



**Comprehensive Plan 2040  
Town of Marshfield  
Fond du Lac County, Wisconsin**

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Final Plan - Adopted May 20, 2024

**Town of Marshfield  
Comprehensive Plan 2040  
Fond du Lac County, WI**

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# TOWN OF MARSHFIELD

## COMPREHENSIVE PLAN 2040

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## Preface

### The Concept of Sustainability

A concept of sustainability has emerged, especially in planning, to better balance the use of local and global resources while protecting natural areas and ecosystems. It's a basic "call to arms" in sustaining life on this planet. However, actions to support sustainability can be local, global, and anywhere in-between.

Given the rise of sustainability as a concept over the last several decades, there are many different versions or definitions of sustainability. Most definitions reference the need to respect environmental, economic, and social conditions. Another common element is managing resources for both current and future generations.

Although sustainability may be touted as a new planning concept, it is deeply rooted in plain common sense that has been around for centuries. Many grandparents preached phrases like "Don't waste your food", "Use what you take", "Share with others" and "Leave the campground better than you found it". Generations who were US immigrants or children of immigrants, remember the sacrifices well, especially during the time of the Great Depression. Resources were scarce, costly, and valued. With that respect, they were used wisely. Today waste and over indulgence seem to be commonplace and virtually accepted in society. Sustainability as a concept is not new (maybe except for the fancy name), but how it could be successfully embraced and implemented in today's culture, is. The implementation of sustainable concepts will require adjustment to behavior patterns and social priorities.

### Planning for Sustainability in the Town of Marshfield

The concept of sustainability is a common goal for many communities across the globe, but the specific actions to achieving sustainability is not a one size fits all solution. It can't be because all areas are different in terms of their resource value and the opportunities they present. The objectives of sustainability may be the same but how to support those objectives will vary substantially among small towns, large cities, rural and suburban environments. For example, a county or region may identify the development of supporting and enhancing local foods systems as a sustainable goal. This could be achieved by the protection of farmland closer to urbanizing areas (the users). However, in a more suburban or urban community with no farmland to protect, this goal could be accomplished by the creation of farmer's markets, urban gardens, or agriculture specialty shops.

The initial step in the sustainability planning process is the assessment of area resources. In the Town of Marshfield, this is undoubtedly its agricultural land and designated wildlife areas. The concept of sustainability will lie within how well the Town of Marshfield moves to utilize these

resources economically yet protects the environment for future generations. The push for the use of more renewable energy by the state, country and the world will challenge rural areas in the role they will play in its generation.

The development, certification, and adoption of the Town of Marshfield Zoning Ordinance, which includes a farmland preservation zoning district based on the development of a farmland preservation plan, was a significant step in moving the Town towards a level of sustainability. The farmland preservation plan and ordinance does so by creating opportunities for farmers to make an economic living, hence, sustaining the farming culture. It also opens the door for ag-related businesses and agri-tourism which have grown in popularity. The farmland preservation efforts also make clear the responsibility of agricultural producers to use best management practices in preserving these resources for today, tomorrow, and beyond.

The magnitude of this comprehensive planning effort with respect to addressing sustainability cannot be ignored. In numerical terms, a total of 19,294 acres have been planned to be maintained as “Agriculture and Open Land” in the town. Another 572 acres are managed as wildlife habitat areas for recreational use. Together these future land use designations account for 19,866 acres or over 90.0% of the town’s total land area. Most of this acreage consists of prime agricultural soils as its base.

It must be noted that in the context of sustainability for a region, for that matter, the planet, decision makers all possess some level of responsibility to the greater good. The Town of Marshfield, for example, will export most of its agricultural products produced from its farmland preservation efforts. The town will also export almost all the renewable energy generated from its existing wind farms. Those exports will provide the economic influx from which the activity will be able to “sustain”. Simply put, the world’s growing populations, especially those in urban environments, will need the Town of Marshfield’s of the world to produce the needed food, nutrition and energy that will be required to “sustain” the population. However, this so-called obligation will need to be tempered with the responsibility of protecting area soils, groundwater, surface water and air quality.

Does the Town of Marshfield’s land use approach support the concept of sustainability? Yes, it certainly does. But truly, it sounds more like just good old common sense. Thanks Grandpa. And yes, we will leave the Town of Marshfield better than we found it.



## 1.0 Land Use

### Major Findings

- ❑ Agriculture, recreational, woodland, and other open land account for more than 92% of the land in the Town of Marshfield.
- ❑ Residential land accounts for approximately 670 acres (3.1%) of the land in the Town.
- ❑ The Town issued 35 building permits for new single-family homes between 2010 and 2023 (excluding replacement or reconstruction of existing homes).
- ❑ It is likely that the number of acres used for agricultural production will slowly decrease as land is converted to more intense uses, such as residential, commercial, and industrial.

### Directives

- ❑ Agricultural lands are an important land use that should be promoted and encouraged.
- ❑ The Town of Marshfield should limit the number of lots created which involve parcels that are divided from farm fields, especially in areas that are zoned Farmland Preservation.

### Goals, Objectives, Policies, and Programs

*Note: The following objectives are not the only ones that relate to land use in the Town of Marshfield. There are objectives and, in some cases, policies and programs, in the other elements of the Comprehensive Plan that also relate to land use.*

### Goals

1. The Town of Marshfield will address concerns of the majority of its constituents to preserve the rural character and agricultural land use in the Town of Marshfield-
2. Promote a sustainable land use pattern that maximizes compatibility between neighboring uses and allows the continuation and preservation of agriculture, forestry, and open lands.
3. Require the change of land uses that are contemplated by private or public entities (other than single family homes) to go through a Comprehensive Plan Amendment process.
4. Require all decisions and actions concerning land use development and redevelopment to be consistent with the Comprehensive Plan.

### Objectives

1. **Compact Development:** Residential subdivisions (five or more lots) will not be encouraged in the Town of Marshfield unless amended through the Comprehensive Plan process.
2. **Preservation of Farmland** Utilize ordinances that minimizes consumption of agricultural land, limit the amount of non-farm land uses that could significantly impair or limit farming operations, and support preservation of farm fields in large, contiguous blocks. The following tools could be pursued:
  - a. **Access Control Ordinance:** Utilize an access control ordinance that limits the number of access points on town roads, establishes rules on vision distance from curves or peaks of roads, and encourages shared entry locations.

- b. **Plat review policy:** Establish a plat review policy that gives the Town of Marshfield latitude to require adjustment to the location of proposed lots in a CSM or Subdivision to preserve large blocks of agricultural land and be consistent with an Access Control Ordinance.
3. **Site Plan Requirements:** A site plan shall be required for the petitioner applying for a principal building permit to provide a dimensional site plan that shows the elevation of the principal structure, setbacks from the roadway, side and rear lot lines, and any environmentally sensitive area on the lot, a stormwater drainage and erosion plan as required by Fond du Lac County ordinances, the location of a well and on-site-sewage treatment facility, and width and cross-section of the driveway.
4. **Public Awareness:** Inform the public through the Town's website and notices for future comprehensive plan amendments.

## Policies

- ❑ No more than four (4) non-farm residences per year shall be approved in agricultural areas as shown on the Future Land Use Map. Exceptions may be granted by the Town Board on a case-by-case basis.
- ❑ Land being converted to non-farm residential use should be limited to smaller parcel sizes.

## Recommendations

1. Include site plan requirements in the town zoning ordinance.
2. Recertify the Town of Marshfield Zoning Ordinance with DATCP for continuation of farmland preservation tax credits for landowners.

## Future Land Use Plan

*For existing land uses, see Map 2 in the back of the Plan. For proposed land uses, see Future Land Use Map (Map 1) on page 1-4.*

- ❑ Slow growth will likely occur sporadically by the creation of parcel splits by certified survey map. This plan cannot predict who will sell their land in the next twenty years for development purposes. Because of this, the Future Land Use Map does identify some undeveloped properties for future nonagricultural development, primarily near the Village of Mount Calvary, but generally does not specify large areas of growth within the Town.
- ❑ Table 4 projects the amount of land that could be absorbed for residential development in five-year increments over the next twenty years.
- ❑ The Future Land Use Map (Map 1) for the Town of Marshfield shows future land uses. In some areas, the future land use is the same as the existing land use, while in other areas the land use is projected to change in the future.

## Future Land Use

- ❑ The Future Land Use Map for the Town of Marshfield shows mainly existing land uses as they are today, with minimal changes expected in all land use categories.
- ❑ Land uses shown on the Future Land Use Map legend are generally described as follows:
  - **Residential:** This future land use category is mapped over lands primarily intended for single-family residential development but can include two-family residences (duplexes) and manufactured homes. Agricultural uses which are accessory to a residential use may also be allowed, subject to zoning allowances.

- **Commercial:** This future land use category is mapped over lands primarily intended for retail, business, service businesses, and office uses.
- **Industrial & Quarries:** This future land use category is mapped over lands primarily intended for light and heavy industrial and long-term mineral extraction uses.
- **Communication/Utilities:** This future land use category is mapped over lands primarily intended for communication, utilities, and other facilities associated with public or private utilities.
- **Institutional/Governmental:** This future land use category is mapped over lands primarily intended for public and private institutional and governmental buildings/facilities including, but not limited to government, school, religious, cemetery, and medical buildings/facilities.
- **Agriculture & Other Open Land:** This future land use category is mapped over lands primarily intended for agricultural, agricultural-related, woodland, low-density residential, and other open land uses. Examples include, but are not limited to farmland used for crops, tree farms, pasture and livestock operations, farmsteads, and individual single-family homes scattered throughout the rural areas of the Town.
- **Recreational:** This future land use category is mapped over lands primarily intended for public and private outdoor park and recreation facilities.

□ Table 1 shows future land use categories, including acreage and percentage of total town acreage by future land use category.

**Table 1: Future Land Use**

Category	Acreage	Percentage		Acreage	Percentage
Residential	801	3.65%	Intensive		
Commercial	190	0.87%			
Industrial & Quarries	130	0.59%			
Communication/Utilities	4	0.02%			
Institutional/Governmental	9	0.04%			
Transportation ROW	598	2.73%		1,732	8%
Agriculture & Other Open Land	19,351	88.23%	Passive		
Recreational	572	2.61%			
Water Features	277	1.26%			20,200
<b>Total</b>	<b>21,932</b>	<b>100%</b>		<b>21,932</b>	<b>100%</b>
<b>Solar Overlay</b>	<b>4,156</b>	<b>18.95%</b>		<b>4,156</b>	<b>18.95%</b>

Source: Town of Marshfield & Cedar Corporation

## Background Information

### Land Use Characteristics

- Map 2 shows the existing land uses in the Town of Marshfield. Table 2 shows existing land uses, including acreage and percentage of total town acreage by existing land use category.

**Table 2: Existing Land Use**

Category	Acreage	Percentage		Acreage	Percentage
Residential	670	3.05%	Intensive		
Commercial	48	0.22%			
Industrial & Quarries	88	0.40%			
Communication/Utilities	21	0.10%			
Institutional/Governmental	9	0.04%			
Transportation ROW	598	2.73%		1,433	6.5%
Agriculture & Other Open Land	16,036	73.12%	Passive		
Recreational	578	2.63%			
Woodlands	3,607	16.45%			
Water Features	277	1.26%		20,498	93.5%
<b>Total</b>	<b>21,932</b>	<b>100%</b>		<b>21,932</b>	<b>100%</b>

- Table 2 illustrates that agriculture, recreational, woodland, and other open land account for more than 92% of the land in the Town of Marshfield.
- Recreational land includes the Wolf Lake County Park and Boat Launch, Calvary Marsh County Park, Riverside Park (owned/operated by the Village of St. Cloud), and the privately-owned Riverside Hunting and Fishing Club properties.

## Trends in the Supply, Demand, and Price of Land

### *Agricultural*

- Approximately 16,036 acres, or 73% of the land area, is currently used for various agricultural and other open land purposes.
- Some of the current agricultural land will eventually transition to more intense land uses, primarily residential.

### *Residential*

- Table 2 identifies 670 acres, or 3.1% of the area of the Town, as being used for residential purposes.
- Table 3 shows that 35 building permits were issued by the Town for residential dwellings between 2010 and 2023 (excluding replacement or reconstruction of existing homes).
- All of the permits for new dwellings were for single-family homes.

**Table 3: Residential Building Permits**

Year	Permits
2010	1
2011	3
2012	2
2013	1
2014	1
2015	3
2016	2
2017	4
2018	4
2019	4
2020	1
2021	2
2022	5
2023	2
<b>Total</b>	<b>35</b>
<b>Year Average</b>	<b>2.5</b>

Source: Town of Marshfield

### *Commercial and Industrial*

- ❑ Commercial, industrial, and quarry lands are widely scattered throughout the town and cover only 136 acres or less than 1-percent of the total land area.

## Conflict Between Adjacent Land Uses

### *Within the Town of Marshfield*

- ❑ Rural residential development can create a conflict between farmers and new residents over agricultural practices that create noise and odor. Avoidance of these conflicts start with proper planning of land uses and a better understanding of rural activities associated with agriculture.
- ❑ Renewable energy developments such as large-scale solar arrays and wind turbines can create a sense of conflict with town residents. Often associated with agriculture, renewable energy production can be an economic boost to rural communities. Similar to all potential conflicts, the best approach by the town will be to identify locations where conflicts can possibly be avoided. The town will work with renewable energy companies to seek a compromise on future locations. See Map 3 and the Large-Scale Solar Energy System (SES) Overlay section below for guidance on the location of any large-scale solar energy system.

Town of Marshfield, along with neighboring Town of Calumet, is the site of a large wind farm called the Blue-Sky Green Field Wind Energy Center. Blue Sky, which opened in 2008, consists of 88 wind turbines. The turbines are approximately 262 feet tall and reach 397 feet tall when the 134-foot blade is at its maximum vertical extent. The locations of these wind turbines are shown the Future Land Use and Existing Land Use maps (Maps 1 & 2).

*Between the Town of Marshfield and Adjacent Towns and the Village of St. Cloud and Village of Mt. Calvary*

- ❑ The Town of Marshfield is not aware of any conflicts and has excellent relationships with adjacent towns and the Villages of St. Cloud and Mt. Calvary.

## Limitations on Development

*These topics are discussed in more detail in the Agricultural, Natural, and Cultural Resources element.*

### *Farmlands*

- ❑ Prime farmland, as designated by the U.S. Department of Agriculture Natural Resources Conservation Service (NRCS), should be preserved as much as possible.

### *Topography*

- ❑ In some areas of the Town, topography may present limitations on development.

### *Environmental Characteristics*

- ❑ Water-related resources are highly regulated. Local, state, and federal regulations and ordinances need to be thoroughly reviewed when development is proposed for property that is in or near any of these resources. This is especially important because wetlands cover a relatively large portion of the Town (especially between the Villages of Mt. Calvary and St. Cloud).

### *Soils*

- ❑ Soils and wetland areas cause limitations to development in certain portions of the Town.
- ❑ Before property is purchased and developed, a buyer should be strongly urged to consult soils maps and those who can properly interpret what they mean.

## Land Use Projections

### *Agricultural*

- ❑ The amount of land in the Town that is considered wetlands limits the amount of productive agricultural land.
- ❑ It is likely that the number of acres used for agricultural production will slowly decrease as land is converted to more intense uses, such as residential, commercial, and industrial.
- ❑ Nonetheless, agriculture will continue to be a major economic driver in the Town for many years.

### *Residential*

- ❑ Table 4 shows the residential land projections for the Town of Marshfield. These projections are based on household projections using the average residential building permits issued between 2010 and 2023 as identified in Table 3. The estimated new households are then multiplied by the recommended acreage per lot to determine an estimated number of acres that would be absorbed through the year 2045.

**Table 4: Residential Land Use Projections**

Year	Households	Required Acres	Running Total Acres Needed
2020 Actual	406	-	-
2025	421	30	30
2030	436	30	60
2035	451	30	90
2040	466	30	120
2045	481	30	150

Source: U.S. Census Data, Town of Marshfield & Cedar Corporation

Note: Projected households is based on Town residential building permit data; Each future household is projected to use 2 acres

- ❑ Based on the projections and calculations in Table 4, an additional 150 acres will be developed for residential use by 2045 in the Town of Marshfield.
- ❑ If future residential growth occurs on lots larger or smaller than 2 acres per unit (on average), more or less land will be absorbed. The amount of land absorbed will also depend upon regulations adopted by the Town to control residential development.

#### *Commercial and Industrial*

- ❑ According to the US Census Bureau, the population in the Town of Marshfield has decreased by 1.3 percent from 2010 to 2020. According to the Wisconsin Department of Administration's projections, the town's population is projected to increase by 1.5 percent from 2020 to 2040, however, these projections appear optimistic in light of the population decrease since 2010. These projections are vintage 2013 and are in need of updating since the completion of the 2020 decennial census. Since minor changes in birth, death, or migration rates can significantly impact relatively small populations, the Town of Marshfield's projections could be easily skewed. Actual future population will depend on market conditions, attitudes about growth, and development regulations. Local policies and plans can certainly affect these rates of growth.
- ❑ Due to the Town experiencing a population decline since 2010 and the State's projected modest population increase through 2040, the demand for commercial and industrial development in the Town is expected to be minimal throughout the planning period of this Plan. Future commercial and industrial development not related to agriculture is anticipated to primarily occur in sewered areas within the Villages of Mt. Calvary and St. Cloud.

## Development and Redevelopment Opportunities

### *Agricultural*

- ❑ The Town's Future Land Use Map identifies geographic areas where farming operations will be encouraged. This means that land uses other than agricultural uses will be discouraged in those areas, but not prohibited. The Town should establish policies that will require non-agricultural land uses to have the absolute minimum impact on farming practices.

### *Residential*

- ❑ Limited land divisions to create buildable lots will be allowed but the size of the parcels may be restricted to minimize farmland absorption.

