



UPDATING THE TOWN OF MARSHFIELD COMPREHENSIVE PLAN

KEN JAWORSKI

SENIOR CONSULTANT, CEDAR CORPORATION

KRISTINA KUZMA, PLANNER

MAY 17, 2023



Agenda

1. Understanding Wisconsin's Comprehensive Planning Law Requirements, Update Process & Plan Use
2. Town of Marshfield Planning History
3. Trends (What can the Town expect?)
4. Town Features and Conditions
5. Your Thoughts: Strengths, Issues, Opportunities & Threats



Why Update Your Plan?

1. To meet the requirements of Wis. Stats. 66.1001; Comprehensive Planning (Smart Growth).
2. Requires communities to update their plans a minimum of every 10 years.
3. Requires Public Participation.
4. Consistency with Zoning

Why Update Your Plan? Public Participation

“A small group of thoughtful people could change the world. Indeed, it’s the only thing that ever has.”

– Margaret Mead

Interested in the Future of the Town of Marshfield?

Please attend our
Public Information Meeting
to discuss updating the
Town’s Comprehensive Plan

- When:** Wednesday, May 17, 2023
Time: 6:30 pm
Where: Marshfield Town Hall
999 Fond du Lac Street
Agenda: Presentation then Public Comment
Why: **Your input and opinions are valuable!**

Should you have any questions or comments prior to the meeting, please contact:

Wayne Mueller
Town Supervisor
(920) 901-2003



See you there!

Why Update Your Plan??

Wis. Stats. 66.1001 Requires Nine (9) Elements to be addressed:

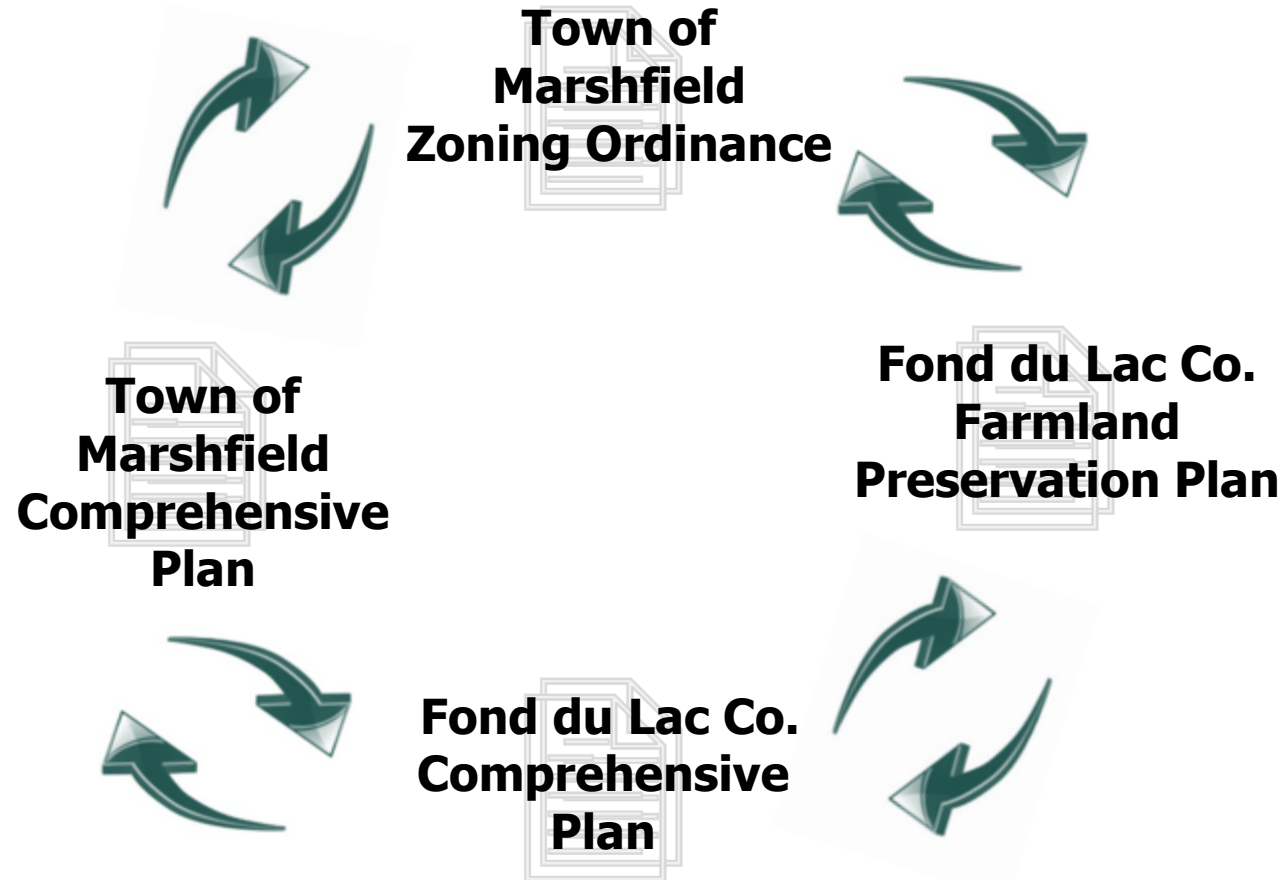
- Issue & Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agriculture, Natural & Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation



Why Update Your Plan?

1. Update older provisions of the Town's existing comprehensive plan.
2. Incorporate new demographic information
3. Make plan adjustments based on past experiences, future trends.
4. How?
 - Include public input (statute requirement).
 - Revise the Existing Comprehensive Plan Text and Maps
 - Coordinate with the Fond du Lac County Farmland Preservation Plan, Fond du Lac County Comprehensive Plan and the Town's Farmland Preservation Zoning Ordinance.
 - Stress consistency between planning efforts

Consistency Between Plans & Zoning Ordinance



Town of Marshfield Planning History

1. The Town of Marshfield last updated their Comprehensive Plan in 2009.
 - As you can see, the current plan is beyond the 10-year update requirement
 - This update is scheduled to be completed before the end of 2023.
2. A Comprehensive Plan update can occur at any time based on town needs, developing trends and/or proposed projects.
 - Be Pro-Active over Re-Active

Plan Update Process

1. The Town hired the consulting firm, Cedar Corporation, to assist in the comprehensive plan update process
2. Will hold periodic meetings with the Town Plan Commission & Board to review text and maps
3. Adopted a Public Participation Plan. Will hold a Public Informational Meeting and one (1) formal Public Hearing before adoption
4. Look for updates on the Town's website
5. Adoption scheduled for Fall, 2023

