

5 Transportation

5.1 Introduction

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

The movement of people and goods is accomplished through a variety of transportation modes within, as well as to and from the City of Marshfield. Generally, each mode fits a particular need and relies on a variety of infrastructure such as roads, highways, airports, railroads, waterways, trails, and sidewalks. These modes include cars, trucks, railroads, mass transit, ships, airplanes, bicycles, and walking.

- Automobiles: Function as the dominant mode for the movement of people.
- Trucks: Provide for the rapid movement of goods and products over interstates and highways.
- Airplanes: Move people and lightweight products quickly over long distances.
- Railroad: Functions primarily for the movement of bulk commodities over long distances.
- Mass Transit: A system of large scale transportation in a given area.
- Ships: Functions primarily for the movement of bulk commodities nationally and globally via waterways.
- Bicycles: Typically move people over shorter distances within a community.
- Walking: Provide for the movement of people within a community.

The Transportation Chapter is organized under the following topics:

- Introduction
- Assessment of Existing Conditions: Transportation
- Planning and Future Improvements
- Community Values: Quality of Life, Health and Safety, Economic and Environmental Sustainability, and Community Design
- Goals, Objectives, and Programs, Policies, and Recommendations

5.2 Assessment of Existing Conditions

Highways and Roads

As of January 1, 2017 there were 143.09 miles of roads under the City of Marshfield’s jurisdiction (Marathon County – 7.89 miles; Wood County – 127.57 miles; and, Connecting Highways, State Highways 13 and 97 – 7.63 miles). Several major transportation routes pass through or connect to the City including U.S. Highway 10 and State Highways 13 and 97.

National Functional Classification

Roads are functionally classified according to the level of service they are intended to provide, ranging from arterials that provide a high degree of travel mobility to local roads that serve land access functions. The functional classification is determined by traffic patterns, adjacent land use, land access needs, and the average daily traffic volumes. The urban (>5,000 population) classification system, as described in the Wisconsin Department of Transportation Functional Classification Criteria is detailed below. The functional classification is shown on the “Functional Road Classification” Map 5.1.

- **Principal Arterial:** Principal arterials serve major economic activity centers of an urban(ized) area, the highest Average Daily Trips (ADT) corridors, and regional and intra-urban trip length desires. In every urban(ized) area, the longest trip lengths and highest ADT are characteristic of the main entrance and exit routes. Because they have the longest trip lengths, highest ADTs, and are generally extensions of the highest rural functional routes, such routes should be principal arterials. Principal arterial trip lengths are indicative of the rural-oriented traffic entering and exiting the urban(ized) area on the rural arterial system, as well as the longest trans-urban(ized) area travel demands. Local examples of Principal Arterials in Marshfield include: U.S. Highway 10 and State Highways 13 and 97.
- **Minor Arterial:** Urban minor arterials serve important economic activity centers, have moderate ADT, and serve intercommunity trip length desires interconnecting and augmenting the principal arterial system. Trip lengths are characteristic of the rural-oriented traffic entering and exiting the urban(ized) area on the rural collector system. In conjunction with principal arterials, minor arterials should provide an urban extension of the rural collector system to the urban(ized) area Central Business District (CBD) and connect satellite community CBD’s with the main CBD. Although the predominant function of minor arterials is traffic mobility, minor arterials serve some local traffic while providing greater land access than principal arterials. As such, minor arterials may be stub-ended at major traffic generators. Local examples of Minor Arterials in Marshfield include: Peach Avenue (14th Street to McMillan Street), 14th Street (Lincoln Avenue to Peach Avenue), and McMillan Street (Veterans Parkway to Central Avenue).
- **Collector:** Collectors provide direct access to residential neighborhoods, commercial, and industrial areas, and serve moderate to low ADT and inter-neighborhood trips. As

the name implies, these routes collect and distribute traffic between local streets and arterials. In the CBD and areas of similar development and traffic density, the collector system may include the street grid, which forms the logical entity for traffic circulation. Collectors may stub-end in penetrating residential neighborhood and serving isolated traffic generators, but should be linked to other collectors and arterials for traffic circulation. Generally, the travel mobility and land access functions of collectors are equal. Functional classification must be updated every 10 years to coincide with the U.S. Census analysis of urban and urbanized areas but can be updated at any time. Local examples of Collectors in Marshfield include: Arnold Street (St. Joseph's Avenue to Peach Avenue), Vine Avenue (Arnold Street to 14th Street), and Adams Avenue (Adler Road to 14th Street).

- Local Street: Urban local streets predominantly serve to access adjacent land uses. They serve the ends of most trips. All streets not classified as arterials or collectors are local function streets.

The City and the Wisconsin Department of Transportation (WisDOT) updated the "Functional Classification" Map 5.1. This map was reviewed by staff and members of adjacent municipalities. A number of arterial segments in the 2005 map were downgraded to collector as the WisDOT Central Office determined they no longer meet the standards for arterials. The zoning code references the National Functional Classification Map in the 2007 Comprehensive Plan stating that a special major street setback is required for primary and arterial streets. Because future expansion of roads may not match the National Functional Classification Map, the City may wish to develop and adopt a separate map identifying major setbacks and amend the zoning code to reference that map instead of the National Functional Classification Map.

Each municipality has a limit as to the number of roads that are classified (arterial or collector). The City has approximately 63 miles of functionally classified roads within the defined urban area (beyond the City limits and includes the Village of Hewitt), or 36.6 percent of the total mileage, that are eligible for federal and state transportation improvement funds. There are approximately 109 miles of local roads.

Public Parking

Public parking is another critical component of transportation. Parking is available on most public streets (unless restricted by ordinance or policy) and municipal lots in the downtown. On street parking can become a nuisance when commercial or mixed use development abuts residential properties. It can also become a point of contention between businesses trying to provide parking to their customers. So it is important to consider the impact that new and redevelopment will have related to on street parking, especially in the downtown. Because of the dense development pattern and the lack of private parking available in the downtown, the City provides parking through marked on street parking as well as parking stalls in municipal lots. Not including the City Hall Parking lot, there are currently 10 municipal parking lots providing over 600 parking stalls in the downtown. Existing and proposed parking patterns

should be assessed during the review of new and redevelopment projects, particularly in the downtown. Parking restrictions and regulations are established in the Administrative Code of Traffic and Parking Regulations.