### *Commercial and Industrial*

- ❑ The Town of Marshfield cannot accommodate most commercial and industrial land uses because the Town cannot provide public sewer and water service. For this reason, the Town's Future Land Use Map identifies minimal future commercial and industrial areas outside of existing commercial and industrial properties.
- ❑ The Town will strive to do whatever possible to support existing commercial and industrial uses that have not had adverse impacts on neighboring uses and have generated jobs for local residents.

## Large Scale Solar Energy System (SES) Overlay

The Town of Marshfield recognizes the potential impacts of large-scale solar energy projects (100 MW or greater) can be both positive and negative. Due to the landscape of the Town of Marshfield, the Town may be attractive for solar development. The Town recognizes the need to encourage the siting of solar projects to specific areas that best fit the needs and desires of both the citizens and the agricultural community, while minimizing negative impacts on existing land use trends and public interests.

As part of the Town's Comprehensive Plan update, the Plan Commission desired to explore developing a Solar Energy System (SES) Large (Utility) Scale Solar Suitability Map to accompany and supplement the Future Land Use Map. This SES Large Scale Solar Suitability Map (Map 3) identifies areas of the Town in which large scale SES development would best fit the overall future land use visions of the Town as a "Solar Overlay". This overlay is not intended to prevent solar displacement of the productive agricultural land, but rather to direct future projects to the areas that best fit the overall future land use visions as well as to offer a potential layer of protection to residents affected by such projects adjacent to their property. The Town understands they do not have direct regulatory/review authority over large scale SES's, yet it intends to provide recommendations, concerns, and comments to prospecting solar developers and the Public Service Commission (PSC). Each proposed solar project, pursuant to Wisconsin Statute §196.491(3)(d)6, will be evaluated to determine if it is consistent with and does not interfere with the towns orderly land use development plans.

The Town of Marshfield desires to guide the location of large-scale SES's and therefore acknowledges Wisconsin Statute §66.0401(1m) which states: *"Local governments may not place any restriction on the installation or use of solar energy systems unless the restriction satisfies one (1) of the following conditions:*

- Serves to preserve or protect public health or safety.*
- Does not significantly increase the system cost or decrease the efficiency.*
- Allows for an alternative system of comparable cost and efficiency."*

The Town of Marshfield further acknowledges the State of Wisconsin's Preemption as defined by Wisconsin Statute §196.491(3)(i) which states: *"If installation or utilization of a facility for which a certificate of convenience and necessity has been granted is precluded or inhibited by a local ordinance,*



***the installation and utilization of the facility may nevertheless proceed.***” A Certificate of Public Convenience and Necessity (CPCN) is required by the Public Service Commission (PSC) for SES’s generating 100MW or greater. The process includes an application, public notice, environmental review, community impact review and public hearings before a decision is rendered by the PSC.

The Town of Marshfield desires to take a pro-active approach in the siting of future large-scale SES’s to assist in the application process. In order to determine level of restrictions within the town, the Town of Marshfield has elected to use its planning authority granted under Wisconsin Statute §66.1001 to direct preferred locations that could accommodate the generation of large-scale SES’s while protecting the investments which have been made to existing development patterns in the Town.

The Town of Marshfield Future Land Use Map (Map 1) includes the “Solar Overlay” from the SES Large Scale Solar Suitability Map (Map 3) that was developed to show accommodating locations based on current land use, available transmission, slope, environmental features, residential development density, zoning classifications, and adequate buffering requirements to reduce the potential negative impacts of siting a large-scale SES. The SES Large Scale Solar Suitability and Future Land Use Maps also show the locations of existing transmission corridors vital to accommodating any future renewable energy generation. As can be seen by the maps, the Town has identified over 4,150 acres (approximately 19.5 percent of the town) which could accommodate SES’s, which is considered substantial. Through the use of this planning approach, the Town of Marshfield believes the town has captured the intent of Wisconsin Statute §66.0401(1m).

The Plan Commission recognizes that all property owners have certain rights in determining the use of the land under their ownership. Fracturing of contiguous parcels under common ownership was avoided as much as possible throughout the town to allow the landowner to have full decision-making capabilities about their acreage. However, the landowner’s neighbors also have a right to be protected from non-compatible uses of adjacent lands. Therefore, it is determined, the area in the town identified by the Solar Overlay provides adequate area for any future solar expansions within the town.

## 2.0 Implementation

### Integration and Consistency

- ❑ During the planning process, care was taken to ensure integration of, and consistency between, the goals, objectives, policies, and recommendations contained in each element of the Comprehensive Plan.
- ❑ The Town of Marshfield Plan Commission will be responsible for comparing proposals for development that come before it with each element of the Comprehensive Plan. If the review of the development proposal uncovers inconsistencies between the elements, the Plan Commission should consider how the inconsistencies may be resolved and make a recommendation for those changes to the Town Board.

### Programs for Plan Implementation

Implementing the elements of a comprehensive plan will require the use of many resources available to the Town. Staying current with these resources is another challenge as opportunities, whether agency grants, administrative requirements, or just general assistance seem to change continuously based on the passage of legislative bills at both the state and federal levels.

To assist rural communities in the navigation of new funding and administrative assistance, the Office of Rural Prosperity (ORP) was formed in January 2020, with guidance from Governor Tony Evers' Blue-Ribbon Commission on Rural Prosperity. The Commission was charged with gathering public input on the long-term, recent, and future challenges facing Wisconsin's rural communities. **The agency aims to be a one-stop shop to help rural stakeholders navigate the programs and resources serving rural communities and businesses.** An additional benefit of the ORP website is that it will be continuously monitored and updated as opportunities (Programs) emerge or are removed.

As part of the Wisconsin Economic Development Corporation (WEDC), the Office of Rural Prosperity (ORP) seeks to foster vibrant, prosperous, and resilient rural communities across Wisconsin. The role of the ORP is to increase economic activity and improve the quality of life for future generations living in rural Wisconsin.

The WEDC, its economic development partners, and other organizations around the state offer a range of resources on all aspects of economic well-being, from childcare, education, infrastructure, housing to business development. The support organizations listed here have all contributed to programs at <https://ruralwi.com/resources/>. **This resource page is designed with the ability to query programs by need or topic. The query results will take the community to the appropriate agency and supporting program with links for additional information.**

Be advised that the ORP Resource Page references mainly state or federal agencies and programs. It does not reference local or regional assistance from partners such as county departments, Regional Planning Commissions or local Economic Development Corporations. In addition, specialized agencies such as the Wisconsin Towns Association advocate for many of the programs to be available to town units of

government. These agencies should also be consulted for assistance as it relates to a specific need such as planning, zoning, economic development, transportation, environmental and other needs as noted on the ORP Resource Page.

## Ordinances and Regulations

### Town of Marshfield

#### *Consistency Requirement*

**Wisconsin's comprehensive planning legislation requires that the Town's Comprehensive Plan be consistent with the following ordinances:**

#### *Zoning Ordinance*

- ❑ Zoning in the Town of Marshfield is regulated by the Town's Zoning Ordinance originally adopted in November of 1999, amended, and certified as a Farmland Preservation Zoning Ordinance by the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) in 2014, and most recently amended in 2015.
- ❑ The Town's Zoning Ordinance and Zoning Map will be the primary tool to implement the Future Land Use Map and the goals and objectives identified in this Plan.
- ❑ Because zoning generally reflects current land use and the Future Land Use Map reflects the preferred land use, the Zoning Map and Future Land Use Map are initially not going to be consistent. However, these two maps should become more consistent as future development and effective implementation of this Plan occurs throughout the planning period of this Plan.

#### *Subdivision Ordinance*

- ❑ The Town of Marshfield relies on the Fond du Lac County Subdivision Ordinance (Chapter 48). Information on this ordinance can be viewed at:  
<https://www.fdlco.wi.gov/departments/departments-f-m/land-information/planning-development/land-development>

#### *Official Map*

- ❑ The Town of Marshfield has an Official Map but does not have an Official Map Ordinance. The Town should consider adopting an Official Map Ordinance.

#### *Extraterritorial Platting*

- ❑ Extraterritorial review powers only apply to cities and villages, so this is not applicable to the Town of Marshfield.

#### *Shoreland-Wetland Ordinance*

- ❑ Fond du Lac County has a Shoreland Zoning Ordinance (Chapter 44), that regulates development within shoreland areas in the Town of Marshfield. Shoreland areas include all lands in the Town within 1,000 feet of the ordinary high-water mark (OHWM) of navigable lakes, ponds or flowages, 300 feet of the OHWM of navigable rivers or streams, or to the landward side of the floodplain, whichever distance is greater. Information on this ordinance can be viewed at:  
<https://www.fdlco.wi.gov/departments/departments-f-m/land-information/code-enforcement/shoreland-zoning>

### *Livestock Siting Ordinance*

- ❑ The Town of Marshfield’s Zoning Ordinance regulates new or expanded livestock facilities.

### *Floodplain Ordinance*

- ❑ Fond du Lac County has a Floodplain Zoning Ordinance (Chapter 28), that regulates development within floodplains in the Town of Marshfield. Information on this ordinance can be viewed at: <https://www.fdlco.wi.gov/departments/departments-f-m/land-information/code-enforcement/floodplain-zoning>

**Wisconsin’s comprehensive planning legislation *does not require* that the Town’s Comprehensive Plan be consistent with the following ordinances:**

### *Erosion Control and Stormwater Management Ordinance*

- ❑ Fond du Lac County has an Erosion Control and Stormwater Management Ordinance (Chapter 27) that applies to land development in the Town of Marshfield. The Stormwater Ordinance is administered by the Fond du Lac County Land and Water Conservation Department and can be viewed at: <https://www.fdlco.wi.gov/departments/departments-f-m/land-and-water-conservation/ordinances/erosion-control-stormwater-management>

### *Wellhead Protection Ordinance*

- ❑ The Town of Marshfield does not have a municipal well.
- ❑ The requirements of Wisconsin’s wellhead protection program are found in Chapter NR 811, Subchapter II, of the Wisconsin Administrative Code. If the Town would decide to construct a municipal well in the future (there are no plans at this time), it would have to prepare a wellhead protection plan (WHP) and obtain approval from the Wisconsin Department of Natural Resources (WDNR) before placing the well into service. More information can be viewed at: <https://dnr.wisconsin.gov/topic/DrinkingWater/SourceWaterProtection.html>

## Measurement of Progress

The Town of Marshfield Plan Commission will provide a written report to the Town Board on a periodic basis on the progress made in implementing the Comprehensive Plan.

## Plan Update and Amendment Process

### Updates

- ❑ The Town of Marshfield will review and update the goals, objectives, policies, and programs of the Comprehensive Plan on a periodic basis.
- ❑ Wisconsin’s comprehensive planning legislation requires that the Comprehensive Plan be updated every ten years.

### Amendments

- ❑ Because the environment in which the Comprehensive Plan is to be implemented is dynamic, it is expected that amendments to the Comprehensive Plan will be needed to address changing conditions and attitudes. For example, the Plan Commission may receive a development proposal for a specific property in the Town of Marshfield that is inconsistent with the land use shown on the Future Land

Use Map. If the Plan Commission determines that the land use shown in the development proposal is appropriate, an amendment to the text and the maps of the Comprehensive Plan will be needed to ensure consistency between the Comprehensive Plan and development proposal.

- The process for amending the Comprehensive Plan is the same as that originally used for the adoption of the Comprehensive Plan. The Plan Commission will make a recommendation to the Town Board on the amendment. If the Plan Commission recommendation is to adopt the amendment, the Plan Commission shall adopt a resolution recommending adoption of the amendment. The Town Board will need to hold a public hearing on the recommended amendment and enact an ordinance adopting the amendment.

## 3.0 Issues and Opportunities

### Major Findings

- ❑ According to the U.S. Census, the population of the Town of Marshfield in 2020 was 1,123. This is 15 less than it was in 2010, or a decrease of 1.3%.
- ❑ It is estimated by the Wisconsin Department of Administration that the Town of Marshfield's population will remain relatively steady through 2040.
- ❑ In general, the residents of the Town of Marshfield in 2020 were above average in age compared to the county and state. The median age in the Town of Marshfield was 49.3, compared to 41.4 in Fond du Lac County and 40.1 throughout Wisconsin.
- ❑ The Wisconsin Department of Administration projects that the number of residents of the Town of Marshfield will increase by 17 between 2020 and 2040, a 1.5% increase.
- ❑ The number of households in the Town of Marshfield is projected to increase by 21 households, or 4.8%, between 2020 and 2040. While the number of households will increase, the average number of persons per household is expected to decrease by 7.3% from 2.47 to 2.29 persons.
- ❑ The median income for both households and families in the Town of Marshfield in 2020 was higher than in Fond du Lac County and Wisconsin.
- ❑ The time employed residents of the Town of Marshfield traveled to get to work in 2020 was generally greater than in Fond du Lac County and Wisconsin. Just over 58% of employed Town of Marshfield residents working outside the home drove between twenty and forty minutes to work, compared to about 28% in Fond du Lac County and 36% in Wisconsin.

### Directives

- ❑ Continue to monitor changing demographic information and its impacts on housing and services.

### Goals, Objectives, and Program

#### Goals

1. Continue to maintain the Town's rural character through the preservation of agriculture and minimize land use conflict.
2. Expand internet and digital service to residents.
3. Continue to maintain small town values.

#### Objectives

1. **Cell and Internet Coverage:** Encourage cell phone and internet companies to improve their coverage areas.
2. **Renewable Energy:** Utilize comprehensive planning and ordinances to guide and regulate the location and conditions of future renewable energy systems.

#### Policies

No policies at this time.

## Recommendations

No recommendations at this time.

## SWOT Workshop

On May 17, 2023, Town of Marshfield officials and residents participated in Public Informational Meeting which included a “Strengths, Weaknesses, Opportunities, and Threats” (SWOT) workshop. They created lists that identified:

- Strengths:** What they like about their community
- Weaknesses:** What they felt were some of the weaknesses
- Opportunities:** What they would like to see in their community
- Threats:** What challenges they may face in planning for their future

The following comments were made by those who attended the SWOT workshop. A full summary of the workshop is located in Appendix B. These answers are listed in voting support order from the meeting.

### *Strengths*

- Natural / geographic features and resources
- Volunteer fire department and ambulance
- Agricultural land (preservation of)
- Low crime
- Upgraded Town roads
- Laid-back / quiet / private living
- Local businesses available
- Good potable water
- Primarily single-family homes
- Scenic topography (areas and vistas)
- Public hunting
- Nutrient management plan
- ATV routes
- Park at Wolf Lake
- Hardworking / compatible community
- Residents
- Large percentage of owner-occupied properties
- Churches / holy land
- Available open space
- Water features
- Clean / fresh air
- Diverse land uses
- Bicycle / trail expansion
- Rural atmosphere
- Community events
- Low volume of traffic
- Good schools
- Good athletic organizations
- Nursing home available

*Weaknesses*

- Lack of high-speed internet / internet options
- State mandates / suppressed local control
- Wind turbines
- Poor cell phone reception
- Stress on roads due to large farming
- Aging community
- Less local business
- Fewer small farms
- Lack of trade skills
- Lack of jobs for retaining young professionals
- Road maintenance
- Lack of transportation / support services / activities for seniors
- Ability to accommodate renewable energy
- Poor potable water
- Inability to retain younger people
- Lack of local workers for business
- Lack of population diversity
- Lack of young people involved in community service

*Opportunities*

- Stick with small town values (religion, quality of life, etc.)
- Expand internet service
- Growth in local business
- Increase technical opportunities for youth (trades)
- Remain the same, especially natural resources
- Growth of diversity in local farming
- County roads for ATV / UTV use
- Utilize Town's physical assets for recreation
- Opportunity to grow local government knowledge
- Opportunities to retain youth
- Residential growth
- Use planning to direct future
- Youth (realistic expectations)

*Threats*

- Government mandates
- Government restrictions (non-local)
- Increasing crime rate / crime getting closer
- Water pollution
- Overscale / oversize renewable energy projects
- Drugs
- Inability of younger generation to live / locate due to land / home costs
- Lack of funds to address needs
- Taxes
- Opposition to Town progress
- Lack of government participation
- Lack of police protection



On July 27, 2009, residents participated in a similar analysis during the development of the Town's previous Comprehensive Plan. Many of the answers provided 14 years ago closely align with those provided today. The strengths outlined in 2009 largely focused on the Town's peaceful, rural character, which provides a clean environment and plenty of opportunities for outdoor recreation. The high quality of residents was also discussed each year, with consistent mention of their friendly nature and strong religious base. The Town's emergency services, local businesses, roads, and nursing home access were also repeatedly cited as strengths. As for opportunities, each SWOT analysis brought a focus on attracting new businesses and developing faster internet services.

In terms of weaknesses, several items were discussed in both 2009 and 2023. These included a lack of both industry and fast internet service, as well as poor cell phone coverage. The negative effects of renewable energy projects were also brought up. Finally, some threats remained consistent over the years, including crime, non-local government mandates, and the risk of additional renewable energy projects.

## Background Information

*NOTE: The following analysis is based on Tables 100 through 115, which can be found in the back of this Plan behind the "Tables" tab. It must be further noted that the statistics upon which the analysis is based are from the 2020 United States Census, when available, and American Community Survey 5-Year Estimates. Being three years hence the Census, and being after and within a volatile economic climate, some characteristics may have changed dramatically. This, of course, can render the information and subsequent analysis of some areas of information (which ones are unknown) inaccurate relative to the present day.*

*The demographic data for the Town of Marshfield in the Issues and Opportunities Element is compared to the surrounding Towns of Calumet, Forest, and Taycheedah, and to Fond du Lac County and Wisconsin.*

## Population Characteristics

### *Population Change - (Table 100)*

- ❑ According to the U.S. Census, the population of the Town of Marshfield in 2020 was 1,123. This is 15 less than it was in 2010, or a decrease of 1.3%.
- ❑ Of the surrounding towns, Calumet and Forest also decreased in this time period, but Taycheedah increased by 8.3%. In Fond du Lac County and all of Wisconsin, the population rose 2.5% and 3.6%, respectively, from 2010 to 2020.
- ❑ The Town of Marshfield's population remained relatively stable between 1990 and 2020.

