners & signage)
12. The 400 block park is irrigated including planting beds
13. Have a location in the park for food vendors
14. Street closures for events - will this impact police response
15. The renter is responsible for all equipment and material (i.e. food, beverages, chairs, tents, etc...)
16. Eliminate the water feature - maintenance is a nightmare & the water expense is high
17. Design an area for ice skating, do not add ice skating later
18. Design soils for high pedestrian traffic loads and compaction (sandy soils)
19. The City of Wausau's Clerk's office handles all reservations
20. Tables and chairs are not secured. P&R staff puts them out in June and pick them up in October.
21. The City brings in snow for a slide feature during winter months.
22. Difficult to get sponsors in winter; they do one event during the winter.
23. Annual maintenance budget is approximately \$150,000 (\$50,000 from City)
24. Wausau Events gets \$79,000 annually in room tax to help host events. Room tax makes up 1/5 of their overall budget. Majority comes from sponsorships.
25. County staff takes care of all maintenance.
26. Garbage is an issue. Boy Scouts clean up the trash after each event.
27. Every 3 years sidewalks are sealed & every 5 years plants and trees are replaced.
28. Wausau Events involves police/public works when planning events.
29. \$100 for facility rental fee and \$300 for series fee

REDEVELOPMENT

Redevelopment is a process by which property, usually that which is vacant, underutilized, deteriorating or considered 'blighted', is transformed into a higher and better use. Vacant, deteriorated and blighted property is an urban form of cancer. If not attended to and treated, blight has shown to metastasize and spread to adjacent and other nearby properties invading and threatening entire neighborhoods.

The history of redevelopment is a result of problems which have been occurring in communities for generations which are often caused by a 'live and let live' mentality where no action is taken once properties begin to deteriorate and many cities have inherited this problem due to an historical lack of action. Maintaining code complying, safe, healthy properties lies within the jurisdiction's ability to inspect and enforce building and property standards or codes. Regardless of existing code(s) used, properties with code violations left unenforced will deteriorate to where individual property values decline, which in turn adversely affects surrounding property values, revenues and other investment.

The purpose of redevelopment which addresses declining, underutilized blighted properties aims to create improved values. Conversely, blighted property:

- reduces property tax revenue,
- maintains few jobs, if any at all,
- stifles investment,
- promotes sprawl, and
- makes no positive contribution to new job creation and incomes supporting residents.

In Marshfield one prominent example of a blighting influence is the Mobile Home Park located east of South Central Avenue. As discussed in this report's Downtown Revitalization section there are several examples of blighted and underutilized properties including Kohs Machine Shop, warehouses, the city's DPW garage and the Baltus Tire Center and Express Lube. There are residential areas in Marshfield which are declining and not be meeting current code many of which lie in the near west side of the downtown.

Because of the age and history of Central Avenue, there are properties which are exhibiting deterioration. The two gateways into Marshfield (Veteran's Parkway and South Central Avenue) north from the new US Highway 10 need attention. There's an old adage that says, "You only get one chance to make a first impression". These gateways are not the City of Marshfield's best assets and though unattractive at this time, can be improved.



One primary question about redevelopment and blight is “How can local officials stem the decline of properties and their effects?” There are several options of how to proceed with redevelopment including:

1. Outright acquisition - Negotiating and purchasing properties which are identified as needed for redevelopment is the most prompt method for securing ownership. Ownership is essential to proceed in the development process because if one doesn't control the site, one doesn't control the development. The cost of acquiring can be sourced from the city's tax levy, use of tax incremental financing, economic development grants from state or federal agencies, any reserve accounts funds or private grants/loans from foundations or other benefactors.
2. Eminent Domain or Condemnation- Within Chapter 32 of the Wisconsin State Statutes certain entities are empowered with the ability to acquire or 'take' properties for fair compensation when a building or land cannot be acquired via an agreed upon price.
3. Tax Deed and Wisconsin State Statute Chapter 75 - Properties which generally fall into disrepair and subsequently become uneconomic can and do fall to tax delinquency. After a period of years the County in which the property resides may take a tax deed on a delinquent property when requested to do so by a municipality. A secondary benefit to acquiring property via a tax deed and through condemnation is that (according to the Wisconsin DNR) a municipality is not held liable for environmental clean-up of a tax delinquent contaminated site. A program of investigation and clean-up can be undertaken by a city and may utilize DNR funding programs to assist in that effort over a period of time.
4. Inspection Function- One sure method for stemming the decline of properties is through Marshfield's Inspection function. Vigilance in enforcing building and property codes is paramount to maintaining a safe, healthy and attractive property inventory. Having leadership principles and vision, sufficient personnel and having a municipal court system in place to manage enforcement proceedings will produce compliance and reduce deteriorating conditions throughout the community.

