



CITY OF MARSHFIELD
MEETING NOTICE

**2017 COMPREHENSIVE PLAN UPDATE
STEERING COMMITTEE
Thursday, August 18, 2016
3:00 PM
Conference Room 108
First Floor, City Hall Plaza**

AGENDA

1. Call to order – Chairperson, Joe Gustafson
2. Approval of Minutes – July 14, 2016
3. Citizen Comments
4. Discuss Issues and Opportunities listed in the Issues and Opportunities Chapter
5. Review Natural, Cultural, and Agricultural Resources Chapter
6. Discuss Mid-Term Town Hall Meeting
7. Set Meeting Date and Future Agenda Items
8. Adjourn

Posted this 11th Day of August, 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, JULY 14, 2016

Meeting called to order by Chairman Gustafson 3:03 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Chairperson Joe Gustafson; Alderperson Ed Wagner; Ann-Marie Nelson Brine; Dan Knoeck; Justin Casperson; and Sam Warp

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

ALSO

PRESENT: Josh Miller, City Planner; Sam Schroeder, Zoning Administrator; and Jason Angell, Director of Development Services.

Approval of the Minutes – May 12, 2016

CPSC16-06 Motion by Nelson Brine second by Casperson to approve the minutes of May 12, 2016.

Motion Carried.

Citizen Comments

No citizen's comments.

Review of the Existing Conditions Report

Miller opened up the discussion by stating that the existing conditions report has been posted on the City website and is still in draft form so he is still accepting comments and can still make changes.

Nelson Brine brought up a few topics that she believed could make a good impact within the existing conditions report including tourism, land marks, historical places, water quality issues, sidewalk requirements for new development, electrical service requirements, contaminated sites within Marshfield, and water usage. These topics were briefly discussed among the group in more detail.

Discussion of Future Public Participation Efforts

Miller gave a brief overview of past public participation efforts and the possible future public participation efforts including the schools which will be revisited in the fall, open houses, and interviews with the Alderpersons. Miller explained that another public participation event is likely over the next coming months seeing as we are at the midpoint of the process. The committee discussed after school starts or use on another event such as the library grand opening to maximize the potential interactions.

Angell suggested keeping the questions for the interviews with Alderpersons short and focused: what concerns/visions do they have for their district? and what concerns/visions do they see for the overall community?

Gustafson asked miller if we could keep people engaged using summaries of the process with the email list that has been compiled through the public participation process.

Identify Issues and Opportunities

The committee discussed the issues they see facing Marshfield but also the opportunities for Marshfield's future. Many of the issues in a sense can be directly tied to an opportunity. The following is a list of discussed topics: City population, water quality, housing stock, buildable residential 1-2 family lots, community appearance, Peach Ave Corridor – reaching capacity, W McMillan St and N St. Joseph Ave intersection – congestion, funding for street improvement and maintenance, a simple strategic plan, quality of life, recreational opportunities – aquatic, redevelopment areas, screening/landscaping entry corridors, Hwy 10 corridor, partnerships with the City and other organizations (medical), senior housing, etc.

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

Miller gave a brief overview of the State Statute requirements and the Mission and Vision statements taken from the Common Council Strategic Planning process. The group concurred that we could likely reference this document in the Comprehensive Plan as coming from the Council.

Nelson Brine brought up the consideration of an implementation committee after the Comprehensive Plan is adopted to take goals or objectives and make them reality.

Set Meeting Date and Future Agenda Items

The next meeting will be held on Thursday, August 18, 2016 in Conference Room 108 of City Hall Plaza at 3:00 PM.

Adjourn

Respectfully submitted,

Sam Schroeder
Zoning Administrator



City of Marshfield Memorandum

TO: 2017 Comprehensive Plan Update Steering Committee
FROM: Josh Miller, City Planner
DATE: August 18, 2016

RE: Staff Memo

Discuss Issues and Opportunities listed in the Issues and Opportunities Chapter

We've reviewed most of the data in the Issues and Opportunities chapter already. The chapter is included in the packet as a first draft of the Comprehensive Plan so you can see the initial layout of the chapter and also review the issues and opportunities summary at the end of the chapter compiled from the public participation received to date. The primary focus for this agenda item is to review the issues and opportunities listed at the end and look at the layout of the chapter.

Review Natural, Cultural, and Agricultural Resources Chapter

Most of the background data has already been reviewed from this chapter in the Existing Conditions Report. Staff would like the Steering Committee to look at the Cultural Resources section, Community Values section and the Goals, Objectives, and Programs, Policies, and Recommendations section.

Discuss Mid-Term Town Hall Meeting

Our next Town Hall meeting is tentatively scheduled for September. The initial concept for this meeting is to present the existing conditions and provide an opportunity for the public to review, comment, and ask questions about the information gathered to date. We will be discussing the format for the meeting, as well as the date, time, and location.

2 Issues and Opportunities

Introduction

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

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

Demographic Trends

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

Historic Population

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

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

Table 2.1: Wisconsin DOA Population Trends

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

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

Age and Gender Distribution

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

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

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

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

The 2010 U.S. Census shows that Marshfield’s population is approximately 53% Female and 47% Male. This percentage is similar to the 2000 U.S. Census.

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

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

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

Race

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

Table 2.3: Population by Race, 2000 and 2010

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

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

Education Levels

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

Table 2.4: Educational Attainment, 2000 and 2010

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

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

Income Levels

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

As shown in Table 2.5, per capita income for Marshfield residents was higher in 1999 than per capita income in Wood County, Marathon County and the State of Wisconsin. In 2010, it was higher than Wood County and Marathon County, but slightly lower than the State of Wisconsin. However, the median household and median family income is lower than all three by a significant margin in some cases. In 2010, the household and family sizes in the City were smaller than those in the adjacent counties and the state.

