



# CITY OF MARSHFIELD 2017-2037 COMPREHENSIVE PLAN

June 7, 2017

Marathon County Environmental Resource Committee

# Introduction

- Location
- History
- Purpose of the Plan
- Existing Conditions Report
- Public Participation Process
- Plan Organization



City of Marshfield  
2017-2037 Comprehensive Plan



Draft May 9, 2017

# Introduction

- Public Participation Plan
  - Steering Committee
  - Surveys
  - Media Involvement
  - Press Releases
  - City Website and Facebook
  - Emails
  - Presentations to Civic Organizations
  - Stakeholder Meetings and Forums Town Hall Meetings  
Public Comment and Public Hearing



# Introduction

- Plan Organization
  - Introduction
  - Nine Elements
    - Issues and Opportunities
    - Agricultural, Natural and Cultural Resources
    - Housing
    - Transportation
    - Utilities and Community Facilities
    - Economic Development
    - Intergovernmental Cooperation
    - Land Use
    - Implementation
  - Assessment of Existing Conditions
  - Community Values (Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design)
  - Goals, Objectives, and Programs, Policies, and Recommendations

# Issues and Opportunities

- Issues
  - Sustaining population numbers/brain drain/aging population
  - Blighted areas
  - Age of housing stock
  - Roads in poor condition
  - Hefko pool
  - Lack of high paying jobs
  - Lack of communication from City government
  - Not enough buildable residential lots
- Opportunities
  - Become a more healthy community
  - Short commute
  - Improve cultural resources such as dining, art, and events
  - Neighborhood planning
  - US Highway 10 Corridor
  - High quality education
  - Large daytime population
  - Working with School District and adjacent Townships
  - Infill development



# Natural, Cultural, and Agricultural Resources

- Strategies
  - Maintain plans to protect natural resources
  - Efforts to address invasive species
  - Improve local and healthy food options
  - Independent Arts Committee
  - Task list based Historic Preservation Plan
  - Efforts to improve/expand night life and community events
  - Consider health implications when reviewing development