Commute to Work

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 favorably to the State mean travel time of 21.3 minutes. Of Marshfield's labor force, 78.8% drove to work alone, 8% carpoled, and 7.4% walked. In Wisconsin, 79.8% drove to work alone, 9.3% carpoled and 3.4% walked. Essentially, Marshfield residents have a significantly shorter commute compared to the state average. Additionally, residents carpool to work slightly less than the state average, but walk significantly more. Due to the short average commute time, it could indicate that walking or biking is a feasible commuting option for more residents.

Traffic Volumes

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. The "Average Annual Daily Traffic Counts" Map 5.2 shows Average Annual Daily Traffic (AADT) for Marshfield's major roadways. The traffic data is from 2008, 2011, and 2014, reflecting a mixture of old and new traffic patterns. In 2014, North Central Avenue (15,400 AADT) had the heaviest volume of traffic, followed by West McMillan Street (11,500 AADT), West Veterans Parkway (11,400 AADT), and North Peach Avenue (10,700 AADT). Due to the heavy volume on some of the primary routes through the City, it will be important to identify future north-south and east-west connections.

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 were still nine traffic fatalities in the City since 2005.

The City Engineer has crash data that dates back to 1994. Since that time, crashes have resulted in 11 fatalities (4 fatalities occurred in 2009). However, the overall number of crashes has been reduced by nearly 50% (601 crashes in 1994 compared to 312 crashes in 2015). The fewest number of crashes occurred in 2010 (262 total 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.

Additionally, 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.

Transit and Transportation Facilities for Disabled

Mass transit is a large scale transportation system where passengers do not travel in their own vehicles. Marshfield does not have a large-scale mass transit system in place as most of the rides are small capacity vehicles making short trips. Public transportation is provided through a shared-ride taxi service.

Shared-Ride

Marshfield lacks a fixed-route transit system. Running Inc., is the City's current shared-ride 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. There are a number of rear-loading ADA minivans available to provide transportation for the disabled.

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.

Wood County Elderly and Disabled Transportation Program

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.

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. The 2007 Comprehensive Plan identified an interest expressed in the community to operate a shuttle bus service between the medical complex, the historic downtown, and the north retail area. In the interest of the sustainable philosophy, consideration should be given to the operation of a community shuttle, operating on a continual basis, between established destinations.

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 via the Portage Amtrak station.

Park and Ride

As part of the U.S. Highway 10 expansion to 4 lanes, Wisconsin Department of Transportation (WisDOT) added a Park and Ride facility at the northeast corner of Veterans Parkway and Heritage Drive accessible from Draxler Drive. This facility allows drivers to meet at central meeting spot and carpool to a shared destination. Located just outside of Marshfield, the parking area accommodates 55 standard parking stalls, two handicapped accessible stalls, and a concrete pad for mopeds and motorcycles. The Veterans Parkway Bike Trail also connects to the Park and Ride.

Bicycle and Pedestrian Facilities

A community that is walkable and has access to bicycle and pedestrian facilities is critical in the development of a healthy and active community. The system is generally made up of bicycle facilities and sidewalks.

Bike System

The city has a growing list of recreational trails that allow bicycling. The City also considers multimodal forms of transportation when designing streets as required in the City's Subdivision Ordinance. Existing and proposed trails are shown in the "Bicycle Transportation Network" Map 5.3.

Existing trails within parks and open space and details about each trail:



Trails at Hamus Nature Preserve and Recreation Area

- 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 there is community support 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.
- Adler Road Trail: Between Lincoln Avenue and Sycamore Avenue, 0.21 mile, asphalt. Snow removal in the winter. Open to bicycle, pedestrian, in-line skating and bicycling.
- 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.

Existing on-road bike lanes:

- Lincoln Avenue: From 14th Street to 5th Street, bike lanes have been installed along both sides of the street.
- Chestnut Avenue: From 7th Street to Veterans Parkway, bike lanes have been installed along both sides of the street.

- Central Avenue: From Marshfield Utilities to 7th Street on the west side of the street and 6th Street on the east side of the street, bike lanes have been installed.
- Chestnut Avenue: From 6th Street to Veterans Parkway, bike lanes have been installed along both sides of the street.
- Galvin Avenue: From Yellowstone Drive to 4th Street and from Becker Road to McMillan Street, bike lanes have been installed on both sides of the street.

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

In addition to sidewalks and the recreational multimodal 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 Marshfield Area Friends of the Trail supports local trail projects and Marshfield Clinic Health Systems Bicycle Club, that began in 2015, is a group that is enthusiastic about riding and encouraging others to ride.

Bike Racks

Bike racks and shelters are bicycle facilities for customers or patrons to be able to safely park and lock up their bike. Many local businesses and public places are equipped with bike racks. A few years ago, Main Street Marshfield installed a number of bike racks on the sidewalks along Central Avenue. Current ordinances do not require bike racks or bike shelters to be installed for existing or new development.

The City also provided bike racks at most municipal buildings and along Central Avenue in the downtown. There may be additional opportunities to add bike racks in other, strategic locations to encourage people to bike more often.

Bikeshare

A 2014 Leadership Marshfield project, the Marshfield Community Bikeshare program was fully launched in 2016. Six bicycles are available in three locations: Hotel Marshfield, Holiday Inn, and Baymont Inn. Currently, bicycles and helmets can be checked out by signing a liability waiver, agreement, and leaving a refundable deposit.

Sidewalks

Sidewalks are also an integral component of the pedestrian facilities in the City. The sidewalk network is more complete in the Downtown area where development is more compact and in the City's traditional neighborhoods. Sidewalks are more sparse and disconnected at the edges of the City. Current regulations prohibit bicycling on any public sidewalk in the community.

Biking on Central Avenue in the downtown is also currently prohibited. As future development takes place, it will be important to include sidewalks and trails into the design.

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, the plan does need to be updated. Current regulations require new major subdivisions to have sidewalks, with curb and gutter, unless waived by the Board of Public Works.

Railroads

In the early 1900's so many railroad tracks intersected in Marshfield that it was nicknamed "Hub City". Today, Marshfield has one main line that bisects the City and one service line that connects to the industrial park. Marshfield is served by Canadian National (CN), a Class I railroad company. Canadian National acquired Wisconsin Central Transportation Corporation in 2001.

