



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**2017 COMPREHENSIVE PLAN UPDATE  
STEERING COMMITTEE  
Thursday, July 14, 2016  
3:00 PM  
Conference Room 108  
First Floor, City Hall Plaza**

**AGENDA**

1. Call to order – Chairperson, Joe Gustafson
2. Approval of Minutes – May 12, 2016
3. Citizen Comments
4. Review Existing Conditions Report
5. Discussion of Future Public Participation Efforts
6. Identify Issues and Opportunities
7. Discuss Overall Goals, Objectives, and Policies for the Comprehensive Plan
8. Set Meeting Date and Future Agenda Items
9. Adjourn

Posted this 7<sup>th</sup> Day of July, 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, MAY 12, 2016**

Meeting called to order by Chairman Gustafson 3:05 P.M. in Conference Room 108 of City Hall Plaza.

**PRESENT:** Chairperson Joe Gustafson; Alderperson Ed Wagner; Ann-Marie Nelson Brine (via phone); Dan Knoeck; Justin Casperson; Sam Warp; and Bob Haight (arrived at 3:23pm).

**ABSENT:** Mayor Chris Meyer (excused); Bob Trussoni (excused); and Michelle Morley (excused).

**ALSO**

**PRESENT:** Josh Miller, City Planner; Sam Schroeder, Zoning Administrator; and Sylvia Wagner.

*No quorum at the start of the meeting.*

**Review Young Professionals Forum Summary**

Miller gave a brief overview of the Young Professional forum. The committee reviewed the summary of responses from the discussion forum that was held with the Marshfield Young Professionals on Monday, April 25, 2016 at 6:00 pm at the Marshfield Curling Club.

*Haight arrived late at 3:23 pm meeting the quorum requirements.*

**Election of Vice-Chairperson**

Nominations were held for Vice-Chairperson.

Wagner nominated Nelson Brine.

There being no further nominations the Chairperson declared the nominations closed.

**CPSC16-03** Motion by Wagner second by Warp to elect Ann-Marie Nelson Brine as Vice-Chairperson of the Comprehensive Plan Update Steering Committee.

**Motion Carried.**

**Approval of Minutes – February 11, 2016 and April 14, 2016**

**CPSC16-04** Motion by Casperson second by Haight to approve the minutes of February 11, 2016.

**Motion Carried.**

**CPSC16-05** Motion by Knoeck second by Haight to approve the minutes of April 14, 2016.

## **Motion Carried.**

### **Citizen Comments**

No citizen's comments.

### **Review Community Survey Draft Report**

The committee reviewed the draft results of the Community Survey and had the following comments:

- Good demographic
- Mostly males taking the survey was interesting
- Nelson Brine: safe community with safe schools, biggest thing is the road condition, amusing comments – no access b/c of handicap, update Hefko water park, shortage of living wage jobs, 82% of people wanted manufacturing jobs however a lot of the people that answered this question was older, year round sports complex?
- Outdoor Water Park
- High percent of people 60/40 were okay with taxes in reference to services
- Downtown Park – really dislike park

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

The next meeting will be held on Thursday, June 9, 2016 in Conference Room 108 of City Hall Plaza.

### **Adjourn**

Motion by Haight second by Warp to adjourn the meeting at 3:52 pm.

**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: July 14, 2016

RE: Staff Memo

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

Staff was not able to connect with any additional groups since the last Steering Committee meeting. Schools are out for the summer so any meeting will have to take place in the fall. Both the high school and colleges are interested in participating in a community planning discussion, so those meetings will be set up for later summer/early fall. During the summer staff will focus on getting other groups such as the retired/elderly and realtors to meet over the summer and discuss their vision for the community.

We will also be looking to hold a mid-term open house sometime in July or August to share with the public the Existing Conditions Report and other public feedback that has been offered to date. Please take a look at your calendars for availability in July and August so we can begin planning for that meeting.

Staff is also planning to interview the Alderpersons one on one to get their feedback on the direction of the community. At the meeting we can discuss some general questions that we'd like to pose to each Alderperson.

