



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**2017 COMPREHENSIVE PLAN UPDATE  
STEERING COMMITTEE  
Thursday, October 8, 2015  
3:00 PM  
Conference Room 108  
First Floor, City Hall Plaza**

**AGENDA**

1. Call to order – Chairperson, Joe Gustafson
2. Approval of Minutes – September 17, 2015
3. Citizen Comments
4. Review Public Participation Plan
5. Discuss Town Hall Kickoff Meeting with the Public
6. Review Survey Questions
7. Set Meeting Date and Future Agenda Items
8. Adjourn

Posted this 1<sup>st</sup> Day of October, 2015 by 5 PM by Josh Miller, City Planner.

*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.*

**2017 COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MINUTES**  
**OF THURSDAY, SEPTEMBER 17, 2015**

Meeting called to order by Staff at 3:00 P.M. in Conference Room 108 of City Hall Plaza.

**PRESENT:** Alderperson Ed Wagner; Joe Gustafson; Justin Casperson; Bob Trussoni; Sam Warp; Bob Haight; Ann-Marie Nelson Brine; Michelle Morley (by telephone).

**ABSENT:** Mayor Chris Meyer (excused); Dan Knoeck (excused).

**ALSO**

**PRESENT:** Sam Schroeder, Zoning Administrator, Jason Angell, Planning and Economic Development Director, and Josh Miller, City Planner.

**Elect a Chairperson**

Nominations were held for Chairperson.

Ed Wagner nominated Joe Gustafson.

There being no further nominations Staff declared the nominations closed.

**CPSC15-01** Motion by Ed Wagner second by Bob Haight to approve Joe Gustafson as Chairperson.

Motion Carried.

Joe Gustafson was elected Chairperson and took over as Chairperson of the meeting.

**Introductions**

Everyone in the room introduced themselves.

**Review Committee Member's Role and Responsibilities**

Miller reviewed the roles and responsibilities of the members of the Steering Committee.

**Discuss Process for Amending the Comprehensive Plan**

Miller explained the statutory process and process outlined in the Comprehensive Plan for amending the Comprehensive Plan.

**Review 14 Goals of Comprehensive Planning**

Miller went over the 14 Goals of Comprehensive Planning that the Steering Committee may want to consider throughout the planning process. The goals are requirements if a

municipality received grant funding. Although they are not mandatory, they are sound principles to keep in mind.

### **Discuss Comprehensive Plan Elements**

Miller explained the required 9 elements of a Comprehensive Plan: Issues and Opportunities; Housing; Transportation; Utilities and Community Facilities; Agricultural, Natural, and Cultural Resources; Economic Development; Intergovernmental Cooperation; Land Use; and Implementation. The City is not limited to these elements and may want to consider an element related to health, safety, and medical.

Angell explained and gave examples to the Medical chapter that is in the existing comprehensive plan and how the existing facility and future use of this specific use can put pressure on the community and utilities within the City of Marshfield.

Wagner mentioned that he will be particularly focusing on the intergovernmental communications specifically with the school districts.

### **Discuss Review Process and Schedule for the Steering Committee**

Miller asked if there was a standing date that could be set for the Steering Committee moving forward.

Miller also covered the proposed schedule for the next 16 months with the hope of adopting the update by January, 2017.

The group discussed timeline and details of how to conduct a survey. Casperson gave examples of their survey success in Germantown doing direct mailings to every business and resident asking them to go to the City website and do a quick survey. He further suggested that keeping the answers for multiple choice questions to yes – no work much better to summarize and provide feedback at the end of the survey.

Nelson suggested doing SWOT exercises and consider conducting them at businesses.

It was suggested to have the survey results in before working on the Issues and Opportunities element.

### **Review Public Participation Plan**

The public participation plan was included in the packet and Miller went over the highlights. He also explained that there will need to be an amendment to it to reflect requirements in the Statutes and asked the Steering Committee if they had any additional changes.

### **Discuss Town Hall Kickoff Meeting with the Public**

Miller asked the Steering Committee for input on the first Town Hall Kickoff meeting.

## **Establishing a Public Information Officer for the Planning Process**

Bob Haight suggested Josh Miller as the staff lead to be the Public Information Officer.

Gustafson suggested having a committee member to be the public information officer and going further into specifically a citizen committee member over a City staff member to show the community that there is commitment to this committee, to this plan, and to this community.

Gustafson was appointed public information officer or lead person for people within the community to contact for information on the progress of the comprehensive plan and Josh Miller will provide assistance.