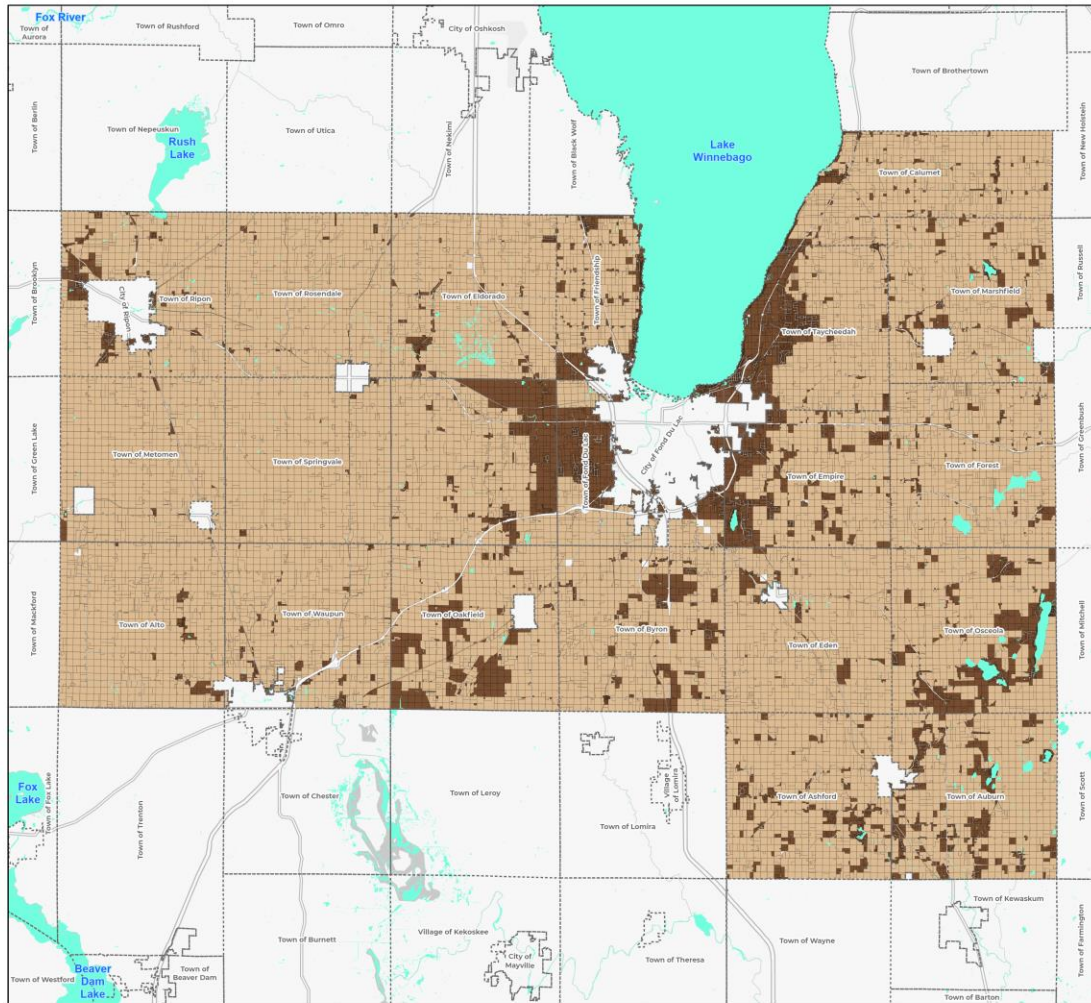
Plan Update Process

Planning from the “Outside-In”: A more Sustainable Approach

1. The Fond du Lac County Farmland Preservation Planning Effort and DATCP Working Lands Initiative have changed how counties & towns should approach land use planning. Planning from the “Outside-In” has pushed development back towards villages and cities under the premise that agricultural land, forests and wetlands are a precious economic resources worthy of protection and management.
2. Cities and Villages should be more accountable for their projected land use needs.
3. Use land resources more wisely, more responsibly.

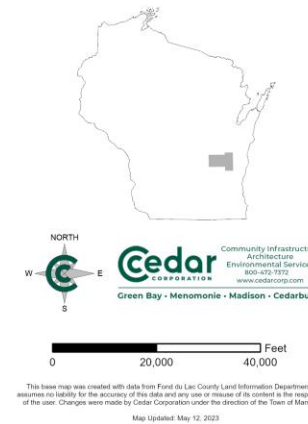
“The art of intelligent tinkering starts with saving all the parts”.
- Aldo Leopold

Farmland Preservation Plan - Countywide

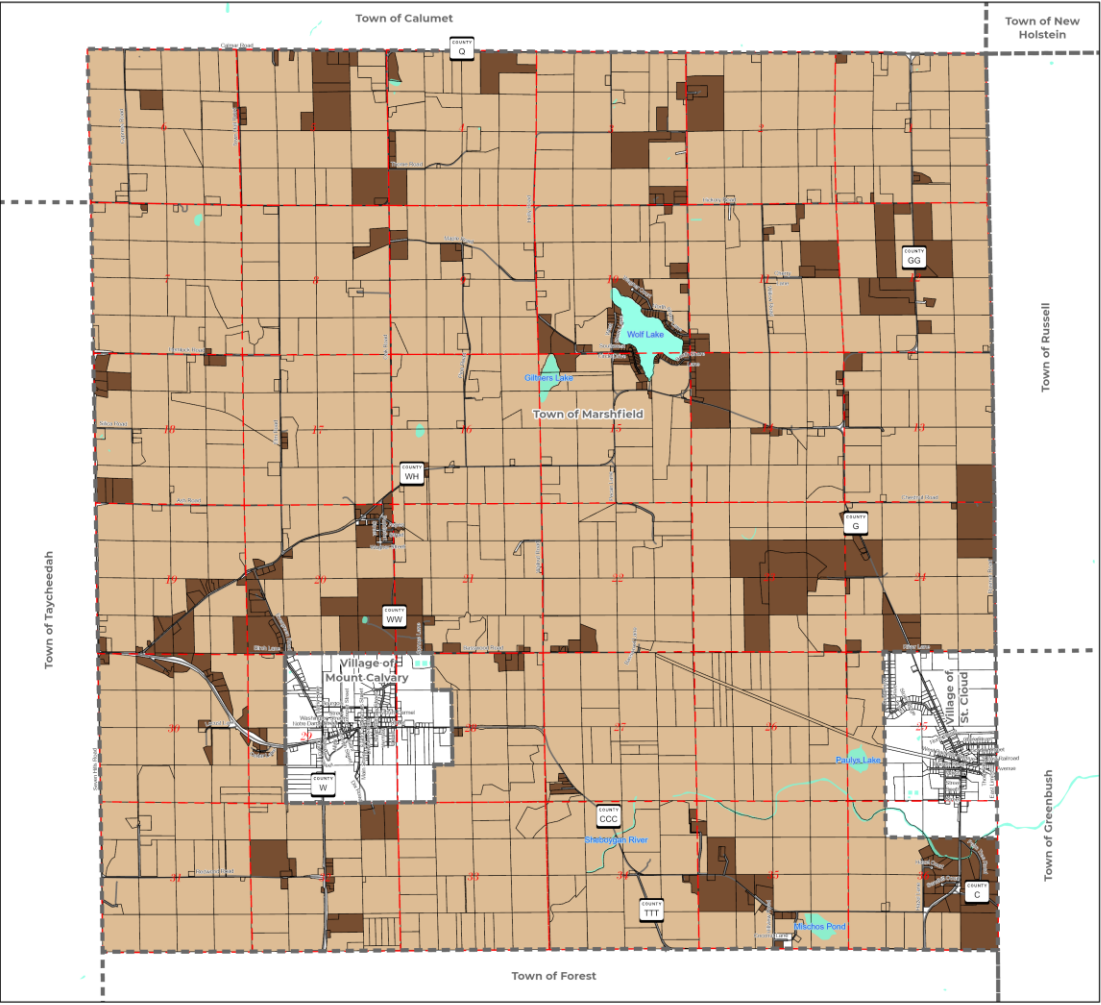


Map #
Fond du Lac County
 Wisconsin
Farmland Preservation Plan

- Farmland Preservation Areas**
- Areas of Agricultural Use and Agriculture Related Use
 - Areas of Nonagricultural Development
- Other Features**
- Cities, Towns, & Villages
 - Water Features