# Housing

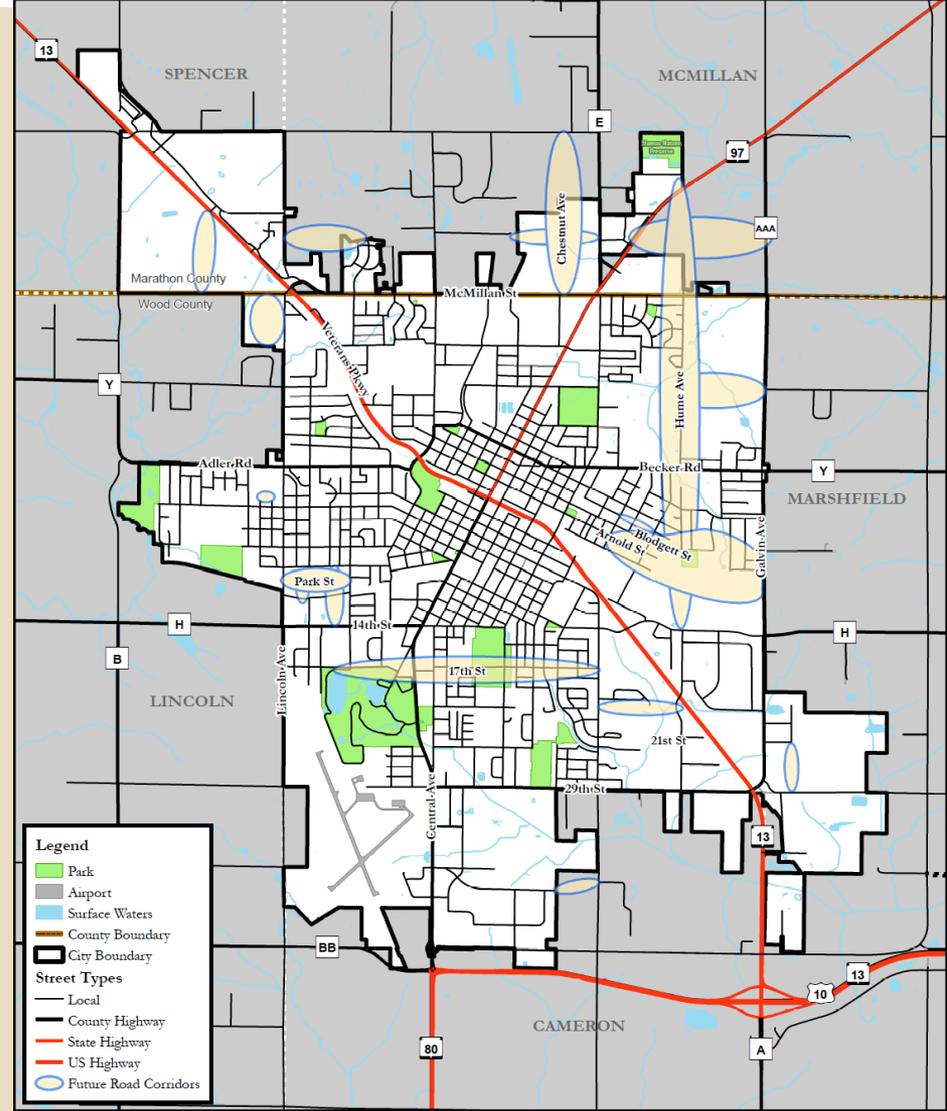
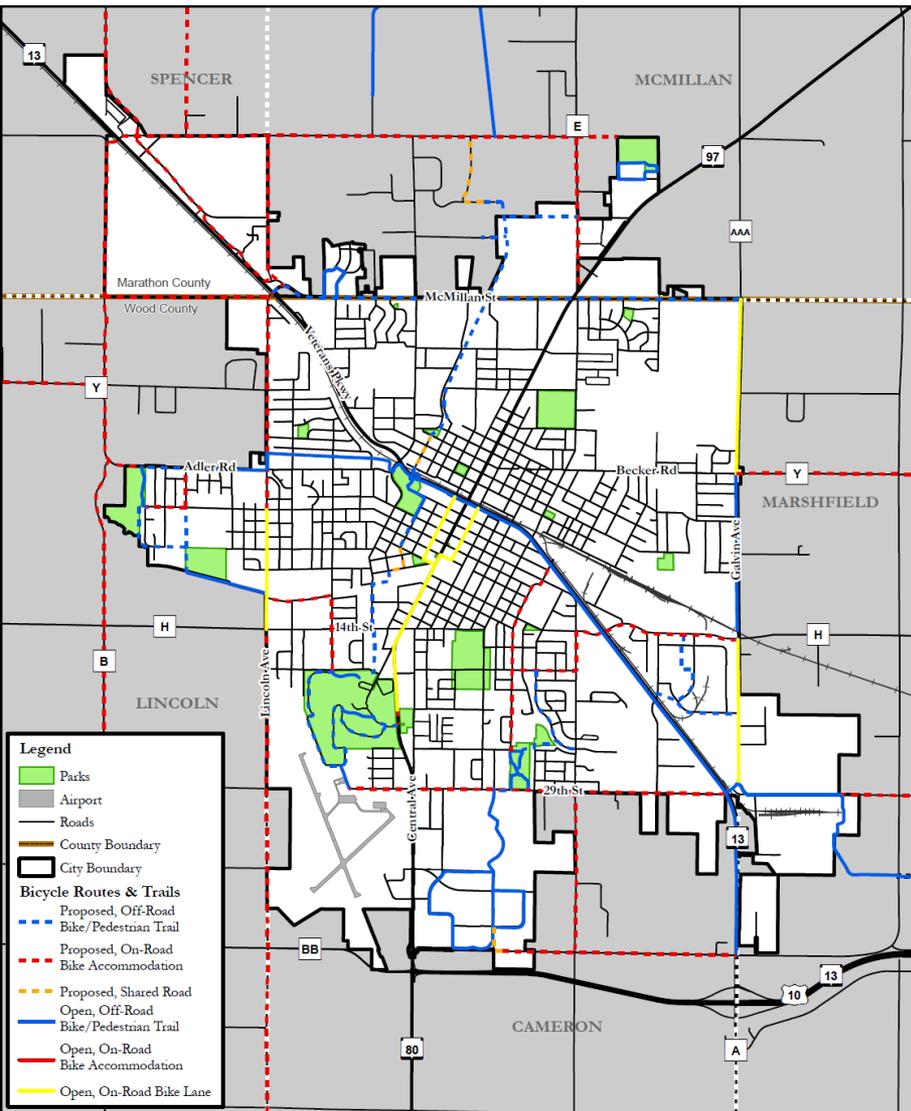
- Strategies
  - Neighborhood planning
  - Encourage home ownership with incentive programs and streamlining permit process
  - Increase housing density to make neighborhoods more pedestrian/bicycle friendly near commercial core
  - Follow strategies for residential growth both inside and outside the City
  - Focus on reducing blighted areas
  - Encourage developers to provide a variety of housing options