## **Review and Discuss Issues and Opportunities**

To date, we have received quite a bit of information and feedback from various sources (Existing Conditions Report, Town Hall Kickoff Meeting, Resident Surveys, and a Public Forum with the Marshfield Young Professionals). Summaries and documents for this information can be found on the City's website here:

[http://ci.marshfield.wi.us/departments/development\\_services/comprehensive\\_plan\\_update.php](http://ci.marshfield.wi.us/departments/development_services/comprehensive_plan_update.php).

Staff would like to have each Steering Committee member come up with 5 "Issues" facing Marshfield and 5 "Opportunities" for Marshfield's future that we can discuss at the meeting. Materials found in the link above can help formulate some ideas, but they issues and opportunities can also come from topics you're aware of or have heard about from other residents.

At the meeting, we will then go through and rank them based on priority. Ideally, these will become areas we focus on throughout the development of the Comprehensive Plan. Try to utilize the different topics – Demographic Trends, Land Use, Housing, Agricultural/Cultural/Natural Resources, Health, Economic Development, Transportation, Utilities and Community Facilities, and Intergovernmental Cooperation.

Staff has provided some examples below:

### **Issues**

- Lack of quality housing downtown (Housing)
- Declining population projections (Demographic Trends)
- Rising cost of road and utilities repair and maintenance (Transportation and Utilities and Community Facilities)
- Shortage of adequate daycare facilities (Utilities and Community Facilities)
- Supply of 3-bedroom rentals is not meeting demand (Housing)

### **Opportunities**

- Short commute times (Demographic Trends)
- Medical spinoff businesses (Economic Development)
- Safety improvements for multimodal accommodations (Transportation)
- Planning for a new aquatic facility (Utilities and Community Facilities)
- Good relationships with adjacent Townships (Intergovernmental Cooperation)

### **Discuss Overall Goals, Objectives, and Policies for the Comprehensive Plan**

One of the requirements of the Issues and Opportunities element by State Statute is to provide a statement of overall objectives, policies, goals, and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period.

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

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

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

Values:

- Community: We celebrate our differences, engage all generations, and seek to create a feeling of belonging.

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

### Goals

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

The statutes do not define the terms goals, objectives, policies, and programs. Some common understandings of these terms are:

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

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

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

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

The Comprehensive Plan currently has an extensive list of "goals" listed below. Some of the goals listed below are probably better suited as objectives. Some of the more general goals could be utilized as overall guiding principles for the City. Others could be incorporated into specific elements throughout the goals, objectives, and policies development process.

Staff would like the Committee to review the goals below and see if they are all still valid, need to be revised, or if we are missing goals that could be critical to the growth and development of Marshfield.

### **Quality of Life**

1. Maintain and enhance all of Marshfield's quality of life advantages, including those in the arts, community events, outdoor recreation, education, historic and

- cultural heritage, social opportunities, and small-town livability. Promote the City by emphasizing these advantages, coupled with superior healthcare and Marshfield's low cost of living.
2. Maintain public safety as a key component of Marshfield's livability. This includes police, fire, and rescue services.
  3. Promote design that is both functional and attractive, recognizing that a community's character contributes to its quality of life. Design should include the incorporation of green space, the preservation of natural features, and provisions for other details and amenities.
  4. Continue Marshfield's tradition of compact and connected development patterns that promote community interaction.
  5. Identify and enhance the appeal of Marshfield as a place to live and work with various demographic groups, particularly young singles, families, and the elderly, as well as various ethnic cultures.

### **Community Growth and Development**

1. Manage growth to ensure development and redevelopment occurs in a planned and coordinated manner.
2. Define the uses, forms, and intensities of new developments that are needed and compatible within the community and its neighborhoods. Utilize available tools to ensure development meets these benchmarks.
3. Locate growth where it can be efficiently and economically served by existing and planned streets and public utilities.
4. Continue downtown improvement efforts and maintain this area as the City's center for cultural, civic, and government activities.
5. Identify areas for preserved open space and protect natural drainage ways and wetlands from development.

