

2017 Comprehensive Plan Update
City of Marshfield, Wisconsin

Existing Conditions Report

9/1/2016

INTRODUCTION

Welcome

Welcome to the **Existing Conditions Report** portion of the Comprehensive Plan. This volume contains the statistical profile and background analysis necessary to update the City's Comprehensive Plan. Plan recommendations are not in this report, but will be developed and incorporated into the Comprehensive Plan. This report looks at existing conditions, but will incorporate future projections if they are available or have been determined. This has been done to provide a clear understanding of Marshfield's existing conditions, and perhaps more importantly, to foster discussion and debate on what direction the community looks to head in the future.

This aspect of the planning process has been prepared under the State of Wisconsin's comprehensive planning law, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. The Law requires that all land use decisions in the City be consistent with this Comprehensive Plan. Additionally, the Plan is intended to be updated at least once every 10 years. The original Report was adopted in 2006 during the development of the Comprehensive Plan that was adopted in 2007. The Report will help to provide the background necessary to ensure that the Plan is providing clear direction and that it is still consistent with community goals, values, and needs.

Report Organization

This Report is separated into 10 Chapters. Chapters include:

- | | |
|----------------------------------|--|
| 1. Introduction | 6. Agricultural, Cultural, and Natural Resources |
| 2. Regional Context and Dynamics | 7. Economic Development |
| 3. Demographic Trends | 8. Transportation |
| 4. Land Use | 9. Utilities and Community Facilities |
| 5. Housing | 10. Intergovernmental Cooperation |

Steering Committee

The Steering Committee is composed of Planning Commission members, City Staff, and community representatives. The Steering Committee will provide technical support to the planning process, as well as reviewing results from the multiple grass roots level committees. The Steering Committee will be responsible for overseeing the development of draft Goals, Objectives, Policy recommendations, and the Action Plan. The Steering Committee is made up of the following people:

- Joe Gustafson, Chairperson and Plan Commissioner
- Ann-Marie Nelson Brine, Vice-Chairperson and Citizen
- Chris Meyer, Mayor
- Ed Wagner, Alderperson and Plan Commissioner
- Dan Knoeck, Director of Public Works
- Justin Casperson, Director of Parks and Recreation
- Bob Trussoni, General Manager of Marshfield Utilities
- Sam Warp, Superintendent of Waste Water Department

- Bob Haight, Fire Chief
- Michelle Morley, Citizen

REGIONAL CONTEXT AND DYNAMICS

Overview

The City of Marshfield is located in the center of Wisconsin between Wood and Marathon Counties. The City is home to approximately 20,000 residents and enjoys recognition for its world class medical facilities and overall quality of life. The City is served directly by State Highways 13, 97, and U.S. Highway 10. State Highway 29 is approximately 20 miles to the north, running east and west. Interstate 39 lies thirty miles to the east and highway improvements were completed in 2012 to U.S. Highway 10 going east, converting the highway to a 4-lane limited access road for better, and more efficient link to the Interstate system.

Historically, Marshfield grew and developed as a railroad community. Several railroad corridors bisect the City and the early street grid was laid out parallel to the railroads. Central Avenue is the primary arterial route through the community and growth has occurred concentrically around the downtown business district.

Marshfield has received many accolades and is recognized for its high quality of life. The City is proud to be considered the "Best Place to Live in Wisconsin" and "Eighth Best Place to Live in America" according to Bizjournals.com.

Forbes ranked Marshfield as the 5th best small city to raise a family in 2010. Qualities considered in the ranking were short commute time, high school graduation rate, and low cost of living.

Regional Context

Because of Marshfield's location in the center of the state, it is accessible to several metropolitan areas, including Minneapolis/St. Paul (164 miles), Madison (138 miles), Milwaukee (184 miles) and Chicago (274 miles).

Sources:

- Bizjournals.com
- Marshfield Area Chamber of Commerce and Industry
- Forbes.com

DEMOGRAPHIC TRENDS

Overview

This section of the Existing Conditions Report provides information on current demographic trends and future projections. For the purpose of this report, demographic data is provided at the municipal, county, and state levels.

Historical Population Growth

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 3.1 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 3.1: 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

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 3.2 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 (those born in the 1960s and 1970s) are at the middle to 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 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.

Table 3.2: 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 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 percent of White population but greater percent Asian population, as shown in Table 3.3.

Table 3.3: 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

Educational Attainment

Table 3.4 shows education levels in Marshfield and surrounding counties. The City 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 3.4: Educational Attainment, 2000 and 2010

	City of Marshfield, 2000	City of Marshfield, 2010	Percent of Total, 2010	Wood County, 2010	Percent	Marathon County, 2010	Percent of
					of Total		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 provided. 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 3.5, 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 3.5: 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

Population Projections

Table 3.6 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.

Based on these projections, the City of Marshfield is expected to have decreases in population over the next 25 years.

Table 3.6: 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

Sources:

- U.S. Census Bureau
- Wisconsin Department of Administration
- American Community Survey

LAND USE

Overview

This chapter of the Existing Conditions Report profiles the existing relationship between land uses. Data used in this analysis comes from the U.S. Census, Wisconsin Department of Administration, and parcel data provided City of Marshfield Geographic Information System (GIS) Data.

Existing Land Use

Table 4.1 depicts the number of acres dedicated to each use and what percentage of land those acres represent. The Existing City Land Use Map (Map 4.1) displays the various land uses and their locations within Marshfield. When excluding right-of-way (not included in the table below, but included in the past), there is a discrepancy of approximately 2,000 acres between the existing land use in the previous existing conditions report and the table below. Even though the City has grown, the previous existing conditions report shows an additional 2,000 acres. Staff will continue to work with the GIS Coordinator to identify the gaps in the land use calculations. As the categories are modified, or as the map gets more refined, changes to the acreage and percentage calculations are expected. At the very least, the table below indicates the proposed existing land use categories to be used in the Comprehensive Planning process. Wetlands were not identified separately from any land use category nor were wetland areas calculated or removed from the acreage calculation. Therefore, land may be identified as residential, vacant, or commercial, but still contain wetlands.

Table 4.1: City of Marshfield Existing Land Use

Land Use Type	Numbers of Acres	Percentage of Total Land
Residential	2,308	30.6%
Commercial	564	7.5%
Industrial	835	11.1%
Institutional	1,688	22.4%
Agricultural	695	9.2%
Parks and Open Space	662	8.8%
Vacant	784	10.4%
Total	7,538	100%

Source: City Assessor; City of Marshfield GIS Data, 2016

Residential

Residential land use accounted for 30.6% of all land, or over 2,300 acres in the City of Marshfield. The majority of housing units in the City are single-family units. These units are found throughout the City. Multi-family units are generally located near downtown or in other locations around the periphery of Marshfield.

Commercial

Commercial uses in the City of Marshfield account for 7.5% of all land, or 564 acres. Commercial uses are primarily located along major corridors throughout the City, including Central Avenue and Veteran's Parkway. There is also a large presence of commercial uses in both the downtown and in the north side business district in the northeast portion of the City. Although some commercial property does contain residential units, such as the apartments above a storefront in the downtown, mixed use properties were classified as commercial for the land use calculation.

Industrial

Eleven percent (11.1%) of the land in the City of Marshfield is utilized for industry and manufacturing, or 835 acres. The main locations for industry in the City are the northwest, south central, and southeastern areas as well as the north central portion of the City. These concentrations are located along the highways that provide access to and from Marshfield. In addition there are a few select industrial sites located in the downtown that are still active.

Institutional

This classification incorporates all schools, civic buildings, parks, municipally-owned land, cemeteries, hospital/clinic, and religious facilities. In the City of Marshfield, Institutional lands make up over 22.4% of the land, or 1,688 acres. These land uses are found sprinkled throughout the City, including in the residential neighborhoods.

Agricultural

Agricultural land use is all land that is currently being farmed. This includes lands that may be platted, but used primarily for agricultural use. Agricultural land uses account for 695 acres and make up (9.2%).

Parks and Open Space

The classification of Parks and Open Space land use consists of areas that are publicly held greenways, forested areas, and lands dedicated as parks. This land use makes up 664 acres or 8.8% of the total land in the City of Marshfield.

Vacant

The classification of Vacant consists of areas that are undeveloped areas that are not actively being farmed nor considered greenspace and are either currently served or capable of being served by utilities. This land use makes up 784 acres or 10.4% of the total land in the City of Marshfield.

Street Right-of-Way

This classification refers to all land occupied by state, county and city rights-of-way. Rights-of way have not been included in the total calculation at this time.

Existing Zoning

The zoning for residential uses in the City is broken into eight classifications. Each classification has different standards concerning lot size, lot coverage, height, area, width, and use (use not listed in the table). Table 4.2 outlines the classifications and the standards for each of them. The City of Marshfield Existing Zoning Map (Map 4.2) illustrates the location of each zoning classification.

Classifications SR-1 through SR-3 all permit single-family residential in addition to limited home childcare facilities, regulated care facilities, and small scale institutional uses, such as schools and churches. Classifications, SR-6 and TR-6 allow single and some two-family uses. Multi-family homes are permitted in classifications MR-12 and MR-24. Marshfield has one classification for mobile homes, MH-8, but that district accommodates both mobile home parks and mobile home subdivisions (individually owned lots).

Table 4.2: City of Marshfield Residential Zoning Density Standards

Zoning District	Development Options	Maximum % of Lot Coverage	Maximum Height	Minimum Lot Area	Minimum Lot Width
SR-2	Single Family	30%	35	14,000	80
	Small Scale Indoor Institutional			20,000	100
SR-3	Single Family	30%	35	10,000	60
	Small Scale Indoor Institutional			12,000	80
SR-4	Single Family	30%	35	8,700	60
	Small Scale Indoor Institutional			12,000	80
SR-6	Single Family	40%	35	6,000	40
	Two-Flat			6,000	40
	Small Scale Indoor Institutional			12,000	80
TR-6	Single Family	40	35	6,000	60
	Two-Flat			10,800	60
	Twin House			6,000	60
	Duplex			12,000	80
	Small Scale Indoor Institutional			12,000	80
MR-12	Single Family	50	35	6,000	80
	Two-Flat			6,000	80
	Twin House			6,000	80
	Duplex			6,000	80
	Townhouse (3-4 units)			3,600/unit	80
	Multiplex (3-4 units)			3,600/unit	80
	Apartment (3-4 units)			3,600/unit	80
	Small Scale Indoor Institutional			12,000	100
MR-24	Single Family	60	100	6,000	100
	Two-Flat			6,000	100
	Twin House			6,000	100
	Duplex			6,000	100
	Townhouse (3-8 units)			1,800/unit	100
	Multiplex (3-8 units)			1,800/unit	100
	Apartment (3-8 units)			1,800/unit	100
	Small Scale Indoor Institutional			12,000	100
MH-8	Single Family	40	35	6,000	60
	Mobile Home			5 acres	120
	Mobile Home Subdivision			6,000	60
	Small Scale Indoor Institutional			12,000	100

Source: City of Marshfield Zoning Code, 2015

Net Residential Density

According to the 2010 Census, the net residential density in the City is 1,420 persons per square mile and 652 housing units per square mile. The data is depicted below in Table 4.3, which also includes Stevens Point, Wausau, and Wisconsin Rapids as a comparison. Land area is based on current

information in the TIGER® data base, calculated for use with 2010 Census. Therefore, the total area may not be 100% accurate or match up with other area calculations in this chapter. The TIGER® database was used for the purpose of comparing the four communities in the table. Despite having more surface water, Wausau has a greater population and housing unit density than Marshfield.

One way to make a community more sustainable both economically and environmentally is to increase the density. This reduces the cost of infrastructure and lessens the impact of urban sprawl. Current zoning regulations allow for smaller lots and greater densities than previous regulations.

Table 4.3: City of Marshfield Residential Density

Geography	Population, 2010	Housing units, 2010	Area in Square Miles	Density	
				Sq. Miles of Land	
			Total Area	Population	Housing Units
Marshfield	19,118	9,516	13.46	1,420	707
Stevens Point	26,717	11,220	15.96	1,674	703
Wausau	39,106	18,154	18.78	2,082	967
Wisconsin Rapids	18,367	8,972	13.82	1,329	649

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

Nonresidential Intensity

The City of Marshfield’s Zoning Ordinance regulates the intensity of nonresidential uses. There are four mixed use (commercial) districts, three industrial (manufacturing) districts, and four other nonresidential districts. CMU (Community Mixed Use) and UMU (Urban Mixed Use) are mixed use districts that allow a different range of intensity and size for commercial or business development. The NMU (Neighborhood Mixed Use) district is a neighborhood commercial district that permits some light commercial or mixed use developments in the residential areas of the City. The final business district, DMU (Downtown Mixed Use), is the downtown central business district.

The IP (Industrial Park) district is for planned industrial and business park development. LI (Light Industrial) allows light industrial uses and GI (General Industrial) allows more intense industrial or manufacturing uses.

The four remaining non-residential uses include RH-35 (holding and agricultural district), RD (research and development), CD (campus development), and PD (planned unit development). Table 4.4 summarizes the standards of each district, while the City of Marshfield Existing Zoning Map demonstrates the locations of such classifications.

Table 4.4: City of Marshfield Nonresidential Intensity Standards

Zoning District	Maximum Height	Maximum Building Lot Coverage Percentage	Minimum Lot Area	Minimum Lot Width
CMU	35'	0.4	12000 sf	80'
UMU	35'	0.6	4,500 sf	40'
NMU	35'	0.3	6,000 sf	40'
DMU	100'	0.8	3,000 sf	20'
IP	50'	0.5	20,000 sf	100'
LI	50'	0.6	30,000 sf	150'
GI	100'	0.7	40,000 sf	200'
RH-35	40'	0.3	40,000 sf	200'
RD	50'	0.3	20,000 sf	100'
CD	N/A	N/A	N/A	N/A
PD	N/A	N/A	N/A	N/A

Source: City of Marshfield Zoning Code, 2015

Land Supply Trends

To accommodate new City growth, there are three potential sources for future land:

- 1) Infill or Redevelopment
- 2) Vacant, or undeveloped land within the City
- 3) Lands that will be annexed into the City

Infill parcels are vacant or underdeveloped areas of land that are within the existing developed area of the community and generally have available infrastructure and services. Vacant or undeveloped land would be unutilized green development that is outside the core area of the community and likely does not have access to all utilities. A comprehensive count of potential redevelopment sites has not been completed at this time. Part of the comprehensive planning process is to identify these areas and provide parameters for redevelopment.

The 2014 Housing Study indicates that within the City Limits, there could be up to 233 residential parcels platted and served with utilities, but not yet built upon. This supply, along with land in the agricultural holding areas, may provide some land needed to accommodate future growth. There are likely physical, infrastructure, and other conflicts that will limit this supply of land. Additionally, consideration must be given to preserve urban green spaces and greenways within the City limits as these areas are vital to both habitat and stormwater management.

Local policy and land owner willingness drive the availability of new land through annexations. Currently, there is already a large supply of land, within City limits, that could support new development. Additionally, there is available land in the City's sewer service area and the generalized "future development areas" as defined in the Marshfield Sewer Service Area Plan. Furthermore, the City has a cooperative boundary plan and comprehensive plan with the Town of McMillan where areas of

future growth have been identified as a “No Contest Area” in the Joint Planning Area map. The comprehensive plan will provide direction for City policy regarding future annexations.

Land Demand

According to the Marshfield Sewer Service Area Plan 2010-2030, the total acreage demand for development will be 1,646 acres. This number does not include the projected infill development of 100 acres. Updated growth projections will be looked at in more detail as part of the Comprehensive Plan Update process.

Table 4.5: City of Marshfield Projected Land Demand Until 2030

Land Use	Net Acreage Demand (Acres)	Market Factor (Acres)	Total Acreage Demand (Acres)
Residential	103	206	309
Commercial	293	586	879
Industrial	99	198	297
Recreation	7	14	21
ROW	80	160	240
Subtotal	582	1,164	1,746
Less Infill	-100		-100
Totals	482	1,164	1,646

Source: NCWRPC, 2011

Land Prices

Based on recent conversations with local realtors, and internet listings on Realtor.com, the average land prices for an undeveloped single family lot (with utilities available) range from \$25,000-\$38,000. Commercial land on the north side of the City is priced from \$300,000 per acre and up. The south side commercial prices range from \$100,000-\$125,000 per acre. Industrial land is about \$50,000 per acre on average. As planning process moves forward, this information will be reviewed with the City Assessor to identify more accurate land prices.

Existing/Potential Land Use Conflicts, Opportunities for Redevelopment

Specific opportunities will be outlined and identified as part of the planning process.

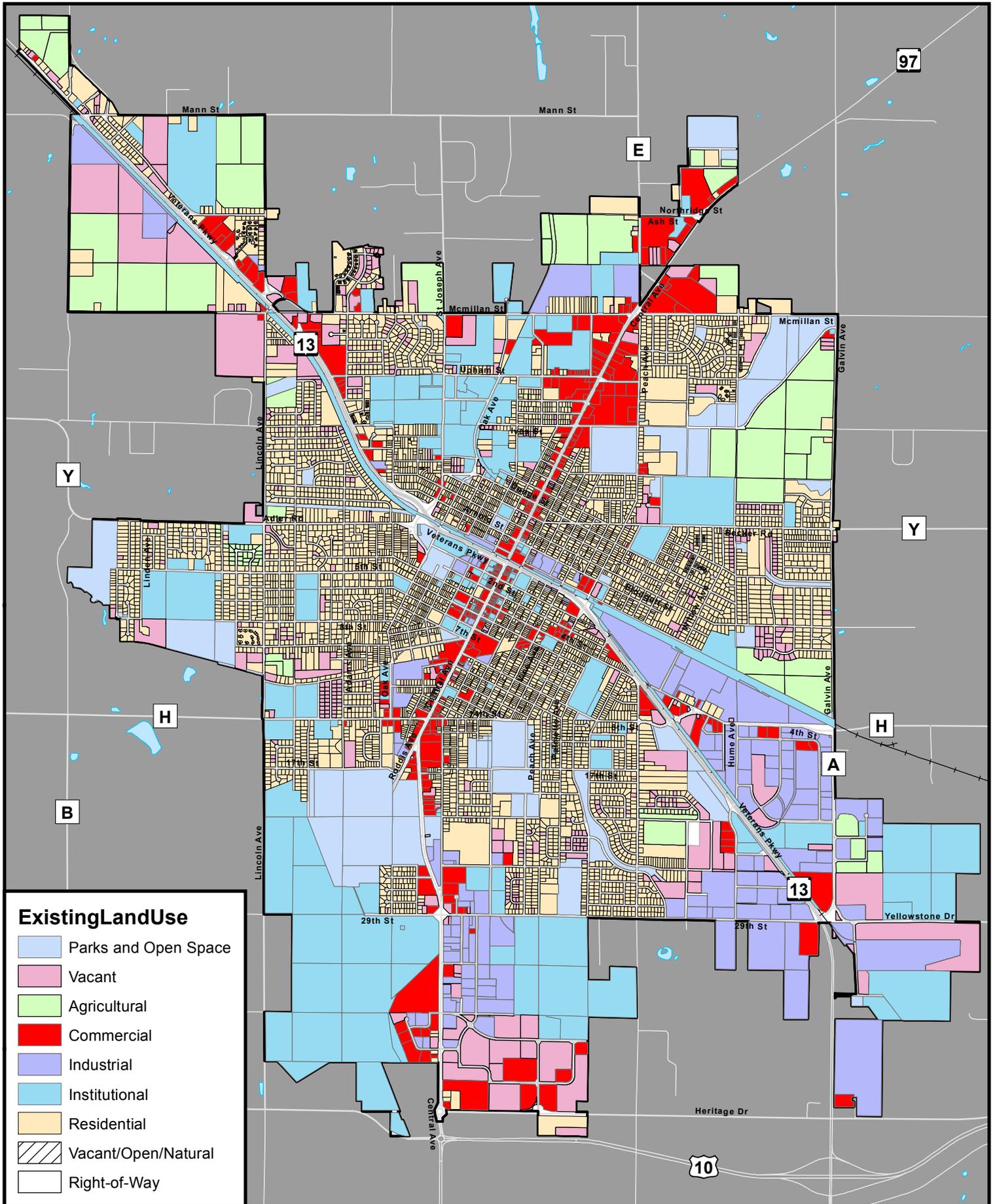
Land Use Projections

More detailed land use projections will be outlined and identified as part of the planning process.

