



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**2017 COMPREHENSIVE PLAN UPDATE  
STEERING COMMITTEE  
Thursday, February 11, 2016  
3:00 PM  
Conference Room 108  
First Floor, City Hall Plaza**

**AGENDA**

1. Call to order – Chairperson, Joe Gustafson
2. Approval of Minutes – December 10, 2015 and January 14, 2016
3. Citizen Comments
4. Review of the Town Hall Kickoff Meeting with the Public
5. Discussion of Future Public Participation Efforts
6. Update on Community Survey
7. Review Existing Conditions Report Chapters – Transportation
8. Set Meeting Date and Future Agenda Items
9. Adjourn

Posted this 5<sup>th</sup> Day of February, 2016 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, DECEMBER 10, 2015**

Meeting called to order by Chairperson Gustafson at 3:04 P.M. in Conference Room 108 of City Hall Plaza.

**PRESENT:** Chairperson Joe Gustafson Mayor Chris Meyer; Justin Casperson; Alderperson Ed Wagner; Bob Trussoni; Michelle Morley; Ann-Marie Nelson Brine; Dan Knoeck; and, Sam Warp.

**ABSENT:** Bob Haight

**ALSO**

**PRESENT:** Josh Miller, City Planner.

**Approval of Minutes – November 12<sup>th</sup>, 2015**

**CPSC15-05** Motion by Casperson second by Warp to approve the minutes of November 12, 2015.

**Motion Carried.**

**Citizen Comments**

No comments.

**Review Facilitator Proposals**

**CPSC15-06** Motion by Knoeck second by Wagner to contract with SEH to facilitate the kickoff meeting.

**Motion Carried.**

Miller gave a brief summary of the proposals and shared the estimated costs for each.

- SEH proposal - \$2,000 - \$3,000 depending on details.
  - Review and summarize exiting goals, objectives, and policies
  - Two facilitators
    - Issues and Opportunities facilitation discussion
    - Visioning and goal setting exercises
  - Workshop write up
- Cedar Corporation – not to exceed \$4,750.
  - Pre-event meeting
    - Review planning topics
    - Identify info the City would like to collect
    - Identify strategies to engage the public
    - Assign roles
    - Provide public relations
    - Inspect facilities
  - Two facilitators
    - Provide and coordinate materials for meeting
    - Set up meeting facility

- Facilitate event with assistance from City Staff and Steering Committee
- Provide summary report

### **Develop Framework for the Town Hall Kickoff Meeting with the Public**

Miller asked the Committee what type of exercises we should include in the workshop? Five big ideas for 2037? Headline exercise? There were no additional suggestions at this time.

The Committee discussed a lot of ideas but ultimately came to a consensus with the slogan: “Imagine Marshfield 2040”. The Committee was in favor of using the slogan for the poster, postcards, and table tents.

Meyer suggested getting a list of committees from Amy to send out postcards to. Put in MACCI Perspectives. Send to Main Street.

Table tops for restaurants. Print about 100. Daily Grind, Patio, McDonald’s, Hardees, Sunrise Restaurant, Nutz Deep II. Ask to put information in newsletter for groups like the Lions Club, Rotary, Kiwanis.

### **Update on Community Survey**

Random sample vs paper copies available? Have a separate survey and be clear on what it will be used for. Need to provide the opportunity for those that aren’t randomly surveyed. The Committee felt that a separate paper survey should be available.

If we don’t get enough surveys returned, will we send out another one? Is it valid then? Staff will check with UW-River Falls Survey Research Center.

The Committee decided that MACCI gift card for both surveys: four to five \$100 gift certificates.

### **Review Existing Conditions Report Chapters – Land Use and Housing**

Meyer left at 4:17 pm.

Miller asked the Committee if there are other comparisons you feel would be good to make or other conclusions that could be drawn from the data? The Committee suggested we compare Marshfield with Cities in the tables and compare the Counties in the narrative.

Miller also explained the issues we’ll have for household and population projections in that the Department of Administration shows a decline and those are numbers we have to use or have justification for using other projections.

Knoeck left at 4:29 pm.

## **Update to Proposed Comprehensive Plan Schedule**

Miller explained the reason for the change in schedule. Wagner said we need to make the survey release a big event.

## **Set Meeting Date and Future Agenda Items**

The next meeting will be scheduled for Thursday, January 14, 2016, in Conference Room 108 at 3:00 PM. Topics for the agenda will include: continued discussion on the survey, Kick-off meeting, and additional Existing Conditions Report chapters.

## **Meeting adjourn at 4:36 P.M.**

Respectfully submitted,

Josh Miller  
City Planner

**2017 COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MINUTES**  
**OF THURSDAY, JANUARY 14, 2016**

Due to a lack of a quorum, no meeting was called to order and no action was taken on any items. The remaining members stayed around to discuss some of the items on the agenda in Conference Room 108 of City Hall Plaza at 3:10 pm.

**PRESENT:** Alderperson Ed Wagner; Bob Trussoni; Michelle Morley; Ann-Marie Nelson Brine; and, Sam Warp.

**ABSENT:** Chairperson Joe Gustafson (excused); Mayor Chris Meyer (excused); Justin Casperson (excused); Dan Knoeck (arrived at the end of the discussion); and Bob Haight.

**ALSO**

**PRESENT:** Jason Angell, Director of Development Services; Karen Olson, MACCI; and Josh Miller, City Planner.

**Agenda for the Town Hall Kickoff Meeting with the Public**

Miller went over the agenda and format for the Town Hall Kickoff meeting.

**Update on Community Survey**

Miller passed around a cover letter and survey. Morley suggested we deemphasize the prizes in the cover letter and give a deadline for when the prizes will be drawn.

**Review Existing Conditions Report Chapters – Natural Resources and Economic Development**

Miller went over the Natural Resources Chapters.

Miller and Karen Olson gave an overview of the Economic Development Chapter. Angell suggested adding a map that shows commute times into Marshfield if data is accessible.

**Mapping Exercise**

Miller explained the maps that were handed out. Committee members had some corrections to the sewer and water map.

**Set Meeting Date and Future Agenda Items**

The next meeting will be scheduled for Thursday, February 11, 2016, in Conference Room 108 at 3:00 PM. Topics for the agenda will include: approval of the December 10, 2015 and January 14, 2016 minutes, continued discussion on the survey, kickoff meeting results, and additional Existing Conditions Report chapters.

**Discussion concluded around 4:30 P.M.**

Respectfully submitted,

Josh Miller  
City Planner



# City of Marshfield Memorandum

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TO: 2017 Comprehensive Plan Update Steering Committee  
FROM: Josh Miller, City Planner  
DATE: February 11, 2016

RE: Staff Memo

## **Review of the Town Hall Kickoff Meeting with the Public**

Enclosed is the summary report from SEH for the Kickoff meeting that was held on January 16, 2016. Staff would also like to discuss how members of the Committee thought the meeting went.

## **Discussion of Future Public Participation Efforts**

Recently, the Marshfield Young Professionals brought forward an idea to combine one of their events with the City's efforts to update the Comprehensive Plan. The last week of April is Young Professional's (YP) Week in Wisconsin. It's a collaborative effort of 15 communities and 33 organizations across Wisconsin to promote the various young professional groups in the State. Each organization is responsible for hosting two events that week and each event is marketed statewide to encourage members to check out some of the other communities and organizations that are involved in this effort. One idea was to conduct a similar exercise to the Kickoff meeting with a focus of inviting young professionals and/or millennials to find out their thoughts on the current state of Marshfield as well as the future growth of the community. To encourage attendance, we thought we would have a concert with Joe G. after the meeting. Staff wanted to discuss this idea with the Steering Committee and get any feedback that could be utilized in the development of these types of gatherings.

## **Update on Community Survey**

Staff has contacted the UW-River Falls Survey Research Center and is waiting to hear back on the status of the survey. Any updates will be brought up at the meeting.

## **Review Existing Conditions Report Chapters – Transportation**

The next existing conditions chapter to review is Transportation. Staff is still waiting on some information from the counties and Marshfield Municipal Airport which will be added later. We would like feedback on the narrative plus and comments on the maps, such as if there needs to be additional maps or changes to the maps provided.

