CITY OF MARSHFIELD

MEETING NOTICE

2017 COMPREHENSIVE PLAN UPDATE
STEERING COMMITTEE
Tuesday, September 13, 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 and August 18, 2016
3. Citizen Comments
4. Review Natural, Cultural, and Agricultural Resources Chapter
5. Review Housing Chapter
6. Discuss Mid-Term Town Hall Meeting
7. Set Meeting Date and Future Agenda Items
8. Adjourn

Posted this 9th Day of September, 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 complied 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

2017 COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MINUTES OF THURSDAY, AUGUST 18, 2016

PRESENT: Chairperson Joe Gustafson; Alderperson Ed Wagner; Dan Knoeck; Justin Casperson; and Bob Haight.

ABSENT: Mayor Chris Meyer (excused); Sam Warp (excused); Ann-Marie Nelson Brine (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.

Due to a lack of a quorum, no action was taken, but the following items were discussed.

Discuss Issues and Opportunities Listed in the Issues and Opportunities Chapter
The Committee discussed the issues and opportunities listed at the end of the Chapter and the layout of the overall Chapter.

Review Natural, Cultural, and Agricultural Resources Chapter
The Committee reviewed the Cultural Resources Section, Community Values Section and the Goals, Objectives, and Programs, Policies, and Recommendations Sections.

Gustafson leaves at 3:40 pm

Discuss Mid-Term Town Hall Meeting
The committee discussed dates that could possibly work to hold the next Town Hall meeting tentatively sometime in September for the purpose of presenting the existing conditions report and providing an opportunity for more public review, questions, and comments. Miller will finalize a date, time, and location and then market accordingly.

Set Meeting Date and Future Agenda Items
The next meeting will likely be held on Thursday, September, 8, 2016 or Thursday, September 15, 2016 in Conference Room 108 of City Hall Plaza at 3:00 PM. Miller will send out an email to confirm the date.

Knoeck leaves at 4:40 pm

Discussion ended at 4:50 pm.

Respectfully submitted,

Sam Schroeder
Zoning Administrator

City of
Marshfield

Memorandum

TO: 2017 Comprehensive Plan Update Steering Committee
FROM: Josh Miller, City Planner
DATE: September 13, 2016

RE: Staff Memo

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 Goals, Objectives, and Programs, Policies, and Recommendations section as those have been modified from the original draft.

Review Housing Chapter

Again, 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 Community Values section and the Goals, Objectives, and Programs, Policies, and Recommendations section and provide any feedback or recommended changes.

Discuss Mid-Term Town Hall Meeting

Our next Town Hall meeting is set for September 21, 2016 at 6:00 pm in the training room of the Fire Station. There will be a brief presentation of the highlights from the Existing Conditions Report and providing background on the public input to date. We will also have time for citizens to ask questions and provide additional feedback. Light refreshments will be available. All Steering Committee members are encouraged to attend if they are available for the meeting. Staff is looking for any additional input from the Committee about what else should be covered at that meeting.

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.

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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.

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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

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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)

Agricultural 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

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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 array 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. 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. As state or federal regulations are amended, and as new development practices change, to further protect the City's groundwater, natural resources and greenways, and the water quality of the community and downstream surface waters the City should update the following:
    - Wellhead protection overlay district.
    - Shoreland ordinance
    - Shoreland-Wetland ordinance.
    - Floodplain ordinance.
    - Stormwater Quality Management Plan Requirements.
    - Construction Site Erosion Control ordinance.
2. Notify the Wisconsin Department of Natural Resources and other applicable regulatory agencies and consider acquiring easements where environmentally sensitive areas are identified or being harmed 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 other invasive species and develop programs to address such threats. Consider the following:
    - Continued monitoring of the Emerald Ash Borer and adopt a policy to address future infestations.
    - Monitoring other invasive species that reach the area and alert the proper agencies if/when they reach the area.
6. Develop a map that identifies the areas forestland and consider implementing policies to protect larger tracts of forestland.
7. Review and/or adopt policies addressing recycling facilities and consider:
    - Requiring recycling facilities in public spaces such as municipal buildings, parks, and during community events.
    - Promoting 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.**

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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. Review and update zoning regulations pertaining to the farming of farmland in the City and consider the following:
   - Investigating options for protecting adjacent property owners from adverse effects from agriculture.
   - Requiring some buffering between new residential development and agricultural uses.

Cultural Resources

Goals

1. **Provide an appealing and diverse 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 considers the following:
   - Incorporating green space.
   - Preserving natural features.
   - Providing for other details and amenities and consider adding these provisions when amending the municipal code.
3. Update and implement the local historic preservation plan, and consider the following:
   - Focusing on bringing different historic preservation groups together.
   - Promoting awareness of local historic resources.
   - Encouraging preservation of historic structures and resources.
   - Developing a program to archive, share, store, and protect historic materials.
4. Support efforts to establish and independent Arts Committee, and consider the following:
   - Collaborating 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.

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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 such as air quality, water quality, noise, etc., when reviewing and approving new development.
7. Consider supporting existing and new programs when there is substantial evidence that such programs foster a healthy community.
8. Ensure there are accommodations for all age groups when designing public spaces.

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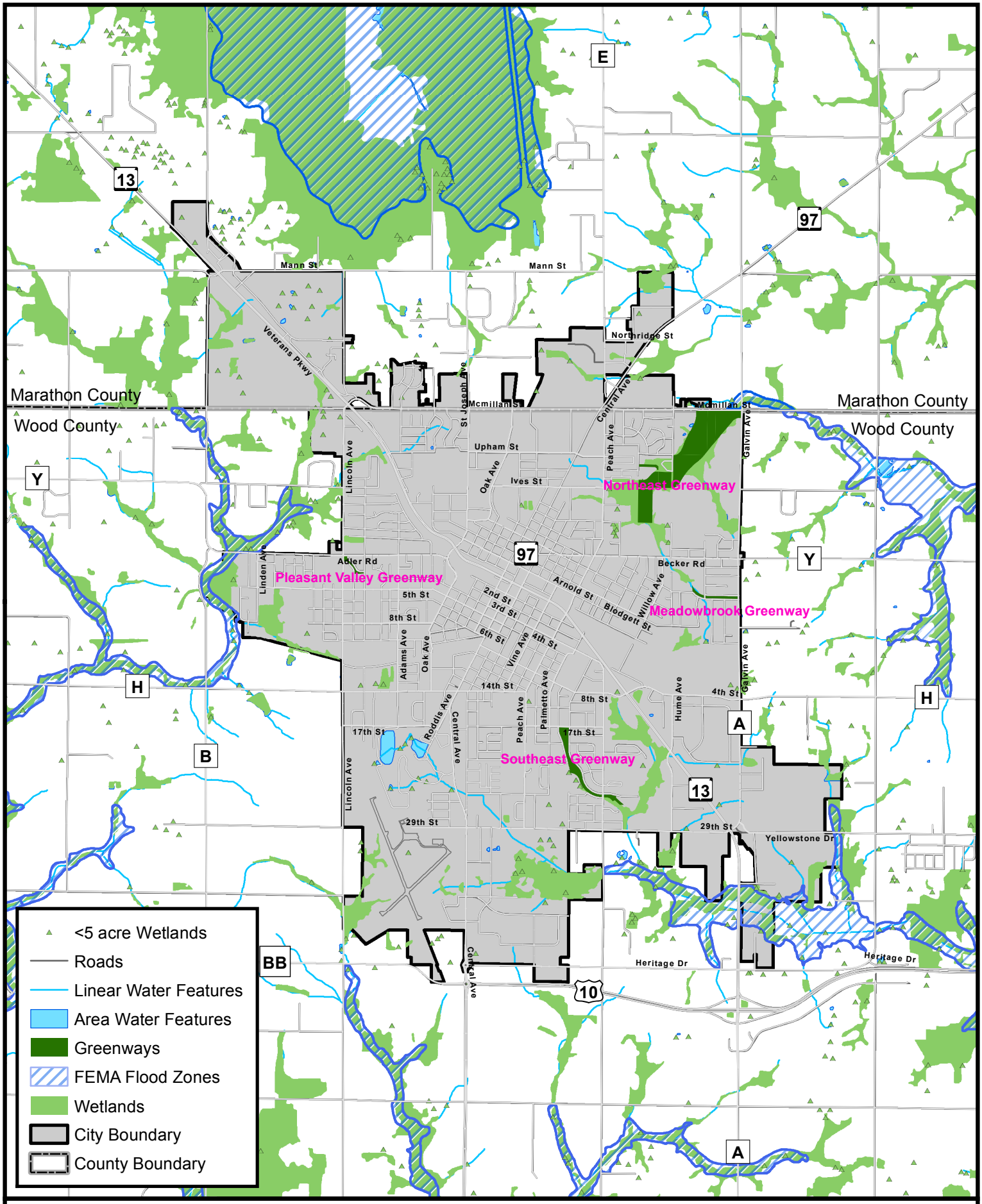

