



CITY OF MARSHFIELD 2017-2037 COMPREHENSIVE PLAN

June 27, 2017

Common Council – Public Hearing Meeting

Introduction

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



City of Marshfield
2017-2037 Comprehensive Plan



Final Draft May 26, 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

□ Population

■ 2016 Estimate - 19,201

- Male - 47.4%
- Female – 52.6%, about the same as 2000
- White – 94.8%, becoming more diverse
- Median Age – 41.3 years, up from 39.4 year in 2000
- Bachelor's degree or higher – 26.7%, becoming more educated

■ Projected to decline to 18,030 by 2040

Issues and Opportunities

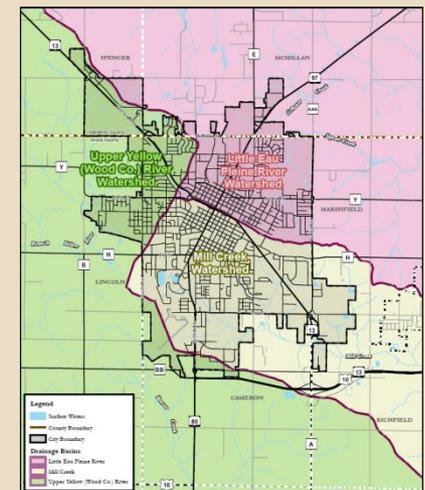
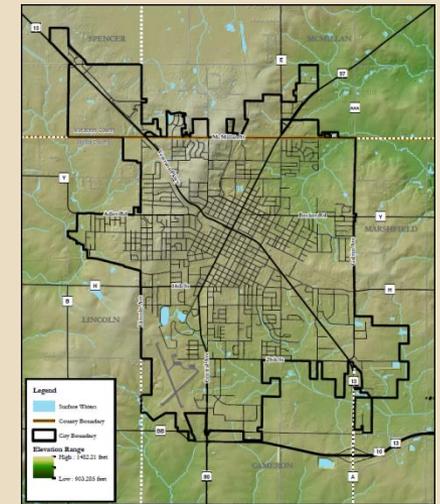
- Issues
 - Sustaining population numbers/brain drain/aging population
 - Blighted areas
 - Age of housing stock
 - Roads in poor condition
 - Hefko pool
 - Lack of high paying jobs
 - Lack of communication from City government
 - Not enough buildable residential lots
- Opportunities
 - Become a more 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

□ Natural Resources

- Greenways (Meadowbrook, Northeast, Pleasant Valley, Southeast)
- Floodplains
- Wetlands
- Creeks (Beaver Creek, Mill Creek, Scheuer Creek, Squaw Creek.)
- Forestland (1,000 acres)
- Soils (clay)
- Topography
 - Highest point – 1,379' AMSL at Security Health
 - Lowest point – 1,183' AMSL at McMillan and Galvin intersection
- Drainage Basins
 - Upper Yellow River watershed
 - Little Eau Pleine River watershed
 - Mill Creek watershed



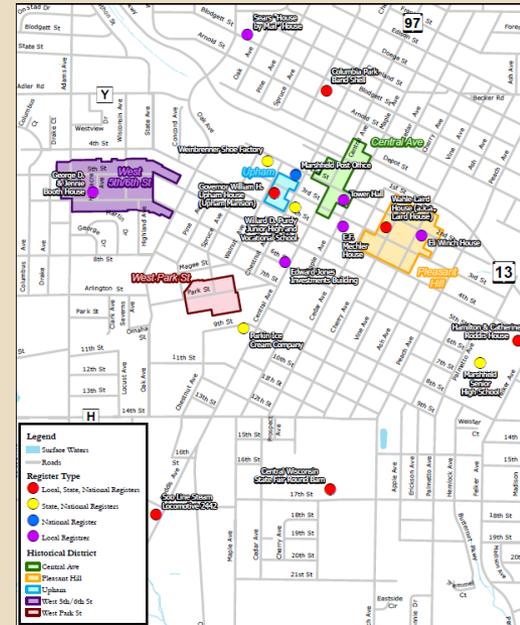
Natural, Cultural, and Agricultural Resources

