

City of Marshfield Mission Statement

“To provide quality recreation opportunities for the citizens of Marshfield that are both accessible and affordable and to plan, promote, acquire, develop and maintain parks and recreation facilities that will enhance the City of Marshfield and meet the recreational needs of the community.”



Introduction

Public open space and recreation facilities are both a tremendous asset and an increasingly important investment for municipalities and residents. Parks and recreation facilities:

- Provide leisure time opportunities for the community residents and visitors
- Contribute to general satisfaction and morale
- Heavily influence the image and perception of that community
- Promote the general health, welfare, and safety of citizens

Over the years, the desire for recreation and open space has continued to grow and local communities across the world are finding it necessary to supply more park, open space, and recreational opportunities for their citizens.

Good planning is essential to making sure these services are provided in an efficient, effective manner and should be an important element of outdoor recreation and open space programs. Several important components of planning are: keeping up with changing regulations, creating a schedule for improving existing facilities, deciding when and where to implement additional facilities, identifying and adapting to meet evolving community needs.

The planning process is typically outlined and explained in a Comprehensive Outdoor Recreation Plan (CORP).

Purpose

This document is intended to formally update the existing comprehensive park and recreation plan adopted by the City of Marshfield in 2006. The adoption of this plan is required for the City of Marshfield to remain eligible for cost sharing aid programs administered through the State of Wisconsin.

This plan is a cooperative effort based on resources from the original Comprehensive Park and Recreation Plan, City Comprehensive Plan, and input from City staff and citizens. It is intended to guide the City in continuing to meet open space and recreation needs of its citizens for the next seven years.

Goals and Objectives

Determining goals and objectives is an important part of the planning process. People and groups use open space differently, which complicates the task of defining which goals and objectives best apply to a broad spectrum of conditions and programs. These goals and objectives are provided to guide city staff and officials in their decision-making process regarding open space and recreation matters. The goals set forth in this plan reflect City intentions to provide quality parks, recreation and open space opportunities to its citizens.

Goal: The City of Marshfield wishes to provide parks and recreation facilities and programs that are accessible to our citizens.

Objectives:

- Update the existing facility accessibility survey and include an access inventory every five years with the CORP update.
- Investigate options for locating and securing funding for a large fully accessible play equipment structure to better serve the youth of our community.
- All new facilities will be fully accessible to the extent reasonable.
- Accessible pathways to playgrounds and recreational facilities should be added as necessary and as funding allows and becomes available.

Goal: The City of Marshfield will continue to provide both neighborhood and community parks by acquiring and developing parkland as identified in the CORP and when new development occurs or existing facilities do not provide the desired park and open space.

Objectives:

- The Economic Development Board (EDB) and Parks, Recreation and Forestry Committee will work together to:
 - Revise the existing parkland dedication ordinance to include multi-family developments such as apartment complexes, town houses and condominiums.
 - Look for future improvements to enhance/expand recreation facilities and opportunities where it serves the mission and goals of both organizations.
- Seek opportunities to acquire land and develop a neighborhood park for the residential area along Veterans Parkway in the northwest quadrant of the city. Meet with Marshfield Utility staff to investigate any opportunities that may exist for a public park at the water tower site in this area or available open space adjacent to this property.
- It should be noted that the “future” park locations shown on the map are meant to be general in nature and actual locations of future parks may vary as opportunities become present themselves in the future. Refer to the service area map for locations of future acquisition sites.

Goal: The City of Marshfield wishes to be bicycle and pedestrian friendly, offering citizens a safe and comprehensive route system so they may travel by non-motorized means.

Objectives:

- Investigate the formation of a Marshfield Area Bicycle/Pedestrian Transportation Authority supported by local units of government and composed of representatives from area citizens and staff members from adjoining townships, including Wood and Marathon Counties. The new group's mission would be the planning, development and maintenance of area bicycle and pedestrian transportation facilities.
- Work with Wood County staff to update and adopt a Wood County Bicycle and Pedestrian Plan and bicycle route map app.
- Continue to fund at least one bike facility development per year (ex. off-road trail, bicycle lanes, bicycle route brochures, bike racks, information/directional signage, etc.)
- Support the Marshfield Bikeshare Program in meeting their 2015 goal of having three locations in Marshfield with two bikes at each location.
- Install trail counters on trails to help in establishing usage numbers and assist in future pedestrian/bicycle accommodation planning.
- Work closely with the Public Works Department as they implement pavement improvements or road reconstruction to make sure the needs of bikers and walkers are considered in each project.
- Connect the existing trails system with on and off street routes by the year 2024.
 - Complete Hewitt-Marshfield Connector Trail on the East side of the Yellowstone Industrial Park, thereby connecting the Hewitt Trail system and the Marshfield Trail system.
 - Construct the Wildwood-McMillan Connector Trail, a North/South trail from McMillan Street to Wildwood Park via Steve J. Miller Park.
 - Include bicycle lanes with the Maple Avenue (6th to Veterans Parkway reconstruction project scheduled for 2015).
 - Include bicycle accommodations in the reconstruction of 29th Street from S. Central Avenue to Veteran's Parkway.
 - Partner with Town of McMillan and Marathon County to make connections to the McMillan Marsh Trail and future bike accommodations on county road E.
 - Extend the Wildwood Station Trail at Sycamore and Adler Road to the West to Joe and Bernadine Weber's Nature Park.
 - Review the Marshfield Bicycle Transportation Plan Annually and make recommended changes or additions to the Board of Public Works.