Natural Resources - Map 3.1

City of Marshfield - 2017 Comprehensive Plan

8/11/2016

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Miles

Sources: City of Marshfield GIS Dept., FEMA, WI DNR 2015

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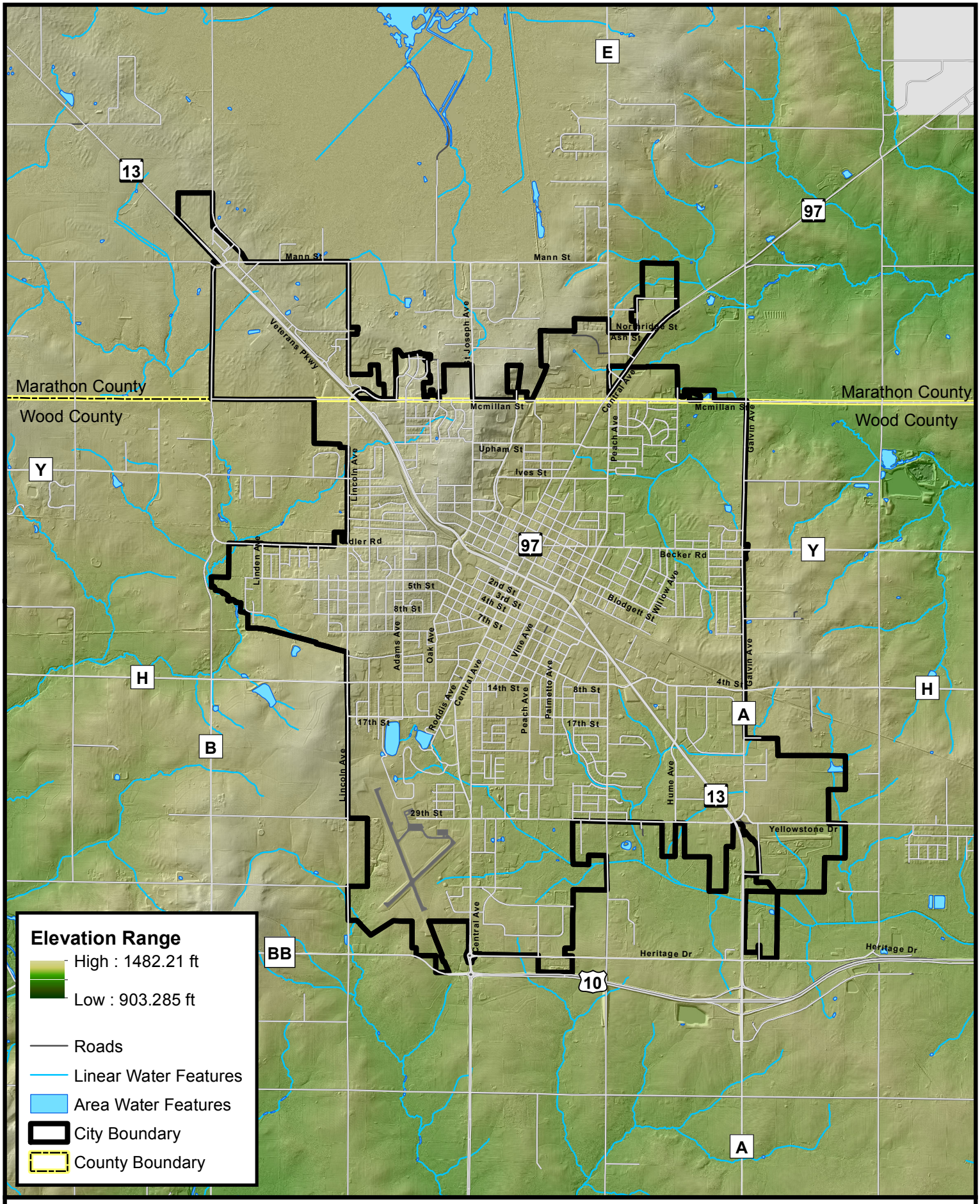