□ Agricultural Resources

- Prime Farmland
- Fresh Food Access
 - Farmer's Markets
 - Community Gardens
 - Farm to Table
 - Local Food Expo

□ Cultural Resources

- Genealogy and Ancestry – Majority German
- Art Resources – Live music, dance studios, public art
- Historic Resources – 17 properties and 5 historic districts



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

- Housing Characteristics
 - Houses since the 1880's
 - 19% of housing stock predates 1939
 - Built since 2010 – 67 single family homes, 9 duplexes, and 152 apartment units
 - 60% single family detached, below state average (66.5%)
 - 55% of homes valued between \$100-\$200K
 - Peak average sale price was \$138,268 in 2014
- Households
 - Current (2015) – 8,887
 - Projected to increase to 9,110 by 2035 then decrease
- Available Land
 - Approximately 70 acres with 185 lots classified as available for residential development
 - Over 700 additional acres of lands for residential development that may currently lack access to utilities

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

□ Existing Conditions

- 143 miles of roads under the City of Marshfield's jurisdiction
- WisDOT removed some arterials from our Functional Road Classification
- North Central Ave is busiest street followed by West McMillan, Veterans Parkway, and Peach Ave
- Intersection with highest crash rate is Doege and Central
- Ride-share is the only public transportation in Marshfield – others are private

