



CITY OF MARSHFIELD

MEETING NOTICE

PLAN COMMISSION
City of Marshfield, Wisconsin
Tuesday, January 20, 2015
Council Chambers Lower Level, City Hall Plaza
7:00 p.m.

- 1. Call to Order. - Chairman Meyer.
2. Roll Call. - Secretary Knoeck.
3. Approval of Minutes. - December 15, 2014 Meeting.
4. Resolution 2015-03, vacating and discontinuing the 16 foot wide alley east of Maple Avenue...
5. Introduction of the Downtown Master Plan.
6. Appointment of Non-Elected Plan Commissioner to the CIP Administrative Committee.
7. Staff Updates.
8. Adjourn.

Posted this 14th day of January, 2015 at 4:00 PM by Daniel G. Knoeck, Secretary, City Plan Commission

For additional information regarding items on the agenda, please contact Jason Angell, Director of Planning & Economic Development at 715.486.9139 or Josh Miller, City Planner at 715.486.2075 or Sam Schroeder, Zoning Administrator at 715.486.2077.

NOTE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Mary Anderson, Public Works Department at 630 South Central Avenue or by calling (715) 387-8424.

**CITY PLAN COMMISSION
MARSHFIELD, WISCONSIN
MINUTES OF DECEMBER 15, 2014**

Meeting called to order by Vice-Chairman Wagner at 6:40 PM in the Council Chambers of City Hall Plaza.

PRESENT: Ed Wagner, Laura Mazzini, Rich Reinart, John Beck, Ken Wood and Bill Penker

EXCUSED: None

ABSENT: Mayor Meyer

ALSO PRESENT: Alderman Earll; City Administrator Barg; Director of Public Works Knoeck; Planning & Economic Development Director Angell; City Planner Miller; Zoning Administrator Schroeder; the media; and others.

PC14-81 Motion by Beck, second by Wood to recommend approval of the minutes of the November 18, 2014 City Plan Commission meeting.

Motion Carried

PUBLIC HEARING – Conditional Use Request by Tim Dupee, representing Midtown Motors, to allow for a reduced pavement setback from the right-of-way and exceptions to the landscape requirements and bufferyard requirements, located at 1400 South Central Avenue, zoned “CMU” Community Mixed Use District.

COMMENTS: None

PC14-82 Motion by Beck, second by Penker to recommend approval of the Conditional Use Request by Tim Dupee, representing Midtown Motors, to allow for a reduced pavement setback from the right-of-way and exceptions to the landscape requirements and bufferyard requirements, located at 1400 South Central Avenue, zoned “CMU” Community Mixed Use District, subject to the following conditions:

1. The parking lot must be hard surfaced by September 1, 2015
2. The parking area along the north property line may be paved right up to the street right-of-way line.
3. The parking lot must be setback a minimum of 5 feet from the west property line.
4. The required landscaping must be planted between the parking lot and the west lot line by September 1, 2015.

Motion Carried

PUBLIC HEARING – Conditional Use Amendment Request by Brown’s Living, representing Stoney River II Memory Care facility, to allow for an additional 8 beds, beyond the previously approved 24-bed facility, increasing the exception to the City and Aldermanic District population limitations and modifying the approved site plan, located at 1606 North Saint Joseph Avenue, zoned “SR-2” Single Family Residential District. This request does not increase the number of bedrooms or units in the facility, but would allow 8 of the rooms to have two beds.

COMMENTS: None

CITY PLAN COMMISSION

December 15, 2014

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PC14-83 Motion by Penker, second by Wood to recommend approval of the Conditional Use Amendment Request by Brown's Living, representing Stoney River II Memory Care facility, to allow for an additional 8 beds, beyond the previously approved 24-bed facility, increasing the exception to the City and Aldermanic District population limitations and modifying the approved site plan, located at 1606 North Saint Joseph Avenue, zoned "SR-2" Single Family Residential District, subject to the following conditions:

1. The facility may be allowed up to 32 total beds.
2. The amended site plan is approved as presented.

Motion Carried

PC14-84 Motion by Beck, second by Mazzini to recommend approval of the Alternative Sign Permit Request by Stratford Sign Company, representing Mid-State Technical College, to update and expand their wayfinding sign program with 11 new signs in the public right-of-way, with the following conditions:

1. All signage must be installed by September 1, 2015.
2. The cost of the materials and installation of the 3 new street posts will be paid for by Stratford Sign Company or Mid-State Technical College.

Motion Carried

PUBLIC HEARING - Municipal Code Amendment to Sections 18-12, 18-93, and 18-163 pertaining to the clarification and approval requirements of temporary cranes.