Elevations - Map 3.2

City of Marshfield - 2017 Comprehensive Plan

8/11/2016

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

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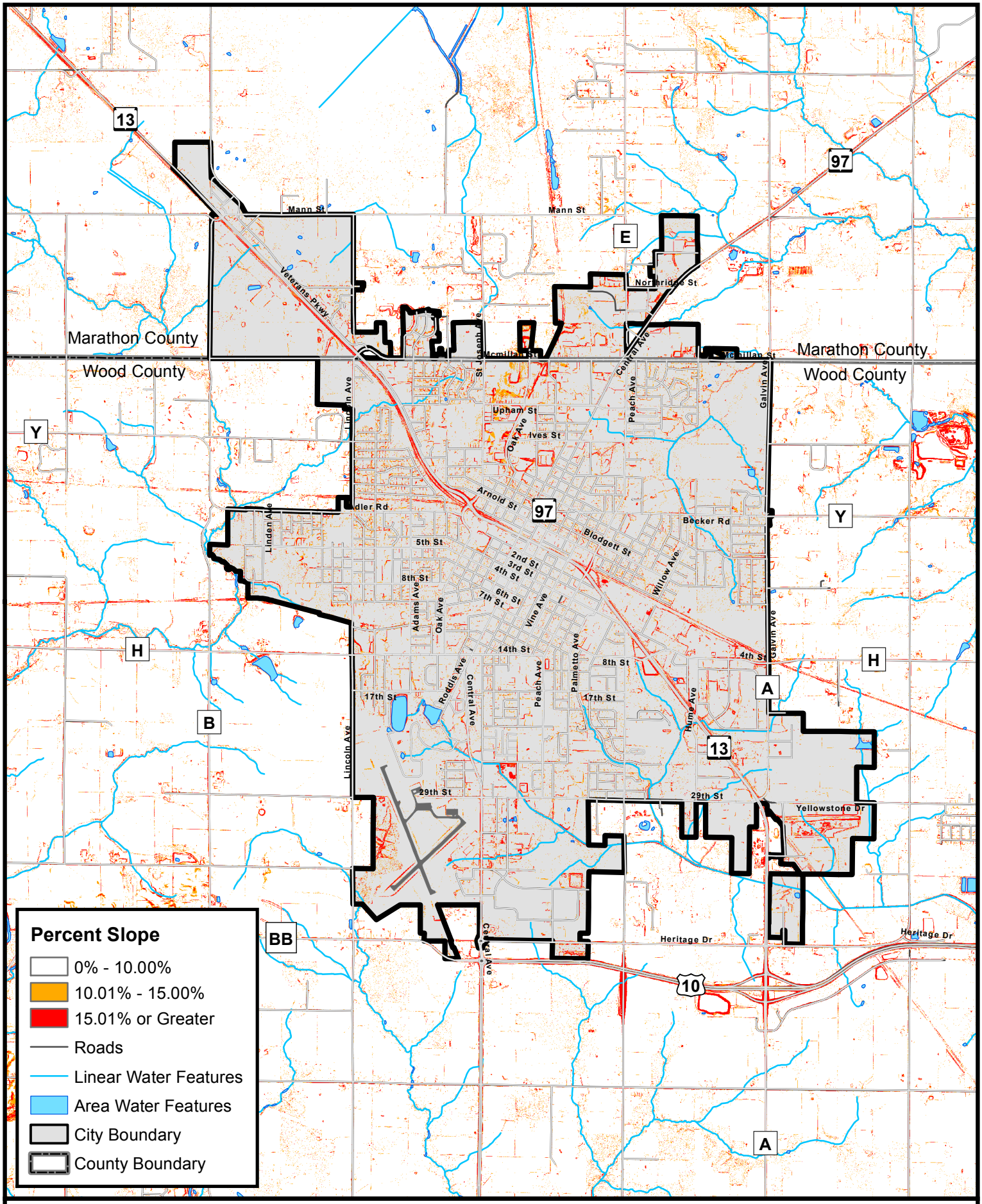

Slopes - Map 3.3

City of Marshfield - 2017 Comprehensive Plan

8/11/2016

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

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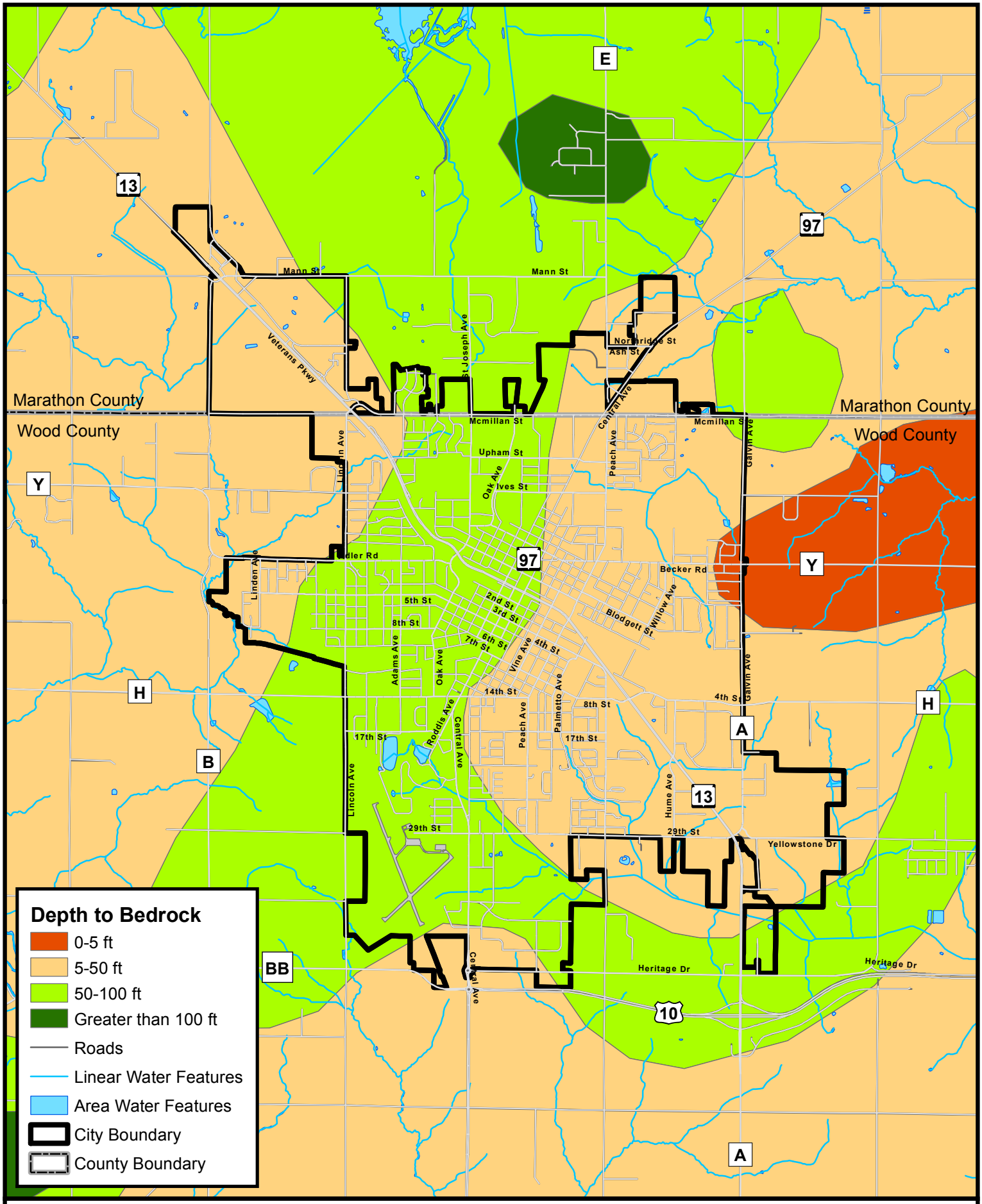