Transportation

□ Existing Conditions

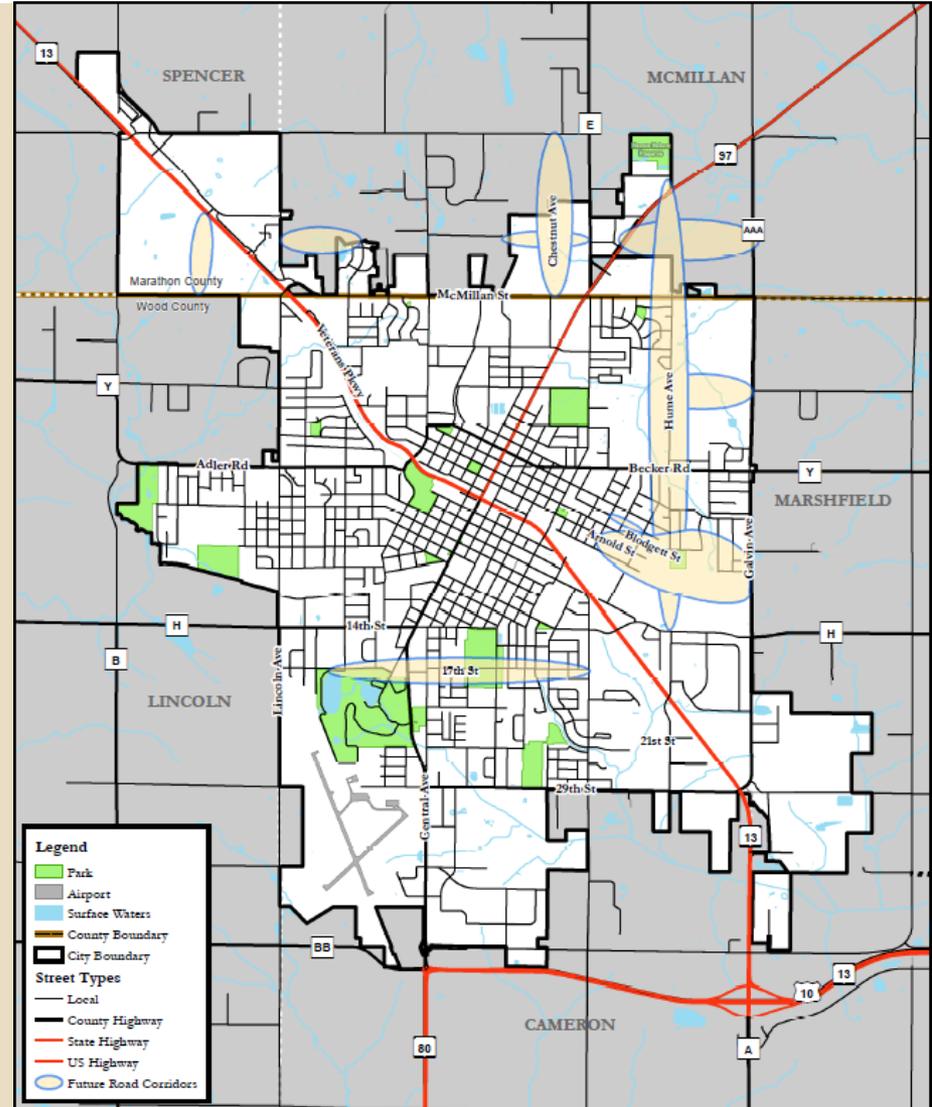
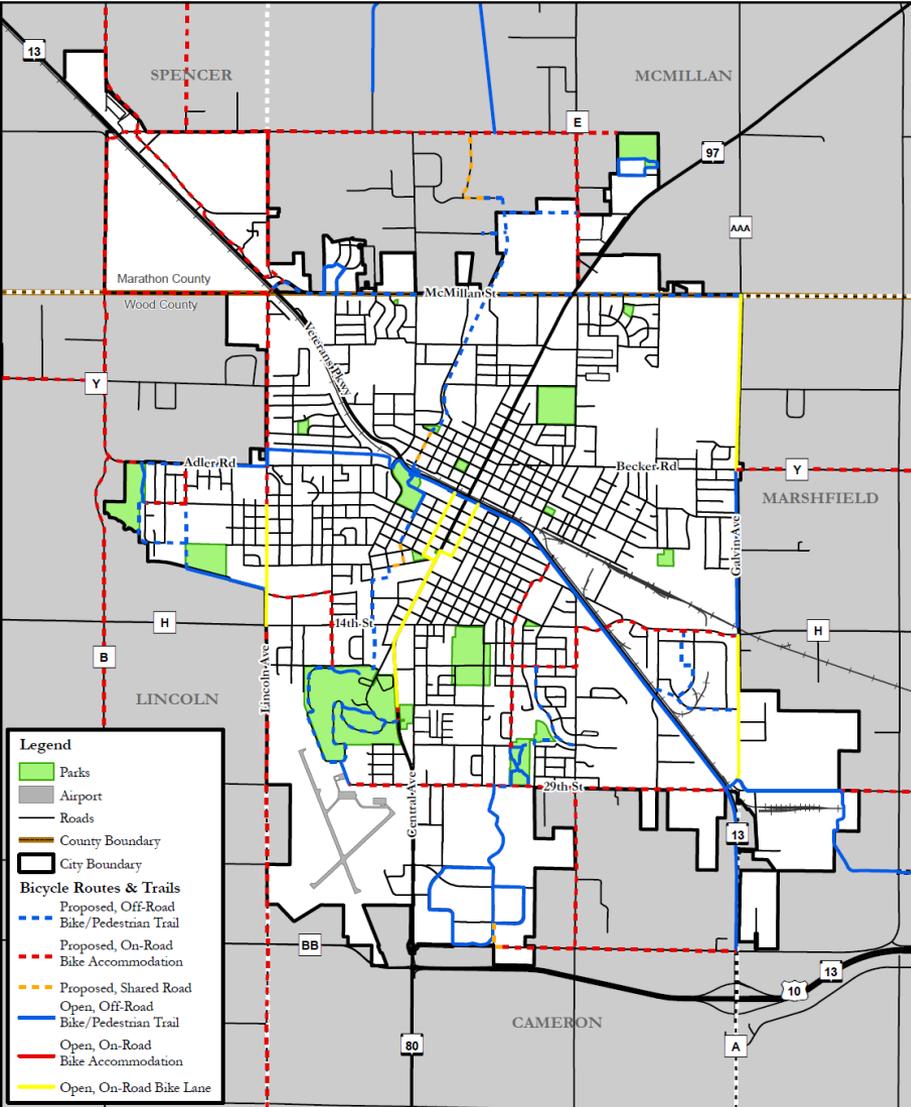
- Bicycle and pedestrian facilities are getting better, but still need some work – fragmented system currently
- Rail is vital to our industries – now have quiet zones
- Marshfield Airport has a Campus Plan – need to work on Master Plan for BOA
- Trucking is a major industry, but concerns have risen regarding truck traffic downtown

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
- Continue utilizing 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

