

City of Marshfield

COMPREHENSIVE PLAN UPDATE: ISSUES & OPPORTUNITIES WORKSHOP

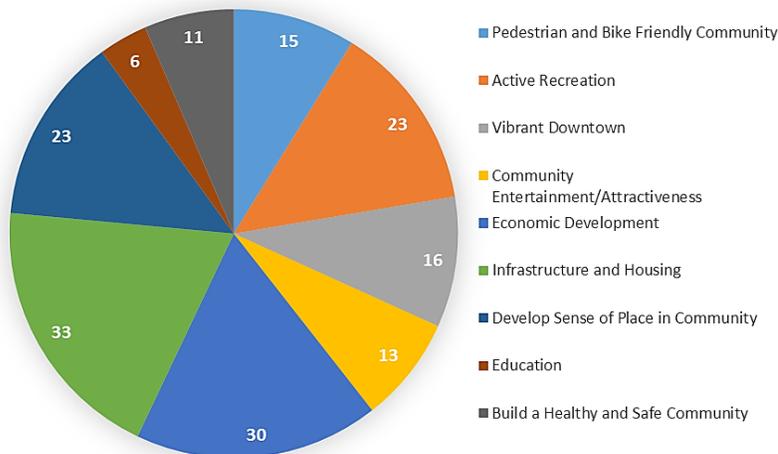


Hopes and Concerns for the City of Marshfield

During the Issues and Opportunities Workshop held on January 16th, individuals were put through a Hopes and Concerns Exercise to help articulate the vision and key issues/challenges they saw for the future of the City of Marshfield. Each individual idea was written down on a separate sticky note and after the workshop, the collection of ideas were classified into nine separate categories. The category receiving the greatest amount of comments was Infrastructure and Housing followed closely by Economic Development. The results of the exercise are as follows.

Total comments in each category can be found in the chart below.

Total Comments



Infrastructure and Housing

HOPES

- Look to better maintain existing facilities while also phasing out less popular ones.
- Commercial housing developments (bodegas, 3+ bedroom apartments)
- More housing options in the \$150-200K range.

- Fiber optic city owned broadband available for all (run by utility).
- Interstate transportation routes to/near Marshfield – will help bring businesses in.
- Affordable housing for millennials.
- Pet shelters.
- Hydrogen fueled station for autos.
- Adequate sewer and water infrastructure.
- Grow and develop along Hwy 10.
- Hwy 13 developed into four lanes to Abby.
- Additional fire station on north side.
- Enhance the flow of traffic through the city during peak times.
- Sustainable infrastructure/renewable energy sources.
- Improve roads and street conditions.

CONCERNS

- Impairment of personal property rights.
- Construction and building standards (commercial properties).
- Availability of residential building lots.
- Lack of interstate highway.
- Unmet housing needs.
- Old factories along Veteran’s Parking Corridor – tear them down to beautify the main road that visitors see when driving through town.
- Parking is needed.
- Roads deteriorating – N. Central Ave left to crumble.
- Property taxes being a barrier to home ownership.

Economic Development

HOPES

- Build synergy off medical complex (retirement communities, medical research/development).
- Support business with research focus.
- Improve retail shopping options.
- Better relationships between medical facilities and businesses.
- More entrepreneurial opportunities.
- Reasonable taxation.
- To rebuild city infrastructure without undue tax burden.

- A job market that supports the level of education available in Marshfield.
- Business support from local banks.
- Attract companies that offer above minimum wage jobs.
- Enhancement of our medical complex to be on the same level as the Mayo Clinic in Minnesota.

CONCERNS

- Tax rates make Marshfield unaffordable and push people to surrounding towns where they take advantage of our city's services, but they do not pay for them.
- Lack of business diversity.
- Income inequality.
- Limited funds, but steady demand for services.
- Reliant on one main industry – the clinic.
- Growth in non-medical white collar employment.
- Job creation and retention for professionals.
- Aging of business owners.
- People leave town to do their shopping, dining, etc.
- “Empty” Business Park.
- Spending unreasonable amount of money on infrastructure we do not need, both on construction and maintenance.
- City growth rate.