Depth to Bedrock - Map 3.4

City of Marshfield - 2017 Comprehensive Plan

8/11/2016

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

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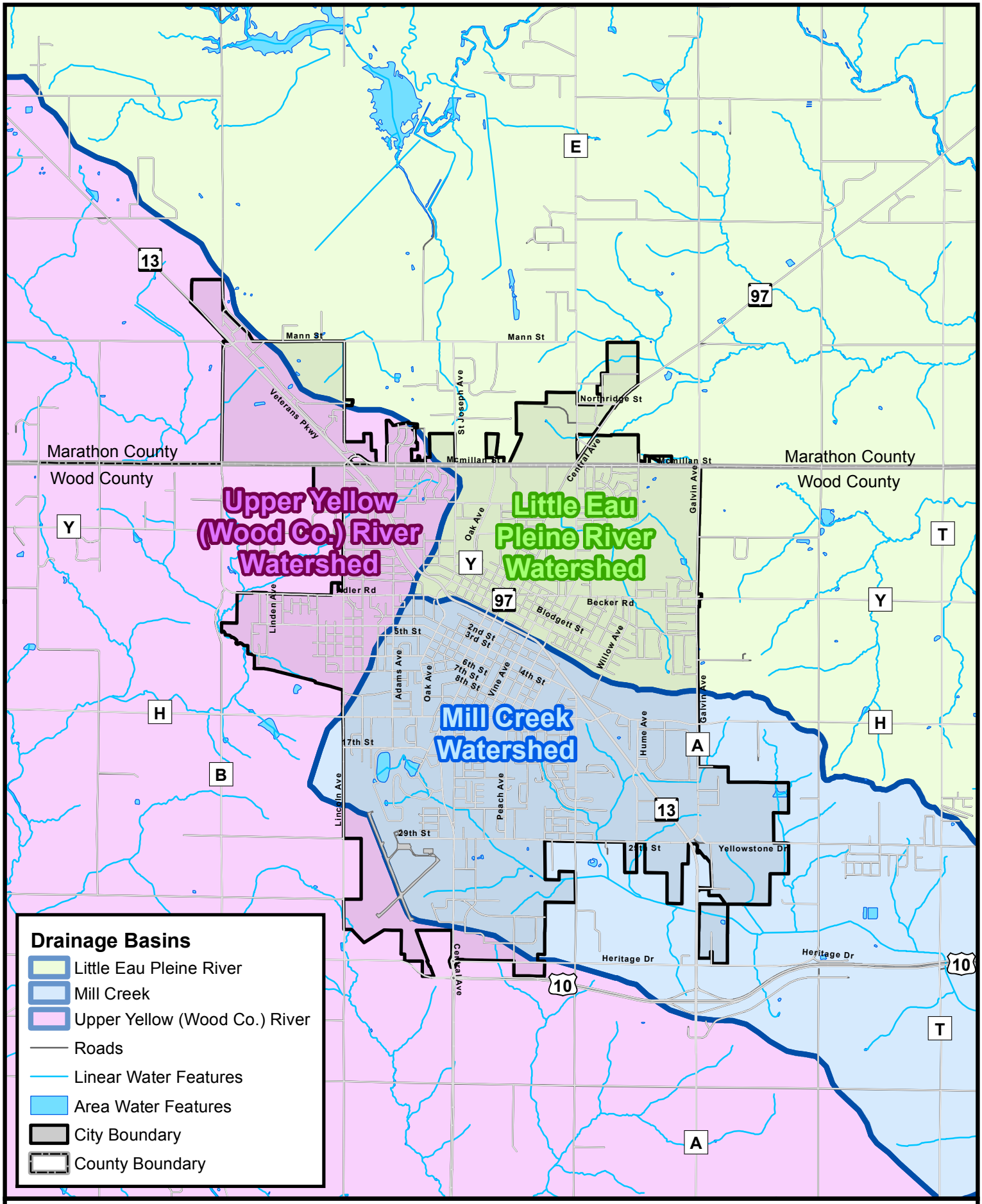

Drainage Basins - Map 3.5

City of Marshfield - 2017 Comprehensive Plan

8/11/2016

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Sources: City of Marshfield GIS Dept., WI DNR

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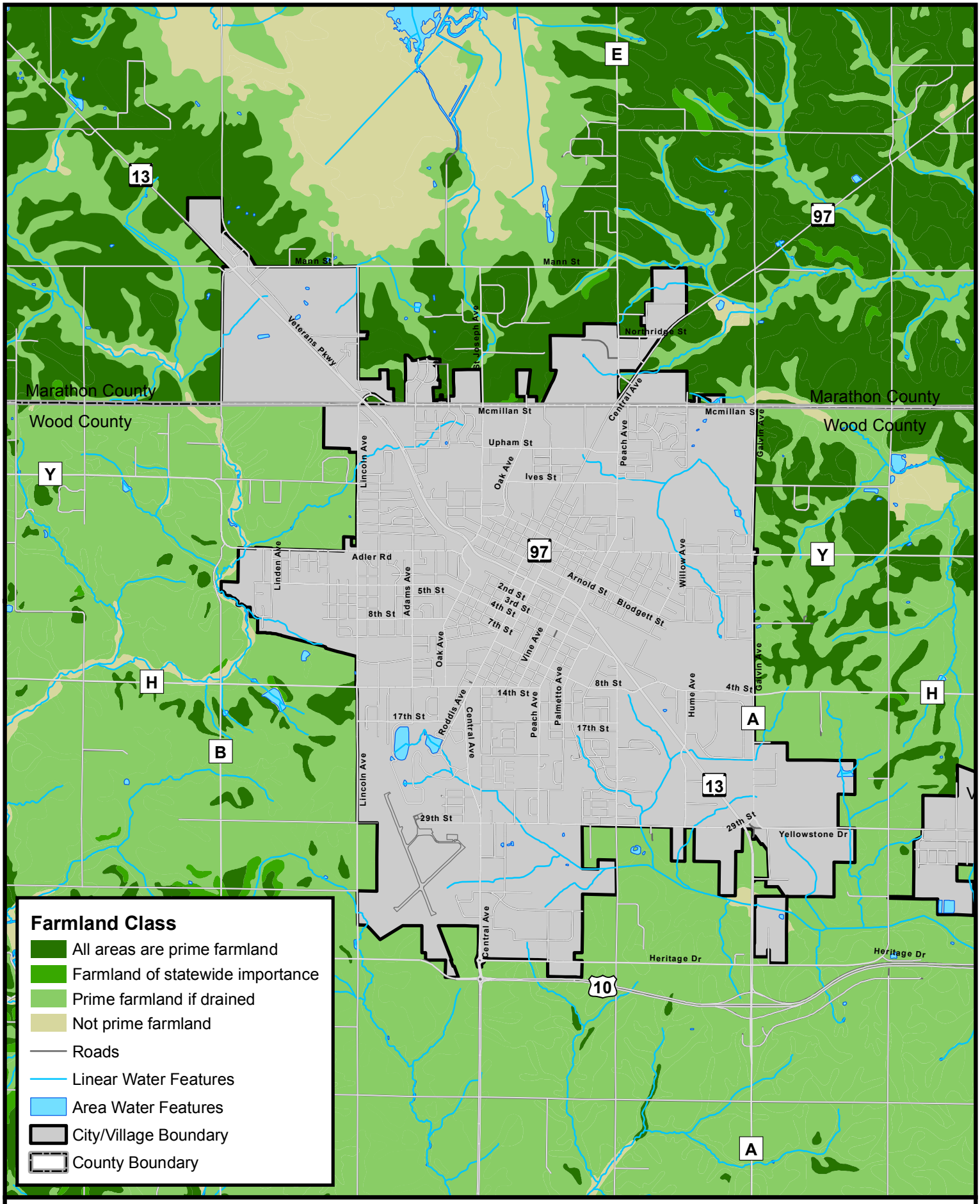