Table 2.5: Income Levels, 1999 - 2010

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

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

Employment Characteristics

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

Labor Force

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

Table 2.6: Employment Status of Marshfield Residents, 2010

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

Source: U.S. Census Bureau, 2010

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

Industry

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

Table 2.7: Labor Force Characteristics of Marshfield Residents, 2010

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

Source: 2006-2010 5-Year American Community Survey

Commute to Work

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

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

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

According to the 2006-2010 American Community Survey, mean travel time to work for Marshfield residents was 14.8 minutes (up 2 minutes from the 2000 Census) which means that most residents still worked in or very close to the City. This compares to the State mean travel time of 21.3 minutes. Of Marshfield's labor force, 79.3% drove to work alone, 10.4% carpooled and 4.5% walked. In Wisconsin, 79.8% drove to work alone, 9.3% carpooled and 3.4% walked. Essentially, Marshfield residents have a significantly shorter commute compared to the state average. Additionally, residents carpool to work slightly more than the state average, but walk less. Due to the short average commute time, it could indicate that walking or biking is a feasible commuting option for more residents.

Demographic Forecasts

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

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

Population Forecasts

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

Although recent population estimates show an increase in population, based on the DOA projections, the City of Marshfield and Wood County are expected to see a decrease in population over the next 25 years.

Table 2.8: Population Projections, 1990 - 2040

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

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

Household Forecasts

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

Table 2.9: Household Projections

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

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

Employment Forecasts

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

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2012 and 2022. Healthcare Practitioner projects to have the largest number (2,257) and percent (18%) increase in employment. Only one occupation group, Farming, Fishing, and Forestry, shows a decline in the number of positions (-312). Of the occupation groups listed, Office and Administrative Support shows the greatest increase in the number of average annual openings (902).

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

Occupation Group	Employment				Average Annual Openings			Median Annual Wage
	2012 Employment	Projected 2022 Employment	Change (2012-2022)		Due to Growth	Due to Replacement	Total Openings	
			Number	Percent				
All Occupations	190,647	204,652	14,005	7%	1,594	4,424	6,018	\$32,649.00
Management	8,273	8,874	601	7%	63	167	230	\$76,839.00
Business and Financial	8,007	8,568	561	7%	61	167	228	\$50,519.00
Computer and Mathematical	3,956	4,441	485	12%	50	64	114	\$61,197.00
Architecture and Engineering	2,309	2,409	100	4%	11	55	66	\$59,012.00
Life, Physical, and Social Science	1,264	1,465	201	16%	21	40	61	\$47,098.00
Community and Social Service	1,880	1,954	74	4%	8	44	52	\$44,283.00
Legal	792	887	95	12%	10	13	23	\$53,887.00
Education, Training, and Library	3,994	4,169	175	4%	20	88	108	\$44,734.00
Arts, Entertainment, and Media	2,211	2,348	137	6%	18	53	71	\$34,565.00
Healthcare Practitioners	12,779	15,036	2,257	18%	226	254	480	\$58,750.00
Healthcare Support	6,667	7,575	908	14%	91	127	218	\$27,739.00
Protective Service	3,246	3,423	177	5%	18	94	112	\$37,978.00
Food Preparation and Serving	15,595	16,667	1,072	7%	109	576	685	\$18,507.00
Building & Ground Maintenance	6,057	6,856	799	13%	80	122	202	\$22,922.00
Personal Care and Service	7,831	8,990	1,159	15%	116	128	244	\$21,536.00
Sales and Related	18,854	19,508	654	3%	78	592	670	\$22,627.00
Office and Administrative Support	30,469	31,971	1,502	5%	191	711	902	\$29,930.00
Farming, Fishing, and Forestry	2,536	2,224	-312	-12%	0	48	48	\$23,063.00
Construction and Extraction	7,544	8,603	1,059	14%	106	125	231	\$42,972.00
Installation, Maintenance, Repair	8,349	8,737	388	5%	47	184	231	\$38,195.00
Production	21,302	21,788	486	2%	118	421	539	\$32,731.00
Transportation & Material Moving	16,732	18,159	1,427	9%	152	352	504	\$32,390.00

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

Issues and Opportunities

The demographic information, along with the variety of public participation feedback the City received throughout the planning process have been used to identify Issues or concerns in the community as well as Opportunities or hopes for the future of Marshfield. Some of the main Issues and Opportunities identified during the public participation exercises are described below. This information was utilized to develop the goals, objectives, and policies throughout each element.

Community Values

Issues

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

Opportunities

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

- Free public wifi.
- Improve engagement with residents on local policies.
- Continue developing area arounds the zoo.
- More ethnic food options.
- Short commute.

Housing

Issues

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

Opportunities

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

Transportation

Issues

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

Opportunities

- Interstate transportation routes to/near Marshfield will help bring businesses in.
- Little traffic congestion.
- Expand trail system to make a connected loop throughout the city.
- Connect gaps in the sidewalk system.
- Better public transportation options that address working hour periods.

Utilities and Community Facilities

Issues

- Maintaining and growing education opportunities in Marshfield.
- Hefko Pool is in poor condition.
- Some of the parks are not being maintained adequately (Connor Park).
- Under funded elementary schools.
- Raising taxes to pay for improvements.
- Making unnecessary improvements such as 2nd Street Corridor and the Community Square

Opportunities

- Introduce new outdoor aquatic center to replace Hefko Pool.
- Centralized indoor/outdoor active recreation opportunities.
- More family recreational opportunities (x-country skiing trails, BMX bike track, fishing pond).
- Emergency response services are high quality.
- High quality education system (schools, universities, library).
- Improve recreational trail system.
- Year-round sports complex.
- Maintain existing facilities and phase out less popular ones.
- Adequate drinking water

Natural, Cultural, and Agricultural Resources

Issues

- More sources of high quality drinking water.
- Emerald Ash Borer having an impact on City trees and the cost associated with treatment.
- Agricultural uses next to residential.

Opportunities

- Consistent recycling in public buildings.
- City-wide recycling initiative.

Economic Development

Issues

- Too reliant on one main industry – the Clinic.
- High tax rates.
- Income inequality.
- Aging of local business owners.
- People leaving town do to their shopping, dining, etc.
- Empty business park.
- Labor force participation rates are declining (Nation, State and County wide trend).

- Lack of jobs – non-medical white collar jobs.
- Not enough high paying jobs.

Opportunities

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

Land Use

Issues

- Not enough buildable residential lots.

Opportunities

- Marshfield is growing at a desirable pace.
- New development towards U.S. Highway 10.
- Focus on infill development.
- Redevelop blighted areas.

Intergovernmental Cooperation

Issues

- Communication with the School District on projects like the sports complex.