COMMENTS: None

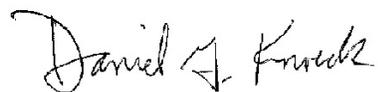
PC14-85 Motion by Wood, second by Penker to recommend approval of the Municipal Code Amendment to Sections 18-12, 18-93, and 18-163 pertaining to the clarification and approval requirements of temporary cranes as presented and request an ordinance be drafted for Common Council consideration.

Motion Carried

Staff Updates:

Staff is working on a training session for Plan Commission and Zoning Board of Appeals members to refresh newer members on basic considerations for conditional uses, variance requests, etc. This session will be held on Wednesday, January 21, 2015.

There being no objections, Vice-Chairman Wagner adjourned the meeting at 7:07 PM.



**Daniel G. Knoeck, Secretary
CITY PLAN COMMISSION**



**City of
Marshfield**

Memorandum

January 13, 2015

TO: City Plan Commission

FROM: Dan Knoeck, Director of Public Works

SUBJECT: Vacation of an alley and a portion of East First Street for the Library Site

BACKGROUND

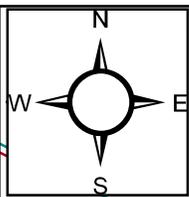
The new library construction is scheduled to begin in August of 2015. The current library site has a north-south alley from Second Street to Veterans Parkway and a portion of East First Street west of Cedar Avenue that will need to be vacated for the project.

ANALYSIS

Since the City has acquired all of the property within the block where the library is located, there is no longer a need for the alley or East First Street in this block. In addition, the new building footprint will cover portions of the existing right-of-way, which will require the right-of-way to be vacated before construction takes place. Once the right-of-way vacation process is complete, a Certified Survey Map will be prepared that combines all of the property in the block into one parcel.