Develop Sense of Place in Community

HOPES

- Build a sense of community, pride, and purpose in Marshfield.
- Avoid “brain drain” by awareness of good jobs for millennials.
- Increase public get togethers.
- City continues to develop at a human scale.
- Develop a range of public spaces.
- Develop better community forums for communication.
- Develop active street frontages (visible to passerby).
- Establish a city center.
- Expand effort to make Marshfield a destination center.

CONCERNS

- Competition from other municipalities.
- Historic preservation and significance is a prominent part of the community.
- Retaining college educated millennials from leaving to cities.
- Poor visual at entry points to city.
- Plan not looking far enough into the future – short term solutions.



Active Recreation

HOPES

- Introduce new outdoor aquatic center (to replace Hefko Pool).
- Add a reservoir/lake.
- Varied play spaces.
- More (family) recreational opportunities.
- Centralized (indoor/outdoor) sports/events complex.
BMX or dirt bike course.

CONCERNS

- Provide recreational opportunities in lieu of a body of water.
- Hefko Pool end of life measures.

Vibrant Downtown

HOPES

- Economic viability and development of the area.
- Managed growth without losing focus on quality of life.
- Enhance the city scape on central north and south of the downtown.
- Preserved historic downtown commercial district – prosperous commercial district.
- More outdoor dining, shopping facilities, and gathering spaces in area.
- Downtown ponds and sidewalks to include “green space.”
- Less “restrictive” use of sidewalks (café/ coffee house type of feeling).

CONCERNS

- Rear alley facades downtown (unsightly).

Pedestrian and Bike Friendly Community

HOPES

- Expand trail systems to make a connected loop throughout the city.
- Develop a community public transit system that would address working hour periods.
- Friendly streets for biking.
- More sidewalks.

CONCERNS

- Can't get around city without a car.

- Fractured trail system needs to be connected.
- No walking path in southeast industrial park.

Community Entertainment/Attractiveness

HOPES

- Diverse restaurant options.
- More public entertainment.
- More destinations and things to do.
- Develop Marshfield phone app to show what's happening in the area.
- Children's interactive museum.
- Public gardens.

CONCERNS

- Young adults not returning to Marshfield after college.
- Attracting visitors to Marshfield.
- Arts and entertainment exists, but cannot afford to market due to media fragmentation and expense of advertising/promotion.

Education

HOPES

- Maintaining and growing education opportunities in Marshfield.
- Keep schools strong.
- UW/Wood Co. thrive and expand – offer more four year courses.
- Education/ business partnership to create desire for youth to stay invested in education.

CONCERNS

- Under-funding the elementary schools (not enough aides).

Build a Healthy and Safe Community

HOPES

- Plan for an aging population.
- Get the youth moving and active.
- Reduce/eliminate drug problems for the city.
- Continual investment in youth programs.
- More sources of good quality drinking water.

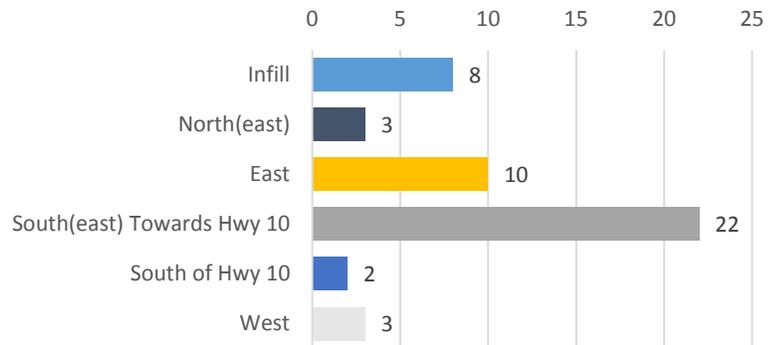
CONCERNS

- Too many geese at Wildwood.
- Not enough care for aging population.