# City of Marshfield

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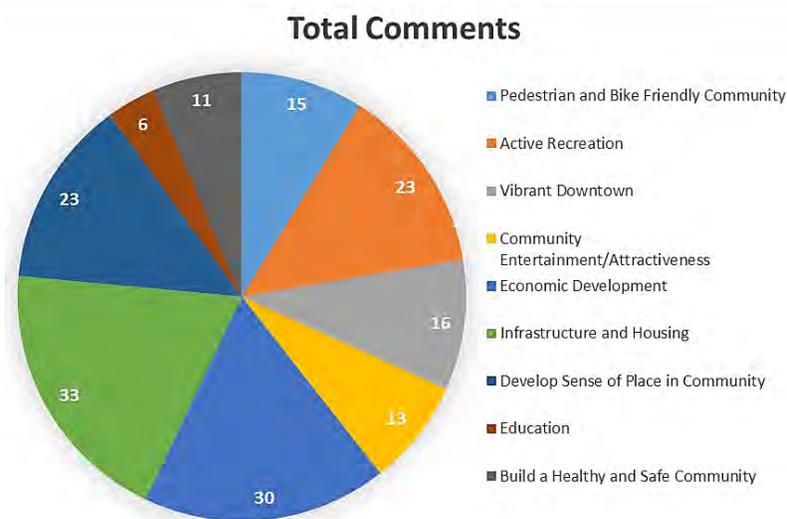
COMPREHENSIVE PLAN UPDATE: ISSUES & OPPORTUNITIES WORKSHOP



# Hopes and Concerns for the City of Marshfield

During the Issues and Opportunities Workshop held on January 16<sup>th</sup>, individuals were put through a Hopes and Concerns Exercise to help articulate the vision and key issues/challenges they saw for the future of the City of Marshfield. Each individual idea was written down on a separate sticky note and after the workshop, the collection of ideas were classified into nine separate categories. The category receiving the greatest amount of comments was Infrastructure and Housing followed closely by Economic Development. The results of the exercise are as follows.

Total comments in each category can be found in the chart below.



## Infrastructure and Housing

### HOPES

- Look to better maintain existing facilities while also phasing out less popular ones.
- Commercial housing developments (bodegas, 3+ bedroom apartments)
- More housing options in the \$150-200K range.

- Fiber optic city owned broadband available for all (run by utility).
- Interstate transportation routes to/near Marshfield – will help bring businesses in.
- Affordable housing for millennials.
- Pet shelters.
- Hydrogen fueled station for autos.
- Adequate sewer and water infrastructure.
- Grow and develop along Hwy 10.
- Hwy 13 developed into four lanes to Abby.
- Additional fire station on north side.
- Enhance the flow of traffic through the city during peak times.
- Sustainable infrastructure/renewable energy sources.
- Improve roads and street conditions.

### CONCERNS

- Impairment of personal property rights.
- Construction and building standards (commercial properties).
- Availability of residential building lots.
- Lack of interstate highway.
- Unmet housing needs.
- Old factories along Veteran’s Parking Corridor – tear them down to beautify the main road that visitors see when driving through town.
- Parking is needed.
- Roads deteriorating – N. Central Ave left to crumble.
- Property taxes being a barrier to home ownership.

## Economic Development

### HOPES

- Build synergy off medical complex (retirement communities, medical research/development).
- Support business with research focus.
- Improve retail shopping options.
- Better relationships between medical facilities and businesses.
- More entrepreneurial opportunities.
- Reasonable taxation.
- To rebuild city infrastructure without undue tax burden.

- A job market that supports the level of education available in Marshfield.
- Business support from local banks.
- Attract companies that offer above minimum wage jobs.
- Enhancement of our medical complex to be on the same level as the Mayo Clinic in Minnesota.

### CONCERNS

- Tax rates make Marshfield unaffordable and push people to surrounding towns where they take advantage of our city's services, but they do not pay for them.
- Lack of business diversity.
- Income inequality.
- Limited funds, but steady demand for services.
- Reliant on one main industry – the clinic.
- Growth in non-medical white collar employment.
- Job creation and retention for professionals.
- Aging of business owners.
- People leave town to do their shopping, dining, etc.
- “Empty” Business Park.
- Spending unreasonable amount of money on infrastructure we do not need, both on construction and maintenance.
- City growth rate.

## Develop Sense of Place in Community

### HOPES

- Build a sense of community, pride, and purpose in Marshfield.
- Avoid “brain drain” by awareness of good jobs for millennials.
- Increase public get togethers.
- City continues to develop at a human scale.
- Develop a range of public spaces.
- Develop better community forums for communication.
- Develop active street frontages (visible to passerby).
- Establish a city center.
- Expand effort to make Marshfield a destination center.

### CONCERNS

- Competition from other municipalities.
- Historic preservation and significance is a prominent part of the community.
- Retaining college educated millennials from leaving to cities.
- Poor visual at entry points to city.
- Plan not looking far enough into the future – short term solutions.



## Active Recreation

### HOPES

- Introduce new outdoor aquatic center (to replace Hefko Pool).
- Add a reservoir/lake.
- Varied play spaces.
- More (family) recreational opportunities.
- Centralized (indoor/outdoor) sports/events complex.  
BMX or dirt bike course.

### CONCERNS

- Provide recreational opportunities in lieu of a body of water.
- Hefko Pool end of life measures.

## Vibrant Downtown

### HOPES

- Economic viability and development of the area.
- Managed growth without losing focus on quality of life.
- Enhance the city scape on central north and south of the downtown.
- Preserved historic downtown commercial district – prosperous commercial district.
- More outdoor dining, shopping facilities, and gathering spaces in area.
- Downtown ponds and sidewalks to include “green space.”
- Less “restrictive” use of sidewalks (café/ coffee house type of feeling).

### CONCERNS

- Rear alley facades downtown (unsightly).

## Pedestrian and Bike Friendly Community

### HOPES

- Expand trail systems to make a connected loop throughout the city.
- Develop a community public transit system that would address working hour periods.
- Friendly streets for biking.
- More sidewalks.

### CONCERNS

- Can't get around city without a car.

- Fractured trail system needs to be connected.
- No walking path in southeast industrial park.

## Community Entertainment/Attractiveness

### HOPES

- Diverse restaurant options.
- More public entertainment.
- More destinations and things to do.
- Develop Marshfield phone app to show what's happening in the area.
- Children's interactive museum.
- Public gardens.

### CONCERNS

- Young adults not returning to Marshfield after college.
- Attracting visitors to Marshfield.
- Arts and entertainment exists, but cannot afford to market due to media fragmentation and expense of advertising/promotion.

## Education

### HOPES

- Maintaining and growing education opportunities in Marshfield.
- Keep schools strong.
- UW/Wood Co. thrive and expand – offer more four year courses.
- Education/ business partnership to create desire for youth to stay invested in education.

### CONCERNS

- Under-funding the elementary schools (not enough aides).

## Build a Healthy and Safe Community

### HOPES

- Plan for an aging population.
- Get the youth moving and active.
- Reduce/eliminate drug problems for the city.
- Continual investment in youth programs.
- More sources of good quality drinking water.

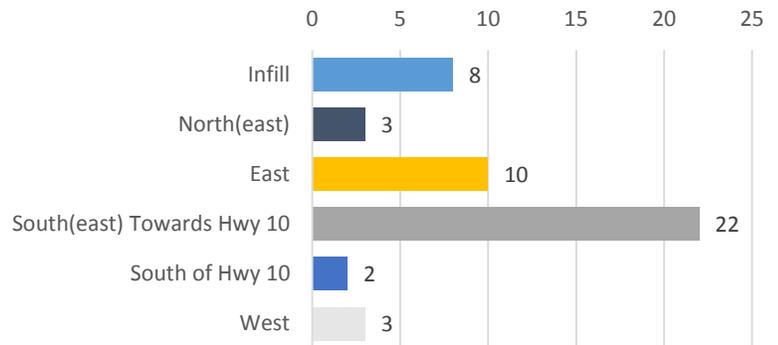
### CONCERNS

- Too many geese at Wildwood.
- Not enough care for aging population.

## Direction of Community Growth

When asked which direction the City of Marshfield should grow in, there were several repeating responses. The most common area looked upon for new growth potential was south and southeast of the city surrounding and extending past Hwy 10. This area was mentioned 22 times throughout the Creating a Great Place Exercise during the Issues & Opportunities Workshop on January 16<sup>th</sup>. Several also responded with potential residential growth off the eastern boundary of the city. Lastly, many stated that the community should focus on infill rather than new growth to avoid potential sprawl.