### *Population Race - (Table 101)*

- ❑ In 2010, the Town of Marshfield was 98.33% white. By 2020, the Town of Marshfield was slightly more diverse, with a white population of 97.24%. The 2020 Census reports a black or African American population of 0.09%, as well as an American Indian and Alaska Native population of 0.09%. The category of "Some Other Race" comprises 1.60% of the population, while "Two or More Races" accounts for 0.98%.
- ❑ In comparison, Fond du Lac County was approximately 87.98% white in 2020, compared to Wisconsin at 80.38%.

### *Population Age and Median Age - (Table 102)*

- ❑ In general, the residents of the Town of Marshfield in 2020 were above average in age compared to the county and state. The median age in the Town of Marshfield was 49.3 years old, compared to 41.4 in Fond du Lac County and 40.1 throughout Wisconsin.
- ❑ The largest age group, comprising 16.2% percent of the Town of Marshfield residents in 2020, were between the ages of 60 and 69. The percentage of individuals between ages 50-59 was 15.3%, with another 11.9% between 10-19 years old. The next highest percentages were people between the ages of 30 and 39 (11.6%) and under 10 years of age (11.3%).
- ❑ Despite the Town of Marshfield having a similar percentage to both the County and State of individuals aged younger than 10 years old, the Town of Marshfield has a higher median age. The higher median age can be explained by the Town's higher percentages of residents in the upper age categories of 50-59, 60-69, 70-79, 80-84, and greater than 85.
- ❑ Less than 7% of town residents in 2020 were in their twenties. In a statistically perfect world, the number of persons in each age category in 2010 would be the same in the next higher age group in 2020, plus or minus the percentage of population growth of the entire community. In other words, if there were 100 people in their **teens** in 2010, and the town's population grew by 10% from 2010 to 2020, there would be 110 people in their **twenties** in 2020. In reality, however, in the Town of Marshfield the change between these two age groups was a *decline* of 54 people, an almost 42% decrease. This means the community is not retaining their children as they become adults.

## Population Projections

### *Population Projections - (Table 103)*

- ❑ The Wisconsin Department of Administration projects that the number of residents in the Town of Marshfield will increase by 17 people between 2020 to 2040 (1.5% increase).
- ❑ In that same time period, the Town of Forest is projected to have a decrease in population, at about 2.6%. The Towns of Calumet and Taycheedah, however, are projected to increase in population by about 6.2% and 16.5% respectively. The population of Fond du Lac County is also projected to increase by about 5.9%, and Wisconsin's by 6.9%.

## Household Projections

### *Household Projections - (Table 104)*

- ❑ The number of households in the Town of Marshfield (households include unrelated persons) is projected by the State to increase by approximately 21 between 2020 and 2040. This is just under a 5% increase. This percentage increase is less than in all the other locations except the Town of Forest, which is expected to see a 1.8% decrease in households.
- ❑ While the number of households will increase by 4.8%, the average number of persons per household is anticipated to decrease by 7.3%, from 2.47 to 2.29. Nonetheless, the Town of Marshfield's 2020 average number of persons is higher than both the County and State, where the next highest average is Wisconsin with 2.36 persons per household (see Table 123).
- ❑ In most municipalities throughout Wisconsin and even the United States, the average number of persons per household will steadily decline in the next several decades. This is due to, among other factors, a high divorce rate and couples waiting longer to have their first child.
- ❑ A declining number of persons per household means more housing units will be needed for the population than if the average number of persons per household had remained stable. The current projections of household increases will require an increase in housing units.

## Income Characteristics

### *Median Income - (Table 105)*

- ❑ The median income for *households* in the Town of Marshfield in 2020 was \$73,981. This is significantly higher than in Fond du Lac County and Wisconsin.
- ❑ The median income for *families* in the Town of Marshfield in 2020 was \$86,250. This amount is also higher than those for the County and State.
- ❑ Median household income in the Town of Marshfield increased by 6.2% between 2010 and 2020. Family income increased by approximately 15.5%.
- ❑ Relative to the median family income of \$74,706 in 2010, inflation alone would have produced a median family income of almost \$89,000 in 2020. At \$86,250, then, the rise in the median income of Town of Marshfield families fell behind the rate of inflation.

### *Household Income - (Table 106)*

- ❑ The higher average household income in the Town of Marshfield is further illustrated in Table 106. Over 27% of households had incomes between \$100,000 and \$149,999 in 2020. This is higher than in Fond du Lac County and Wisconsin, where 18.8% and 16.3%, respectively, were in this income range.

### *Per Capita Income - (Table 107)*

- ❑ In 2020, the per capita income of \$32,297 in the Town of Marshfield was less than in Fond du Lac County and Wisconsin.
- ❑ The rate of increase in per capita income in the Town of Marshfield from 2010 to 2020 was significantly lower than in the county and state.

### *Poverty Status - (Table 108)*

(Definition of “poverty” varies; example threshold for 2020 is income level of \$13,171 for one person). See <https://www.census.gov/topics/income-poverty/poverty.html> for more details.

- ❑ The percentage of individual *persons* in the Town of Marshfield in 2020 that were officially living in poverty was 1.2%. This was much lower than in both Fond du Lac County and Wisconsin.
- ❑ The percentage of individual *families* in the Town of Marshfield in 2020 that were officially living in poverty was 1%. Again, this was lower than both Fond du Lac County and Wisconsin.
- ❑ Poverty levels for persons and families declined between 2010 and 2020 in all three jurisdictions.

## Employment Characteristics

### *Labor Force - (Table 109)*

- ❑ The 2010 unemployment rate in both Fond du Lac County and Wisconsin was 6.6%. Both had large declines in unemployed persons from 2010 to 2020.
- ❑ The unemployment rate in the County and State was 3.6% and 3.5%, respectively, in 2020.
- ❑ The unemployment rate in the Town of Marshfield dropped from 3.8% in 2010 to 2.2% in 2020. Like the County and State, the Town of Marshfield saw a substantial decrease in unemployed individuals during this time period.
- ❑ The number of employed Town of Marshfield residents aged 16 and over (irrespective of their place of employment) decreased from 563 in 2010 to 499 in 2020, an 11.4% decline. Employed individuals in Fond du Lac County and Wisconsin increased by 0.6% and 4.0%, respectively, in the same time

period.

#### ***Employment of Residents by Type of Industry - (Table 110)***

- ❑ In the Town of Marshfield, the highest percentage of employed residents in 2020 was in the *educational, healthcare, and social services* industry, which accounts for just under 20%. In 2010, the highest percentage was in the *manufacturing* industry, at 27.4%.
- ❑ The number of residents employed in *manufacturing* decreased by 56 residents, or 36.4% between 2010 and 2020. However, other industries saw larger reductions, such as a 100% decrease in the *information* industry and a 65.8% drop in the *arts, entertainment, recreation, accommodation, and food industry*. *Transportation, warehousing, and utilities* also experienced a 62.5% decline.
- ❑ In Fond du Lac County, the highest percentages of employed residents in 2020 were in the *manufacturing and educational, healthcare, and social services industries*. These were also the highest percentage industries in Wisconsin, although the order is flipped.

#### ***Employment of Residents by Type of Occupation - (Table 111)***

- ❑ In 2020, 36.9% of employed residents of the Town of Marshfield who were age 16 and over had occupations in *management, business, science, and arts* positions. Another 23% held *natural resources, construction, and maintenance* positions, and 15% were in *production, transportation, and material moving*.
- ❑ The highest percentage of employment in both Fond du Lac County and Wisconsin was also in *management, business, science, and arts* occupations at 30.2% and 37.2% respectively. In Fond du Lac County, *productions, transportation, and material moving* comprised 22.3% of employment, with *sales and office occupations* close behind at 20.0%. *Sales and office occupations* make up 20.3% of total employment in the State, with *productions, transportation, and material moving* at 17.8%.

#### ***Industry of Employed Persons - (Table 112)***

- ❑ In 2020, over 23% of persons employed in Fond du Lac County (regardless of their place of residence) were employed in the *manufacturing* industry. Over 20% were employed in the *education & health services* industry and approximately 19% were employed in the *trade, transportation, & utilities* industry.
- ❑ These same three industries employed the greatest proportion of persons employed in the State in 2020, but only approximately 17% were employed in the *manufacturing* industry.

#### ***Average Weekly Wages - (Table 113)***

- ❑ The highest-paying jobs in Fond du Lac County in 2020 were in the *construction and financial activities* industries, followed by those in *manufacturing and professional and business services*.
- ❑ The lowest-paying jobs in Fond du Lac County in 2020 were in the *leisure and hospitality and other services* categories, which remains unchanged from 2010.
- ❑ Unlike the County, *information and financial activities* were the highest paying industries in Wisconsin. Construction, the highest paying industry in the county, was the fourth-highest paying industry in the state.

#### ***Travel Time to Work - (Table 114)***

- ❑ The time employed residents of the Town of Marshfield traveled to get to work in 2020 was generally greater than in Fond du Lac County and Wisconsin.
- ❑ In 2020, about 58% of employed Town of Marshfield residents drove between twenty and forty minutes to work, compared to about 28% in Fond du Lac County and 36% in Wisconsin.
- ❑ The 2020 percentage of those driving 20 to 40 minutes to work is approximately 3% higher than in 2010.

- ❑ 5.1% of employed Town of Marshfield residents in 2020 worked at home. This is slightly higher than the County's 4.6%, and below that of the State's 6.5%. In 2010, the percentage of Town of Marshfield residents working from home was 9.3%.

## Education Characteristics

### *Educational Attainment - (Table 115)*

- ❑ Table 115 calculates the educational attainment of residents of the Town of Marshfield in 2020 that were age 25 and older. Educational attainment in the Town lags behind the County and State.
- ❑ 4.1% of the Town of Marshfield residents had less than a 9<sup>th</sup> grade education. This percentage was significantly less in Fond du Lac County and Wisconsin, at 2.1% and 2.5% respectively.
- ❑ Almost 39% of the Town of Marshfield residents had earned a high school diploma, compared to 35.7% in the County and 30.3% in the State.
- ❑ 51% of the Town of Marshfield residents aged 25 and older in 2020 had a high school diploma or less. This compares to 43.4% in the County and 37.7% in the state.
- ❑ In 2020, 34.8% of the Town of Marshfield's population had an associate degree or higher, compared to 28.8% in 2010. This is slightly lower than Fond du Lac County's 2020 percentage of 35.9, and significantly behind Wisconsin's 2020 percentage of 41.8.
- ❑ 6% of the Town of Marshfield residents held a graduate or professional degree in 2020, up from the 2010 level of 3.6%. The increase in this level was also seen in the County and State, which both increased from 2010 to 2020.

## 4.0 Agricultural, Natural, and Cultural Resources

### Major Findings

- ❑ The Town of Marshfield land use pattern is predominantly a rural farming community that values the rural atmosphere and “family-farms”.

### Directives

- ❑ Agricultural lands are an important land use that should be promoted, encouraged, and preserved.
- ❑ Natural resources and geographic features should be promoted, encouraged, and preserved. For example, support efforts by the County and State to improve Calvary Marsh and the recreational areas.

### Goals, Objectives, Policies, and Programs

#### Goals

1. Continue to maintain the Town’s rural character, natural and cultural resources through the preservation of agriculture and minimized land use conflict.

#### Objectives

1. **Code Enforcement:** Preserve agriculture as the primary land use in the Town of Marshfield through utilization of State, Federal, County and Town regulations.
2. **Land Stewardship:** The Town of Marshfield’s Plan Commission and Town Board will strive to be good stewards of prime farmland when deciding on a rezoning from agricultural to residential.
3. **Document Notification:** Require “right to farm” language on the face of a CSM or plat, warning potential buyers of the implications of living next to such operations.
4. **Preserving Large Agricultural Parcels:** Larger agricultural parcels are to be maintained, if possible, when siting any new development in an agricultural area.
5. **Historical Considerations:** Be supportive in the preservation of architecturally or historically significant structures.
6. **Protection of Environmentally Significant Areas:** When evaluating any potential development projects, the Town of Marshfield will consider the potential impact on natural resources, environmental features, and habitat areas and will work with Fond du Lac County to enforce shoreland-wetland ordinances.
7. When land use choices are presented to the Plan Commission and Town Board, high consideration will be given to support and promote agricultural, natural, and cultural resources of the Town of Marshfield.

#### Policies

- ❑ No more than four (4) non-farm residences per year shall be approved in agricultural areas as shown on the Future Land Use Map. Exceptions may be granted by the Town Board on a case-by-case basis.
- ❑ Land being converted to non-farm residential use should be limited to smaller parcel sizes.

## Recommendations

- ❑ Recertify the Town of Marshfield Zoning Ordinance with DATCP for continuation of farmland preservation tax credits for landowners.
- ❑ Continue to monitor and promote the need for livestock facility siting regulation.

## Programs

- ❑ **Farming Programs:** The Town of Marshfield will encourage farmers and agricultural landowners to become involved in, or continue participation in, state and federal programs that financially support farm production.

## Background Information

### Agricultural Programs

#### *Agricultural Impact Statement Program*

- ❑ An agricultural impact statement is required when the builders of a public construction project are vested with the powers to condemn property (eminent domain) and will acquire more than five acres of land from any farm operation.
- ❑ Agricultural impact statements analyze the potential impact of public construction projects on farmland and farm operations and recommend ways to lessen those impacts. Examples of public construction projects include highway expansions, the placement of utility transmission lines, and the construction of pipelines or wastewater treatment plants.
- ❑ More information about this program can be found at:  
[https://datcp.wi.gov/Pages/Programs\\_Services/AgriculturalImpactStatements.aspx](https://datcp.wi.gov/Pages/Programs_Services/AgriculturalImpactStatements.aspx)

#### *Farmland Preservation Program*

- ❑ This program helps farmers and local governments preserve farmland, protect soil and water, and minimize land use conflicts. Through participation in this program, Counties develop farmland preservation plans, local governments can develop farmland preservation zoning ordinances, landowners and local governments together can form Agricultural Enterprise Areas (AEA), and landowners meeting soil and water conservation standards can become eligible to claim an income tax credit.
- ❑ Fond du Lac County developed its original Farmland Preservation Plan in 1980 and updated the plan in 2012 and 2021.
- ❑ Landowners with land mapped on the County's Farmland Preservation Plan Map as Farmland Preservation Areas and zoned as Farmland Preservation District or located in an AEA are eligible to claim farmland preservation income tax credits.
- ❑ Further information about Fond du Lac County's Farmland Preservation Plan and the State of Wisconsin's Farmland Preservation Plan can be found at:  
<https://www.fdlco.wi.gov/departments/departments-f-m/land-information/planning-development/farmland-preservation-plan>
- ❑ Further information about the State of Wisconsin's Farmland Preservation Program can be found at:  
[https://datcp.wi.gov/Pages/Programs\\_Services/FarmlandPreservation.aspx](https://datcp.wi.gov/Pages/Programs_Services/FarmlandPreservation.aspx)

### *Livestock Facility Siting Program*

- ❑ Chapter ATCP 51 of the Wisconsin Administrative Code gives local government the ability to regulate livestock facilities with large numbers of livestock animals.
- ❑ The Town of Marshfield’s Zoning Ordinance regulates new or expanded livestock facilities via a Special Use Permit.
- ❑ For more information on ATCP 51, go to this web site:  
[https://datcp.wi.gov/Pages/Programs\\_Services/LivestockSiting.aspx](https://datcp.wi.gov/Pages/Programs_Services/LivestockSiting.aspx)

## Natural Resources

### *Environmental Characteristics*

#### *Geology*

- ❑ The bedrock and glacial (surficial) geology of Fond du Lac County in the Town of Marshfield area is somewhat unique and will be a key component in determining the suitability for development within the area.
- ❑ The Town is underlain by bedrock composed of Niagara dolomite, limestone which composes the Niagara Cuesta, a prominent feature that extends to the east as far as Niagara Falls and terminates at its western end at Lake Winnebago in a dramatic escarpment.
- ❑ The Niagara escarpment (or as known locally as the “ledge”) is the most prominent geologic feature within Fond du Lac County.
- ❑ A cuesta is a persistent ridge with a gentle slope on one side and a steep slope (the exposed escarpment) on the other, and, in general, reflects erosional resistance.
- ❑ There is a considerable amount of evidence to suggest that the Niagara escarpment in Wisconsin took on its current form as a result of the last glaciation. As the ice pushed forward it helped carve out the cliffs and ledges that we see throughout the northeast and east central portions of the state.
- ❑ The escarpment is unique in this area because of the parallel movement of the glacier against rock. Where the escarpment runs visibly, across portions of Door, Kewaunee, Brown, Calumet, Fond Du Lac, and Dodge counties, its appearance is much more uniform than in other areas of the cuesta.
- ❑ The composition of the cuesta in this area consists principally of highly fractured dolomitic limestone referred to as Silurian Dolomite or Niagara Limestone.
- ❑ The Niagara Cuesta offers scenic vistas, significant archeological sites, and unique and potentially endangered plant and animal species.
- ❑ The Town of Marshfield contains a number of glacial features called drumlins. Drumlins are composed of glacial overburden; loose rock, gravel, sand and clays. Drumlins are found throughout eastern Fond du Lac County and account for the hilly terrain.