Direction of Community Growth

When asked which direction the City of Marshfield should grow in, there were several repeating responses. The most common area looked upon for new growth potential was south and southeast of the city surrounding and extending past Hwy 10. This area was mentioned 22 times throughout the Creating a Great Place Exercise during the Issues & Opportunities Workshop on January 16th. Several also responded with potential residential growth off the eastern boundary of the city. Lastly, many stated that the community should focus on infill rather than new growth to avoid potential sprawl.

Direction of Community Growth



SELECTED RESPONSES FROM EXERCISE

Hwy 10 East and North of Oak Ave.
 Infill – “Let’s improve what we have”
 Hwy 10 East towards Point
 East – residential; Southeast – industrial
 SE is most industrial
 W is best agriculture land
 South of Hwy 10

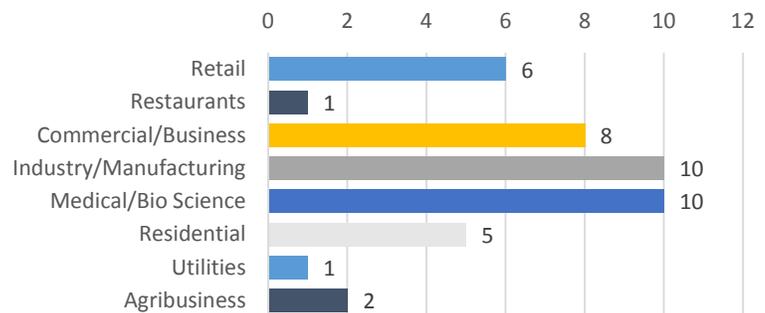
Southward development around Hwy 10 corridor
 Enhance/grow to the south
 Infill development not sprawl
 South – available properties & land, growth opportunities along Hwy 10
 Veterans Parkway along Hwy 10
 North, less farmland

South towards Hwy 10
Hwy 10 – West
 Growth to NE & E towards Wausau & Stevens Point
South; inside Wood Cty
 South – off of Hwy 10; create/open restaurants, retail, & quality of life add-ons (parks, walking paths, etc.)

Desirable Taxable Development

Unlike the Direction of Community Growth, there was a greater variety of options when considering Taxable Development in Marshfield. Due to the Marshfield Clinic, there was a greater emphasis on advancing medical facilities to spur economic development. The incorporation of more industrial, manufacturing, commercial, and retail facilities were of great importance to encourage a greater inflow of residents to the area.

Desirable Taxable Development



SELECTED RESPONSES FROM EXERCISE

Local retail and our own branding of MFLD
 More industrial business but also community spaces, such as 200 block, turn the commuters into residents
 Industrial – more people here will draw more retail
 Sewer and water lines, development services

More condo-type living, commercial housing development (infill) (pocket neighborhood)
 Stainless steel fabricating
 Living wage industry & med-tech industry
 Medical, agricultural related manufacturing & technology

Commercial store fronts & condos/apartments above in downtown area
 Single family residential
 Commercial development in Business Park on south side

Map 1: Comments Regarding Infill or Re-Development Opportunities

The following comments are in reference to the **YELLOW** dots on the provided map.