Sources:

- City Assessor
- Marshfield GIS Data
- Marshfield Zoning Code
- U.S. Census Bureau
- Wisconsin Department of Administration

- Marshfield Sewer Service Area Plan
- North Central Wisconsin Regional Plan Commission



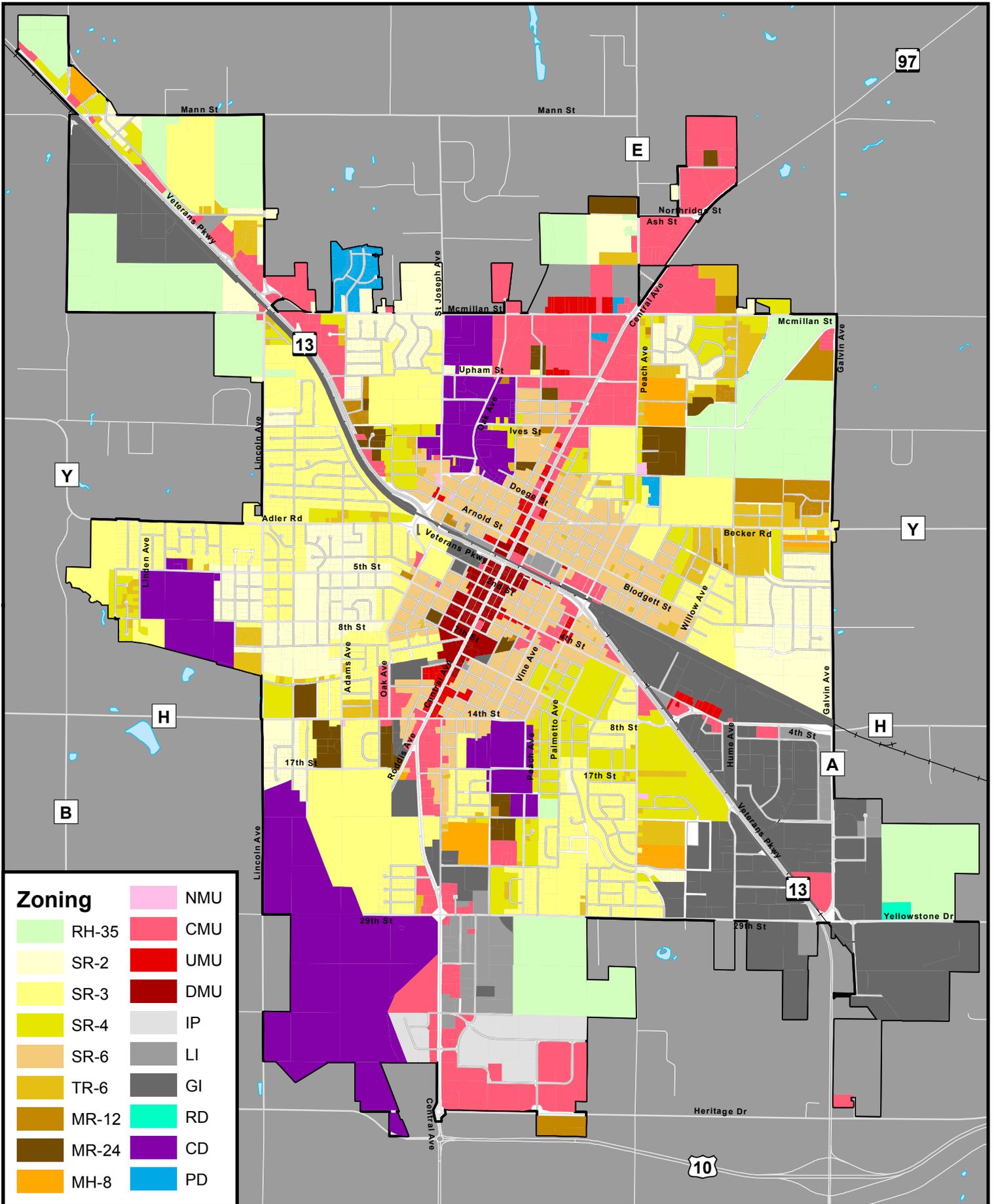
Existing Land Use - Map 4.1

City of Marshfield - 2016 Comprehensive Plan

7/5/2016



Sources: City of Marshfield GIS Dept.



Zoning - Map 4.2

City of Marshfield - 2016 Comprehensive Plan

7/5/2016



Sources: City of Marshfield GIS Dept.

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HOUSING

Overview

A community's housing stock is its largest long-term capital asset. Housing provides shelter, defines neighborhoods, and establishes a community's sense of place. This analysis looks at the existing conditions of the City's housing stock.

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 5.1: Year 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

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 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 5.2, the City's housing stock consists primarily of single family detached homes (nearly 60%). More urban areas tend to have a larger percentage of multi-family housing stock than a rural area, so the percentage of single family homes in Marshfield (59.7%) is lower than both

Marathon County (74.4%) and Wood County (76.5%), and slightly lower than the State of Wisconsin (66.5%).

Table 5.2: Housing Units by Type, City of Marshfield

Units per Structure	Structures	Percent
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: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

Value Characteristics

Housing values in the City of Marshfield are displayed in Table 5.3. 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.

Table 5.3: Housing Value, City of Marshfield, Owner-Occupied

Value	Number	Percent
Less than \$50,000	326	6.4%
\$50,000 to \$99,999	1,103	21.8%
\$100,000 to \$149,999	1,759	34.7%
\$150,000 to \$199,999	1,020	20.1%
\$200,000 to \$299,999	571	11.3%
\$300,000 to \$499,999	218	4.3%
\$500,000 to \$999,999	34	0.7%
\$1,000,000 or more	39	0.8%

Source: 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.

Housing Affordability

Rental costs are also used to determine the amount of affordable housing. The 5 Year 2009-2013 American Community Survey estimates that the median rent in Marshfield was \$567 and \$759 in

Wisconsin. Table 5.4 shows the estimated breakdown of rent in Marshfield based on those estimates. The 2014 Housing Study determined rental values of \$574 in Marshfield and \$749 statewide, similar to the estimates in the American Community Survey. According to the 2016 Economic Profile for Marshfield, Wisconsin, the median home sale price in 2015 was \$145,235.

Table 5.4: Rental Cost Range, City of Marshfield

Rental Cost Range	Percentage of Marshfield 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

Housing affordability is often measured by the proportion of household income spent on rent or home ownership costs. 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 both homes with and without a mortgage), which was lower than Marathon County (21.9%), Wood County (20.7%) or 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 over 1999, which was 27.9%, which was up slightly from 1989 when 27.4% of renters paid more than 30% of their income for housing. 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

More than half of Marshfield's households moved into their current housing unit since 2000 (66.4%), as shown in Table 5.5.

Table 5.5: 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

Table 5.6 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 was owner occupied in this latest estimate. 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.

Table 5.6: Marshfield Housing Tenure Characteristics

	2009-2013 Average	Percent	2000	Percent
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, 2010; 2009-2013 5-Year American Community Survey

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.

Table 5.7 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 5.7: Marshfield Housing Occupancy

	2010	Percent	2000	Percent
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, 2010

Household Projections

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 twenty-five years. Considering the household size is gradually shrinking, the minimal projected growth would indicate a stagnant or possibly a negative population growth by 2040. However, both the City of Marshfield and Wood County are shown to see a steady growth until 2035, with a decline in households not projected until 2035-2040. Table 5.8 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 twenty years.

Local policy will play an important role in determining the actual number, type, and location of housing.

Table 5.8: 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

Sources:

- U.S. Census
- Wisconsin Department of Administration
- American Community Survey
- 2014 Marshfield Housing Study

AGRICULTURAL, CULTURAL, AND NATURAL RESOURCES

Overview

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 6.1) 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.

Natural Resources

Surface Water (Map 6.1 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 6.1 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 6.1 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.

Topography (Map 6.2 – 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 6.3 Slopes)

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 6.3 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.

Drainage Basins and Watersheds (Map 6.4 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.

Greenways & Other Environmental Corridors

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.

Woodlands

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. To qualify for the Tree City USA designation, Marshfield had to meet the following four core standards of urban forestry: maintaining a tree board or department, having a community tree ordinance, spending at least \$2 per capita on urban forestry, and celebrating Arbor Day.

Non-Metallic Mineral Resources

Marshfield is currently home to three frac sand processing companies; however, 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 (Map 6.5 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.

Fresh Food Access

Tied in with agriculture is access to fresh food. Not only is it an important part of the local economy, it is good for the environment and for the health of the community. There are a number of ways local groups are trying to bring fresh food to the residents of Marshfield. Those efforts include: farmer's markets, community gardens, Farm to Table, and School Wellness initiatives.

Farmer's Markets

During the warmer months, Marshfield is home to two farmer's markets. One is located in the downtown in the front of Pick 'n Save's parking lot midday on Tuesdays and the afternoon on the third Thursdays in the summer and the other market is located in the Festival Foods parking lot on Saturday mornings usually the last Saturday in May until the end of October. The downtown farmer's market has been ongoing since at least 2001 and has about 12 vendors on average. The one in front of Festival began approximately 30 years ago and has 15-20 core vendors.

Community Gardens

Since 2009, Marshfield area residents with no space to grow a garden have had a taste of fresh garden produce from their own colorful garden plots. Healthy Lifestyles Marshfield Area Coalition has three established sites in Marshfield: First Presbyterian Church, Good Shepherd Lutheran Church and Lincoln School/St. Alban's Church site. Together the community gardens make up 80 garden beds.

The purpose of the community gardens is to promote and support local food production, learn and share gardening techniques and to provide a place to garden. Growing your own vegetables promotes healthier nutrition, reduces food costs, provides food security, fosters a community activity, reduces carbon footprint through local food production and provides physical and emotional wellness.

Each gardener is allotted a 4-foot by 8-foot plot. Each bed is divided into 32 squares to support the square foot gardening technique that is used at all three sites. The square foot gardening technique greatly increases the productivity of the gardens, drastically reduces the water needed and helps keep out weeds.

Several groups worked on making the gardens a reality including members of the Healthy Lifestyles Marshfield Area Coalition, Sustainable Marshfield Committee, UW-Wood County Extension, Master Gardeners, Wood County Health Department, Green Team at First Presbyterian Church, and many individuals with an interest in a community garden.

Farm to Table

The Marshfield Area Farm to Table Program connects local growers and producers with Marshfield area restaurant managers and chefs to get fresher, higher-quality foods on customer's plates. The program began in 2014 by Healthy Lifestyles Marshfield Area Coalition to encourage restaurants to buy locally and provide resources and materials to advertise the local ingredients. At the end of 2015, six Marshfield restaurants were continuing to buy locally.

School Wellness

The School Wellness Committee of the Healthy Lifestyles Marshfield Area Coalition has been working on ideas to improve the nutrition in the Marshfield School District. Since 2010, the committee implemented a number of initiatives in the schools. Among a variety of completed projects, some of the highlights include: organizing healthy food demos, providing staff training to increase nutrition/health education, securing funding to purchase cooking cards, and prompting healthy choices in the schools.

Cultural Resources

Historic Resources (Map 6.6 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 6.1 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 (6.6) shows the location of the properties.

Table 6.1: City of Marshfield Historic Properties

Property	Year Built	Local Register	State Register	National Register
Governor William H. Upham House (212 W 3rd St)	1880	1995	12/12/1976	12/12/1976
Wahle-Laird House (208 S Cherry Ave)	1904	1/22/2002	1/30/1992	1/30/1992
Willard D. Purdy Junior High and Vocational School (110 W 3rd St)	1920	-	9/8/1992	9/9/1992
Tower Hall (110 E 2nd St)	1901	1995	-	-
Central Wisconsin State Fair Round Barn (E 17th St)	1916	1995	3/24/1997	3/25/1997
Eli Winch House (201 S Vine Ave)	1897	1997	-	-
Sears "House by Mail" House (611 W Blodgett St)	1914	9/22/1998	-	-
Marshfield Post Office (202 S Chestnut Ave)	1930	-	-	10/24/2000
E.F. Mechler House (305 S Maple Ave)	1893	9/24/2002	-	-
Edward Jones Investments - Building (554 S Central Ave)	1893	3/24/2004	-	-
George D. & Jennie Booth House (512 S Hardacre Ave)	1927	3/28/2005	-	-
Marshfield Senior High School (900 E 4th St)	1938 - 1940	-	4/6/2005	4/7/2005
Weinbrenner Shoe Factory (305 W 3rd St)	1935	-	8/28/2008	8/29/2008
Columbia Park Band Shell (201 W Arnold St)	1931	6/15/2010	9/3/2008	9/4/2008
Hamilton & Catherine Roddis House (1108 E 4th St)	1914	6/24/2008	4/18/2008	11/12/2008
Parkin Ice Cream Company (108 W 9th St)	1941	-	7/18/2008	1/8/2009
Soo Lin Steam Locomotive 2442 (1800 S Roddis Ave)	1911	11/22/2011	7/18/2008	5/13/2009

Source: City of Marshfield Historic Preservation Committee, Wisconsin Historical Society

The City has implemented five historic preservation districts, recognized by the state and national historic registers, four of which are either located in or adjacent to downtown. The five historic districts include:

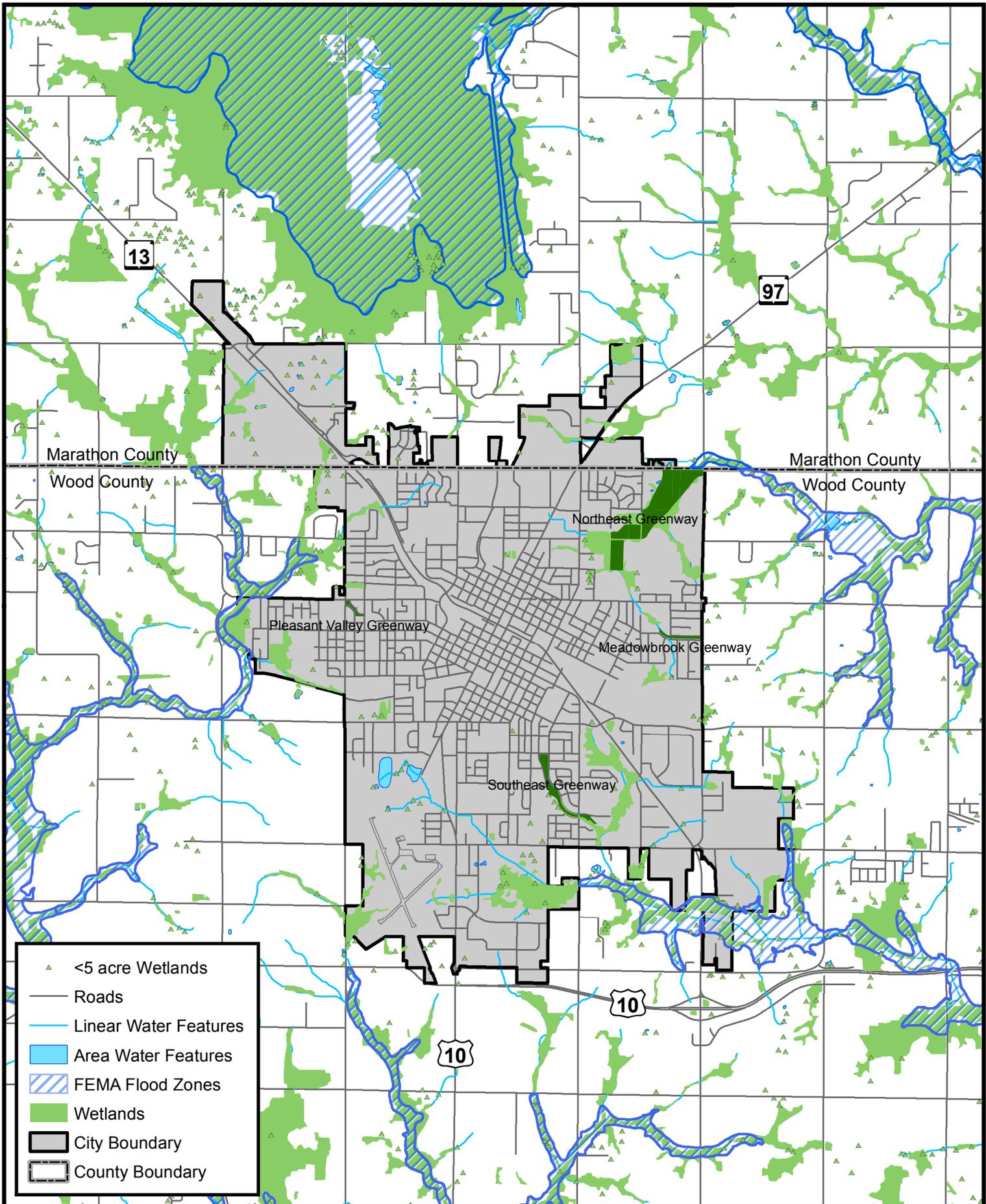
- Marshfield Central Avenue Historic District (listed 11/4/1993)
- West Park Street Historic District (listed 6/29/2000)
- Pleasant Hill Residential Historic District (listed 7/5/2000)
- West Fifth Street-West Sixth Street Historic District (listed 2/14/2006)
- Upham House Historic District (listed 7/30/2008)

Archaeological Resources

The City of Marshfield is within close proximity to numerous archaeological sites. There are 17 known sites in the surrounding area and many more unpublished sites near to the East Branch of the Yellow River. These sites are not mapped due to the sensitivity of the resources.

Sources:

- FEMA
- City of Marshfield GIS Data
- Wisconsin Department of Natural Resources
- U.S. Army Corps of Engineers
- National Resource Conservation Service SSurgo Soils
- City of Marshfield Historic Preservation Committee
- Wisconsin State Historical Register
- National Register of Historic Places



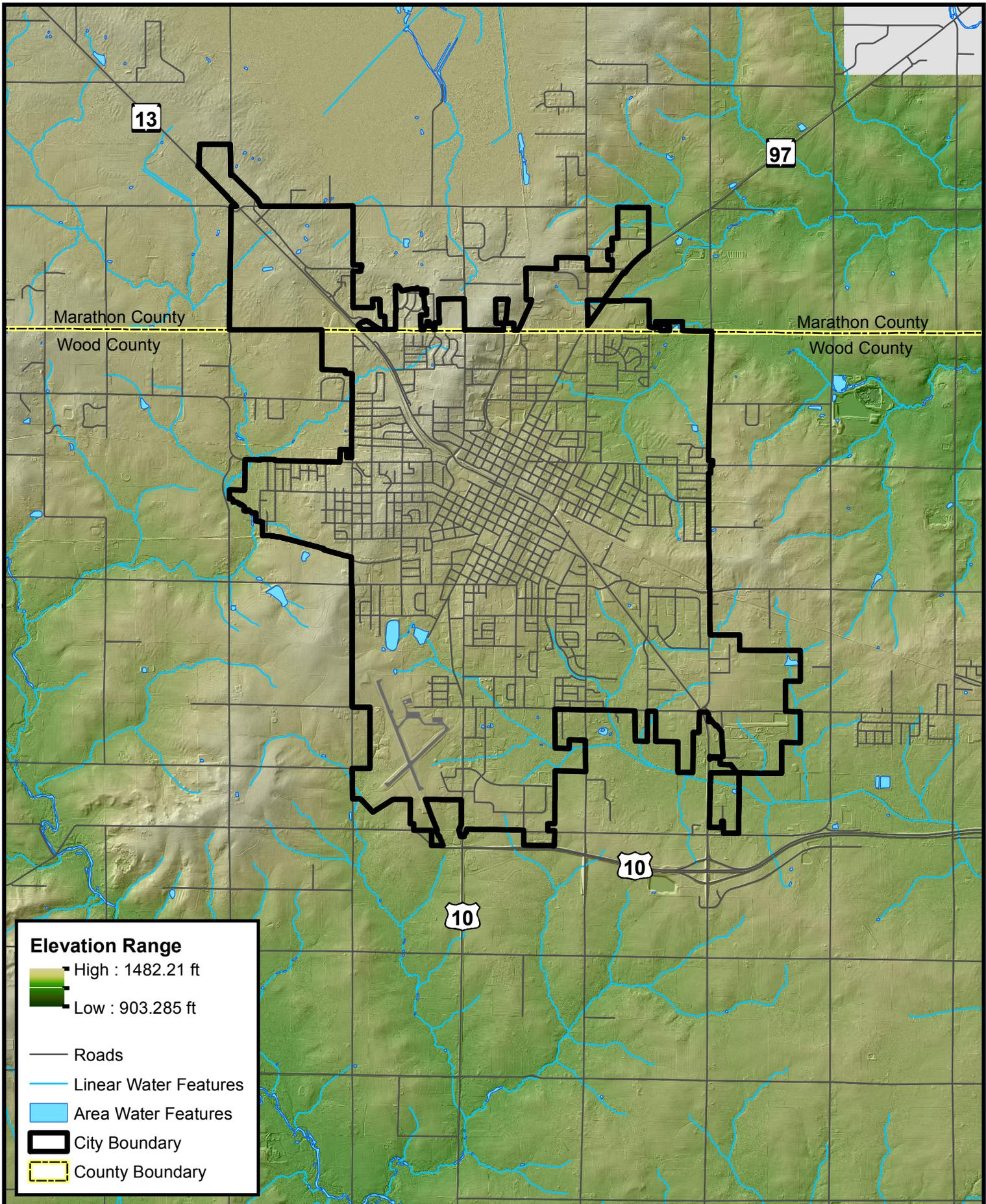
-  <5 acre Wetlands
-  Roads
-  Linear Water Features
-  Area Water Features
-  FEMA Flood Zones
-  Wetlands
-  City Boundary
-  County Boundary