Prime Farmland - Map 3.6

City of Marshfield - 2017 Comprehensive Plan

8/11/2016

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

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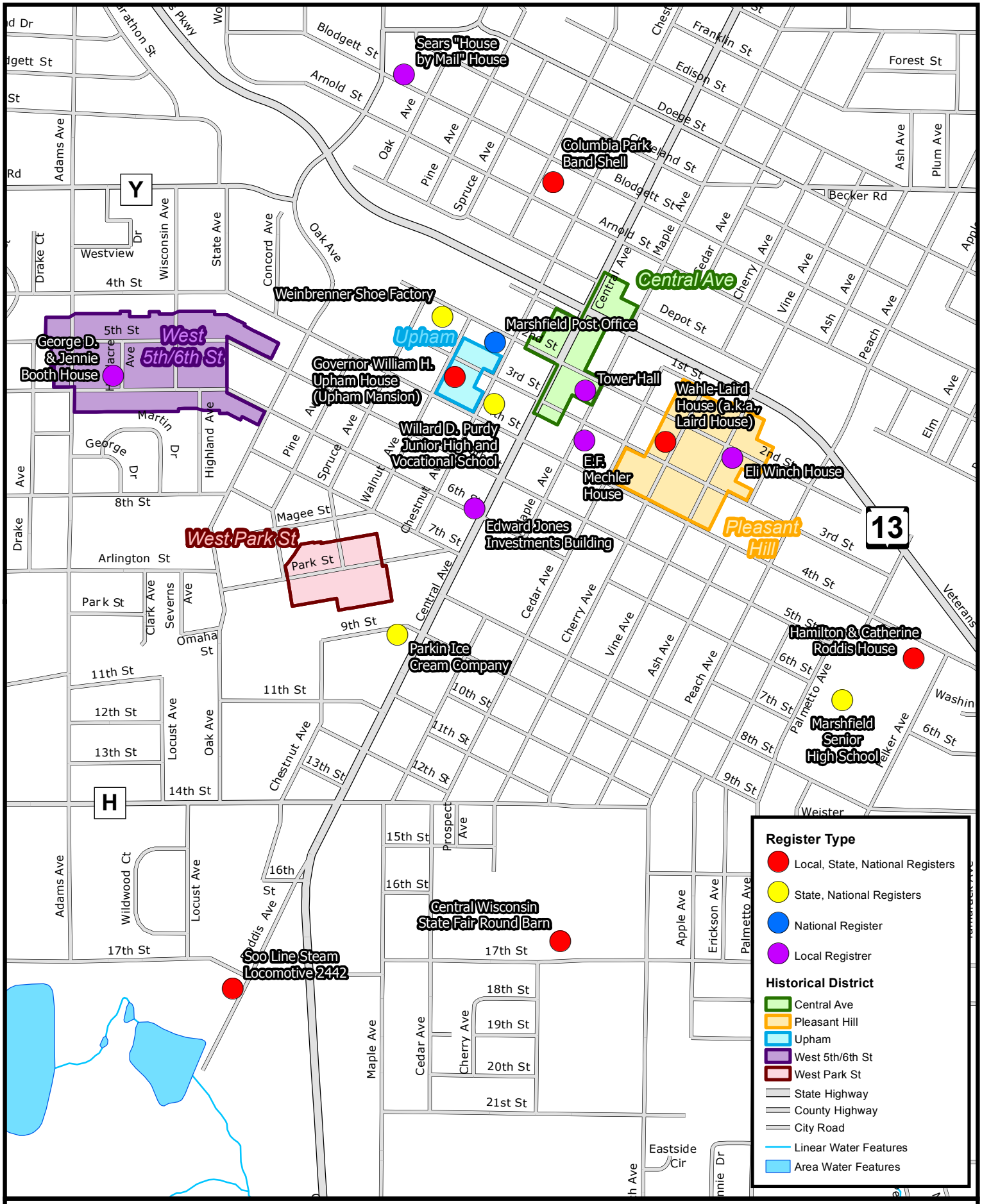

Cultural Resources - Map 3.7

City of Marshfield - 2017 Comprehensive Plan

8/11/2016

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0 0.1 0.2 Miles

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

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4 Housing

Introduction

Housing is a key component to a healthy and vibrant Marshfield. It is important for the City to provide adequate and safe housing for all its residents, with an emphasis on functional neighborhoods providing housing options throughout the various stages of one's life. The following chapter provides a framework for achieving this by addressing the social, economic, and regulatory aspects that impact housing in the community. The Housing Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Housing
- 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

Age Characteristics

Marshfield has a varied housing stock dating back to the 1880's. Nearly 20% of the stock predates 1939. The following table depicts the current age make up of Marshfield's housing stock.

Table 4.1: Year Residential Housing Structure Built

Year Structure Built	Number	Percent of Total
Built 2010 or later	227	2.3%
2000 to 2009	792	8.0%
1990 to 1999	1,146	11.6%
1980 to 1989	1,272	12.9%
1970 to 1979	1,876	19.0%
1960 to 1969	1,060	10.8%
1950 to 1959	869	8.8%
1940 to 1949	730	7.4%
1939 or earlier	1,880	19.1%

Source: U.S. Census Bureau, 2000; 2009-2013 5-Year American Community Survey, City of Marshfield Development Services Department

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In addition to the 2000 Census data, the Wisconsin Department of Administration estimates annual housing growth for each county. Estimates show that the Marshfield area witnessed a period of slow housing growth over the past several years. Similarly, Wood County added approximately 3,055 new homes between 2000 and 2009, a slower growth than any decade since the 1940's. Marathon County, however, has added 9,495 new housing units between 2000 and 2009, the largest decade for growth on record. As of January 1, 2016, there were more than 57 single family homes, 9 duplexes (18 units), and 14 apartment buildings (152 units) built in the City of Marshfield since 2010 for a total of 227 new housing units.

Structural Characteristics

Based on the latest American Community Survey 2009-2013, there were 8,950 housing units in the City of Marshfield. As shown in Table 4.2, the City's housing stock consists primarily of single family detached homes (59.7%). The percentage of single family homes in Marshfield is lower than both Marathon County (74.4%) and Wood County (76.5%), and slightly lower than the State of Wisconsin (66.5%). More urban areas tend to have a larger percentage of multi-family housing stock than a rural area, so Marshfield is a bit of an anomaly with such a low percentage of single family homes.

Table 4.2: Housing Units by Type

Units per Structure	Structures	Percent of Total
1, detached	5,153	59.7%
1, attached	250	2.9%
1	694	8.0%
3 or 4	176	2.0%
5 to 9	636	7.4%
10 to 19	509	5.9%
20 to 49	812	9.4%
50 or more	399	4.6%
Mobile Home	321	3.7%

Source: 2009-2013 5-Year American Community Survey

Value Characteristics

Housing values in the City of Marshfield are displayed in Table 4.3. Based on the American Community Survey, 2009-2013, the majority of the homes (54.8%) were valued between $100,000 and $199,999. Less than 7% of the housing was valued below $50,000 and just over 17% was valued over $200,000. According to the 2016 Economic Profile for Marshfield, Wisconsin, the median home sale price in 2015 was $145,235. Median sale price means half the homes sold were below this number and half were above it. This number includes the surrounding area outside the City limits which will be greater than the median home price in Marshfield.