### **Intergovernmental Planning and Development**

1. Identify cooperative solutions for regional development issues that impact the entire Marshfield community, including areas outside the City's boundaries.
2. Work cooperatively with surrounding governments to protect sensitive environmental features and productive farmland in areas where development is not planned.
3. Manage growth in the Marshfield's three mile planning area. Utilize intergovernmental agreements, extraterritorial controls, and other cooperative efforts to achieve this.

### **Economic Development**

1. Ensure the City of Marshfield remains the economic hub for the local trade area by determining locations, possible incentives, and working relationships necessary for City economic growth.
2. Diversify the City's employment base and attract additional "higher-technology" industries to Marshfield.
3. Participate in efforts to support economic development throughout the Wood, Marathon, and Portage County "Ruro-Plex."
4. Maintain an adequate supply of land for industrial development.

5. Organize future commercial and business growth in planned activity centers, rather than on scattered sites or highway strips. Promote this to avoid poor traffic circulation and community character concerns.
6. Promote the redevelopment of vacant commercial properties.

### **Housing & Neighborhoods**

1. Promote the creation of distinct neighborhoods - not just “cookie-cutter” subdivisions.
2. Allow for a range of housing types and styles that provide desirable and attainable housing options for all that live and work in Marshfield.
3. Provide adequate streets, sidewalks, parks, and other public amenities in neighborhoods.
4. Expand the supply of middle-income family housing in the community, including moderately priced single-family homes.
5. Identify strategies to maintain and improve the quality of the City’s housing stock.
6. Identify target areas for neighborhood rehabilitation and develop strategies to rehabilitate blighted or deteriorating housing.
7. Utilize existing senior housing resources and monitor the need for additional programs and housing options.

### **Community Appearance**

1. Coordinate public and private efforts to beautify the entrances into the community.
2. Promote quality architectural and landscape design.
3. Enforce signage regulations and consider other controls that limit billboards and promote the creation of well-designed signs.
4. Screen and/or buffer unsightly outdoor equipment, materials, and vehicle storage areas from public view from streets and other right-of-ways.
5. Develop strategies that encourage the maintenance of commercial and residential properties.
6. Identify the desirable aspects of Marshfield’s historic neighborhoods and take efforts to maintain this character.
7. Require infill development to be compatible with the size, scale, intensity, and character of the remaining neighborhood.

### **Public Services**

1. Coordinate future development and redevelopment projects with the availability of existing or planned public utilities and facilities.
2. Direct future growth to areas where it is efficient and cost-effective to provide public services. Consider municipal water supply, sanitary sewer, schools, fire, police, rescue, and related services.
3. Protect property owners from inequitable taxes or service costs resulting from new development. Unless an incentive program has been formally agreed to, development should pay for the cost of municipal services or improvements resulting from the project.
4. Evaluate new development proposals on the basis of their fiscal impact and their impact on service levels elsewhere in the community.

## **Transportation**

1. Maintain efficient access for out-of-town visitors and patients to the Marshfield Clinic and St. Joseph's Hospital.
2. Provide safe and efficient traffic circulation serving all modes of transportation in the City.
3. Reduce truck traffic and congestion on Central Avenue and plan other truck routes to serve the community.
4. Maintain a rational hierarchy of streets serving all aspects of the community. Utilize low volume local streets, collector streets, and arterials to provide circulation between neighborhoods and the community.
5. Provide safe pedestrian and bicycle circulation throughout the City, especially between residential neighborhoods, parks, and schools.
6. Provide convenient and attractive downtown parking for vehicles and bicycles. Identify solutions that address the needs of resident, customer, and employee parking.
7. Promote four-lane highway access to Interstate highways and urban centers.
8. Promote better air and inter/intra-city bus and taxi service for residents and businesses.

## **Parks and Outdoor Recreation**

1. Continue maintenance and care of existing park and recreation facilities and resources.
2. Provide neighborhood parks and playgrounds within safe walking distance of all residential neighborhoods.
3. Promote public and private partnerships in the development and maintenance of community parks and special use facilities (sports facilities, aquatic centers, zoos, etc.).
4. Continue to improve the connectivity of the Marshfield bicycle system by planning for additional routes.
5. Provide for increased year-round usage of Fair Park.