Natural Resources - Map 6.1
 City of Marshfield - 2016 Comprehensive Plan
 7/5/2016



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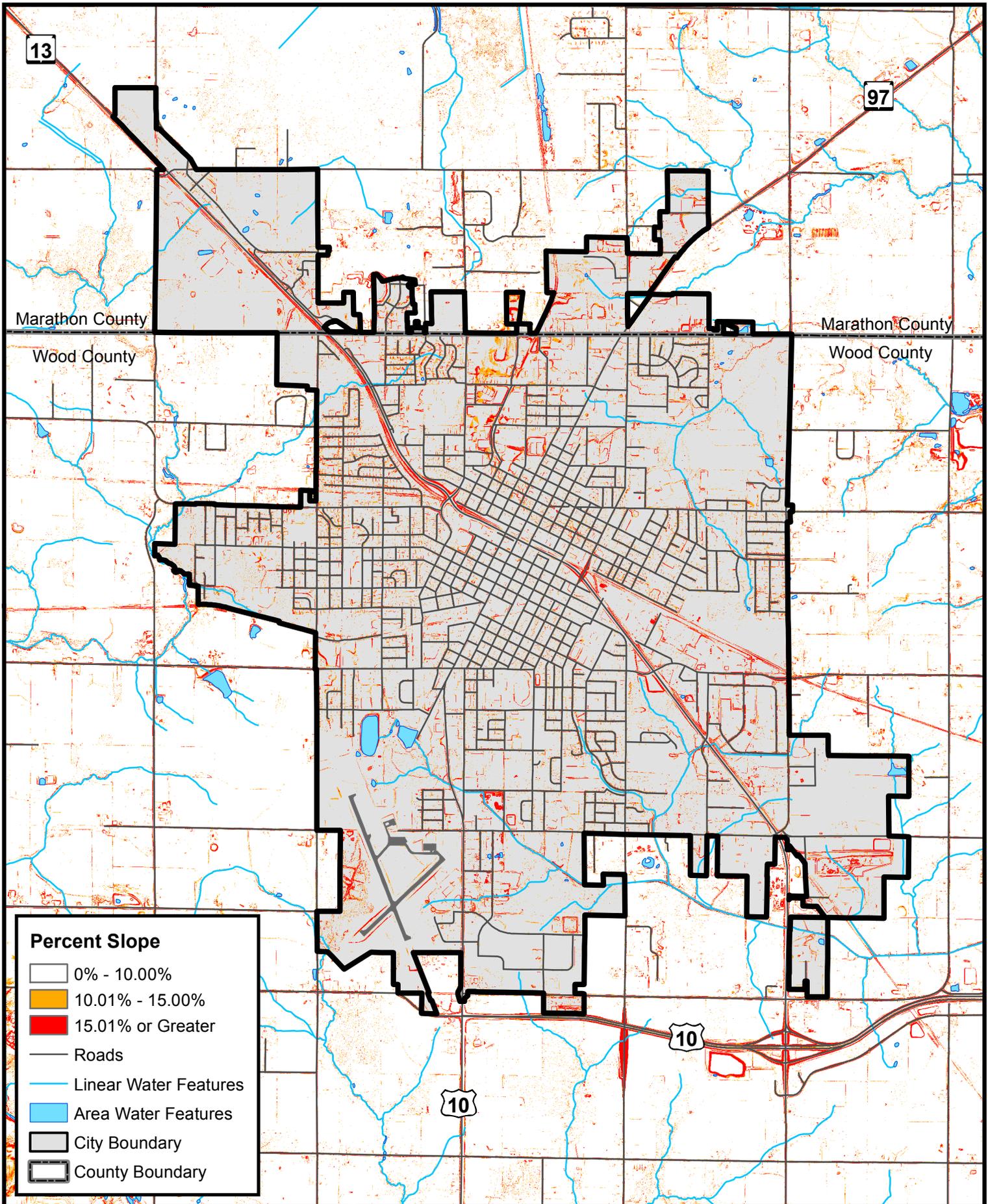


Elevation - Map 6.2

City of Marshfield - 2016 Comprehensive Plan
12/23/2015

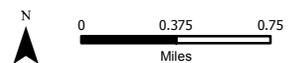


Sources: City of Marshfield GIS Dept.,
2015 LiDAR flown by Ayres Associates
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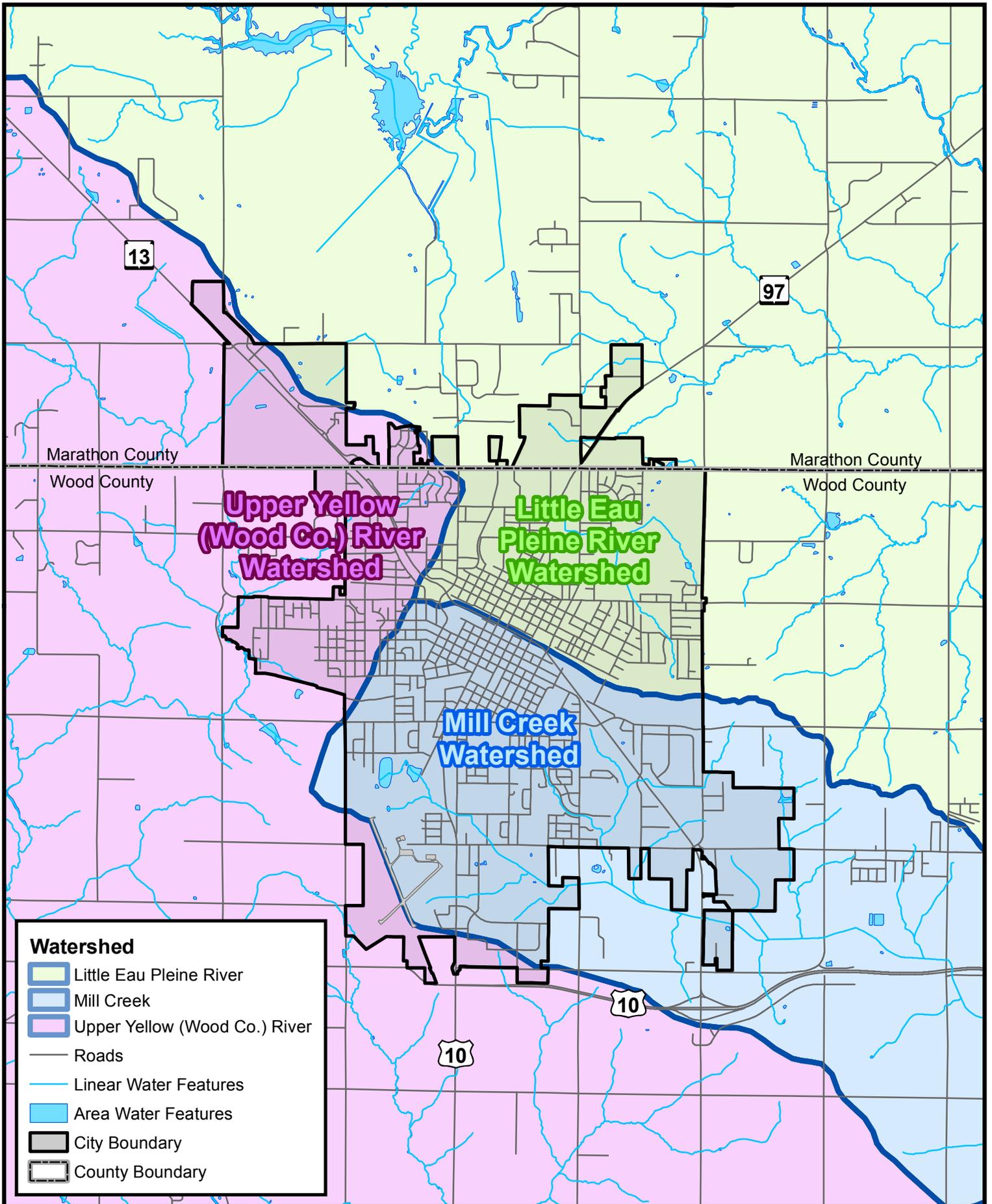
Slopes - Map 6.3

City of Marshfield - 2016 Comprehensive Plan
12/23/2015



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

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Drainage Basins - Map 6.4

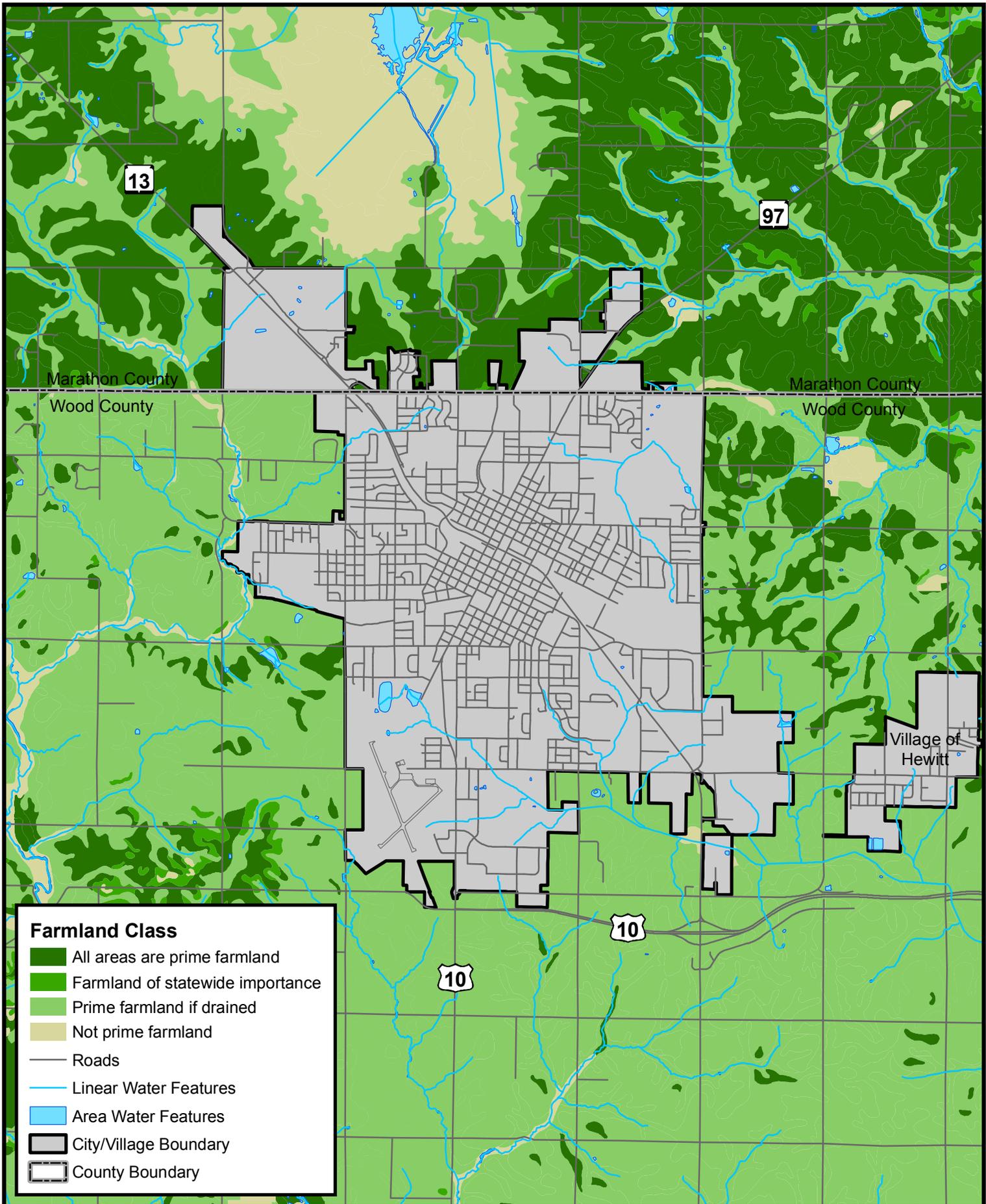
City of Marshfield - 2016 Comprehensive Plan

7/5/2016



Sources: City of Marshfield GIS Dept., WI DNR

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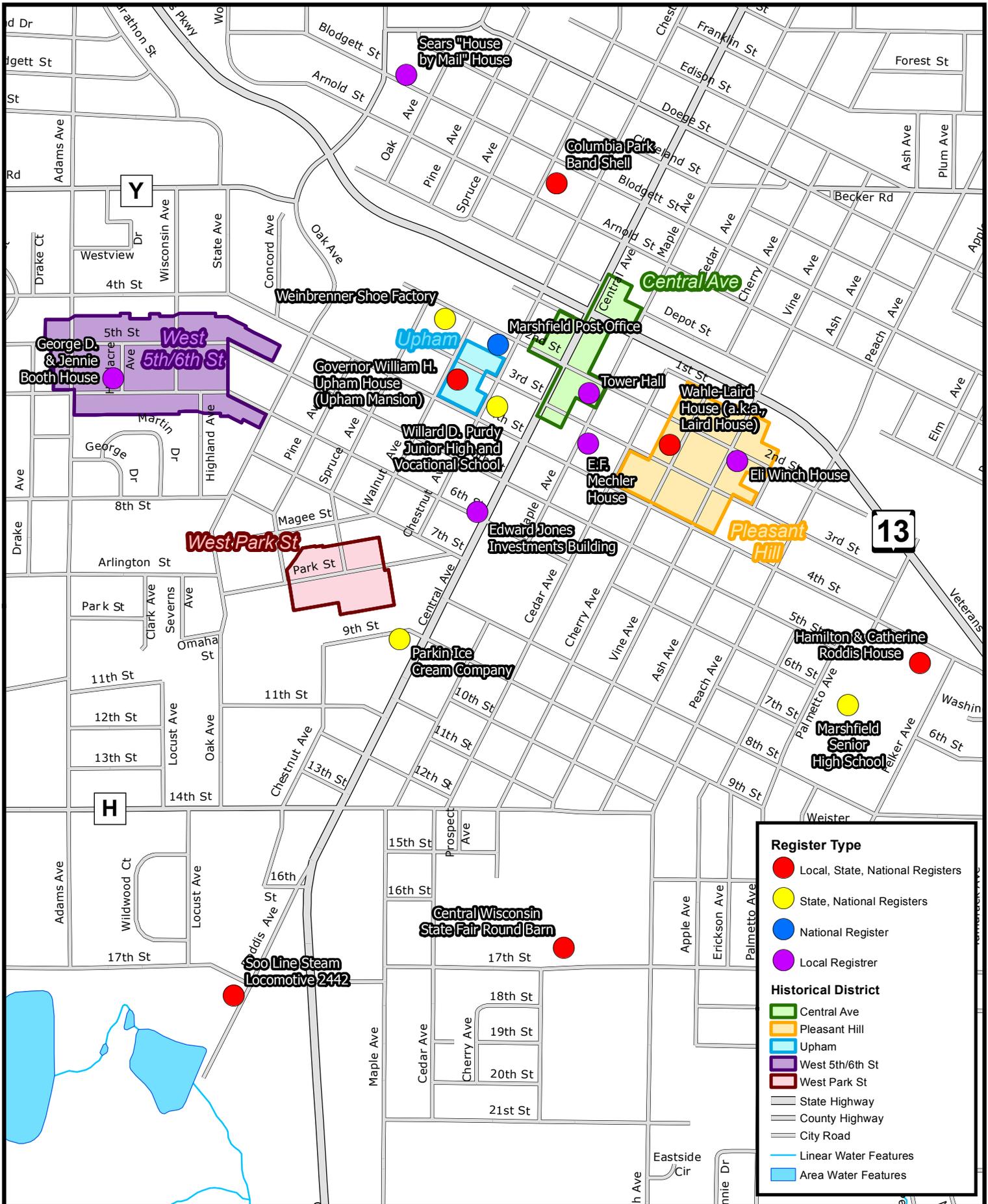
Prime Farmland (SSurgo Soils) - Map 6.5

City of Marshfield - 2016 Comprehensive Plan
12/23/2015



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

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Cultural Resources - Map 6.6

City of Marshfield - 2016 Comprehensive Plan

7/5/2016



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

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ECONOMIC DEVELOPMENT

Overview

Marshfield's diverse local economy is comprised of expanding manufacturing, dairy food processing, wood products, distribution, and metal fabrication industries, combined with a growing and highly respected medical service industry.

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. 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. Approximately 10,251 Marshfield residents were in the labor force in 2010, and the employment characteristics are described in Table 7.1.

Table 7.1: 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

Table 7.2 shows that Marshfield's residents were primarily employed in the "Education, health and social services" industry (37.2%). Other major industries in which Marshfield residents were employed were "Retail trade" (14.6%) and "Manufacturing" (13.1%).

Table 7.2: 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 mgmt 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

Economic Base

Table 7.3 identifies the major employers in the Marshfield area, the product or service they deliver and the number each employs. This does not include public employees such as the Marshfield School District or City of Marshfield employees that would otherwise make the top employers list. The table is a mix of businesses in the City of Marshfield and in the surrounding area. Major employers in the City of Marshfield employ 10,669 workers. Major employers outside the City employ 1,222 people.

Table 7.3: Major Employers in Marshfield Area, 2015

Name	Product or Service	Employees
Marshfield Clinic	Medical specialty care (includes Marshfield staff and Security Health Plan employees)	4,179
Roehl Transport, Inc.	Transportation of general commerce	2,420
Saint Joseph's Hospital	500+ bed acute care Hospital	1,613
Masonite /Marshfield DoorSystems	Wood doors, steam-through door core	577
Figi's, Inc.	Mail order cheese, sausage, & gifts	445 (Plus 800 Seasonal)
A&B Process System Corp. (Stratford, WI)	Process flow systems	442
de Boer Inc. - (Blenker, WI)	Transportation of General Commerce	350
Land O' Lakes (Spencer WI)	Processed cheese	332
V & H Heavy Trucks, Inc.	Truck Sales & Service/Truck	316
H&S Manufacturing	Manufacturer of farm equipment	230
Felker Bros. Corp	Stainless steel fabrication & component fittings	197
Atrium Acute Care Center	152-bed skilled nursing home	157
Nelson/Jameson	Dist. of equip. and supplies, dairy food processing	151
Stratford Homes (Stratford, WI)	Housing Manufacturer	140
Wisconsin Homes	Manufactured Housing	135
PreventionGenetics	DNA banking and testing	129
Weinbrenner Shoe Company	Shoes & outdoor leather footwear	120
Prince Corp. (Town of Marshfield)	Industrial & Wholesale Dist. of farm supplies/mfg. of animal feeds	98

Source: Marshfield Area Chamber of Commerce, 2015

In addition, the Wisconsin Department of Workforce Development (DWD) estimated the top industries by employment for 4th Quarter 2014 for both Marathon and Wood Counties.

Marathon County Top Industries by Employment

- Ambulatory Health Care Services
- Educational Services
- Food Services and Drinking Places
- Fabricated Metal Product Manufacturing
- Hospitals

Wood County Top Industries by Employment

- Ambulatory Health Care Services
- Educational Services
- Truck Transportation
- Paper Manufacturing
- Food Services and Drinking Places

Poverty Level

In 2010, the American Community Survey estimates 4.9% of Marshfield’s families were below the poverty level, whereas 7.7% of families in Wisconsin were below this level. Marshfield had a lower percentage of residents below the poverty level than did the state in all demographic categories in the table below.

Table 7.4: Poverty Level of Marshfield Residents, 2010

Poverty Status	Percent below	Percent below
	poverty level	poverty level
	(Marshfield)	(Wisconsin)
Families	4.9%	7.7%
With related children under 18 years	10.6%	13.2%
With related children under 5 years	13.2%	15.9%
Individuals	10.0%	11.6%
18 years and over	13.1%	15.8%
Related children under 18 years	12.6%	15.3%
Related children under 5 years	14.7%	19.0%
Related children 5 to 17 years	11.5%	13.9%
65 years and over	7.2%	7.9%
Unrelated individuals 15 years and over	21.9%	23.4%

Source: 2006-2010 5-Year American Community Survey

Available Land of Economic Development

There are approximately 426 acres of land that are considered vacant shown on Map 7.1, classified as having either commercial or industrial zoning. Some of the lands shown as vacant may contain wetlands and may have limitations on development. It should be noted that some land in the industrial park and other places fall under the agricultural use because the land is currently being farmed. Therefore, the map and acreage calculation is underselling how much land is actually developable or vacant.

Tax Incremental Finance Districts

Tax Increment Districts or Tax Increment Financing (TIF) Districts are an economic tool approved by the State of Wisconsin. TIF funds originate from the tax money generated from an improvement or development greater than the tax generated by the site before the improvement or development. This tax increment money is then allocated to the City for its use in making street, water, and sewer improvements in the District during the life of the District. At the end of the TIF term, all of the taxes will again be paid to the regular taxing bodies but at a much higher assessed valuation than would have been possible without the TIF. Marshfield has seven Tax Increment Districts that are currently active or under development (TID #2 – Purdy Building, TID #4 – Downtown, TID #5 – Mill Creek Business Park, TID #7 – Yellowstone Industrial Park, TID #9 – Hartl Site, TID #10 – Marshfield Mall, and TID #11 – Kwik Trip site).