Opportunities

- Continue great working relationship with the Town of McMillan and look for other opportunities with adjacent Townships.

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

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

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

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

Values:

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

Goals:

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

Goals, Objectives, Policies, and Programs

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

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

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

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.

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

DRAFT

3 Natural, Cultural, and Agricultural Resources

Introduction

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

The natural environment of the City of Marshfield contributes greatly to the residents' quality of life. A variety of unique natural resources are present throughout the City. These important resources are depicted on the Natural Resources Map (Map 3.1) and are discussed below.

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

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

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

Assessment of Existing Conditions

Natural Resources

Surface Water (Map 3.1 Natural Resources)

The City of Marshfield is located in close proximity to many small ponds, rivers, and creeks. The two ponds within the City limits are man-made ponds located within Wildwood Park. The East Branch of the Yellow River is found west of the City and drains to the Wisconsin River. In addition to the Yellow River, there are four streams in close proximity to Marshfield: Beaver Creek, Mill Creek, Scheuer Creek, and Squaw Creek. All three of the watersheds that cover Marshfield are part of the larger Central Wisconsin River Basin. Ultimately, surface water that continues to flow downstream will eventually end up in the Mississippi River.

Floodplains (Map 3.1 Natural Resources)

Areas surrounding Mill Creek and the Yellow River East Branch are designated as floodplain. Floodplains are defined by FEMA and include areas that have been or may be covered by floodwater during the “regional flood.” The regional flood is determined to be representative of large floods known to have occurred in Wisconsin or that may be expected to occur on a particular lake, river, or stream. In any given year there is a 1% chance that the regional flood may occur or be exceeded, also known as a 100-year flood event.

Wetlands (Map 3.1 Natural Resources)

There are numerous wetlands located within and surrounding the City of Marshfield. The largest of them is McMillan Marsh north of Marshfield. The 6,500 acre area is also a designated wildlife area. In addition to McMillan Marsh, Mill Creek to the north of Marshfield has many wetlands associated with it. Wetlands are also located east of the City, near to Squaw and Scheuer Creeks.

Wetlands provide valuable wildlife habitat areas, provide important groundwater recharge and water quality functions, and contribute greatly to the aesthetic appeal of the area. Wetlands are protected by the Wisconsin Department of Natural Resource and the U.S. Army Corps of Engineers and alteration of any wetland without regulatory approval from one or both of these agencies is prohibited.

Greenways & Other Environmental Corridors (Map 3.1 Natural Resources)

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

Meadowbrook Greenway

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

Northeast Greenway

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

Pleasant Valley Greenway

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

Southeast Greenway

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

Topography (Map 3.2 Elevations)

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

Soils and Slopes (Map 3.3 Slopes and Map 3.4 Depth to Bedrock)

The non-wetland soil types found in the planning area are sandy loam and silt loam soil developed from glacial till or moraine deposits, including Marshfield Silt Loam 0 to 3 percent slope, Santiago Silt Loam 2 to 6 percent slope, and Freeon Silt Loam 6 to 12 percent slope. (Sewer Service Plan).

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

Map 3.4 shows the depth to bedrock based on the Wisconsin Geological and Natural History Survey. The area with the shallow depth to bedrock (0-5 feet) is east of Anton Avenue, straddled on the north and south side of Becker Road.

Drainage Basins and Watersheds (Map 3.5 Drainage Basins)

Central Wisconsin River Basin

Marshfield is located within the Central Wisconsin River Basin, which is connected to the Wisconsin River. The basin is 4,021 square miles and is divided into 29 watersheds. Land use in the basin is mixed with an abundance of forest as well as farm land. Agriculture in the basin includes cranberries, dairy, and irrigated potato/vegetable production in central sands. (Central Wisconsin River Basin Organization)

Upper Yellow River Watershed

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

Groundwater

The residents of the Marshfield Area receive 100% of their drinking water from local groundwater supplies. Marshfield's municipal wells are shallow (50-90 feet depth) and exist in

narrow, confined bedrock channels. Domestic and farm wells are low yielding wells drilled into fractured rock. Topsoil consists of 8 to 10 feet of tight clay soils, which limits recharge.

Woodlands - Forests

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

Non-Metallic Mineral Resources

There is no mining occurring within the City limits.

Wildlife Habitat and Threatened and Endangered Species

Wildlife is abundant in and surrounding Marshfield. The natural resources outlined above provide many different habitat options to support a diverse wildlife. The Wisconsin Department of Natural Resources reports that there are five (5) rare species within the area: Blanding's Turtle (Threatened), Blunt-lobed Grape Fern (Special Concern), Osprey (Threatened), Prairie Sagewort (Special Concern), and Round Pigtoe (Special Concern Mussel).

Agricultural Resources

Prime Farmland (Map 3.6 Prime Farmland)

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

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

Cultural Resources

Historic Resources (Map 3.7 Historic Properties and Districts)

The City of Marshfield was incorporated in April 1933, at which time the city had a population of 1,000 people. It became a significant railroad stop along the routes between St. Paul, Green Bay, and Chicago. Marshfield is fortunate to have numerous historic properties within the City limits. Table 3.1 outlines the properties within the City that are currently listed on a historic

register and the date they were listed on each register. The Historic Features and Districts Map (3.6) shows the location of the properties.

Table 3.1: City of Marshfield Historic Properties

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

Source: City of Marshfield Historic Preservation Committee

Genealogy and Ancestry

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

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

Art Resources

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

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

Community Values

Quality of Life

Being in and around the natural environment is a critical quality of life component for many. Identifying and protecting those resources are essential as the community grows. Having cultural activities and resources throughout the community is necessary in attracting and retaining a diverse demographic, including Millennials. For Marshfield to continue to grow, these resources and activities should be preserved, promoted, and expanded.

Health and Safety

High quality drinking water is critical to maintaining a healthy population.

Economic and Environmental Sustainability

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

Community Design

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

Goals, Objectives, and Programs, Policies, and Recommendations

Natural Resources

Goals

1. Protect the area's groundwater, natural resources, and threatened and endangered wildlife and wildlife habitat.
2. Protect the area from invasive species

Objectives

1. Provide clean drinking water to residents.
2. Protect and maintain valuable natural and environmental resources such as wetlands, shorelands, and floodplains.
3. Educate the public on invasive species.