□ Utilities

□ Sanitary

- About 138 miles of sewer system
- 2.978 mgd on average is treated at the WWTP
- Capacity to treat 28 mgd

□ Water

- 16 wells serve the City (15 active)
- 4,575,000 gallons of above ground water storage

□ Stormwater

- 60 municipal wet/dry stormwater management facilities

Utilities and Community Facilities

- Community Facilities
 - Fire Station – new in 2010
 - Library – new in 2016
 - City Hall – move in 2018
 - Police Department – conducting facility needs assessment
 - City Garage – centrally located, desire more storage
 - County Government – Wood County Annex & Health Center
 - Medical Campus – guided by Campus Master Plan due in October
 - Education
 - School District
 - UW-Marshfield/Wood County – STEM Building
 - MSTC
 - Lack of childcare facilities

Utilities and Community Facilities

- Parks and Recreation Facilities
 - Maintain and make more accessible
 - Primarily covered by the CORP
- Charities and Community Service Organizations
 - Both are vital to the growth and development of the community.



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

□ Existing Conditions

- Percent in labor force – 68%, higher than national average, but declining
- Commute time of 15.3 minutes, lower than State average by 6 mins.
- 37.2% of jobs in Education and Health Care fields
- 16.9% in Retail Trade and 16.2% in Manufacturing
- Per capita income is on pace with State average
- Median family and household income is lower than region and state
- Higher percentage of more educated people than Wood and Marathon County averages
- Major employers (providing 100+ jobs) provide about 8,000 jobs (over half - 4,800 are health care related)
- Lower poverty level than State in all demographic categories

Economic Development

□ Existing Conditions

- TIF is a major economic development tool in Marshfield
- A lot of commuters come from Marathon County
- Tourism is an important factor in drawing visitors to Marshfield – primarily through events
- There are a lot of local (MACCI and Main Street) regional (MCDEVCO and Centergy) and state (WEDC and CDGB) resources and partners available for economic development

Economic Development

□ Future

- Major industries to grow – Health Care, Research, Ag & Food Processing, Workforce Education & Training
- Utilize contaminated and brownfield sites for redevelopment
- Over 400 acres of commercial and industrial land suitable for development
- Nearly 200 acres in business and industrial park