Environmentally Contaminated & Brownfield Sites

Brownfields are locations that are contaminated, or believed to be contaminated, therefore limiting the potential for development, redevelopment or expansion of viable businesses in that location. A brownfield limits the economic activity of the site, affects the viability of the surrounding area and potentially poses a threat to human health and the natural environment.

The Wisconsin Department of Natural Resources (WisDNR) keeps a list of self-reported brownfield sites and hazardous spill sites. As of January 2016, the City of Marshfield had 293 sites listed in WisDNR's Environmental Remediation and Redevelopment Program website. According to the website, 276 contaminated properties were located in Wood County, of which only 22 are still listed as "open" sites. There were 17 sites listed in Marathon County with only one site still listed as "open". The vast majority of the sites have a "closed" status, meaning an investigation and cleanup of the contamination has been completed and the state has approved all cleanup actions.

Commuting Patterns

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).

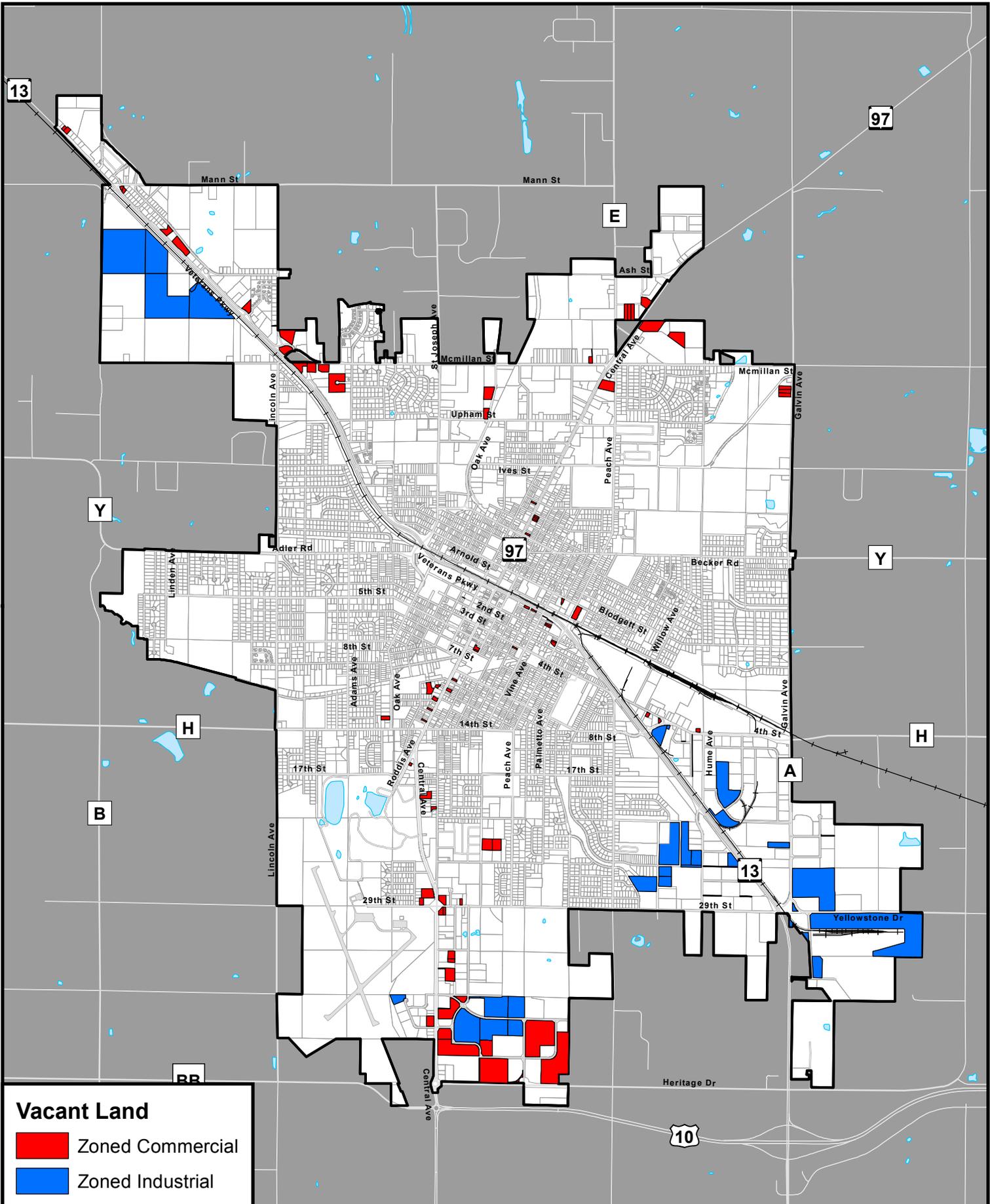
According to the 2006-2010 American Community Survey, mean travel time to work for Marshfield residents was 14.8 minutes (up 2 minutes from the 2000 Census) which means that most residents still worked in or very close to the City. This compares to the State mean travel time of 21.3 minutes. Of Marshfield's labor force, 79.3% drove to work alone, 10.4% carpoolled and 4.5% walked. In Wisconsin, 79.8% drove to work alone, 9.3% carpoolled and 3.4% walked.

Tourism

The Marshfield area has a number of tourist attractions and local events that draw people throughout the year from all over the State and beyond. The Marshfield Convention and Visitors Bureau is the primary entity involved in promoting community events and other organizations such as Main Street Marshfield also play a large roll in attracting visitors to the area to support downtown businesses. Continued efforts to support tourism will likely have a positive impact on the local economy. Successful events that continue to grow and have a broad appeal have the potential to draw and maintain a strong workforce for the area. If people feel there are fun community events year round, they have a better chance of connecting with the community and may want to stay connected and establish roots.

Sources

- Marshfield Area Chamber of Commerce and Industry
- U.S. Census Bureau
- Wisconsin Department of Workforce Development
- Wisconsin Department of Natural Resources



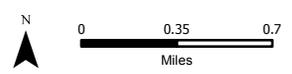
Vacant Land
■ Zoned Commercial
■ Zoned Industrial



Nonresidential Vacant Land - Map 7.1

City of Marshfield - 2016 Comprehensive Plan

7/5/2016



Sources: City of Marshfield GIS Dept.

TRANSPORTATION

Overview

The City of Marshfield transportation system is the collection of many modes and components, all with the goal of moving people and goods throughout the City, surrounding towns, and the state. The interchange of goods, services, and ideas provided through a functioning transportation system is the basis for the City's economy.

Existing Transportation Facilities

This section of the Inventory and Analysis reviews and summarizes the current provision of transportation services in the City of Marshfield, describes all available transportation modes available in the city, and reviews state transportation plans and programs.

Movement of Goods

Highways

In addition to local truck routes, officially designated truck routes within and near the City are US Highway 10 and State Highways 13 and 97. Marshfield is served by 15 area motor freight carriers with overnight service to Chicago and Minneapolis/St. Paul. The city is served by two contract haulers: Roehl Transport, Inc. and Draxler Transport, Inc.

Water

There are no recreational bodies of water (lakes or rivers) in the City. The nearest port is the Port of La Crosse on the Mississippi River, located 122 miles southwest of Marshfield via State Highways 13 and 80 and Interstate 90. The next closest, 130 miles east of Marshfield, is the Port of Green Bay, the westernmost port on Lake Michigan, via State Highways 97 and 153, Interstate 39 and State Highway 29.

Rail Freight

Marshfield is served by Canadian National (CN), a Class I railroad company. Canadian National acquired Wisconsin Central Transportation Corporation in 2001. The rail line serves local and regional lumber reload and pulp/paper warehouses, connecting most directly to the Twin Cities and the Fox Valley and from Duluth to Chicago. The Wisconsin Department of Transportation is in the process of developing a State Freight Plan for the rail system. The DOT website states the final plan will be published late December of 2016. The gross weight limitation per railcar for the rail line that runs through Marshfield is 286,000 pounds with a minimum length of 47 feet.

In 2012, with approval from the Federal Railroad Administration, the City implemented a 24-hour quiet zone designation from the intersection of the railroad and County Highway H to the east to and Mann Road to the northwest to help reduce the noise of the trains going through Marshfield. The local spur line serving the East Industrial Park is not a quiet zone.

Air Cargo

At Central Wisconsin Airport in Mosinee, overnight express package service is provided by United Parcel Service, Federal Express, DHL, Freight Runners, and the U.S. Postal Service.

Movement of People - Intercity

Highways

Marshfield is served by US Highway 10, and State Highways 13, 97, and 29. US Highway 10, which connects to Marshfield's transportation network at the southern edge of the City, serves central Wisconsin as an important east/west highway connecting the Twin Cities and the Fox Valley. The City is not directly served by an interstate route but two interstates are accessible via US Highway 10: Interstate 39 is 40 miles to the east and Interstate 90/94 is 60 miles to the west. US Highway 10 is now a 4 lane-limited access highway going east to Stevens Point.

Air Transportation

The Marshfield Municipal Airport (MFI) is publicly owned and is a small air transportation facility located in the southwest corner of the City. The airport is a transport/corporate airport, serving corporate jets, small passenger and cargo jet aircraft used in regional service and small airplanes (piston or turboprop) used in commuter air service. Runway 16/34 (longer runway running northwest to southeast) is 5,002 feet long and it primarily serves business travelers in the Marshfield area. The shorter runway, 5/23 (running northeast to southwest) is 3,597 feet long.

Central Wisconsin Airport (CWA) is located 35 miles northeast of Marshfield in Mosinee, via State Highways 97 and 153. The airport accommodates approximately 42 aircraft operations each day. Commercial air service is provided by Delta, American Airlines, and United, with flights to Chicago (O-Hare), Detroit, and Minneapolis. Rental cars are available at the airport through Alamo, Avis, Budget, Enterprise, Hertz, and National.

CWA first opened in 1969 with 39,000 departing passengers annually. The CWA website estimated 130,000 passengers would depart from CWA in 2015. Recent construction projects include a concourse renovation in 1998, which equipped the airport with five departure gates and four boarding bridges. A \$35 million expansion project began in the spring of 2011 aimed at increasing operational space, expanding the security check-point, expanding parking facilities, and relocating car rentals to their own facility. As of January 2016, the project is nearing completion.

Passenger Rail

Intercity passenger rail is available through Amtrak service in Tomah, 60 miles southwest of Marshfield via State Highways 13, 80 and 173. The Amtrak Empire Builder Line connects Tomah to Chicago, Milwaukee, Columbus, Portage, Wisconsin Dells, La Crosse, Winona, Red Wing and St. Paul. The Empire Builder Line also connects to the west coast (Seattle, WA and Portland, OR). Through a connection in Chicago, the national Amtrak network is available.

Intercity Bus

Intercity passenger bus is available through Greyhound Bus Line service in Tomah, 60 miles southwest of Marshfield via State Highways 13, 80 and 173. The bus line that serves Tomah connects to the greater intercity bus network in Madison and St. Paul.

Two private bus companies operate in the area. Jefferson Lines provides service from Wausau to Milwaukee and from Wausau to Minneapolis/St. Paul. Lamers Bus lines provide service from Wausau to Madison and from Wausau and Wisconsin Rapids to Milwaukee. Lamers Bus Service also provides access to rail service to Portage Amtrak station.

Movement of People - Intracity

The City's transportation network is primarily designed to allow City residents to move within the City to accomplish daily tasks. Getting residents and visitors between jobs, homes, shopping and entertainment destinations is the foundation for the city's economy.

Commuting trips represent approximately 16 percent of all person trips. Like the rest of the country, from 1990 to 2000, Marshfield experienced an increase in the percent of workers who drive alone to work. Since that time, the percentage of workers using private vehicles decreased from 81% in 2000, to 78.8% in 2014, while the number of those that walked and biked increased from 6.5% in 2000 to 9.1% in 2014. A lack of a fixed-route transit system has resulted, in part, in the percentage of residents using public transportation for commuting to work to be just over 1 percent.

Local Roadway Network

The street network shapes access and circulation through the City. There are few efficient north-south and east-west arterial through streets. With the City's founding, the railroad corridors bisected the city diagonally and all streets in the older portion of the city were laid out parallel to the main railroad corridor. As Marshfield grew beyond its original boundaries, the street pattern changed to an east-west and north-south alignment.

Municipal Parking Lots

The City owns and maintains ten municipal parking lots downtown, plus the parking lot for the City Hall Plaza. At this time, there are approximately 800 parking stalls within the downtown municipal lots (the Library parking lot (Reading) is not yet complete and the final concept for the development of the 200 block (Burlington) is not complete, so there are still some questions as to the total count).

On-street Parking

Within the downtown area, there are over 700 on-street parking spaces. Most of the spaces within a block of Central Avenue (between Veterans Parkway and 7th Street) are painted. Most of the on-street parking stalls outside of that area are unpainted. Unless otherwise posted, on-street parking throughout the City follows an odd-even parking restriction on ditched streets (parking allowed on the odd addressed side of the road on the odd months and allowed on the even addressed side of the road on the even months). The purpose for this restriction is to allow emergency service vehicles to be able to get through all public streets and to allow plows to get through as well.

Transportation System for Persons with Disabilities

All new sidewalks and driveways are required to meet ADA requirements. This includes adding ADA compliant parking stalls when new development occurs.

The City does not have specific regulations pertaining to the use of electric personal assistive mobility devices and according to Wisconsin Statutes s.346.805, such devices would be permitted on any sidewalk, provided the user yields the right-of-way to any pedestrian or bicyclist.

Jurisdiction

The City's street network is integrated but different governments own and maintain certain segments. The Wisconsin Department of Transportation (WisDOT) routes (called connecting highways when located within a municipality) traverse local streets while the City owns and maintains them. WisDOT does reimburse the City for maintenance. State routes include: State Highways 13 and 97. The City owns and maintains all other streets within the city limits and is responsible for maintenance costs associated with the roads. Wood and Marathon Counties as well as adjacent Townships own and maintain roadways outside the city limits.

In 2003, the Wisconsin Department of Transportation re-routed State Highway 13 utilizing Veterans Parkway, instead of using Central Avenue to Arnold Street. The boulevard connection provides relief for many local streets including Arnold Street, Central Avenue and East 4th Street. New traffic patterns will continue to evolve and balance. Map 8.1 shows average annual daily traffic for Marshfield's major roadways. The traffic data is from 2014, 2011, and 2008, reflecting a mixture of old and new traffic patterns. Data for the map will be updated once the information is available from WisDOT. North Central Avenue has the heaviest volume of traffic, followed by St. Joseph Avenue, McMillan Street, Veterans Parkway, and Peach Avenue.

Functional Classification

Public streets are classified by their primary function, as described below. The City recently learned the WisDOT is updating the functional classification system for Marshfield this year. Once that information is available, a functional road classification map will be included in the Comprehensive Plan update. The information below provides a description of the various types of roads in the City.

- Principal Arterials – Serve longer intra-urban trips and traffic traveling through urban areas. They carry high traffic volumes and provide links to major activity centers.
- Minor Arterials – Provide intra-community continuity and service to trips of moderate length, with more emphasis on land access than principal arterials. The minor arterial system interconnects with the urban arterial system and provides system connections to the rural collectors.
- Collectors – Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These facilities collect traffic from local streets in residential neighborhoods and channel it onto the arterial system. In the central business

district, and in other areas of like development and traffic density, the collector system may include the street grid which forms the basic unit of traffic circulation.

- Local Streets – Local streets primarily provide direct access to adjacent land and access to higher order systems. Local streets offer the lowest level of mobility and through traffic movement on this system is usually discouraged.

Traffic Crashes

The number of crashes in Marshfield have held relatively steady over the past ten years. But the number of pedestrian and alcohol related accidents have been significantly lower than they were just ten years ago. Unfortunately, there have been nine traffic fatalities in the City since 2005.

Table 8.1: Crash Statistics for Marshfield, Wisconsin - 2013

	Fatal Crash	Injury Crash	PD* Crash	Total Killed	Total Injured	Bike Crash	Pedestrian Crash	Motor cycle Crash	Alcohol Crash
Marshfield (2003)	0	130	232	0	172	4	5	7	19
Marshfield (2013)	1	74	232	1	85	6	3	6	6

Source: 2003 and 2013 Wisconsin Traffic Crash Facts, Wisconsin Department of Transportation *PD = Property Damage

The City Engineer also has crash data that dates back to 1994. Since that time, the number of crashes has been reduced by nearly 50% (601 crashes in 1994 to 312 crashes in 2015). The fewest number of crashes occurred in 2010 (262 total crashes).

Since 1994, the City of Marshfield has seen 11 fatalities (4 fatalities occurred in 2009) as the result of crashes.

According to the data, crashes that occur at intersections make up 59.7% of the crashes in the City (compared to 40.3% of crashes that occur at non-intersections). Currently, the intersection with the highest crash rate is Doege Street and Central Avenue. A safety improvement is planned for the 2018 construction season at this intersection. The safety improvement will include protected left turn lanes on Central Avenue and improved traffic signals that will assist with these protected movements. Crash data for other intersections should be reviewed and possibly mapped on an annual basis.

From 2013-2014 there was a 12-month stretch where five train related accidents took place in Marshfield, two resulting in fatalities. Since that time, some of the traffic signals have been modified to improve safety and the number of accidents has significantly declined.

Another critical aspect when looking at this data is the impact of the economic loss due to crashes. Table 8.2 shows the cost per occurrence based on the damage associated with the crash. The economic loss in 2015 was just over \$5,000,000.

Table 8.2: Economic Impact of Crashes

Accident	Cost per Occurrence
Property Damage	\$8,400
Non Incapacitating Injury	\$12,800
Semi Incapacitating Injury	\$40,000
Incapacitating Injury	\$70,000
Fatality	\$1,331,000

Source: 2016 City Engineer Memo dated February 2, 2016

Public Transportation

Shared-Ride

Marshfield lacks a fixed-route transit system. Public transportation is provided through a shared-ride taxi service. Running Inc. is the City's current provider. The shared-ride service is available Monday-Thursday 6:00 a.m. - 12:00 a.m. Friday and Saturday the service is available 6:00 am - 3:00 am.

In the previous Comprehensive Plan, residents expressed a need for second shared-ride system that would perform services on a point-to-point basis with higher rider fees. Another possible need is a shopping shuttle that would go from the medical complex to the north end, to the mall, to the downtown and City Hall area.

Wood County

The Wood County Elderly and Disabled Transportation program provides rides to persons over the age of 55, and people who have a disability that prevents them from driving. Rides are provided for shopping, to and from medical appointments or to other locations as needed.

In Marshfield, bus transportation is provided Monday through Friday from 9:00 a.m. – 2:30 p.m. The bus is equipped with a wheelchair lift. Rural shopping trips are provided in Marshfield on the first and third Monday of each month. The route encompasses the rural area surrounding Marshfield, including the following communities: Arpin, Auburndale, Blenker and Sherry.

Private Shuttle Services

The Marshfield Clinic has a shuttle service on the medical campus to get patients and staff to and from the parking facilities.

Some of the local regulated care facilities also provide private shuttle services for residents of the facilities.

Walking and Biking

A community that is walkable and has access to bicycle and pedestrian facilities is critical in the development of a healthy and active community. Current regulations require new subdivisions have sidewalks, with curb and gutter and unless the Board of Public Works approves otherwise. The City also considers multimodal forms of transportation when designing streets. These regulations are part of the City's Subdivision Ordinance.

The city has a growing list of recreational trails that allow bicycling. Existing and proposed trails are shown in Map 8.2: Existing trails within parks and open space:

- Griese Park Trail: Inside Griese Park, 0.75 miles, asphalt. Snow removal in the winter. Open to bicycle, pedestrian, in-line skating and bicycling. Parking available.
- Hamus Nature Preserve: 1 mile, asphalt. Other natural surface trails in progress.
- McMillan Marsh Trail and Recreation Area: North of Marshfield, off Mann Road at the McMillan Marsh Wildlife Area, 6.25 miles, combination of lime-screened surface and gravel. Trail opens May 1 to Sept. 1. The trail is not owned or operated by the City, but City residents use the trail and wish to see it connected to the city bike route/trail system.
- Weber Park Trail: Inside Weber Nature Park, Holly Avenue and West 5th Street, 0.3 mile asphalt trail. Over 1.5 miles of natural surface trails that are suitable for hiking, snow shoeing and cross country skiing.
- Wildwood Park Trails: Wildwood Park, more than 3 miles, combination of asphalt and granite surface. Snow removal on parts of the asphalt trails in the winter. Open to bicycle, pedestrian, in-line skating and bicycling. Parking at the park. Airport Connector Trail, a two block asphalt trail, links Wildwood Park to 29th Street and the Marshfield Airport.

