

VISION STATEMENT:

Marshfield will have a premier historic preservation program that achieves the following goals as it preserves the city's rich history for the benefit and enjoyment of future generations.

GOALS & OBJECTIVES:

GOAL #1 – ADOPT A RANGE OF PRESERVATION TOOLS TO RECOGNIZE AND PROTECT A DIVERSITY OF RESOURCES.

Objectives

- 1.01 Strategically pursue the identification of historic resources through additional surveys.
- 1.02 Ensure that surveys are up-to-date to inform preservation decisions.
- 1.03 Proactively identify potential new resources for survey.
- 1.04 Develop long-term strategy for evaluating, prioritizing, and protecting historic resources in Marshfield.
- 1.05 Promote the long-term health and viability of historic districts.
- 1.06 Pursue National Register listing of historically significant properties identified through surveys.
- 1.07 Align city regulations with goals and policies of this plan.
- 1.08 Broaden the range of tools available for preservation.
- 1.09 Refine existing design guidelines.
- 1.10 Develop multi-family and non-residential design guidelines.

GOAL #2 – FOSTER A UNIFIED CITY COMMITMENT TO PRESERVATION

Objectives

- 2.01 Work with preservation partners to gather relevant “Best Practice” highlights for maximizing the benefits of historic preservation.

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- 2.02 Secure funding to conduct detailed study of the economic benefits of historic preservation to the city.
- 2.03 Use Preservation Plan to guide policy.
- 2.04 Promote preservation goals and policies for all city plans and policies.
- 2.05 Foster a shared understanding of preservation within the City.

GOAL #3 – ADMINISTER A CLEAR, CONVENIENT, AND CONSISTENT PROGRAM

Objectives

- 3.01 Promote knowledgeable, consistent, and fair program administration.
- 3.02 Improve user-friendliness of the historic process.
- 3.03 Maintain program with full and knowledgeable staff.
- 3.04 Promote enforcement of preservation regulations.

GOAL #4 – INCREASE COMMUNITY PRIDE, AWARENESS, AND INVOLVEMENT IN HISTORIC PRESERVATION

Objectives

- 4.01 Improve public awareness of the historic preservation program and its benefits.
- 4.02 Improve education and outreach.
- 4.03 Improve public visibility of historic preservation.
- 4.04 Improve financial incentives for preservation.

GOAL #5 – SUPPORT A SUSTAINABLE HISTORICAL CITY

Objectives

- 5.01 Increase public understanding of the building life-cycle benefits of historic preservation.
- 5.02 Encourage green building practices in historic renovations and structures.

- 5.03 Increase coordination between historic preservation, downtown revitalization and economic development efforts.
 - 5.04 Support cultural heritage tourism to Marshfield.
 - 5.05 Work with Parks and Recreation Department to conserve healthy green historic landscapes.
 - 5.06 Support a range of housing options in historic areas to meet a variety of needs.
 - 5.07 Assist historic homeowners in overcoming problems/challenges of home maintenance requirements.
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IMPLEMENTATION STRATEGIES

GOAL #1 – ADOPT A RANGE OF PRESERVATION TOOLS TO RECOGNIZE AND PROTECT A DIVERSITY OF RESOURCES.

- 1.01 Strategically pursue the identification of historic resources through additional surveys.
 - a. Ensure that surveys are up-to-date to inform preservation decisions.
 - b. Proactively identify potential new resources for survey.
 - c. Develop long term strategy for evaluating, prioritizing, and protecting historic resources in Marshfield.
- 1.05 Promote the long term health and viability of historic districts.
 - a. Pursue national register listing of historically significant properties identified through surveys.
 - b. Align city regulations with goals and policies of this plan.
 - c. Broaden the range of tools available for preservation.
 - d. Refine existing design guidelines.
 - f. Develop multi-family and non-residential design guidelines.

GOAL #2 – FOSTER A UNIFIED CITY COMMITMENT TO PRESERVATION

- 2.01 Work with preservation partners to gather relevant “best practice” highlights for maximizing the benefits of historic preservation.

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- a. Secure funding to conduct detailed study of the economic benefits of historic preservation to the city.
- b. Use preservation plan to guide policy.
- c. Promote preservation goals and policies for all city plans and policies.
- d. Foster a shared understanding of preservation within the city.

GOAL #3 – ADMINISTER A CLEAR, CONVENIENT, AND CONSISTENT PROGRAM

- 3.01 Promote knowledgeable, consistent, and fair program administration.
- a. Improve user-friendliness of the historic process.
 - b. Maintain program with full and knowledgeable staff.
 - c. Promote enforcement of preservation regulations.