5. Gifting and Exchanges - When properties become no longer economically viable one option is for that property to be gifted to the municipality or the CDA and it's owner receives a tax deduction for the value of that property applied against income (for which an appraisal is required). This gifted value may also be used when two parties cannot agree on a price. If the owner were to sell at a somewhat lower price the difference could be made up by using a portion of the value as a gift to the municipality. Oftentimes owners who want their property assessments lowered for tax purposes want compensation beyond assessed or fair market value when selling. If negotiation cannot bring an agreement, the municipality may offer an exchange of assets for the value of the property being purchased. The municipality may offer several acres of industrial land to make up a difference in value to fully compensate the seller for their desired price.
6. Property Tax Assessment Revision - One new idea may fit with what we've generally come to accept as standard practice where property assessments are increased for new buildings and improvements and tax assessments lowered for those properties left to deteriorate. This constitutes an “upside down incentive” where those building and improving properties are penalized by raising taxes for higher and better uses and reward blighting and declining properties by reducing taxes.

Several Pennsylvania communities are moving toward a “value capture user fee” by revising taxes on building values and increasing taxes on land.” This makes it easy for (boarded-up buildings) to sit and wait for new infrastructure and work by neighbors to make their site more valuable in the future”, according to Rick Rybeck of Just Economics LLC. It's suggested that a Marshfield task force be established to investigate this change in modeling assessment as an economic development tool. Please refer to The Burghard's Group at their website strengtheningbrandamerica.com and Mr. Rybeck at JustEconomicsLLC.com

Redevelopment Opportunities

Several redevelopment opportunities were identified during the planning process. The opportunities were identified based on staff meetings, public input, and results of the market research. Many of the same sites were recognized in prior plans. The redevelopment opportunities are organized into short term, longer term, and renovation/adaptive or re-use potentials.

In general, commercial uses are recommended for sites in the core downtown or immediately adjacent areas, with the remainder of sites being redeveloped with residential uses. Ideally, the City and its partners will attract additional owner occupied housing to the area in the form of rowhouses and condominiums. Rental units should be limited to market rate units. Given the concentration of lower income households in the central neighborhood, adding additional low income housing is not a desirable scenario.

Short Term Redevelopment Sites

These sites are considered priority opportunities for redevelopment based on characteristics of the sites, their potential for positive impact on the downtown district, and market demand. Additional analysis and recommendations for these sites can be found in Appendix C – Redevelopment Sites.

• Columbia Park / Felker Brothers Redevelopment Area

This redevelopment opportunity would transform the mix of older industrial buildings, surface parking, and one- or two-family family homes south of Columbia Park. Residential uses are envisioned for the site, and may include some combination of townhomes, condominiums, apartments, or a pocket neighborhood. The pocket neighborhood might be located between Arnold Street and Depot Street.

Depending upon the final design the proposed development could preserve and incorporate a portion of the existing historic single family homes along Arnold Street adjacent Columbia Park. There is also the potential to preserve the office portion of the Felker Brothers property, located on Chestnut Avenue between Depot Street and the railroad, which is an attractive example of art modern architecture.

Redevelopment in this area should incorporate public or private greenspace (with public access), with an emphasis on providing a greenway corridor and bicycle and pedestrian improvements from Columbia Park to the railroad corridor, and along the railroad corridor north to where it ties into the existing path