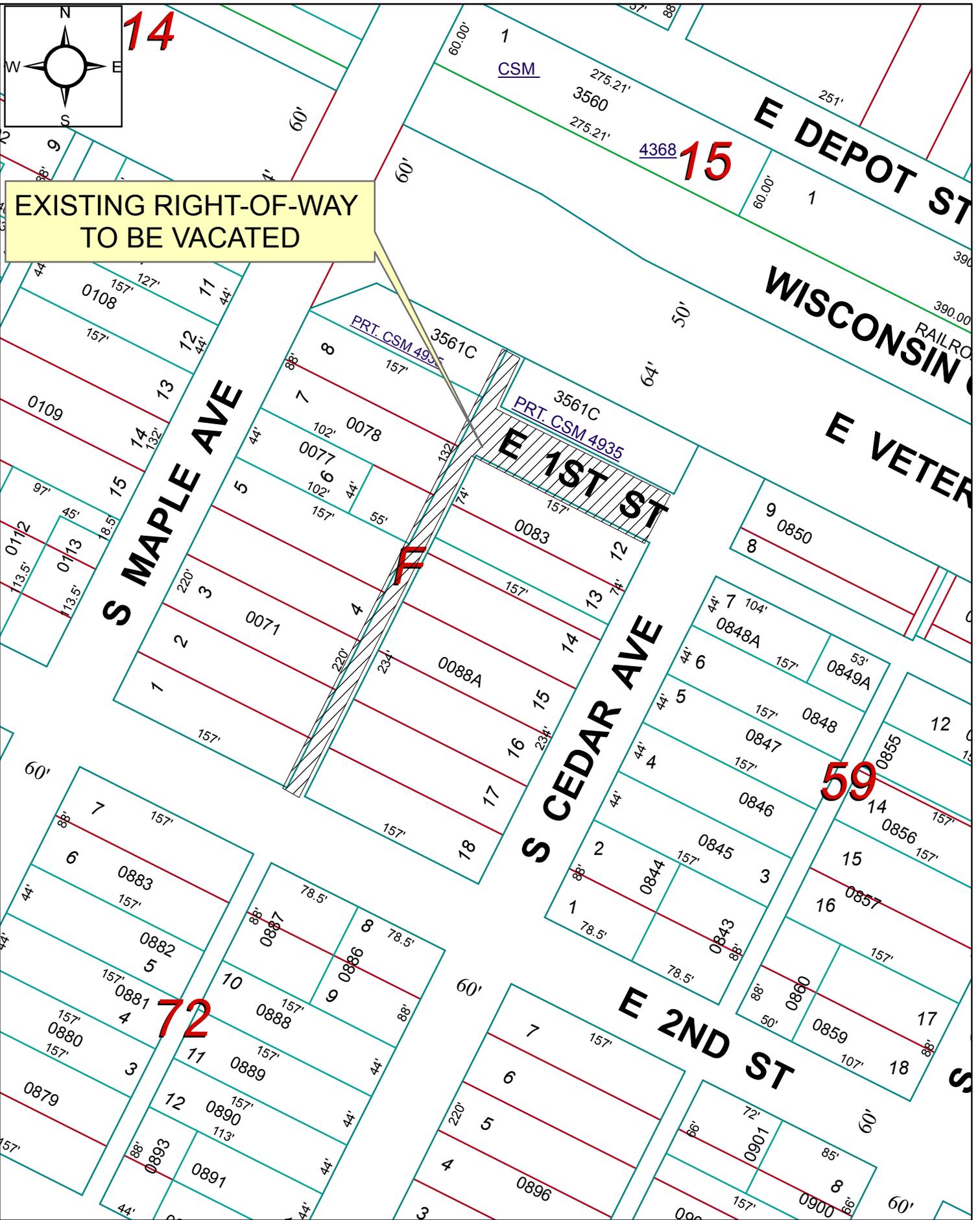
RECOMMENDATION

I recommend approval of the request to vacate the alley and a portion of East First Street for the library site and that Resolution 2015-03 be referred to the Common Council for consideration.



14

EXISTING RIGHT-OF-WAY
TO BE VACATED



4368 15

59

72

0 25 50 100 150 200 Feet

East First Street and Alley

RESOLUTION NO. 2015-03

Document Title

Document Number

A Resolution vacating and discontinuing the 16-foot wide alley abutting Lots 1 through 9 of Block F of the Village (now City) Plat of Marshfield, abutting Lots 10 through 18 of Block F of the First Addition to the Village (now City) Plat of Marshfield, and abutting Wood County Certified Survey Map No. 4935; and removing from the Master Street Map, vacating and discontinuing that portion of East First Street lying west of the west line of South Cedar Avenue, located adjacent to Lot 10 and 12 of Block F of the First Addition to the Village (now City) Plat of Marshfield, and abutting Wood County Certified Survey Map No. 4935, all located in the SE ¼ of the NW ¼ of Section 8, Township 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin.

WHEREAS, it is deemed that the public interest requires the vacation and discontinuance of those portions of the above described public ways in the City of Marshfield, Wood County, Wisconsin; and

WHEREAS, the City Council has determined that said public street and alley should be vacated pursuant to Section 66.1003(4) Wis. Statutes.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Marshfield, Wisconsin, as follows:

SECTION 1. That since the public interest requires it, the following described street and alley are hereby vacated and discontinued, subject to the conditions listed below:

That portion of the 16-foot wide alley from the north line of East 2nd Street to the south line of Veterans Parkway, abutting Lots 1 through 9 of Block F of the Village (now City) Plat of Marshfield, abutting Lots 10 through 18 of Block F of the First Addition to the Village (now City) Plat of Marshfield, and abutting Wood County Certified Survey Map No. 4935, all located in the SE ¼ of the NW ¼ of Section 8, Township 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin; and that portion of East First Street lying west of the west line of South Cedar Avenue, abutting Lot 10 and 12 of Block F of the First Addition to the Village (now City) Plat of Marshfield and abutting Wood County Certified Survey Map No. 4935, all located in the SE ¼ of the NW ¼ of Section 8, Township 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin.

SECTION 2. Vacation and discontinuance of said alley is subject to the following condition: None

SECTION 3. The title to this portion of the street and alley as so vacated and discontinued is hereby vested in the abutting property owners.

SECTION 4. The City Clerk be and she hereby is directed to record a certified copy of this Resolution together with a map of that portion of the public street and alley hereinabove vacated in the office of the Register of Deeds of Wood County, Wisconsin.

NOTE: This Resolution is recommended by the City Plan Commission.

ADOPTED _____

CHRIS L. MEYER, Mayor

ATTEST:

APPROVED _____

DEB M. HALL, City Clerk

Drafted by: City of Marshfield
Engineering Division
P. O. Box 727
Marshfield, WI 54449-0727

STATE OF WISCONSIN COUNTY OF _____

Personally came before me, this _____ day of _____, 20 ____ the above named **CHRIS L. MEYER & DEB M. HALL** to me known to be the persons who executed the foregoing instrument and acknowledged the same.

Notary Public, _____ County, Wisconsin
My Commission Expires: _____

Recording Area

Name and Return Address

City of Marshfield
Attn: City Clerk
P. O. Box 727
Marshfield, WI 54449-0727

330-0071, 330-0078, 330-0083,
330-0088A, 330-3561C

Parcel Identification Number (PIN)



City of Marshfield Memorandum

TO: Plan Commission
FROM: Josh Miller, City Planner
DATE: January 20, 2015

RE: Introduction of the Downtown Master Plan Update.