# Transportation

## □ Strategies

- Future Road Corridor map and Street Plan
- Update Official Map
- Bicycle/Pedestrian Plan – connect the trail system
- Update Safe Routes to School Plan
- Utilize CIP and PASER for planning future road expenditures
- Make sure facilities are designed for accessibility
- Streets should include multimodal forms of transportation
- Study downtown parking and pedestrian safety

# Transportation



# Utilities and Community Facilities

- Strategies
  - Timetable for improvements
  - Maintain emergency service levels
  - Maintain facilities in a cost effective manner
  - Add strategic public gather spaces
  - Work to serve existing areas when feasible
  - Consider health impact when expanding facilities
  - Support joint committee of charities and community service organizations to identify where community resources can best be utilized

# Economic Development

## □ Strategies

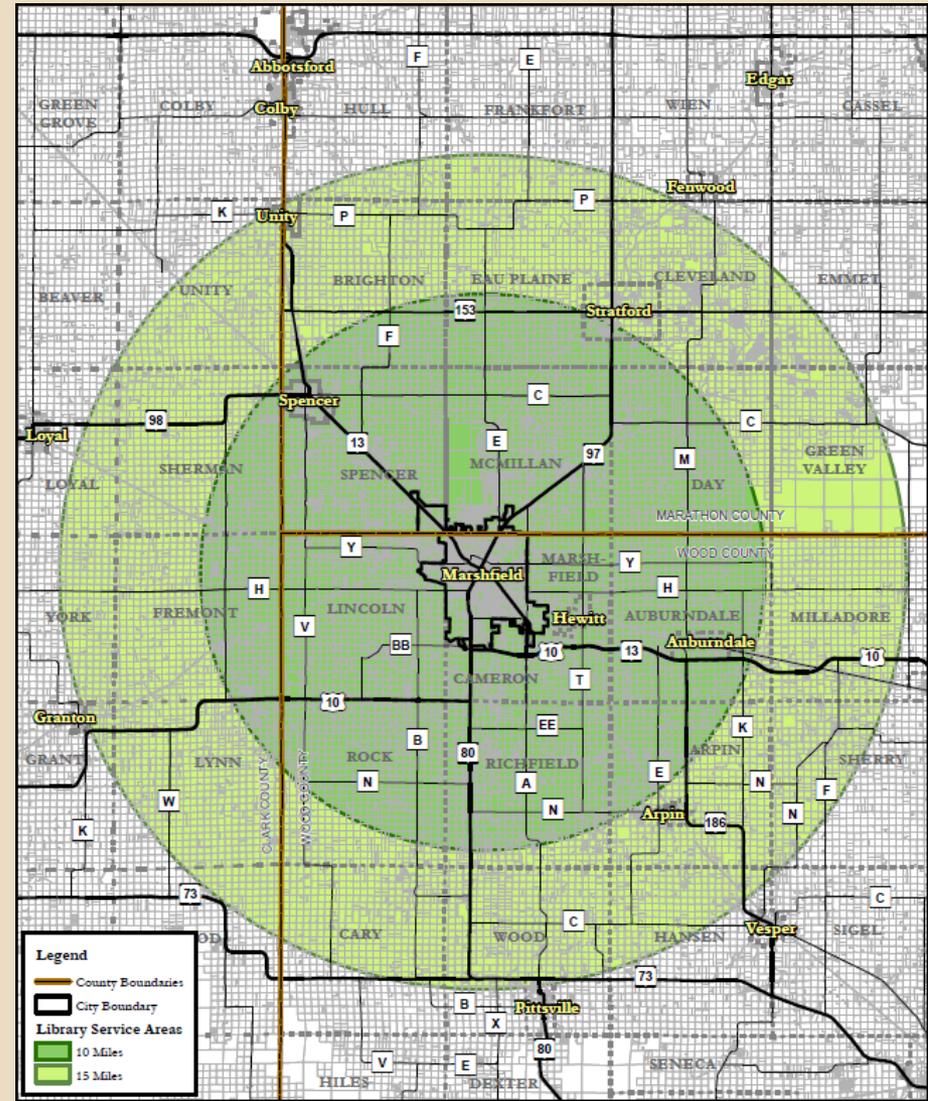
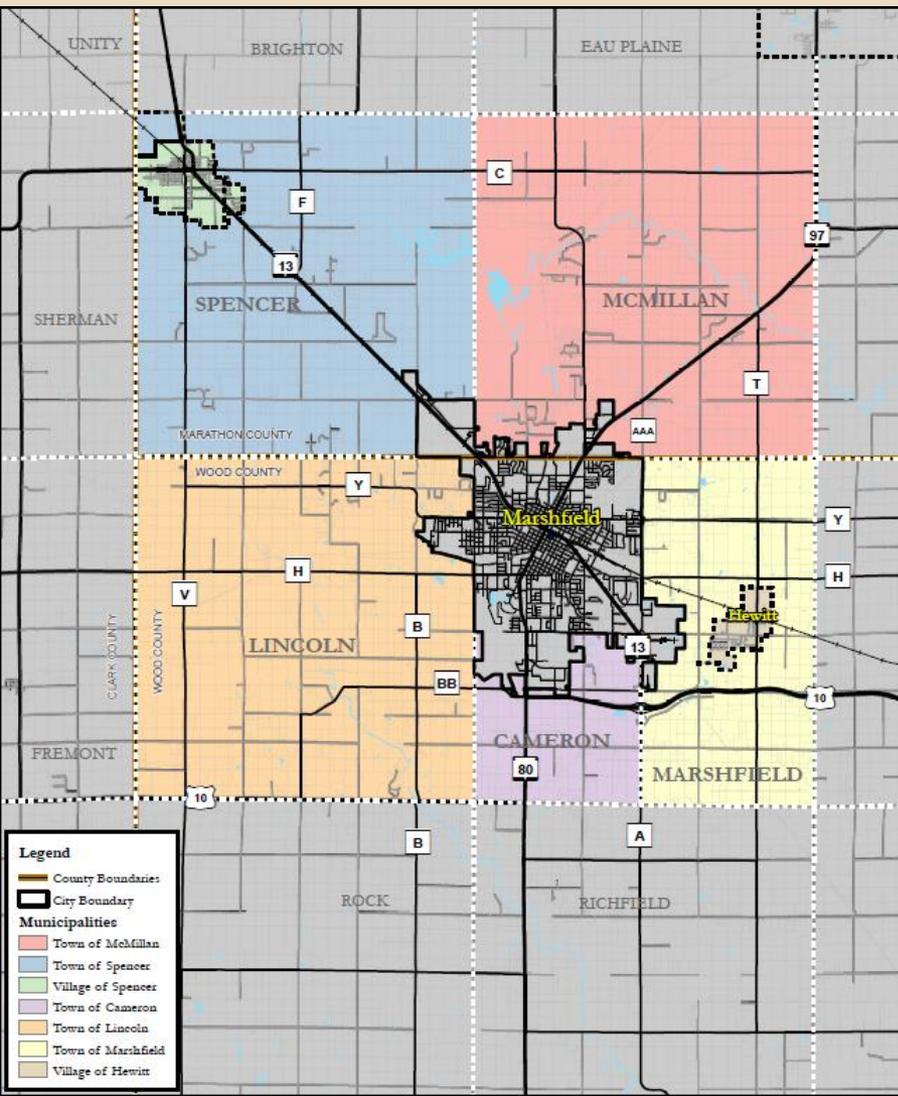
- Update and follow TIF Financial Summary and Strategic Plan
- Continue to work with MACCI and Main Street to develop an active business retention and expansion program and maintain an accurate employment database
- Support tourism opportunities
- Identify place-making opportunities
- Encourage high quality, attractive commercial development
- Encourage shared parking opportunities
- Promote infill and redevelopment of blighted and underdeveloped properties
- Address “Brain Drain” issue