Rail Freight

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. In recent years, another primary use of the rail system was hauling frac sand. 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. The Wisconsin Department of Transportation (WisDOT) is in the process of developing a State Freight Plan for the rail system. The WisDOT website states the final draft plan was available for comment as of January of 2017 and the final plan was not yet available to review for this chapter.

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 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.

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.

Air Transportation

It is important to have a system of airports that supports current as well as long-term air transportation and economic needs. Below is a description of the primary air transportation facilities in the area used by Marshfield businesses and residents.

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.



Marshfield Municipal Airport Sign

The Marshfield Municipal Airport is the first Campus Development district to adopt its Campus Master Plan. This plan, based on zoning regulations, allows the Airport opportunities for future development provided they meet the requirements of the plan. This plan is required to be updated every 5 years. There is also an Airport Master Plan that identifies future improvement projects. The staff at the Airport works with the Bureau of Aeronautics on updates to that plan.

Central Wisconsin Airport (CWA) is located 35 miles northeast of Marshfield in Mosinee, via State Highways 97 and 153. As of 2016, 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. The project was completed in the fall of 2016.

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.

Trucking

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 also served by two contract haulers: Roehl Transport, Inc., and Draxler Transport, Inc. Since the reconstruction of South Central Avenue, residents have expressed a concern regarding the volume of truck traffic in the downtown.

Water Transportation

There are no bodies of water (lakes or rivers) used for transportation of people or products located within or around Marshfield, and the City does not have a need to utilize the existing surface waters for transportation purposes. The nearest port is the Port of La Crosse on the Mississippi River, located 122 miles southwest of Marshfield via State Highways 13, 80, 173, and 21, and Interstates 94 and 90. The next closest, 130 miles east of Marshfield, is the Port of Green Bay, the westernmost port on Lake Michigan located on the Fox River, via U.S. Highway 10, State Highway 441, Interstate 41, and State Highway 172.

City, State, and regional Plans

A statutory requirement 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. During this update to the Comprehensive Plan, the state and regional transportation plans that were reviewed to ensure consistency. Overall goals in these plans are consistent with the City's overall transportation goals. The plans reviewed relate to the bicycle, pedestrian, rail, multimodal connections (including highways), and airport transportation system. Some of the goals, objectives, policies, and programs in the state and regional plans that are consistent with Marshfield's Comprehensive Plan are summarized below:

- Increase the levels of bicycling.
- Reduce crashes and fatalities involving bicyclists/pedestrians and motor vehicles.
- Plan and design new and improved transportation facilities to accommodate and encourage use by bicyclists.
- Rail will continue to play an important role in the economy.
- Promote transportation safety.
- Provide mobility and transportation choice.
- Preserve Wisconsin's quality of life.
- Support safe and secure aviation system.
- Provide airport infrastructure to attract business-supporting economic growth.
- 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.
- 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.
- Achieve close coordination between the development of transportation facilities and land use planning, land development, and rural character preservation.
- Increase the number of workers who travel to work via carpool, public transit, bicycle, and walking.
- Explore alternative ways to fund transportation infrastructure.

Trends and Challenges

WisDOT's *Connections 2030* plan identifies many of the trends and challenges Wisconsin's transportation system either is facing or will face in the future. Changes in population, travel patterns, safety concerns, economic trends, and environmental considerations (including land use development patterns) affect the demand for transportation. The trends and issues that continue to be closely linked to transportation specifically in Marshfield are:

Trends

- The population of Marshfield is growing and aging.
- The average household size is projected to decrease by 2030.
- The number of fatalities has stayed steady while the number of vehicle miles traveled has steadily increased.
- Increases in income often lead to increased travel demand.

Challenges

- Infrastructure is aging.
- Population increases, increase in households, and decreasing household size will place greater demands on the transportation system that may lead to increased congestion.
- Projected travel growth will likely increase the number of traffic related accidents and fatalities unless additional safety measures are implemented.
- Access to adequate transportation is critical to quality of life and supporting the economy.
- Dispersed development patterns can result in dispersed jobs and housing, as well as increased traffic congestion and safety concerns.

Proposed Future Activities in State, Regional, and County Plans

WisDOT's *Connections 2030* plan identifies the following proposed activities that impact Marshfield directly:

- 2014-2019 – Bicycle/Pedestrian – Provide urban accommodations along WIS 13 from the northern Marshfield City limits to BUS 13 (Marshfield), and along BUS 13 from WIS 13 to new US 10 (Marshfield).
- 2014-2019 – Bicycle/Pedestrian – Provide urban and rural accommodations along US 10 from BUS 13 (Marshfield) to County Rd A (Wood Co).
- 2020-2030 – US 10 – Construct candidate expressway upgrades and/or convert to freeway from US 10 west/WIS 13 south (Marshfield) to the Wood/Portage county line if supported by environmental document.
- 2020-2030 – Intercity Bus – Support new intercity bus service between Marshfield and Stevens Point; and between La Crosse and Wausau with stops in Sparta, Tomah, Wisconsin Rapids, Stevens Point and Mosinee.

- Entire Planning Period – WIS 13 – Construct candidate passing lanes from W Upham St (Marshfield, Wood Co) to Willow Dr E (Spencer) if supported by environmental document.
- Entire Planning Period – Airports – Support continued preservation, maintenance and infrastructure projects at State Airport System Plan airports.
- Entire Planning Period – Bicycle/Pedestrian – Support accommodations and linkages to create a connected network that provides accessibility along and across facilities.
- Entire Planning Period – Local Roads – Support accommodations and linkages to create a connected network that provides accessibility along and across facilities.
- Entire Planning Period – Park and Ride – Support continued preservation and maintenance and expansion of existing park and ride facilities if needed and if supported by environmental document.
- Entire Planning Period – Public Transit – Support continued shared-ride taxi service in Marshfield, Plover and Wisconsin Rapids.
- Entire Planning Period – Rail Freight – Support the preservation of existing freight services and corridors.
- Entire Planning Period – State Highways – Construct grade separations at rail crossings if supported by environmental document. Preserve and maintain infrastructure. Improve traffic movement with traffic operations infrastructure strategies.

Wisconsin State Airport System Plan 2030 identifies the following proposed activities that impact Marshfield directly:

- Airside Facilities – Taxiway type – (5-year CIP identified tentative project).
- Administrative – Environmental assessment – (5-year CIP identified tentative project).
- Administrative – Land use zoning ordinance – not part of the CIP.
- Administrative – Wildlife hazard assessment – not part of the CIP.