#### *Soils*

- ❑ Soils support the physical base for development in the Town of Marshfield. Knowledge of the limitations and potential difficulties of soil types is important in evaluating land use proposals such as residential development, utility installation and other various projects.
- ❑ Severe soil limitations do not necessarily indicate areas cannot be developed, but rather indicate more extensive construction measures must be taken to prevent environmental and property damage. These construction techniques generally increase the costs of development and the utilities needed to service that development.
- ❑ The Theresa-Pella-Lamartine is the prevalent soil association in the Town of Marshfield. Soil types can be a determining factor for private on-site wastewater treatment systems.



- ❑ The soil distribution within the Town is extremely complex. Presumably, this is the result of random distribution from glacial action. Because of the multiplicity of soil types, it is advisable to make a test dig before undertaking major construction.

#### *Surface Waters*

- ❑ The WDNR's Surface Water Data Viewer indicates that there are two primary watersheds in the Town of Marshfield. The vast majority of land in the Town is in the Sheboygan River watershed.
- ❑ The link below is to WDNR's Surface Water Data Viewer, an interactive GIS site that allows users to identify the locations of water features such as navigable streams and wetlands.  
<https://dnr.wisconsin.gov/topic/SurfaceWater/swdv>
- ❑ Table 2 shows that there are 277 acres of water features in the Town of Marshfield.

#### *Groundwater*

- ❑ Groundwater resources within the Town of Marshfield area are linked directly to the surficial glacial deposits and underlying bedrock structure as described previously.
- ❑ Of the available aquifers, the Silurian Dolomite aquifer is the most widely used for sustained high-capacity wells.
- ❑ Pockets of sand exist in the underlying dolomite limestone.
- ❑ Areas of high groundwater should be avoided for development because of the potential negative impact on the quality of the groundwater and the cost of mitigating the impacts of high groundwater levels on the building foundations.
- ❑ The Wisconsin Groundwater Coordinating Council (GCC) is an interagency group whose purpose is to serve as a means of increasing the efficiency and facilitating the effective functioning of state agencies in activities related to groundwater management. More information about the council's responsibilities, actions, activities, and coordination efforts with local officials can be viewed at this web site: <https://dnr.wisconsin.gov/topic/Groundwater/GCC>.
- ❑ The protection of groundwater is especially important to the residents of the Town as they rely on private wells for their primary source of water. It is critical that the quality of potable water be monitored to identify any contamination.
- ❑ The primary potential pollution sources to the Town's groundwater are contamination from agricultural practices, leaking underground storage tanks, failing septic systems, and old unused wells.
- ❑ More information regarding groundwater that is specific to Fond du Lac County can be found at the following web site: <https://www.fdlco.wi.gov/community/environmental/water-quality>

#### *Floodplains*

- ❑ Portions of the Town are susceptible to flooding. According to the FEMA flood insurance rate maps (FIRM), areas along the Sheboygan River and its tributaries may be susceptible to flooding.
- ❑ Future development within floodplain will be restricted.
- ❑ The construction of residential, commercial, and industrial structures in the floodway is prohibited. Development may occur in the floodfringe, provided the lowest flood is elevated on fill two feet or more above the regional flood elevation (basement floor may be at regional flood elevation if it is dry floodproofed to the two feet or more above the regional flood elevation).
- ❑ Fond du Lac County GIS maps showing floodplain location can be found at the following website: <https://www.fdlco.wi.gov/departments/departments-f-m/land-information/online-maps>

#### *Aquatic Invasive Species*

- ❑ Invasive plants (and animals) which are not native to Wisconsin lack natural predators, so they are able to grow and reproduce rapidly and displace native species, imbalance natural ecosystems, and

diminish the quality of recreational activities. See the following website for more information on particular invasive aquatic species in Fond du lac:

<https://apps.dnr.wi.gov/lakes/invasives/AISByWaterbody.aspx>

#### *Shoreland and Wetland Resources*

- ❑ Wetlands and shoreland areas are essential environmental features for providing wildlife habitat, scenic open spaces, flood water retention, and groundwater discharge areas.
- ❑ Protection of wetlands is especially important for stormwater management purposes and open space planning.
- ❑ Local, state, and federal regulations place strict limitations on the development and use of wetlands and shorelands.
- ❑ Shorelands, as defined by the Wisconsin DNR, are those lands within the following distances from the ordinary high-water mark of navigable waters: 1,000 feet from a lake, pond or flowage; and 300 feet from a river or stream; or to the landward side of the flood plain, whichever distance is greater.
- ❑ The U.S. Corps of Engineers has federal authority over projects affecting “Waters of the United States”, including wetlands. A jurisdictional determination is often required to determine whether a wetland will be federally regulated.
- ❑ The Town of Marshfield has several large tracts of wetlands within its boundaries. Wetlands within floodplain areas serve as important floodwater storage areas.
- ❑ The DNR website has information on wetlands as they relate to development projects or protection issues. The page provides links to specific administrative rules, discussions on wetland laws and programs, as well as other wetland issues. The DNR website address is:  
<https://dnr.wisconsin.gov/topic/Wetlands>

#### *Woodland and Wildlife Habitat*

- ❑ The largest concentration of woodlands in the Town of Marshfield is in the lower one quarter of the Town on both sides of the Sheboygan River. These areas provide both aesthetic and practical benefits and should be preserved whenever possible.
  - ❑ Fond du Lac County falls within the Central Hardwood province which contains a wide variety of vegetational types, both forest and non-forest.
  - ❑ Currently a mixture of oak, maple, willow, tag alder, dogwood, aspen, white birch, and red and white cedar are present in various areas of the Town.
- ❑ Development in woodlands can destroy important environmental benefits that these areas provide to the community including the provision of habitat for wildlife.
- ❑ Wooded areas in the Town provide habitat for wildlife and serve as an aesthetic amenity for the community. Based on WDNR studies, substantial areas of pheasant habitat exist in northern and northeastern wetland areas of Fond du Lac County

#### *Environmentally Sensitive Areas*

- ❑ Environmentally Sensitive Areas (ESAs) are areas within a landscape that encompass especially valuable natural resource features that should be protected from development.
- ❑ The following areas within the Town should be considered environmentally sensitive:
  - Navigable waterways with a 75-foot buffer
  - WDNR-mapped wetlands with a 75-foot buffer
  - Floodplains
  - Moderately steep to steep areas (greater than 12% slopes)
  - Areas that provide habitat for threatened and endangered species.
  - Historical or archeological sites

Navigable waterways and WDNR-mapped wetlands are shown on the Natural Features & Public Lands map (Map 6).

#### *Designated Waters*

- ❑ The link below is to WDNR's Surface Water Data Viewer, an interactive GIS site that allows users to identify the locations of water features such as navigable streams and wetlands.  
<https://dnr.wisconsin.gov/topic/SurfaceWater/swdv>
- ❑ Waterways may be specially designated in state statute or by the WDNR as Priority Navigable Waterways (PNW), Areas of Special Natural Resource Interest (ASNRI), or Public Rights Features (PRF).
- ❑ PNWs include all lakes less than 50 acres in size, sturgeon, walleye and muskie waters, and perennial tributaries to trout streams. There are five PNWs in the Town of Marshfield (Giltners Lake, Mischos Pond, Paulys Lake, an unnamed lake/pond southwest of Giltners Lake, and an unnamed lake/pond south of CTH Q and west of Town Hall Rd.).
- ❑ ASNRI include waters in state natural areas, trout streams, wild rice waters, state and federal Wild and Scenic Rivers, Outstanding or Exceptional Resource Waters, and sensitive areas on lakes. The portion of Feldners Creek, south of Mischos Pond, is the only ASNRI in the Town of Marshfield.
- ❑ PRFs include areas and features of waterbodies that are critical for ecosystem functions, including wildlife habitat, water quality, breeding and nesting sites, sensitive areas, and navigational waterways used for recreational activities. There are no PRFs in the Town of Marshfield.

#### *State Natural Areas*

- ❑ State Natural Areas (SNAs) protect outstanding examples of Wisconsin's native landscape of natural communities, significant geological formations and archeological sites throughout Wisconsin. These areas are valuable for research and educational use, the preservation of genetic and biological diversity and for providing benchmarks for determining the impact of use on managed lands. They also provide some of the last refuges for rare plants and animals. More information on all SNA's can be found at the following website:

<https://dnr.wisconsin.gov/topic/StateNaturalAreas>

There are ten State Natural Areas in Fond du Lac County. Many are in the northern unit of the Kettle Moraine State Forest.

#### *Public Access Lands*

- ❑ The Wisconsin Department of Natural Resources (WDNR) acquires and manages public lands that provide opportunities to hunt, fish, hike, boat, ski, camp, and study nature. The State of Wisconsin has been acquiring land to meet conservation and recreation needs since 1876 with more than 1.6 million acres available for such use. There are no WDNR-owned lands in the Town of Marshfield. However, there are numerous WDNR-owned lands open to the public within Fond du Lac County, including the Eldorado Marsh and northern unit of the Kettle Moraine State Forest. Persons wishing to utilize these areas can find specific information by consulting the following web page:  
<https://dnr.wisconsin.gov/topic/lands>

#### *Calvary Marsh*

- ❑ Fond du Lac County acquired Calvary Marsh in the early 1960's by tax deed and it was designated as public hunting grounds by the County Board. This property encompasses 250 acres of mainly marsh land and provides an excellent habitat for wildlife. This county owned property is land locked and only accessible to the public by using the Sheboygan River for access or by a recorded walking easement between CTH CCC and the Marsh. More information on Calvary Marsh can be found at:

<https://www.fdlco.wi.gov/departments/departments-n-z/parks-trails/county-parks/calvary-marsh>

- ❑ Fond du Lac County developed a Canoe/Kayak Launch site on the Sheboygan River, just downstream from Calvary Marsh. The launch site is designed for car top boats like canoes and kayaks and fits within the CTH CCC road right of way. This new county facility includes parking for a half dozen vehicles, along with an all-weather path for carrying boats to the edge of the Sheboygan River.

#### *Natural Communities and Threatened and Endangered Species*

- ❑ The WDNR's Natural Heritage Inventory (NHI) Program maintains general information Wisconsin's native plants and animals, natural communities and geological features. This program tracks the locations and viability of rare species occurrences along with high-quality examples of natural communities and geological features throughout the state, creating the "NHI Working List". This program and the NHI Working list should be consulted as part of the review process for new development projects. The NHI Working List can be found at: <https://dnr.wisconsin.gov/topic/EndangeredResources/ETList>
- ❑ The Town of Marshfield has two animal species (Blanding's Turtle and Slippershell Mussel) and seven natural communities included on the NHI Working List.

#### *Metallic and Non-Metallic Mineral Resources*

- ❑ Aggregate material plays a vital role in new construction projects and its availability within a reasonable distance of construction projects will promote cost effective economic development.
- ❑ The WDNR has principal regulating authority for metallic mining activities in the state. There are no metallic mines in the Town of Marshfield. Further information regarding metallic mining in Wisconsin can be viewed at: <https://dnr.wisconsin.gov/topic/Mines/Metallic.html>
- ❑ Fond du Lac County regulates nonmetallic mining reclamation through the County's Nonmetallic Mining Reclamation Ordinance (Chapter 36), which applies to operators of nonmetallic mining sites within the County operating on or after August 21, 2021. This ordinance requires nonmetallic mining operators to obtain a County reclamation permit by submitting a reclamation plan meeting the requirements of Chapter NR 135, WI Administrative Code, and the Fond du Lac County Nonmetallic Mining Reclamation Ordinance and posting financial assurance to ensure reclamation of the site. The Town of Marshfield has two non-metallic mining operations on Maple Road. Further information regarding nonmetallic mining in Fond du Lac County can be viewed at: <https://www.fdco.wi.gov/departments/departments-f-m/land-information/code-enforcement/nonmetallic-mining>

#### *Air Quality*

- ❑ The WDNR monitors the state's air quality and implements regulations to improve and protect it.
- ❑ All of Fond du Lac County meets federal air quality attainment requirements.
- ❑ More information on air quality is available at: <https://dnr.wisconsin.gov/topic/AirQuality>.

## Cultural and Historical Resources

#### *State and National Register of Historic Places*

- ❑ The Wisconsin Historical Society is the federally-designated State Historic Preservation Office (SHPO). In partnership with communities, organizations and individuals, the SHPO works to identify, interpret, and preserve historic places for the benefit of present and future generations.
- ❑ The SHPO administers the Wisconsin portion of the National Register of Historic Places in partnership with the National Park Service and manages the State Register of Historic Places. The SHPO also

administers Wisconsin's burial sites preservation program and maintains records on archaeological sites.

- ❑ According to the State and National Register of Historic Places, the Palm Tree Road Bridge over the Sheboygan River is the only registered historic site in the Town of Marshfield. The Palm Tree Road Bridge is located on Palm Tree Road, between County Trunk Highways G and C. Erected in 1901, it is a nine-arch, fieldstone bridge that spans the Sheboygan River. The bridge is used today only by pedestrians, bicycles, and small recreational vehicles.
- ❑ Information regarding the State and National Register of Historic Places can be found on the Wisconsin Historical Society website ([www.wisconsinhistory.org](http://www.wisconsinhistory.org)) or by contacting the SHPO at (608) 261-9582.

#### *Architecture and History Inventory*

- ❑ A search of the SHPO's Architecture and History Inventory revealed that 37 historic buildings, structures, and objects exist within the Town of Marshfield. More information on these sites can be found on the Wisconsin Historical Society website ([www.wisconsinhistory.org](http://www.wisconsinhistory.org)) or by contacting the SHPO at (608) 261-9582.

### Community Design

- ❑ There are two basic categories of community design standards – built environment and natural environment. Examples of the former would be guidelines developed on the appearance and size of buildings, signs, and other man-made structures. The latter would include the protection of riverfronts, viewsheds created by changes in elevation or stream or riverbeds, and other natural features that appeal to the aesthetic nature of people.
- ❑ It is clear that future residential development in the Town of Marshfield will have an impact on the built environment. In a town, design standards focus less on specific buildings and more on the areas in which development can take place with a minimal impact on agricultural lands and the natural environment. Encouraging development to occur in areas where there is existing development can help the Town meet the objectives of providing guidance to the built environment and protecting agricultural lands and the natural environment.
- ❑ The challenge in developing and implementing community design standards and guidelines is they tend to be subjective, meaning not everyone will agree with the design that results from the standards and guidelines being followed. One person's view of the physical appearance of a building or the aesthetic value of a wetland area may differ dramatically with another person's view. One objective should be to find the proper balance between maintaining the natural beauty of an area and developing it as the community continues to grow.

## 5.0 Transportation

### Major Findings

- ❑ Residents continue to place a high priority on town roads and supporting infrastructure.
- ❑ Expect increased use of electric vehicles and farm equipment. The need for EV charging facilities will likely grow.
- ❑ Except for portions of CTH WH, (which has increased in traffic volumes), other town roads and county highways have stabilized and, in some cases, decreased.

### Goals, Objectives, Policies, and Programs

#### Goals

1. Provide a safe, efficient, and well-maintained system for motor vehicle, agricultural equipment, UTV/ATV, pedestrian, and bicycle traffic within the Town of Marshfield.

#### Objectives

1. **Road Maintenance:** Provide adequate public safety and road maintenance to all residents and businesses in the Town.
2. **Road Reconstruction:** The Town of Marshfield may consider a policy that requires the reconstruction of Town roads to meet higher standards with regard to adequate road base and width of pavement to facilitate heavier farm equipment and larger trucks associated with larger farm operations.
3. **County and State Communication:** Actively participate with the surrounding Towns, Villages of Mt. Calvary and St. Cloud, and Fond du Lac County Highway Department regarding road projects that may affect the Town of Marshfield.
4. **Natural Resources Impact:** Minimize the impact of any new transportation improvements on existing development and the community's natural resources.
5. **Elderly and Disabled Transportation:** Be aware of and support the County programs that provide transportation for the Town's elderly and disabled residents.
6. **Minor Arterial Designations:** Analyze traffic counts and the number of existing access points to determine where minor arterial road designations should occur to create safer connectivity between other minor arterials.
7. **Encourage Private Sector Investment:** Encourage and utilize creative private sector investment in road reconstruction projects.

#### Policies

No specific policies at this time.

#### Recommendations

- ❑ Utilize the results of the PASER program to schedule and fund the most critical Town-owned road and bridge reconstruction projects through a Capital Improvement Planning process.
- ❑ Prepare a Capital Improvement Program for roads, bridges, and culverts to help support any existing federal or state transportation grant opportunities such as STP, LRIP, ARIP and potentially others as they develop.

### Directives

- ❑ Be prepared to document town road infrastructure needs by developing a Capital Improvement Program to document the need for developing state and federal transportation grants.

### Programs

- ❑ A tool the Town of Marshfield uses to determine budget priorities for road construction and repair is PASER (pronounced pacer). PASER is a simplified pavement management program that communities use to evaluate pavement surface condition. The PASER rating reflects the physical condition of Town roads on a scale of 1 through 10, with 10 being the highest/best possible rating. The roads with a low rating are the focus of budget decisions made by the Town of Marshfield regarding road repair and maintenance.

### Background Information

#### Transportation Modes

**Table 5: Transportation Modes**

Type	Provider(s)	Analysis
Trucking Firms		Myst Trucking
Railroads	None within Town	Nearest freight Railroad is in the City of Fond du Lac & Village of Eden; Nearest passenger Railroad is in the City of Columbus
Public Transit	None within Town	Nearest Transit is Fond du Lac Area Transit in the City of Fond du Lac
Air	Appleton International Airport (Greenville) <a href="https://atwairport.com/">https://atwairport.com/</a>	Located 45 minutes north of Fond du Lac, Appleton International provides non-stop service to 16 destinations. Appleton International is the third largest airport in Wisconsin.
	Mitchell International Airport (Milwaukee) <a href="https://www.mitchellairport.com/">https://www.mitchellairport.com/</a>	Located 1 hour south of Fond du Lac, Mitchell International provides non-stop service to 35 destinations. Mitchell International is the largest airport in Wisconsin.
	Austin Straubel International Airport (Green Bay) <a href="https://www.flygrb.com/">https://www.flygrb.com/</a>	Located 1 hour north of Fond du Lac, Austin Straubel International provides non-stop service to 9 destinations.
	Fond du Lac County Airport (Fond du Lac) <a href="https://www.fdlco.wi.gov/departments/departments-a-airport/fond-du-lac-skyport-3997">https://www.fdlco.wi.gov/departments/departments-a-airport/fond-du-lac-skyport-3997</a>	Fond du Lac County Airport is a General Aviation airport in the City of Fond du Lac, owned by Fond du Lac County, with a 5,560 foot main runway and a 3,603 foot cross-runway. Fond du Lac County Airport does not offer commercial air passenger services.