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Table 4.3: Housing Value, Owner-Occupied

Value	2009-2013 Average	Percent of Total	2000	Percent of Total
Less than $50,000	326	6.4%	335	7.6%
$50,000 to $99,999	1,103	21.8%	2,733	61.7%
$100,000 to $149,999	1,759	34.7%	954	21.6%
$150,000 to $199,999	1,020	20.1%	255	5.8%
$200,000 to $299,999	571	11.3%	134	3.0%
$300,000 to $499,999	218	4.3%	15	0.3%
$500,000 to $999,999	34	0.7%	-	-
$1,000,000 or more	39	0.8%	-	-

Source: U.S. Census Bureau, 2000; 2009-2013 5-Year American Community Survey

According the City of Marshfield Assessor data, since 2010 the median sale price of homes sold within the City limits of Marshfield has fluctuated from $115,000 in 2012 to a peak of $130,950 in 2011. The median sale price in 2015 was $127,640. The average sale price in 2015 was $136,135. Table 4.4 shows the historic average sale prices of homes since 1980 as well as the dollar increase and the percent change over each 5-year period.

Table 4.4: Historic Average Sale Price of Homes

Year	Average Sale Price	Change	Percent Change
1980	$42,648	-	-
1985	$49,831	$7,183	16.8%
1990	$58,377	$8,546	17.1%
1995	$70,854	$12,477	21.4%
2000	$94,175	$23,321	32.9%
2005	$120,408	$26,233	27.9%
2010	$128,289	$7,881	6.5%
2015	$136,135	$7,846	6.1%

Source: City of Marshfield Assessor Data

In the last 35 years, the largest increase in average home sale prices occurred between 2000 and 2005. The largest percent increase occurred between 1995 and 2000. Since 2005, average home sale prices have slowly increased, but at a significantly slower pace than the previous 25 years.

Housing Affordability

Housing affordability is often measured by the proportion of household income spent on rent or home ownership costs. The 5 Year 2009-2013 American Community Survey estimates the median rent was $567 in Marshfield and $759 in the State of Wisconsin. Table 4.5 shows the estimated breakdown of rent in Marshfield based on those estimates. The 2014 Housing Study determined median rental values of $574 in Marshfield and $749 statewide, similar to the

estimates in the American Community Survey. Since 2014, 128 new higher end apartment and townhouse units were constructed in Marshfield. These units will have higher rents than most of the other units and will likely contribute to an increase in the median rental costs.

Table 4.5: Rental Costs

Rental Cost Range	Percent of Rental Stock
Less than $200	3.2%
$200 to $299	7.5%
$300 to $499	23.9%
$500 to $749	41.8%
$750 to $999	17.7%
$1,000 to $1,499	4.1%
$1,500 or more	1.9%

Source: 2009-2013 5-Year American Community Survey

The national standard for determining whether housing costs make up a disproportionate share of living expenses is 30% of gross household income. Households that spend more than 30% of their income on housing (taxes, insurance, principal, interest, etc.) may be at risk of losing their housing should they be confronted with unemployment, unexpected events or unexpected bills. Based on the 2009-2013 5-Year American Community Survey , the percentage of homeowners in Marshfield paying 30% or more of their income for housing was 19.2% (when factoring in homes with and without a mortgage), which was lower than Marathon County (21.9%), Wood County (20.7%), and the State of Wisconsin (19.9%).

The estimated percentage of renters in Marshfield paying more than 30% of their income for housing was 47.9%, up significantly since 1999, which was 27.9%. When compared to 1989, when 27.4% of renters paid more than 30% of their income for housing, the increase since 1999 seems more dramatic. Marathon County and Wood County had a lower percentage at 44.8% and 45.9%; whereas, the State of Wisconsin had higher percentages with 48.4% of renters paying more than 30% of their income for housing.

Occupancy Characteristics

Housing occupancy characteristics identifies how long people have resided in their current home, how many renters there are compared to owner-occupied, and how many vacancies there are in the community.

Occupied Housing Duration

More than half of Marshfield's households moved into their current housing unit since 2000 (66.4%), as shown in Table 4.6.

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Table 4.6: Year Householder Moved into Unit

Year Moved In	Number	Percent of Total
2010 or later	1,456	17.2%
2000 to 2009	4,158	49.2%
1990 to 1999	1,316	15.6%
1980 to 1989	593	7.0%
1970 to 1979	480	5.7%
1969 or earlier	446	5.3%

Source: 2009-2013 5-Year American Community Survey

Occupied Housing Tenure

Table 4.7 shows housing tenure characteristics (whether housing was owned or rented) in Marshfield from 2000 to present. It is important for a community to have both owner-occupied and renter-occupied units. The table reveals that 60.0% of housing units in Marshfield were owner occupied in this latest estimate (In 2000, 61% of the housing units were owner occupied). An estimated 68.1% of households in the State of Wisconsin were owner-occupied. The estimates of owner-occupied households for Wisconsin Rapids and Stevens Point are 63.7% and 50.4%. On average, a community with a 4 year university will typically have more renter-occupied housing units, which likely explains the lower owner-occupied rate for Stevens Point. Marshfield has a 2-year college (with some 4-year degree opportunities) as well as a technical college that could contribute to a greater percentage of renter occupied housing.

Table 4.7: Occupied Housing Tenure

Year Moved In	2009-2013 Average	Percent of Total	2000	Percent of Total
Occupied Housing Units	8,449	100.0%	8,235	100.0%
Owner Occupied Housing Units	5,070	60.0%	5,056	61.4%
Renter Occupied Housing Units	3,379	40.0%	3,179	38.6%

Source: U.S. Census Bureau, 2000; 2009-2013 5-Year American Community Survey

Housing Vacancy

Housing vacancy rates are one way to assess whether a community's housing supply is adequate to meet demand. Vacancies also help keep the cost of housing in balance. The vacancy rate is the number of total housing units vacant and available divided by the total number of housing units. It is important to note that some vacancies are necessary for a healthy housing market. According to the U.S. Department of Housing and Urban Development (HUD), an overall vacancy rate of about 3% is considered optimal. This rate allows consumers an adequate choice of housing.

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Table 4.8 shows Marshfield's occupied housing vacancy rate in 2000 and 2010. According to the 2009-2013 5-Year American Community Survey, the owner occupied housing vacancy rate was 0.7% and the rental occupied vacancy rate was 6.0%. The number of vacancies rose gradually from 2000 to 2010. That trend appears to be reversed based on the most recent estimates, indicating that the number of vacancies is currently going down.

Table 4.8: Vacancy

Year Moved In	2009-2013 Average	Percent of Total	2000	Percent of Total
Occupied Housing Units	8,777	92.2%	8,235	95.6%
Vacant Housing Units	739	7.8%	382	4.4%
For Seasonal, Recreation or Occasional Use	26	0.3%	27	0.3%

Source: U.S. Census Bureau, 2000; 2009-2013 5-Year American Community Survey

Life Cycle Housing

Partly due to having a world class medical facility, Marshfield has an aging population and housing for seniors is an important segment in the community. Seniors want to live longer independently and allowing accessory dwelling units is a way to help them achieve that. The current zoning code does allow for them, but only in the MR-12 and MR-24 multi-family zoning districts.