Direction of Community Growth



### SELECTED RESPONSES FROM EXERCISE

Hwy 10 East and North of Oak Ave.  
 Infill – “Let’s improve what we have”  
 Hwy 10 East towards Point  
 East – residential; Southeast – industrial  
 SE is most industrial  
 W is best agriculture land  
 South of Hwy 10

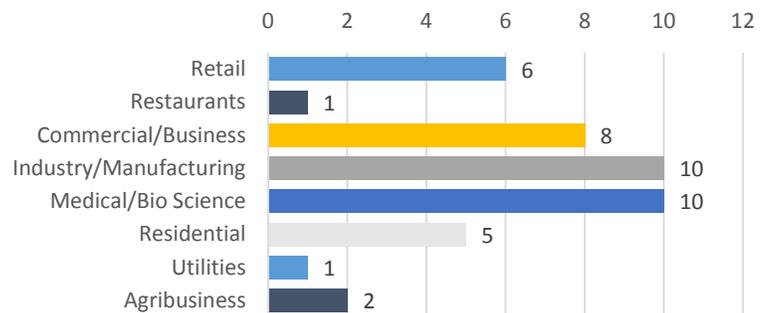
Southward development around Hwy 10 corridor  
 Enhance/grow to the south  
 Infill development not sprawl  
 South – available properties & land, growth opportunities along Hwy 10  
 Veterans Parkway along Hwy 10  
 North, less farmland

South towards Hwy 10  
**Hwy 10 – West**  
 Growth to NE & E towards Wausau & Stevens Point  
**South; inside Wood Cty**  
 South – off of Hwy 10; create/open restaurants, retail, & quality of life add-ons (parks, walking paths, etc.)

## Desirable Taxable Development

Unlike the Direction of Community Growth, there was a greater variety of options when considering Taxable Development in Marshfield. Due to the Marshfield Clinic, there was a greater emphasis on advancing medical facilities to spur economic development. The incorporation of more industrial, manufacturing, commercial, and retail facilities were of great importance to encourage a greater inflow of residents to the area.

Desirable Taxable Development



### SELECTED RESPONSES FROM EXERCISE

Local retail and our own branding of MFLD  
 More industrial business but also community spaces, such as 200 block, turn the commuters into residents  
 Industrial – more people here will draw more retail  
 Sewer and water lines, development services

More condo-type living, commercial housing development (infill) (pocket neighborhood)  
 Stainless steel fabricating  
 Living wage industry & med-tech industry  
 Medical, agricultural related manufacturing & technology

Commercial store fronts & condos/apartments above in downtown area  
 Single family residential  
 Commercial development in Business Park on south side

## Map 1: Comments Regarding Infill or Re-Development Opportunities

The following comments are in reference to the **YELLOW** dots on the provided map.

<b>1</b>	<ul style="list-style-type: none"> <li>• Columbia Park</li> <li>• Hefko Pool</li> </ul>	<b>2</b>	<ul style="list-style-type: none"> <li>• Relocate fairgrounds – re-develop into year round skating, sports, swimming pool, etc.</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Mixed-use re-development, add apartment buildings</li> <li>• Revitalization with additional residential lots</li> <li>• Infill housing along Maple near Pick ‘n Save</li> <li>• Depressed area, once looked about for “row house” development on north side – might be suitable</li> <li>• 6<sup>th</sup> and Maple – commercial</li> <li>• Removal of blighted properties in this block</li> </ul>	<b>4</b>	<ul style="list-style-type: none"> <li>• Residential/conservation with trails and benches</li> <li>• Make it park-like</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>• Use Columbia Park as green space for housing improvements</li> <li>• Small residential development between railroad and Columbia Park</li> <li>• “Pocket neighborhood”?</li> <li>• Along Arnold St. re-develop housing and commercial</li> </ul>	<b>6</b>	<ul style="list-style-type: none"> <li>• Over the air broadcast TV station</li> <li>• Re-development of the north central corridor business and appearance</li> </ul>
<b>7</b>	<ul style="list-style-type: none"> <li>• Factory business and restaurant</li> <li>• Business development along highway</li> </ul>	<b>8</b>	<ul style="list-style-type: none"> <li>• Sports complex – soccer and baseball fields</li> <li>• Tear down and create large outdoor sports complex with multiple baseball/soccer fields, perhaps an indoor hockey rink there</li> <li>• Already a paved trail that will connect this area to the Griese Park fields</li> </ul>
<b>9</b>	<ul style="list-style-type: none"> <li>• Residential</li> </ul>	<b>10</b>	<ul style="list-style-type: none"> <li>• Re-vitalize – looks bad</li> </ul>
<b>11</b>	<ul style="list-style-type: none"> <li>• Possible community buildings creating a community hub with library, etc.</li> </ul>	<b>12</b>	<ul style="list-style-type: none"> <li>• Annexation – residential development</li> <li>• “New neighborhood” new developments</li> </ul>
<b>13</b>	<ul style="list-style-type: none"> <li>• Condos</li> <li>• Commercial housing development</li> </ul>	<b>14</b>	<ul style="list-style-type: none"> <li>• Commercial airport</li> </ul>
<b>15</b>	<ul style="list-style-type: none"> <li>• W. 14<sup>th</sup> St. just south of house of the Dove – previously surveyed out for residential housing</li> </ul>	<b>16</b>	<ul style="list-style-type: none"> <li>• S. Central Ave east side strip center – mixed-use (office, retail)</li> <li>• Re-vitalization (17<sup>th</sup> – 21<sup>st</sup>) with more commercial</li> </ul>
<b>17</b>	<ul style="list-style-type: none"> <li>• Re-vitalization – mixed-use</li> </ul>	<b>18</b>	<ul style="list-style-type: none"> <li>• Buy the empty United Rental lot and re-zone it for residential</li> <li>• Put in a cul-de-sac and build homes at that site</li> <li>• Build an apartment/condo complex</li> <li>• Need to upgrade – stores/businesses are really “rough”</li> </ul>
<b>19</b>	<ul style="list-style-type: none"> <li>• Retail presence/center</li> <li>• Promote Downtown Community Square project</li> <li>• Re-energize nearby Columbia Park</li> </ul>	<b>20</b>	<ul style="list-style-type: none"> <li>• Corridor from downtown to Oak Hotel?</li> <li>• Apartments and mixed-use</li> <li>• Good integration with new development of 200 block</li> </ul>

	<ul style="list-style-type: none"> <li>Encourage/continue façade improving dollars into downtown</li> </ul>		<ul style="list-style-type: none"> <li>Re-development with recreational and new commercial</li> <li>Re-development of 2<sup>nd</sup> St between Chestnut and Spruce</li> </ul>
<b>21</b>	<ul style="list-style-type: none"> <li>Industrial park</li> </ul>	<b>22</b>	<ul style="list-style-type: none"> <li>Residential</li> </ul>
<b>23</b>	<ul style="list-style-type: none"> <li>Re-adaptive use of the old office building</li> </ul>	<b>24</b>	<ul style="list-style-type: none"> <li>Improving older neighborhoods</li> </ul>
<b>25</b>	<ul style="list-style-type: none"> <li>Connor Park on E. Blodgett needs to be developed</li> <li>Add condominiums and senior housing</li> </ul>	<b>26</b>	<ul style="list-style-type: none"> <li>Larger retail development (Kohls, etc.)</li> <li>Strip mall</li> </ul>
<b>27</b>	<ul style="list-style-type: none"> <li>Possible small scale retail</li> </ul>		