	<p>Sheboygan County Memorial Airport (Sheboygan Falls) <a href="https://www.sheboygancounty.com/departments/departments-r-z/transportation/airport">https://www.sheboygancounty.com/departments/departments-r-z/transportation/airport</a></p>	<p>Sheboygan County Memorial is a General Aviation airport in the Town of Sheboygan Falls, owned by Sheboygan County, with a 6,800 foot primary runway and a 5,000 foot second runway. Sheboygan County Memorial does not offer commercial air passenger services.</p>
	<p>New Holstein Municipal Airport (New Holstein) <a href="https://cityofnewholstein.org/departments/airport/">https://cityofnewholstein.org/departments/airport/</a></p>	<p>New Holstein Municipal is a General Aviation airport in the City of New Holstein, owned by the City of New Holstein, with a 3,600 foot paved runway and a 3,000 foot turf runway. New Holstein Municipal does not offer commercial air passenger services.</p>
Water	<p>Port Milwaukee <a href="https://portmilwaukee.com/">https://portmilwaukee.com/</a></p> <p>Port of Green Bay <a href="https://www.portofgreenbay.com/">https://www.portofgreenbay.com/</a></p> <p>Port of Manitowoc <a href="https://portofmanitowoc.com/">https://portofmanitowoc.com/</a></p> <p>Lake Michigan Car ferry – SS Badger (Manitowoc) <a href="https://www.ssbadger.com/">https://www.ssbadger.com/</a></p>	<p>Located approximately 1 hour from Fond du Lac, three of Wisconsin’s eight ports (Milwaukee, Green Bay, &amp; Manitowoc) serve as multi-modal distribution centers, linking cargo vessels with land-based transportation of both highways and rail.</p> <p>Located approximately 1 hour from Fond du Lac, the SS Badger provides ferry service across Lake Michigan from the Port of Manitowoc to Ludington, Michigan. Ferry service is available to passengers, autos, RVs, tour buses, motorcycles, bicycles, and commercial trucks from mid-May through mid-October.</p>
Specialized Personal Transportation (Handicapped, Elderly, Frail, Medical, etc.)	<p>Fond du Lac County <a href="https://www.fdlco.wi.gov/departments/departments-f-m/human-services/social-services/aging-disability-resource-center-adrc/transportation">https://www.fdlco.wi.gov/departments/departments-f-m/human-services/social-services/aging-disability-resource-center-adrc/transportation</a></p>	<p><b>Elderly Service:</b> Provides transportation to people 60 years of age or older.</p> <p><b>Handi-Van Service:</b> Provides lift-equipped transportation to people meeting the Americans with Disabilities Act Paratransit rules or are age 65 or older.</p> <p><b>Medical Appointment Service:</b> Provides car transportation to frail people age 18 or older (medical only)</p>
Private Transportation	<p>Private bus, taxi, &amp; ridesharing services (e.g., Uber &amp; Lyft)</p>	<p>Several private bus, taxi, &amp; ridesharing services (e.g., Uber &amp; Lyft) are available within Town.</p>
Bicycle and Pedestrian Trails	<p>None within Town</p>	
Bridges	<p>Palm Tree Road Bridge (Town Road bridge)</p>	<p>Erected in 1901 and most recently upgraded in 2003, this bridge was listed on the State and National Register of Historic Places on August 19, 2022. This bridge crosses over</p>



		the Sheboygan River, south of the Village of St. Cloud.
	Red Bridge – CTH CCC (County Highway bridge)	Crosses the Sheboygan River between the Villages of Mount Calvary & St. Cloud.
	County Road G bridge (County Highway bridge)	Crosses an unnamed stream near Wolf Lake.

### Traffic Counts

- ❑ Map 7 shows the average annual daily traffic counts for the major roads in and around the Town. The counts were made in 2011, and 2021.
- ❑ The volume of traffic along the Town’s major roadways did not follow a consistent pattern between the years 2011 and 2021. Some roadways experienced increases, while others saw decreases or no change at all. Generally, traffic counts in the northern portion of the Town of Marshfield decreased, while most roads in the central and southern portions increased.

### Street and Highway Classifications

- ❑ The street and highway system in the Town of Marshfield consists of Major Collectors, Minor Collectors, and Local Roads. These classifications are from the Wisconsin Department of Transportation (WDOT) and are based on which primary function the street or highway serves – the movement of vehicles through an area or to provide access to adjacent land. The primary role of Collectors is to collect and distribute traffic from Local Roads to Arterials. In rural areas, they link communities and agricultural areas not served by Arterials. Collectors carry more traffic and host longer trips than local roads. They also provide more access to adjacent homes and businesses than Arterials.
- ❑ Major Collectors in the Town include County Trunk Highways Q (east of CTH G), G, C, CCC, W, WH, and WW.
- ❑ Minor Collectors in the Town include County Trunk Highways Q (west of CTH G) and GG.
- ❑ The remaining roads within the Town are local, providing access to existing residential, commercial, industrial, and agricultural uses.

### Transportation Plans and Programs

#### *Town of Marshfield*

- ❑ The Town of Marshfield prepares a Capital Improvement Plan.
- ❑ Town officials review and budget for road projects as part of the Town’s annual budget process.

#### *Fond du Lac County*

- ❑ Fond du Lac County prioritizes and budgets for transportation improvements according to a Five-year Capital Improvement Plan (CIP). The current CIP covers the years 2024 to 2028. The CIP identifies one highway project planned for the Town of Marshfield involving replacement of the bridge on CTH CCC, crossing the Sheboygan River, scheduled for 2027.
- ❑ The County’s Capital Improvement Plan is reviewed and updated on an annual basis.

#### *East Central Regional Planning Commission*

- ❑ The Commission’s transportation program does not specifically address any projects in the Town of Marshfield. More information on their programs can be found at: <https://www.ecwrpc.org/programs/transportation/>.

*Wisconsin Department of Transportation – Northeast Region*

- ❑ All of Fond du Lac County is part of the WDOT’s Northeast Region.
- ❑ The Northeast Region has a Six-Year (2023-2028) Highway Improvement Program (HIP) but the Town of Marshfield has no state highways within its borders.

## 6.0 Housing

### Housing Trends

The lack of affordable housing is a nationwide problem. Nearly all communities are experiencing shortages of housing that meet the physical and economic needs of residents. These shortages have resulted in higher rents and homes that are selling higher than assessed values, but even more so, housing is the single biggest factor impacting economic mobility for most Americans. When residents have stable living conditions, the benefits are apparent — students do better in school, health outcomes improve, and personal wealth grows. Communities benefit as a whole from this stability. While there is no single reason for the decline of affordable housing, several factors and trends have emerged that have affected housing costs since the 2020 COVID-19 pandemic:

- ❑ Housing supply has not kept up with demand due to lack of construction and lot creation over the last decade or more, since the Great Recession.
- ❑ Housing market shortages have enabled sellers to price homes higher. The Wisconsin median sales price in April 2012 was \$112,800 and for April 2023 it was \$285,500, an increase of 153.1 percent. For the homeowner, this represents a remarkable increase in wealth but for potential buyers, this increase creates financial stress.
- ❑ Interest rates have increased, making the costs of borrowing more prohibitive, which further contributes to slowing the turnover rate. From 2012-2019, the average 30-year mortgage rate was 3.97%, then declined to a low of 2.65% in January 2020 (which contributed to the record demand for housing) to an average of 6.42% from January to June 2023.
- ❑ Incomes have not kept up with rents and home values. Average monthly costs for 1- and 3-bedroom rentals in Wisconsin have jumped by as much as 25% since 2021.
- ❑ People are staying in their homes longer, slowing the turnover rate. Many current homeowners with relatively low mortgage interest rates are hesitant to place their homes on the market and face higher interest rates.
- ❑ Due to technology and ‘work from home’ policies, people are moving to locations based on quality of life, not based on where their job is located.
- ❑ There is a labor shortage in the new home construction sector.
- ❑ The cost of construction materials has risen greatly due to the COVID-19 pandemic and associated supply chain issues.
- ❑ There is less profit made on entry-level or starter homes as demand for market rate homes continues. Moreover, the profit margins in higher-end homes are simply too attractive to contractors.
- ❑ There is a higher demand for rental housing due to both the increase in one and two-family households, as well as the shortage of entry-level owner-occupied housing. Additionally, a majority of state and federal gap financing caters to rental housing production.
- ❑ Multi-family housing and denser development continues to have a negative perception.

Elected officials at every level of government are hearing from constituents that housing is a major problem where they live. In response, municipalities and states are pursuing a wide range of different, and sometimes contentious, solutions. Local leaders are pushing the boundaries of what's possible for local governments to meet demands for housing. Communities are with zoning and code reforms, and lacking other alternatives, some are building housing on their own.

## Major Findings

- ❑ Overall, the age of the Town of Marshfield’s housing stock in 2020 was older than not, with about 63% of housing units being built more than 40 years ago. Compared to Fond du Lac County, there is almost no difference. Wisconsin held just below this level, with 59.3% of units being constructed over 40 years ago.
- ❑ Almost 89% of housing in the Town of Marshfield in 2020 was traditional single-family homes.
- ❑ In the Town of Marshfield in 2020, the proportions of households that were families and that included a married couple were much higher than in Fond du Lac County and Wisconsin. The percentage of households with children was also higher at 29.7%, compared to the County’s 26.8% and the State’s 27.2%.
- ❑ The percentages of households with a single occupant were much lower in the Town of Marshfield than in the County and State.
- ❑ There was an average of 2.47 persons per household in the Town of Marshfield in 2020. This is a decrease from 2.51 persons in 2010. Nonetheless, the Town of Marshfield’s average of 2.47 persons per household was higher than the 2.35 in Fond du Lac County and 2.36 in Wisconsin.

## Directives

- ❑ Strive to control residential growth by denying rural subdivisions in those areas designated as agricultural and limit the number of non-farm residential use lots created by a certified survey map.
- ❑ The Town should be open to creative housing opportunities that can make new housing more affordable for young families and elderly populations.

## Goals, Objectives, Policies, and Programs

### Goals

1. To encourage the development of carefully sited single or two-family residential housing in locations that are compatible with the desire of the Town as designated by the comprehensive plan.

### Objectives

1. **Minimize Farming Impact** Encourage future residential lots only in areas that have minimal impact on agricultural operations and-consume as little land as possible.
2. **Elderly and Low to Moderate Income:** Support the development of housing for elderly, handicapped, and low to moderate-income residents of the community.
3. **Rehabilitation:** Encourage the rehabilitation of substandard housing in the community.

### Policies

- ❑ No more than four (4) non-farm residences per year shall be approved in agricultural areas as shown on the Future Land Use Map. Exceptions may be granted by the Town Board on a case-by-case basis.
- ❑ Land being converted to non-farm residential use should be limited to smaller parcel sizes.

### Recommendations

- ❑ Investigate housing standards within the zoning ordinance to assist with the affordability of housing.

## Programs

- ❑ The building inspector will enforce minimum building codes for health, welfare, and safety of all citizens.

## Background Information

### Housing Characteristics

*NOTE: The following analysis is based on Tables 116 through 126, which can be found in the back of the Plan behind the “Tables” tab. It must be further noted that the statistics upon which the analysis is based are from the 2020 United States Census, when available, and American Community Survey 5-Year Estimates. Being three years hence the Census, and being after and within a volatile economic climate, some characteristics may have changed dramatically. This, of course, can render the information and subsequent analysis of some areas of information (which ones are unknown) inaccurate relative to the present day.*

*The demographic data for the Town of Marshfield in the Housing Element is compared to the surrounding Towns of Calumet, Forest, and Taycheedah, and to Fond du Lac County and Wisconsin.*

#### *Age of Housing – (Table 116)*

- ❑ Overall, the age of the Town of Marshfield’s housing stock in 2020 was older than not, with about 63% of housing units being built more than 40 years ago. Compared to Fond du Lac County, there is almost no difference. Wisconsin held just below this level, with 59.3% of units being constructed over 40 years ago.
- ❑ New construction (less than 10 years old) accounts for the smallest segment of units in all geographies, all under 5%. Considering the lack of affordability (see Tables 125 and 126), new construction is necessary to lower prices.

#### *Median Housing Values – (Table 117)*

- ❑ A median value is the middle point in a string of values. Half the values are higher than the median and half are lower. The median is not the average of all the values.
- ❑ The median value of housing in the Town of Marshfield in 2020 was \$219,600. This is lower than the median housing values found in the Towns of Calumet and Taycheedah at \$232,300 and \$305,200 respectively. The Town of Forest has a lower value, at \$192,400.
- ❑ Town of Marshfield’s median housing value increased 24.4% between 2010 and 2020. This is a lesser increase than in the surrounding Towns of Calumet and Taycheedah, but more than in the Town of Forest, as well as Fond du Lac County and Wisconsin.

#### *Housing Values – (Table 118)*

- ❑ The largest value segment of housing in 2010, consisting of 122 units or 33.5%, was valued between \$200,000 and \$299,999. It would be expected that in ten years’ time, the rise in home values would push these homes to the next value category of \$300,000 or more. It appears this increase occurred, as the percentage of homes in the \$300,000 or more category almost doubled between 2010 and 2020, from 12.1% to 25%.
- ❑ In 2010, 9.9% of all owner-occupied housing units in the Town of Marshfield were valued at less than \$100,000. By 2020, this number decreased to just under 7%.

- ❑ In 2010, 44.5% of owner-occupied units in the Town of Marshfield were valued between \$100,000 and \$200,000, compared to 35.3% in 2020.
- ❑ In comparison, 19.5% of owner-occupied housing units in Fond du Lac County in 2020 were valued at less than \$100,000, and about 14% were valued at more than \$300,000. In Wisconsin, these percentages were 15.8% and 21.9% respectively.

#### *Housing Unit Types – (Table 119)*

- ❑ Almost 89% of housing in the Town of Marshfield in 2020 was traditional single-family homes, compared to approximately 75% in Fond du Lac County and 71% throughout Wisconsin.

#### *Housing Occupancy – (Table 120)*

- ❑ In 2010, 87.4% of occupied housing units in the Town of Marshfield were owner-occupied, and 12.6% were renter-occupied. By 2020, owner-occupied units had increased to 93.3%, leaving only 6.7% renter occupied.
- ❑ In the County in 2020, 69.5% of occupied housing units were owner-occupied and in Wisconsin, 66.3% were owner occupied.

#### *Vacancy Status – (Table 121)*

- ❑ In 2020, the Town of Marshfield had 58 vacant units, comprising 11.8% of total housing units. Of these, 56 are seasonal units, accounting for 96.6% of vacancies.

#### *Household Types – (Table 122)*

- ❑ Table 122 displays a variety of household types, such as family and non-family, female-headed, sole occupants, and elderly occupants.
- ❑ More than 78% of households in the Town of Marshfield in 2020 were families (all persons related).
- ❑ 70.8% percent of all family households included a married couple.
- ❑ 29.7% of the households in the Town of Marshfield in 2020 had children.
- ❑ Each of the above percentages were higher than in Fond du Lac County and Wisconsin.
- ❑ The percentage of households in the Town of Marshfield in 2020 that had a female head of household or a single occupant were substantially lower than in the County and State.
- ❑ Almost 47% of households in the Town of Marshfield in 2020 had at least one occupant aged 60 or older. This is higher than in both the County and State, at 43.1 and 41.2 percent respectively.

#### *Persons per Household – (Table 123)*

- ❑ There was an average of 2.47 people per household in the Town of Marshfield in 2020. This is a slight decrease from 2.51 people in 2010.
- ❑ Nonetheless, the Town of Marshfield's 2020 average of 2.47 people per household was higher than 2.35 in Fond du Lac County and 2.36 in Wisconsin.

#### *Household Size – (Table 124)*

- ❑ About 46% of households in the Town of Marshfield in 2020 had two persons. This is higher than in Fond du Lac County and Wisconsin, which were at 37.8% and 36.4% respectively.
- ❑ Households with one person were a significantly smaller percentage of all households in the Town of Marshfield than in the County and State.
- ❑ 25.3% of households in the Town of Marshfield in 2020 had four or more persons, compared to just under 20% in both the County and the State. These statistics explain the higher average number of persons per household illustrated in Table 123.

## Housing Affordability

### *Homeowner Affordability – (Table 125)*

- ❑ According to the U.S. Department of Housing and Urban Development (HUD), housing is considered affordable if less than 30% of a household's income is needed for housing costs. Based on the value of \$73,981 in Table 105, the median household income in the Town of Marshfield in 2020 was approximately \$6,165 per month. That means a household at the median income level could spend up to \$1,850 per month on housing before the cost would be considered unaffordable.
- ❑ In the Town of Marshfield in 2020, about 8.6% of owner-occupied households were spending more than 30% of their income on housing. The percentage in Fond du Lac County was 14.7%, and 18.7% in Wisconsin.

### *Renter Affordability - (Table 126)*

- ❑ Based on the same HUD guideline, about 7% of renting households in the Town of Marshfield in 2020 were above the 30% of income threshold. This is substantially lower than in the County and State, which were at 36.4% and 40.7% respectively.