1	<ul style="list-style-type: none"> • Columbia Park • Hefko Pool 	2	<ul style="list-style-type: none"> • Relocate fairgrounds – re-develop into year round skating, sports, swimming pool, etc.
3	<ul style="list-style-type: none"> • Mixed-use re-development, add apartment buildings • Revitalization with additional residential lots • Infill housing along Maple near Pick ‘n Save • Depressed area, once looked about for “row house” development on north side – might be suitable • 6th and Maple – commercial • Removal of blighted properties in this block 	4	<ul style="list-style-type: none"> • Residential/conservation with trails and benches • Make it park-like
5	<ul style="list-style-type: none"> • Use Columbia Park as green space for housing improvements • Small residential development between railroad and Columbia Park • “Pocket neighborhood”? • Along Arnold St. re-develop housing and commercial 	6	<ul style="list-style-type: none"> • Over the air broadcast TV station • Re-development of the north central corridor business and appearance
7	<ul style="list-style-type: none"> • Factory business and restaurant • Business development along highway 	8	<ul style="list-style-type: none"> • Sports complex – soccer and baseball fields • Tear down and create large outdoor sports complex with multiple baseball/soccer fields, perhaps an indoor hockey rink there • Already a paved trail that will connect this area to the Griese Park fields
9	<ul style="list-style-type: none"> • Residential 	10	<ul style="list-style-type: none"> • Re-vitalize – looks bad
11	<ul style="list-style-type: none"> • Possible community buildings creating a community hub with library, etc. 	12	<ul style="list-style-type: none"> • Annexation – residential development • “New neighborhood” new developments
13	<ul style="list-style-type: none"> • Condos • Commercial housing development 	14	<ul style="list-style-type: none"> • Commercial airport
15	<ul style="list-style-type: none"> • W. 14th St. just south of house of the Dove – previously surveyed out for residential housing 	16	<ul style="list-style-type: none"> • S. Central Ave east side strip center – mixed-use (office, retail) • Re-vitalization (17th – 21st) with more commercial
17	<ul style="list-style-type: none"> • Re-vitalization – mixed-use 	18	<ul style="list-style-type: none"> • Buy the empty United Rental lot and re-zone it for residential • Put in a cul-de-sac and build homes at that site • Build an apartment/condo complex • Need to upgrade – stores/businesses are really “rough”
19	<ul style="list-style-type: none"> • Retail presence/center • Promote Downtown Community Square project • Re-energize nearby Columbia Park 	20	<ul style="list-style-type: none"> • Corridor from downtown to Oak Hotel? • Apartments and mixed-use • Good integration with new development of 200 block

	<ul style="list-style-type: none"> Encourage/continue façade improving dollars into downtown 		<ul style="list-style-type: none"> Re-development with recreational and new commercial Re-development of 2nd St between Chestnut and Spruce
21	<ul style="list-style-type: none"> Industrial park 	22	<ul style="list-style-type: none"> Residential
23	<ul style="list-style-type: none"> Re-adaptive use of the old office building 	24	<ul style="list-style-type: none"> Improving older neighborhoods
25	<ul style="list-style-type: none"> Connor Park on E. Blodgett needs to be developed Add condominiums and senior housing 	26	<ul style="list-style-type: none"> Larger retail development (Kohls, etc.) Strip mall
27	<ul style="list-style-type: none"> Possible small scale retail 		