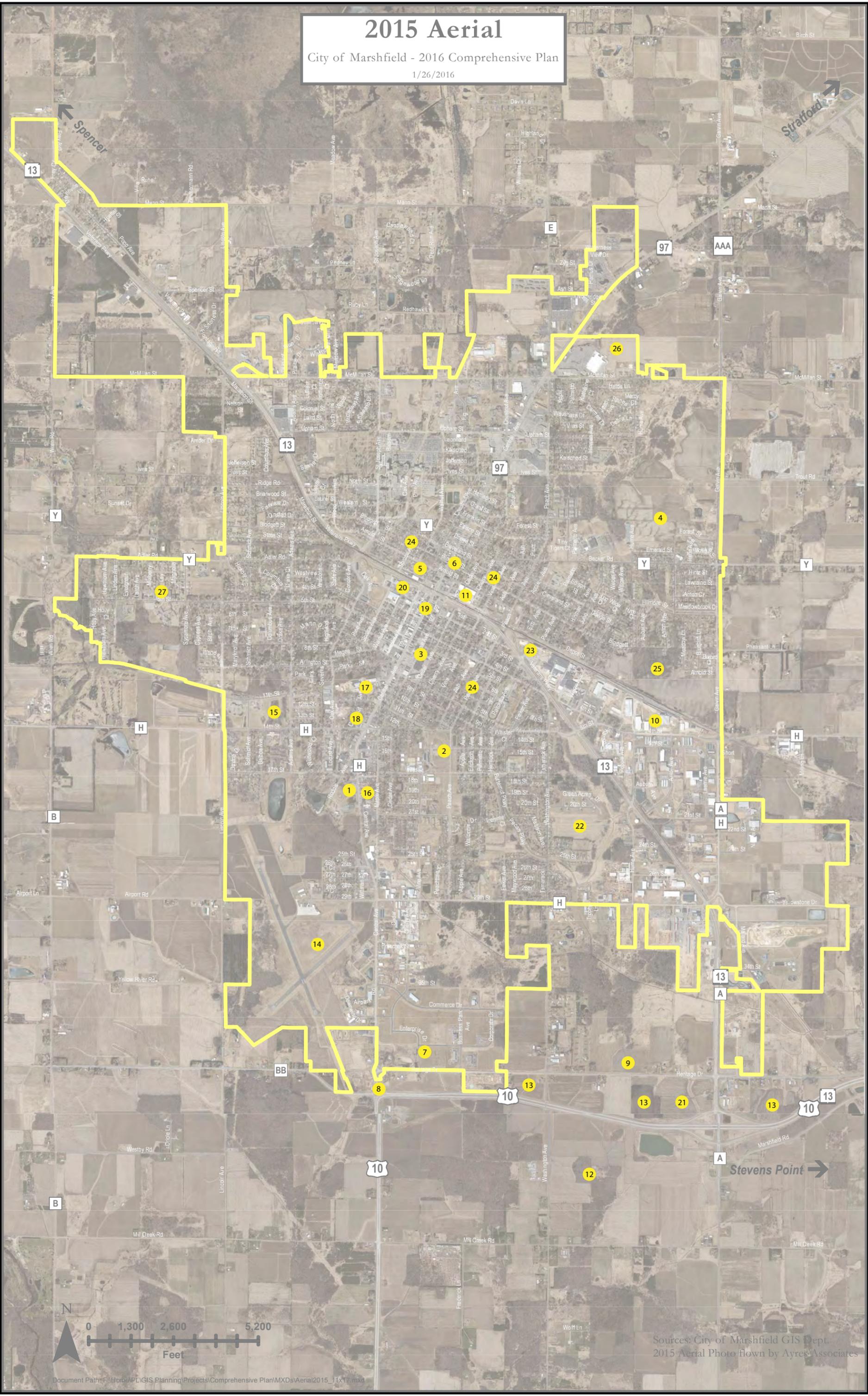
## Map 2: Comments Regarding Other Types of Uses and Activities

The following comments are in reference to the **BLUE** dots on the provided map.

<b>1</b>	<ul style="list-style-type: none"> <li>A water recreation facility shared with the YMCA to not duplicate services</li> <li>New aquatic center – re-build Hefko</li> </ul>	<b>2</b>	<ul style="list-style-type: none"> <li>Build a paved bike trail along this creek from McMillan/Galvin intersection to Braem Park on Peach Ave – people love to bike/walk along streams/rivers</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>Green space/park</li> </ul>	<b>4</b>	<ul style="list-style-type: none"> <li>Sports complex</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>Park (if development of housing happens)</li> </ul>	<b>6</b>	<ul style="list-style-type: none"> <li>Safe walking paths for workers</li> </ul>
<b>7</b>	<ul style="list-style-type: none"> <li>Lake Marshfield</li> </ul>	<b>8</b>	<ul style="list-style-type: none"> <li>Less geese = cleaner park and pond</li> <li>Use whatever means available to keep the geese from becoming permanent residents</li> <li>Clean goose poop from the walks and water</li> </ul>
<b>9</b>	<ul style="list-style-type: none"> <li>Trail head and information center</li> <li>Communication board and attractive landscaping</li> <li>Splash pads in parks</li> </ul>	<b>10</b>	<ul style="list-style-type: none"> <li>BMX and mountain bike park/course/skills course</li> </ul>
<b>11</b>	<ul style="list-style-type: none"> <li>Museums and children’s museum</li> <li>Children based programs</li> <li>“Road shows,” music, performances</li> <li>Industry related sales</li> <li>Horticulture</li> </ul>	<b>12</b>	<ul style="list-style-type: none"> <li>Splash pads downtown</li> <li>Park across from post office needs to be develop using the whole vacant area</li> </ul>
<b>13</b>	<ul style="list-style-type: none"> <li>Communication boards needed</li> </ul>	<b>14</b>	<ul style="list-style-type: none"> <li>2<sup>nd</sup> St project</li> </ul>
<b>15</b>	<ul style="list-style-type: none"> <li>Eliminate or reduce traffic on Central Ave</li> </ul>	<b>16</b>	<ul style="list-style-type: none"> <li>Performing Arts Center</li> </ul>
<b>17</b>	<ul style="list-style-type: none"> <li>Possible new pool location – keep within park area</li> </ul>	<b>18</b>	<ul style="list-style-type: none"> <li>History center/archives for local material records</li> </ul>
<b>19</b>	<ul style="list-style-type: none"> <li>More beds at hospital</li> </ul>	<b>20</b>	<ul style="list-style-type: none"> <li>Connect bike/hike trails to County E north of town</li> </ul>

# 2015 Aerial

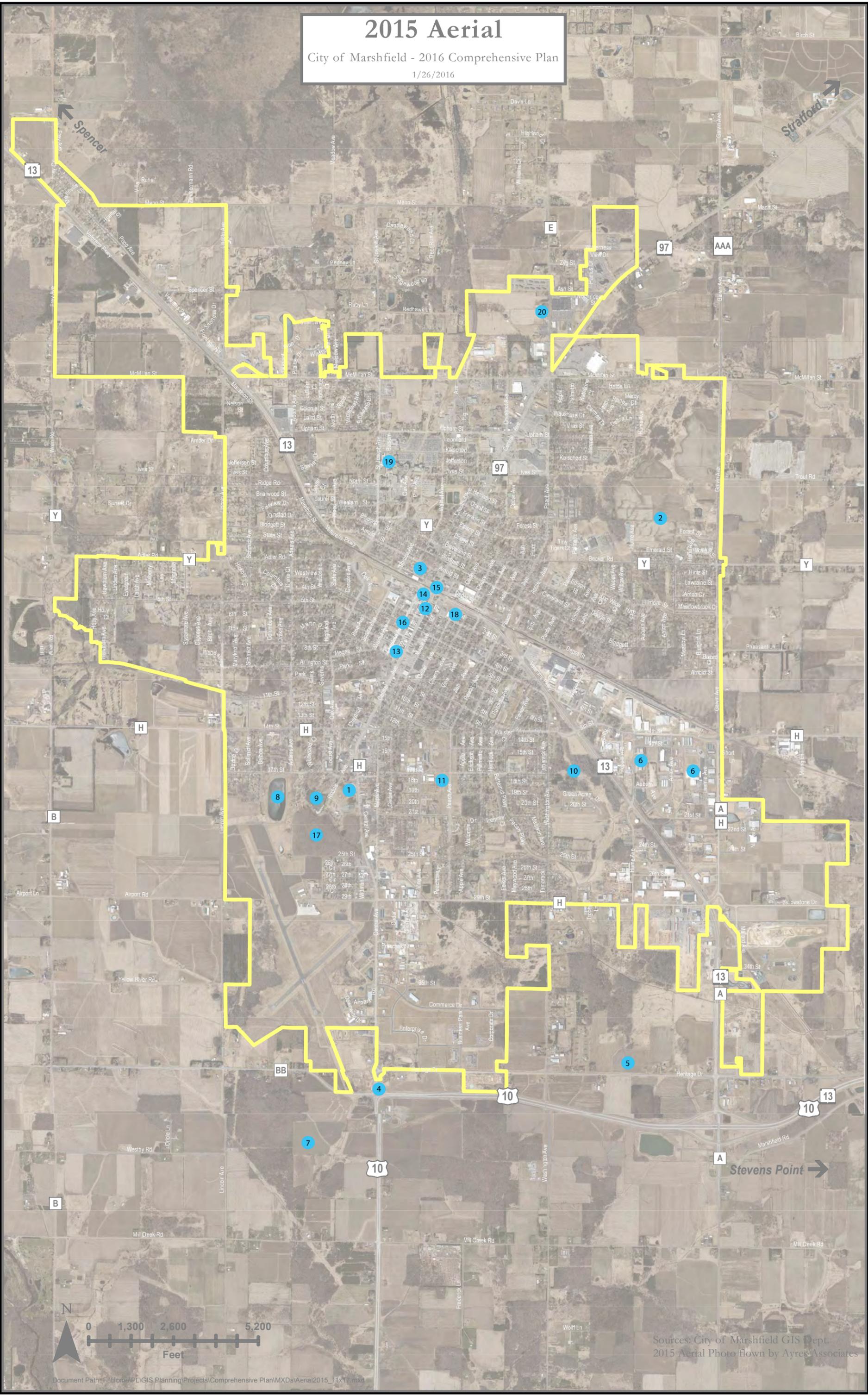
City of Marshfield - 2016 Comprehensive Plan  
1/26/2016



Sources: City of Marshfield GIS Dept.  
2015 Aerial Photo flown by Ayres Associates

# 2015 Aerial

City of Marshfield - 2016 Comprehensive Plan  
1/26/2016



Sources: City of Marshfield GIS Dept.  
2015 Aerial Photo flown by Ayres Associates

## Transportation

### Overview

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

### Existing Transportation Facilities

This section of the Inventory and Analysis reviews and summarizes the current provision of transportation services in the City of Marshfield, describes all available transportation modes available in the city, and reviews state transportation plans and programs.