Goal: The City of Marshfield wishes to provide safe park facilities for its citizens.

Objectives:

- Continue to conduct a playground and athletic field safety audit annually to create a punch list of necessary repairs to existing playgrounds and athletic fields.

- Provide continuing education and training opportunities to park staff to look for park, playground and athletic field maintenance and other safety issues as they visit the parks. Implement a reporting and follow up system that is easy to use – i.e. online reporting for citizens, etc.
- Include maintenance funds in each year’s budget for painting of shelters, crack filling on asphalt parking lots and trails, replacement of deteriorated park benches, athletic field maintenance, replacement of playground surfacing, etc.
- Continue to investigate options for the installation of security cameras to monitor various park areas where vandalism, inappropriate or criminal activities have been occurring.

Goal: The City of Marshfield’s Park and Recreation system greatly benefits from partnerships with public and private clubs and agencies and the city should continue to expand upon these mutually beneficial relationships when possible.

Objectives:

- Continue to partner with the Marshfield Area YMCA, Marshfield Area School District, University of Wisconsin Marshfield/Wood County, and other private and public organizations to provide recreation and programming options for the citizens of Marshfield.
- Continue to work with the Marshfield Convention and Visitor’s Bureau, Main Street Marshfield, Central Wisconsin State Fair Association, Marshfield Area Chamber of Commerce and other groups and organizations to provide support for festivals, wellness runs and walks, bike rides, athletic events/tournaments, and special events by hosting events in parks and recreation facilities and providing assistance where possible with planning and coordination, staffing for setup and take-down tasks, and providing materials and equipment as the department budget and staffing levels allow.
- Work with other City staff to establish a City of Marshfield Special Event Manual that identifies and outlines specific steps, actions, and procedures both individuals and city staff need to address in the planning and approval of special events.

Goal: Continue working to replace the aging Hefko Swimming Pool with a new community swimming pool facility that is designed to meet the present and future needs of the community including accommodations for children, older adults, and the disabled.

Objectives:

- Complete an updated swimming pool study that compares renovation options versus a new swimming pool and provides construction and operation cost estimates.
- Conduct a community fund drive to generate private donations to assist the City in funding the construction of a new swimming pool.
- Construct a new outdoor swimming pool at Wildwood Park.

Goal: Provide residents with recreational facilities and programs not currently offered in the community through partnerships and collaborations with other organizations and agencies.

Objectives:

- Re-initiate investigation and planning for the development of a sledding hill in or in close proximity to the City of Marshfield.
- Continue investigation and review process to implement boating in the Upper Pond and Wildwood Park.
- Establish and implement a plan that improves the fishing opportunities in the Upper Pond at Wildwood Park.
- Develop outdoor pickle ball courts on existing tennis or basketball court surfaces or new asphalt surfaces in existing park area.
- Continue to expand use of the Oak Avenue Community Center gym during the morning and afternoon hours by offering new or expanded activities such as pickle ball, floor hockey, indoor playground, basketball, and indoor walking.

Goal: Increase use of volunteers in the delivery of Parks and Recreation services.

Objectives:

- Create and fund a part-time department staff position to coordinate the recruitment, scheduling, training, recognition, and documentation of volunteer service value.
- Improve training opportunities for existing and future volunteers.
- Secure and store maintenance equipment such as litter grabbers, carry trash bags, gloves, etc. to support individuals and groups cleaning litter in parks and trail areas.
- Create a department volunteer manual detailing how the department recruits, utilizes, supports, trains, recognizes and manage its volunteers.

Goal: Increase operational efficiencies where possible using new technologies, equipment and changes in procedures.

Objectives:

- When lighting fixture replacement becomes necessary replace fixtures with L.E.D. lighting.
- Investigate and identify opportunities where solar power may be used in park applications i.e. signs, hot water, lighting, etc.