Future Land Use in County Comprehensive Plan



Map #

Town of Marshfield
Fond du Lac County

Future Land Use

Farmland Preservation Areas

Areas of Agricultural Use and Agriculture Related Use

Nonagricultural Development Areas

Areas of Nonagricultural Development

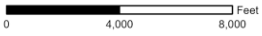
Other Features

- Cities, Towns, & Villages
- Sections
- Parcels
- Water Features
- Roads



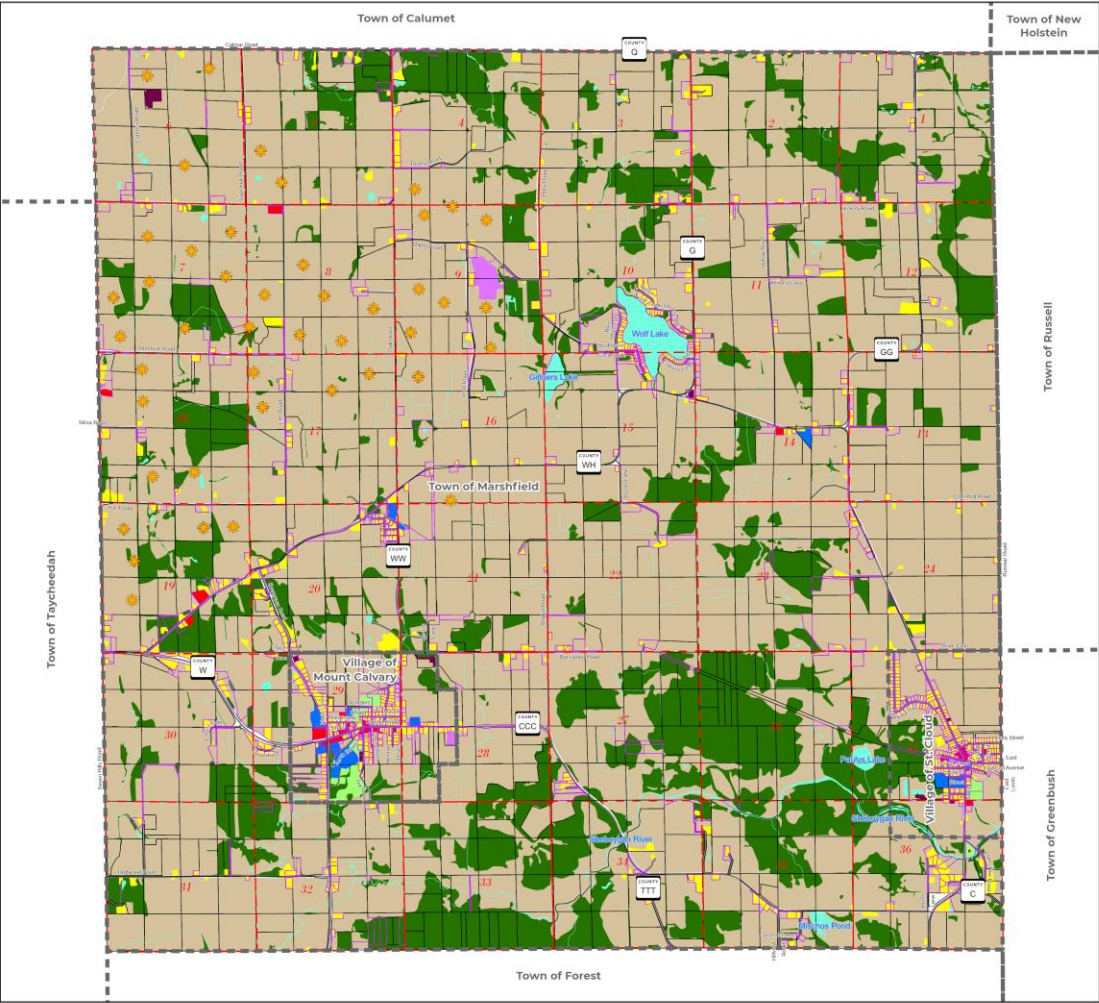
NORTH

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 Map Updated: May 12, 2023

Existing Land Use



Map #

Town of Marshfield Fond du Lac County

Existing Land Use

- Residential
- Commercial
- Industrial & Quarries
- Communication/Utilities
- Institutional/Governmental
- Transportation
- Agriculture & Other Open Land
- Recreational
- Woodlands
- Water Features

- Other Features**
- ★ Wind Turbines
 - Cities, Towns, & Villages
 - Sections
 - Parcels
 - Parcels < 5 Acres



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UNDERSTANDING TRENDS



Understanding Trends (Overall)



Worker Availability



Population Growth



Home Affordability



Construction Costs



Retail Activity



Work From Home



Aging Population



State Funding for Municipalities



Renewable Energy, Microgrids & EVs



Walking & Biking Activity



Federal Grant & Pgm. Funding. Infrastructure, Renewable Energy

...and more!

Understanding Trends Specific to Marshfield

Population & Housing

- Population
- Housing



Population History

	Town of Marshfield	Town of Calumet	Town of Forest	Town of Taycheedah	Fond du Lac County	Wisconsin
1990	1,130	1,444	1,094	3,383	90,083	4,891,769
2000	1,118	1,514	1,108	3,666	97,296	5,363,715
2010	1,138	1,470	1,080	4,205	101,633	5,686,986
2020	1,078	1,412	975	4,554	102,654	5,806,975
% Change						
1990 to 2000	-1.1%	4.8%	1.3%	8.4%	8.0%	9.6%
2000 to 2010	1.8%	-2.9%	-2.5%	14.7%	4.5%	6.0%
2010 to 2020	-5.3%	-3.9%	-9.7%	8.3%	1.0%	2.1%

Source: Wisconsin Department of Administration; US Census Data

Population Projections

	Town of Marshfield	Town of Calumet	Town of Forest	Town of Taycheedah	Fond du Lac County	Wisconsin
2000	1,118	1,514	1,108	3,666	97,296	5,363,715
2010	1,138	1,470	1,080	4,205	101,633	5,686,986
2020	1,078	1,412	975	4,554	102,654	5,806,975
2025	1,084	1,530	1,035	4,865	104,780	6,041,784
2030	1,089	1,540	1,020	5,085	106,665	6,204,745
2035	1,070	1,530	990	5,220	106,870	6,293,793
2040	1,045	1,500	950	5,305	105,846	6,299,143
% Change						
2000-2010	1.8%	-2.9%	-2.5%	14.7%	4.5%	6.0%
2010-2020	-5.3%	-3.9%	-9.7%	8.3%	1.0%	2.1%
2020-2025	0.6%	8.4%	6.2%	6.8%	2.1%	4.0%
2025-2030	0.5%	0.7%	-1.4%	4.5%	1.8%	2.7%
2030-2035	-1.7%	-0.6%	-2.9%	2.7%	0.2%	1.4%
2035-2040	-2.3%	-2.0%	-4.0%	1.6%	-1.0%	0.1%

Source: Wisconsin Department of Administration & US Census Data

Population Age

	Town of Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent
<10 years old	95	10.0%	142	13.2%	12,009	11.9%	11,708	11.4%	721,657	12.8%	681,793	11.7%
10-19	114	11.9%	103	9.6%	14,129	14.0%	12,705	12.4%	789,313	14.0%	746,516	12.9%
20-29	106	11.1%	72	6.7%	12,413	12.3%	12,258	11.9%	738,571	13.1%	767,959	13.2%
30-39	65	6.8%	154	14.3%	12,211	12.1%	12,719	12.4%	704,743	12.5%	735,938	12.7%
40-49	145	15.2%	64	5.9%	15,340	15.2%	12,061	11.7%	845,692	15.0%	685,320	11.8%
50-59	180	18.9%	161	14.9%	14,532	14.4%	15,171	14.8%	789,313	14.0%	817,241	14.1%
60-69	150	15.7%	139	12.9%	9,587	9.5%	13,519	13.2%	496,139	8.8%	716,792	12.3%
70-79	77	8.1%	102	9.5%	5,954	5.9%	7,972	7.8%	315,725	5.6%	406,691	7.0%
80-84	10	1.0%	39	3.6%	2,321	2.3%	2,030	2.0%	124,035	2.2%	115,496	2.0%
>85 years old	12	1.3%	102	9.5%	2,422	2.4%	2,511	2.4%	112,759	2.0%	133,229	2.3%
Total Population	954	100.0%	1078	100.0%	100,919	100.0%	102,654	100%	5,637,947	100.0%	5,806,975	100%
Median Age	47.5	X	50.3	X	39.8	X	41.7	X	38.1	X	39.6	X

Source: US Census Data

Housing Units - Status

	Town of Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
Owner Occupied	364	77.9%	348	76.5%	29,363	67.6%	29,588	65.3%	1,580,608	61.0%	1,596,500	58.9%
Renter Occupied	22	4.7%	58	12.7%	11,121	25.6%	12,302	27.1%	694,003	26.8%	781,435	28.8%
Total Occupied Units	386	82.7%	406	89.2%	40,484	93.2%	41,890	92.4%	2,274,611	87.7%	2,377,935	87.8%
Vacant Units	81	17.3%	49	10.8%	2,967	6.8%	3,448	7.6%	318,462	12.3%	331,509	12.2%
Seasonal Units*	78	96.3%	46	93.9%	712	24.0%	854	24.8%	162,070	50.9%	191,920	57.9%
Total Units	467	X	455	X	43,451	X	45,338	X	2,593,073	X	2,709,444	X