### Movement of Goods

#### *Highways*

The officially designated truck routes within and near the City are US 10 and STHs 13 and 97. Marshfield is served by 15 area motor freight carriers with overnight service to Chicago and Minneapolis/St. Paul. The city is served by three contract haulers: Roehl Transport, Inc, de Boer, Inc., and Draxler Transport, Inc.

#### *Water*

There is no navigable waterway in the City. The nearest port is the Port of La Crosse on the Mississippi River, located 122 miles southwest of Marshfield via STH 13 and 80 and Interstate 90. The next closest, 130 miles east of Marshfield, is the Port of Green Bay, the westernmost port on Lake Michigan, via STH 97 and 153, Interstate 39 and STH 29.

#### *Rail Freight*

Marshfield is served by Canadian National (CN), a Class I railroad company. Canadian National acquired Wisconsin Central Transportation Corporation in 2001. The rail line serves local and regional lumber reload and pulp/paper warehouses, connecting most directly to the Twin Cities and the Fox Valley. The Wisconsin Department of Transportation is in the process of developing a State Freight Plan for the rail system. The DOT website states the final plan will be published late December of 2016. 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.

#### *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.

## Movement of People - Intercity

### *Highways*

Marshfield is served by US 10, and STHs 13, 97 and 29. US 10, which connects to Marshfield's transportation network at the southern edge of the City, serves central Wisconsin as an important east/west highway connecting the Twin Cities and the Fox Valley. The City is not directly served by an interstate route but two interstates are accessible via US 10: Interstate 39 is 40 miles to the east and Interstate 90/94 is 60 miles to the west. US 10 is now a 4 lane-limited access highway going east to Stevens Point.

### *Air Transportation*

The Marshfield Municipal Airport (MFI) is publicly owned as 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.

Central Wisconsin Airport (CWA) is located 35 miles northeast of Marshfield in Mosinee, via STH 97 and 153. 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. As of January 2016, the project is nearing completion.

### *Passenger Rail*

Intercity passenger rail is available through Amtrak service in Tomah, 60 miles southwest of Marshfield via STH 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.

### *Intercity Bus*

Intercity passenger bus is available through Greyhound Bus Line service in Tomah, 60 miles southwest of Marshfield via STH 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 to Portage Amtrak station.

### **Movement of People - Intracity**

The City's transportation network is primarily designed to allow City residents to move within the City to accomplish daily tasks. Getting residents and visitors between jobs, homes, shopping and entertainment destinations is the foundation for the city's economy.

Commuting trips represent approximately 16 percent of all person trips. Like the rest of the country, from 1990 to 2000, Marshfield experienced an increase in the percent of workers who drive alone to work. Since that time, the percentage of workers using private vehicles decreased from 81% in 2000, to 78.8% in 2014, while the number of those that walked and biked increased from 6.5% in 2000 to 9.1% in 2014. A lack of a fixed-route transit system has resulted, in part, in the percentage of residents using public transportation for commuting to work to be just over 1 percent.

### **Local Roadway Network**

The street network shapes access and circulation through the City. There are few efficient north-south and east-west arterial through streets. With the City's founding, the railroad corridors bisected the city diagonally and all streets in the older portion of the city were laid out parallel to the main railroad corridor. As Marshfield grew beyond its original boundaries, the street pattern changed to an east-west and north-south alignment.

### **Municipal Parking Lots**

The City owns and maintains ten municipal parking lots downtown, plus the parking lot for the City Hall Plaza. At this time, there are approximately 800 parking stalls within the downtown municipal lots (the Library parking lot (Reading) is not yet complete and the final concept for the development of the 200 block (Burlington) is not complete, so there are still some questions as to the total count).

### **On-street Parking**

Within the downtown area, there are over 700 on-street parking spaces. Most of the spaces within a block of Central Avenue (between Veterans Parkway and 7<sup>th</sup> Street) are painted. Most of the on-street parking stalls outside of that area are unpainted. Unless otherwise posted, on-street parking throughout the City follows an odd-even parking restriction on ditched streets (parking allowed on the odd addressed side of the road on the odd months and allowed on the even addressed side of the road on the even months). The purpose for this restriction is to allow emergency service vehicles to be able to get through all public streets and to allow plows to get through as well.

### **Transportation System for Persons with Disabilities**

All new sidewalks and driveways are required to meet ADA requirements. This includes adding ADA compliant parking stalls when new development occurs.

Electric personal assistive mobility devices are not permitted on the trail system, but are allowed on City streets and sidewalks.

### *Jurisdiction*

The City's street network is integrated but different governments own and maintain certain segments. The Wisconsin Department of Transportation owns and maintains the numbered trunk highways: US 10 and STH 13, 97 and 29. The City owns and maintains all other streets within the city limits, and Wood and Marathon Counties own and maintain roadways outside the city limits.

The Wisconsin Department of Transportation recently re-routed STH 13 through the city, utilizing CTH A and a rail corridor. The new road connection provides relief for many local streets including Arnold Street, Central Avenue and East 4th Street. New traffic patterns will evolve and balance. Map 8.1 shows average annual daily traffic for Marshfield's major roadways. The traffic data is from 2014, 2011, and 2008, reflecting a mixture of old and new traffic patterns.

### *Functional Classification*

Public streets are classified by their primary function, as described below. Map 8.2 shows the functional classification system for the City's roads. The City recently learned the WisDOT is updating the functional classification system for Marshfield this year. Once that information is available, we will be updating this map. The information below provides a description of the various types of roads in the City.

- **Principal Arterials** – Serve longer intra-urban trips and traffic traveling through urban areas. They carry high traffic volumes and provide links to major activity centers.
- **Minor Arterials** – Provide intra-community continuity and service to trips of moderate length, with more emphasis on land access than principal arterials. The minor arterial system interconnects with the urban arterial system and provides system connections to the rural collectors.
- **Collectors** – Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These facilities collect traffic from local streets in residential neighborhoods and channel it onto the arterial system. In the central business district, and in other areas of like development and traffic density, the collector system may include the street grid which forms the basic unit of traffic circulation.
- **Local Streets** – Local streets primarily provide direct access to adjacent land and access to higher order systems. Local streets offer the lowest level of mobility and through traffic movement on this system is usually discouraged.

### **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 have been nine traffic fatalities in the City since 2005.

**Table 8.1: Crash Statistics for Marshfield, Wisconsin - 2013**

	Fatal Crash	Injury Crash	PD* Crash	Total Killed	Total Injured	Bike Crash	Pedestrian Crash	Motor cycle Crash	Alcohol Crash
Marshfield (2003)	0	130	232	0	172	4	5	7	19
Marshfield (2013)	1	74	232	1	85	6	3	6	6

Source: 2003 and 2013 Wisconsin Traffic Crash Facts, Wisconsin Department of Transportation \*PD = Property Damage

The City Engineer also has crash data that dates back to 1994. Since that time, the number of crashes has been reduced by nearly 50% (601 crashes in 1994 to 312 crashes in 2015). The fewest number of crashes occurred in 2010 (262 total crashes).

Since 1994, the City of Marshfield has seen 11 fatalities (4 fatalities occurred in 2009) as the result of 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. Crash data for other intersections should be reviewed and possibly mapped on an annual basis.

Another critical aspect when looking at this data is the impact of the economic loss due to crashes. Table 8.2 shows the cost per occurrence based on the damage associated with the crash. The economic loss in 2015 was just over \$5,000,000.

**Table 8.2: Economic Impact of Crashes**

Accident	Cost per Occurrence
Property Damage	\$8,400
Non Incapacitating Injury	\$12,800
Semi Incapacitating Injury	\$40,000
Incapacitating Injury	\$70,000
Fatality	\$1,331,000

Source: 2016 City of Marshfield Engineering Division

## Public Transportation

### Shared-Ride

Marshfield lacks a fixed-route transit system. Public transportation is provided through a shared-ride taxi service. Running Inc. is the City’s current provider. The shared-ride service is available Monday-Thursday 6:00 am - 12:00 am. Friday and Saturday the service is available 6:00 am - 3:00 am.