Existing off-road trails:

- Millcreek Business Park Trail: 2.6 miles, asphalt. Located south of Marshfield with access off 29th Street and US Highway 10 in the Millcreek Business Park.
- Veterans Parkway Trail: On south side of Veterans Parkway, between Oak Avenue and 29th Street, 3 miles, asphalt. Snow removal in the winter. Open to bicycle, pedestrian, in-line skating and bicycling. Parking downtown or at Jack Hackman Field on Oak Avenue.
- Wildwood Station Trail: Between Lincoln Avenue and Oak Avenue, 1 mile, asphalt. Snow removal in the winter. The trail runs from Lincoln Avenue on the west a half a block north of Adler Road, through Steve J. Miller Recreation Area to the intersection of 4th Street and Spruce Avenue. Open to bicycle, pedestrian, in-line skating and bicycling. Parking at Jack Hackman Field on Oak Avenue.
- North Galvin Avenue Trail: 1 mile, asphalt trail paralleling Galvin Road between the railroad tracks north of 4th Street and Becker Road.
- Hewitt Connector Trail: Asphalt trail, east of the Yellowstone Industrial Park, the trail system from Marshfield connects with the Village of Hewitt's trail system at the Hewitt-Marsh Trail.

Existing on-road trails:

- Greenway Trail: On west side of Pecan Parkway between Washington Avenue and 17th Street, about ½ mile, widened asphalt shoulder. Open to bicycle, pedestrian, in-line skating and bicycling. Parking available on the side of the road.

Most of these trails are recreational in nature and do not provide for efficient bicycling commuting, with the exception of the Veterans Parkway Trail.

In addition to sidewalks and the recreational multi-modal trails, there is a private recreational trail system where only pedestrians are permitted: University of Wisconsin-Marshfield/Wood County Arboretum Trails, consisting of 2 miles of granite surface. Snow is not removed in the winter.

Marshfield is also home to local organizations that are passionate about bicycle riding and access to bicycles and facilities. The organization Friends of the Trail supports local trail projects and Marshfield Clinic Health Systems Bicycle Club began in 2015 and is a group that is enthusiastic about riding and encouraging others to ride.

Sidewalks are also an integral component of the pedestrian facilities in the City. The sidewalk network is more complete in the Downtown area and in the City's traditional neighborhoods. Sidewalks are more sparse and disconnected at the edges of the City. The subdivision ordinance requires sidewalks to be installed when new major subdivisions are developed. Current regulations prohibit bicycling on any public sidewalk in the community.

Extensive sidewalks near the schools and the above mentioned trails provide the infrastructure for the City's Safe Routes to School Program. The City's 2008-2013 Safe Routes to School Plan has a lot of good information and the City is currently implementing aspects of the plan, however, an update is needed.

Planned and Scheduled Improvements

Capital Improvement Program

A Capital Improvement Program is utilized by the City for planning infrastructure and public facility improvements. The 2017-2021 Capital Improvement Program has been approved which includes a number of street, sidewalk, and trail projects. Because the projects are planned for the future, any one of them could be bumped to a later year or a non-year due to priorities changes or because of budget constraints. Projects for 2017 include asphalt street surfacing and Mill-in-Place, Wildwood-McMillan Connector Trail, and sidewalk reconstruction and repairs. The Common Council will be holding a referendum in August of 2016 to request a tax increase to address a shortfall in road maintenance. If the referendum is approved, additional roadwork will be completed over the next 5 years.

Regional Roadway Network

Wisconsin DOT's Statewide Transportation Improvement Program (STIP) identifies all construction projects scheduled between 2016 and 2019 for Wisconsin's public roads. Several highway improvements are scheduled for within and nearby Marshfield, including:

- State Highway 13: Resurface Veterans Parkway from McMillan Street to Mann Street (2016).
- State Highway 13: Resurface Veterans Parkway from Mann Street to 26th Road towards Spencer (2016).
- 29th Street: Reconstruction 29th Street from Hume Avenue to Veterans Parkway (2018).
- State Highway 97: Resurfacing Central Avenue from Arnold Street to Harrison Street (2019).

Compatibility with State and Regional Plans

One of the requirements in the State Statutes is to provide information on how state, regional, and other transportation plans are incorporated into each municipality's Comprehensive Plan. This includes identifying goals, objectives and policies that are complimentary or inconsistent with the City's plan. The City's plan should describe how inconsistencies or conflicts will be resolved. Below is a list of the goals and objectives listed in other jurisdictions plans. This information will be important to revisit as the City develops the goals, objectives, and policies for this plan.

Wisconsin Bicycle Transportation Plan 2020

The two goals listed in this plan are:

- Increase levels of bicycling throughout Wisconsin, doubling the number of trips made by bicycles by the year 2010 (with additional increases achieved by 2020).
- Reduce crashes involving bicyclists and motor vehicles by at least 10% by the year 2010 (with additional increases achieved by 2020).

Objectives of the plan are as follows:

- Plan and design new and improved transportation facilities to accommodate and encourage use by bicyclists (Engineering and Planning).
- Expand and improve a statewide network of safe and convenient routes for bicycle transportation and touring, including safe and convenient access to and through the state's urban areas (Engineering and Planning).
- Expand the range of education activities such as driver licensing and training, bicycle safety education, traffic law enforcement, and provisions of public service information to provide consistent safety messages and training to all roadway users (Education).
- Improve enforcement of laws to prevent dangerous and illegal behavior by motorists and bicyclists (Enforcement).
- Encourage more trips by bicycles by promoting the acceptance and usefulness of this mode (Encouragement).

Wisconsin Pedestrian Policy Plan 2020

The three goals listed in this plan are:

- Increase the number and improve the quality of walking trips in Wisconsin.
- Reduce the number of pedestrian crashes and fatalities.
- Increase the availability of pedestrian planning and design guidance and other general information for state and local officials and citizens.

Objectives of the plan are as follows:

- Working in partnership with local government and other interested stakeholders, WisDOT will increase accommodations for pedestrian travel to the extent practicable along and across State Trunk Highways.

- Working in partnership with local government and other interested stakeholders, WisDOT will plan, design and promote new transportation facilities where appropriate and retrofit existing facilities where appropriate to accommodate and encourage pedestrian use (Engineering and Planning).
- Working in partnership with local government and other interested stakeholders, WisDOT will expand the range of education activities, such as driver licensing and training, pedestrian safety, education, traffic law enforcement, and provision of public service information to provide consistent safety measures and training to all roadway users (Education).
- Working in partnership with local government and other interested stakeholders, WisDOT will work to improve the enforcement of laws to prevent dangerous and illegal behavior by motorists, pedestrians, and bicyclists (Enforcement).
- Working in partnership with local government and other interested stakeholders, WisDOT will encourage pedestrian travel by promoting the acceptance and usefulness of this choice and through the promotion of pedestrian safety efforts (Encouragement).

Wisconsin Rail Plan 2030 – Statewide Long-Range Rail Transportation Plan

The Wisconsin Rail Plan 2030 plan states the following: Today, Wisconsin’s rail network includes approximately 3,600 miles of track. Of that total, just over 530 miles are owned by the state and leased to railroad companies. Eleven freight rail companies operate in the state. In addition, Amtrak provides intercity passenger service on two routes, and Metra provides commuter rail service between Kenosha and Chicago.

Looking ahead to 2030, WisDOT foresees rail continuing to play an important role in Wisconsin’s economy for several reasons:

- Rail service provides a low cost transportation alternative for high volume, lower value commodities that are essential to many of Wisconsin’s manufacturing industries
- Rail freight movement between Wisconsin, Canada and Mexico is expected to continue to grow.
- Intercity passenger rail provides a travel option for those who cannot, or choose not to, drive or fly.
- Both rail freight and passenger service provide an energy efficient way to move goods and people

Connections 2030 – Statewide Long-Range Transportation Plan

The goals for the Connections 2030 Plan are broken down into individual chapters. Below is a list of each goal identified in the plan:

- Preserve and maintain Wisconsin’s Transportation System.
- Promote transportation safety.
- Foster Wisconsin’s economic growth.
- Provide mobility and transportation choice.
- Promote transportation efficiencies.
- Preserve Wisconsin’s quality of life.

- Promote transportation security.

Both the Wisconsin Rail Plan 2030 and the Connections 2030 Plan support the following multimodal vision for transportation:

“An integrated multimodal transportation system that maximizes the safe and efficient movement of people and products throughout the state, enhancing economic productivity and the quality of Wisconsin’s communities while minimizing impacts to the natural environment.”

Wisconsin State Airport System Plan 2030

The goals of the plan are as follows:

- Provide a safe and secure aviation system.
- Support a system of airports that is readily accessible from the ground and the air.
- Provide airport infrastructure to attract business-supporting economic growth.
- Provide a system of airports that meets existing and future needs.
- Provide a system of airports that addresses community and environmental compatibility.

Objectives of the plan are as follows:

- Improve safety of Wisconsin airports.
- Obtain a current inventory of the facilities and services of each airport in the system.
- Establish airport system goals, performance measures and benchmarks.
- Identify system and airport specific deficiencies, as well as adequacies and surpluses in the system.
- Identify potential overlaps or gaps in the system.
- Address Federal Aviation Administration’s (FAA) departure from ground-based navigational aids to a satellite based system, and how it will affect Wisconsin.
- Develop cost alternatives to meet system goals and benchmarks.
- Establish a framework for future investments.
- Conduct a system-plan environmental evaluation of the results of the system plan.
- Develop a method to monitor progress of system goals
- North Central Wisconsin Regional Planning Commission Transportation Assessment Report

North Central Wisconsin Regional Plan Commission Transportation Assessment Report

The goals of the plan are as follows:

- Emphasize the preservation of the existing transportation system including highway, trucking, transit, disabled, pedestrian, bicycle, rail, air, and water facilities.
- Provide for an integrated, efficient and economical transportation system that affords mobility, convenience, and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.
- Foster economic development and productivity of the Region, and its counties and municipalities, through an efficient transportation system.

- Transportation planning and project development should protect and enhance the environment, promote energy conservation, and improve quality of life.
- Program transportation planning and project development to achieve multiple public objectives including, but not limited to: transportation, recreation and economic development.
- Consider the effects of transportation decisions on land use and development and be consistent with the provisions of all applicable short- and long-term land use and development plans.
- Encourage neighborhood designs that support a range of transportation choices.
- Decisions regarding transportation should be consistent with other elements of the Comprehensive Plan.

Objectives of the plan are as follows:

- Maintain and enhance the efficient, safety and functionality of the existing transportation system, which links the Region's urban areas with outlying towns, adjacent counties, and the state.
- Promote efficient transportation system management and operation.
- Enhance the integration and connectivity of the transportation system, across all modes throughout the Region, for people and freight.
- Increase the safety and security of the transportation system for motorized and non-motorized users.
- Increase the accessibility and mobility options available to people and for freight.
- Optimize financial resources.
- Target transportation investments, in all modes, to support business and job growth Region-wide.
- Support passenger transportation alternatives to the private automobile, where feasible.
- Expand and improve a statewide network of safe and convenient routes for bicycle transportation and touring, including safe and convenient access to and through the state's urban areas.
- Control storm water runoff to minimize impacts on surface and ground waters during and after construction of transportation projects.
- Plan and design new and improved transportation facilities to accommodate and encourage use by bicyclists and pedestrians including those with disabilities.
- Develop and maintain the navigability of public waterways for transportation purposes.
- Achieve close coordination between the development of transportation facilities and land use planning, land development, and rural character preservation.
- Promote land use policies that are bicyclist and pedestrian friendly.

North Central Wisconsin Regional Plan Commission Regional Livability Plan

The goals of the plan are as follows:

- Provide and improve transportation access to people of all ages and abilities to ensure lifelong mobility and accessibility.

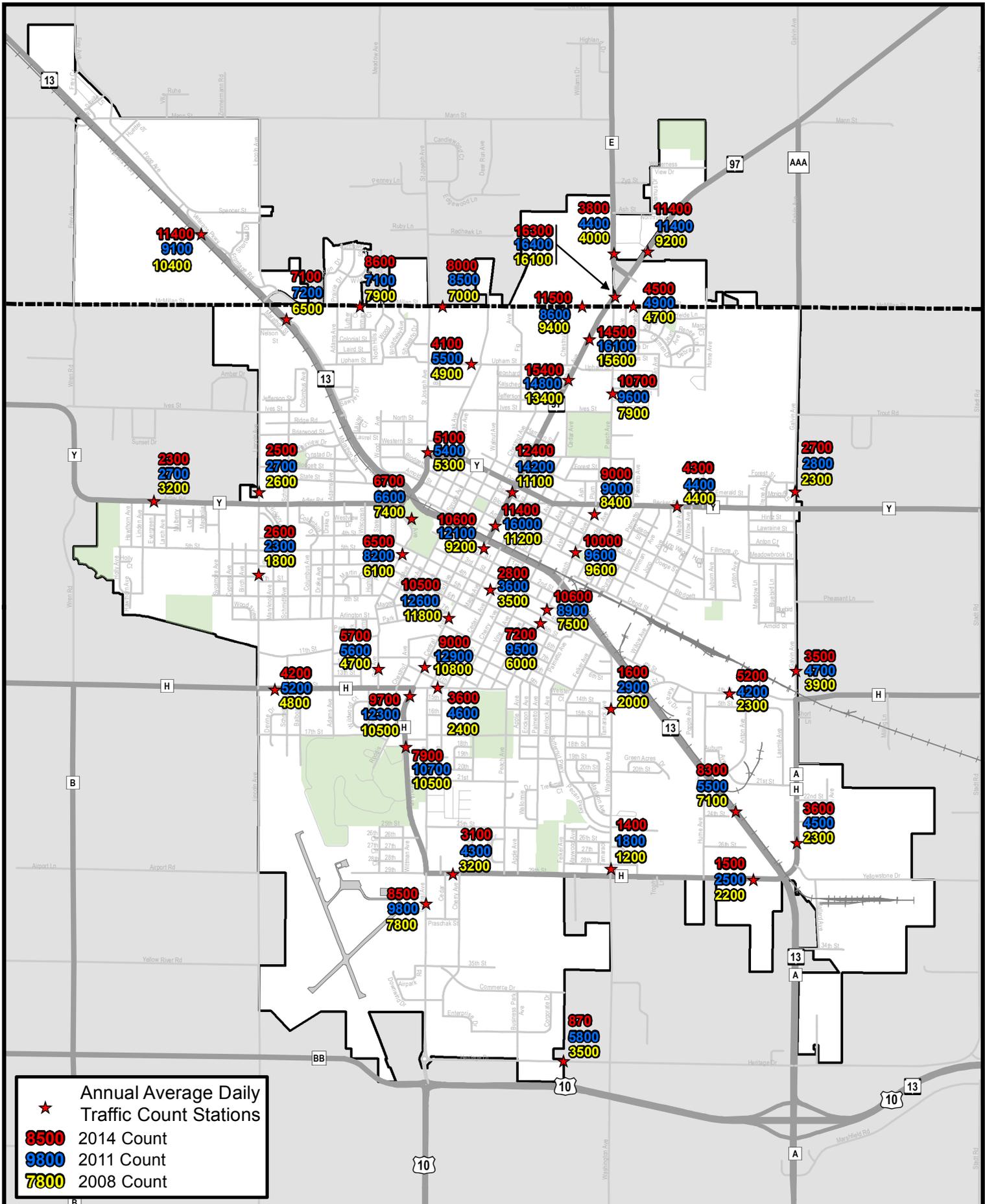
- Fund the maintenance and expansion of the transportation system.
- Enhance the regional economy by supporting airports and freight rail.

Objectives of the plan are as follows:

- Increase the number of workers who travel to work via carpool, public transit, bicycle, and walking.
- Improve walkability, bicycle facilities, and pedestrian safety.
- Continue maintaining, upgrading, and modernizing existing streets and bridges to ensure a high level of reliability and safety for all users.
- Implement a complete streets policy to ensure that the right-of-way will provide safe access for all users.
- Explore alternative ways to fund transportation infrastructure.
- Strengthen air and rail options to move people and goods.

Sources

- Marshfield Area Chamber of Commerce and Industry
- 2003 and 2013 Wisconsin Traffic Crash Facts
- U.S. Census Bureau
- 2017-2021 Capital Improvement Program for the City of Marshfield
- Commuting in America 2013
- 2016-2019 Wisconsin Department of Transportation Statewide Transportation Improvement Program
- City of Marshfield Engineering Division
- www.fly-cwa.org/
- CN Weight Limit System Map 2013
- Wisconsin Bicycle Transportation Plan 2020
- Wisconsin Pedestrian Policy Plan 2020
- Wisconsin Rail Plan 2030 – Statewide Long-Range Rail Transportation Plan
- Connections 2030 – Statewide Long-Range Transportation Plan
- Wisconsin State Airport System Plan 2030
- North Central Wisconsin Regional Planning Commission Transportation Assessment Report
- North Central Wisconsin Regional Planning Commission Regional Livability Plan



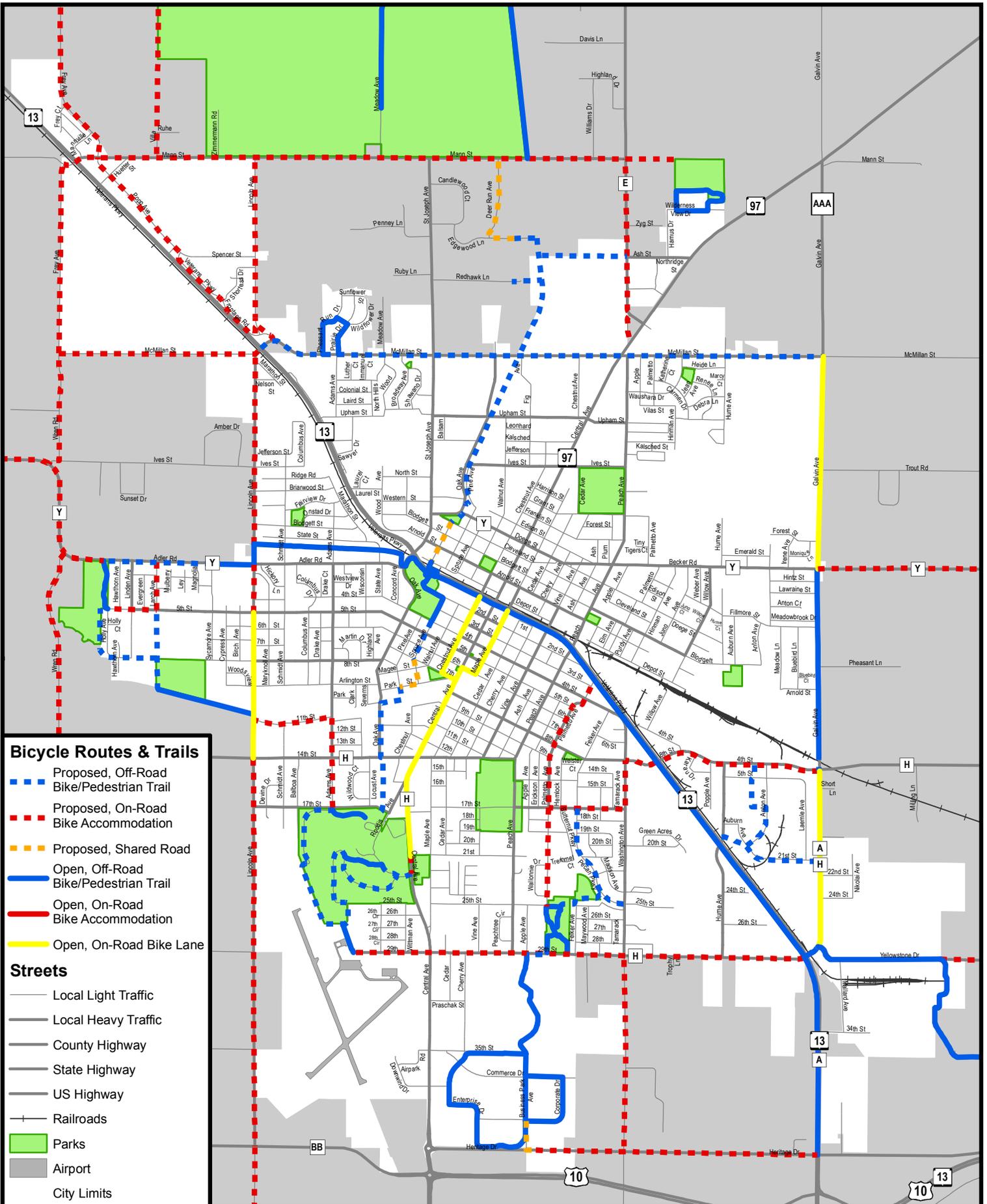
Average Annual Daily Traffic Counts - Map 8.1

City of Marshfield - 2016 Comprehensive Plan

7/5/2016



Sources: City of Marshfield GIS Dept., WISDOT



Bicycle Routes & Trails

- - - Proposed, Off-Road Bike/Pedestrian Trail
- - - Proposed, On-Road Bike Accommodation
- - - Proposed, Shared Road
- Open, Off-Road Bike/Pedestrian Trail
- Open, On-Road Bike Accommodation
- Open, On-Road Bike Lane

Streets

- Local Light Traffic
- Local Heavy Traffic
- County Highway
- State Highway
- US Highway
- Railroads
- Parks
- Airport
- City Limits

Bicycle Transportation Plan - Map 8.2

City of Marshfield - 2016 Comprehensive Plan

7/5/2016



Sources: City of Marshfield GIS Dept.