Source: US Census Bureau

*Percent of Seasonal Units is shown as a percentage of Vacant Units, rather than Total Units

Housing Units - Type

	Town of Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
Single Family	363	94.0%	361	88.9%	30,120	74.4%	31,274	74.7%	1,630,896	71.7%	1,688,345	71.0%
2 to 4 Units	6	1.6%	22	5.4%	3,239	8.0%	2,857	6.8%	243,383	10.7%	236,073	9.9%
5 or More Units	7	1.8%	20	4.9%	5,546	13.7%	6,348	15.2%	327,544	14.4%	389,344	16.4%
Mobile Home or Other	10	2.6%	3	0.7%	1,579	3.9%	1,411	3.4%	72,788	3.2%	64,173	2.7%
Total Units	386	100%	406	100%	40,484	100%	41,890	100%	2,274,611	100%	2,377,935	100%

Housing Values

	Town of Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
Less than \$50,000	3	0.8%	9	2.6%	1,575	5.4%	1,408	4.8%	74,890	4.7%	70,287	4.4%
\$50,000 to \$99,999	33	9.1%	15	4.3%	5,421	18.5%	4,349	14.7%	210,950	13.3%	181,990	11.4%
\$100,000 to \$149,999	96	26.4%	56	16.1%	8,821	30.0%	7,398	25.0%	352,973	22.3%	295,237	18.5%
\$150,000 to \$199,999	66	18.1%	67	19.3%	5,740	19.5%	5,804	19.6%	345,355	21.8%	306,684	19.2%
\$200,000 to \$299,999	122	33.5%	114	32.8%	4,901	16.7%	6,417	21.7%	354,131	22.4%	392,130	24.6%
\$300,000 or more	44	12.1%	87	25.0%	2,905	9.9%	4,212	14.2%	242,309	15.3%	350,172	21.9%
Total Units	364	100%	348	100%	29,363	100%	29,588	100%	1,580,608	100%	1,596,500	100%

Persons Per Household

	Town of Marshfield			Fond du Lac County			Wisconsin		
	Persons	Households	Persons Per	Persons	Households	Persons Per	Persons	Households	Persons Per
2010	1,138	386	2.95	101,633	40,484	2.51	5,686,986	2,274,611	2.50
2020	1,078	406	2.66	102,654	41,890	2.45	5,806,975	2,377,935	2.44

Source: US Census Bureau

Household Projections

	Town of Marshfield	Town of Calumet	Town of Forest	Town of Taycheedah	Fond du Lac County	Wisconsin
# of Households						
2000	373	562	397	1,319	36,931	2,084,556
2010	422	603	404	1,602	40,697	2,279,768
2020	448	584	408	1,837	44,308	2,491,980
2025	457	665	410	1,963	46,019	2,600,528
2030	465	677	409	2,077	47,419	2,697,887
2035	463	681	402	2,158	48,079	2,764,510
2040	456	674	390	2,215	48,077	2,790,309
% Change						
2000-2010	13.1%	7.3%	1.8%	21.5%	10.2%	9.4%
2010-2020	6.2%	-3.2%	1.0%	14.7%	8.9%	9.3%
2020-2025	2.0%	13.9%	0.5%	6.9%	3.9%	4.4%
2025-2030	1.8%	1.8%	-0.2%	5.8%	3.0%	3.7%
2030-2035	-0.4%	0.6%	-1.7%	3.9%	1.4%	2.5%
2035-2040	-1.5%	-1.0%	-3.0%	2.6%	0.0%	0.9%

Source: Wisconsin Department of Administration & US Census Data

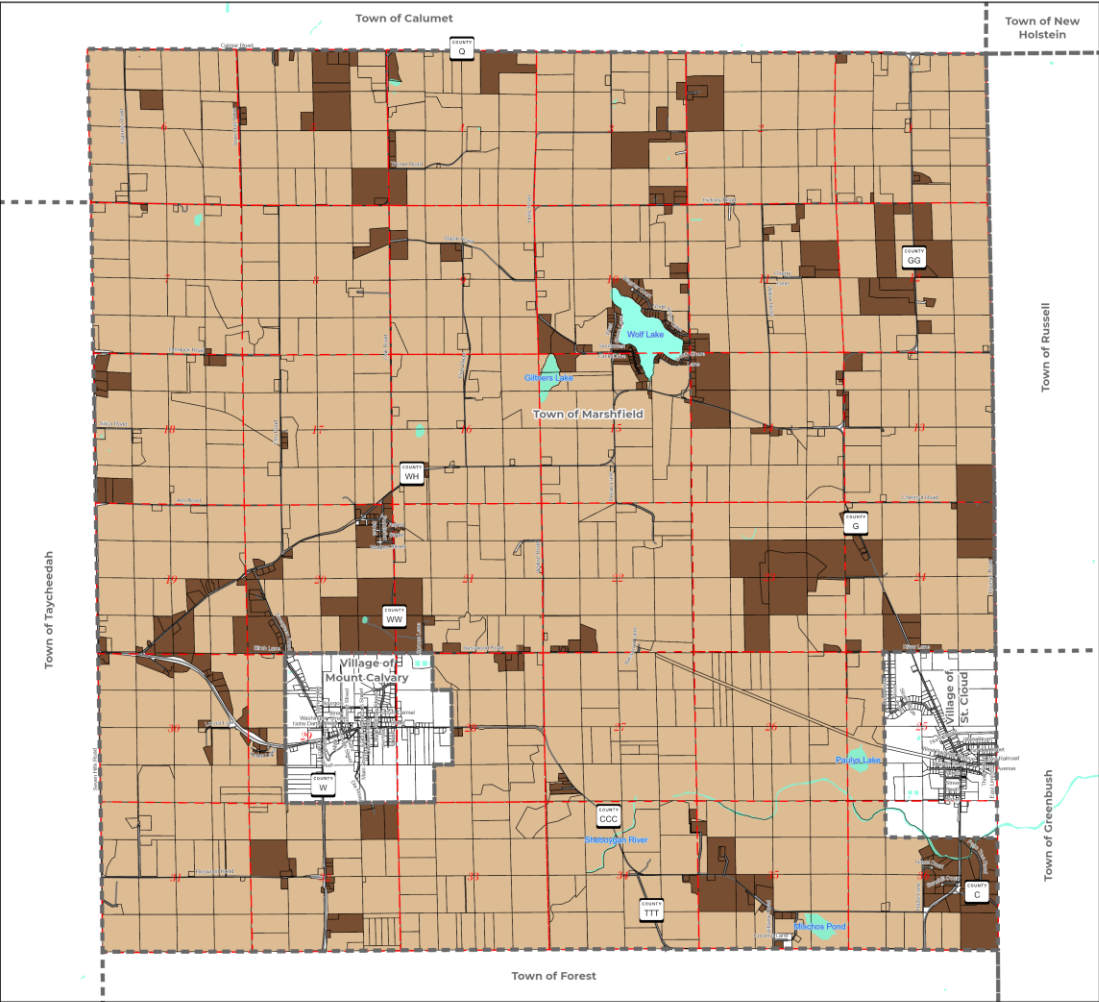
Understanding Trends Specific to Marshfield