## **Set Standing Meeting Date**

The second Thursday of the month was agreed upon to have a standing meeting date. Location is to be determined depending on other meetings and the topic of the specific meeting.

## **Adjourn**

Motion by Warp, second by Casperson to adjourn meeting at 4:15 P.M.  
Motion Carried

Respectfully submitted,

Sam Schroeder  
Zoning Administrator



# City of Marshfield Memorandum

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TO: 2017 Comprehensive Plan Update Steering Committee  
FROM: Josh Miller, City Planner  
DATE: October 8, 2015

RE: Staff Memo

## **Review Public Participation Plan**

Included in this packet is the Public Participation Plan. The purpose of which is to guide the community on gathering quality public information and providing opportunities for the public to be involved in the planning process. We briefly went over the Plan at the last meeting; however staff wanted to see if the Committee had additional recommendations for changes. At a minimum, we are required to implement the efforts listed in the Plan, but could complete additional activities if they go above and beyond what is included. Essentially, we do not want to add items that we aren't certain we can complete.

## **Discuss Town Hall Kickoff Meeting with the Public**

At the meeting, we will discuss the "Kickoff" meeting date, location, agenda, topics, and exercises in more detail. In the past, we've done an open house style meeting where we have information available at the meetings and we invite the public to come in and share their ideas. We certainly generate some ideas, but it's often a one on one conversation and we don't get a lot of brainstorming for those types of meetings.

We may want to consider more of a visioning workshop where we discuss the overall vision for the City. As part of that meeting, we would have the participants break up into small groups to identify the key themes and ideas that should be considered for each individual element. We don't have to solve the issues at this meeting, but we could put together some small group exercises that each group could work through. After each exercise we would have a report out session or mapping session where we could get input on what was discussed. Some of the exercises could look at mapping and others could be more general discussion topics. If have experiences from small group meetings or exercises that you've attended in the past that you thought were creative ways of gathering feedback, please think about those experiences and come to the meeting ready to , and we can talk about how we want to approach the "Kickoff" meeting.

## **Review Survey Questions**

The majority of the meeting will be looking at which survey questions we want to include in the community survey. Staff has put together a 30-question draft survey on Survey Monkey that I have included in the packet. Some of these questions/answers were taken from the 2006 survey for the Comprehensive Plan. Please keep in mind that these are draft questions and should be looked at as a starting point for the survey. Many of these questions we may not use or may need some editing. Staff did send out a link to other community surveys as well as the previous Marshfield survey from 2006. Please continue to look at those, along with the attached survey for ideas for survey questions. The primary goal of the meeting will be to refine the survey and make sure we are asking questions that will provide useful feedback.

## **PUBLIC PARTICIPATION PLAN FOR THE COMPREHENSIVE PLAN UPDATE**

### **I. Introduction**

The City of Marshfield is in the early stages of updating their 2007 Comprehensive plan pursuant to the State's Comprehensive Planning Law, Section 66.1001 of the Wisconsin Statutes 66.1001. The previous public participation plan was adopted in June of 2005.

Section 66.1001(4)(a) of Wisconsin Statutes specifically requires the governing body of the local governmental unit to adopt written procedures designed to foster public participation, including open discussions, communication programs, information services, and public meetings for which advance notice has been provided, in every stage in the preparation of the comprehensive plan. These written procedures contained within this public participation plan satisfy this requirement. This plan will guide public participation throughout the City of Marshfield's comprehensive planning process.

This public participation plan offers 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. Effective public input is critical for the success of this planning process because it is our citizens, businesses, and groups that will experience the plan's costs and benefits on a daily basis for many years. The majority of public participation activities will focus on public information, education, and input.

Our participation program uses a variety of innovative, unique, and thoughtful ways to encourage people to participate in the process and to maximize the effectiveness of their contributions. The opportunities are open to everyone with a stake in the outcome of the comprehensive plan.

Our public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all City decision making processes;
- Provide opportunities to disseminate information about the plan and process to all segments of the City;
- Strengthen the relationship between our decision makers and citizens; and,
- Develop a shared vision for the future of Marshfield.

The public participation plan has been created by the City of Marshfield Planning & Economic Development Department.

This plan was adopted by the City of Marshfield, Common Council on June 23, 2015.