<http://www.rosschapin.com/>

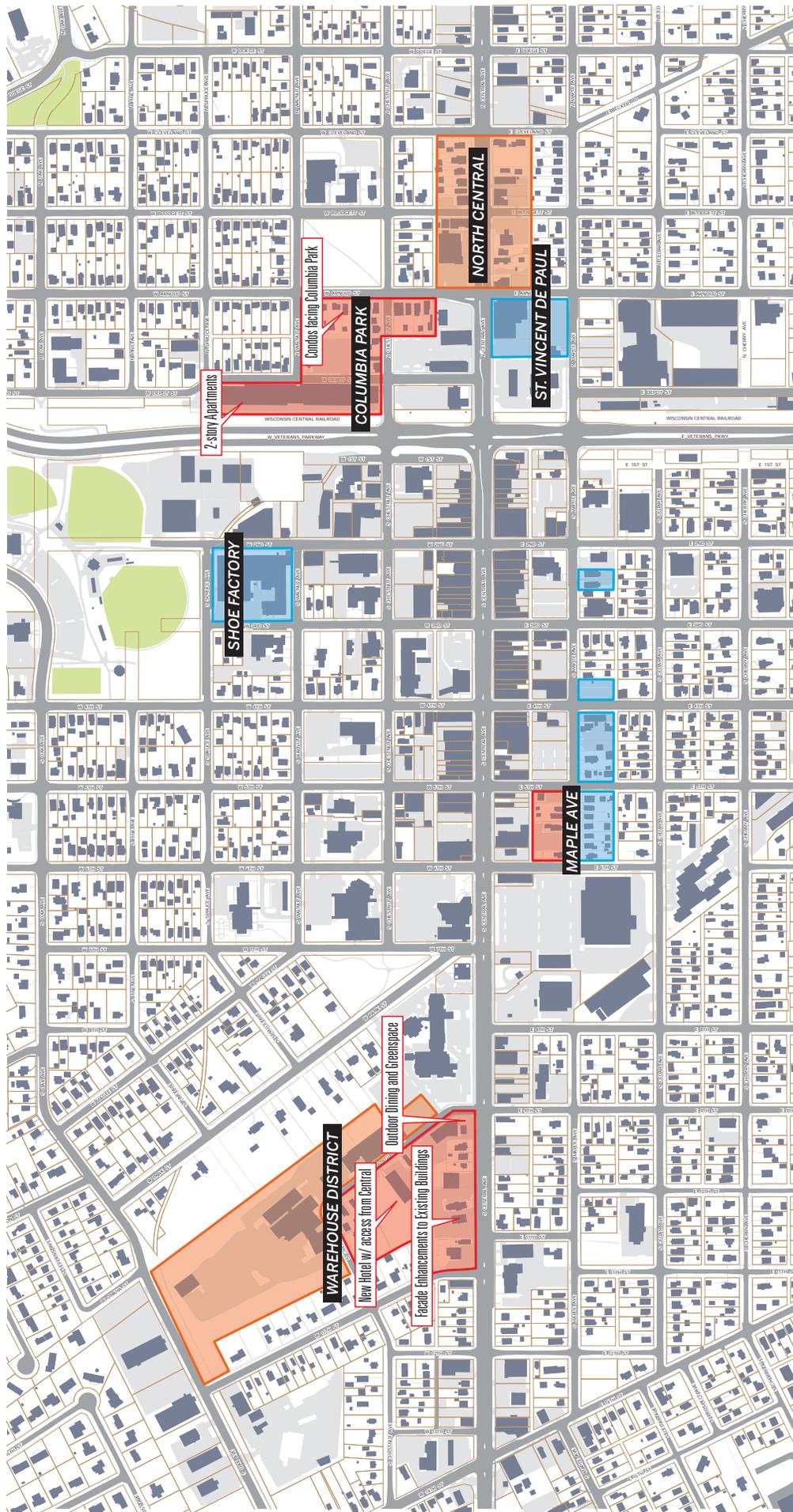


<http://newearthliving.net/>



What is a Pocket Neighborhood?

Pocket Neighborhoods are about nearby neighbors sharing and caring for common ground. Pocket neighborhoods increase residential density by clustering homes around a shared green space.



REDEVELOPMENT SITES
2015 DOWNTOWN MARSHFIELD MASTERPLAN UPDATE



system.

- **Maple Avenue Redevelopment Site**

This redevelopment opportunity would transform a block of existing single family homes in poor condition into a block of urban rowhouses. The development would provide new options for ownership or market-rate rental housing in downtown on Maple Ave. between 5th Street and 6th Street. This concept could be used in similar situations on the periphery of downtown to add density while rehabilitating the City’s housing stock.

- **South Gateway Redevelopment District**

This redevelopment opportunity would improve the southern gateway into the downtown retail core through a combination of new development, landscaping and façade improvements, and redevelopment. The focus is on the parcels located between 9th Street and 11th Street west of South Central Avenue. The 2006 downtown plan identified a larger “gaslight district” at this location, which included the adjacent warehouse district.

The focus of redevelopment is to create a more attractive gateway, increase the density as well as quality of development, and attract new businesses to the downtown. The elements of this redevelopment opportunity could be built incrementally, with a short term focus on aesthetic improvements that will improve the image of downtown Marshfield and create a sense

of arrival for visitors entering downtown Marshfield. Longer term, the market study suggests the potential for commercial development that might include a hotel at this site. A new hotel would play off the existing Holiday Inn and its conference facility, support nearby restaurants, and bring more potential shoppers downtown.

- **Long Term Redevelopment Sites**

Downtown Marshfield and its surrounding neighborhoods have several sites that could be considered for future redevelopment. These sites may be characterized as being occupied by uses not likely to move in the foreseeable future or having less market demand than sites identified for short term redevelopment.

- **Warehouse District Redevelopment Area**

This redevelopment opportunity builds on shorter term improvements in the south gateway planning area. The 2006 Downtown Master Plan identified this area as the 9th street redevelopment district that would include a mix of housing, artist studio spaces, additional restaurants and green space.

This plan update recommends that the City concentrate its efforts on long term conversion to residential uses at this location. Art galleries, studio space, or similar commercial uses should be



Visualization - Maple Ave

Infilling with urban style row houses can provide new options for ownership or market-rate rental housing in downtown.