# Intergovernmental Cooperation

## □ Strategies

- Work cooperatively with surrounding governments and non-government entities in the area
  - Communication plan
  - Explore opportunities for shared services, revenue, facilities, and equipment
  - Invite appropriate representatives to the table when reviewing plans
- Manage growth in Marshfield's 3-mile planning area
  - Limit rural development in areas for future growth

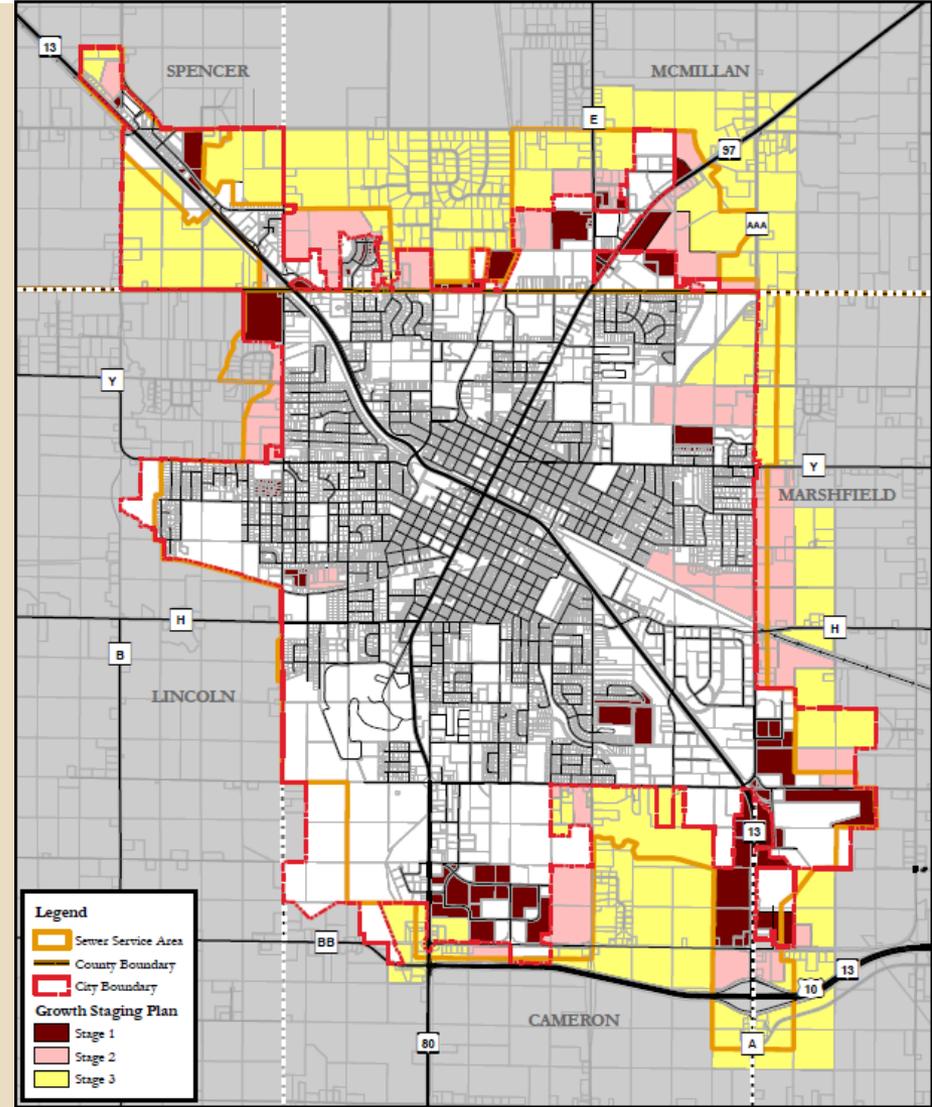
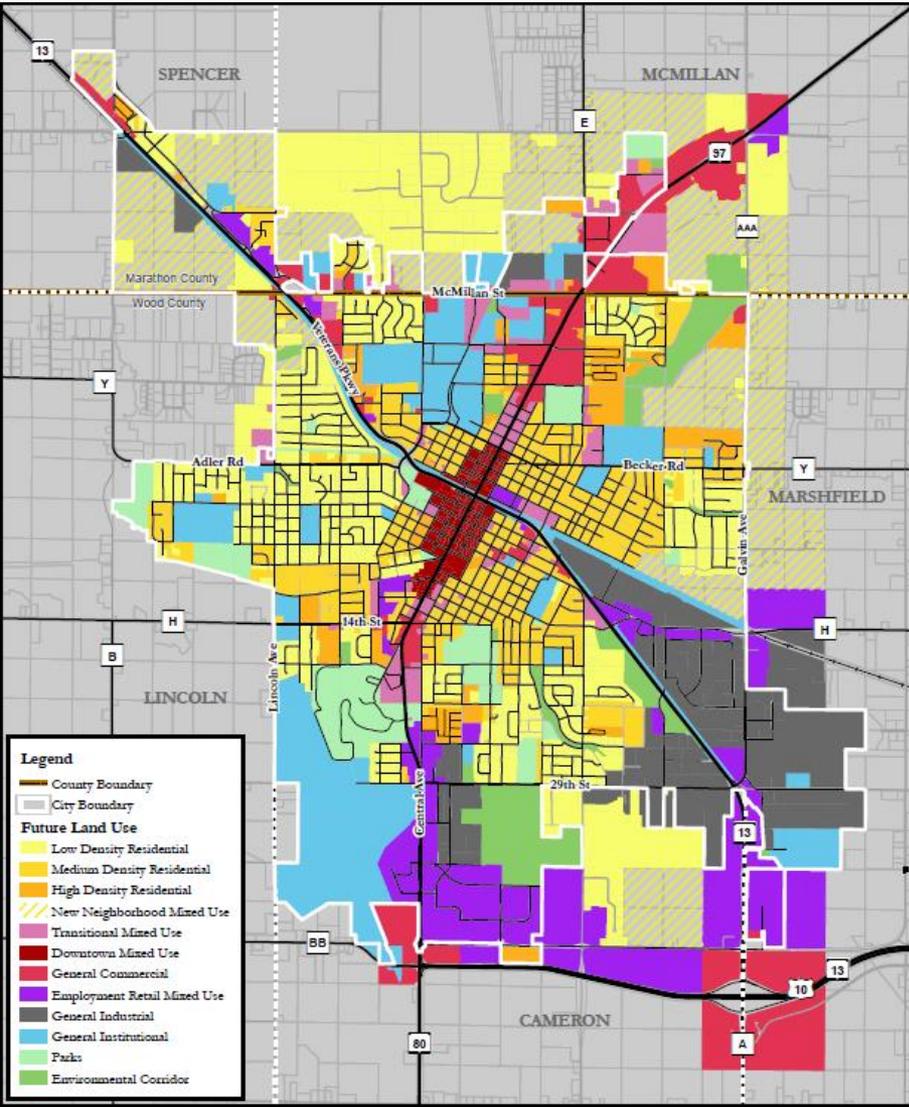
# Intergovernmental Cooperation