Wisconsin Trails Network Plan – 2003

This Wisconsin Department of Natural Resources (DNR) plan identifies a statewide network of trails and provides guidance to the DNR for land acquisition and development. Many existing trails are developed and operated in partnership with counties. By agreement, the DNR acquires the corridor and the county government develops, operates, and maintains the trail. Two trails are planned which will run through Marathon County: Segment 18 – Tomahawk to Wisconsin Dells, following a power line corridor near Wausau, as an extension of the Hiawatha/Bearskin Trail and Segment 52 – Wausau to Marshfield, along an abandoned rail corridor with significant trail potential.

Another corridor is part of an abandoned rail corridor from Ladysmith to Marshfield intersects the Cornell to Chelsea corridor in Taylor is part of Segment 64. This corridor passes a few state

wildlife areas and crosses the Jump River. This small segment is a medium priority for acquisition in the Northern Region.

Transportation Assessment Report

This plan from the North Central Wisconsin Regional Plan Commission identifies existing bikeways and routes and recommends a regional system of new interconnected trail facilities. One of the off road bicycle routes identified on the map is from Marshfield to Wisconsin Rapids. There are also a number of proposed on road bicycle routes connecting Marshfield to the rest of Wood County.

Wisconsin Rail Plan – 2030

The Wisconsin Rail Plan 2030, the state's 20 year rail plan, was adopted on March 19, 2014. The plan identifies future rail network issues and plan recommendations. It provides the framework within which the state and related stakeholders may maintain, improve and plan for the state's rail network. The plan identifies a few surface crossing improvements just north of Marshfield. There's also a reference that during the public outreach process that interest was expressed for intercity passenger rail service for the following corridor: Green Bay/Appleton to Twin Cities via Stevens Point, Marshfield and Eau Claire.

Wisconsin State Freight Plan

The Wisconsin State Freight Plan is in final draft form and had not been formally adopted as of January 1, 2017. The plan is a multimodal document that identifies policies, strategies and projects to improve the state's economic productivity, competitiveness and quality of life through the movement of goods safely, reliably and efficiently. These policies, strategies and projects were developed by identifying the condition and performance, as well as the trends and issues facing Wisconsin's multimodal freight transportation system through data and stakeholder outreach. Many of the goals included in this plan were adapted from the Connections 2030 plan. The goals and strategies identified in the plan are generally consistent with goals in this Plan such as enhancing safety, security, and resiliency of the freight transportation system. One strategy identified in the plan is to monitor the state trunk highway network and respond to operational needs. Marshfield can participate by communicating with the Wisconsin Department of Transportation regarding operational issues with the portion of the system that serves the City.

5.3 Planning and Future Improvements

Future Road Corridor Plan

To provide some guidance when developing the "Street Plan", the Comprehensive Plan identifies general corridors that should be considered and evaluated when extending or realigning future arterials

and collectors. Additional analysis will need to be completed before adopting the “Street Plan” such as reviewing traffic volumes, intersection improvements, existing development, development patterns, etc., and identifying potential limitations as wetlands or steep slopes. The “Street Plan” will be guidance document for future amendments to the Official Map. The “Proposed Future Road Corridors” Map 5.4 shows the proposed corridors.

Road Maintenance and Future Improvements

With infrastructure comes maintenance. A sound transportation plan should be able to foresee and responsibly plan for upcoming expenses. Two ways of doing this is by participating in the PASER program and creating Capital Improvement Programs (CIP). The City of Marshfield does both. Wisconsin Department of Transportation’s (WisDOT) Statewide Transportation Improvement Program (STIP) identifies construction projects scheduled between 2017 and 2020 impacting Wisconsin’s state highways.

PASER

Pavement ratings can be used for planning maintenance and budgets for local roadways. In 2000, a state statute was passed that requires municipalities and counties to assess the physical pavement condition of their local roads with the first ratings due by December 2001. This is required by the State to be completed every 2 years. A common method of doing this is referred to as Pavement Surface Evaluation and Rating or PASER. PASER rates roadways from Failed reconstruction) to Excellent (no maintenance required). PASER allows for better allocation of resources, a better understanding of pavement conditions, and allows for long term planning.

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 held a referendum in August of 2016 to request a tax increase to address a shortfall in road maintenance, however, the referendum failed and road maintenance will continue to fall behind unless other funding mechanisms are implemented.

Regional Roadway Network

As part of WisDOT’s Statewide Transportation Improvement Program (STIP), several highway improvements are scheduled for within and nearby Marshfield, including:

- 29th Street: Reconstruction 29th Street from Hume Avenue to Veterans Parkway (2018).
- State Highway 97: Resurfacing Central Avenue from Arnold Street to Harrison Street (2018).

- County Highway H: Resurfacing County Highway H from Fairhaven Avenue to Lincoln Avenue (2019).

Sidewalk and Bicycle Accommodations Maintenance and Future Improvements

Due to the growing demand of the City's transportation infrastructure, multimodal forms of transportation needs to be maintained, provide connectivity, and should be considered when constructing roads.

Sidewalks

The City conducts sidewalk inspections on an annual basis and property owners are notified and required to fix sidewalks that are in a poor or unsafe condition.

The Safe Routes to School Plan identifies areas for connecting fragmented sidewalk routes near schools. When existing roads are reconstructed or when new roads are constructed, sidewalks and/or trails should be included in the design, especially when connected to the existing sidewalk system.

Trails

Policy 6.350 was adopted in 2002 and provides the policies and procedures for managing and maintaining the City's trails. The 2014 Comprehensive Outdoor Recreation Plan also recommends soliciting public evaluation of parks, facilities and trail maintenance from the public using periodic surveys, online feedback via a Park and Trail web page or comment/suggestion boxes placed in the parks system.

According to the Resident Survey, the trail system is fragmented and needs to have improved connectivity. Future trails and other bicycle accommodations have been identified in the "Bicycle Transportation Network" Map 5.3. One upcoming improvement is the development of the Wildwood-McMillan Connector Trail that is an approximately 2.8 mile north-south route utilizing some existing trails, new off street trails, and on street bike accommodations to connect Wildwood Park with McMillan Street. This map is not intended to be the final guidance on future bicycle facilities. Future facilities not shown on the map should be included in the bicycle/pedestrian plan.