## II. Public Participation Opportunities

The City of Marshfield has established the following list of public participation opportunities because these techniques are designed to maximize public participation in every stage of our planning process. Actively engaging the public during the planning process will provide support for the final plan document. To gather public input, as well as build support for the final document, a rigorous public process is needed. This collection of opportunities will meet both the letter and spirit of Wisconsin's Comprehensive Planning Legislation and will include the following:

- a. Community Survey: An on-line survey will be formulated and implemented early in the process to help identify key community issues and concerns. The survey will be 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 comprehensive plan. More than one survey may be developed to address specific questions/concerns that arise during the planning process.
- b. Steering Committee: The Steering Committee will be composed of Planning Commission members, City Staff, and community representatives. The Steering Committee will provide technical support to the planning process, as well as reviewing results from the multiple grass roots level committees. The Steering Committee will be responsible for overseeing the development of draft Goals, Objectives, Policy recommendations, and the Action Plan.
- c. Media Involvement: It is anticipated that the media will play an active role in the public awareness process. This may occur in the form of newspaper articles, interviews, or taped programs. The media will be notified of meetings held throughout the process.
- d. Press Releases: Staff will prepare and distribute press releases to the local media to provide publicity and promote awareness of the ongoing planning effort.
- e. City Website and Social Media: The Planning & Economic Development department will maintain the comprehensive plan and planning process information on the City's website. This information may include the project schedule, meeting minutes and agendas, draft plan elements and reports, maps, photographs, and survey results. The website will also provide an opportunity for residents to submit questions and comments on the plan and planning process to the Planning and Economic Development Department. Staff will also provide updates on the City's social media accounts such as Facebook.
- f. Direct Emails: Throughout the planning process, staff will send updates on materials or meeting notices via email to those that provide their email address and request the email updates.

## Exhibit A – Comprehensive Plan Update Public Participation Plan

- g. Presentations to Professional and Civic Organizations: City staff will look for opportunities to present updates and promote public participation throughout the development of the comprehensive plan to various civic and business groups.
- h. Meetings with Government Officials and Stakeholders: City staff will be meeting with various public officials and stakeholders in the community on an individual or small group basis to identify specific concerns or recommendations they may have.
- i. Town Hall Meetings: To provide the public with a wider format to view the process, a series of three Town Hall Meetings will be 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 will be able to submit written comments regarding the plan.
  - Kick-Off: The first meeting will be a general “Kickoff” meeting where the planning process will be introduced, planning requirements explained, and preliminary issues identified. This meeting will be widely publicized, open to all members of the public, and may be recorded/televised on local access television. The meeting will also be used to recruit potential members to Citizen Planning Team or Community Advisory Committee (see below) if those efforts are implemented.
  - Mid-Term Report: This “checkpoint” meeting will provide the public with an opportunity to view efforts to date and completed background data about the City. The results of the survey may be available for review as well. Any draft Goals and Objectives that have been completed will also be presented to the public for their review and comment.
  - Community-Wide Open House: The Community-Wide Open House will be held at the end of the process to present the results of the planning effort. A completed draft plan will be presented for public review, as well as a formal presentation made by the planning team and City staff. This Open House will also be widely publicized and may also be recorded/televised on local access television.
- j. Material Dissemination: Throughout the planning process, various materials such as narratives, draft elements, goals, maps, and other information will be made available to the public for review. Staff will upload materials on the City website as they become available and will notify the public via press release of the available information and send direct emails to those that provide their email address. Additionally, the draft plan will be made available on the City website and paper copies of the proposed plan will be available at the Marshfield Public Library and City Hall at the time the public hearing notice is published. Staff will mail out copies of the draft materials and final plan to those that submit a request in writing for copies of the materials.

## Exhibit A – Comprehensive Plan Update Public Participation Plan

- k. Regular Plan Commission Meetings: Staff will provide updates to the Plan Commission at most regularly scheduled meetings throughout the planning process. These meetings are open to the public.
- l. Public Hearings: According to statutes, at least one public hearing must be held, at which the proposed ordinance is discussed. At least one public hearing will be held by the Common Council regarding the adoption of the plan. It is anticipated that at least one additional public hearing may also be held by the Plan Commission. All public hearings will be open to the public and written and oral testimony will be taken. In accordance with Chapter 985 of the Wisconsin State Statutes, a class 1 notice will be published at least 30 days before the hearing with the Common Council. The notice shall contain the following information:
  - i. The date, time, and place of the hearing.
  - ii. A summary, which may include a map, of the proposed comprehensive plan or amendment to such a plan.
  - iii. The name of an individual employed by the local governmental unit who may provide additional information regarding the proposed ordinance.
  - iv. Information relating to where and when the proposed comprehensive plan or amendment to such a plan may be inspected before the hearing, and how a copy of the plan or amendment may be obtained.