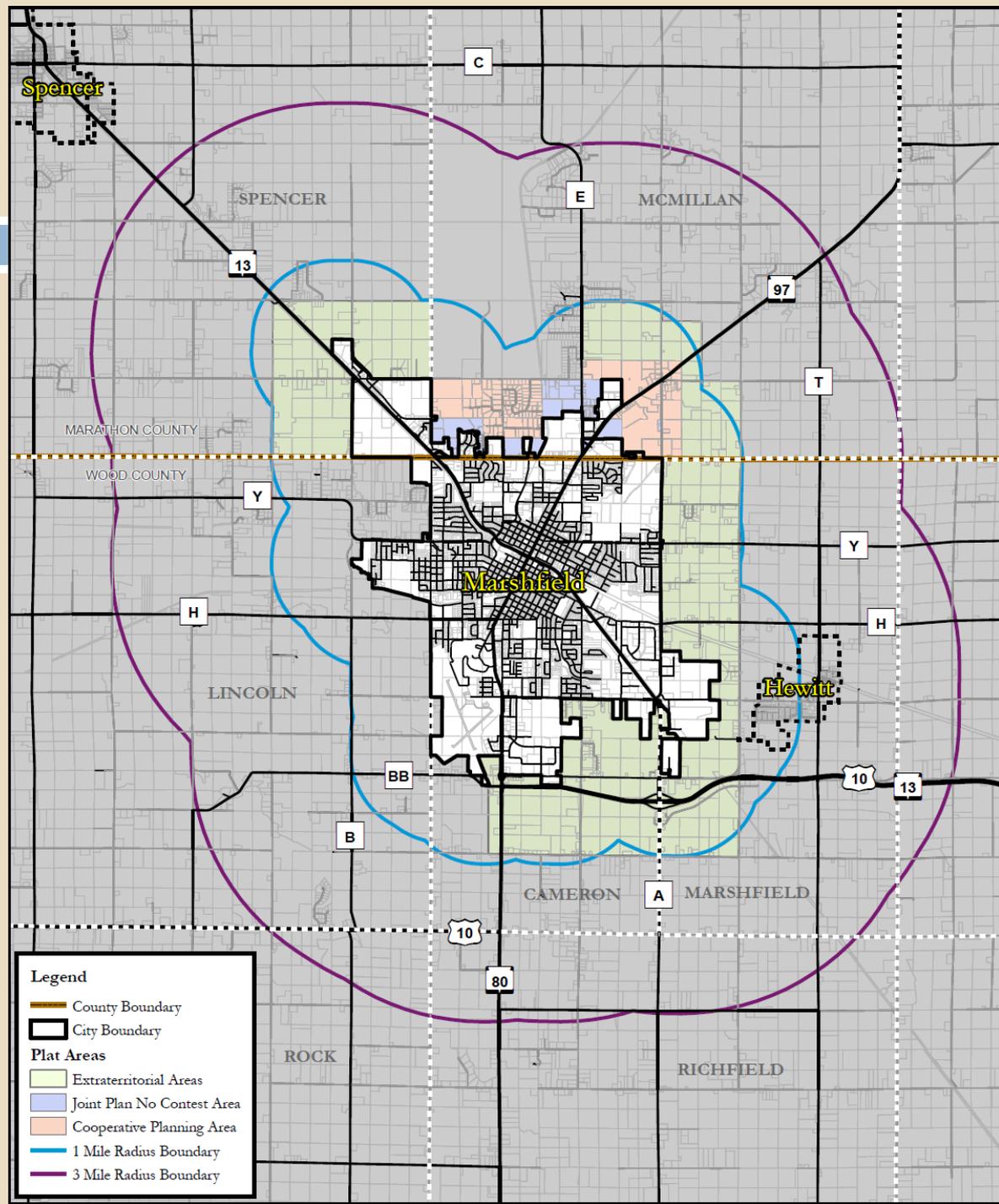
# Land Use

- Future Land Use Plan
  - Residential - < 5 units per acre, 3-10, and 6+
  - General Commercial
  - General Industrial
  - General Institutional
  - Parks
  - New Neighborhood Mixed Use – Residential/Neighborhood
  - Transitional Mixed Use – Transitions Res to Commercial
  - Employment Retail Mixed Use – Mostly light industrial/business park with retail along arterials
  - Environmental Corridor