## Housing Plans and Programs

### *Town of Marshfield*

- ❑ The Town of Marshfield does not administer a housing rehabilitation program, nor is any rental assistance program offered for residents. There is no senior housing or housing programs sponsored or operated by any non-profit organizations (e.g. homeless shelters, domestic abuse centers) within the Town. However, one private elderly housing option exists in the Town of Marshfield, just north of the Village of Mt. Calvary.

### *Fond du Lac Housing Authority*

- ❑ The Fond du Lac Housing Authority is divided into two sub-programs consisting of the City of Fond du Lac Housing Authority and the Fond du Lac County Housing Authority. The Fond du Lac County Housing Authority promotes and provides adequate and affordable housing, economic opportunity, and a suitable living environment free from discrimination for low-income households. Additional information on the Fond du Lac Housing Authority and their services may be found at: <https://www.fdlpha.org/>

### *ADVOCAP*

- ❑ ADVOCAP is a non-profit community action agency founded in 1966 to fight poverty within local communities in Fond du Lac, Green Lake, and Winnebago Counties. ADVOCAP's anti-poverty programs help low-income persons secure affordable housing, gain employment skills and training, start a small business and become self-employed, volunteer at schools and daycares, become actively involved in their children's learning, remain independent in their homes, and reduce the amount of home energy costs. Additional information on ADVOCAP and their services may be found at: <http://advocap.org/>.

### *East Central Wisconsin Regional Planning Commission*

- ❑ Fond du Lac County is a member of the East Central Wisconsin Regional Planning Commission. The 2030 Regional Comprehensive Plan serves Calumet, Fond du Lac, Green Lake, Marquette,

Menominee, Outagamie, Shawano, Waupaca, Waushara along with Winnebago Counties. The East Central Wisconsin Regional Planning Commission is the official comprehensive, areawide planning agency for the ten county East Central Region of Wisconsin. The Commission provides the basic information and planning services necessary to solve problems which transcend the corporate boundaries and fiscal capabilities of individual governmental jurisdictions. The Commission has a statutory duty to prepare and adopt comprehensive plans for the physical development of the region. Such plans include housing elements. The Commission also provides technical assistance to participating governments with issues of concern to that jurisdiction. Additional information on the East Central Wisconsin Regional Planning Commission may be found at: <https://www.ecwrpc.org/>.

#### *Northeastern Wisconsin Housing Community Development Block Grant (CDBG) Loan Program*

- ❑ Fond du Lac County is part of the Northeastern Wisconsin Housing CDBG Loan Program, which is administered by Brown County. This program provides down payment assistance and low-interest housing rehabilitation loans for low/moderate-income individuals and families. Additional information on the Northeastern Wisconsin Housing CDBG Loan Program may be found at: <https://www.browncountywi.gov/departments/planning-and-land-services/housing/northeastern-wisconsin-housing-cdbg-loan-program/>.

#### *Wisconsin Housing and Economic Development Authority*

- ❑ The Wisconsin Housing and Economic Development Authority (WHEDA) serves communities by providing creative financing resources to residents and businesses. Specifically, their mission is to offer innovative products and services in partnership with others to link Wisconsin residents and communities with affordable housing and economic development opportunities. Specific information regarding the wide variety of products and services WHEDA offers can be viewed at: <https://www.wheda.com/>.

#### *Wisconsin Department of Administration*

- ❑ The Wisconsin Department of Administration maintains an element guide for the “housing” comprehensive plan element titled “Housing Wisconsin: A Guide to Preparing the Housing Element of a Local Comprehensive Plan”. Within this guide is a list of additional resources relating to housing. This housing comprehensive plan element guide may be found at: <https://doa.wi.gov/Pages/LocalGovtsGrants/Comprehensive-Planning-Resources.aspx>.

#### *Wisconsin Historical Society*

- ❑ Owners of historic income-producing properties in Wisconsin may be eligible for two income tax credits that can help pay for their building’s rehabilitation. The WHS’s Division of Historic Preservation administers both programs in conjunction with the National Park Service. Additional information on the Wisconsin Historical Society may be found at: <https://www.wisconsinhistory.org/>.

#### *Wisconsin Rural Partners*

- ❑ Wisconsin Rural Partners (WRP) serves as Wisconsin’s state rural development council through a cooperative agreement with the U.S. Department of Agriculture. WRP is a nonprofit organization that brings together residents, organizations, and leaders to advance initiatives important to rural communities throughout the state. WRP is focused on addressing issues and building collaboration



between community, state, federal, nonprofit, and private sector leaders. WRP encourages private/public partnerships for sustainable rural community development and fosters local initiatives and projects that promote stewardship and expansion of community and natural resources including:

- ❑ Broadband Access and Adoption
- ❑ Community Infrastructure and Systems
- ❑ Child and Health Care Access
- ❑ Housing Financing and Construction
- ❑ Transportation Maintenance, Access, and Use
- ❑ Agriculture and Natural Resource Use and Conservation
- ❑ Additional information on WRP and the programs it offers may be found at: <https://www.wiruralpartners.org/>.

*United States Department of Agriculture Rural Housing Service*

- ❑ The United States Department of Agriculture (USDA) Rural Housing Service offers a variety of programs to build or improve housing and essential community facilities in rural areas by offering loans, grants, and loan guarantees for single- and multi-family housing, childcare centers, fire and police stations, hospitals, libraries, nursing homes, schools, first responder vehicles and equipment, housing for farm laborers and much more. The USDA Rural Housing Service also provides technical assistance loans and grants in partnership with non-profit organizations, Indian tribes, state and federal government agencies, and local communities. A complete list of programs can be found on the USDA Rural Development website: <https://www.rd.usda.gov/about-rd/agencies/rural-housing-service>.

## 7.0 Utilities and Community Facilities

### Major Findings

- ❑ The Town of Marshfield provides basic services to its residents. Other services are available in nearby communities. Cooperation between all units of government locally is key to service area residents.

### Directives

- ❑ The Town of Marshfield should consider a longer-term budgeting process for major capital items by means of a Capital Improvement Plan (CIP).
- ❑ The Town should continue to work closely with the Villages of Mount Calvary and St Cloud to provide governmental services in the most efficient means possible.
- ❑ Broadband expansion continues to be a need for local residents and businesses.

### Goals, Objectives, Policies, and Programs

#### Goals

1. To provide community facilities and services that are well maintained and sufficient for the needs of the Town of Marshfield residents, working with the private sector and surrounding communities when it is beneficial.

#### Objectives

1. **Emergency Services:** Continue to work with the Villages of Mt. Calvary and St. Cloud, and Town of Calumet, to provide fire protection and rescue squad services to Town residents.
2. **Capital Improvement Plan (CIP):** Maintain a CIP as a guide to providing needed community facilities and services.
3. **Facilities and Service Sharing:** Consider more ways in which the Town of Marshfield can share equipment and develop long term service agreements with the Villages of Mt Calvary and St. Cloud, Fond du Lac County, and surrounding Towns, in order to decrease costs.
4. **Emergency Management Services:** Coordinate Emergency Management Services with the Fond du Lac County Emergency Management Director.

#### Policies

1. The Town of Marshfield should continue to meet periodically with surrounding communities to determine how services and equipment can be shared.

#### Recommendations

- ❑ Develop a longer-term budgeting process for major capital items by means of a Capital Improvement Plan (CIP).
- ❑ Continually monitor available programs for infrastructure expansion through the WEDC Office of Rural Prosperity as indicated in the Implementation Chapter.
- ❑ Pursue opportunities through recent legislation (ACT 12) and pursue grants through the newly created "Innovation Fund". This three year, 300-million-dollar program is designed to help consolidate local services to be more efficient.

## Background Information

### Utilities

**Table 6: Town of Marshfield Utilities**

Utility	Provider(s)	Capacity Improvements
<b>Stormwater Management</b>	None	Not needed since rural development pattern stormwater management is handled via roadside ditches that are periodically maintained.
<b>Wastewater Treatment</b>	Private On-Site Wastewater Treatments Systems (POWTS)	POWTS are regulated by Fond du Lac County and are required to be inspected every 2 to 3 years.
<b>Water Supply</b>	Private wells	Private wells are regulated by the Wisconsin Department of Natural Resources.
<b>Telecommunications</b>		
Land Line	Frontier Communications	Improvements made by utility as needed.
Cell	Multiple private vendors	Improvements made by utility as needed.
<b>Internet</b>	Multiple private vendors available, providing dial-up, satellite, and cable service, depending on location/vendor	Fond du Lac County and private vendors are working to expand broadband internet access to underserved and unserved areas of the County.
<b>Cable</b>	Charter Communications in very limited locations	Improvements made by utility as needed.
<b>Fiber Optics</b>	None	
<b>Electricity</b>		
Generation	WE Energies	Improvements made by utility as needed.
Transmission	American Transmission Company	Improvements made by utility as needed.
Distribution	WE Energies	Improvements made by utility as needed.
<b>Natural Gas</b>	Wisconsin Public Service Corporation	Improvements made by utility as needed.

### Community Facilities

**Table 7: Town of Marshfield Community Facilities**

Type	Provider(s)	Analysis
Police	Fond du Lac County Sheriff <a href="https://www.fdlsheriff.com/">https://www.fdlsheriff.com/</a>	Provides law enforcement and police protection. Office is located in the City of Fond du Lac.
Fire	Mount Calvary Volunteer Fire Department <a href="https://mtcalvaryambulanceandfire.com/index.php">https://mtcalvaryambulanceandfire.com/index.php</a>	Provides fire protections services for 91 square miles in the Towns of Marshfield, Taycheedah, Forest, & Empire, & Village of Mt. Calvary.

First Responders	St. Cloud and Calumet First Responders	Provide more than adequate first responder service.
Ambulance	Mount Calvary Ambulance Service <a href="https://mtcalvaryambulanceandfire.com/index.php">https://mtcalvaryambulanceandfire.com/index.php</a>	Provides ambulance service for 158 square miles in the Towns of Calumet, Empire, Forest, Marshfield, & Taycheedah, & Villages of Mt. Calvary & St. Cloud.
Judicial	Fond du Lac County <a href="https://www.fdlco.wi.gov/departments/departments-a-e/clerk-of-courts">https://www.fdlco.wi.gov/departments/departments-a-e/clerk-of-courts</a>	County judicial system will expand as needed and will provide services for the long-term future.
Jail	Fond du Lac County <a href="https://www.fdlsheriff.com/">https://www.fdlsheriff.com/</a>	County jail system will expand as needed and will provide services for the long-term future.
Public Schools	New Holstein School District <a href="https://www.nhsd.k12.wi.us/">https://www.nhsd.k12.wi.us/</a>	Provides Pre-K and K – 12 education services. None of the schools are in the Town of Marshfield. All students are bussed.
Private Schools	Holyland Catholic School <a href="https://www.holylandcatholicschool.org/">https://www.holylandcatholicschool.org/</a>	Provides Pre-K and K – 8 education services. The school is in the Town of Taycheedah (Johnsburg). Student bussing is available.
	St. Lawrence Seminary High School <a href="https://www.stlawrence.edu/">https://www.stlawrence.edu/</a>	All-male preparatory boarding school. Provides high school education services. School is in Mt. Calvary.
	St. Paul’s Lutheran School <a href="http://www.stpaulslutherannfdl.com/default/2100">http://www.stpaulslutherannfdl.com/default/2100</a>	Provides Pre-K and K – 8 education services. School is in the Town of Forest.
Technical Colleges	Moraine Park Technical College <a href="https://www.morainepark.edu/">https://www.morainepark.edu/</a>	Campuses are in Fond du Lac, West Bend, & Beaver Dam.
Colleges/Universities	University of Wisconsin – Oshkosh <a href="https://uwosh.edu/">https://uwosh.edu/</a>	Public, State university. Campuses are in Oshkosh, & Fox Cities (Appleton).
	University of Wisconsin – Green Bay <a href="https://www.uwgb.edu/">https://www.uwgb.edu/</a>	Public, State university. Campuses are in Green Bay, Sheboygan, Marinette, & Manitowoc.
	Marian University <a href="https://www.marianuniversity.edu/">https://www.marianuniversity.edu/</a>	Private Catholic university. Campus is in City of Fond du Lac.
	Ripon College <a href="https://ripon.edu/">https://ripon.edu/</a>	Private liberal arts college. Campus is in Ripon.
Public Library	Closest public libraries are the Fond du Lac, Plymouth, and New Holstein public libraries.	Fond du Lac Public Library <a href="https://www.fdlpl.org/">https://www.fdlpl.org/</a>
		Plymouth Public Library <a href="https://plymouthpubliclibrary.net/library">https://plymouthpubliclibrary.net/library</a>
		New Holstein Public Library <a href="https://www.newholsteinlibrary.org/">https://www.newholsteinlibrary.org/</a>

Parks	<p>Wolf Lake County Park &amp; Boat Launch  <a href="https://www.fdlco.wi.gov/departments/departments-n-z/parks-trails/county-parks/wolf-lake-county-park">https://www.fdlco.wi.gov/departments/departments-n-z/parks-trails/county-parks/wolf-lake-county-park</a></p>	<p>4-acre County park situated on Wolf Lake. Includes a boat launch, sand beach, swimming area, picnic shelter/facilities, playground equipment, &amp; bathroom/changing rooms.</p>
	<p>Calvary Marsh County Park  <a href="https://www.fdlco.wi.gov/departments/departments-n-z/parks-trails/county-parks/calvary-marsh">https://www.fdlco.wi.gov/departments/departments-n-z/parks-trails/county-parks/calvary-marsh</a></p>	<p>250-acre undeveloped County park on the southern border of the Town of Marshfield, primarily used for hunting &amp; wildlife habitat purposes. Only accessible by using the Sheboygan River for access or by walking easement between CTH CCC and the Marsh.</p>
	<p>Riverside Park</p>	<p>2.5-acre park at the intersection of CTH G and Palm Tree Rd, adjacent to the historic Palm Tree Road Bridge. Park is owned/operated by the Village of St. Cloud and is developed with picnic shelter/facilities and playground equipment.</p>
Organizations & Clubs	<p>Mount Calvary Athletic Club  <a href="http://www.mtcalvaryac.com/">http://www.mtcalvaryac.com/</a></p>	<p>Private (community) athletic club in the Village of Mount Calvary</p>
	<p>Riverside Hunting &amp; Fishing Club</p>	<p>Private hunting &amp; fishing club with a clubhouse/meeting room at N7473 Palm Tree Rd and hunting/fishing land in the Town of Marshfield. Clubhouse/meeting room is available to groups.</p>
	<p>Holyland Snowflyers snowmobile club  <a href="https://www.holylandsnowflyers.com/">https://www.holylandsnowflyers.com/</a></p>	<p>Private snowmobile club which operates/maintains over 80 miles of snowmobile trails throughout eastern Fond du Lac County.</p>
	<p>Malone Area Heritage Museum</p>	<p>Historical museum at N8791 CTH W in the community of Malone in the Town of Marshfield.</p>
	<p>St. Cloud Athletic Club  <a href="http://www.stcloudathleticclub.org/">http://www.stcloudathleticclub.org/</a></p>	<p>Nonprofit youth sports organization in the Village of St. Cloud.</p>
	<p>Mt. Calvary &amp; St. Cloud Boy &amp; Girl Scout clubs</p>	
	<p>Winnebago East Shore Lions Club  <a href="https://www.wilionsb1.org/">https://www.wilionsb1.org/</a></p>	
Town Hall	<p>Town of Marshfield shares a Town/Village Hall with the Village of Mt. Calvary at 999 Fond du Lac St., Mt. Calvary, WI 53057</p>	<p>Facilities include town offices, bathrooms, community (conference) room, kitchenette, and fire station. The large conference room may be rented out to private parties.</p>

Cemeteries	Our Lady of the Holy Land Parish cemeteries (3) <a href="https://ourladyoftheholylan.org/">https://ourladyoftheholylan.org/</a>	Our Lady of the Holyland is a merged parish in northeast Fond du Lac County with 3 cemetery sites: <ul style="list-style-type: none"> <li><input type="checkbox"/> Holy Cross in the Village of Mt. Calvary</li> <li><input type="checkbox"/> St. Claudius in the Village of St. Cloud</li> <li><input type="checkbox"/> St. Joseph in the Town of Marshfield.</li> </ul>
Child Care	None	There is a need for this type of facility.
Post Office	Mt. Calvary, St. Cloud, & Malone Post Offices	These 3 facilities should be adequate during the planning period of this plan.
Health Care	SSM Health <a href="https://www.ssmhealth.com/">https://www.ssmhealth.com/</a>	SSM Health includes a number of health care facilities in the Fond du Lac area, including: <ul style="list-style-type: none"> <li><input type="checkbox"/> St. Agnes Hospital at 430 E. Division St., Fond du Lac</li> <li><input type="checkbox"/> Fond du Lac Surgery Center at 421 Camelot Dr., Fond du Lac</li> <li><input type="checkbox"/> SSM Health Fond du Lac Regional Clinic (Mount Calvary) at 100 Evergreen Rd., Mount Calvary</li> <li><input type="checkbox"/> SSM Health Fond du Lac Regional Clinic (Fond du Lac) at 420 E. Division St., Fond du Lac</li> <li><input type="checkbox"/> St. Francis Home has skilled nursing and assisted and independent living at 33 Everett St., Fond du Lac</li> <li><input type="checkbox"/> Villa Rosa Assisted Living N8120 CTH WW Mt. Calvary</li> </ul>
	Aurora Health Care <a href="https://www.aurorahealthcare.org/">https://www.aurorahealthcare.org/</a>	Aurora Health Care includes a number of health care facilities in the Fond du Lac area, including: <ul style="list-style-type: none"> <li><input type="checkbox"/> Aurora Health Center (Fond du Lac) at 210 Wisconsin American Dr., Fond du Lac</li> <li><input type="checkbox"/> Aurora Health Center (North Fond du Lac) at 700 Park Ridge Ln., North Fond du Lac</li> </ul>
	Mt. Calvary Dental <a href="https://www.mtcalvarydental.com/">https://www.mtcalvarydental.com/</a>	Cosmetic & family dentistry practice located inside the SSM Health Fond du Lac Regional Clinic (Mount Calvary) at 100 Evergreen Rd., Mount Calvary

Source: Town of Marshfield & Cedar Corporation

## 8.0 Economic Development

### Major Findings

- ❑ Agricultural operations, both dairy and crop farming, are a primary economic base of the Town of Marshfield.
- ❑ Because the Town of Marshfield wants to maintain a rural, agricultural economic base, it does not plan on aggressively seeking out businesses to locate in the Town.
- ❑ Small business provides a substantial economic base to the town.