At least 30 days before the hearing before the Common Council is held, the City shall provide written notice per the requirements of Wis. Stat. 66-1001(4)(e) and (f) (related to metallic mining operations and those who submit a request in writing for a copy of the plan). The comprehensive plan, or an amendment of a comprehensive plan, may take effect even if the City fails to provide the notice that is required under Wis. Stat. 66.1001(4) (e) or (f), unless the City intentionally fails to provide the notice. The draft plan will also be made available to the public at the time the Common Council public hearing notice is published.

After the notice of this hearing has been published, written comments by members of the public, regarding the plan, may be forwarded to the City of Marshfield, Planning and Economic Development Department. Written comments will be accepted up to one week prior to the public hearing and will be addressed at the hearing.

- m. Plan Adoption: It is anticipated that the Plan Commission will hold the first public hearing. The Plan Commission may recommend the adoption or amendment of the comprehensive plan only by adopting a resolution by the majority vote of the entire Commission. Their vote will be recorded in their official minutes. The plan does not take effect until an ordinance adopting the plan is enacted by majority vote of the entire Common Council.

Any proposed revisions after the plan has been presented to the Plan Commission hearing will be noted in the meeting minutes prior to the final public hearing. After enactment of the ordinance for adoption of the plan, or of an amendment to such a plan, a copy shall be sent to the following:

## Exhibit A – Comprehensive Plan Update Public Participation Plan

- i. Every governmental body that is located in whole or in part within the boundaries of the City.
- ii. The clerk of every local governmental unit that is adjacent to the City.
- iii. The Wisconsin Department of Administration.
- iv. The North Central Regional Planning Commission.
- v. The Marshfield Public Library.

Additionally, the following are options that may be explored as possible opportunities for more community input. These items may not necessarily be implemented or may only be partially implemented as part of the planning process; however, we wanted to provide a list of additional ideas to explore if they are feasible.

- n. Community Planning Teams: Under this proposed effort, the City of Marshfield could be divided up into neighborhoods or wards for planning purposes. Each of these areas would then have a Community Planning Team (CPT) to provide local level input and insight to the planning process. The CPTs can be used to identify local-level issues and will assist in the development of goals and objectives. They can also provide a vital link between the planning process and the citizenry at large. Members of the CPT may be asked to play a proactive role in the community outreach process through the planning process. Approximately five to seven persons would likely be needed (appointed by the Mayor with input from appropriate City Council members) to serve on each CPT.
- o. Citizen Advisory Committee: This proposal would have the Citizen Advisory Committee (CAC) be composed of the members of the CPT's. The CAC could meet on a consistent basis (likely monthly) and would act in an advisory role to the Steering Committee. Its primary role is to assist in obtaining broad community input. The CAC could potentially act as an intermediary between the Steering Committee and the citizenry at large.
- p. A Visual Preference Survey: A Visual Preference Survey (VPS) is a planning tool that provides the public with the opportunity to offer its opinions about the visual quality of various types of development (i.e. single family residential, apartments, retail establishments, industrial buildings, offices, etc.). The results of the VPS can be used by the City to create specific plan recommendations and implementation ordinances to facilitate the types and styles of development the public prefers.
- q. S.W.O.T. Analysis: A Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) Analysis is a simple but useful tool to help evaluate the strengths, weaknesses, opportunities, and threats that either promote or inhibit the growth of the community and have an effect on the implementation of desired policies. This activity is usually done in a workshop setting and can be completed on a one time basis, looking at the community as a whole, or considered for each element individually.

The City of Marshfield is not limited to the public participation methods listed above and may engage in other methods not identified here as the planning process moves forward.

## Demographics

1. Are you a resident of the City of Marshfield?

- Yes
- No

2. Do you work in the City of Marshfield?

- Yes
- No

3. How long have you lived in Marshfield?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- 11 to 12 years
- More than 20 years
- I don't live in Marshfield

4. What age category do you fall into?

- 18 to 29 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 64 years old
- 65 to 74 years old
- 75 years or older

5. What is the primary reason you chose to live in Marshfield?

- Cost of Living
- Job
- Family
- Centralized Location
- Low Crime Rate
- Recreational Opportunities
- School District
- Other (please specify)

## Economic Development

6. What type of job opportunities do you feel are needed in the City of Marshfield in the next 10 years?  
(Check all that apply)

- Commercial
- Office
- Manufacturing
- Biotech - Technology
- Health/Medical
- Tourism
- Government
- Other (please specify)

7. Do you feel the City of Marshfield is a good place to work?

- Yes
- No
- Not sure

8. What do you think the City should do to retain, enhance, or attract further employment opportunities in the community? (Check all that apply)

- Provide funding assistance
- Streamline permitting process
- Strengthen public-private partnerships
- Promote available lands, workforce, and other amenities to potential employers
- Other (please specify)

9. Should the City make it easier for businesses/organizations to have outdoor entertainment or hold outdoor events?

- Yes
- No
- Not sure

## Housing

10. Do you feel there is an adequate mix of housing types available in Marshfield (single family, duplex, apartments, assisted living)?