Economic Development

□ Strategies

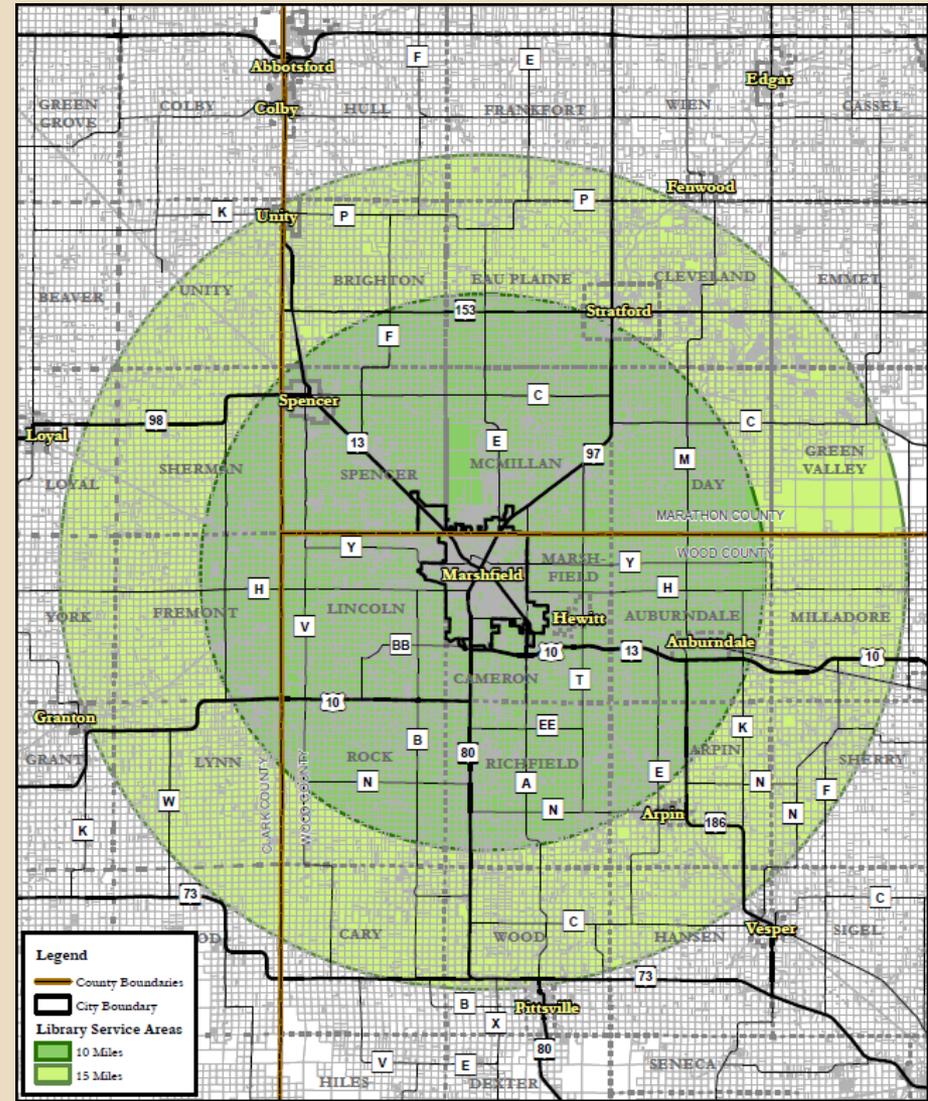
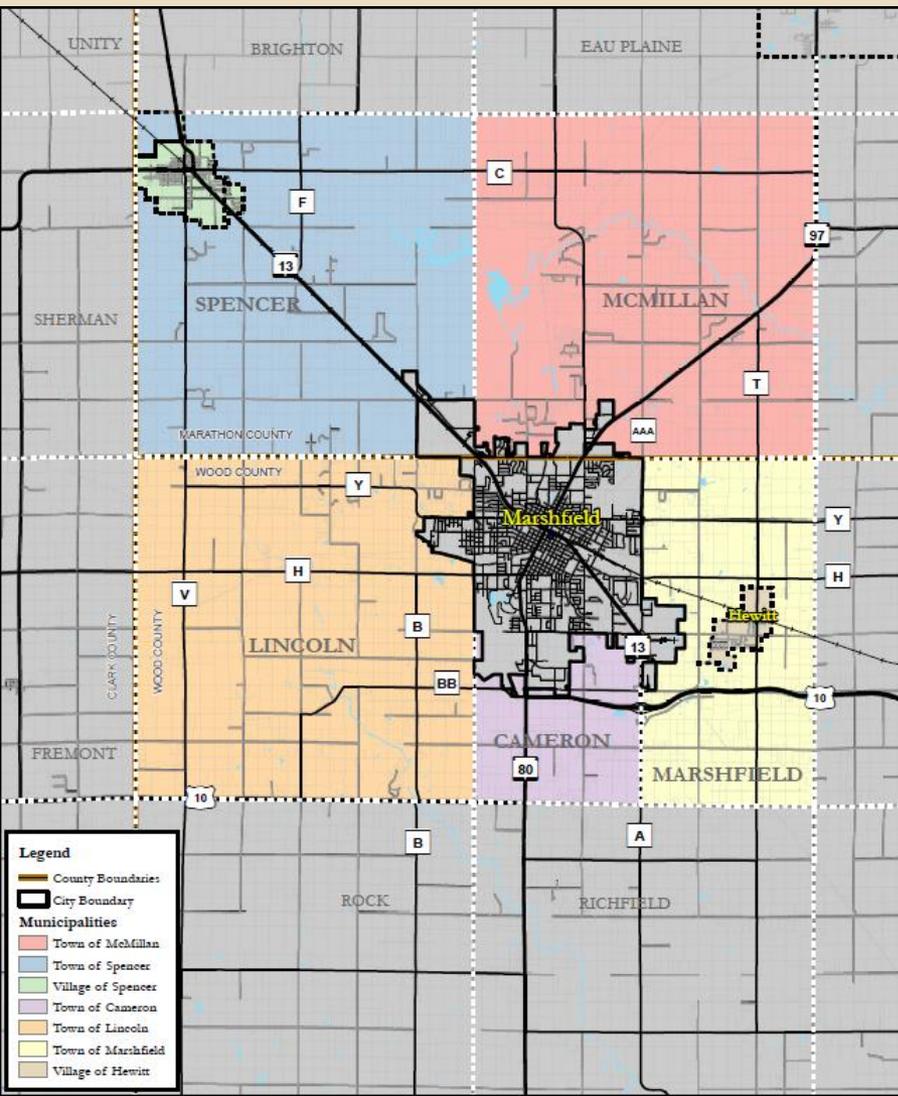
- Update and follow TIF Financial Summary and Strategic Plan
- Continue to work with MACCI and Main Street to develop an active business retention and expansion program and maintain an accurate employment database
- Support tourism opportunities
- Identify place-making opportunities
- Encourage high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