Background

In May of 2014, the City of Marshfield contracted with consultants Place Dynamics and SEH, to complete an update of the Downtown Master Plan. The plan was last updated in 2006 by Schreiber/Anderson Associates, Inc. The Downtown Master Plan serves as one of the key planning documents for Main Street Marshfield and the City in planning the future growth and development of the downtown area for the next 8-10 years.

Analysis

Over the past eight months, the consultants have worked closely with Main Street Marshfield and the Planning and Economic Development Department staff to inventory the commercial space in the downtown, develop a market analysis, update maps, and gain public input regarding the direction of the plan. A variety of methods were used to acquire public input. These included an on-line community survey; public meeting/open house; and vision workshop.

Staff will be presenting the overall layout and format of the plan. The primary focus of the discussion at the January Plan Commission meeting will be to go over the strategies and implementation tasks (attachment) that were developed throughout the planning process. These are the areas that staff is asking the members of the Plan Commission to focus on in their review of the plan prior to the meeting. We also plan to briefly go over the maps and some of the key figures from the plan. The consultants will not be present for this meeting, but will be at the public hearing in February to go over the final recommendations, provide additional background information, and discuss the market analysis and redevelopment/open space opportunities.

Upon review by the Plan Commission, and making any corrections or changes necessary, staff will make the document available online and send out notices to

the Common Council, committees, and the public as to where they can view the plan and submit comments.

Recommendation

No Action is recommended at this time. Please review the proposed document and provide comments to me at josh.miller@ci.marshfield.wi.us by January 30th. A presentation and public hearing is scheduled to be made at the February Plan Commission meeting with a recommendation to adopt the plan.

Attachments

1. Summary of Strategies and Implementation Tasks.
2. Maps of Redevelopment Opportunities

Concurrence:



Jason Angell
Planning and Economic Development Director

Strategies	Lead	Timeframe
1. Invest in improvements to the physical appearance of downtown.		
1. Implement streetscape enhancements with an emphasis on adding landscaping, street furnishings, art installations, and other features that	Main Street	Ongoing
a) Install additional landscaping in the public right of way, especially on Central Avenue. This should include street trees along with planters and/or flower beds.		
b) Identify needs and locations for additional amenities in the downtown streetscape. These may include art installations, "functional art", and amenities such as benches, tables, bike racks, fountains, etc.		
c) Determine the logistical and regulatory feasibility of using temporary platforms to expand outdoor dining opportunities in the district.		
2. Require a greater amount and quality of landscaping on private development projects within the downtown area.		
a) Incorporate a landscaping standard into new design guidelines prepared for the downtown. Require larger redevelopment sites (such as the area around Columbia Park) to provide public green space tying the site into the larger neighborhood.	Main Street	2015
b) Evaluate changes to the Downtown Mixed Use zoning district to require landscaping where there will be a setback from the street.		
c) Collaborate with the owners of the Pick 'n Save and Holiday Inn sites to improve landscaping along the street edge, screening parking and presenting a more attractive appearance to the south end of the district.		
3. Work with owners to remove billboards from the downtown.		
a) Work with the billboard owners to remove billboards once current leases expire.	City	Upon Lease
2. Continue to implement transportation enhancements that will make the downtown area more welcoming to pedestrians and bicyclists.		
1. Provide additional crossing improvements as techniques are identified.		
a) Innovative approaches can be monitored and adopted as they become available.	City	Ongoing
2. Improve connectivity to adjacent neighborhoods.		
a) Continue to develop pedestrian and bicycle paths and networks that improve mobility and safety.	City	Ongoing
b) Develop greenway corridors on 2nd Street and in the proposed Columbia Park redevelopment area.		
3. Consider installing bike lockers and decorative bike racks.		
a) Identify locations where bike lockers would be appropriate. These will likely be locations within, or adjacent to parking lots on Chestnut Avenue or Maple Avenue, near parks, or near public buildings such as the library.	Main Street	Ongoing
b) Decorative bike racks add visual appeal to the streetscape and can be a means of advertising businesses in the district. Whitewater and Platteville have installed similar features that can serve as models.		