Household Projections

As mentioned in the "Issues and Opportunities" Chapter, 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 from 2015 to 2040. 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). However, both the City of Marshfield and Wood County are shown to see continued growth until 2035, with a sharp decline in households not projected until the five year period from 2035-2040. Marshfield is projected to add approximately 220 additional households by 2035. Table 4.9 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 4.9: 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

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

Target Areas for Housing & Residential Growth

As of August, 2016, there were approximately 971 acres within the City limits that could be future residential properties. These lands are identified on Map 4.1. It is important to note that not all of these lands are immediately available for development. This Plan recommends that the following areas be considered the City's first priority for promoting new housing and neighborhood development:

Available Lands. These include vacant, lots, less than 3 acres in size with access to streets and utilities and zoned residential. As of 2016, there were close to 75 acres and 193 lots classified as "available." There are an additional 14 lots that have access to streets and utilities, but each lot exceeds 3 acres in size. These lots total 140 acres, but would likely require some street and utility extension to develop at a greater and more efficient density. This analysis does not factor other obstacles to development such as the location of wetlands, floodplains, shallow bedrock, sensitive habitat, narrow or small lot size, etc. So it is likely some of those lots would not be suitable for development.

Developable Lands. These include vacant, zoned residential or "RH-35" rural holding district. These lands may or may not have been platted but would currently be without direct access to utilities or City streets. Most of these lands are actively being farmed. As of 2016, there were close to 756 acres of lands classified as "developable" within the City limits.

Map 4.1 indicates one other category of vacant residential land. These properties, labeled as "Owner Retained" lots, are held by adjacent property owners, often to create a larger yard. There are approximately 36 acres of this type in the City. These areas should not be considered target areas for new housing growth nor should they be the subject of the incentive programs listed above. Such properties may be available for infill housing, based on individual property owner desires. At some point, when properties transfer ownership, these lots may become available for infill housing, although some would still require an extension of infrastructure or services to be developed.

Community Values

Quality of Life

- According to the Resident Survey, one of the top factors in why people choose to live in Marshfield is affordable housing. Those that spend a lower percentage of their income on housing can spend more money on culture and entertainment, leisure activities, and hobbies rather than necessities.
- Planning for specific neighborhoods can provide community engagement and allow residents an active role in developing and maintain their neighborhoods.
- Providing a variety of housing options in the downtown is important to encourage more people to live in and around the downtown. A residential component is a vital component for having a vibrant downtown where residents can dine, shop, and patronize local businesses more readily.

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- About half of the survey respondents said they consider the proximity to open space or green space a critical factor in deciding where to live. It will be important to keep this aspect in mind when approving new subdivisions and updating the Comprehensive Outdoor Recreation Plan.

Health and Safety

- Establishing a development pattern that allows quick access to residential areas is important to provide readily available emergency services.
- Removing blight from areas often improves the safety of those neighborhoods.
- Older homes tend to have lead paint, lead plumbing (including solder and service lines), asbestos, radon, and other factors included in past residential construction practices that could impact an individual's health. Remediating those issues should be considered when looking at programs to provide home owner assistance.

Economic and Environmental Sustainability

- Approximately 56% of respondents in the survey stated that the maximum monthly housing cost they consider to be affordable is $749 or less. According to the American Community Survey, renters spend a higher percent of their income on housing than home owners. When looking at affordable housing in Marshfield, renter occupied housing will be an important factor in that analysis.
- Removing blighted areas increased the tax base without having to extend infrastructure.
- Allowing a greater density of development is a critical factor in provide more affordable infrastructure. The larger the lots are, the more expensive it is to extend infrastructure to those developing areas and beyond. The greater the density, the less likely urban sprawl is to take place, taking up active farmland.
- Older homes also tend to be less energy efficient. Improving the energy efficiency in these homes is not only better for the environment, but helps home owner safe money.

Community Design

- Community character was rated highly as an important factor for living in Marshfield according to the survey.
- Neighborhood planning may include design guidelines that could encourage residents to keep up and their properties in good order, maintaining that desired community character. Neighborhood planning also helps to create a sense of place in parts of the community that may otherwise feel nondescript. It will also be important to identify public gathering spaces to encourage social interaction in the neighborhood plans.

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Goals, Objectives, and Programs, Policies, and Recommendations

Housing

Goals

1. **Establish neighborhood planning.**
2. **Encourage home ownership.**
3. **Provide desirable and attainable housing options for all that live and desire to live in Marshfield.**
4. **Identify strategies to maintain and improve the quality of the City's housing stock.**
5. **Reduce or minimize the cost of new residential development.**

Objectives

1. Promote the development of formal neighborhood organizations in Marshfield.
2. Promote existing incentives, programs, and regulatory improvements, and investigate opportunities for new programs to encourage home ownership.
3. Utilize existing senior housing resources and monitor the need for additional programs and housing options.
4. Allow for a range of housing types and styles and limit regulatory barriers within zoning and subdivision ordinances that stifle creative neighborhood design and create impediments to housing affordability. As changes to codes are considered, it is important that the City maintain its ability to effectively review developments and work with prospective developers to ensure compliance with this plan and all applicable codes.
5. Continue to consider special needs housing, such as community-based residential facilities (CBRFs), based on the community need, impact on neighborhoods, physical design, and the availability of existing facilities.
6. Provide adequate streets, sidewalks, parks, and other public amenities in neighborhoods.
7. Plan for the social needs of new and future neighborhoods by addressing needed services, programming, and interaction opportunities.
8. Include a mix of residential types that allows supporting commercial, park, and civic uses in new neighborhoods when adjacent to major arterials.
9. Encourage higher density development in areas of existing development as well as in planned growth areas of the City.
10. Encourage more housing opportunities in and around the downtown.
11. Encourage the rehabilitation of blighted properties.
12. Promote the preservation and restoration of historic structures as they are recognized to contribute to the character of Marshfield.
13. Continue efforts to streamline the permitting process for residential development including new homes, additions, and accessory structure permits.
14. Reduce the cost of expanding infrastructure for new residential development in areas of planned growth.

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Programs, Policies, and Recommendations

1. Work with property owners to define Marshfield's neighborhoods, and consider adopting policies to develop neighborhood organizations and revitalization plans. When establishing the neighborhood organizations consider programs for the following:
   - Cleanup and house repair.
   - Projects for improving the neighborhood.
   - Public and private funding sources.
   - Programming for social interaction.

   When developing neighborhood revitalization plans, consider the following:
   - A vision statement and neighborhood goals.
   - Neighborhood future land use plan.
   - Redevelopment recommendations.
   - Design guidelines.
   - Signature projects.
   - Implementation and funding schedule.
2. Encourage home ownership and consider the following:
   - Evaluating the permitting process and looking to improve on the workflow for review and approval.
   - Approving new residential development at a reasonable pace that follows the current projections and/or changing market. Unless the market shifts, discourage overbuilding the same housing style or allowing subdivisions where the number of units far exceed projected household estimates.
   - Evaluating programs such as the following to stimulate developer interest in future growth areas and in parcels identified as "available areas" earlier in this chapter:
     - Mixed-Use Tax Incremental Financing.
     - Cut / Discount Permitting Fees.
     - Providing engineering and planning for the site.
     - Develop tax credit program.
     - Establish design guidelines when abutting existing development.
3. Encourage the rehabilitation of blighted properties and consider the following:
   - Reviewing local, regional, and state programs and incentives for the rehabilitation of blighted properties and identify a first point of contact; prepare and review a comprehensive list of resources be on a regular basis. If desired programs are not available in the area, consider developing a local program.
   - Actively promoting available assistance programs offered such as the state tax credit for historic restoration.
   - Providing incentives to encourage the conversion of two-flat rentals back to their original configuration as single-family homes. Such an effort can improve building and

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site maintenance, as well as create a source for more affordable, owner-occupied housing.