Bike Lanes

According to the Resident Survey, the public was not in favor of adding new bike lanes at the expense of losing on street parking. Currently, new bike lanes have not been identified on the Bicycle Transportation Network, however, when the City develops a bicycle/pedestrian plan, bike lanes should be considered where feasible.

5.4 Community Values

Quality of Life

- In the Resident Survey, respondents were asked to choose their top three priorities for new Marshfield recreational opportunities. Bike/walking trails was included in their top-three by over six in ten respondents. Trails were an overall high priority in the survey.
- Short commutes and low traffic congestion are desirable characteristics of Marshfield.
- Walking invites social and community interaction.
- Safe bicycle trails and routes provide more mobility and transportation opportunities for younger populations and those with limited access to vehicles.

Health and Safety

- A connected sidewalk system is critical in providing safe routes to schools.
- Biking and walking are easy ways for the majority of the population to get exercise.
- An accessible and connected trail system encourages an active lifestyle.

Economic and Environmental Sustainability

- Biking and walking can reduce traffic, parking needs, and energy consumption (including environmental pollution).
- Pedestrian friendly accommodations in the downtown could encourage more pedestrian traffic and provide for a more vibrant downtown.

Community Design

- Traffic calming techniques reduce traffic speeds and add an appealing aesthetic to the streetscape (such as street narrowing, terrace landscaping, bump outs, chicanes).
- A high level of connectivity and an interconnected series of streets present several advantages, including better bike and pedestrian access as well as emergency service access.
- Private alley access in new residential areas would limit the appearance of garages from the street.

5.5 Goals, Objectives, and Programs, Policies, and Recommendations

Transportation

Goal 5-1. Provide safe and efficient traffic circulation for residents, serving a variety of modes of transportation in the City.

Objectives

1. Provide a safe, well maintained transportation system for Marshfield residents, workers, businesses, and visitors.

2. Provide safe pedestrian and bicycle circulation throughout the City, especially between residential neighborhoods, parks, schools, and employment centers.
3. Promote connectivity, traffic calming, attractive streets, and connections for new streets for new development, including accommodations for bikes and pedestrians.
4. Improve pedestrian and bicycle transportation in Marshfield and the surrounding area.
5. Increase levels of biking and walking for recreation and transportation purposes.
6. Make downtown more pedestrian friendly.
7. Ensure bicycle, pedestrian, and vehicular transportation facilities are accessible for those with disabilities.

Programs, Policies, and Recommendations

1. Encourage developers of new development, to consider streets and multimodal forms of transportation that promote connectivity, traffic calming measures where appropriate, attractive streets, recreational opportunities, and accommodations for bikes and pedestrians.
2. Collect crash data to review and map on a regular basis and consider that information in determining any trends in unsafe intersections and street segments for implementing future safety measures.
3. Communicate and coordinate efforts with the WisDOT and Federal Railroad Administration regarding safety and transportation related issues and opportunities involving the railroad.
4. Encourage developers and adjacent townships with new developments, including temporary construction equipment, within 3 miles of the Marshfield Municipal Airport to submit their projects to the Federal Aviation Administration (FAA) for review and determination of any hazard to air navigation and consider the FAA's feedback when reviewing and approving projects.
5. Consider the recommendations of the Bureau of Aeronautics and FAA when looking at regulations and development projects that could impact the airport or safety of air navigation.
6. Support efforts to make the downtown more bike and pedestrian friendly and consider developing a downtown parking and traffic assessment plan to identify and address issues related to parking needs, vehicular speeds, truck traffic and congestion on Central Avenue.
7. Consider working with the State, regional planning, counties, adjacent towns, and nearby municipalities on expanding the regional trail network so when the trail network expands, making sure it connects to Marshfield's existing trail system.
8. Consider allowing private alley access in new residential areas, only if the alleys meet specific construction and design standards set by the City.
9. Consider developing and adopting a Bicycle/Pedestrian plan that plans for the future expansion of the City's trail and sidewalk system that is at a minimum, reviewed by the Plan Commission and adopted by the Common Council. Consider the following:
 - Public input and invite groups such as Health Lifestyles – Marshfield Area Coalition, Marshfield Area Friends of the Trail, and other interested groups to the table.

- Establish a Bicycle Pedestrian Advisory Committee to help develop the plan.
 - Emphasize safety at crosswalks and other pedestrian/vehicle potential points of conflict.
 - Recommend incorporating traffic calming techniques where vehicular traffic poses a safety concern.
 - Provide connectivity to the existing trail and sidewalk system.
 - Ensure trails and sidewalks link parks, schools, commercial districts, and residential areas.
 - Consider traffic volume and speed when determining the appropriate bicycle and pedestrian facilities.
 - Plan future trails, including trailheads, to provide accommodations for recreation and transportation purposes.
 - Include provisions for appropriate signage and markings that make motorists aware of possible pedestrian or bicyclist traffic.
10. Consider identifying the needs for mass transit opportunities (such as a bus, trolley, taxi, etc.) to reduce the dependence upon automobiles and determine if implementation is economically feasible.

Goal 5-2. Prepare, plan, and budget appropriately for future transportation needs.

Objectives

1. Define north-south and east-west routes for future transportation corridors to ensure an efficient transportation network.
2. Support the expansion of transportation infrastructure to meet the needs of area businesses, residents, and visitors.

Programs, Policies, and Recommendations

1. Establish a “Street Plan” utilizing the identified north-south and east-west routes in this chapter for future transportation corridors and consider the existing transportation network, natural features such as wetlands and floodplain areas, and existing development patterns when mapping out the general routes. This plan should be reviewed at a minimum, by the Plan Commission and adopted by the Common Council.
2. Consider reviewing and updating the Official Map based on the recommendations in the “Street Plan” and work with adjacent government entities when considering areas outside the City limits. Consider vacating alleys and rights-of-way that are removed from the Official Map.
3. Consider reviewing and updating the Safe Routes to School Plan.
4. Consider conducting a City-wide traffic/transportation analysis to help determine future road network needs and include considerations for walking and biking.