3. Provide new and improved public gathering spaces within the downtown, while continuing to enhance connectivity to parks in the adjoining neighborhoods.		
1. Develop a new park on the half block bordered by Chestnut Avenue, 2nd Street, and 3rd Street.	City	2015-2018
a) Investigate the feasibility of utilizing the News-Herald site and adjacent parking lot for the proposed park use. This site was recommended by the consultant team and received a great deal of favorable public feedback. The site is preferred due to its proximity to the downtown core, location along the 2nd Street corridor, and adjacency to the Chestnut Center for the Arts, which may offer programs in the space.		
b) The initial phase of development can be implemented in the first year, and can be little more than sodding the parcel formerly occupied by the News-Herald Building. Benches and picnic tables can benefit users in the short term, while planning for the park is completed.		
c) Planning, engineering, and fundraising for the future park can take place within a one to two year time frame. This should begin by determining the uses that will be accommodated in the park and securing commitments from the appropriate organizations to program the space. Designs should be based on those intended uses. Design drawings and cost estimates can be used to help raise funds for development, with possible sources including the City, state and private foundation grants, and a local fundraising campaign.		
d) Development may be timed to various sections of the park. The former News-Herald site can be developed first as it requires little additional preparation. Meanwhile, the parking lot can be closed of as needed to provide additional space during large events, with its redevelopment as a park to follow.		
2. Redevelop 2nd Street as a green street corridor.	Main Street	2017
a) Develop a design for the corridor, incorporating street calming measures, bicycle and pedestrian accommodations, significant vegetative landscaping, street amenities, and art installations.		
b) Based on the adopted design, identify a timeline for improvements. Many features can be added incrementally as nearby development occurs. Features such as sculpture, murals, or other art installations can be added annually to create a continually evolving street scene.		
3. Columbia Park redevelopment	City	2015-2017
a) Review public comments about the park to develop and implement a plan of improvements, that might include removing pine trees, adding signs, and improving lighting.		
4. Expand upon existing gateways and wayfinding to foster a sense of entry and guide users to parking, anchor institutions, parks, and other features.		
1. Improve gateways into the downtown.	City	2020
a) The wide street, considerable setbacks, and railroad corridor combine to make it difficult to distinguish the entry into downtown from Veteran's Parkway. Existing gateway features are difficult to notice. The placement and architecture of the new library addition will help to rectify this problem. Additional landscaping and signage, particularly on the north side of Veteran's Parkway, would be a further improvement.		
b) Planned reconstruction of North Central Avenue will create an opportunity to install distinctive entry features. Options may include a center island or narrowing the street cross-section with bump-outs, on which gateway features can be installed.		
c) Gateway features on South Central Avenue may be erected in concert with redevelopment of the frontage between 9th Street and 11th Street.		
2. Provide additional wayfinding to guide visitors to key downtown destinations.	City	2015
a) Inventory, map, and assess the downtown visitor experience: patterns of approach, travel routes through the district, key destinations, visitor behavior, needs for information, existing wayfinding cues, brand and identity, marketing aspects, etc.		
b) Prepare a comprehensive wayfinding plan identifying components and their locations, messaging, and a cohesive design approach. Integrate physical elements with web and mobile resources.		

5. Foster high quality building design including renovations, infill, and redevelopment.		
1. Update the design standards manual prepared by Main Street Marshfield to reflect more current standards for building design and landscaping.	Main Street	2016
a) Confer with the Wisconsin Main Street Program to help identify issues within Marshfield that may be considered in and updated design manual, and to identify examples from other communities that can be used as a model.		
b) Prepare an updated design manual.		
c) Explore options for how the manual will be upheld, ranging from an advisory guide to a policy formally adopted by the City.		
2. Preserve historically and architecturally significant buildings while allowing for the adaptation or replacement of other buildings in the downtown.	City	2017
a) Identify buildings where there is a preference for historic restoration as opposed to renovation or redevelopment.		
b) Make available information concerning requirements for rehabilitation of historically-designated buildings, as well as state and federal tax credits that can allow owners to recover eligible restoration costs.		
3. Promote an urban design character that supports a pedestrian-friendly business district.	City	Ongoing
a) Inventory the downtown to identify buildings that do not meet the adopted standards.		
b) Approach owners to explore options for renovation or replacement, utilizing incentives such as the City's façade loan program or tax incremental financing on large-scale projects.		
4. Use innovative approaches such as recessed façades, balconies, rooftop terraces, and temporary platforms to convert on-street parking (parklets) to create space for outdoor dining.	City	2016 - Ongoing
a) Educate building owners and tenants about innovative building design practices that can create outdoor dining or sales space.		
b) Identify regulatory barriers and other conflicts that may hamper the ability of building owners to create outdoor space using the approaches that are promoted.		
c) Create a demonstration program for temporary curbside dining platforms.		
5. Promote continued rehabilitation of visible rear facades to create building entries and improve appearances.	City	Ongoing
a) Identify priority locations for rear façade improvements. This may include sites like the block facing Chestnut Avenue, between 2nd Street and 3rd Street, that will be exposed to the proposed park.		
b) Identify case studies, or examples where rear façade improvements have had a positive impact on the building, tenants, and community at large.		
c) Work with property owners to encourage rear façade renovations on priority sites.		
6. Assess opportunities to incorporate sustainable design features into the downtown environment.		