Agriculture

- Farmland Preservation Plan & Participation



Farmland Preservation Plan



Map #

Town of Marshfield Fond du Lac County

Farmland Preservation Plan

Farmland Preservation Areas

Areas of Agricultural Use and Agriculture Related Use

Nonagricultural Development Areas

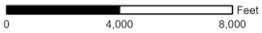
Areas of Nonagricultural Development

Other Features

- Cities, Towns, & Villages
- Sections
- Parcels
- Water Features
- Roads




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Map Updated May 12, 2023

Agricultural Land Values

Fond du Lac County							
	2017	2018	2019	2020	2021	Total 2017-2021	% Change 2017 - 2021
Ag Land Continuing in Ag Use							
Number of Transactions	31	22	29	25	46	153	X
Acres Sold	1,819	1,130	1,701	1,028	2,763	8,441	X
Dollars Per Acre	\$ 6,495	\$ 6,512	\$ 6,420	\$ 6,168	\$ 7,049	X	8.5%
Ag Land Being Diverted to Other Uses							
Number of Transactions	3	-	1	5	1	10	X
Acres Sold	24	-	12	252	20	308	X
Dollars Per Acre	\$ 5,942	\$ -	\$ 6,600	\$ 12,121	\$ 7,550	X	27.1%
Total of All Ag Land							
Number of Transactions	34	22	30	30	47	163	X
Acres Sold	1,843	1,130	1,713	1,280	2,783	8,749	X
Dollars Per Acre	\$ 6,487	\$ 6,512	\$ 6,421	\$ 7,340	\$ 7,052	X	8.7%

Source: United States Department of Agriculture, National Agricultural Statistics Service, Land Sales Without Buildings, 2018-2021

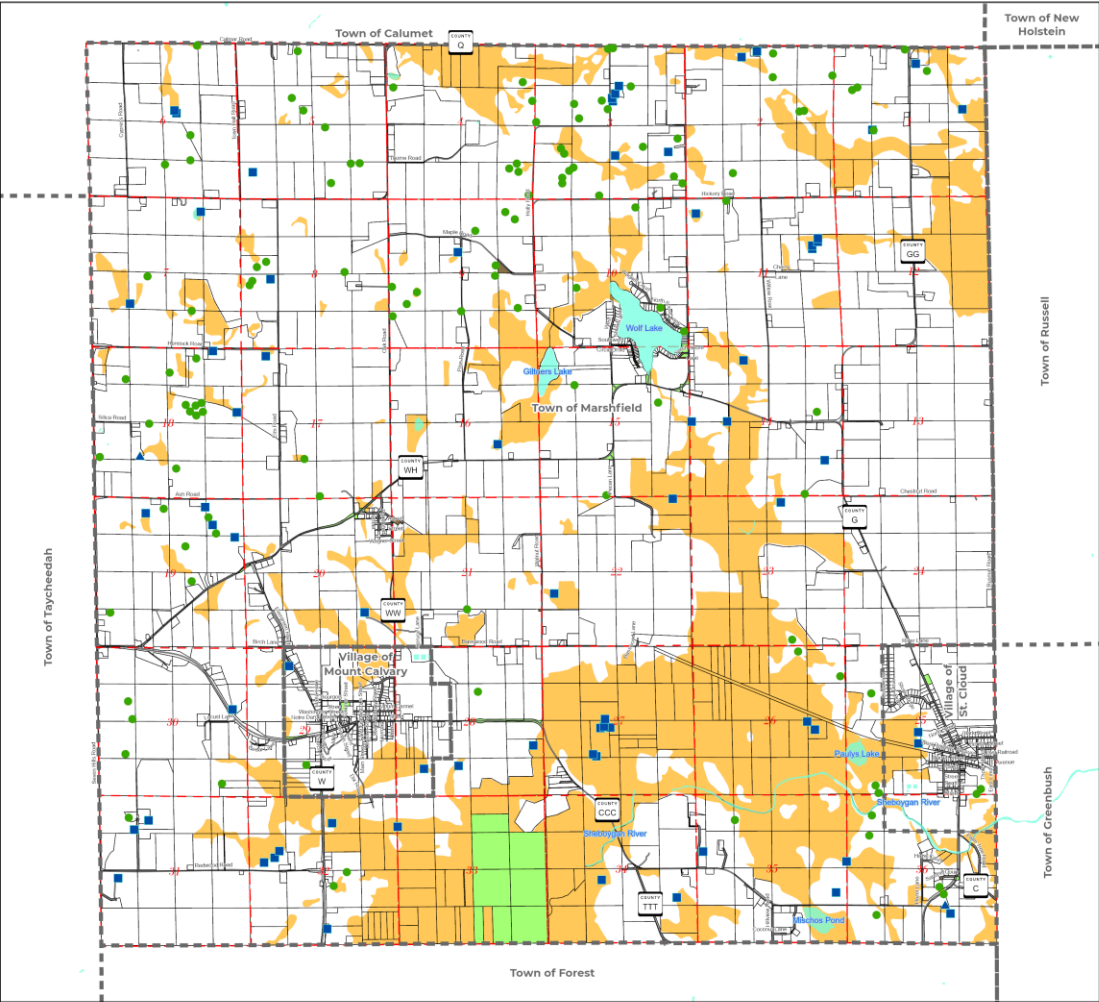
Understanding Trends Specific to Marshfield

Natural Features & Public Land

- Mount Calvary County Park
- Wolf Lake County Park & Boat Ramp
- Riverside Hunting & Fishing Club
- Significant Wetlands



Natural Features & Public Lands



Map #

Town of Marshfield Fond du Lac County

Natural Features & Public Lands

- ▲ Dammed pond
 - Excavated pond
 - Wetland too small to delineate
 - Wetland Class Areas
 - Town Owned Land
 - County Owned Land
 - Water Features
- Other Features**
- Cities, Towns, & Villages
 - Sections
 - Parcels
 - Roads

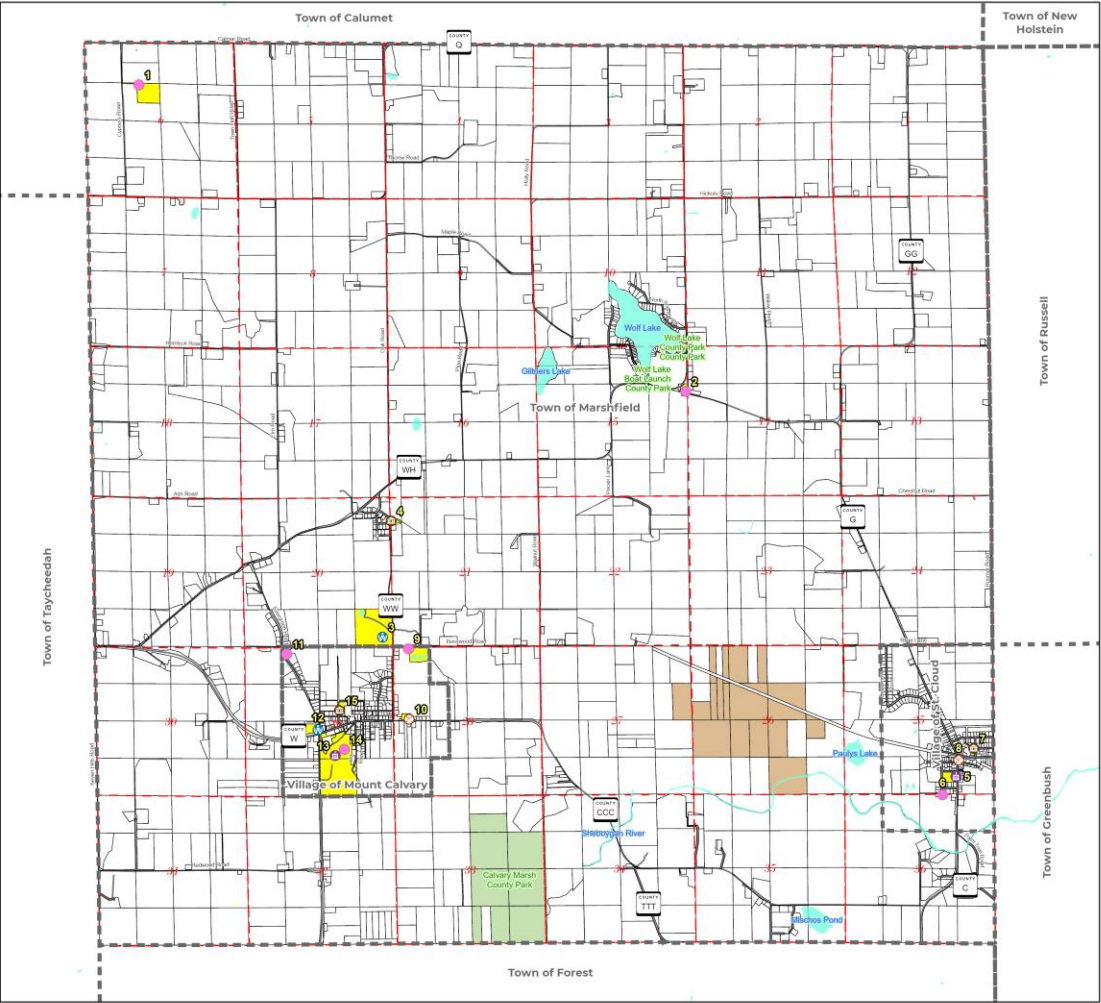
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0 4,000 8,000 Feet