Existing Conditions - Maple Ave

concentrated instead in the Downtown West planning area. Concentrating these types of uses in that area would leverage the Chestnut Avenue Center for the Arts and help create a cluster of creative destinations that would support the core downtown retail area.

• **North Central Avenue Redevelopment Area**

This redevelopment opportunity would occur in the north part of downtown between Cleveland Street and Arnold Street along North Central Avenue. The location includes a combination of underutilized and vacant commercial properties, as well as several businesses and a few residential properties. The vacant Walgreens at the corner of North Central Avenue and West Arnold Street would be a key parcel in any future redevelopment at this location. This redevelopment area is located at the major northern gateway into the retail core of downtown. In its current state this site does not provide an inviting and attractive entrance to the downtown.

• **2nd Street Redevelopment Area and City Garage Complex**

The City of Marshfield owns a large site with several buildings housing public works functions (city garage). This site has frontage on 2nd Street and Veteran’s parkway, and is bordered to the west by Steve J. Miller Park. Several

light industrial, warehouse, and repair businesses are located in buildings on the north frontage of 2nd Street between the city garage and Chestnut Avenue. These older, predominantly metal-sided buildings seem candidates for eventual redevelopment.

The central location, excellent visibility, and proximity to amenities found at this location suggest the potential for a high quality redevelopment that should be planned as a unified site to provide guidance to individual redevelopers. A mixed use neighborhood can include job-generating office development along with residential uses.

• **South Central Avenue Infill Sites**

From 7th Street to north 4th Street, along Central Avenue, there are a handful of undeveloped parcels currently used for parking. These include the parking lot for City Hall. Opportunities could arise for development proposals on these sites.



Visualization - Town Square

Creating a central public green space can help support downtown business as well enhance civic identity



Existing Conditions - Town Square

Renovation and Adaptive Re-Use

Several buildings in the downtown core and surrounding neighborhood have the potential to be renovated and adapted to new uses as current tenants change. In some cases, renovating these buildings can significantly enhance the appeal of the downtown, and simultaneously create unique space with a character unavailable in new construction. Some buildings stand out as strong possibilities for adaptive reuse.

- **Weinbrenner Shoe Factory Site**

The City of Marshfield sponsored the opening of a new shoe factory in downtown Marshfield during the Depression era. Today it continues to lease the building to Weinbrenner Shoe Company, with a large number of employees at the site (currently 106).

This three story industrial vernacular building displays some Art Deco characteristics and is primarily constructed of brick with large metal casement windows. It is listed on both the State and Federal historic registries.

The most likely redevelopment scenario would convert a majority of the building to market rate loft apartments and/or condominium units. It should be noted that this opportunity would only make sense if and when the current business is no longer viable, or if a suitable alternative location was deemed desirable by the current business owners.

- **St. Vincent de Paul**

The Society of St. Vincent de Paul is a world-wide organization serving the needy with food, clothing, housing and guidance. The organization's Marshfield facilities are located at 149 North Central Avenue. The site includes a large, early 20th century industrial building and other commercial or warehouse structures.

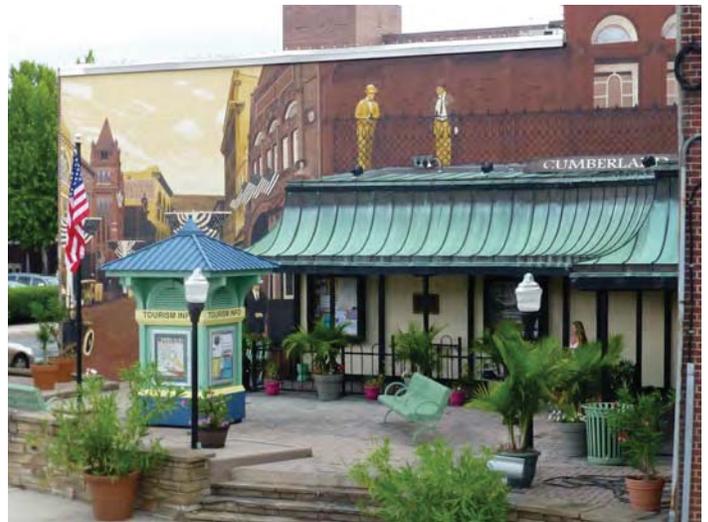
A variety of services are located at this site, including a medical clinic, transitional housing services, food pantry, and thrift store. The site is identified as a potential renovation in order to encourage aesthetic and pedestrian enhancements to the building and its surroundings, which would further improve the northern gateway to downtown. Upper floors of the building might be used for some combination of offices and residential units.



Modern Mixed Use Building - Integrated into Historic Downtown



Butte, MT - 2nd Floor outdoor dining



Cumberland, MD - Mural and Kiosk