Intergovernmental Cooperation

□ Existing Conditions

- Townships: Cameron, Lincoln, Marshfield, McMillan, and Spencer
- Counties: Wood and Marathon
- Education: School District of Marshfield, UW-Marshfield/Wood County, and Mid-State Technical College
- North Central Wisconsin Regional Plan Commission
- Major State and Federal Agencies: WisDOT, DNR, DOA, DOR, DHS, SHPO, U.S. Army Corps of Engineers, and FAA

Intergovernmental Cooperation



Intergovernmental Cooperation

- Existing Conditions
 - ▣ Existing Regulations: Overlay Districts (Airport and Wellhead), Official Map, and Extraterritorial Plat Review
 - ▣ Share resources/services: Library, Parks and Recreation, Electric Service, MACCI, CVB, Mill Creek Covenant Committee, and Sanitary Sewer Service Area – all address areas outside the City
 - ▣ Ambulance Service Agreements: Auburndale (village and town), Cameron, Fremont, Lincoln, McMillan, Marshfield, Milladore (village and town), Richfield, Rock, and Sherry

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

Land Use

Existing Conditions

Land Use Type	Number of Acres	Percent of Total Land
Residential	2,360.50	31.47%
Commercial	554.96	7.35%
Industrial	852.41	11.31%
Institutional	1,724.53	22.70%
Agricultural	680.64	9.03%
Parks and Open Space	632.26	8.55%
Vacant	733.61	9.57%
Total	7,538.89	100.00%

- Marshfield has about 1,420 people per square mile and 707 housing units per square mile
- Approximately 1,408 acres of land potential for Residential, Mixed Use, and Industrial (not all currently served with utilities)

Land Use

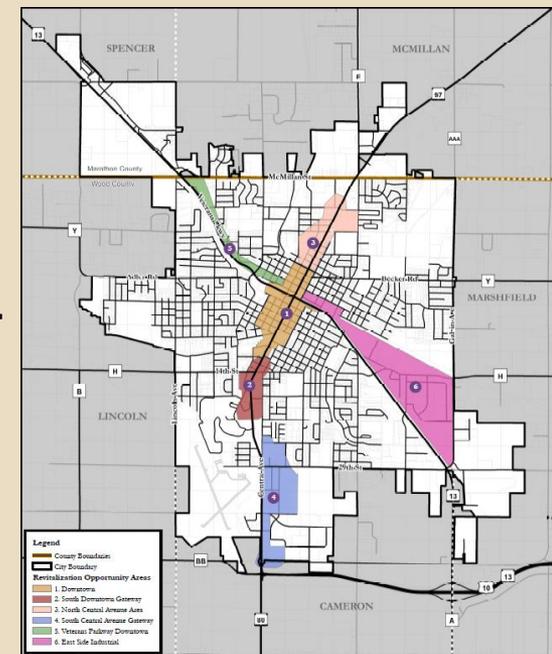
□ Existing Conditions

- Approximately 150 acres of land have been developed or redeveloped privately since 2010 – room for development on some of those sites.
- Land Prices
 - Residential – Average of \$2.25/sq ft in 2015
 - Commercial – Average of \$4.37/sq ft in 2015
 - Manufacturing - \$10,000-\$60,000 per acre