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Map Updated: May 12, 2023

Existing Community Facilities



Map #

Town of Marshfield Fond du Lac County

Existing Community Facilities

- Fire department
- ⊕ Health care facility
- ⊕ Municipal facility
- ⊕ School
- Utilities
- Water Features
- Parks
- Facility Parcels
- Riverside Hunting & Fishing Club

Other Features

- Cities, Towns, & Villages
- Sections
- Parcels
- Roads

Label	Name
1	Cypress SW VD Electric Substation
2	Electric Substation
3	Villa Rosa Assisted Living
4	Marshfield Garage
5	St. Cloud School
6	St. Cloud Wastewater Treatment Plant/Water Tower
7	St. Cloud Village Garage
8	St. Cloud Fire Department
9	Wastewater Treatment Plant
10	Mt. Calvary Fire Department
11	Wisconsin Electric Power Substation
12	Mt. Calvary Medical Center
13	Saint Lawrence Seminary High School
14	Water Tower
15	Mt. Calvary Municipal Garage

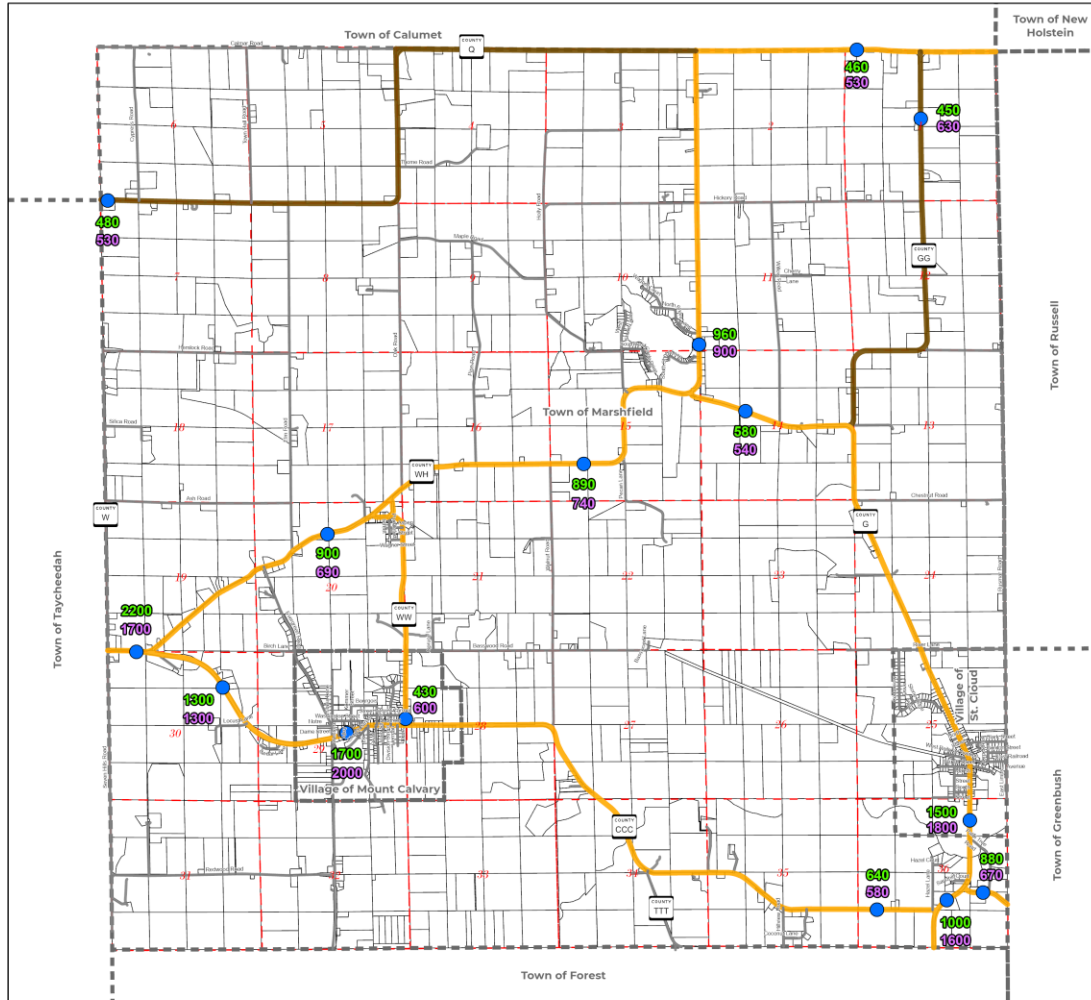
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Map Updated: May 15, 2023

Functional Road Classifications and Traffic Counts



Map #

Town of Marshfield Fond du Lac County

Functional Road Classifications and Traffic Counts

● Traffic Count Locations

Road Classifications

- Major Collector
- Minor Collector
- Local Roads

Other Features

- ▣ Cities, Towns, & Villages
- - - Sections
- ▭ Parcels

Road Symbology

- 🇺🇸 Interstate Highways
- 🇺🇸 US Highways
- 🇺🇸 State Highways
- 🇺🇸 County Highways

Average Annual Daily Traffic Counts

2021
2011



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Map Updated April 11, 2023

Understanding Trends Specific to Marshfield



**“I suppose I’ll be the one
to mention the elephant in the room.”**

Understanding Trends Specific to Marshfield

- Renewable Energy (Wind & Solar) – Coming to your town?



Two Creeks Solar Farm – Image Source: Madison.com



Wind Farm. Source: RENEW

Wisconsin's Renewable Energy Initiative (How did we get here?)

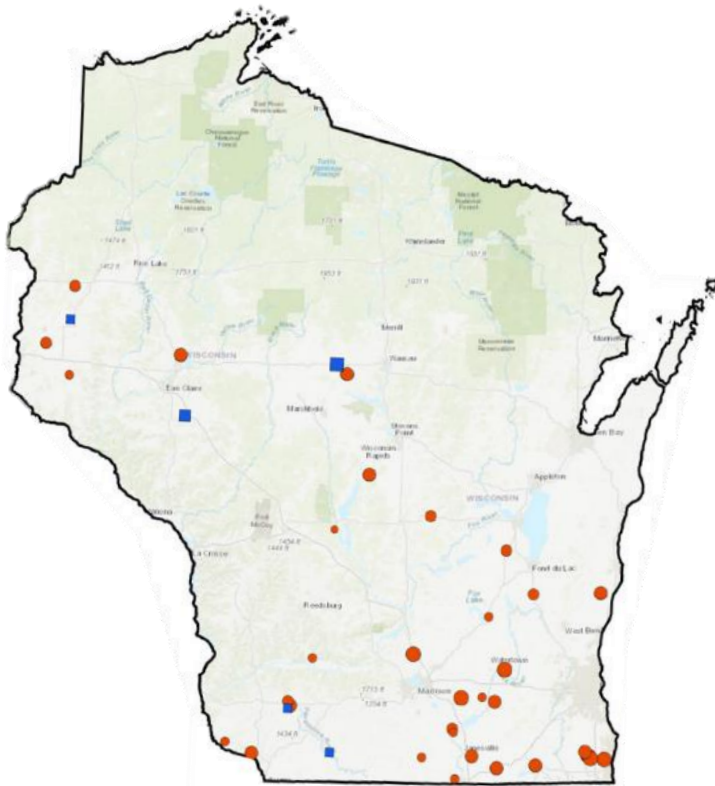
Renewable Energy Projects in the
Interconnection Queue as of (1/2020)