7. Foster redevelopment of priority sites through property assembly, site clearance, and developer solicitation.		
1. Work with property owners to acquire priority development sites and recruit developers to these opportunities.	City	Ongoing
a) Prepare redevelopment concepts for targeted sites. Depending on the scale of the project, these may go beyond the recommendations in this plan. This concept plan will guide potential developers as to the character of uses, density, site planning, and design that the City expects of any redevelopment proposal.		
b) Secure property control through either direct acquisition or option to purchase. Site control is necessary to effectively negotiate with potential developers.		
c) Solicit development proposals through a request for qualifications or request for proposals.		
2. Promote restoration and adaptive reuse of existing historic buildings as opportunities arise.	City	Ongoing
a) Meet with the owners of buildings with potential for renovation. Provide information about the available market for uses and programs to assist in recovering a portion of redevelopment costs.		
b) Provide appropriate assistance (financial or technical) to help owners carry out renovations.		
3. Transition industrial sites in the downtown area to commercial, residential, or mixed uses as the current occupants vacate space.	City	Ongoing
a) Annually meet with the property owners or operators of businesses at targeted sites, to ascertain their future plans for the business and site.		
b) On a case-by-case basis, consider acquisition of properties as they become available. It may be in the City's best interests to acquire smaller properties until several can be assembled into a larger site that can be offered for redevelopment.		
c) Provide appropriate levels of financial or technical assistance to support redevelopment projects.		
4. Continue policies that review parking needs with each new proposed development project.	City	Ongoing
8. Encourage renovation of existing owner occupied and rental housing within the central neighborhood.		
1. Eliminate the requirement for a downtown residential parking permit.	City	2015-2016
a) Identify alternative approaches to managing resident parking in the downtown. This might involve designating specific parking lots or stalls within lots for long term parking, allowing overnight parking in different lots on different nights, or other strategies.		
b) Assess the potential to phase out the requirement for parking permits. This added cost is a disincentive for people to live in the downtown.		
2. Prioritize redevelopment, infill, and renovation over adding second floor units in Central Avenue commercial buildings.	City	Ongoing
a) Inventory unused upper level space in the downtown to assess the potential for conversions.		
b) Provide information to owners about market opportunities and requirements, particularly with regard to creating office space.		
3. Create programs to encourage renovation and conversion of substandard rental properties to owner occupied housing.	City	2015-2017
a) Examine available funding sources along with successful programs adopted in other communities, with an emphasis on converting rental properties to home ownership, and targeting market rate housing.		
b) Conduct an analysis of upper level living units in the downtown, and a study of parking available to these units.		
9. Promote restoration and adaptive reuse of key historic buildings as opportunities arise.		
1. Create an inventory of downtown buildings that are eligible for listing on the National Register of Historic Places.	Main Street	2016
a) The City of Marshfield has an historic building survey that can be updated to assess existing buildings in the downtown area.		
b) Determine individual buildings where preservation is a preferred option. Not every old building is significant enough to merit preservation.		
2. Provide information and technical assistance to owners of targeted historic properties to assist them in planning and conducting restoration	Main Street	Ongoing
a) Consider programs to help historic building owners, such as providing technical assistance to apply for preservation tax credits.		