Programs, Policies, and Recommendations

1. Continue to monitor and update the wellhead protection overlay district to further protect the City's groundwater; monitor and update the City's Shoreland, Shoreland-Wetland, and Floodplain ordinances to protect natural resources and greenways; and monitor and update the City's Stormwater Management Requirements and Construction Site Erosion Control ordinance to protect the water quality of the community and downstream surface waters.
2. Notify the Wisconsin Department of Natural Resources and consider acquiring easements where environmentally sensitive areas are identified to protect the habitat of rare species.
3. Require any non-metallic mining operations to receive approval with the county and provide adequate buffering between the operations and adjacent developed properties.
4. New development should be encouraged to incorporate sustainable building principles.
5. Educate the public about the effects of the Emerald Ash Borer as well as other invasive species and develop a program to address identified invasive species that reach the area.
6. Develop a map that identifies the areas forestland and consider implementing policies to protect larger tracts of forestland.
7. Require recycling in public facilities and promote the recycling program in the City.

Agricultural Resources

Goals

1. Support agriculture resources surrounding the City, while understanding that ceasing all growth is not in the best interest of the City or the region.

Objectives

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

Programs, Policies, and Recommendations

1. Continue zoning regulations to allow farming of farmland in the City while investigating options for protecting adjacent property owners from adverse effects from agriculture.
2. Consider requiring some buffering between new residential development and agricultural uses.

Cultural Resources

Goals

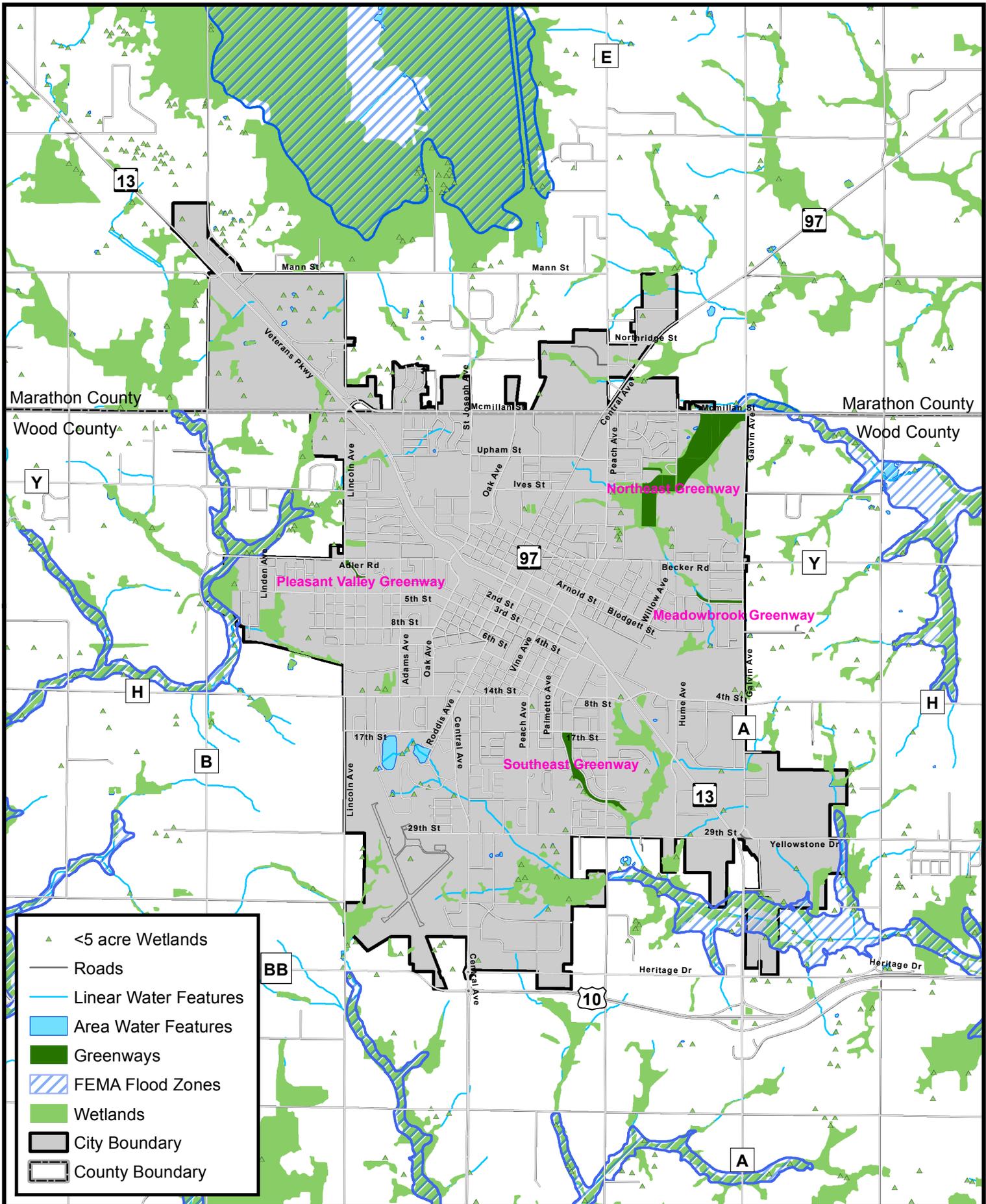
1. Provide an appealing setting for people to want to live, work, play, and raise a family.

Objectives

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

Programs, Policies, and Recommendations

1. Provide guidelines as well as technical support to promote reinvestment in historic structures that retains the historic qualities and character.
2. Promote community design that includes the incorporation of green space, the preservation of natural features, and provisions for other details and amenities, and consider adding these provisions when amending the municipal code.
3. Consider updating and implementing the local historic preservation plan that focuses on bringing different historic preservation groups together, promoting awareness of local historic resources, encouraging preservation of historic structures and resources, and developing a program to archive, share, store, and protect historic materials.
4. Consider establishing an Arts Committee as collaboration with existing arts organizations in order to develop specific strategies to help bring various art and art forms into all areas of Marshfield and to educate citizens and public about how an active arts community contributes to a higher quality of life.
5. Support efforts to make Marshfield a destination center by expanding opportunities for outdoor dining spaces, public gathering spaces, community events, night life, and ethnic food options.
6. Consider the health implications when reviewing and approving new development and consider supporting existing and new programs when there is substantial evidence that such programs foster a healthy community.
7. Ensure there are accommodations for all age groups when designing public spaces.