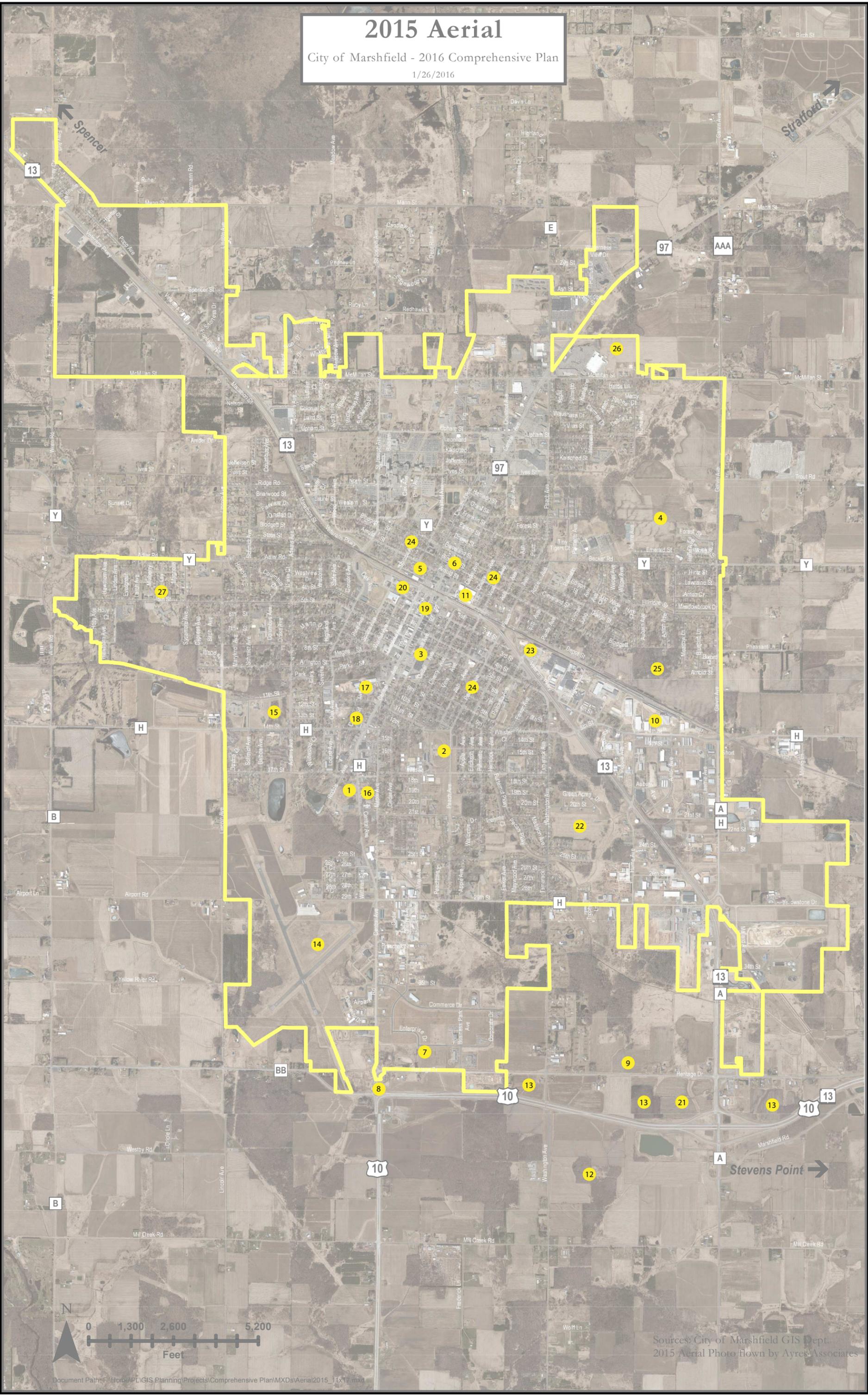
Map 2: Comments Regarding Other Types of Uses and Activities

The following comments are in reference to the **BLUE** dots on the provided map.

1	<ul style="list-style-type: none"> A water recreation facility shared with the YMCA to not duplicate services New aquatic center – re-build Hefko 	2	<ul style="list-style-type: none"> Build a paved bike trail along this creek from McMillan/Galvin intersection to Braem Park on Peach Ave – people love to bike/walk along streams/rivers
3	<ul style="list-style-type: none"> Green space/park 	4	<ul style="list-style-type: none"> Sports complex
5	<ul style="list-style-type: none"> Park (if development of housing happens) 	6	<ul style="list-style-type: none"> Safe walking paths for workers
7	<ul style="list-style-type: none"> Lake Marshfield 	8	<ul style="list-style-type: none"> Less geese = cleaner park and pond Use whatever means available to keep the geese from becoming permanent residents Clean goose poop from the walks and water
9	<ul style="list-style-type: none"> Trail head and information center Communication board and attractive landscaping Splash pads in parks 	10	<ul style="list-style-type: none"> BMX and mountain bike park/course/skills course
11	<ul style="list-style-type: none"> Museums and children’s museum Children based programs “Road shows,” music, performances Industry related sales Horticulture 	12	<ul style="list-style-type: none"> Splash pads downtown Park across from post office needs to be develop using the whole vacant area
13	<ul style="list-style-type: none"> Communication boards needed 	14	<ul style="list-style-type: none"> 2nd St project
15	<ul style="list-style-type: none"> Eliminate or reduce traffic on Central Ave 	16	<ul style="list-style-type: none"> Performing Arts Center
17	<ul style="list-style-type: none"> Possible new pool location – keep within park area 	18	<ul style="list-style-type: none"> History center/archives for local material records
19	<ul style="list-style-type: none"> More beds at hospital 	20	<ul style="list-style-type: none"> Connect bike/hike trails to County E north of town