10. Establish a core retail area within the downtown, on both side of Central Avenue, from 6th Street north to Veteran's Parkway.		
1. Recognize the core retail district on both sides of Central Avenue, from 6 th Street north to Veteran's Parkway. Educate property owners and business owners about the importance of maintaining a critical mass of retail and closely related businesses, if the district is to remain a	Main Street	Ongoing
2. Alternative approaches can be used to discourage uses other than retail and dining from occupying space in the core area. Together with initiatives to recruit retail and dining businesses, some combination of the following approaches may be considered.	Main Street/City	Ongoing
a) Where particular buildings are considered vital to supporting the specialty retail environment, consider acquisition or enter into leases with the right to sublease the space. Main Street Marshfield's 501(c)3 designation may make it the appropriate organization to take on this role. Ownership or control of the lease will prevent inappropriate uses from locating in the space and will provide time to secure an appropriate tenant.		
b) The zoning code may be amended to make uses other than retail and dining a conditional use, establishing the opportunity for the plan commission to reject other used where their concentration may have an adverse impact on the retail district as a whole.		
11. Continue and expand upon existing efforts to retain, expand, and attract new businesses to the downtown.		
1. Work with businesses to improve their online presence.	Main Street	Ongoing
a) Conduct an internet search for businesses in the downtown district. Assess their own managed presence through business web sites and social media sites. Evaluate business ratings on sites such as Yelp, Google, Urban Spoon, and Trip Advisor.		
b) Identify priority needs in terms of business online presence training. Prepare case studies of businesses that have realized a substantial benefit from web marketing or sales.		
c) Develop training programs that may include class sessions or one-on-one training, depending on the subject matter.		
2. Encourage new eating and drinking establishments to locate within the downtown and create the conditions that support a quality dining experience. Strategies in Appendix E	Main Street	Ongoing
3. Monitor, and if appropriate, promote the opportunity to develop a new hotel in the downtown.	City	Ongoing
a) Regularly confer with Convention and Visitor's Bureau staff concerning the need for an additional hotel to meet demand and expectations.		
b) Discuss the potential market for a new hotel with the owners of sites deemed best suited for the use.		
c) Include discussions with hotel operators when the City or Main Street staff participate in activities such as ICSC's Dealmaker events.		
4. Support new office development through conversion of the upper levels of buildings in the retail core, renovation of other buildings in the downtown, and new construction on infill or redevelopment sites.	City	Ongoing
a) Downtown is a viable, and often highly desirable business location. Downtown buildings and sites should be marketed and recommended to businesses recruited by City and regional economic development staff, where the use is appropriate. A downtown location can offer many advantages not available in a business park.		
b) On a long term horizon, consider the development of a high quality mixed use district between Chestnut Avenue, Veteran's Parkway, 2nd Street, and Steve J. Miller Park. This district may contain a combination of offices and residential units in single- or multiple-use buildings.		

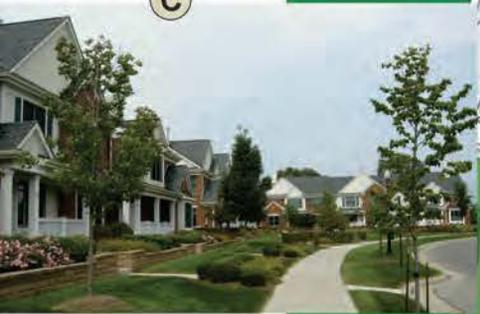
12. Define a management structure for the downtown.		
1. Define roles for City, Main Street Marshfield, Marshfield Area Chamber of Commerce and Industry, and others involved in downtown activities.	Main Street	Ongoing
a) Assignments are flexible and not limited to what is in the plan. Roles may change over time depending on issues like technical ability and the resources available. Assignments should be reconsidered as necessary.		
2. Establish a downtown management team to coordinate plan implementation activities.	Main Street	2015
a) Review the composition of the team periodically to consider whether other organizations may need to be represented, based on the projects being executed.		
3. Adopt a process for periodic plan review, coordination, and adaptation.	Main Street	2015-Ongoing
a) Conduct regular meetings of the downtown management team to share information, coordinate activities, and discuss emerging opportunities, trends, etc.		
b) Conduct an annual review of progress in implementing the plan, assessing whether targets have been met, considering possible changes to the plan, and identifying needs for the upcoming year. This should occur prior to the City and Main Street Marshfield' annual budgeting meetings.		
13. Assess needs for revitalization tools and programs to revise existing programs and establish new ones.		
1. Create a blue ribbon panel with representation from elected officials, downtown advocates, and persons with relevant technical knowledge to review and recommend revitalization strategies.	Main Street	2016
a) This panel may examine approaches used in other communities and call on outside expertise to present ideas.		
b) Develop a multi-year funding strategy to ensure continued momentum for downtown revitalization.		
2. Carry out steps necessary to secure funding streams identified by the panel.	TBD	TBD
14. Market downtown as a destination for local shopping, unique products, quality dining, entertainment, and an active environment.		
1. Implement a comprehensive marketing campaign for the downtown district.	Main Street	2015-Ongoing
a) Marketing should be targeted to the primary and secondary trade areas identified in the market analysis. Additionally, tourism marketing should feature the downtown prominently.		
b) Develop a unified message and look to all marketing materials to reinforce the district's brand. Ensure that the Main Street Marshfield web site is listed to direct people to additional information about the district.		
c) Promote historic tourism in the downtown.		
d) Track the impact of marketing investments to determine their impact.		
e) A diverse set of marketing approaches can be considered to target different audiences or promote different activities.		
15. Collect information to monitor visitation, business participation, and visitor patterns.		
1. Develop a program of surveys to get stakeholder feedback.	Main Street	2015-Ongoing
a) Business surveys can gather information about the impact of activities on sales by asking questions such as whether the business saw an impact on sales (percentage difference during an event or change in sales over the same day in the prior year, etc.), or how the owner perceived a change in customer traffic.		
2. Track internet marketing metrics	Main Street	2015-Ongoing
a) Web site traffic can be measured using several metrics. These include the number of unique visitors, total page views, and bounce rate (the number of people immediately leaving after landing on the site).		
b) Social media metrics include the number of followers, likes and shares on posts, and comments.		
c) Email campaigns are easily measured using metrics such as the percentage of emails opened and the click-thru rate to links provided in the email.		
3. Evaluate the benefits of developing a mobile application for the district.	Main Street	2015-Ongoing
4. Work tracking approaches into advertising campaigns.	Main Street	2015-Ongoing