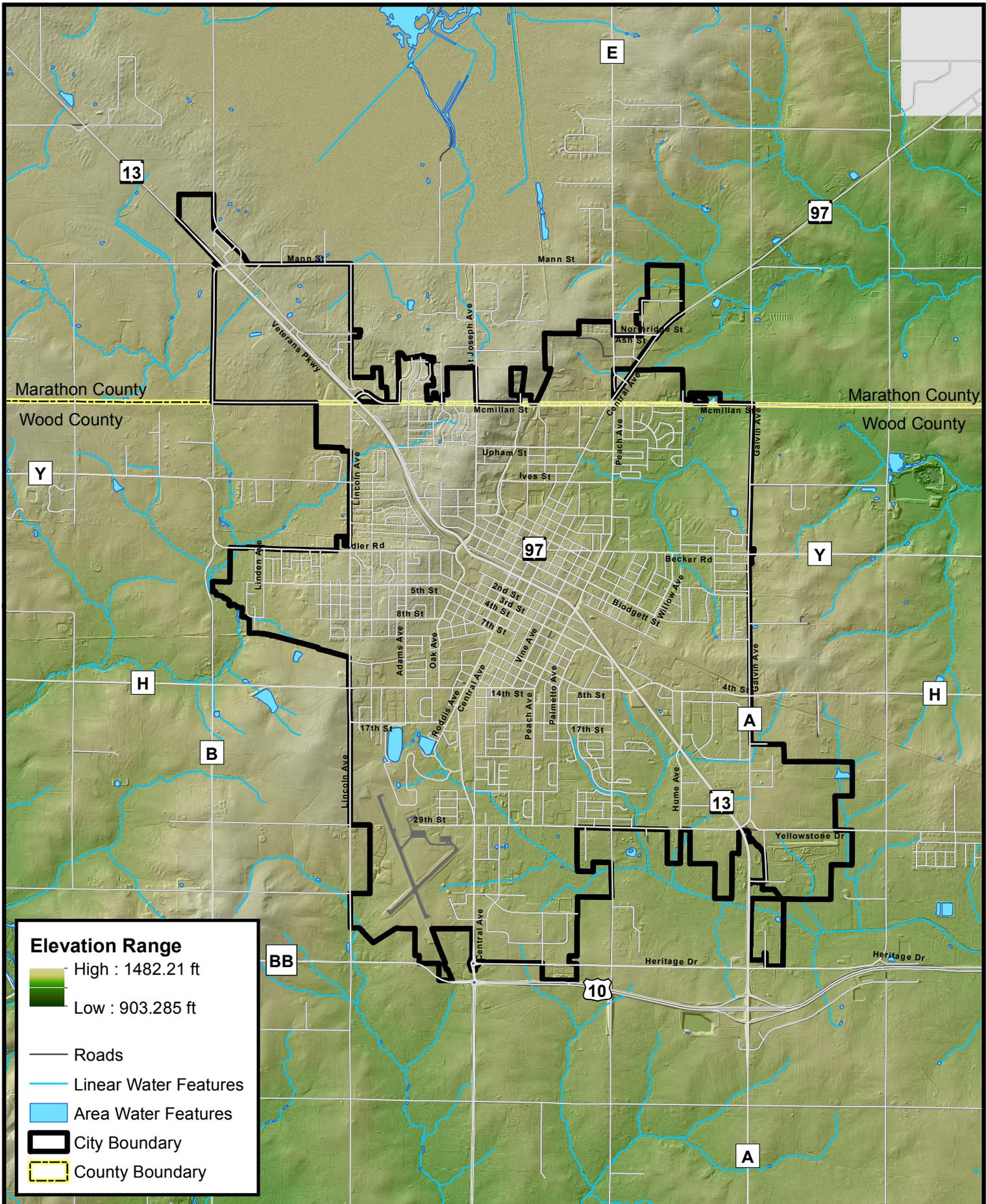
- <5 acre Wetlands
- Roads
- Linear Water Features
- Area Water Features
- Greenways
- FEMA Flood Zones
- Wetlands
- City Boundary
- County Boundary



Natural Resources - Map 3.1
 City of Marshfield - 2017 Comprehensive Plan
 8/11/2016



Sources: City of Marshfield GIS Dept.,
 FEMA, WI DNR 2015
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Elevations - Map 3.2