### Directives

- ❑ Agricultural operations, both dairy and crop farming, are still viable businesses and should be protected.
- ❑ Explore expansion of agricultural related business and agritourism.
- ❑ Improve high speed internet to assist with the expansion and growth of business opportunities.
- ❑ Provide opportunities for area youth to explore new technology and practice technical trades.
- ❑ The Town should encourage the growth and development of existing businesses.
- ❑ Require proper buffering of business and industry from other land uses to promote land use compatibility.
- ❑ Review the area economic benefits within the renewable energy market if proposed.

### Goals, Objectives, Policies, and Programs

#### Goals

1. Support and encourage agricultural operations, existing businesses, small home-based businesses, agriculture related business and any other types of businesses that support the local economy, provide jobs, and expand the tax base.

#### Objectives

1. **Education:** Utilize the Wisconsin Economic Development Corporation (WEDC) Office of Rural Prosperity resource page which provides a range of grant and program resources on all aspects of rural economic wellbeing, including childcare, education, infrastructure, housing to business development. The current link is: <https://ruralwi.com/resources>
2. **Agricultural Processing Plants:** The Town will accommodate large farm processing plants if co-located on a farm, provided these businesses enter into an agreement to assist the Town with road maintenance.

#### Policies

No specific policies at this time.

#### Recommendations

No specific recommendations at this time.

## Background Information

### Analysis of Economic Base

- ❑ Agricultural business, including dairy, crop farming and agriculture related, are significant to the economic base of the Town of Marshfield.

### Major Employers

- ❑ The Town of Marshfield has numerous businesses that employ a small to moderate number of people.

**Table 8: Major Employers**

Name of Employer	Number of Employees*	Product/Service	Location by Name of Road
AB Seamless Gutters	1	Gutters/downspouts contractor	Palm Tree Rd
Advanced Mech Repair Service Co	1	Machine shop	Hickory Rd
Andrew Excavating Co	1	Excavating contractor	Evergreen Rd
Badger Well Drilling	1	Well drilling contractor	Locust Ln
Baus Construction Inc	1	Construction contractor	County Rd W
DMD Winkler Farms	1	Crop farming	Chestnut Rd
Greenfield Rehabilitation Agency Inc	2	Occupational therapy	County Road WW
Halbach Excavating	1	Excavating contractor	Holly Rd
Halbach Welding & Machine LLC	1	Metal fabrication	County Road Q
Hi Myst	1	Trucking company	Hemlock Rd
J & J Pickart Dairy	1	Dairy farm	County Road Q
Meinert Tractor Repair	1	Agricultural implement repair	Meinert Rd
Cristo Rey Ranch	1	Agricultural animal farm	County Road WW
Rieden Dairy Farms LLC	1	Dairy farm	County Road CCC
Riverside Hunting & Fishing Club	1	Hunting & fishing club	Palm Tree Rd
Saint Felix Friary	1	Religious institution	County Road WW
Saler Legacy LLC	2	Restaurant company	Basswood Rd
Sister Servants of Christ the King	1	Religious institution	CTH WW
St Joseph Catholic Church	2	Religious institution	County Road G
Stenz Auto Body Inc	1	Auto body shop	County Road WH
Villa Rosa Assisted Living	2	Assisted living facility	County Road WW
Zehren Electric LLC	1	Electrical contractor	Puddlefort St
Ziegelbauer Septic Service LLC	1	Septic system service contractor	County Road Q

\* Number of Employees codes: 1 = 10 or less employees; 2 = 10 to 20 employees

Source: Esri Business Analyst, Data Axle, February 2023

Disclaimer: List subject to change based on economic and business decisions.



## Types of New Businesses Desired

### *Town of Marshfield Preferences*

- Because the Town of Marshfield wants to maintain a rural, agricultural economic base, it does not plan on aggressively seeking out businesses to locate in the town.
- Business growth in the Town should be related to agricultural operations, agri-tourism and other miscellaneous product and service providers.
- The Town will support large-scale farming operations, provided they are located in areas of the Town designated for such land uses, and they meet the Town and State livestock facility siting regulations, as applicable.

## Ability to Retain and Attract Business

### *Location*

- The Town of Marshfield is well located for agricultural businesses.
- Markets and suppliers are readily available.

### *Infrastructure*

- Generally speaking, the Town of Marshfield's existing road network is in good condition.
- The Town of Marshfield lacks a public sewer and water system. This is likely a hindrance to facilitating commercial or industrial prospects.
- Due to available transmission, the town maybe a target for future large scale solar development.

### *Regulatory Issues*

- Zoning and building codes help to ensure the health, safety, and welfare of the community are protected and maintained. The Town is not aware of any regulatory issues negatively affecting businesses.

## Sites for New or Expanding Businesses

- The Town of Marshfield has not promoted business development. Commercial or industrial development that has occurred is due to supply and demand and local initiative.
- The Town of Marshfield desires to preserve land for agricultural purposes where soils are considered good for cropland.

## Brownfields and Contaminated Sites

- Brownfields are abandoned, idle, or underused commercial or industrial properties where the expansion or reuse/redevelopment is complicated by potential or actual contamination.
- Redevelopment of brownfields makes economic sense by returning these properties to a productive use, thereby creating jobs. Brownfield redevelopment also optimizes existing infrastructure.
- Identification of potential brownfield sites can be accomplished by examining state and federal databases that list potentially contaminated properties.
- The WDNR's Remediation and Redevelopment Database (<https://dnr.wisconsin.gov/topic/Brownfields/WRRD.html>) is a web-based mapping system that provides information about contaminated properties. The WDNR classifies contaminated sites as being open or closed.
- Open sites are those contaminated sites where the environmental investigation and/or cleanup needs to begin or is underway. This includes sites where cleanup of environmental contamination is ongoing.
- Closed sites are those contaminated sites where the WDNR determined, based on information at the

time, that no further remedial action is required. This database shows that the Town of Marshfield does not have any open sites.

- ❑ The U.S. Environmental Protection Agency’s Cleanups in My Community site (<https://www.epa.gov/cleanups/cleanups-my-community>) is a web-based mapping system that identifies contaminated areas that have been or are in the process of being cleaned up.
- ❑ Once identified, potentially contaminated sites can be cross-referenced with tax records to determine whether a site is tax delinquent or otherwise available for redevelopment as a brownfield site.
- ❑ More information on brownfields, including information on financial support, can be found at:

<https://dnr.wisconsin.gov/topic/Brownfields>

<https://wedc.org/programs-and-resources/brownfields-grant-program/>

## County, Regional, and State Programs

### *Programs in Fond du Lac County*

#### *Envision Greater Fond du Lac*

- ❑ Envision Greater Fond du Lac, formed in 2017, is the unified organization of the former Fond du Lac Area Association of Commerce and former Fond du Lac County Economic Development organizations. Envision Greater Fond du Lac’s mission is to “bring stakeholders together to pursue opportunities that improve economic vibrancy, strengthen community identity, and invest in the next generation.” Envision Greater Fond du Lac strives to accomplish this mission by providing program and service offerings through attraction of new businesses, growth of existing businesses, strengthening of workforce and community development, and development of new areas of opportunity throughout the county. More information is available at: <https://www.envisiongreaterfdl.com/>.

### *Economic Development Programs in the Region*

#### *New North*

- ❑ New North, Inc. is a consortium of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in eighteen counties of Northeast Wisconsin who are working to be recognized as competitive for job growth while maintaining our superior quality of life.
- ❑ In addition to working together to promote and help expand existing economic development efforts, New North, Inc. will concentrate on:
  - Fostering regional collaboration
  - Focusing on targeted growth opportunities
  - Supporting an entrepreneurial climate
  - Encouraging educational attainment
  - Encouraging and embracing diverse talents
  - Promoting the regional brand
- ❑ More information on the New North, Inc. is available at: <https://www.thenewnorth.com/>.

### *ADVOCAP*

- ❑ ADVOCAP is a non-profit community action agency founded in 1966 to fight poverty within local communities in Fond du Lac, Green Lake, and Winnebago Counties. ADVOCAP's anti-poverty programs help low-income persons secure affordable housing, gain employment skills and training, start a small business, and become self-employed, volunteer at schools and daycares, become actively involved in their children's learning, remain independent in their homes, and reduce the amount of home energy costs. Additional information on ADVOCAP and their services may be found at: <http://advocap.org/>

### *East Central Wisconsin Regional Planning Commission*

- ❑ The ECWRPC prepares a Comprehensive Economic Development Strategy (CEDS) covering the ten counties in its region. The most recent update was completed in 2018.
- ❑ The document analyzes the region's current economic conditions and serves as a guide for establishing regional goals and objectives, as well as developing and implementing a regional plan of action.
- ❑ The CEDS can be found at: <https://www.ecwrpc.org/programs/economic-development-housing/ceds/>

### *Moraine Park Technical College*

- ❑ Moraine Park Technical College collaborates with local economic and business development organizations in supporting business growth within the communities it serves.
- ❑ For information on MPTC's business development services, go to: <https://www.morainepark.edu/experience-mptc/services/business-industry/partners/business-development/>

### ***State Economic Development Programs***

#### *Wisconsin Economic Development Corporation (WEDC)*

- ❑ The Wisconsin Economic Development Corporation (WEDC) is a public-private agency created in 2011, replacing the Wisconsin Department of Commerce, focused on community and economic development in the State of Wisconsin. WEDC is the lead economic development organization in the State and it administers programs to support the retention and expansion of businesses operating in the State of Wisconsin by awarding grants, loans, and tax credits to support business and community development. WEDC's Board of Directors is composed of state legislators, departmental secretaries, and individuals from the private sector with relevant business-related experience. The Board of Directors provides WEDC with strategic leadership and operational oversight, representing statewide public and private economic development interests. Additional information on the Wisconsin Economic Development Corporation may be found at: <https://wedc.org/>.
- ❑ The WEDC's Office of Rural Prosperity (ORP), its economic development partners and other organizations around the state offer a range of resources on all aspects of economic well-being, from childcare, education, infrastructure, housing to business development. The support organizations listed here have all contributed programs at <https://ruralwi.com/resources/>. **This resource page is designed with the ability to query programs by need or topic. The query results will take the**

**community to the appropriate agency and supporting program with links for additional information.**

#### *Wisconsin Housing and Economic Development Authority (WHEDA)*

- ❑ The Wisconsin Legislature created WHEDA in 1972 to meet an increasing need for affordable housing financing. The Legislature broadened WHEDA's purpose in 1983 to include financing for the expansion of business and agricultural activity in Wisconsin. WHEDA works closely with lenders, developers, local government, nonprofits, community groups, and others to implement its low-cost financing and grant programs. Additional information on the Wisconsin Housing and Economic Development Authority may be found at: <https://www.wheda.com/>.

#### *Wisconsin Economic Development Association (WEDA)*

- ❑ The Wisconsin Economic Development Association (WEDA), founded in 1975, is a statewide non-profit organization dedicated to expanding Wisconsin's economy. WEDA represents the economic development interests of both the private and public sectors through leadership on statewide initiatives to advance economic development in Wisconsin. Through advocacy, networking, and education, WEDA provides members with the resources and tools to strengthen their skills in economic development, help achieve their professional goals, and promote economic growth in communities throughout the state. Additional information on the Wisconsin Economic Development Association may be found at: <http://www.weda.org/>.

#### *Wisconsin Small Business Development Center*

- ❑ The Wisconsin Small Business Development Center provides business management education programs at an affordable fee. Counseling to address individual business needs is available without cost to the small business client. SBDC offices are located at the University of Wisconsin-Oshkosh. Additional information on the Wisconsin Small Business Development Center may be found at: <https://wisconsinsbdc.org/>.

#### *Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)*

- ❑ DATCP administers the State of Wisconsin Farmland Preservation Program. Additional information on the State of Wisconsin Farmland Preservation Program may be found in the Fond du Lac County Farmland Preservation Plan and via the following website: [https://datcp.wi.gov/Pages/Programs\\_Services/FarmlandPreservation.aspx](https://datcp.wi.gov/Pages/Programs_Services/FarmlandPreservation.aspx).

#### *Alliant Energy Economic Development*

- ❑ This economic development team focuses completely on locating appropriate buildings and locations for businesses interested in building, expanding, or relocating. Alliant Energy Economic Development locates buildings and sites in Iowa and Wisconsin, and provides community, professional and workforce development resources and programs. Additional information on the Alliant Energy Economic Development may be found at: <https://alliantenergyeconomicdevelopment.com/>.

## 9.0 Intergovernmental Cooperation

### Major Findings

1. The Town of Marshfield and Villages of Mount Calvary and St. Cloud have a strong working relationship, sharing each other's equipment and training together. Ambulance/rescue squad service, along with agreements with surrounding fire departments and the Fond du Lac County Sheriff's Department provide a very adequate level of fire and police services for Town of Marshfield residents.

### Directives

1. The Town of Marshfield needs to continue to work together with villages and surrounding towns to provide efficient and effective services. Fond du Lac County should be included in discussions as well.
2. To become more efficient in the delivery of services, the Town of Marshfield should always be looking for ways to share services and equipment with abutting governmental units.
3. Creating and/or maintaining a boundary agreement with both villages should be pursued to promote cooperative and good will amongst all communities.

### Goals, Objectives, Policies, and Programs

#### Goals

1. To continue fostering a mutually beneficial, friendly, working relationship with surrounding towns and villages, Fond du Lac County and Regional, State and Federal Agencies.

#### Objectives

1. Continue the coordination of emergency response services with other surrounding volunteer fire departments (through mutual aid), the Fond du Lac County Sheriff's Department, and the local Ambulance/Rescue Squad service.
2. As part of the Town's annual budgeting process, review opportunities to provide efficient and economical public facilities and services through cooperation with other units of government.

#### Policies

1. The Town of Marshfield shall continue to cooperate with the surrounding towns, villages, and Fond du Lac County to minimize land use and policy conflicts and achieve economies of scale.
2. Attend WTA Calumet County Town Unit Meetings, WTA Regional Meetings and the WTA Annual Convention to stay current with all Town programs, legislation, and resource availability.

### Recommendations

No specific recommendations at this time.

### Background Information

#### Guidelines for Intergovernmental Cooperation

- ❑ Wisconsin State Statutes provide guidelines for intergovernmental cooperation and boundary agreements between communities. This statute enables adjoining communities to enter into agreements that will benefit all.

- ❑ Mutual aid agreements are a type of intergovernmental cooperation. For example, fire departments use this method to extend fire protection from one entity to another. The biggest advantage is that each fire department can share equipment and manpower in times of major fires that would otherwise limit resources or response times, which is what occurs between the Town of Marshfield, Village of Mt. Calvary, and St. Cloud.

## Governmental Jurisdictions

### *Adjoining Communities*

- ❑ The Town of Marshfield shares common boundaries with the Towns of Calumet, Taycheedah, and Forest in Fond du Lac County, and the Towns of Greenbush and Russell in Sheboygan County. These communities have worked well together and have not had any land use issues between themselves. Examples of cooperation are an organized effort to efficiently snowplow roads that are on mutual borders with other municipalities and pay for the services of brush cutting equipment owned by neighboring governments.

### *School Districts*

- ❑ Most school-age residents of the Town of Marshfield attend schools in the New Holstein Public School District, with parochial schools in the area being another option.

### *Fond du Lac County*

- ❑ Fond du Lac County maintains County Highways, Wolf Lake County Park and Boat Launch, and Calvary Marsh County Park within the Town of Marshfield.
- ❑ The only direct services from the County to the Town are Sheriff's Department patrol and law enforcement. There are, however, many indirect services, particularly in the areas of judicial, health and human services.

### *Emergency Services*

- ❑ Fire protection in the Town of Marshfield is provided by the Mount Calvary Volunteer Fire Department.
- ❑ First responder service is provided by the St. Cloud and Calumet First Responders.
- ❑ Ambulance service is provided by the Mount Calvary Ambulance Service.

### *East Central Wisconsin Regional Planning Commission (ECWRPC)*

- ❑ The ECWRPC is the official comprehensive, areawide planning agency for the ten-county East Central Region of Wisconsin, including Fond du Lac County.
- ❑ Fond du Lac County is a member of the ECWRPC and therefore, the Town of Marshfield is eligible to receive planning services from the ECWRPC.

### *State of Wisconsin:*

- ❑ **Wisconsin Department of Transportation (WDOT)**
  - The Town of Marshfield is within the WDOT's Northeast Region, which is administered from the Green Bay WDOT office, but no state roads are within the Town of Marshfield.
- ❑ **Wisconsin Department of Natural Resources (WDNR)**
  - There are no WDNR-owned lands in the Town of Marshfield.
  - The Town of Marshfield is aware of WDNR rules and regulations.

## Conflicts and Opportunities

- ❑ When any significant conflicts occur with other communities or governmental agencies, initial attempts to address the conflict will involve written and face-to-face communication. If initial

attempts are not successful, the Town will consider other methods, including mediation, arbitration, and alternative dispute resolution techniques as described in Wisconsin State Statutes §802.12.