UTILITIES AND COMMUNITY FACILITIES

Overview

Utilities and community facilities provide the foundation on which the City of Marshfield is built and maintained and provide the basis for how the City functions. Utilities and community facilities contribute significantly to the quality of life in Marshfield and it is important to assess the existing services and understand how and if they need to be changed or improved.

- Utilities include: sanitary sewer, storm sewer, water systems, electricity, natural gas, telecommunications and solid waste disposal systems (including recycling).
- Community facilities include: schools, libraries, parks, police, fire, health care, churches and other similar facilities.

Utilities

Sanitary Sewer Service

There is probably no other man-made facility that plays a more influential role in determining the location and density of development than sewer service supported by a centralized wastewater treatment plant. Wastewater treatment plants are cost beneficial because of an economy-of-scale factor involving a large population contributing to and maintaining one single facility as opposed to each user maintaining their own treatment facility or holding tank. The economic benefits of wastewater treatment systems carry over into land subdivision developments too, making undeveloped land within a community or on its periphery attractive for development because of the increased number of smaller size lots that can be served in an environmentally sound manner. The higher costs associated with a centralized wastewater treatment collection system requires a high number and a certain density of users; therefore these systems are most often found in urbanizing areas.

Marshfield Sanitary Sewer Facilities/Wastewater Treatment Facilities

Since 1880, the City of Marshfield has provided municipal wastewater collection and treatment. On a typical day, more than 3 million gallons per day (mgd) of wastewater are transported to the wastewater treatment plant through the City's nearly 138 miles of sewer system. During heavy rain events or snowmelt, the facilities can treat up to a rate of 28 mgd. Wastewater that cannot flow by gravity to the wastewater treatment plant must be pumped from four separate lift station locations on the east, north and west sides of the city.

Built in 2000, the Marshfield plant is sized for normal flow with room for community growth over the next 20 years that can also handle the high flows from heavy rain events and snowmelt. A general rule of thumb that is often used when estimating present or future wastewater treatment demand is 100 gallons per capita per day. A community with no major industrial or institutional users operates with a flow that is much lower, while the municipal treatment plants, which have major industrial and institutional users, handle flow amounts that exceed the 100 gallons per capita per day. Wastewater

treatment plants are also intentionally built with excess capacity to handle future residential and business growth.

Based on 2015 numbers, the average flow of into the treatment facility was 2.978 million gallons per day mgd. If the average flow is divided by the population of 19,186, the facility treats 155 gallons per day per person. If you factor out the largest industrial contributor to the wastewater treatment plant, that number gets down to 2.628 mgd or 140 gallons per day per person.

Marshfield Utilities only pumps 2.041 mgd of water into the distribution system. Therefore the treatment facility actually receives 937,000 gallons per day of ground water (roughly 1/3 of the flow is from ground water). That is not uncommon for heavy soils or old sanitary piping. It all has to be treated, but if you factor out the heaviest industrial user and the inflow and infiltration from groundwater, Marshfield would be around 100 gallons per day per capita. The greatest improvement that could be made is to reduce the inflow and infiltration from groundwater.

Table 9.1: Capacity Loading Information - Marshfield Treatment Plant

Design Life	Population	30,000 people
	Year	2021 (DNR permit)
Flow	Average Design Flow	4.63 mgd
	Peak Instantaneous Flow	28 mgd
Loading	Biochemical Oxygen Demand (BOD)	11,000 lb/day
	Total Suspended Solids (TSS)	11,000 lb/day
	Total Kjeldahl Nitrogen (TKN)	1,550 lb/day
	Phosphorus (P)	350 lb/day
Effluent Limits	Carbonaceous BOD	16 mg/L monthly average
	TSS	20 mg/L monthly average
	Dissolved Oxygen	4.0 mg/L monthly average
	pH	6-9 S.U.

Source: Marshfield Sewer Service Area Plan 2010-2030.

As the environmental laws change with time, the major new limit on the horizon is the reduction of Phosphorus. This is driven by the algae blooms in the waters of the state. Lowering of the phosphorus going into the water is the method to solve the problem. The new limit will not be known until 2017 or later, but it will be a cost to the people in the city and landowners in the country. The actual cost will not be known until the limits are allocated. The two options are with additional of new technology to the

treatment plant or to work with the agriculture community and other departments in the city. Adding entire new processes to the treatment plant will be the most expensive, but has some advantages. The least expensive will be working alongside the agriculture community to retain the nutrients on the land.

Marshfield Sewer Service Area Plan

Section 208 of the Clean Water Act plays an important role in the Marshfield Sewer Service area, and this section of law led to the development of the Marshfield Sewer Service Area Plan, updated in 2010. Approvals for wastewater treatment facilities, permits for all point source discharges and sewer extensions, and any projects funded with Wisconsin Fund dollars must conform to the plan.

The plan also delineates a 20-year sewer service area boundary, which is the maximum land area that is expected to be served by sanitary sewer service. Environmentally sensitive areas that should be protected from development or mitigated against development impacts are also identified in the plan. These environmentally sensitive areas include:

- Shorelands (East Branch of the Yellow River west of Marshfield, Beaver Creek, Mill Creek, Scheuer Creek and Squaw Creek)
- Wetlands
- Steep slopes (greater than 12%)
- Parks and greenways (Conner Park, Meadowbrook Greenway, Northeast Greenway, Pleasant Valley Greenway, Southeast Greenway and Stormwater Detention Basins)
- Wellhead protection areas

The Marshfield Sewer Service Area Plan maps the locations of areas where sewer extension could be environmentally appropriate. Inclusion of lands within the Sewer Service Area does not imply that all of those lands will be developed with sanitary sewer by the year 2030. Many factors including market demand, availability for sale, accessibility and political decision making will ultimately determine the amount of land that is sewered by the end of the planning period. City policy requires that only properties within the corporate limits be allowed access to the public sanitary sewer.

- Total Area: 9,571.88 acres
- ESA Area: 1,035.00 acres
- Developed Area: 6,877.74 acres
- Available Area: 1,659.14 acres

The Marshfield Sewer Service Area Plan also outlines the procedure for review of sewer extension requests and for amendments to the plan.

Water Supply

In the City of Marshfield, as with much of Wisconsin, municipal wells draw water from groundwater aquifers. The City's water source is 100% groundwater, obtained from 15 active producing wells located in seven well fields in and around the City of Marshfield, most located outside the City Limits. Most of the area consists of heavier clay soils over granite bedrock. Aquifers capable of providing the volume necessary to supply a municipal type well are derived from glacial channels filled with more permeable

sand and gravel. These shallow sand and gravel lenses are very susceptible to contaminants deposited on the ground surface, especially in the areas of up-gradient of the glacial channels. The well fields pump ground water from sand and gravel units deposited in pre-glacial bedrock channels. Additional facilities include four booster pumping stations, four storage reservoirs, a water treatment facility and approximately 130 miles of transmission and distribution water mains.

Well #8, constructed in 1932, is the oldest well that serves the City of Marshfield. The newest well, Well #26, was constructed in 2015. Wells typically have a 50 year life expectancy. Some of the wells contain high amounts of iron and manganese which tend to public the screens causing well production (volume) to decrease. Wells with higher concentrations of these elements need to be cleaned about every 5 years and wells with lower concentrations need to be cleaned about every 10 years. Replacement wells have been identified and test pumped and land has been purchased for a new well field.

Marshfield Utilities, a municipally owned utility, pumps and distributes water. Marshfield Utilities routinely monitors for constituents in drinking water according to federal and state laws. Marshfield Utilities continually monitors the drinking water to ensure that it meets the federal and state requirements.

While ground water quality from Marshfield's wells is generally good, ground water from sand and gravel units is particularly susceptible to contamination. It is important to designate groundwater protection zones, often called well recharge areas, to protect this invaluable resource. Marshfield Utilities has a source water protection plan called the Well Head Protection Plan. Marshfield Utilities recommends that future development within the well recharge areas for the municipal wells be monitored. Table 9.2 lists the inventory of active wells that serve the City of Marshfield.

Table 9.2: City of Marshfield Municipal Well Inventory

WI Unique Well #	Well Name	Normal Pumpage	Maximum Pumpage	Pump Capacity	Well Depth
BH577	City Well #1 (Inactive)	189,000 gpd	378,000 gpd	262 gpm	56.5 feet
BH549	City Well #4-Washington Street	81,000 gpd	162,000 gpd	113 gpm	58 feet
BH550	City Well #5 Southside Wellfield	252,000 gpd	504,000 gpd	350 gpm	57 feet
BH551	City Well #6 Southside Wellfield	154,000 gpd	308,000 gpd	214 gpm	62 feet
HJ142	City Well #8 Wildwood Park	125,000 gpd	250,000 gpd	174 gpm	60 feet
BH555	City Well #10 Wildwood Park (South)	180,000 gpd	360,000 gpd	250 gpm	63 feet
AR304	City Well #17	288,000 gpd	576,000 gpd	400 gpm	58 feet
BH560	City Well #18	367,000 gpd	734,000 gpd	510 gpm	60 feet
BH561	City Well #19 North Of County Hwy "Y"	313,000 gpd	626,000 gpd	435 gpm	58.5 feet
BH562	City Well #20 County Hwy T & Y	367,000 gpd	734,000 gpd	510 gpm	59.5 feet
AR319	City Well #21 Frey Road	288,000 gpd	576,000 gpd	400 gpm	85 feet
AR323	City Well #22 Karan Avenue	288,000 gpd	576,000 gpd	400 gpm	90 feet
NQ884	City Well #23 Brickyard	185,000 gpd	432,000 gpd	300 gpm	93 feet
PG961	City Well #24	155,000 gpd	288,000 gpd	200 gpm	64 feet
WI770	City Well #25 Southside Wellfield	97,000 gpd	259,200 gpd	180 gpm	70 feet
YJ802	City Well #26	135,000 gpd	432,000 gpd	300 gpm	76 feet

Source: DNR Groundwater Retrieval Network Well Inventory, December 2015

The City has the capacity to store 1,575,000 gallons of water in their above ground storage system and an additional 3.5 million gallons below ground, which is sufficient to meet the City’s needs during this 20 year planning horizon.

Table 9.3: City of Marshfield Municipal Water Storage System

Storage Tank Name	Tank Capacity	Year Constructed	Tank Height
McMillan Tower	75,000 gallon	1958	100 feet
Manville Tower	500,000 gallon	2011	169 feet
Grant Tower	500,000 gallon	1992	128 feet
Depot Tower	500,000 gallon	2016	161 feet
Hume Reservoir	3,000,000 gallon	1969	40 feet

Source: Marshfield Utilities As-built records

Permanently abandoned: BH547 (City Well #2 Southside Wellfield), BH548 (City Well #3 Southside Wellfield (Service Rd East of 29th), HJ141 (City Well #7 Adams (Wildwood Park), BH554 (City Well #9), BH556 (City Well #13), BH557 (City Well #15), BH558 (City Well #16).

Marshfield Utilities currently does not have an exact count on the number of lead water laterals; however they are in the process of getting an exact count. Water service lateral types are being recorded as part of the survey we do when inside each house installing the new AMI meters. It is known

that lead was widely used as water service materials until WWII (about 1945). Looking at the assessor records, it is estimated that approximately 2,000 houses were built prior to that date and that is the number used as an estimate for the number of lead services in Marshfield. That number once the AMI installation project is complete. This information is being mapped through GIS.

Marshfield has basically 3-types and about 144 total miles of water main. Sand Cast Water Main was installed from 1903 to about 1945. We have about 27 miles of this type of pipe. This pipe is a thick walled pipe that is fairly robust but is approaching the end of its 100 year design life. Replacement of this pipe should be done after the replacement of the spun cast water main is completed.

Spun Cast Water Main was installed from 1945 to 1967. This is the pipe that was installed during the rapid growth period following WWII. This pipe is thin walled and brittle and is the pipe that we have the most problems with, as does the entire United States. We have 33.8 miles of spun cast water main and this is our highest priority of water main to replace.

Ductile iron water main has been installed in Marshfield since 1967. There is about 80.6 miles of ductile iron water main and we have few problems with this material. This water main can be replaced on a normal 70-100 year schedule.

This leaves about 3 miles of water main that is a mix of copper, HDPE and PVC that can be replaced on a normal 70-100 year schedule or as part of street reconstruction projects.

An issue related to water quality is the extensive use of road salt. Road salt is clearly a threat to many aquifers and wells. Marshfield Utilities took a close look at the aquifers in 2015 and were able to determine that the South wellfield is the most vulnerable due to the high number of road lane miles, parking lots and runways that need to be deiced. Using the 1994 well capture zone for this wellfield they estimated there to be 109.9 miles of roads and 28.4 acres of parking lots and runways to deice. Discussions with the Marshfield Street department have indicated that they have started mixing beet juice with salt to help with the effectiveness of salt applications. They have reported that this reduces the amount of road salt applied by about 30%.

A Salt Budget Analysis for the South wellfield was done by Leggette, Brashears & Graham for the Southside wellfield in 2015. The study indicated that chloride levels have reached steady state conditions and are unlikely to rise significantly as long as salt loading within the capture zone remains within past averages. Less data is available for sodium levels in the wellfield so our predictions on sodium trends are limited.

Sodium ions interact with the aquifer more than chloride ions do so sodium migration is slower than chloride migration. This creates the potential for sodium levels to continue to rise for some time but they can be expected to stabilize at some level less than about half of the chloride concentrations unless there is some unknown source of sodium in the capture zone. Based on the report and existing data, more in depth methods are not needed to predict future chloride levels at this time.

Stormwater Management

Stormwater management has gained attention in recent years as an environmental concern because of its impacts on flooding, property damage, and surface water quality issues. Similar to water supply and wastewater treatment, stormwater management is an important part of municipal infrastructure.

Marshfield's Public Works Department is responsible for collecting, storing and conveying rainfall and snowmelt runoff in a manner that is safe for the public and does not harm the environment.

Current state regulations require the City to treat stormwater. The Environmental Protection Agency's (EPA's) Storm Water Phase II Rule establishes a stormwater management program that is intended to improve the nation's waterways by reducing urban stormwater pollution. Phase II brings in the 'small' municipalities that were not included in Phase I. The City of Marshfield was part of the Phase II program. The first stormwater management plan was adopted in 2008. In 2014, the City adopted a stormwater quality plan. In Wisconsin, the WDNR through Natural Resources (NR) 216 rule administers the Phase II stormwater permitting program. The city of Marshfield was issued an MS4 permit in October 2006. The City's stormwater permit must include a program that is designed to 1) reduce the discharge of pollutants to the maximum extent practicable; 2) protect water quality; and 3) satisfy the appropriate water quality requirements of the Clean Water Act.

In 2008 the city was required to meet a goal of 20% Total Suspended Solids (TSS) removal rates for the entire city. In 2008 we met the 20% TSS removal rates. A goal was set for the city to reach 40% TSS removal rates by 2013. This was put on hold by our state elected officials prior to being implemented. In 2014 our new model determined that the city has now reduced TSS by 34.5%.

The City Engineer estimates that the city has seen more than 50 wet and dry Best Management Practices (BMP's) such as stormwater ponds added within the municipal limits. There are more than 80 total BMP's in the municipal limits.

All BMP's follow Chapter 25 of the municipal code and are required to be designed to handle a 100-year storm and safely pass the greater than 100-year storm. When new development takes place, the city does not make the developers choose one BMP over another as there are several methods to achieve the necessary standards. These can include dry basins, wet basins, structural BMP's, Vegetative swales, Bio retention and infiltration basins.

The next requirement on the horizon is total phosphorous reductions (TP). The Wisconsin River water shed is being studied right now and it is anticipated that the City will be required to see the TP reduction rates coming by 2017. These requirements have the potential of costing our municipality millions in stormwater improvements to reach these new requirements. These are being set by the federal government (EPA).

Power Plants, Electricity, and Transmission Lines

Marshfield Utilities (MU) provides electric service to the City of Marshfield and surrounding rural areas including the village of Hewitt. MU receives its wholesale power from Wisconsin Public Services Corporation. The electricity is distributed to area customers through three distribution substations.

MU owns the M-1 Combustion Turbine Plant which is located on the southeast side of the City of Marshfield. The plant is operated by Marshfield Utilities and marketed through Great Lakes Utilities of which MU is a member. The plant can operate on either natural gas or fuel oil, but with gas prices as they are it runs almost exclusively on natural gas. The plant is considered a “peaking plant” running only when the demand for electricity is high due to hot or cold temperatures. The plant could also be utilized in an emergency situation to supply electricity to the Marshfield area.

Current regulations require that electric lines are buried underground for new subdivisions. Wherever electric lines are buried, telecommunication lines are also required to be located underground as well.

MU also owns the section of high pressure gas line that feeds the plant from an ANR Pipeline.

The two transmission lines that supply electricity to Marshfield are owned by American Transmission Company.

Natural Gas

We Energies is the natural gas provider for the Marshfield area and most of Wood County.

Solid Waste Disposal and Recycling Facilities

The City of Marshfield currently has a long-term contract with Advanced Disposal for residential refuse and garbage recycling services. In Marshfield, Advanced Disposal has a transfer station and regional office at 501 South Hume Street. This facility is licensed through the Wisconsin DNR and handles more than 100 tons of solid waste each day. Advanced Disposal offers the following services in Marshfield:

- Bulk Collection
- Construction and Demolition Collection
- Construction and Demolition Disposal
- Material Recovery Facility Operations
- Recycling: Residents can recycle aluminum, tin cans, glass bottles and jars, #1 - #7 plastic containers, mixed paper and newspaper and corrugated cardboard.
- Solid Waste Collection
- Solid Waste Disposal
- Transfer Station
- Waste Evaluations

The nearest landfill is the Advanced Disposal Services Cranberry Creek Landfill, LLC in Wisconsin Rapids. The large DNR-licensed landfill had 3.8 million cubic yards of capacity as of March, 2016. Based on the current permit, that leaves approximately 7 years of capacity before they will need to complete another feasibility study to permit an expansion. There is ample space on the site to expand in the future. Non-residential uses must contract independently for garbage collection.

Marshfield Scrap and Shaw’s Wrecking Yard are two independent waste and recycling yards that serve the Marshfield area.

Telecommunication Facilities

Charter, Frontier, and TDS Telecom, provide local and long distance telephone service to residents and business in Marshfield. Charter Communications, Frontier, and Solarus, provides local and long distance digital telephone service, television cable, and high-speed internet. Table 9.4 lists the over the air TV stations available in the Marshfield area.

Table 9.4: Broadcast TV Stations

Broadcast Location	Station	Channel
Wausau	WSAW	CBS - 7-1
		MYNET - 7-2
		Fox - 7-3
	WAOW	ABC - 9-1
		CWPLUS - 9-2
		DECADES - 9-3
WHRM	PBS - 20-1 and 20-2	
	CREATE - 20-3	
Eau Claire	WEAU	NBC - 13-1
		ATV - 13-2
		H&I - 13-3
		MOVIES! - 13-4

Source: www.tablotv.com

While Marshfield is in the broadcast range of dozens of radio stations, only three FM radio stations (religious and Christian stations) and one AM radio station (WDLB – News, Sports, and Community Events) originate in Marshfield.

Marshfield Community Television is a local cable access station that broadcasts local government and school board meetings as well as programs on a variety of community interest topics. Their studio is located at 101 West McMillan Street. Programs that they produce are also available online.

Community Facilities

City Hall

The Current City Hall building is located at 630 South Central Avenue. The building is a 7 story office building that sits on a 2.5 acre site. The original portion of the building was three stories and located at the corner of 7th Street and Central Avenue. A four story addition was added to the building in 1967. Stories five through seven were added to the four story addition in 1964. The Marshfield Clinic occupied the building from its construction until it was acquired by John Figi in 1975. The City purchased the building for a City Hall in 1988. Currently, the City offices that are located in the City Hall include the following: Assessor, City Administrator, City Clerk, Development Services, Engineering, Finance, Information Technology, Municipal Court, Parks and Recreation, and Public Works. Other services

provided in the building include Wood County Human Services Department and Energy Assistance. The remainder of the building is a mix of businesses including a pharmacy, conference rooms, office, retail, employment training, and personal services. The Common Council Chambers and Executive Conference Room are in the basement of the building. Amenities include a drive-thru, an indoor tennis court and a racquetball court. Additionally, there are 164 parking stalls for City vehicles, employees, and customers.

The total building space is just over 70,000 square feet. Based on a recent space needs analysis for City Hall, space needs for a new City Hall would be approximately 23,000 square feet. Currently, the City is exploring the possibility of purchasing the Forward Financial Bank building, located at 207 West 6th Street as a future City Hall. The proposal would then allow the current City Hall building to be converted into work-force housing with possibly some commercial space on the first floor.