2015 Aerial

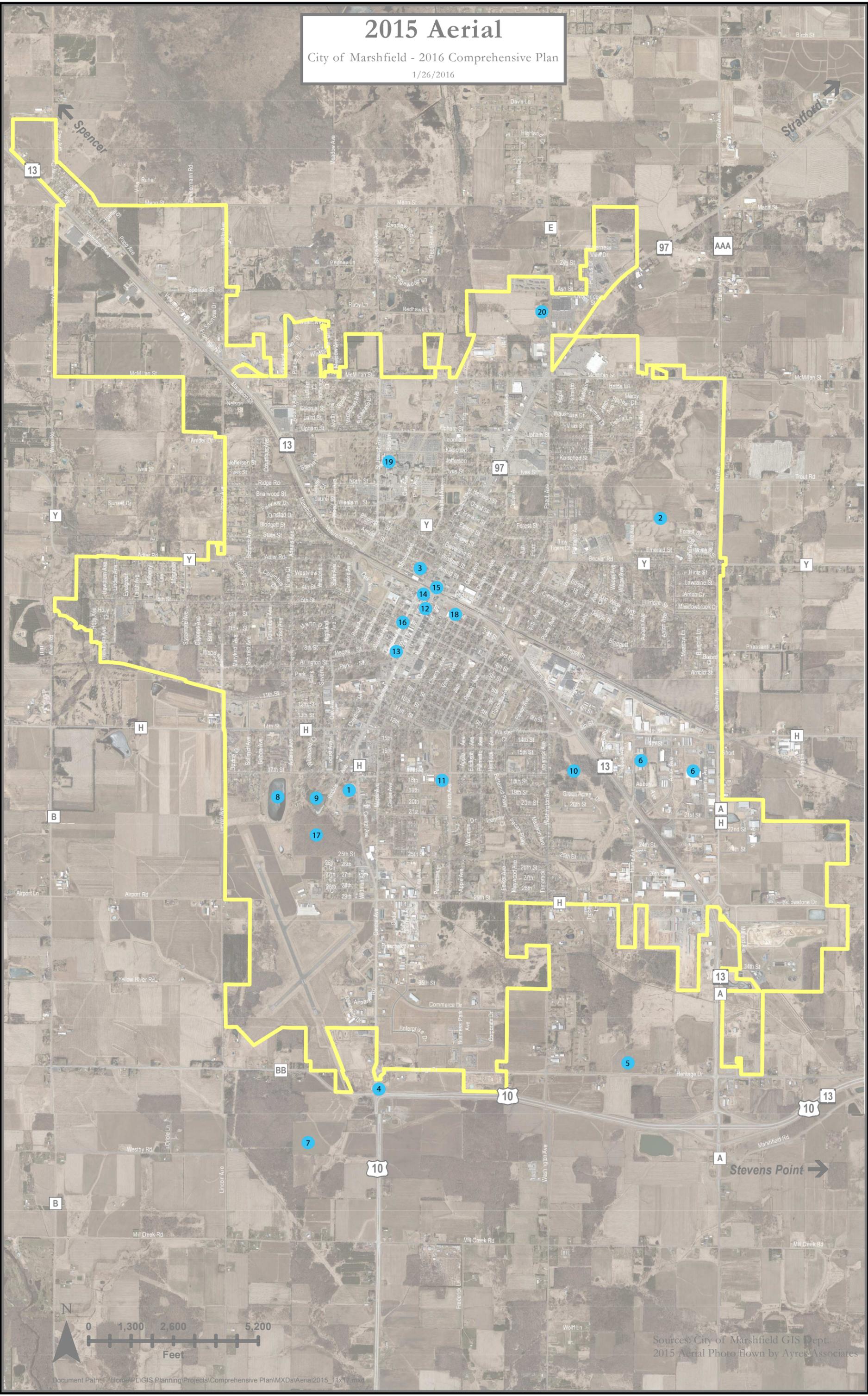
City of Marshfield - 2016 Comprehensive Plan
1/26/2016



Sources: City of Marshfield GIS Dept.
2015 Aerial Photo flown by Ayres Associates

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