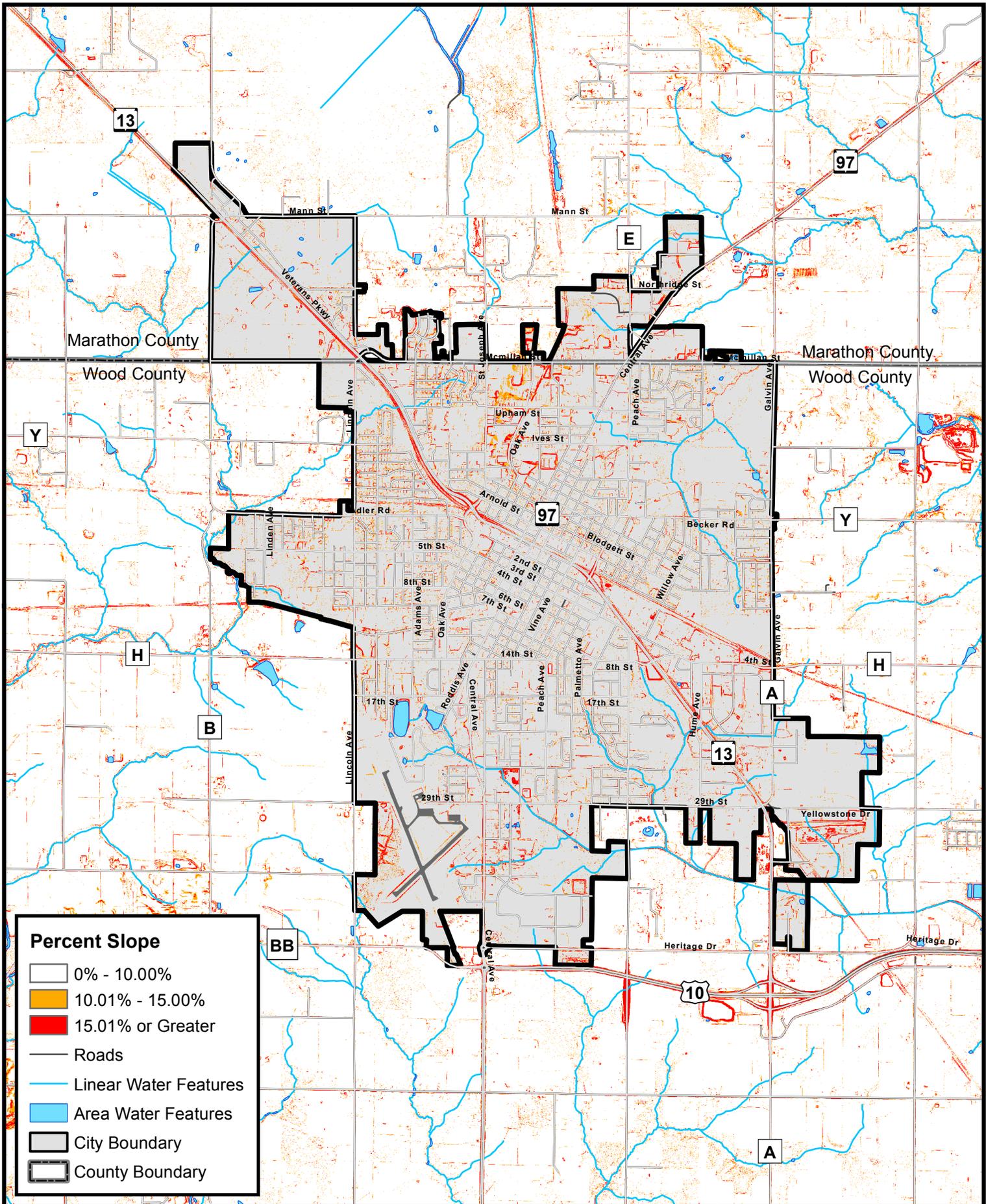
City of Marshfield - 2017 Comprehensive Plan

8/11/2016



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

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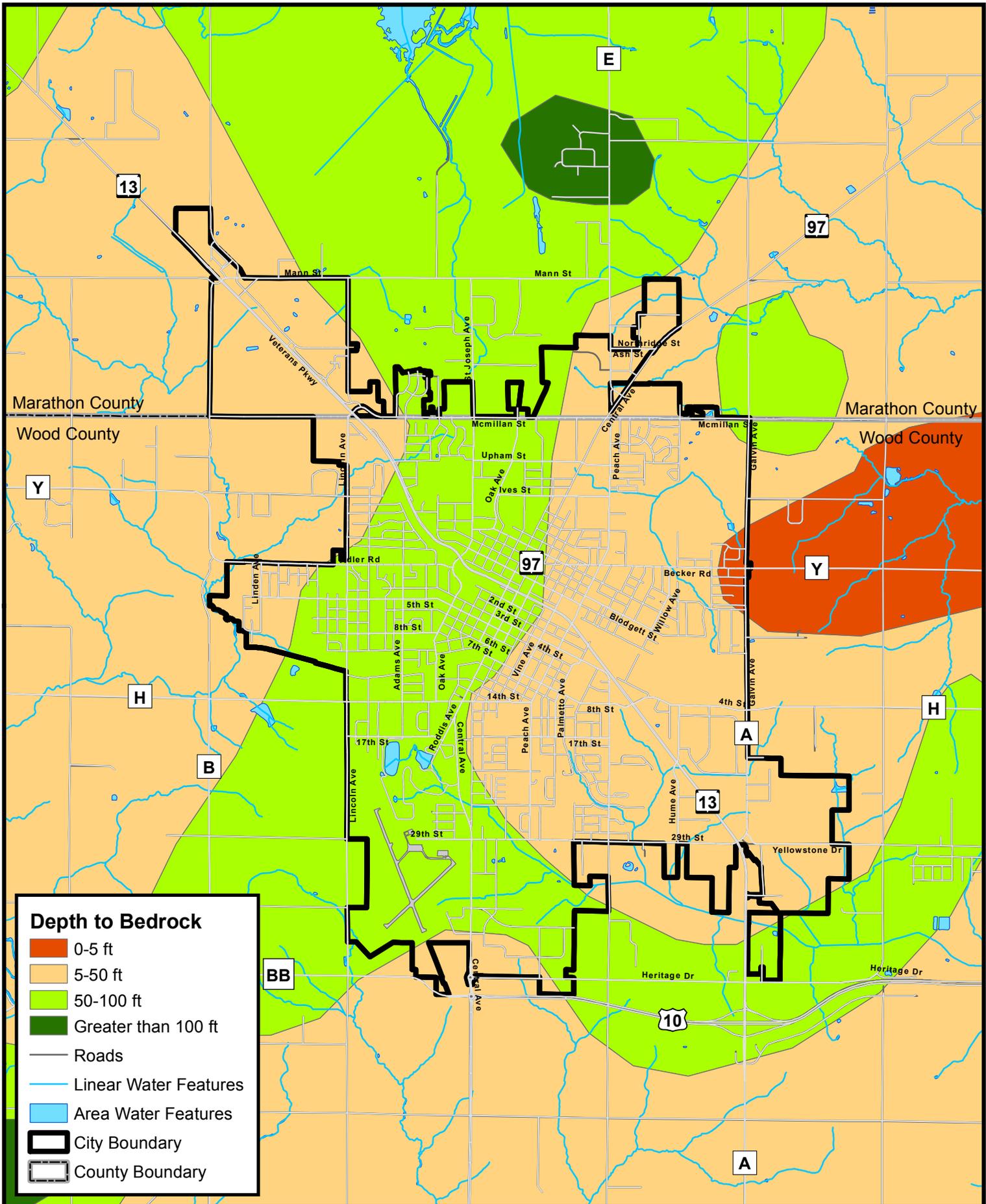