# Land Use



# Land Use



**Legend**

- County Boundary
- City Boundary
- Plat Areas**
  - Extraterritorial Areas
  - Joint Plan No Contest Area
  - Cooperative Planning Area
  - 1 Mile Radius Boundary
  - 3 Mile Radius Boundary

# Land Use

- Strategies
  - Update Street Plan, Official Map, and Bike/Ped Plan
  - Focus on revitalization opportunities
  - Consider design standards for gateways into Marshfield
  - Track land use
  - Increase density
  - Protect Extraterritorial Areas from development patterns that may land-lock Marshfield
  - Utilize Future Development Staging Map

# Implementation

- Strategies
  - 32 Goals and 142 Programs, Policies, and recommendations
  - Implementation Committee
  - Update or review a Chapter every 2 years starting 2022
  - Coordinate implementation with “Agency Partners” identified in the Plan

# Implementation

City of Marshfield – 2017-2037 Comprehensive Plan Draft from 5/26/17

## Natural, Cultural, and Agricultural Resources

**Goal 3-1. Protect the area's groundwater, natural resources, air quality, and threatened and endangered wildlife and wildlife habitat.**

Goal	Action	Agency Partners	Priority	Element Impact
3-1	1. As state/federal regulations are amended, and as new dev. practices change, to further protect the City's groundwater, nat. resources and greenways, and the water quality of the community, stream corridors, and downstream surface waters, the City should update: <ul style="list-style-type: none"> <li>Wellhead protection overlay district</li> <li>Shoreland ordinance</li> <li>Shoreland-Wetland ordinance</li> <li>Floodplain ordinance</li> <li>Stormwater Quality Management Plan Requirements</li> <li>Construction Site Erosion Control ordinance</li> </ul>	Development Services; Public Works; Marshfield Utilities; Common Council	Ongoing	Utilities and Community Facilities; Land Use
3-1	2. Notify the Wisconsin Department of Natural Resources and other applicable regulatory agencies where environmentally sensitive areas, including wetlands are identified or being harmed.	Development Services; Public Works; Parks and Rec	Ongoing	Utilities and Community Facilities; Land Use
3-1	3. Require any non-metallic mining operations to receive approval with the county and provide adequate buffering between the operations and adjacent developed properties.	Development Services; Plan Commission; Common Council	Ongoing	Land Use
3-1	4. Monitor the available data from the Wisconsin Department of Natural Resources for updates on the air quality of the area and consider adopting ordinances limiting outdoor uses that have a proven adverse impact on air quality.	Development Services; Public Works; Common Council	Ongoing	Land Use
3-1	5. New development should be encouraged to incorporate sustainable building principles.	Development Services; Public Works; EDB	Short-Term	Economic Development; Land Use
3-1	6. Continue landscape requirements that support the preservation of existing trees.	Development Services; Plan Commission	Ongoing	Economic Development; Land Use
3-1	7. Consider utilizing greenways and other natural areas as potential passive recreational areas.	Public Works; Parks and Rec; Common Council	Ongoing	Utilities and Community Facilities; Intergovernmental Cooperation

City of Marshfield – 2017-2037 Comprehensive Plan Draft from 5/26/17

## Housing

**Goal 4-1. Encourage neighborhood planning.**

Goal	Action	Agency Partners	Priority	Element Impact
4-1	1. Work with property owners to define Marshfield's neighborhoods, and consider adopting policies to develop neighborhood organizations and revitalization plans and consider programs for the following: <ul style="list-style-type: none"> <li>Cleanup and house repair.</li> <li>Projects for improving the neighborhood.</li> <li>Public and private funding sources.</li> <li>Programming for social interaction.</li> </ul> When developing neighborhood revitalization plans, consider the following: <ul style="list-style-type: none"> <li>A vision statement and neighborhood goals.</li> <li>Neighborhood future land use plan.</li> <li>Redevelopment recommendations.</li> <li>Design guidelines.</li> <li>Signature projects.</li> <li>Implementation and funding schedule.</li> <li>Historical architecture or influence on neighborhood.</li> <li>Health implications.</li> </ul>	Development Services; Public Works; EDB; Common Council	Ongoing; Medium-Term	Economic Development; Land Use