5. Review policies pertaining to the City’s transportation system and consider updates that may be needed to improve the safety and efficiency of the system as well as the approach for managing and maintaining the facilities.
6. When considering future public transportation opportunities consider efforts to get feedback from the public on their transportation needs.
7. The Administrative Code of Traffic and Parking Regulations should be reviewed, updated, and mapped to reflect current conditions and to address any parking related issues as they arise.
8. Continue planning for future road and maintenance needs and consider the data in the PASER program and priorities outlined in the annual Capital Improvements Program.
9. Review and consider updates to the Subdivision Code, establishing criteria to allow alleys and cul-de-sacs in specific situations such as:
 - Alleys
 - In new neighborhoods where the alley is owned and maintained by the developer. And:
 - Vehicular access within that block is only allowed from the alley.
 - Cul-de-sacs
 - Natural features, access to arterials, existing development, or municipal boundaries prevent the extension or looping of a roadway system.
10. Support accessible design and consider elderly and disabled populations when implementing public transportation and designing parking lots, streets, sidewalks, and other transportation facilities.

Goal 5-3. Ensure adequate parking is provided for existing and future development.

Objectives

1. Avoid neighboring conflicts and on-street parking congestion.
2. Reduce the amount of impervious surface for new development.

Programs, Policies, and Recommendations

1. Review parking requirements in the zoning code and conduct an analysis of parking needs for each use and consider a code amendment to modernize the parking requirements that may include bicycle/multimodal accommodations.
2. Continue to monitor the downtown parking situation and develop a strategy to address legitimate parking concerns.
3. Exceptions to the minimum parking requirements should be considered in the downtown where adequate public parking is available and capable of meeting the needed parking demand.

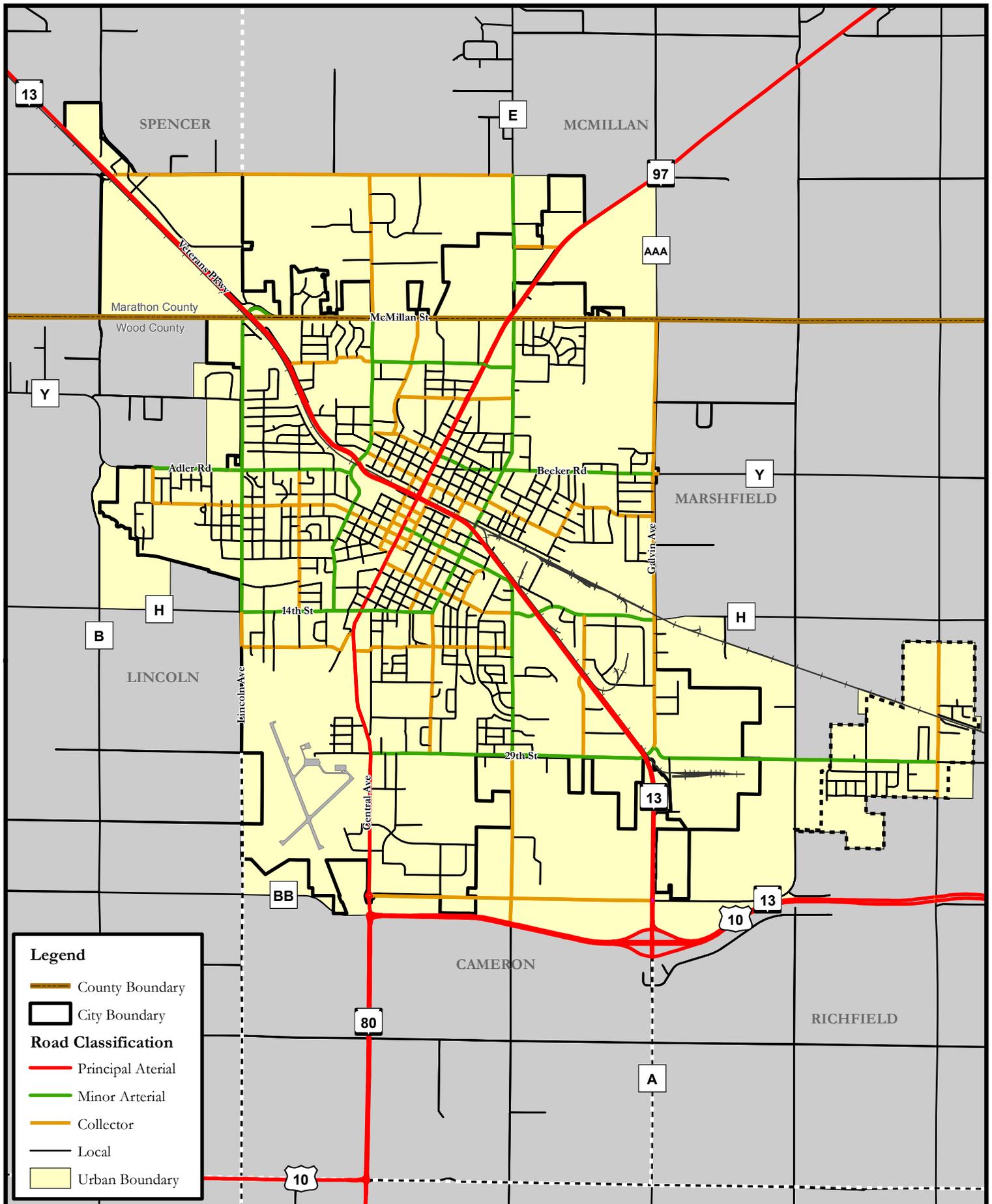
Goal 5-4. Identify and support adequate transportation facilities that are needed to help spur economic growth both within the City and region.

Objectives

1. Ensure that transportation planning is consistent with land use and economic development goals and recommendations.

Programs, Policies, and Recommendations

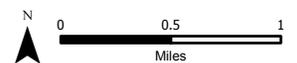
1. Support the future expansion of the Marshfield Municipal Airport facilities by updating the Airport Master Plan and Campus Master Plan. Consider a future runway expansion as funding becomes available from the Bureau of Aeronautics.
2. Consider supporting efforts to expand rail service for desirable industries in the industrial park, while avoiding street crossings whenever feasible.
3. Consider conducting an analysis on the number of trains that go through Marshfield to determine rail usage and frequency. This information could help with the traffic analysis.
4. Identify appropriate truck routes and consider the needs of local businesses while limiting potential nuisances by avoiding residential areas where feasible.
5. Communicate and coordinate with State and Regional agencies and consider efforts to implement the recommendations in the State and Regional plans on highway projects and long-term planning projects in the City that impact available modes of transportation.