Police, Fire, and Rescue

The Marshfield Police Department is located at 110 West 1st Street and in 2016 employed 48 people, with 40 sworn officers (does not include 2 dogs, summer help, crossing guards, civilian transport officers, or Police Auxiliary). The dispatch center was once located at the police station but closed down in October, 2006. The Wisconsin Rapids Courthouse is the location of the Wood County Shared Dispatch Center.

Built 1980-1983 (occupancy in 1983), the building is dated and may need some improvements in the near future. The 25,000 square feet (includes the lower level) includes offices, showers and locker rooms, 3-cell lockup, 5-stall garage plus an additional garage stall for prisoner transports, and storage space. Renovations were made in 1996-1997 to add an elevator and move the dispatch location. The Police Department conducted a building facilities study back in 2012-13. There is a need for numerous items including some Capital Improvement Project items, most yet to be studied. According to the Police Department, they are lacking evidence storage, vehicle and equipment storage, office space, security measures, visitor parking, and the current location is not conducive with emergency response (too close to railroad tracks).

The Marshfield Police Department has a diverse fleet of 23 vehicles including: Tahoes, Cargo Van, impalas, SUVs, Pickup truck, and undercover vehicles. The Police Department has also recently accepted an MRAP vehicle that will arrive in 2016.

There are no service agreements with neighboring townships, however, there is a carte blanche expectation of emergency mutual aide.

Marshfield Fire & Rescue Department (MFRD) consists of 37 members of which 36 are sworn Firefighters. MFRD provides fire protection as well as Paramedic Ambulance coverage for the City of Marshfield and Paramedic Ambulance for an additional 314 square miles, encompassing 13 Villages and Townships surrounding the City of Marshfield. MFRD along with Wisconsin Rapids Fire are the Wood County HazMat Team as well as a State of Wisconsin Type III HazMat Team.

MFRD responds to around 3,000 calls per year with our responses continuing to increase. There is also a continuing increase in the number of concurrent calls (approximately 30%), which are two or more

separate calls at the same time. MFRD is also a member of Wisconsin Division 116 of the Mutual Aid Box Alarm System (MABAS) which assures Mutual Aid with all departments within our division as well as the State as a whole.

Marshfield Fire & Rescue Department's (MFRD) current station was opened in August 2010. This LEED Gold certified station was Marshfield's first facility built as a Sustainable Community. This facility came about after the need for a second fire station was studied five times starting in 1971 with the last study completed in 2006. All studies identified the need for a minimum of a second fire station, if not three.

The station is 33,000 sq. ft. as opposed to the 12,500 sq. ft. of the old station and was built with seven apparatus bays of which five are drive through bays. The Fire Department consists of four (4) ALS ambulances, one (1) 100' aerial platform, one (1) 1,500 gallon/minute pumper with 75' ladder, one (1) 1,250 gallon/minute pumper with 61' ladder, one (1) 1,500 gallon/minute pumper, one (1) 1,250 gallon/minute pumper, one (1) medium duty rescue vehicle, as well as three (3) department pickup trucks. The department also has 3 trailers of which 2 are stored at our training facility for carrying additional equipment. All vehicles are part of an apparatus replacement schedule so they are able to be replaced per the applicable standards for each type of vehicle. The EOC (Emergency Operations Center) was moved to the new Fire Station when the Police Department closed down the dispatch station.

Library

The current library, located at 211 East 2nd Street, (slated to become the Community Center) opened in 1960 with an addition in 1985 that more than doubled the original space. The existing Library has 36,112 square feet of space. 22,000 square feet of that space is the library proper on the main floor. The rest is meeting room space and storage. The new Everett Roehl Marshfield Public Library will be a slightly over 33,160 square feet on two floors with all of the space for Library activities. There will be a large Children's Program Room, a dedicated Young Adult area, expanded computer space, a dedicated Genealogy & Local History Room, a Drive-up Pick-up Window, three small group study rooms, a parent's study room, a mother's lounge for lactating mothers, a Friends of the Library Ongoing Booksale Room, many sunny reading areas, a children's play area and much more.

The Library provides books and other media materials for all ages to utilize. In addition, the Library provides a variety of services such as Reference & Information Services, Storytimes, Meeting room/study spaces, Internet Access on Library PCs, Wi-Fi Access, Adult and Children's Programs, Technology Training, Book Club, Writer's Group, Volunteer Opportunities, Children's Learning PCs, Laptops for in-house use, Interlibrary Loan, exam proctoring, Summer Reading Program for Children, Adult Winter Reading Program, Movie showings, Family Activity Nights (crafts, LEGOs, storytimes, movies, etc.), puzzle table, One Thousand Books Before Kindergarten, Tail Waggin' Tutors (new young readers read to service dogs), performers, genealogy assistance, one-on-one computer tutoring with a volunteer, homebound delivery, book deposits and more.

As of Dec. 31, 2015 the Library has 28,432 registered borrowers from Marshfield and the surrounding area and 211,199 items available for checkout. This includes 58,364 electronic books and digital audio books. The Marshfield Public Library is a member of the South Central Library System (SCLS) which is

headquartered in Madison. There are 7 counties (Adams, Columbia, Dane, Green, Portage, Sauk and Wood) in the South Central Library System (SCLS). The total number of libraries in SCLS is 53. The interlibrary loan program is not limited to just those 7 counties. The Marshfield Public Library regularly does interlibrary loans to and from libraries throughout the world.

The Community Center currently provides meeting room spaces for public organizations, rooms for senior citizen activities (billiard, exercise, crafts and cards) are expected to be part of the mix. The Marshfield Military Museum, in the basement of the existing Library is expected to remain when the space is converted into the Community Center. Space for the Aging & Disability Resource Center is under consideration, as is space for the Parks and Recreation Department.

City Garage

The City Garage houses the City’s Street Division. Located at 407 West 2nd Street, the City Garage site, including outdoor storage yard and sign shop, takes up approximately 6 acres. Table 9.5 provides a breakdown of the different buildings and available spaced utilized the Street Division. Even with all the buildings listed, there is still a desire for additional storage on site as seasonal equipment has to be rotated throughout the year and vehicles and equipment are often getting parked in. In addition to the buildings listed below, the City Garage has a fueling station and an extensive yard for exterior storage. Despite the age of some of the buildings, overall, they appear to be in good condition. The storage space is needed due to the large amount of equipment needed for the day to day operations of the City. Vehicles for both the Street Department and Parks and Recreation Department are stored at this facility. There are over 30 trucks in the fleet plus other vehicles for earth work and equipment for road maintenance and snow plowing. The site is centralized and ideal for addressing repair and snow removal.

Table 9.5: City Street Department Buildings

Type	Use	Area	Address
Main Building	Offices and Shops	25,426	407 W 2nd St
Older Vehicle Storage Building	Cold Storage Building	7,200	407 W 2nd St
Salt Shed	Salt and Sand Storage Building	3,000	407 W 2nd St
Heated Vehicle Storage Building	Vehicle Storage	10,400	407 W 2nd St
Christmas Storage Building	Storage Building	1,200	407 W 2nd St
Police Storage Building	Storage Building	2,288	300 W 1st St
Sign Shop	Shop and Storage	11,024	101 S Oak Ave
Salt Shed	Salt and Sand Storage Building	7,056	1819 E 24th St

Source: An Appraisal of Real Estate by Scott Williams Appraisal Inc. and City GIS

Health Care and Related Facilities

Saint Joseph's Hospital originally opened in 1890. The 7-story facility, located at 611 North St. Joseph Avenue, is a 504-bed tertiary regional referral center that is directly connected to the Marshfield Clinic. The hospital employs 1,844 staff on the Marshfield campus and is the only major rural referral center in Wisconsin. Saint Joseph's Hospital admits 14-15,000 adults and children per year. Ministry Saint Joseph's

Children's Hospital is central Wisconsin's only dedicated pediatric hospital and the only Pediatric Trauma Center in central Wisconsin's. The Children's Hospital also provides a wide range of pediatric specialty services, including a 24-bed pediatric unit equipped with the latest technology and staffed by highly-trained pediatric hospitalists and nurses; the region's only Pediatric Intensive Care Unit (PICU) for critically ill or injured children; and a 24-bed Neonatal Intensive Care Unit (NICU) for children born at 23 weeks and older. Additionally, Ministry Saint Joseph's Children's Hospital provides the following care: birthing services, pediatric trauma care, pediatric inpatient rehabilitation, injury prevention, pediatric cancer care, and Child Life Program.

Services provided by Ministry Saint Joseph's Hospital include: Audiology, Bariatric Surgery, Birthing Services, Cancer Services, Children's Services, Diabetes Services, Diagnostic Imaging, Ear, Nose and Throat (ENT), Emergency Services/Trauma, Employee Assistance Program, Gastroenterology, Heart Services, Home Health Services, Hospice Services, Hospitalists (Inpatient Physicians), Internal Medicine, Laboratory Services, Library Services, Ministry Spirit Medical Transportation, Neonatal Intensive Care Unit, Nephrology (Kidney), Neurology Services, Nuclear Medicine, Nutrition Counseling, Obstetrics/Gynecology, Occupational Health, Ophthalmology (Eye Diseases), Orthopedics, Palliative Care, Pediatric/Adolescent Medicine, Pharmacy, Physical Medicine, Rehabilitation, Respiratory Care, Rheumatology, Spiritual Services, Surgical Services, and Urology. Ministry Saint Joseph's Hospital is part of the Ministry Health Care network with access to 15 other hospitals and dozens of clinics and medical groups throughout the state.

The Marshfield Clinic is one of Wisconsin's most comprehensive health care systems with over 730 physician specialists. It serves patients in Marshfield and 40 regional centers located throughout central, western and northern Wisconsin. Marshfield Center, located at 1000 North Oak Avenue, is the original Marshfield Clinic. It is the largest center in the Marshfield Clinic system with over 80 medical specialties.

Marshfield Clinic Research Foundation (MCRF), a division of Marshfield Clinic, founded in 1959, conducts basic and applied medical research. With 31 Ph.D. and M.D. scientists and 155 other staff, MCRF is the largest private medical research institute in Wisconsin. In addition, approximately 150 physicians and other healthcare professionals throughout the Marshfield Clinic system are engaged in medical research. At any given time, there are approximately 450 clinical trials and other research projects actively taking place. Marshfield Clinic investigators publish extensively in peer-reviewed medical and scientific journals addressing a wide range of diseases and other health issues, including cancer, heart disease, diabetes, eye disease, neurological disease, pediatrics, radiology, women's health, agricultural safety and genetics.

MCRF has offices and laboratories in the Lawton Center for Research and Education and the Laird Center for Medical Research in Marshfield. It also has clinical research staff supporting physician-led research at medical centers in each of the Clinic's four regional divisions. MCRF is organized into six core research entities: Clinical Research Center, National Farm Medicine Center (established in 1981), Center for Clinical Epidemiology and Population Health (established in 1991), Center for Human Genetics (established in 2004 after merging with the Center for Personalized Medicine Research), Biomedical

Informatics Research Center (established in 2005), and Institute for Oral and Systemic Health (established in 2015). In 2014-2015 the MCRF had an operating budget of approximately \$26 million.

Marshfield Labs Reference Diagnostics, a division of Marshfield Clinic, was established in 1973 to serve the needs of physicians throughout Wisconsin, Upper Michigan and Eastern Minnesota. Marshfield Labs offers a comprehensive menu of laboratory tests. Our Research Foundation promotes the development of new assays; continually expanding our list of available tests. Guidance in interpretation and utilization of our extensive test menu is provided by our team of pathologists and PhDs. Marshfield Labs has a variety of capabilities including Clinical, Veterinary, Research Testing, Toxicology, and Lab Education Programs.

Marshfield Food Safety LLC., located at 510 North St. Joseph Avenue, is a service of Marshfield Clinic that offers access to an integrated system of food, animal and human laboratory testing and consultative services to the food industry. This facility is the only food safety laboratory owned and operated by a health care institute, providing unique positioning for the Clinic and specialized services for clients interested in serving public health through safety of their products. Marshfield Food Safety, LLC., has the capabilities to offer a full array of services providing a one stop shop for all food safety needs. The building is 16,604 square feet in area and sits on a site just under an acre in size.

In addition to the above medical facilities, there are numerous support buildings off-campus that are scattered throughout the City that include a dialysis center, home patient care, House of the Dove Hospice Home, Center for Community Outreach, Marshfield Clinic Information Services, Security Health Plan, daycare, data center, offices, and pharmacies.

The Ronald McDonald House of Marshfield, located at 803 West North Street, provides services and accommodations to families (parents or legal guardians) of seriously ill children, newborn through age 18, who are hospitalized or receiving outpatient treatment at Saint Joseph's Children's Hospital or Marshfield Clinic. The Ronald McDonald House opened in 1983 in a two-story brick home located across the street from Saint Joseph's Children's Hospital so parents can be immediately available-day or night-should their child need them. The facility has the capacity to lodge up to 10 families.

The American Cancer Society Hope Lodge serves as a home away from home, free of charge, for adult cancer patients and their caregiver for cancer patients receiving treatment at Ministry Saint Joseph's Hospital and Marshfield Clinic. Located at 611 West Doege Street, Hope Lodge is located just south of the medical campus. Marshfield is the site for the first Hope Lodge in the state of Wisconsin. This area was chosen due to the large numbers of cancer patients traveling great distances for their treatments. Constructed in 2002, Hope Lodge sits on a 2 acres site and features 23 rooms (some rooms are suites with a pull-out couch; others are single rooms) as well as a library, living room, and large kitchen area for individuals to cook their own meals and socialize.

The Norwood Health Center at 1600 North Chestnut Avenue provides residents of Wood and surrounding counties with treatment services which include acute, inpatient psychiatric care, skilled long-term care for persons with chronic, severe mental illness, as well as post-acute traumatic brain injury rehabilitation services.

Marshfield is also home to two large scale nursing home facilities: Atrium Post Acute Care and Golden LivingCenters – Three Oaks.

Regulated Care Facilities

Marshfield is home to nearly 30 regulated care facilities that include the following: Adult Family Homes (AFH) and Community Based Residential Facilities (CBRF). As of January 1, 2016, the total number of approved beds for both types of facilities in the City Limits is 312. In 2008 a task force was put together to study the regulated care facility situation as well as to get a better understanding of the laws and requirements for such facilities. The task force made recommendations to amend the zoning code to accommodate more of these facilities in the residential neighborhoods. AFHs typically have 3-4 beds and CBRFs have 5 or more. The CBRF with the largest capacity is Stoney River, located at 1204 West McMillan Street, with 60 beds. The Stoney River Memory Care facility is located at 1606 North St. Joseph Avenue, has 32 beds and specializes in memory care for those with dementia and Alzheimer's.

Cemeteries

There are three cemeteries within the City of Marshfield: Gates of Heaven Catholic Cemetery, Immanuel Lutheran and Hillside Cemetery City Cemetery (1110 North St. Joseph Ave). The City takes care of all the digging and lawn maintenance for all three cemeteries. McMillan Memorial Gardens is a private cemetery located just outside the City in the Town of McMillan (M107 West McMillan Street).

Churches

The Marshfield area is home to well over 30 places of worship that cover a wide variety of faiths, including: Baptist, Catholic, Church of Jesus Christ of Latter Day Saints, Evangelical, Islam, Jehovah Witnesses, Lutheran, Presbyterian, Methodist, Non-denominational, and Pentecostal.

Education

Marshfield offers a variety of public or private educational opportunities. The Unified School District of Marshfield is a PK-12 district that serves approximately 4,000 students. It employs 257 teachers and 152 support personnel. In addition to the School Forest environmental education center, the Marshfield School District has four elementary schools within the city limits, one rural school, one middle school one high school, and one alternative high schools. The following information was provided by the School District Central Office and the School District website:

- Grant Elementary School, 425 West Upham Street (681 students). Constructed in 1992. Total square feet is 81,600 with a designed capacity of 850 students, which is the largest student capacity of all elementary schools in the School District of Marshfield. Grant Elementary features 33 classrooms, cafeteria/commons area (seating capacity 216), and a multi-purpose room/gym (seating capacity 900). Grant Elementary's land plot is 24.6 acres.
- Washington Elementary School, 1112 West 11th Street (357 students). Washington Elementary School was constructed in 2006, and it also features an energy-efficient building design. The plot of Washington Elementary contains 11.43 acres of land. The school contains 25 classrooms and a multi-purpose room (seating capacity 600). In the summer of 2016, a 5,200 square foot outdoor learning center was constructed.

- Lincoln Elementary School, 1201 East 17th Street (340 students). Lincoln Elementary was constructed in 1957, with additions and remodeling in 1968 and 2006. Additions and remodeling in 2006 transformed the school into an energy-efficient building. The area (square feet) is 43,108 with a designed student capacity of 500. The total acreage is 9 acres. Lincoln contains 25 classrooms and a multi-purpose room (seating capacity 600).
- Madison Elementary School, 501 North Apple Avenue (343 students). Newly constructed in 2006, Madison Elementary School features a more energy-efficient building design. The total area (square feet) is 50,134 with a designed capacity of 500 students. The building contains 25 classrooms and a multi-purpose room (seating capacity 600). Madison Elementary sits on 17 acres of land.
- Nasonville Elementary School, 11044 Highway 10 (292 students). Constructed in 2001. Total square feet of 40,205 with a designed capacity of 475 students. Nasonville features 19 classrooms and a multi-purpose room (seating capacity 600). The total acreage at Nasonville Elementary is 10 acres.
- Marshfield Middle School, 900 E 4th Street (586 students). Constructed in 1939 with additions and remodeling in 1968, and again in 1993. There are 19.41 acres of land at the Middle School. The area (square feet) of the middle school is 115,740 with a designed capacity of 900 students. Facilities included 34 classrooms, two gymnasiums (combined seating capacity 1,200), and a multi-media center (seating capacity 284). The building was placed on the State and National Historic Registers on April 6, 2005. In 2013, an atrium area constructed to provide a front security entrance to the building. Additional remodeling and improvements were made to the building around that time. The Middle School is also the location for the track and football stadium. Current efforts are underway to identify ways of upgrading both facilities.
- Marshfield Alternative High School, 107 E. Third Street (individualized learning, small group instruction, and self-paced curriculum). The Alternative School is located in the Chestnut Center for the Arts. Approximately, 50-60 students per year are enrolled in the program. On average, 25 students graduate each year.
- Marshfield High School, 1401 Becker Road (1,219 students). The Marshfield High School graduation rates are well above the national average at 96% with over 61% of the 2015 graduating class continuing with post-secondary education. The District operates an extensive career and technical program as well as concurrent enrollment options with local institutes of higher education. Constructed in 1968 with additions and remodeling done in 1994 and 2006. The area (square feet) of the building is 297,985 with a designed capacity of 1,400 students. The high school features 79 classrooms, an auditorium (seating capacity 642), field house and auxiliary gymnasium (seating capacity 3,400), cafeteria (seating capacity 350), library (seating capacity 180), and multi-media room (seating capacity 205). The total acreage at the Senior High School is 60 acres. Outdoor facilities include practice fields, 8 tennis courts, and a baseball diamond.

Marshfield also has a number of private educational facilities (with approximate student body size):

- Immanuel Lutheran Grade School (Elementary), 604 S Chestnut Ave (75 students).

- Trinity Evangelical Lutheran School (Elementary), 9529 State Highway 13 (71 students).
- Saint John Grade School (Elementary), 307 N Walnut Ave (169 students).
- Our Lady of Peace Intermediate School (Elementary), 1300 W 5th St (87 students).
- Columbus Catholic Middle School, 710 S Columbus Ave (91 students).
- Columbus High School, 710 S Columbus Ave (135 students). Total system enrollment for Columbus Catholic Schools (includes Our Lady of Peace and St. John's) is 482 students.

Mid-State Technical College, located at 2600 West 5th Street, is one of 16 colleges in the Wisconsin Technical College System, offers associate degrees, technical diplomas, and certificates in a variety of high-demand fields. With campuses in Marshfield, Stevens Point, and Wisconsin Rapids, and a learning center in Adams, the college district serves a resident population of approximately 165,000. Mid-State's supportive environment, state-of-the-art technology, and faculty with professional experience in the fields they teach provide Mid-State graduates with real-world skills, knowledge, experience, and confidence they need for an in-demand career. More than 9 in 10 Mid-State graduates are employed within six months of graduation. FTE (full-time equivalent) for the Marshfield campus is about 350. The total student count in any given year is 2000-2500. This includes full and part-time students as well as those who may take only one course. About 70% of students attend on a part-time basis (less than 12 credits). The programs with the highest enrollment on the Marshfield campus are Business Management, Nursing, and several of the allied health programs such as Surgical Technologist, Medical Assistant, and Respiratory Therapy.

The current facility for the Marshfield Campus was built in 1991 and an addition was added in 2007 for a total of just under 50,000 square feet which houses offices, classrooms, computer labs, Learning Commons/Library and several specialized labs for hands-on instruction.