Land Use

□ Revitalization Opportunities

- Downtown District
- South Downtown Gateway
- North Central Avenue Area District
- South Central Avenue Gateway District
- Veterans Parkway Gateway District
- East Side Industrial District



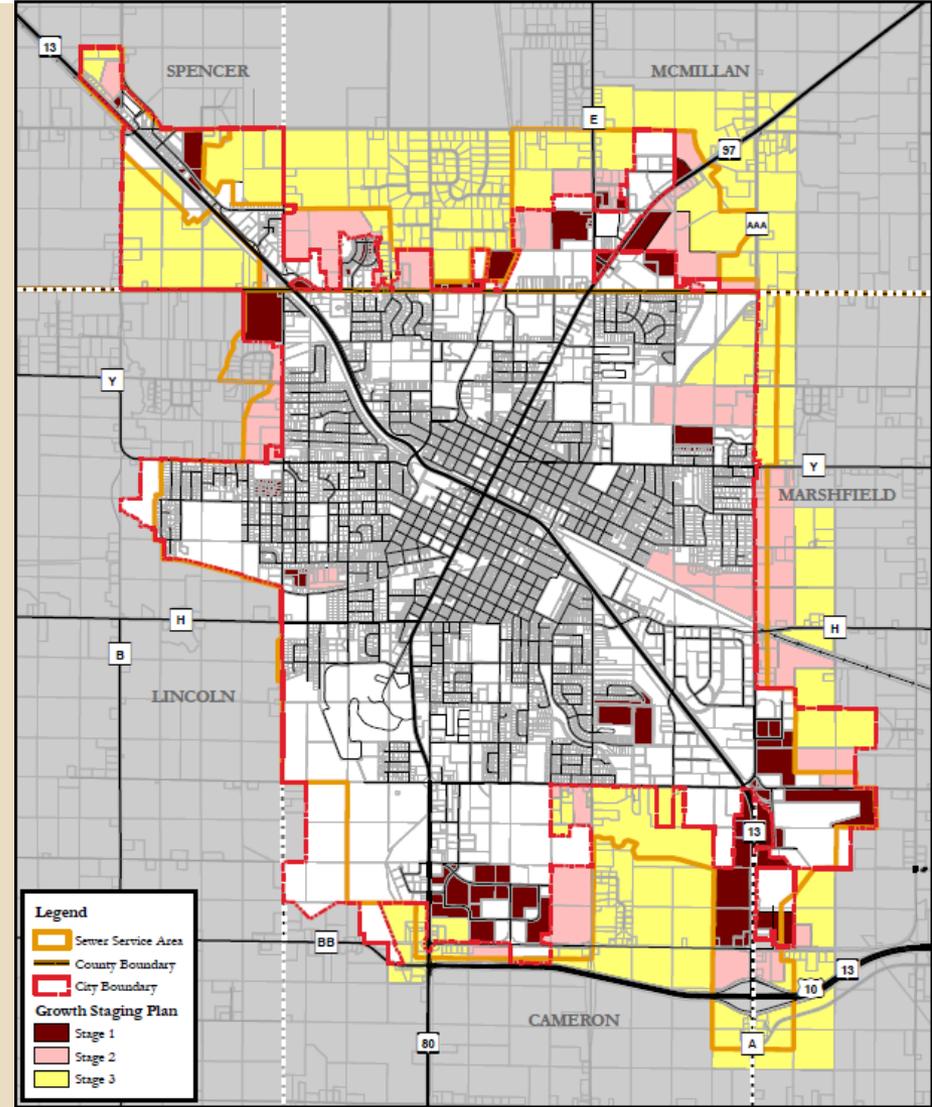
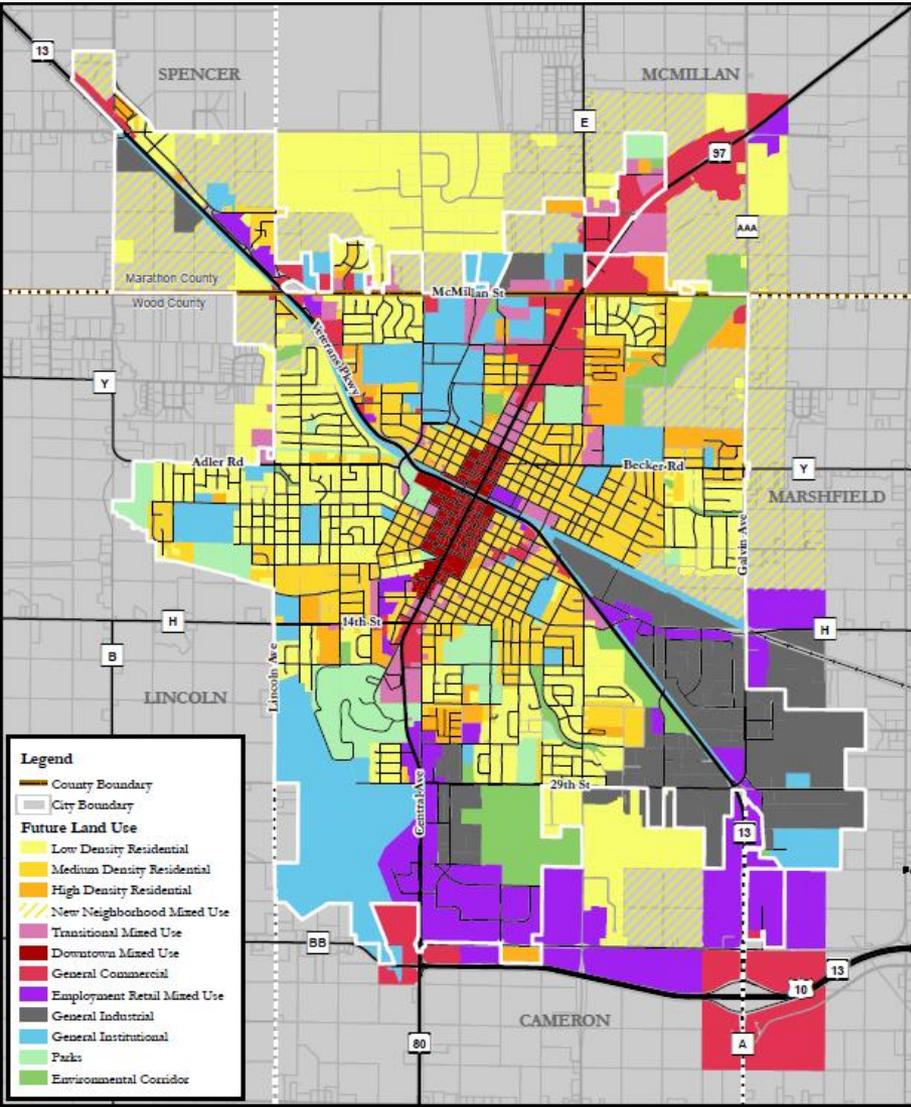
Land Use