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

shopping shuttle that would go from the medical complex to the north end, to the mall, to the downtown and City Hall area.

### *Wood County*

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.

### **Private 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.

### **Walking and Biking**

The city has a growing list of recreational trails that allow bicycling. Existing and proposed trails are shown in Map 8.3: Existing trails within parks and open space:

- 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 open May 1 to Sept. 1. The trail is not owned or operated by the City, but City residents use the trail and wish 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 STH 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.
- 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: Just 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.

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

In addition to sidewalks and the recreational multi-modal trails, there is one recreational trail where only pedestrians are permitted: University of Wisconsin-Marshfield/Wood County Arboretum Trails, 2 miles, granite surface. Snow is not removed in the winter. Bicycles are not permitted. The sidewalk network is more complete in the Downtown area and in the City's traditional neighborhoods. Sidewalks are more sparse and disconnected at the edges of the City.

## Planned and Scheduled Improvements

### *Capital Improvements Plan*

This information will be updated once the 2016 CIP is complete.

### *Regional Roadway Network*

Wisconsin DOT's Statewide Transportation Improvement Program (STIP) identifies all construction projects scheduled between 2016 and 2019 for Wisconsin's public roads. Several highway improvements are scheduled for within and nearby Marshfield, including:

- STH 13: Resurface Veterans Parkway from McMillan Street to Mann Street (2016).
- STH 13: Resurface Veterans Parkway from Mann Street to 26<sup>th</sup> Road towards Spencer (2016).
- STH 97: Resurfacing Central Avenue from Arnold Street to Harrison Street (2016).

## Compatibility with State and Regional Plans

One of the requirements in the State Statutes 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. The City's plan should describe how inconsistencies or conflicts will be resolved. Below is a list of the goals and objectives listed in other jurisdictions plans. This information will be important to revisit as the City develops the goals, objectives, and policies for this plan.

### *Wisconsin Bicycle Transportation Plan 2020*

The two goals listed in this plan are:

- Increase levels of bicycling throughout Wisconsin, doubling the number of trips made by bicycles by the year 2010 (with additional increases achieved by 2020).
- Reduce crashes involving bicyclists and motor vehicles by at least 10% by the year 2010 (with additional increases achieved by 2020).

Objectives of the plan are as follows:

- Plan and design new and improved transportation facilities to accommodate and encourage use by bicyclists (Engineering and Planning).
- Expand and improve a statewide network of safe and convenient routes for bicycle transportation and touring, including safe and convenient access to and through the state's urban areas (Engineering and Planning).
- Expand the range of education activities such as driver licensing and training, bicycle safety education, traffic law enforcement, and provisions of public service information to provide consistent safety messages and training to all roadway users (Education).
- Improve enforcement of laws to prevent dangerous and illegal behavior by motorists and bicyclists (Enforcement).
- Encourage more trips by bicycles by promoting the acceptance and usefulness of this mode (Encouragement).

### *Wisconsin Pedestrian Policy Plan 2020*

The three goals listed in this plan are:

- Increase the number and improve the quality of walking trips in Wisconsin.
- Reduce the number of pedestrian crashes and fatalities.
- Increase the availability of pedestrian planning and design guidance and other general information for state and local officials and citizens.

Objectives of the plan are as follows:

- Working in partnership with local government and other interested stakeholders, WisDOT will increase accommodations for pedestrian travel to the extent practicable along and across State Trunk Highways.

- Working in partnership with local government and other interested stakeholders, WisDOT will plan, design and promote new transportation facilities where appropriate and retrofit existing facilities where appropriate to accommodate and encourage pedestrian use (Engineering and Planning).
- Working in partnership with local government and other interested stakeholders, WisDOT will expand the range of education activities, such as driver licensing and training, pedestrian safety, education, traffic law enforcement, and provision of public service information to provide consistent safety measures and training to all roadway users (Education).
- Working in partnership with local government and other interested stakeholders, WisDOT will work to improve the enforcement of laws to prevent dangerous and illegal behavior by motorists, pedestrians, and bicyclists (Enforcement).
- Working in partnership with local government and other interested stakeholders, WisDOT will encourage pedestrian travel by promoting the acceptance and usefulness of this choice and through the promotion of pedestrian safety efforts (Encouragement).

### *Wisconsin Rail Plan 2030 – Statewide Long-Range Rail Transportation Plan*

The Wisconsin Rail Plan 2030 plan states the following: Today, Wisconsin’s rail network includes approximately 3,600 miles of track. Of that total, just over 530 miles are owned by the state and leased to railroad companies. Eleven freight rail companies operate in the state. In addition, Amtrak provides intercity passenger service on two routes, and Metra provides commuter rail service between Kenosha and Chicago.

Looking ahead to 2030, WisDOT foresees rail continuing to play an important role in Wisconsin’s economy for several reasons:

- Rail service provides a low cost transportation alternative for high volume, lower value commodities that are essential to many of Wisconsin’s manufacturing industries
- Rail freight movement between Wisconsin, Canada and Mexico is expected to continue to grow.
- Intercity passenger rail provides a travel option for those who cannot, or choose not to, drive or fly.
- Both rail freight and passenger service provide an energy efficient way to move goods and people

### *Connections 2030 – Statewide Long-Range Transportation Plan*

The goals for the Connections 2030 Plan are broken down into individual chapters. Below is a list of each goal identified in the plan:

- Preserve and maintain Wisconsin’s Transportation System.
- Promote transportation safety.
- Foster Wisconsin’s economic growth.
- Provide mobility and transportation choice.
- Promote transportation efficiencies.
- Preserve Wisconsin’s quality of life.

- Promote transportation security.

Both the Wisconsin Rail Plan 2030 and the Connections 2030 Plan support the following multimodal vision for transportation:

“An integrated multimodal transportation system that maximizes the safe and efficient movement of people and products throughout the state, enhancing economic productivity and the quality of Wisconsin’s communities while minimizing impacts to the natural environment.”

### *Wisconsin State Airport System Plan 2030*

The goals of the plan are as follows:

- Provide a safe and secure aviation system.
- Support a system of airports that is readily accessible from the ground and the air.
- Provide airport infrastructure to attract business-supporting economic growth.
- Provide a system of airports that meets existing and future needs.
- Provide a system of airports that addresses community and environmental compatibility.

Objectives of the plan are as follows:

- Improve safety of Wisconsin airports.
- Obtain a current inventory of the facilities and services of each airport in the system.
- Establish airport system goals, performance measures and benchmarks.
- Identify system and airport specific deficiencies, as well as adequacies and surpluses in the system.
- Identify potential overlaps or gaps in the system.
- Address Federal Aviation Administration’s (FAA) departure from ground-based navigational aids to a satellite based system, and how it will affect Wisconsin.
- Develop cost alternatives to meet system goals and benchmarks.
- Establish a framework for future investments.
- Conduct a system-plan environmental evaluation of the results of the system plan.
- Develop a method to monitor progress of system goals
- North Central Wisconsin Regional Planning Commission Transportation Assessment Report

### *North Central Wisconsin Regional Plan Commission Transportation Assessment Report*

The goals of the plan are as follows:

- Emphasize the preservation of the existing transportation system including highway, trucking, transit, disabled, pedestrian, bicycle, rail, air, and water facilities.
- 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.
- Foster economic development and productivity of the Region, and its counties and municipalities, through an efficient transportation system.

- Transportation planning and project development should protect and enhance the environment, promote energy conservation, and improve quality of life.
- Program transportation planning and project development to achieve multiple public objectives including, but not limited to: transportation, recreation and economic development.
- 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.
- Decisions regarding transportation should be consistent with other elements of the Comprehensive Plan.

Objectives of the plan are as follows:

- Maintain and enhance the efficient, safety and functionality of the existing transportation system, which links the Region's urban areas with outlying towns, adjacent counties, and the state.
- Promote efficient transportation system management and operation.
- Enhance the integration and connectivity of the transportation system, across all modes throughout the Region, for people and freight.
- Increase the safety and security of the transportation system for motorized and non-motorized users.
- Increase the accessibility and mobility options available to people and for freight.
- Optimize financial resources.
- Target transportation investments, in all modes, to support business and job growth Region-wide.
- Support passenger transportation alternatives to the private automobile, where feasible.
- Expand and improve a statewide network of safe and convenient routes for bicycle transportation and touring, including safe and convenient access to and through the state's urban areas.
- Control storm water runoff to minimize impacts on surface and ground waters during and after construction of transportation projects.
- Plan and design new and improved transportation facilities to accommodate and encourage use by bicyclists and pedestrians including those with disabilities.
- Develop and maintain the navigability of public waterways for transportation purposes.
- Achieve close coordination between the development of transportation facilities and land use planning, land development, and rural character preservation.
- Promote land use policies that are bicyclist and pedestrian friendly.