Slopes - Map 3.3

City of Marshfield - 2017 Comprehensive Plan
8/11/2016



Sources: City of Marshfield GIS Dept., 2015 LiDAR flown by Ayres Associates
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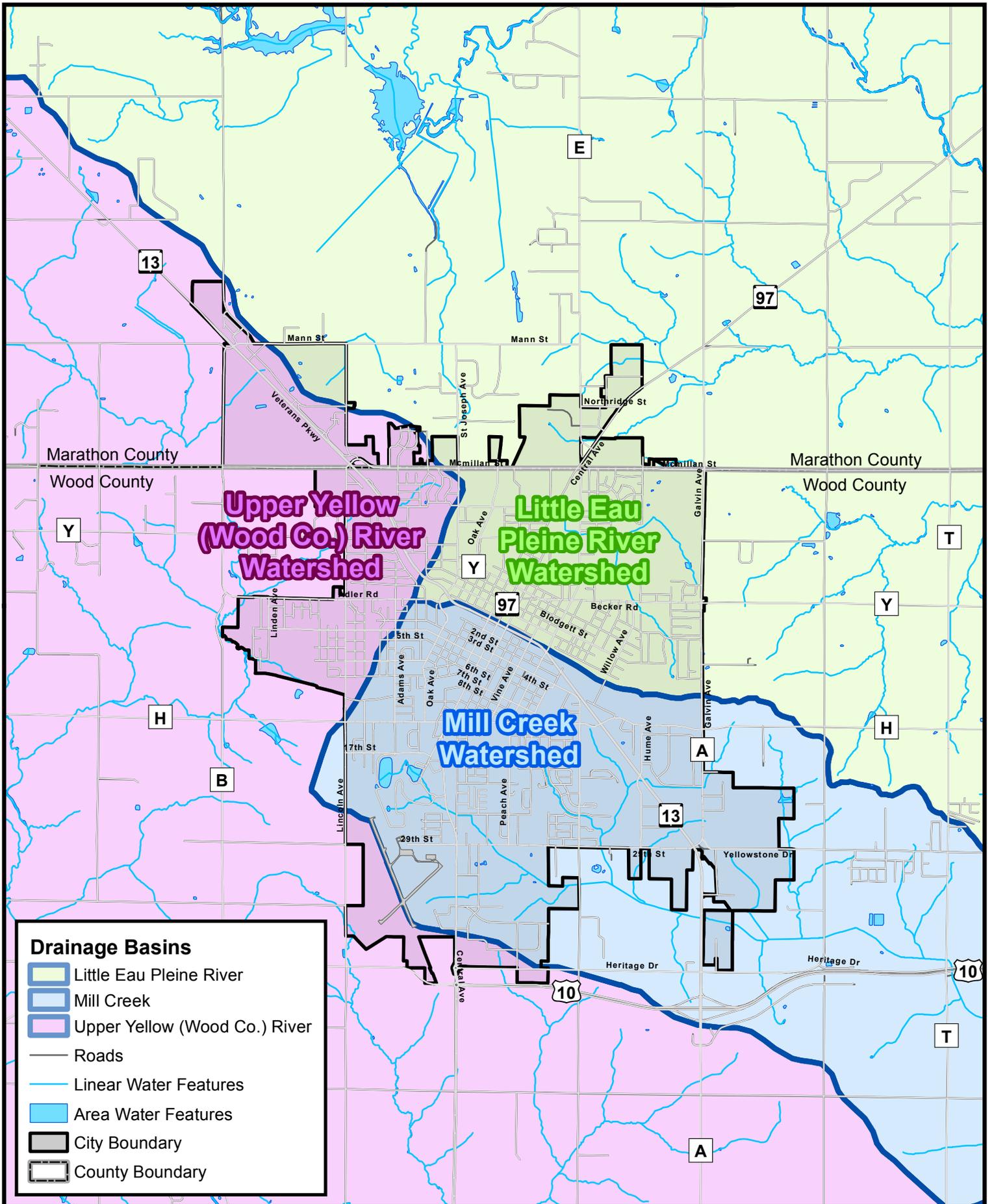
Depth to Bedrock - Map 3.4

City of Marshfield - 2017 Comprehensive Plan

8/11/2016



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



Drainage Basins - Map 3.5

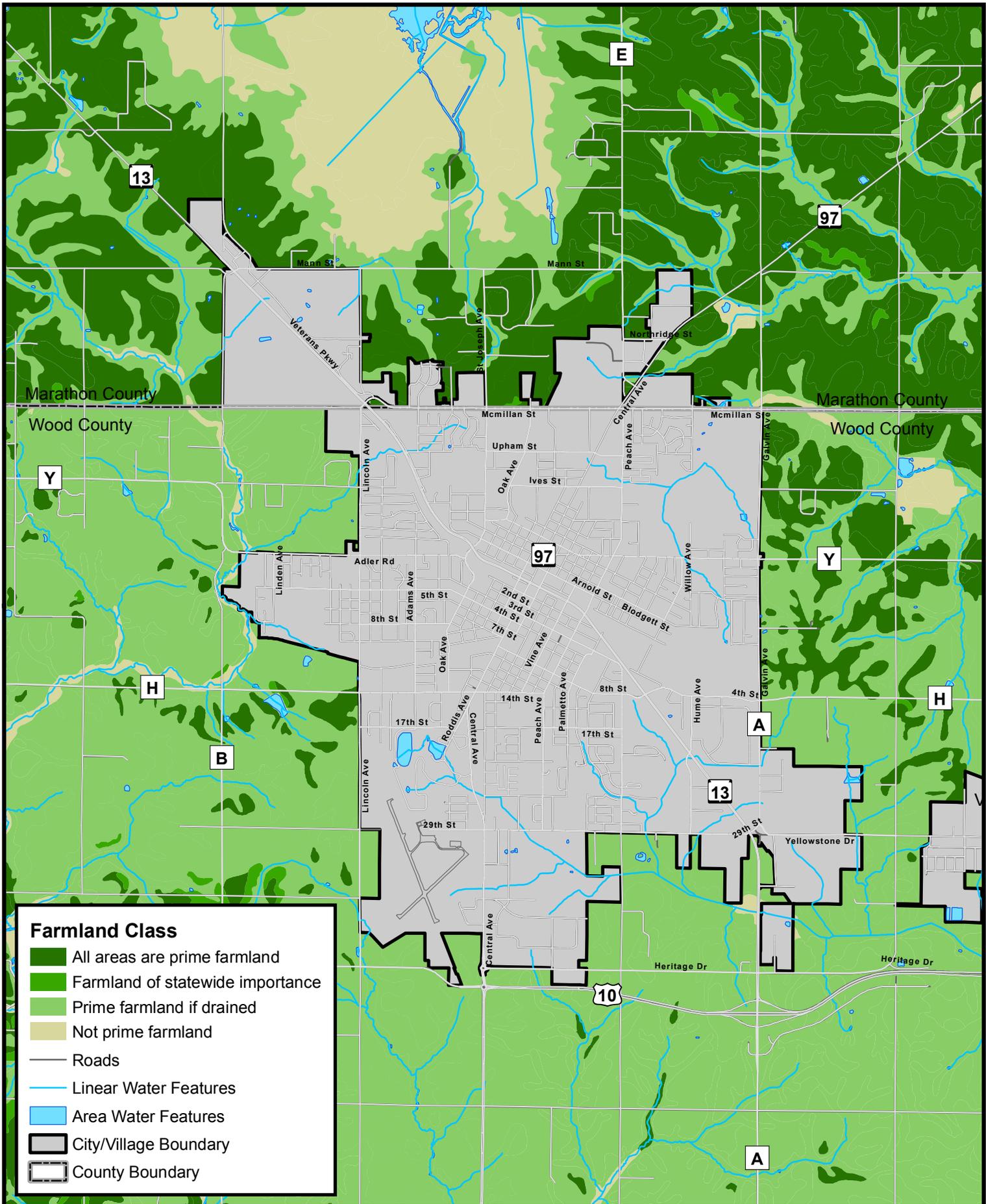
City of Marshfield - 2017 Comprehensive Plan