Founded in 1963, the University of Wisconsin-Marshfield/Wood County, located at 2000 West 5th Street, prepares students for success at a baccalaureate level of education by providing a liberal arts general education that accessible and affordable. Students can choose to continue to earn their degree locally with UW-Marshfield/Wood County with several Bachelor degree programs offered in collaboration with UW System partners. In fall 2014, 615 students were enrolled with half of the students taking a full-time course load of 12 or more credits. In the 2015-2016 academic year, 165 classes in the fall and 163 classes in the spring were offered for degree seeking or remedial students. Continuing Education offered 42 courses in the fall and 55 courses in the spring, not including trips or online courses. The majority of students are recent high school graduates; however, 22% are students returning to college at the age of 22-years-old or older. While most students come from Wood, Marathon, and Clark counties, there has been an increase of students who lived more than 30 miles away because of the addition of student housing.

As one of the 13 campuses of the University of Wisconsin Colleges, the university grants the Associate of Arts and Science degree, which satisfies the general education requirements of the baccalaureate campuses in the UW System. Students who participate in the Guaranteed Transfer Program are guaranteed admission as juniors to their chosen UW campus.

UW-Marshfield/Wood County broke ground to expand and remodel the student area and arts building in 1997. The project was complete and open for use in 1998. The full scope included adding a student lounge and dining (now referred to as the Commons), bookstore, fitness center, increased area for the theater backstage, new art and music studios and three distance education classrooms. The most recent addition occurred in the fall 2002 to connect the science and art buildings. This space, referred to as the Connector, includes a lecture hall and distance education/computer lab.

The Helen Connor Laird Theater seats 340 people and the Black Box Theater, located in the lower level of the Helen Connor Laird Building seats up to 90 people.

In the past 10 years, in addition to the partnership with UW-Eau Claire and Ministry-Saint Joseph's hospital for the nursing bachelor's program, the UW Colleges has partnered with UW-Platteville to offer the Engineering Bachelor's degree at UW-Marshfield/Wood County. In 2013, the UW Colleges also launched the Bachelor of Applied Arts and Sciences (BAAS) degree, partnering with several UW System universities to provide courses on campus and via distance education. The BAAS had its first UW-Marshfield/Wood County students graduate with the degree in 2015.

In total, the campus includes 137,956 gross square feet of building space. The campus extends over 114 acres. A unique and endearing feature of the campus includes a 109+ acre arboretum, nature trail and woodlands. This arboretum serves as a living laboratory for biology faculty to instruct students in the complexities of environmental science. The grounds and facilities are owned jointly by the City of Marshfield and Wood County and managed by The University Commission, with staffing, programming and equipment being provided by the University of Wisconsin Colleges and UW System. In addition to the core academic and administrative facilities, UW-Marshfield/Wood County also provides a full-scale library services (with statewide sharing agreements throughout the UW System). The Hamilton Roddis Memorial Library has more than 27,000 volumes, 115 periodicals, newspapers DVDs, videotapes and the largest CD collection in the UW Colleges. The campus features an art gallery, distance education classrooms, an arena-style Black Box Theatre, the 340-seat Helen C. Laird Theatre, enhanced space for drama, art and music, a full-size gymnasium, computer labs, lounge and fitness center. Outdoor recreational facilities included lighted tennis courts, soccer and football fields, and a baseball diamond in addition to the Arboretum and Woodlands.

The Villas, completed in the fall of 2014, is privately owned and operated by Bluffstone, Inc. Located across the street from the campus, this three-story complex, houses 24 apartment style suites, each with 4 bedrooms, and two baths. It is fully furnished and includes a kitchenette with appliances, and living room. The main purpose of the facility is to providing housing for the students attending UW-Marshfield/Wood County, but to also serve students attending Mid-State Technical College, interns at the medical complex, and/or in other educational programs.

Childcare Facilities

Two referral agencies, Child Care Connection, Inc., and Child Care Resource and Referral have combined to form Childcaring. Childcaring in Wisconsin Rapids and Wausau links families, childcare programs, employers and communities in Wood, Adams, Clark, Marathon, Langlade, Lincoln and Taylor Counties.

In the Marshfield area, there are 37 providers (which include head starts, preschools, before and after school programs and centers) with a total childcare capacity of 1,367. Recently, North Wood County has been going through a trend of losing providers and childcare capacity. In 2010 there were 73 regulated programs and today, there are only 43 providers. Similarly, the capacity has also declined from 2010 from having 1,523 slots available to just 1,386 today. There appears to be a need for more childcare services in the area, especially for children under the age of two. The State of Wisconsin does not require licensing for facilities that provide care for less than 4 children; therefore, the State does not provide a record or database of how many of those facilities are located in the Marshfield Area.

Charities and Community Service Organizations

Marshfield has a variety of charity organizations that help those in need whether its services, education, income, or health. Community Service Organizations provide a way for people to be actively involved in the community and positive contributors to society. Both are vital to the development of the community.

Parks and Recreation Facilities

The City of Marshfield has an excellent network of park and recreation facilities, including the Wildwood Park and Zoo. In addition, thousands of acres of quality recreational lands for hunting, fishing, camping, cross-country skiing and snowmobiling exist in the surrounding area. The City's Comprehensive Outdoor Recreation Plan (updated in 2014) provides a detailed description of the park system. In addition to a wide variety of facilities, there are a number of organizations, including the Parks and Recreation Department that cooperatively use the facilities and provide programming for the various activities. Those groups include: The Marshfield Area Softball Association, Marshfield Youth Soccer Association, Marshfield Area Youth Hockey Association.

Marshfield has extensive recreational resources. In this existing conditions inventory and analysis, the parks are classified into three sections: City Park Facilities, State Wildlife Areas, and Other Publicly-Owned Park and Open Space Areas.

City Park Facilities

Table 9.6 provides an inventory summary of the public park facilities in Marshfield.

Table 9.6: City of Marshfield Public Park Facilities

Name	Type	Size (acres)	Location	Amenities
Grant Park	Mini-Park	1.56	Doege and Cleveland St	Picnic Tables, Playground
Pickle Pond Park	Mini-Park	1.50	Peach Ave and Arnold St	Sandlot Backstop, Ice Skating Warming House
Northern Hills Park	Mini-Park	0.35	Shawano Dr	Picnic Tables, Playground
Benedict Park	Neighborhood Park	2.20	Heide Ln and Waushara Dr	Playground, Basketball Court
Forest Ridge Park	Neighborhood Park	3.13	Blodgett St and Fairview Dr	Playground, Sandlot Backstop, Basketball Court
Braem Park	Community Park	33.34	Cedar Ave and Ives St	Playground, Walking Trails, Nature Area, Tennis Courts, Horseshoes, Disc Golf, Softball Field
Griese Park	Community Park	27.92	29th St	Playground, Walking Trails, Tennis Courts, Soccer Fields, Horseshoes, Disc Golf, Softball Diamond
Marshfield Fairgrounds	Community Park	47.91	Peach Ave and 14th St	Playground, Softball Diamonds, Batting Cages, Exhibition Buildings, Grandstand
Steve J. Miller Recreation Area	Community Park	21.32	Oak Ave and Veterans Pkwy	Baseball Fields, Community Center, Playground, Tennis Courts, Batting Cages
Wildwood Park	Community Park	157.56	Roddis Ave and 17th St	Pavilion, Zoo, Playground, Walking/Biking Trails, Fishing Area, Nature Areas, Swimming Pool
Conner Park	Nature Areas	5.60	Blodgett St	Walking/Biking Trails
Joe and Bernadine Weber's Nature Park	Nature Areas	37.11	Holly Ave and 5th St	Picnic Shelter, Walking/Biking Trails
Hamus Nature Preserve and Recreation Area	Nature Areas	27.94	Hamus Dr	Picnic Shelter, Walking/Biking Trails, Fishing Area

Source: City of Marshfield Comprehensive Outdoor Recreation Plan, 2014

A comprehensive list of amenities in each park is available in the Comprehensive Outdoor Recreation Plan. One of the most recent additions to the Wildwood Zoo include the expansion and development of the JP Adler Kodiak Bear exhibit that opened in October, 2015.

Table 9.7 provides an inventory summary of the special use, private, school, and other recreation facilities in Marshfield. A comprehensive list of amenities in each park is available in the Comprehensive Outdoor Recreation Plan.

Table 9.7: City of Marshfield Special Use, Private, School, and Other Recreation Facilities

Name	Type	Size (acres)	Location	Amenities
Columbia Park	Special Use	2.49	Chestnut Ave and Arnold St	Band Shell, Picnic Tables
Praschak Wayside Park	Special Use	6.78	Central Ave	Picnic Tables, Nature Area
Strohman Park	Special Use	0.18	Central Ave and 6th St	Picnic Tables, Walking Paths
Veterans Memorial Park	Special Use	1.95	7th and Park St	Picnic Tables, War Memorial
Hardacre Park	Special Use	0.05	Central Ave and 5th St	Mural, Landscaping
Grant Elementary	School Park	13.84	Walnut Ave and Upham St	Playground
Lincoln Elementary	School Park	6.73	Felker Ave and 17th St	Playground
Madison Elementary	School Park	14.18	Palmetto Ave and Doege St	Playground
Washington Elementary	School Park	13.82	Schmidt Ave and 11th St	Playground
Marshfield Middle School	School Park	20.52	Palmetto Ave	Ropes Course, Tennis Courts, Football Stadium, Track
Marshfield High School	School Park	55.97	Becker Rd	Football Fields, Softball Fields
Curling Club	Other Recreation Facilities	0.43	Vine Ave and 14th St	Indoor Curling Facility
Henry Praschak Memorial (Private)	Other Recreation Facilities	0.15	Central Ave	Statue
UW Athletic Fields	Other Recreation Facilities	27.60	8th St	Soccer Fields, Tennis Court, Sandlot Backstop
CWSFA Grounds	Other Recreation Facilities	19.20	Vine Ave and 14th St	Camping, Indoor Ice Arena, Horse Arena, Dog Park, Horse Barns, Animal Wash Rack

Source: City of Marshfield Comprehensive Outdoor Recreation Plan, 2014

State Wildlife Areas

There are four state wildlife areas within a short drive of Marshfield that offer acres of passive recreational land available to Marshfield residents. A summary of information on the state wildlife areas is shown in Table 9.8.

Table 9.8: State Wildlife Areas Near the City of Marshfield

Name	Size (acres)	Recreational Opportunities	Habitat	Wildlife to be Found There
McMillan Marsh	6,500	Hiking, bird watching, and trapping	Marsh, grasslands, and lowland forest	Waterfowl, grouse, pheasants, deer, rabbits, wood cocks and raptors
George W. Mead	33,000	Hiking, bird watching, and trapping	River, marsh and lowland forest	Waterfowl, grouse, deer, rabbits, wood cocks, squirrels, trumpeter swans and raptors
Sandhill Wildlife Area	9,150	Hiking, bird watching, and berry picking	Marsh and lowland forest	Deer, waterfowl, squirrels, woodcock, sandhill cranes, trumpeter swans and Karner blue butterflies
Wood County Wildlife Area	21,000	Hiking, bird watching, and berry picking	Marsh and lowland forest	Ducks, grouse, deer, rabbits, squirrels, wood cocks, sandhill cranes, sharptail grouse and Karner blue butterflies

Source: State of Wisconsin Department of Natural Resources, 2016

Other Publicly-Owned Park and Open Space Areas

In addition to the parks that are currently developed, the City owns several other properties that have potential for recreation opportunities and improvements.

South Well Field – Managed by Marshfield Utilities

This 119.68-acre well site is an open area that functions to protect the City’s water supply. Most of the site is wetlands, which are a tributary to Mill Creek. Because of the need to preserve the groundwater aquifer, intensive recreational use of this site is limited so it is most suitable as a natural area. The Mill Creek Trail travels through this area from 29th Street south to the Mill Creek Business Park.

Walnut Street Stormwater Detention Basin – Managed by the Public Works Department

This 8.85-acre site was constructed in 1991 to help address the increased need for stormwater control measures due to increased development of the northwest quadrant of the City. Except for brief periods during significant rainfalls, the site is used for recreational activities such as softball and soccer practices and games, and sledding during the winter months. In 1996, the Parks and Recreation Department created a full size soccer field for use by schools and adult soccer teams. Two small soccer fields were recently added. This site is managed by the Public Works Department with the Parks and Recreation Department responsible for the maintenance and scheduling of the soccer fields.

Sources

- City of Marshfield Wastewater Department
- Marshfield Sewer Service Area Plan 2010-2030
- City Engineer
- Marshfield Utilities
- DNR Groundwater Retrieval Network Well Inventory, December 2015
- www.we-energies.com
- Staff at Advanced Disposal Cranberry Creek Landfill

- www.tablotv.com
- www.radio-locator.com
- City Hall Needs Analysis – Zimmerman Architectural Studios, Inc.
- Marshfield Police Department
- 2015 Marshfield Police Department Annual Report
- Marshfield Fire Department
- Marshfield Street Department
- An Appraisal of Real Estate – Scott Williams Appraisal Inc.
- www.marshfieldresearch.org
- Staff at the Marshfield Clinic Research Foundation
- www.marshfieldlabs.org
- www.marshfieldfoodsafetyllc.com
- Wisconsin Department of Health and Human Services
- Staff at Hillside Cemetery
- Mueller Book
- Marshfield Public Library
- Marshfield School District Central Office
- www.marshfieldschools.org
- Staff at Mid-State Technical College
- Staff at UW-Marshfield Wood County Extension
- Staff at Childcaring – Central Wisconsin Early Education Resources
- Marshfield Area United Way
- City of Marshfield Comprehensive Outdoor Recreation Plan, 2014
- www.dnr.wi.gov/topic/lands/WildlifeAreas/

INTERGOVERNMENTAL COOPERATION

Overview

This chapter was prepared within the context of many existing local, regional, and state plans, which were reviewed throughout this planning effort. The City wants to ensure that the planning process considers the larger regional context and will communicate with all local and neighboring governmental jurisdictions, planning organizations, agencies, and stakeholders, including the residents of the City of Marshfield.

Intergovernmental cooperation is a critical component of this planning effort. Local services and planning strategies can be strengthened by cooperative relationships between the City, Counties, and other neighboring jurisdictions. This chapter contains an overview of Marshfield’s intergovernmental relationships and identifies known existing or potential conflicts between this Comprehensive Plan and the plans of adjacent communities, School Districts, Wood County, Marathon County, and the State of Wisconsin.

Marshfield’s Intergovernmental Relationships

Marshfield is located primarily in Wood County, but the northern portion of the City extends into Marathon County.

Emergency Services

The Marshfield Fire and Rescue Department has a number of cooperative agreements with private and public sector agencies. The City currently has ambulance service contracts to provide service to 13 additional towns and villages. The municipalities provide a standby fee to the City and the City bills the patients for all calls for service. The City gains additional revenues for the operation of its ambulance service and the townships get paramedic service at a fraction of the cost for starting a similar service.

The City has ambulance service agreements with the following:

Towns

- Auburndale
- Cameron
- Freemont
- Lincoln
- McMillan
- Marshfield
- Milladore

- Richfield
- Rock
- Sherry

Villages

- Auburndale
- Hewitt
- Milladore

The Fire and Rescue department has another agreement with Saint Joseph’s Hospital for responding to neonatal and paramedic intercepts. The department handles most calls that the hospital cannot handle due to their limited response capability and bills the hospital for these services, not the patient. The advantage for the City is that it gains additional skills and experience for fire department staff handling critical patients and the City received 100 percent reimbursement from the hospital instead of the reduced rate that Medicare pays. The hospital does not have to bear the additional financial responsibility for additional personnel and equipment for the marginal number of transports that they cannot handle with their current staffing and equipment.

Education

The City of Marshfield is served by the Marshfield School Area School District. The City does collaborate with the School District on the Safe Routes to School Program’s “Walk/Bike to School Challenge”. The City’s Safe Routes to School Plan is currently expired, but the School District will likely be involved in the process to update that plan. The School District has recently purchased property west of Palmetto Avenue. They are also in the early stages of planning for a future stadium/sports complex. This effort will likely require some cooperation with the City for the property zoning approvals. As required by Statute, the District provides a representative to serve on joint review boards for proposed City of Marshfield TIF Districts. There are no apparent existing or potential conflicts between the City and the School District. However, this will be explored throughout the planning process and updated if necessary.

The University of Wisconsin System also plays an important role in the community, with the presence of the University of Wisconsin – Marshfield campus. The University is planning for a new STEM (Science, Technology, Engineering, and Math) building addition.

The City is also home to one of four Mid-State Technical College campuses in Central Wisconsin. Other campuses are located in Stevens Point, Wisconsin Rapids, and Adams.

Both the University and Technical College are zoned “CD” Campus District. Ideally, both entities would work together to develop a Campus Master Plan.

Library

The Marshfield Public Library has a joint library agreement with the Town of McMillan and Wood County. Both are to provide all library services to their residents as if they were city residents. For that service, Marshfield Public Library is reimbursed. The Town of McMillan is a formal agreement for library service. There is a county plan for library service with Wood County that was approved by the Common Council and the County. Library services to Wood County and other surrounding counties, except Marathon are addressed in State statutes.

Parks and Recreation

Wood County and the American Red Cross have an agreement with the City for use of the Oak Avenue Community Center during disaster management situations.

Surrounding Municipalities

Town of Marshfield

As of the 2015 Department of Administration population estimate, the town had a total population of 777. The City of Marshfield is located in the northwest corner of the Town of Marshfield. The City supplies the town with ambulance services.

Town of Lincoln

As of the 2015 Department of Administration population estimate, the town had a total population of 1,572. The Town of Lincoln is located to the west of Marshfield. The town is serviced by the City of Marshfield for ambulance services.

Town of Spencer

As of the 2015 Department of Administration population estimate, the town had a total population of 1,615. The Town of Spencer is located northwest of Marshfield in Marathon County.

Town of McMillan

As of the 2015 Department of Administration population estimate, the town had a total population of 2,002. The Town of McMillan is located north of Marshfield in Marathon County. The Town and City currently share a boundary, and as the City continues to grow, it will be important to coordinate planning and shared services to best accommodate the needs of both communities. The City and Town currently have a Cooperative Boundary Plan through 2023. The town is serviced by the City of Marshfield for ambulance services.

Town of Cameron

As of the 2015 Department of Administration population estimate, the town had a total population of 483. In 2015, the last portion of the Cooperative Boundary Plan expired, causing a large area of land to be detached from the Town and attached to the City. This attachment cleaned up the City's southcentral boundary with the Town. The town is serviced by the City of Marshfield for ambulance services.

Wood County

The City of Marshfield is located primarily within Wood County. In 2015, the County had a population of about 75,000 people; Marshfield is the largest City in the County. In 2015, the Wood County population for the City of Marshfield was 18,244 (95% of the population of Marshfield).

The Marshfield Fire and Rescue Department contracts with Wood County for Level B hazardous materials response. The County pays the City a retainer fee and the City bills the County for response-related costs, which the County then bills the spiller under state statute.

University of Wisconsin/Wood County Commission, made up of three alderman and three Wood County Board Supervisors, which has jurisdiction over the UW-Marshfield Wood County campus.

The Marshfield Fairgrounds Commission, made up of three alderman and three Wood County Board Supervisors, also has complete jurisdiction over the city-owned fairgrounds.

Marathon County

A small portion of Marshfield is located in Marathon County. This County lies to the north of Wood County and had a population of approximately 135,000 in 2015. In 2015, the Marathon County population for the City of Marshfield was 942 (5% of the population of Marshfield). The City of Marshfield was involved in the planning process to develop the Marathon County Hazard Mitigation Plan (2011-2016).

Regional Planning

The City of Marshfield is located within the North Central Wisconsin Regional Planning Commission's (NCWRPC) jurisdiction. The NCWRPC prepares and adopts regional or county-wide plans and represents Vilas, Oneida, Forest, Lincoln, Langlade, Marathon, Wood, Portage, Juneau, and Adams counties. The NCWRPC is a voluntary association of governments established in 1973 under Wisconsin Statute s.66.0309, providing land use planning, zoning assistance, economic development strategies, CDBG program assistance, environmental planning, mapping and GIS, transportation plans, and other specialized studies. The City of Marshfield is not currently a member to the regional plan commission.

Important State and Federal Agency Jurisdictions

There are many state and federal agencies that affect planning in Marshfield. The Wisconsin Department of Transportation (DOT) North Central Region plays a critical role in many aspects of the City's transportation system, from highway design and development to bicycle and pedestrian facilities and networks.

Existing or Potential Conflicts and Processes to Resolve Conflicts

This section will be explored and expanded throughout this planning process.

Sources

- 2015 Wisconsin Department of Administration Population Estimates for Minor Civil Divisions
- Marshfield Police Department
- 2015 Marshfield Police Department Annual Report
- Marshfield Fire Department
- Marshfield Public Library
- Marshfield School District Central Office
- www.marshfieldschools.org
- Staff at Mid-State Technical College
- Staff at UW-Marshfield Wood County Extension