- Identifying target areas for neighborhood rehabilitation and develop strategies to rehabilitate blighted or deteriorating housing.
- Evaluating the existing building maintenance standards, building codes, and zoning regulations related to property maintenance and enforce existing and future regulations if amendments are adopted.
- Identifying and/or provide incentives to homeowners to improve, rehabilitate, or restore existing and blighted properties. Consider the following programs:
  - Local lender commitment programs.
  - Tax credits, or target low-interest loan programs.
  - Programs addressing lead plumbing, asbestos, radon, and other components of older home construction that could adversely impact residents' health.

4. Identify areas for future residential growth. When outside the City limits, consider the following:
   - Identifying areas of feasible and economical residential infrastructure expansion.
   - Prohibiting new major extraterritorial subdivisions in those future growth areas unless the property is annexed.
   - Reviewing annexation recommendations in the Implementation Chapter when annexations are proposed.
   - Requiring sidewalks and bike paths that connect to the existing network.

   When inside the City limits, consider the following:
   - Identifying areas of feasible and economical residential and infrastructure expansion.
   - Conducting a more detailed analysis of the "available" and "developable" lots identified in this chapter to ensure development is actually feasible in those locations.
   - Reviewing the Zoning and Subdivision ordinance with the Plan Commission to ensure attractive and cost effective designs and layouts are permitted in residential neighborhoods.
   - Updating and maintaining the residential land use categories and available acreage calculations for the existing Land Use Map as development takes place.
   - Recommending zoning changes, code amendments, and approving conditional use permits that make desired residential development more feasible in those future residential growth areas to address housing needs, and consider the following:
     - Identifying areas for single family housing.
     - Identifying suitable areas for future multifamily development, areas of mixed housing stock, and mixed dwelling units commercial on the first floor with residential development above) and rezoning those areas to a zoning district that allows a greater density to reduce the cost of infrastructure expansion per housing unit.

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  - Identifying target areas for residential redevelopment opportunities in the downtown utilizing the recommendations in the Downtown Master Plan.
  - Allowing accessory apartments in lower density residential zoning districts while establishing specific standards when they are allowed.
- Requiring sidewalks and bike paths that connect to the existing network.

5. Support future development that provides desirable and attainable housing options for all that live and desire to live in Marshfield and consider the following:
   - Looking for opportunities to expand the supply of available land for low and moderate-income family housing in the community.
   - Encouraging developers to including a variety of housing styles such as townhomes and condos as well as moderately priced single-family homes and the development of new 3-bedroom rentals.
   - Considering reestablishing a program to assist developers in providing infrastructure to new residential development in desirable growth areas.
   - Promoting available rental and energy assistance programs in the community to reduce housing costs for qualifying families.
   - Updating the following existing housing related studies and follow the recommendations identified in the studies when reviewing housing related land use requests (rezoning, code amendment, conditional use permits, etc.):
     - AFH/CBRF Taskforce report for regulated care facilities.
     - Housing Study.

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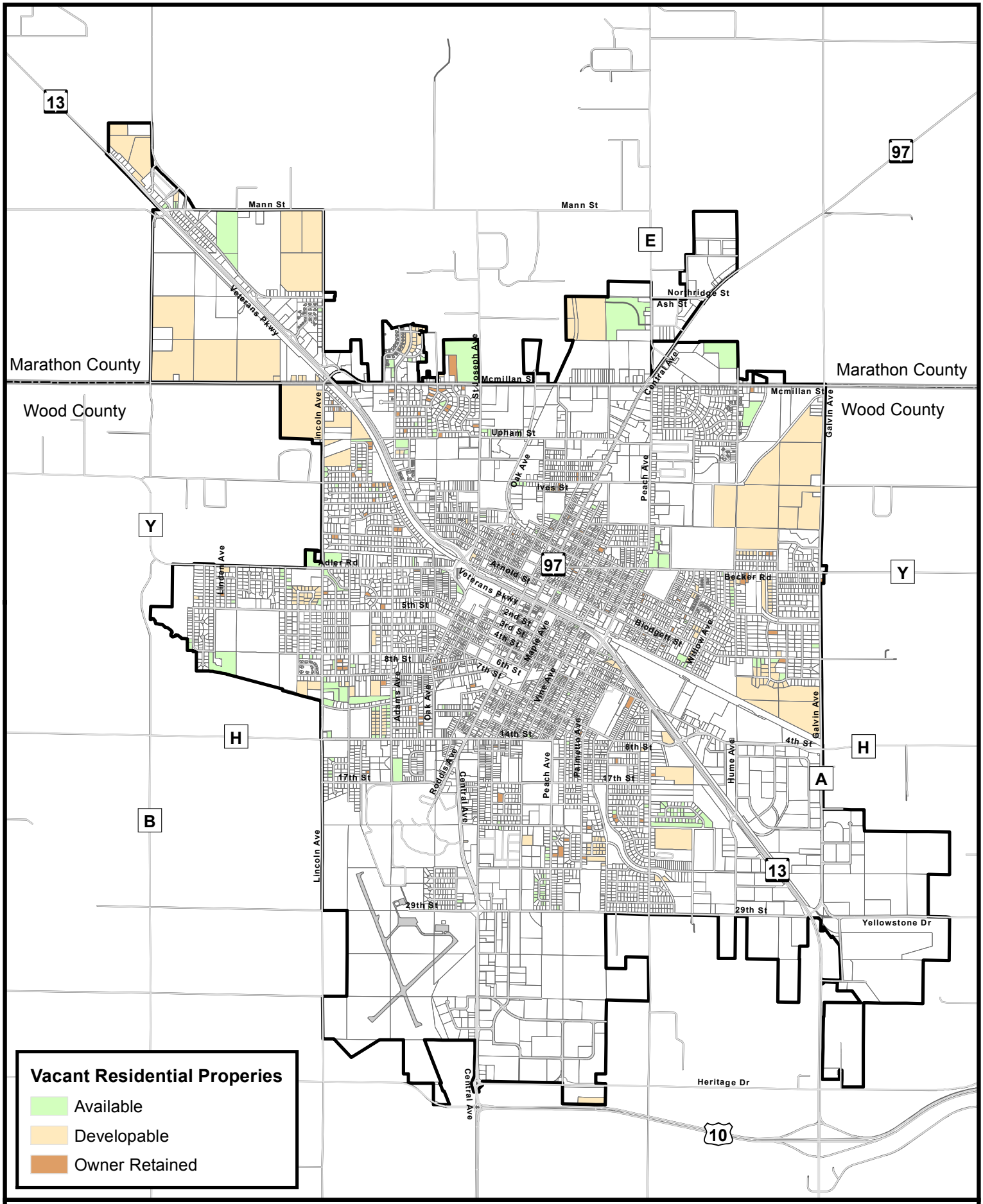

Vacant Residential Properties

- Available
- Developable
- Owner Retained

Available Land for Housing - Map 4.1

City of Marshfield - 2017 Comprehensive Plan

8/25/2016

N

0 0.35 0.7 Miles

Sources: City of Marshfield GIS Dept., FEMA, WI DNR 2015

Document Path: F:\Home\PL\GIS Planning\Projects\Comprehensive Plan\Available Housing.mxd