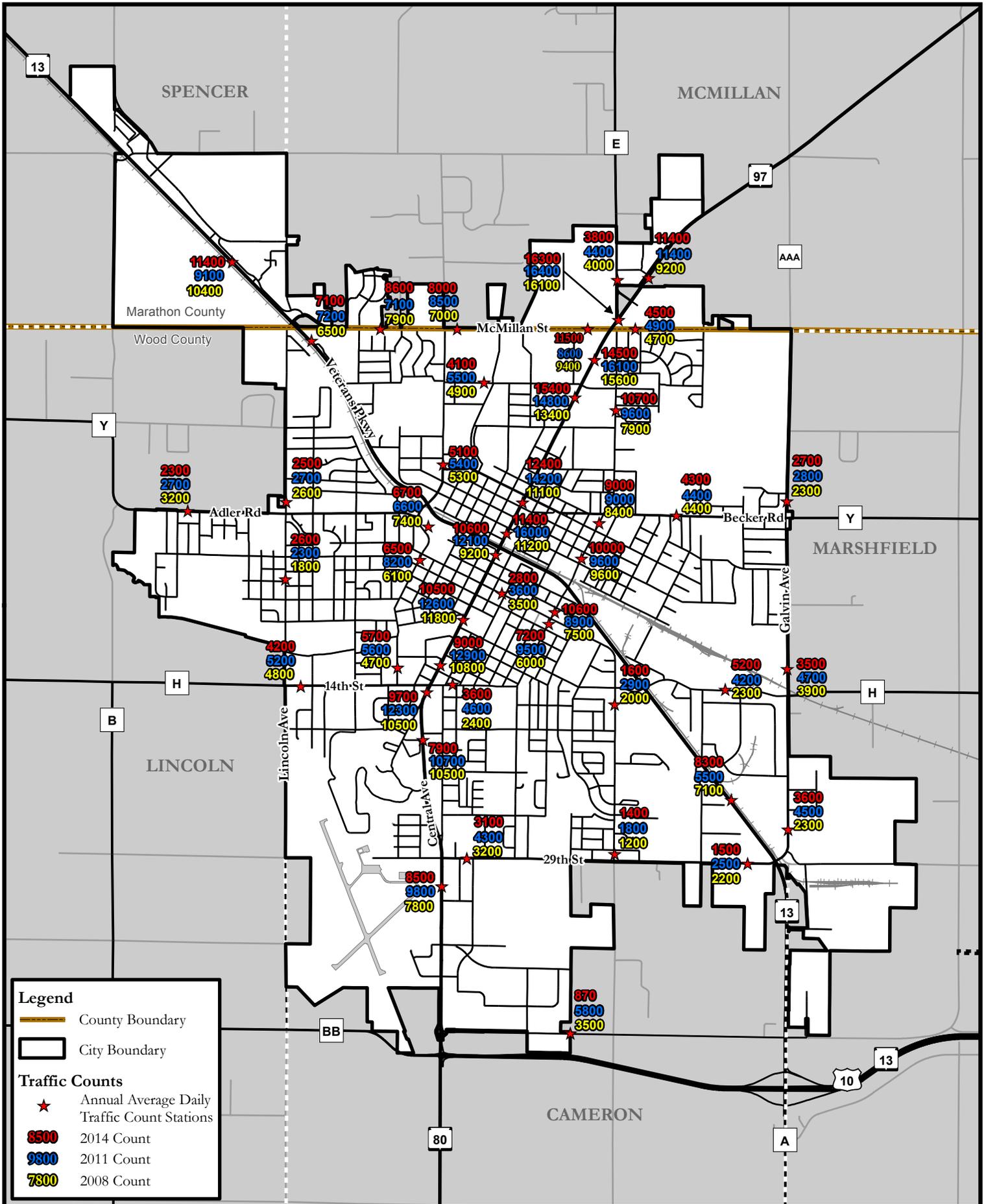
Roadway Functional Classification - Map 5.1

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



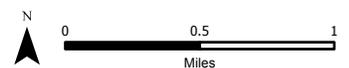
Sources: City of Marshfield GIS Dept.



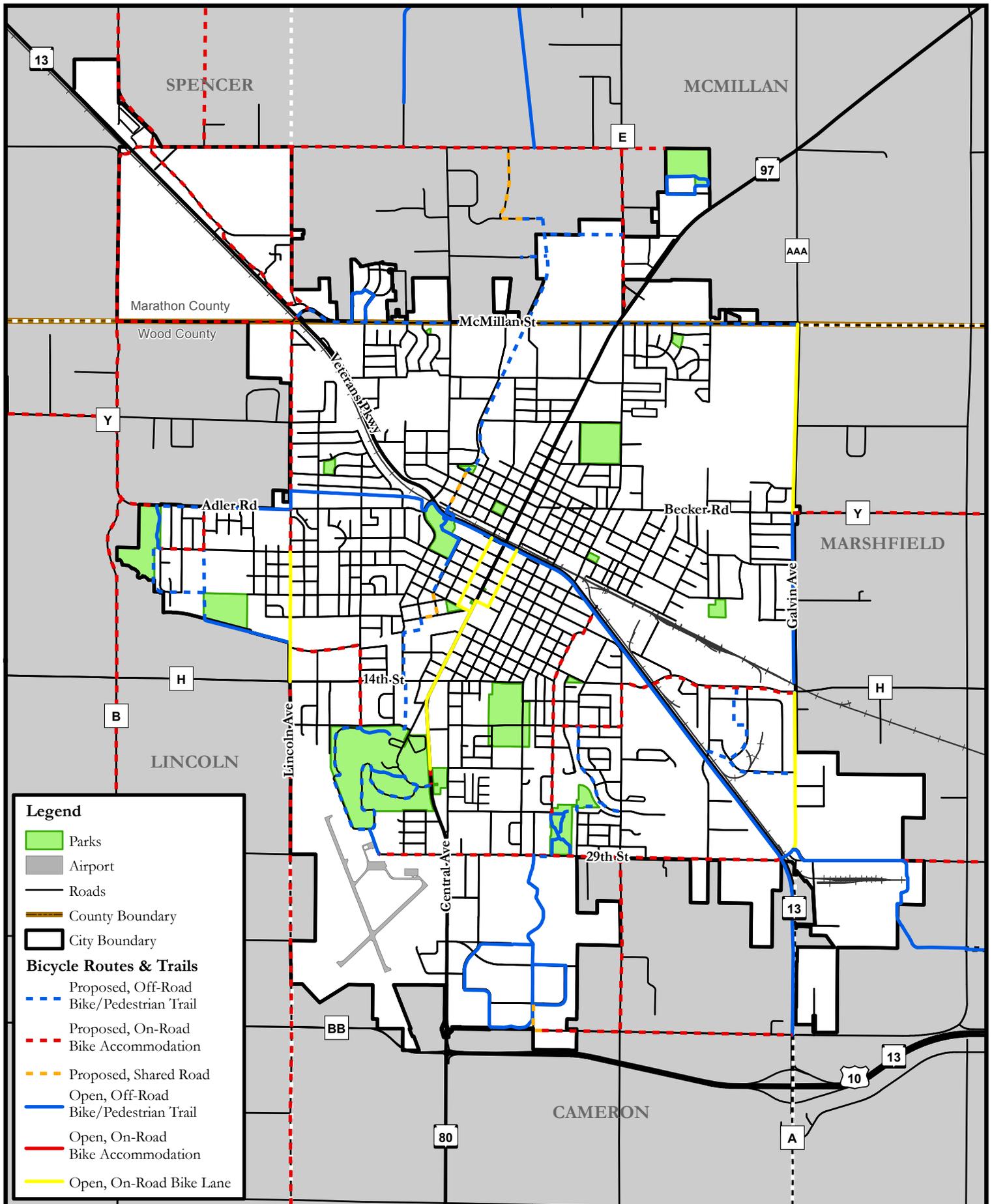
Average Annual Daily Traffic Counts - Map 5.2