- Yes  
 No  
 Not sure

11. What is the maximum monthly housing cost (rent or mortgage payment) that you consider to be affordable? (Check only one)

- \$300 or less  
 \$500  
 \$750  
 \$1,000  
 \$1,250  
 \$1,500  
 \$2,000  
 \$2,500 or more

12. What do you feel should be the top priorities for housing in Marshfield (Rank 5 for highest priority to 1 for lowest priority)?

	5	4	3	2	1
Affordable housing	<input type="radio"/>				
3+ bedroom rentals	<input type="radio"/>				
High quality rentals	<input type="radio"/>				
Mix of housing	<input type="radio"/>				
Assisted living	<input type="radio"/>				
Townhouses	<input type="radio"/>				
Condominiums	<input type="radio"/>				
Single-family detached	<input type="radio"/>				
Downtown housing	<input type="radio"/>				

## Health, Safety, and Medical

13. Do you feel the City does an adequate job of providing access to bicycle and pedestrian facilities (trails/sidewalks/bike lanes)?

- Yes
- No
- No sure

14. Do you feel it is important for the City to work with businesses/organizations/public to help promote a healthy lifestyles, eating, activity, built environment, etc.)?

- Yes
- No
- No sure

15. If a community garden was available in your neighborhood, would you consider utilizing it?

- Yes
- No
- Not sure

16. Are there certain intersections in the City that you avoid due to safety concerns, visibility, wait times, or traffic?

- Yes
- No
- If yes, please list the intersection:

## Intergovernmental Cooperation

17. Do you feel the City should enter into agreements with nearby municipalities to provide services, establish boundary agreements, or improve cooperative efforts?

- Yes
- No
- Not sure

18. Should the City look for opportunities to work with the School District, Counties, or adjacent Towns regarding large scale projects or upgrades to infrastructure?

- Yes
- No
- Not sure

## Issues and Opportunities

19. What qualities do feel are most important for why you live Marshfield. (Rank 5 for highest priority to 1 for lowest priority)

	5	4	3	2	1
Good schools	<input type="radio"/>				
Low crime	<input type="radio"/>				
Small town	<input type="radio"/>				
Affordable housing	<input type="radio"/>				
Short commute	<input type="radio"/>				
Friendly people	<input type="radio"/>				
Medical services	<input type="radio"/>				
Character of the community	<input type="radio"/>				
Downtown	<input type="radio"/>				
Walkability	<input type="radio"/>				
Parks and Natural areas	<input type="radio"/>				

20. What is your overall perception of the growth of Marshfield?

- Stable and not changing
- Growing at a desirable pace
- Growing too fast or in undesirable ways
- Stagnant or declining
- Other (please specify)

21. What do you feel is the biggest hurdle affecting the growth of Marshfield?

- High taxes
- Lack of recreational water
- Not enough developable land
- Too many blighted areas
- People generally don't want change
- Local regulations
- Lack of planning by the City

## Land Use

22. Should the City continue to require landscaping for new development?

- Yes
- No
- Not sure

23. Does the City do an effective job in separating incompatible land uses?

- Yes
- No
- No sure

## Natural, Cultural, and Agricultural Resources

24. Is proximity to open or green space a critical factor in deciding where to live?

- Yes
- No
- Not sure

25. Should the City do more to promote and preserve its historical/cultural resources?

- Yes
- No
- Not sure

26. Are you concerned about the Emerald Ash Borer and its affect on the trees in Marshfield?

- Yes
- No
- Not sure

27. In your opinion, does Marshfield have a good sidewalk/trail system?

- Yes
- No
- Not sure

28. Do you support removing on-street parking on major streets in order to provide a designated bicycle lane?

- Yes
- No
- Not sure



	5	4	3	2	1	Not sure
Senior activities	<input type="radio"/>					
Youth programs	<input type="radio"/>					
Animal control	<input type="radio"/>					

30. Feel free to share any additional comments regarding the upcoming Comprehensive Plan Update.