16. Evaluate existing events, and assess new activities that will draw people to the downtown, and Increase programming to bring more people downtown.		
1. Evaluate activities.	Main Street	2015-Ongoing
17. Establish the district as a regional center for arts, culture, and entertainment.		
1. Continue ongoing programs that promote the arts, and cultural activities within the downtown district.	Main Street	Ongoing
a) Look to establish key streetscape enhancements using art within area cultural themes, such as the city's railroad history.		
b) Many communities have established a goal to add a new installation every year. This might begin with a project to install small pieces throughout the downtown, and then move to larger art pieces such as murals, historical place markers, educational pieces about the history of buildings, and reenactments. While many of these may be public, private property owners can also install art on their buildings that adds to the atmosphere of the district.		
2. Make the preservation and presentation of culture and history as an important role for the downtown district, and for its connection to busin	Main Street	Ongoing
a) Expand upon the popular Hub City Days theme as a component of a comprehensive business and quality of life strategy.		

COLUMBIA PARK REDEVELOPMENT AREA

This site builds on the presence of Columbia Park as an asset, targeting aging properties for redevelopment. New owned housing and market rate rentals will enhance the neighborhood and bring new residents into the downtown area.

Rental multifamily housing - long buildings with garages and parking at back buffer the neighborhood from railroad



Rental or owner occupied multifamily housing, or possible mixed use

Neighborhood and Columbia Park wayfinding and gateway landscaping



Linear greenway connection between Columbia Park and intersection, either through the redevelopment site or along Chestnut Avenue

Owner occupied housing redevelopment - rowhouses, condominium flats, or pocket neighborhood.

Landscaping and potential bike path buffer the neighborhood



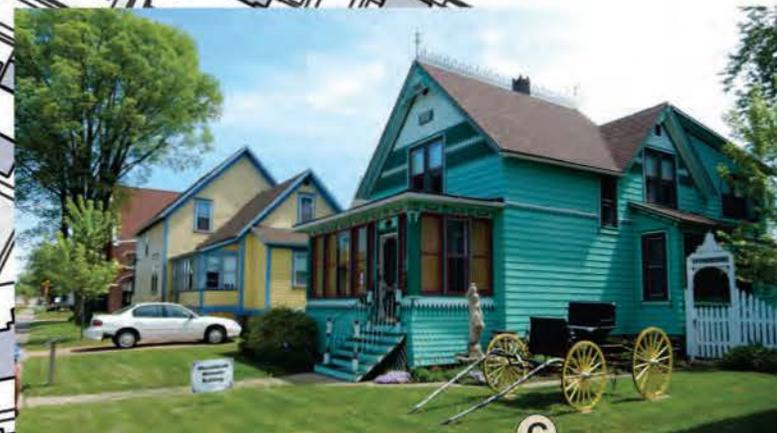
MAPLE AVENUE REDEVELOPMENT AREA

This half block site presents a chance to redevelop aging buildings and vacant property to create owner occupied housing adjacent to the downtown core.

There is a demand for a rowhouse style development in Marshfield. This type of owner occupied unit will transition from the downtown to the adjacent historic neighborhood.



B Rear building facade enhancements create a more attractive appearance and improve functionality.



C The neighborhood's affordable older housing can be targeted for renovation.



A

SOUTH GATEWAY REDEVELOPMENT AREA

This area has both a short and long term redevelopment opportunity, including a mix of uses and a combination of redevelopment and renovation.

A The corner can be redeveloped as patio space for the brewery and another potential restaurant to the south.

B Properties facing Central Avenue are candidates for redevelopment or renovation, including site design and landscaping.

C As this area is redeveloped, the City can explore opportunities to create gateway features to the downtown.

D This large site may be used for commercial redevelopment or new housing. This site may be a favorable location for a new downtown hotel.

E Residential uses are appropriate further from Central Avenue.