GOAL #4 – INCREASE COMMUNITY PRIDE, AWARENESS, AND INVOLVEMENT IN HISTORIC PRESERVATION

- 4.01 Improve public awareness of the historic preservation program and its benefits.
- a. Local newspaper articles & City Website
 - 1. Collect resources and make them available in one place.
 - 2. Develop a Historic Preservation Website.
 - b. Public displays
 - 1. Put up displays in the Mall, City Hall, public gathering places.
 - 2. Talk to Walmart about display.
 - 3. Show when meetings are – use cable TV.
 - 4. Wausau has historic district tours, consider doing something similar in Marshfield – Have a presentation in railroad costume.
 - c. Increase local group hours
 - 1. Work with Upham House and Thomas House to get them to coordinate their hours.
 - d. Communicate with local groups
 - 1. The Marshfield Area Genealogy Group puts out a quarterly newsletter – could put announcements in there.
 - 2. Have a Halloween Day where people dress up as old historic figures.

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- 4.02 Improve Education/Outreach
 - a. Outreach to schools (high schools)
 - 1. Talk to AP English teachers to get students to write a paper related to Marshfield's history.
 - 2. Work to get a history club going at the high school.
 - b. UW-Marshfield History Program
 - 1. Utilize the University and Tech – try to get curriculum about Marshfield and surrounding area's history.
 - c. Historic Preservation Seminars
 - 1. Encourage preservation practices as part of the high school programs.
 - 2. Keep in mind the programs we could be included in on so we could put up displays.
 - 3. Look at other communities to get ideas.
 - 4. Make the rest of the world aware of Marshfield.
 - d. Marshfield Clinic History/Story
 - 1. Work to improve communications with the City and Clinic.
 - 2. Look at how Mayo has worked with Rochester.
- 4.03 Improve Public Visibility
 - a. May want to consider putting posters in downtown businesses of what the building looked like before and after renovation projects.
 - b. DVD Video presentation in the Marshfield Public Library
 - c. Renovation awards
 - 1. Have awards for projects in historic districts and beyond.
 - 2. Look at survey to see if we need additional historic districts.
 - d. Local Cable TV
 - 1. Look at series during Historic Preservation Month.
 - e. Oral History
- 4.04 Improve Financial Incentives
 - a. Tax incentive information
 - 1. Inform people that they are available.
 - b. Local commercial façade renovation
 - 1. Façade program through the City of Marshfield.
 - c. CDBG/Education

- d. Financial Incentives/Education
 - 1. Work with property owners to explain and promote the programs.

GOAL #5 – SUPPORT A SUSTAINABLE HISTORICAL CITY

- 5.01 Increase understanding of building life cycle benefits of historic preservation
 - a. Health/Appearance/Value
 - b. Replacement costs vs. maintenance
 - 1. Metal fails sooner than masonry.
 - c. Landfill reductions = sustainability
- 5.02 Encourage Green Building Practices in historic renovations of structures
 - a. Reuse/Extend the life of a building
 - 1. New buildings don't seem to last as long.
 - b. Use renewable materials/products
 - c. Develop local database of Green builders
- 5.03 Increase coordination between historic preservation, downtown revitalization and economic development efforts with Historic Preservation Committee, Main Street, Marshfield Economic Development
 - a. Semi-annual meetings of all the relevant groups
 - b. Joint seminars
 - c. Funding sources/grants
 - 1. Look into private foundations.
 - 2. Historic Preservation Committee could disseminate grant information out to other groups.
 - 3. City would be willing to act as clearing house for grants as long as other groups can administer and do the leg work.
 - 4. Get the property on board with grant before applying. Partnerships really need to be solidified before going through the grant process.
- 5.04 Support cultural heritage tourism to Marshfield
 - a. Identify person/events with historical nature
 - b. Foster private docents/tours
 - c. Wide spread information

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1. Coordinate with Wausau, Stevens Point, Wisconsin Rapids, Neillsville, and Pittsville to get us on their brochures and them on ours.
- 5.05 Work with Parks and Recreation Department to conserve healthy green historic landscapes
- a. Columbia Park
 1. Do we want to consider looking at legally designating these as landscapes?
 - b. Wildwood Park/Zoo
 - c. Edison St. retention pond
 - d. Railroad right-of-ways and trails
 - e. Pickle Pond
 - f. Misc. green spaces
- 5.06 Support a range of housing options in historic areas to meet a variety of needs
- a. Identify multi-family/mixed use
 - b. Identify funding sources
 - c. Identify developers
- 5.07 Assist homeowners in overcoming problems/challenges of home maintenance requirements
- a. Identify funding sources
 - b. Education seminars
 - c. Book sources/library list
 - d. Historic Preservation Website

2010 IMPLEMENTATION PLAN