Queue Wind Projects (MW)

- 64.0 - 80.0
- 80.1 - 150.0
- 150.1 - 250.0
- 250.1 - 414.0
- 414.1 - 600.0

Queue Solar Projects (MW)

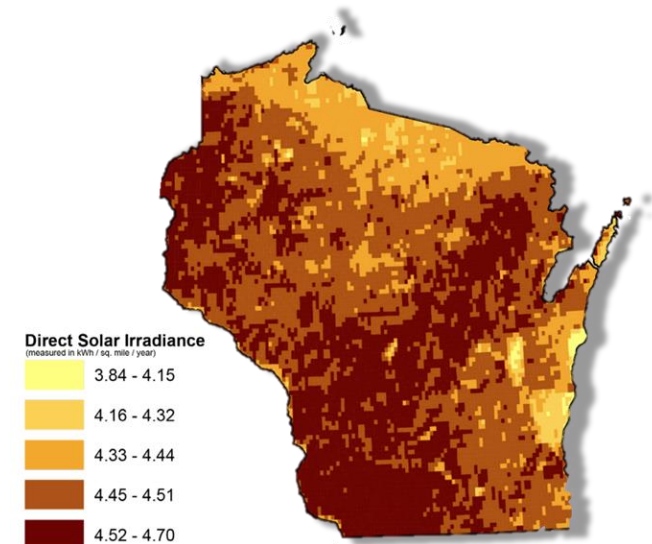
- 25.0 - 40.0
- 40.1 - 75.0
- 75.1 - 125.0
- 125.1 - 250.0
- 250.1 - 400.0



- Wisconsin's Energy Policies are **attracting renewable energy developers**.
- Local governments **cannot prevent** the development of renewable energy.
- What can local governments do?
 - **Comprehensive Planning**
 - Model Ordinances
 - Local Government Permitting Checklists

Understanding Trends Specific to Marshfield

- Developers attracted to:
 - Areas of low residential density with open, mostly agricultural use
 - Proximity to conversion facilities (sub-stations) and transmission
 - Proximity to users (Population Centers)
- Large Scale (Utility) Solar is:
 - Any system generating over 100 MW
 - Requires a CPCN Permit from the PSC
 - Limited local control
 - However, any system under 100 MW can be controlled locally by a CUP.



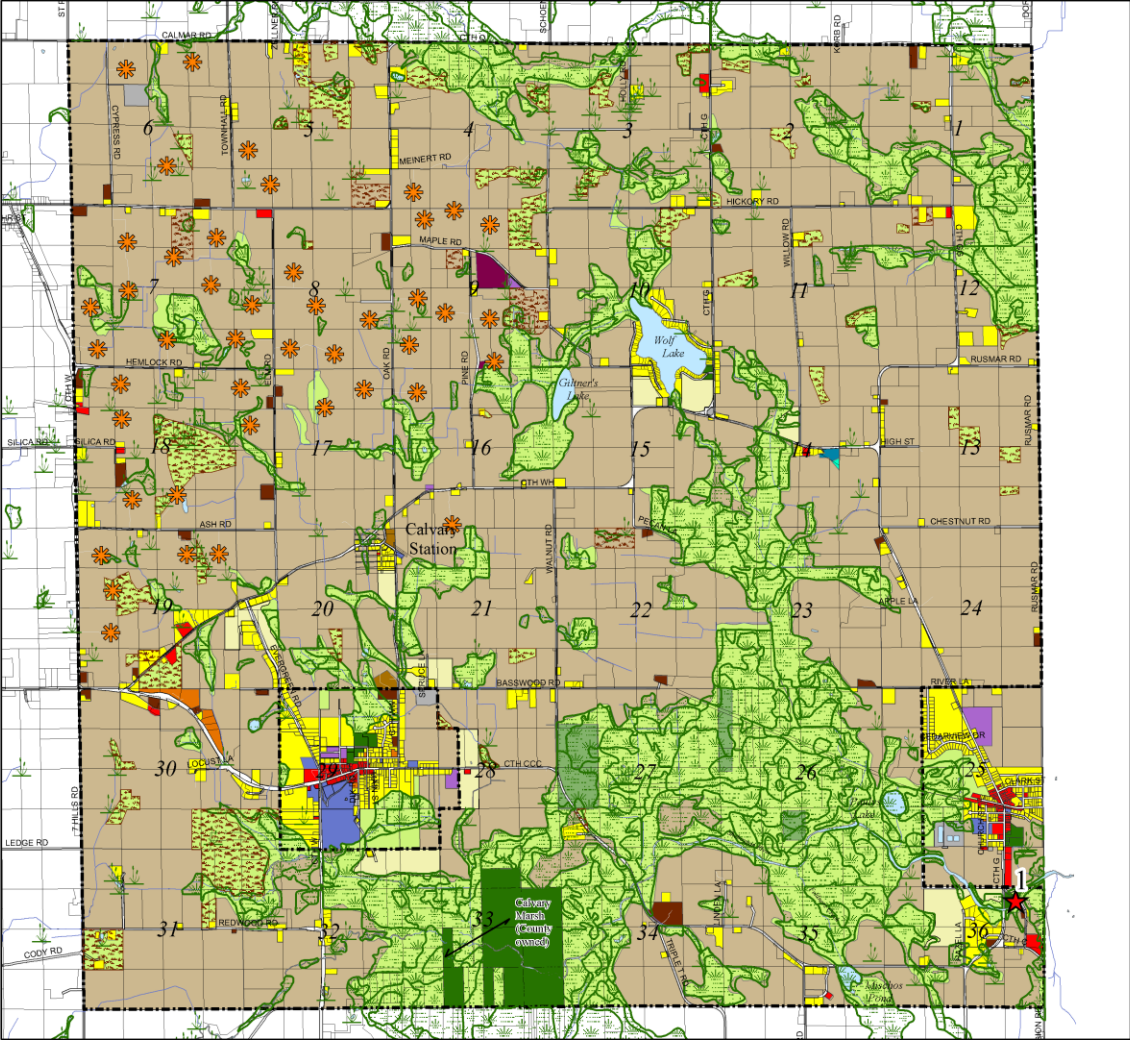
WI Stats 66.1001 – Comprehensive Planning

- Zoning decisions must be consistent with the Comprehensive Plan. Does this elevate planning as a guiding tool for renewable energy? We say “yes”!
- Renewable Energy Impacts within Comprehensive Plan Elements:
 - Issues and Opportunities
 - Utilities and Community Facilities
 - Economic Development
 - Land Use
 - Intergovernmental Cooperation
 - Implementation

Consistency with Future Land Use Map

- The “Future Land Use Map” is the primary guide for future land use within the Town of Marshfield Comprehensive Plan
- This map should maintain very close consistency with the Fond du Lac County Farmland Preservation Plan, Fond du lac County Comprehensive Plan and the Town of Marshfield Zoning Ordinance.
- **This map could also show locations to accommodate large scale renewable energy production.**

Future Land Use Plan



Town of Marshfield Land Use Plan



Land Use Categories

- Farmette
- Residential
- Medium Density Residential
- Elderly Housing
- Business
- Industrial
- Quarries/Mining
- Utilities
- Government/Institutional
- Church
- Cemetery
- Recreational
- State/Federal Recreation
- Agricultural
- Ag Transitional
- Open Land
- Open Water