8/11/2016



Sources: City of Marshfield GIS Dept., WI DNR

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Farmland Class

- All areas are prime farmland
- Farmland of statewide importance
- Prime farmland if drained
- Not prime farmland
- Roads
- Linear Water Features
- Area Water Features
- City/Village Boundary
- County Boundary



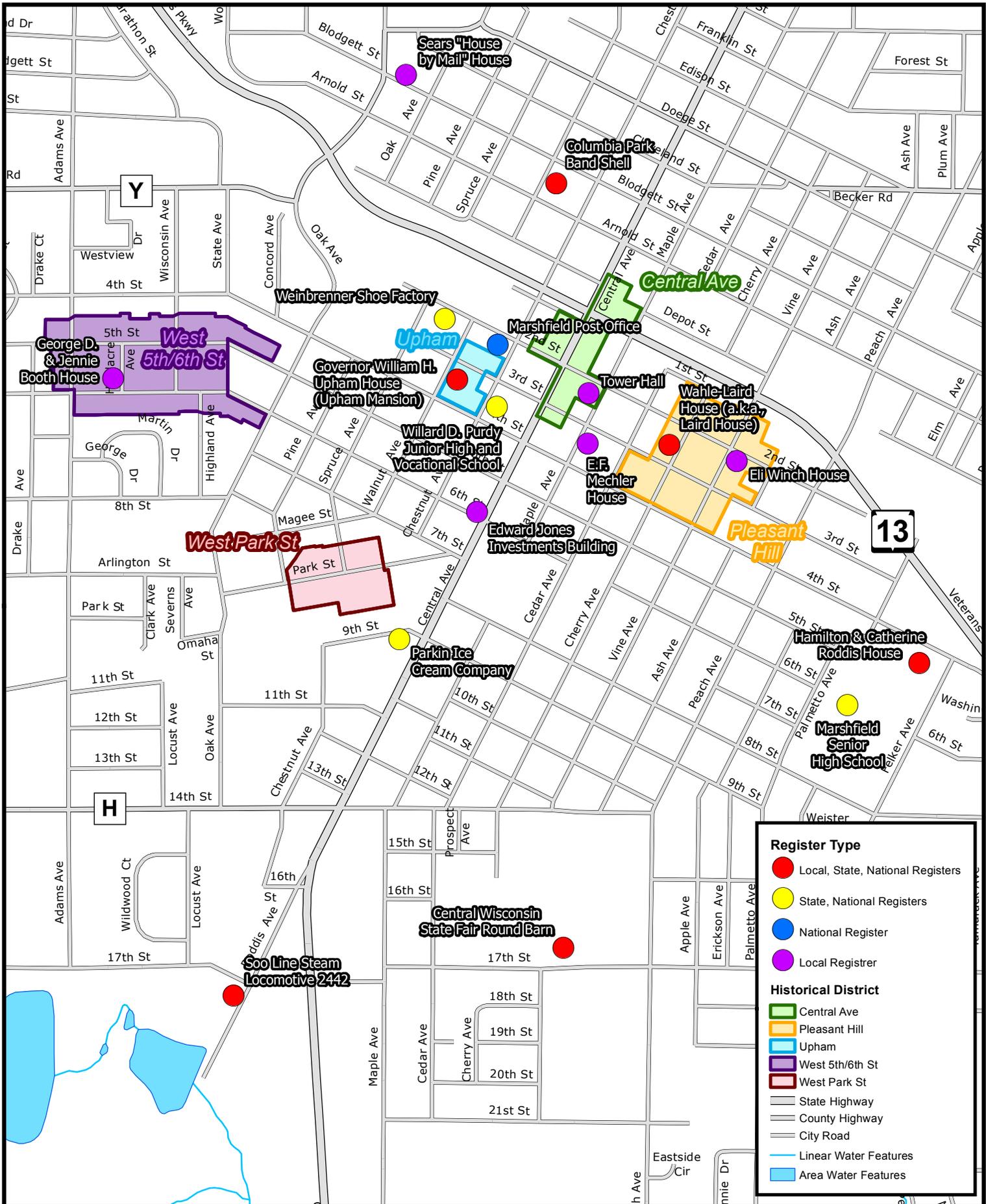
Prime Farmland - Map 3.6

City of Marshfield - 2017 Comprehensive Plan
8/11/2016



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

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Cultural Resources - Map 3.7

City of Marshfield - 2017 Comprehensive Plan

8/11/2016



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

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