- New Development Opportunities
 - Sewer Service Area Boundary
 - Future Growth Areas
 - Extraterritorial Areas
 - Highway 10 Corridor
 - Future Land Use Plan
 - Future Development Staging

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

- 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

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	<p>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:</p> <ul style="list-style-type: none"> • Wellhead protection overlay district • Shoreland ordinance • Shoreland-Wetland ordinance • Floodplain ordinance • Stormwater Quality Management Plan Requirements • Construction Site Erosion Control ordinance 	<p>Development Services; Public Works; Marshfield Utilities; Common Council</p>	Ongoing	<p>Utilities and Community Facilities; Land Use</p>
3-1	<p>2. Notify the Wisconsin Department of Natural Resources and other applicable regulatory agencies where environmentally sensitive areas, including wetlands are identified or being harmed.</p>	<p>Development Services; Public Works; Parks and Rec</p>	Ongoing	<p>Utilities and Community Facilities; Land Use</p>

Changes

- On Page 1-6 under Community-Wide Open House, the “and a formal presentation was made by the planning team and City staff.” was removed.
- Proposed Future Road Corridors Map 5-4 was amended to remove local road corridors that are unlikely to become arterials or collectors to match the narrative in the Plan.
- Last recommendation on Page 10-44 will read: “3. Update the Comprehensive Plan at least once in the next 10 years and consider following the proposed Comprehensive Plan Update Schedule outlined in this chapter.”