#### *North Central Wisconsin Regional Plan Commission Regional Livability Plan*

The goals of the plan are as follows:

- Provide and improve transportation access to people of all ages and abilities to ensure lifelong mobility and accessibility.

- Fund the maintenance and expansion of the transportation system.
- Enhance the regional economy by supporting airports and freight rail.

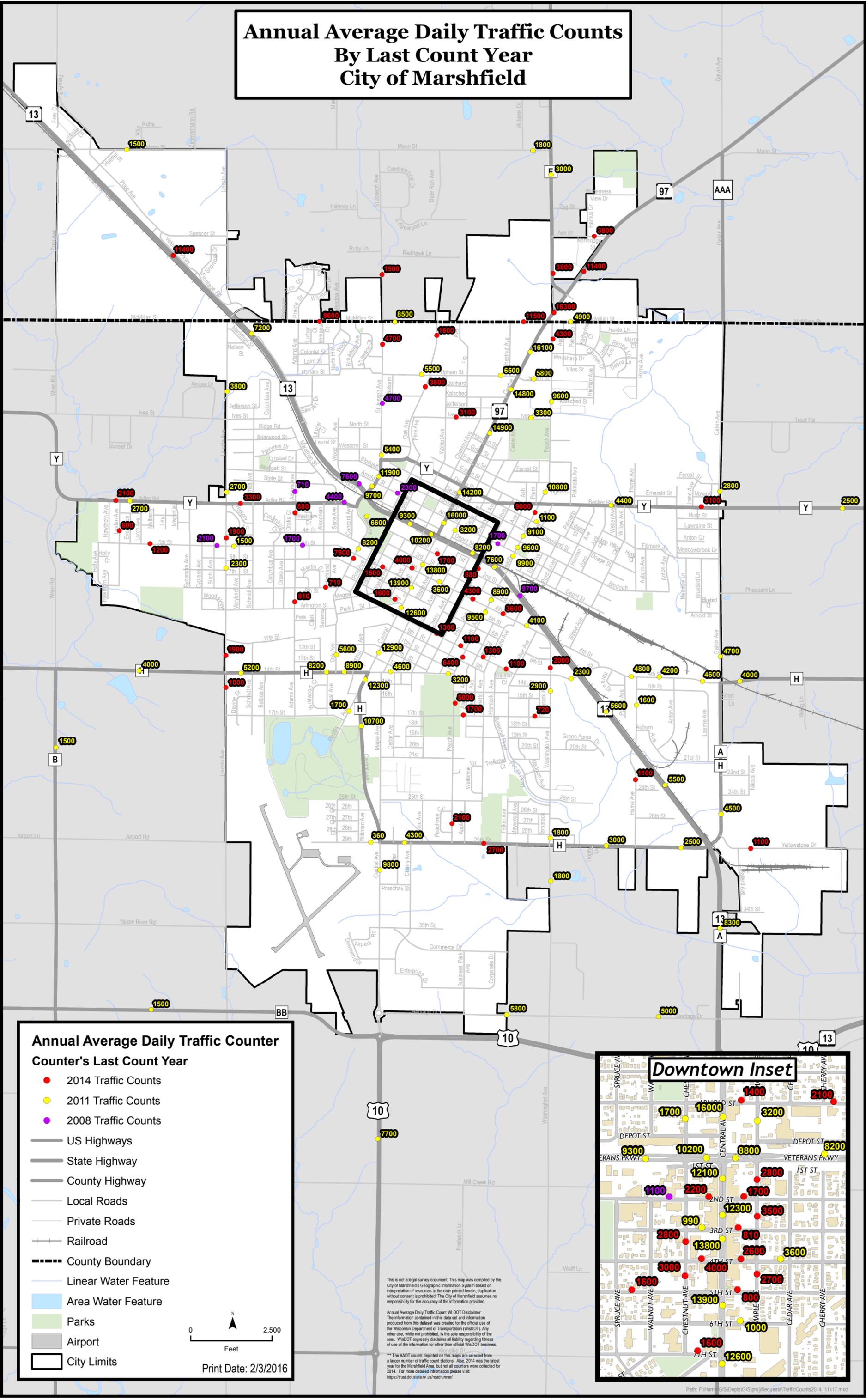
Objectives of the plan are as follows:

- Increase the number of workers who travel to work via carpool, public transit, bicycle, and walking.
- Improve walkability, bicycle facilities, and pedestrian safety.
- Continue maintaining, upgrading, and modernizing existing streets and bridges to ensure a high level of reliability and safety for all users.
- Implement a complete streets policy to ensure that the right-of-way will provide safe access for all users.
- Explore alternative ways to fund transportation infrastructure.
- Strengthen air and rail options to move people and goods.

### Sources

- Marshfield Area Chamber of Commerce and Industry
- 2003 and 2013 Wisconsin Traffic Crash Facts
- US Bureau of the Census
- Commuting in America 2013
- 2016-2019 Wisconsin Department of Transportation Statewide Transportation Improvement Program
- City of Marshfield Engineering Division
- [www.fly-cwa.org/](http://www.fly-cwa.org/)
- CN Weight Limit System Map 2013
- Wisconsin Bicycle Transportation Plan 2020
- Wisconsin Pedestrian Policy Plan 2020
- Wisconsin Rail Plan 2030 – Statewide Long-Range Rail Transportation Plan
- Connections 2030 – Statewide Long-Range Transportation Plan
- Wisconsin State Airport System Plan 2030
- North Central Wisconsin Regional Planning Commission Transportation Assessment Report
- North Central Wisconsin Regional Planning Commission Regional Livability Plan

# Annual Average Daily Traffic Counts By Last Count Year City of Marshfield



## Annual Average Daily Traffic Counter Counter's Last Count Year

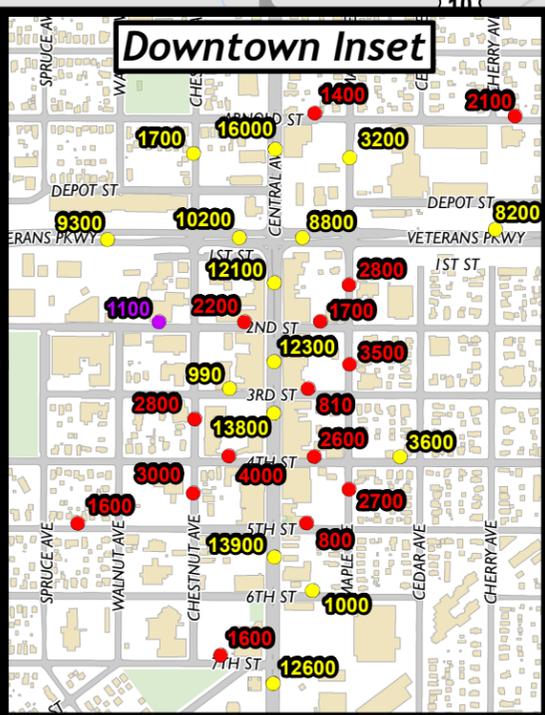
- 2014 Traffic Counts
- 2011 Traffic Counts
- 2008 Traffic Counts
- US Highways
- State Highway
- County Highway
- Local Roads
- Private Roads
- Railroad
- County Boundary
- Linear Water Feature
- Area Water Feature
- Parks
- Airport
- City Limits