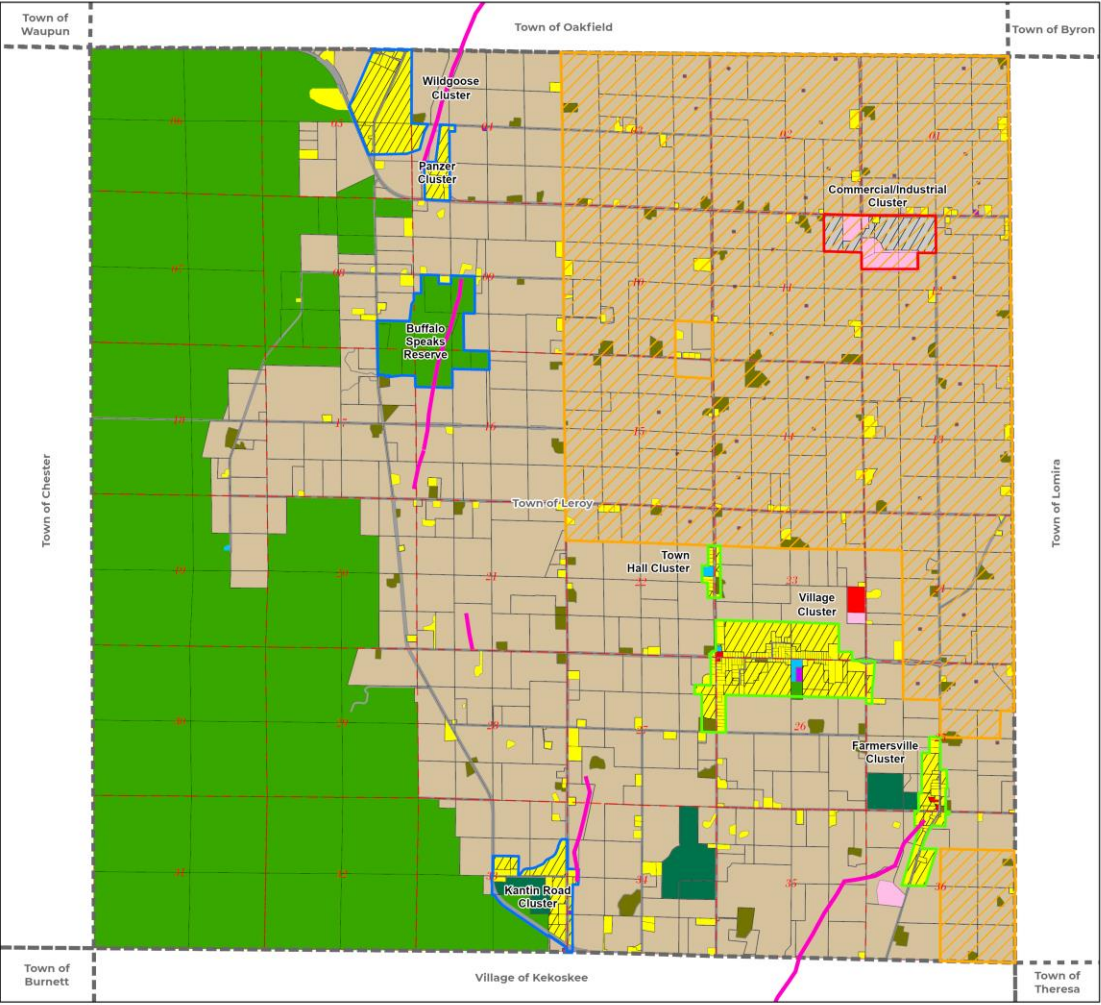
Coverages

- Wetlands < 2 acres
- Wetlands
- Woods
- Historic Bridges
- 1. Palm Tree Stone Bridge
- Wind Turbines

The data for the location of Wind Turbines was acquired from WE Energies.
The base map was created with data from Fond du Lac County Planning Department who in no event assumes any liability regarding fitness of use of the information and any application by others, is the responsibility of the user.

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Menasha, WI 54952 Environmental
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920.721.0381 / 1.800.238.0381 Architecture
pnarcgis337914lu.mxd_Adopted November 17, 2009

Future Land Use – Town of LeRoy



Map #

Town of LeRoy Dodge County

Future Land Use

- Preferred Land Use Management Areas**
 - Established Clusters
 - Preferred Commercial/Industrial Cluster
 - Preferred Rural Residential Clusters
- Preferred Land Use Classifications**
 - Planned Residential
 - Planned Industrial
- Existing Land Use**
 - Residential
 - Farm Operation/Infrastructure
 - Mobile Home Parks
 - Commercial
 - Industrial
 - Public
 - Parks & Recreation
 - Agriculture
 - Communication/Utility
 - Cemetery
 - Private Sports Club
 - ROW
 - Cities, Towns, & Villages
 - Sections
 - Parcels
 - Renewable Solar Energy System (SES) Large Scale Overlay
 - Niagara Escarpment Outcrops

NORTH

Cedar CORPORATION
Community Infrastructure
Architecture
Environmental Services
800-475-7372
www.cedarcorp.com
Green Bay - Menomonie - Madison - Cedarburg

0 4,000 8,000 Feet

This base map was created with data from Dodge County Land Resources & Parks Department who assumes no liability for the accuracy of the data and any use or misuse of it is the responsibility of the user. Changes were made by Cedar Corporation under the direction of the Town of LeRoy.
Map Updated April 7, 2023

Agenda Revisted

1. Understanding Wisconsin's Comprehensive Planning Law Requirements, Update Process & Plan Use
2. Town of Marshfield Planning History
3. Trends (What can the Town expect?)
4. Town Conditions
5. Your Thoughts: Strengths, Issues, Opportunities & Threats



Let's Have a Discussion!

We would like to ask everyone in attendance tonight four basic questions.

These were the same questions asked of the Town residents back in 2008.

We will record everyone's comments and ask you to vote for your top three responses.



Question #1

***What do you
consider the
biggest
“Strengths” of
the Town?***

Question #2

***What do you
consider the
current
“Weaknesses”
of the Town?***

Question #3

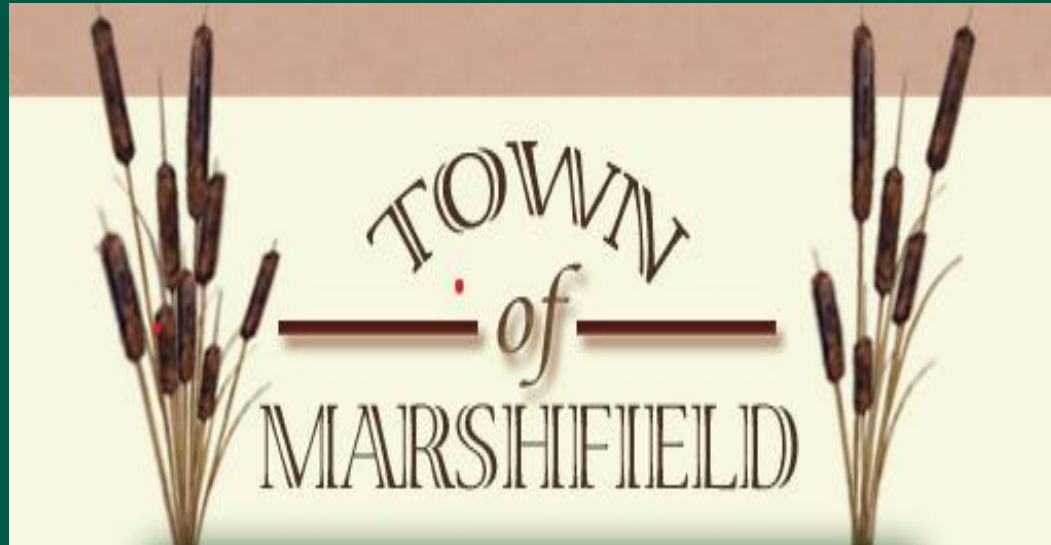
***What do you
consider the
greatest
“Opportunities”
for the Town
over the next (10)
ten years?***

Question #4

What do you consider the greatest “Threats” to the Town over the next (10) ten years?



THANK YOU



KEN.JAWORSKI@CEDARCORP.COM



[HTTP://WWW.CEDARCORP.COM/](http://WWW.CEDARCORP.COM/)

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