City of Marshfield - 2017 Comprehensive Plan

5/22/2017



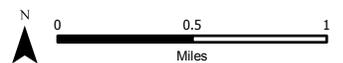
Sources: City of Marshfield GIS Dept., WISDOT



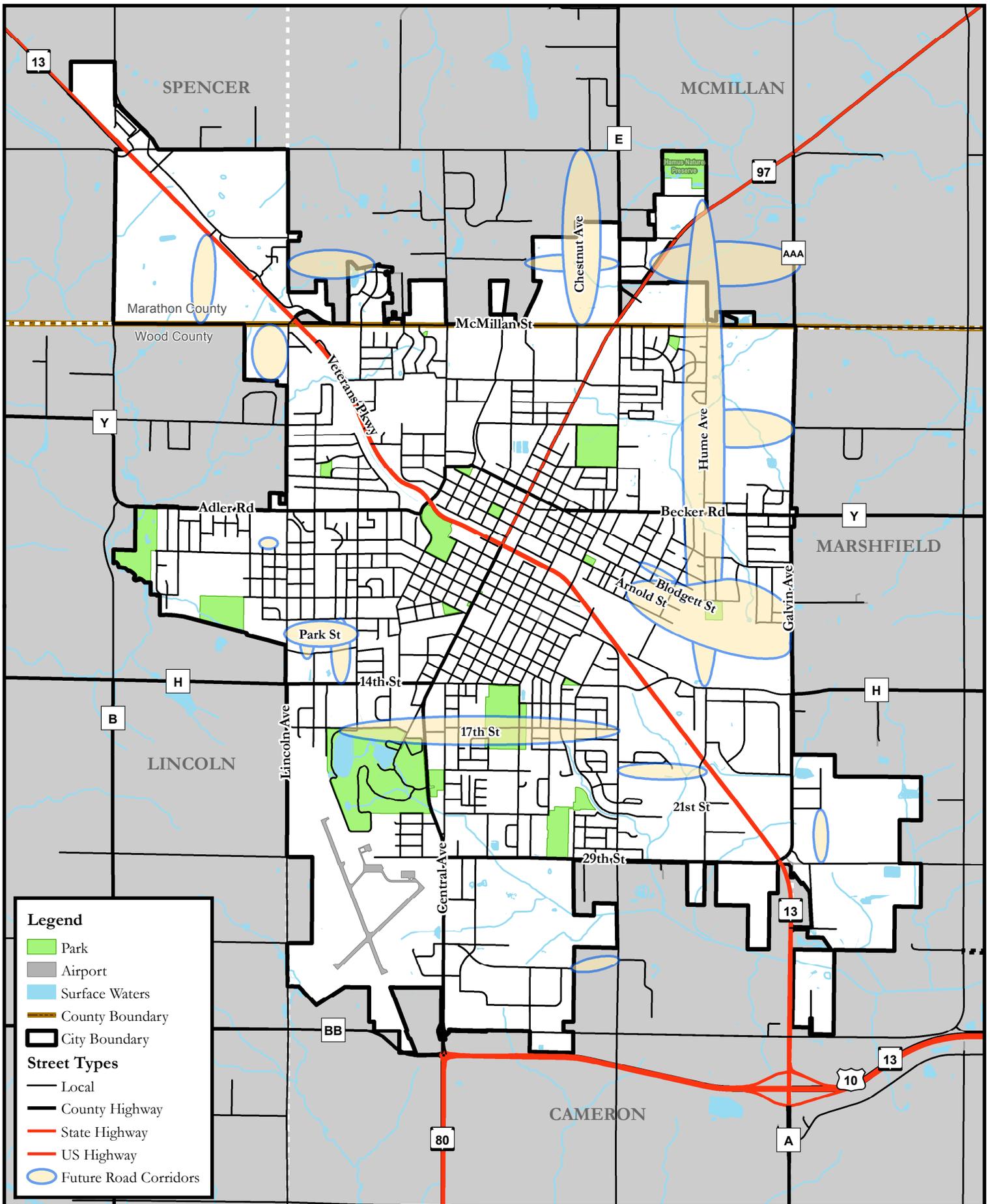
Bicycle Transportation Network - 5.3

City of Marshfield - 2017 Comprehensive Plan

4/19/2017



Sources: City of Marshfield GIS Dept.



Legend

- Park
 - Airport
 - Surface Waters
 - County Boundary
 - City Boundary
- Street Types**
- Local
 - County Highway
 - State Highway
 - US Highway
 - Future Road Corridors



Proposed Future Road Corridors - Map 5.4

City of Marshfield - 2017 Comprehensive Plan

5/22/2017



Sources: City of Marshfield GIS Dept.