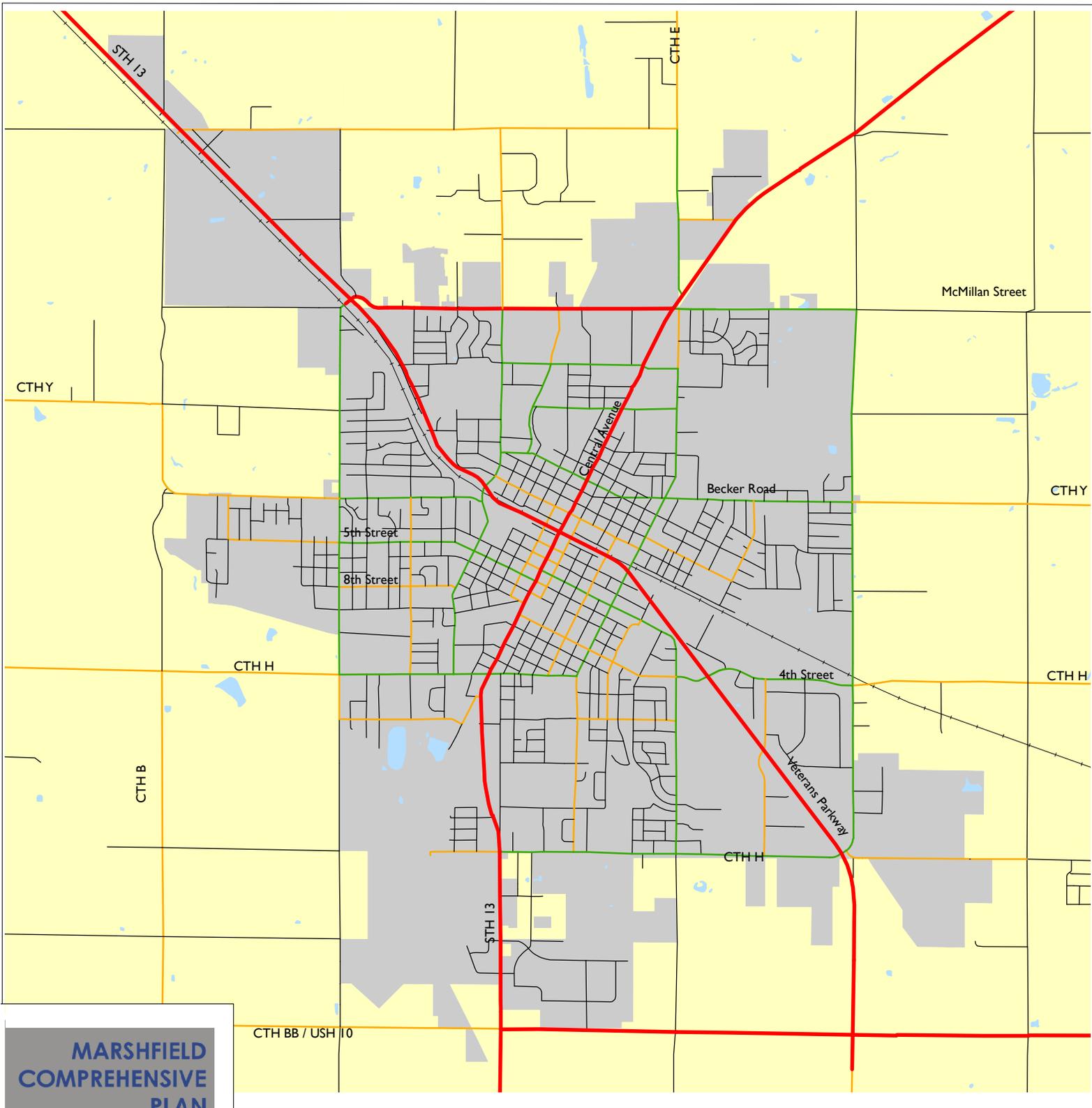
0 N 2,500  
Feet  
Print Date: 2/3/2016

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Annual Average Daily Traffic Count WISDOT Disclaimer:  
The information contained in this data set and information produced from this dataset was created for the official use of the Wisconsin Department of Transportation (WisDOT). Any other use, while not prohibited, is the sole responsibility of the user. WisDOT expressly disclaims all liability regarding fitness of use of the information for other than official WisDOT business.

\*\*\* The AADT counts depicted on this map are selected from a larger number of traffic count stations. Also, 2014 was the latest year for the Marshfield Area, but not all counters were collected for 2014. For more detailed information please visit: <https://trav.dot.state.wi.us/dotrunner/>





**Legend**

- Primary Arterial
- Minor Arterial
- Collector
- Local

Source: City of Marshfield GIS Department; Wisconsin DOT

**MARSHFIELD  
COMPREHENSIVE  
PLAN**

MARSHFIELD,  
WISCONSIN  
April 2007

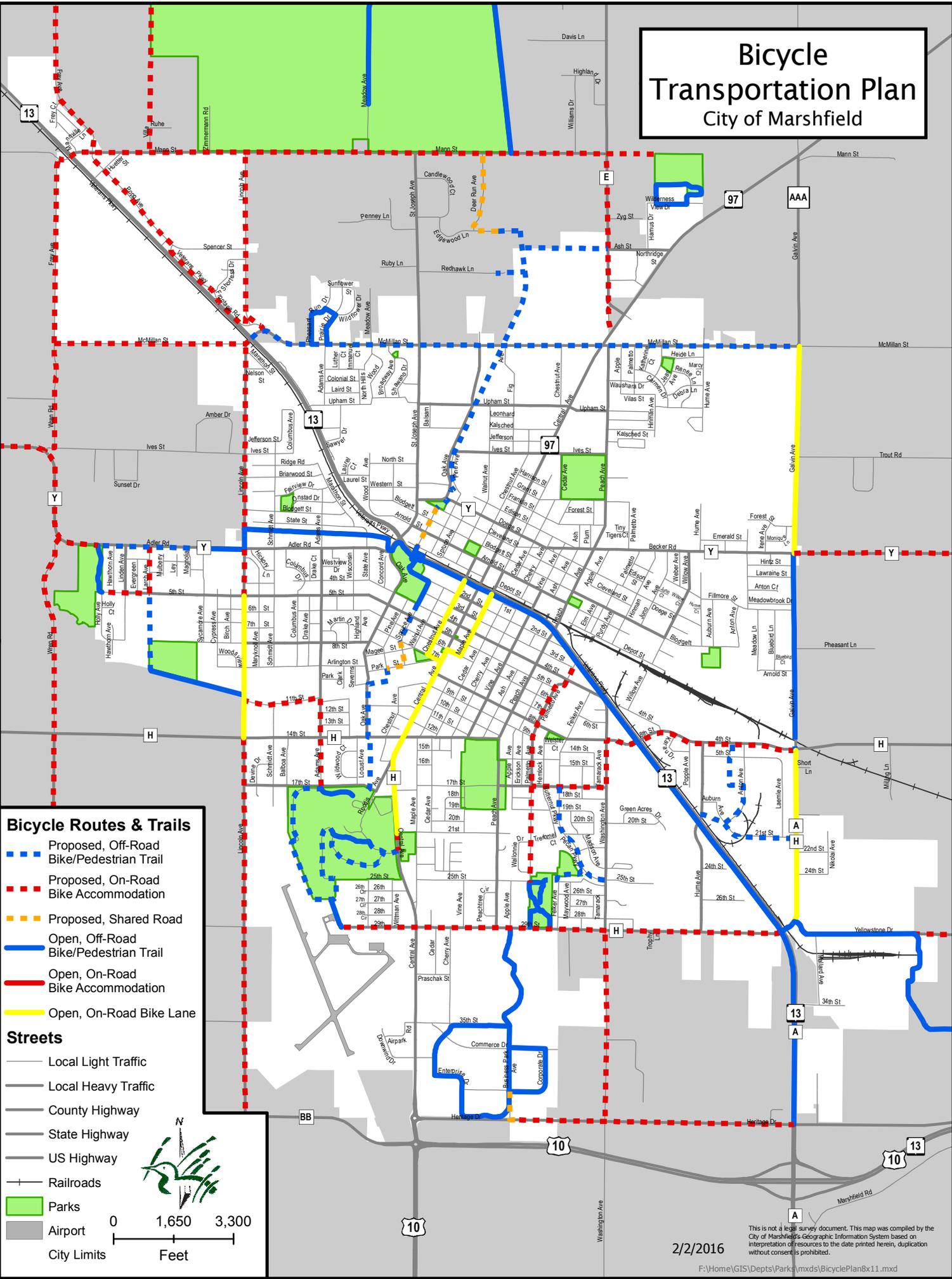
6.1



**Roadway Functional Classification**

# Bicycle Transportation Plan

## City of Marshfield



**Bicycle Routes & Trails**

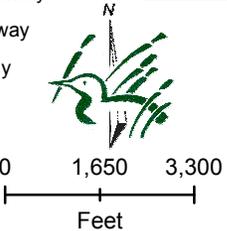
- Proposed, Off-Road Bike/Pedestrian Trail
- Proposed, On-Road Bike Accommodation
- Proposed, Shared Road
- Open, Off-Road Bike/Pedestrian Trail
- Open, On-Road Bike Accommodation
- Open, On-Road Bike Lane

**Streets**

- Local Light Traffic
- Local Heavy Traffic
- County Highway
- State Highway
- US Highway
- Railroads

■ Parks  
■ Airport

City Limits



2/2/2016

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