- ❑ Use the Future Land Use Map within the Comprehensive Plan to avoid conflicts between land use types.
- ❑ Town of Marshfield officials have demonstrated, through past and current planning efforts, that they are willing to proactively engage in discussions with other government officials to promote and enhance opportunities. Town of Marshfield leaders are encouraged to continue this practice in order to best maximize local efforts and minimize potential conflicts.

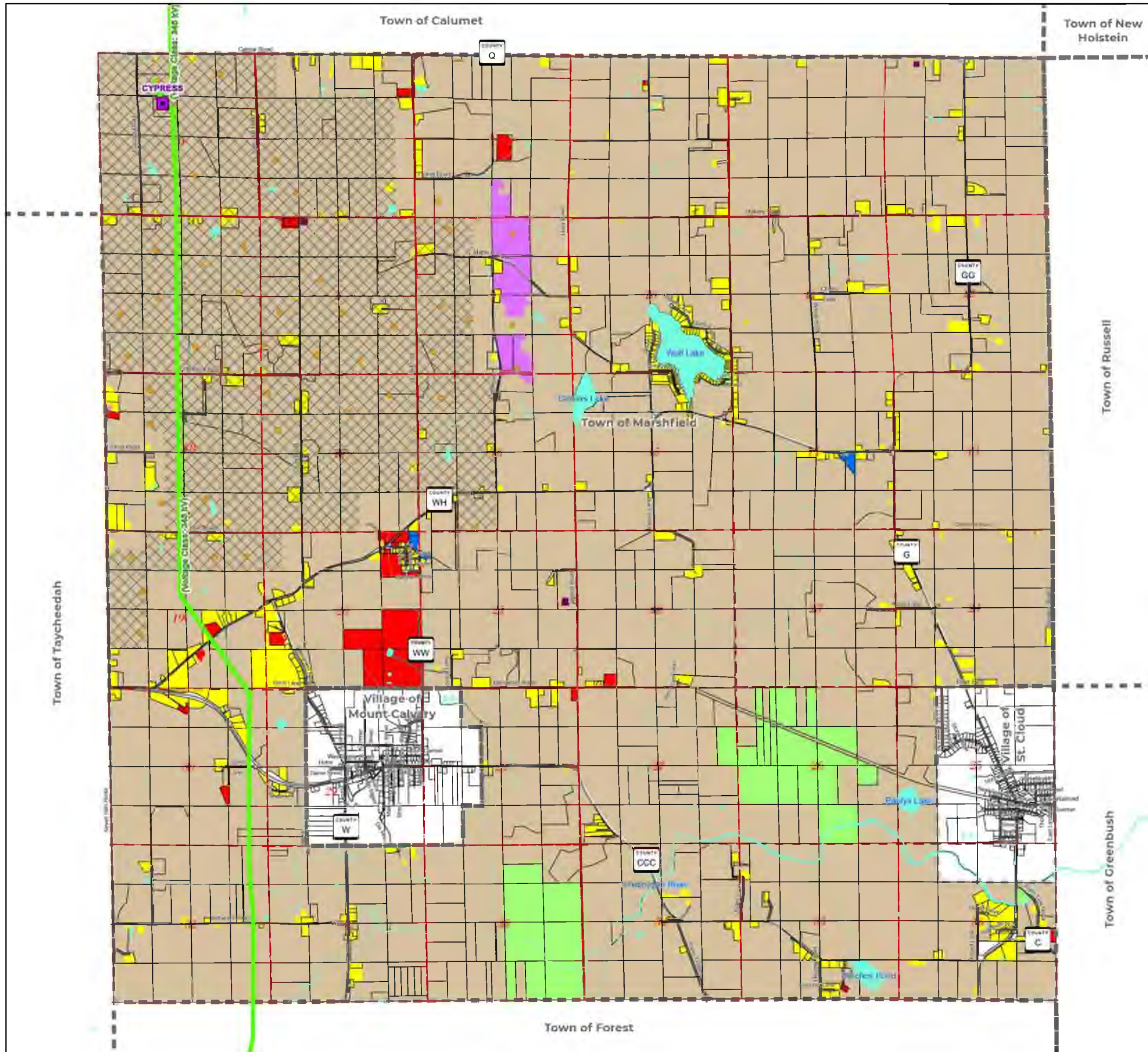


# Town of Marshfield

Fond du Lac County

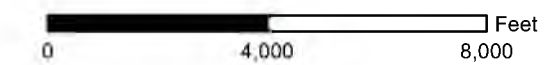
## Future Land Use

- Residential
  - Commercial
  - Industrial & Quarries
  - Communication/Utilities
  - Institutional/Governmental
  - Transportation
  - Recreational
  - Agriculture
- Other Features**
- Water Features
  - Wind Turbines
  - Substation
  - Tap
  - Electric Transmission Lines
  - Solar Overlay
  - Cities, Towns, & Villages
  - Sections
  - Parcels
  - Roads



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 Map Approval Date: May 20, 2024



# 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

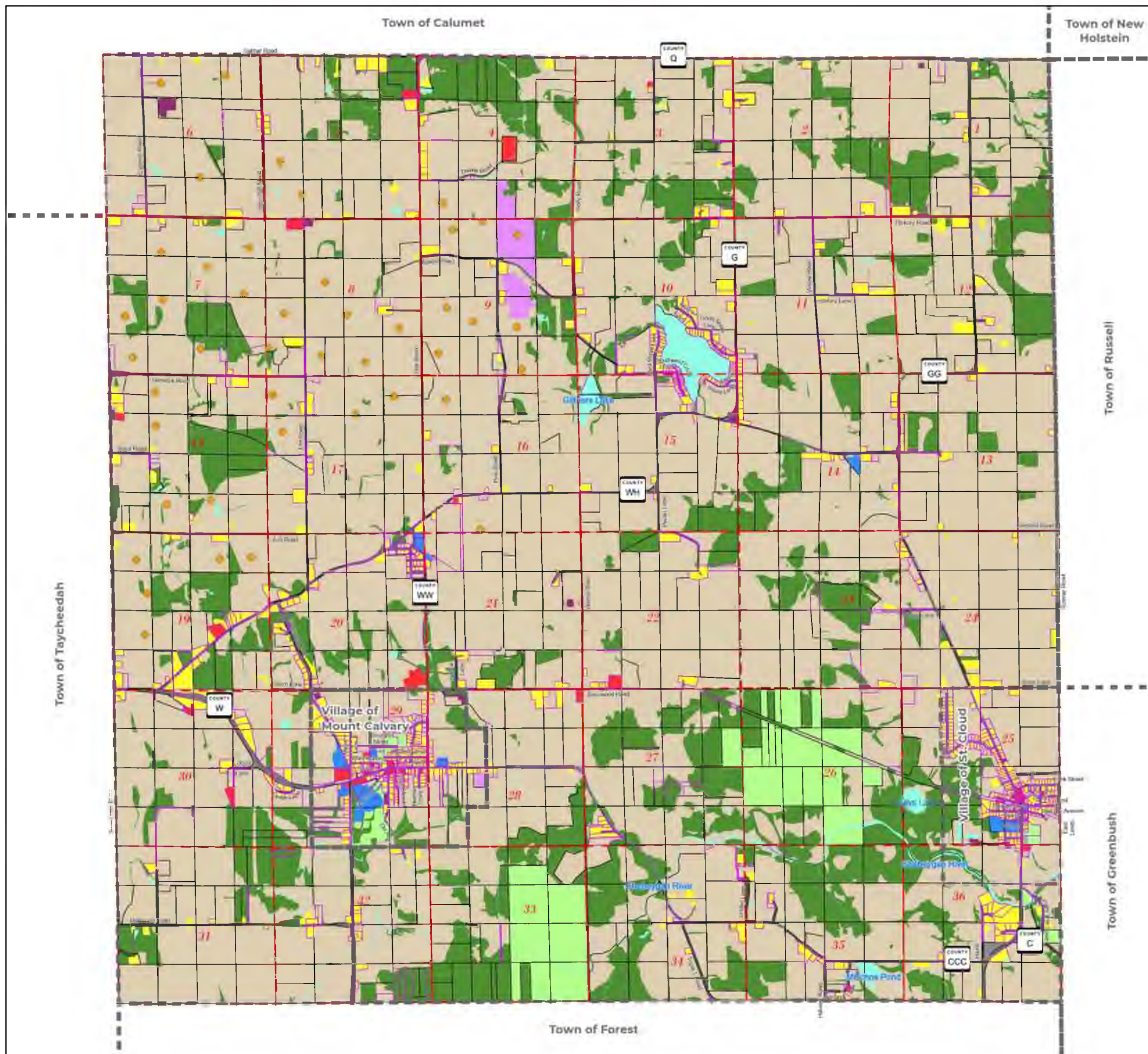


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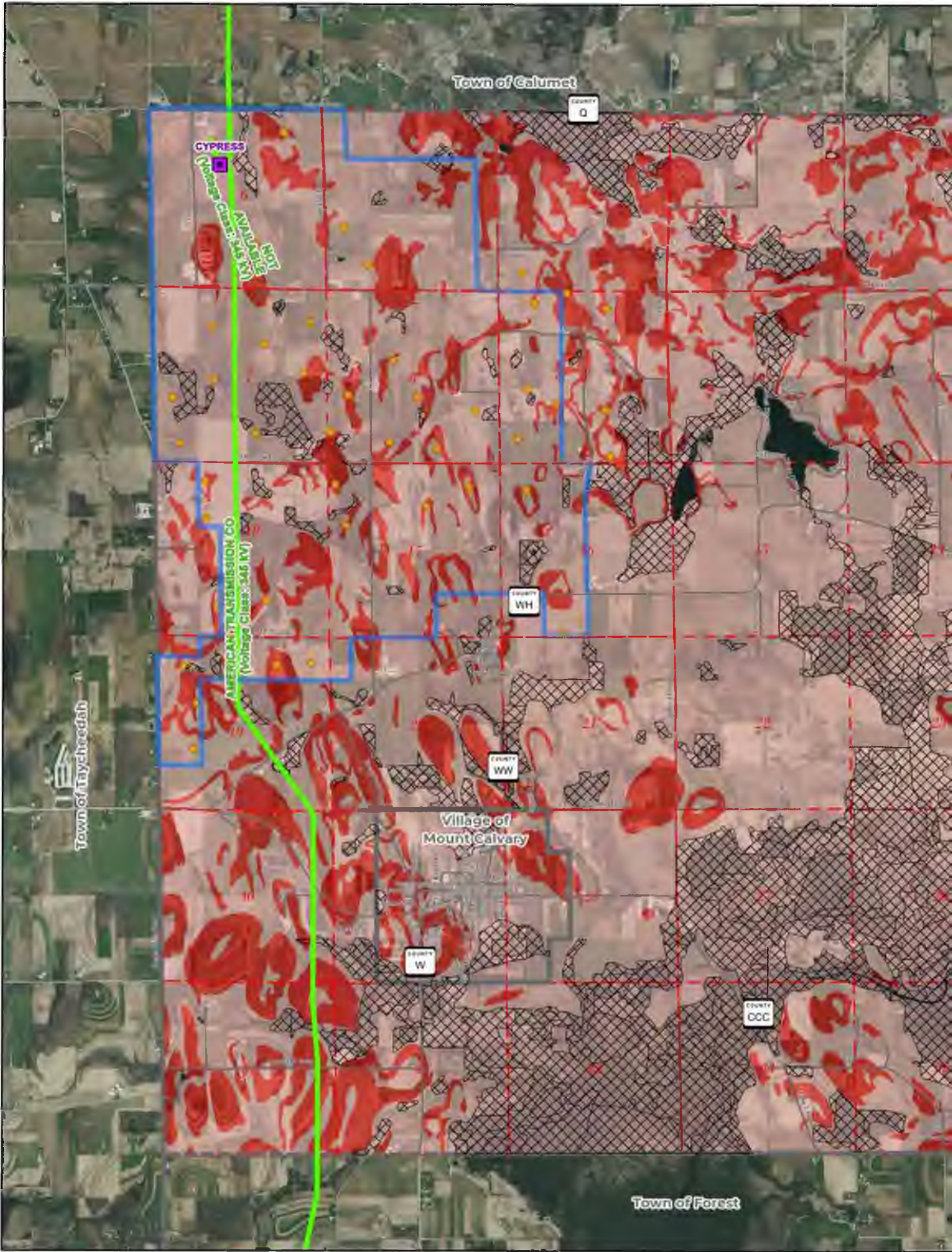
0 4,000 8,000 Feet

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Town of Calumet

COUNTY Q

CYPRESS

113 ST. CHARLES AVE  
2700 W  
1000

AMERICAN TRANSMISSION CO  
(Voltage Class: 346 KV)

COUNTY WH

COUNTY WW

Village of Mount Calvary

COUNTY W

COUNTY OCC

Town of Mayhewdale

Town of Forest












# Town of Marshfield


Fond du Lac County

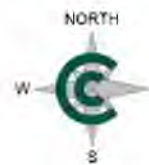
## Solar Energy System (SES) Large (Utility) Scale Solar Suitability



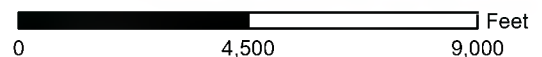
-  Substation
-  Tap
-  Electric Transmission Lines
-  Solar Overlay
-  Sections
-  Wind Turbines
-  Cities, Towns, & Villages
-  Wetland Class Areas
-  Roads

### Slope Gradient - Weighted Average

-  Under 5% Slope
-  Over 5% Slope



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# Town of Marshfield

Fond du Lac County

## Farmland Preservation Plan

### Farmland Preservation Areas

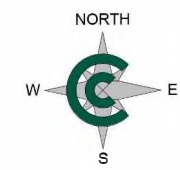
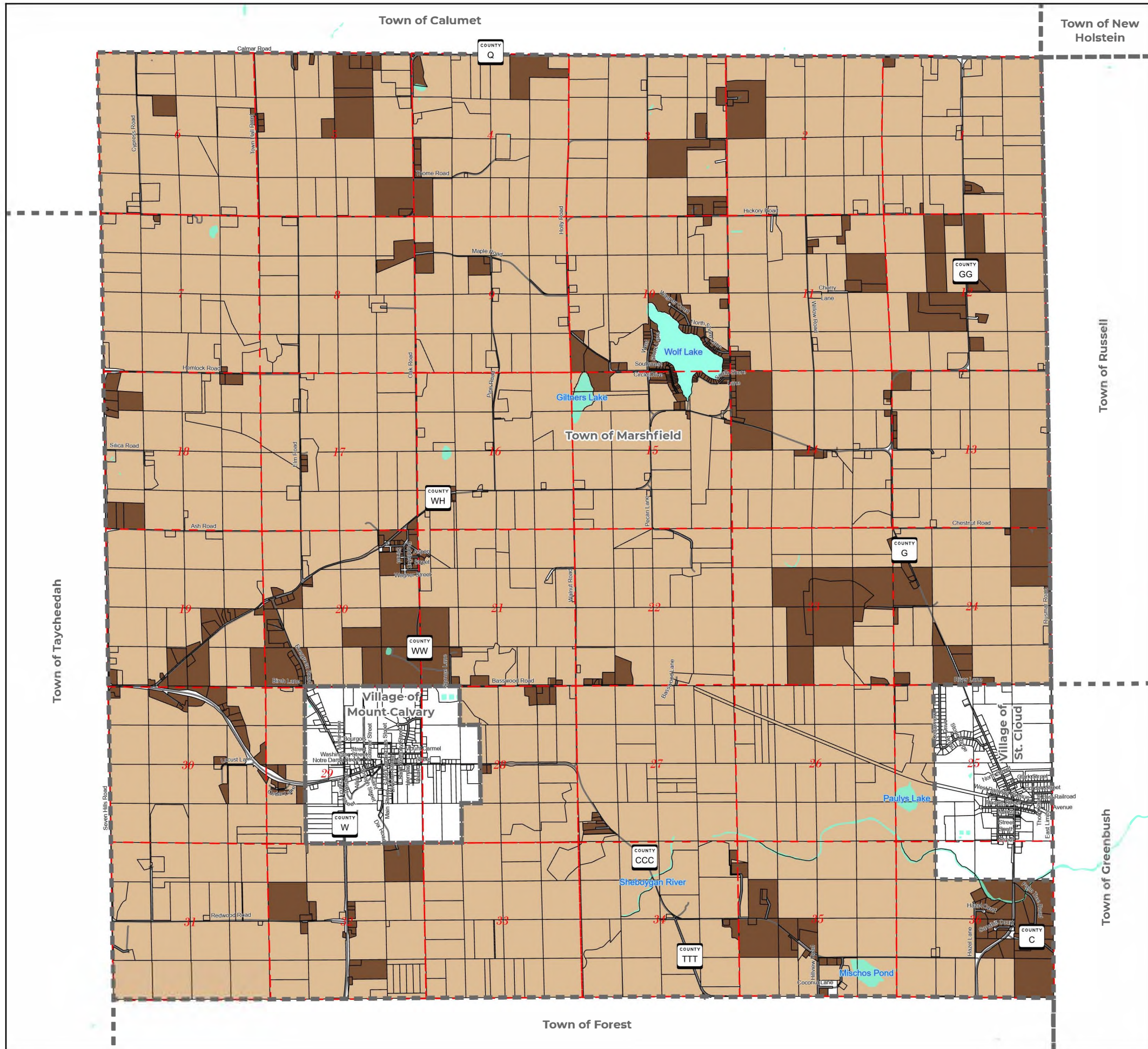
 Areas of Agricultural Use and Agriculture Related Use

### Nonagricultural Development Areas

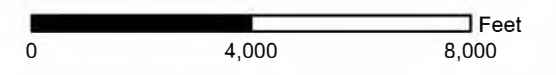
 Areas of Nonagricultural Development

### Other Features

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



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# 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
  - Wetland Management

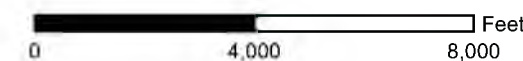


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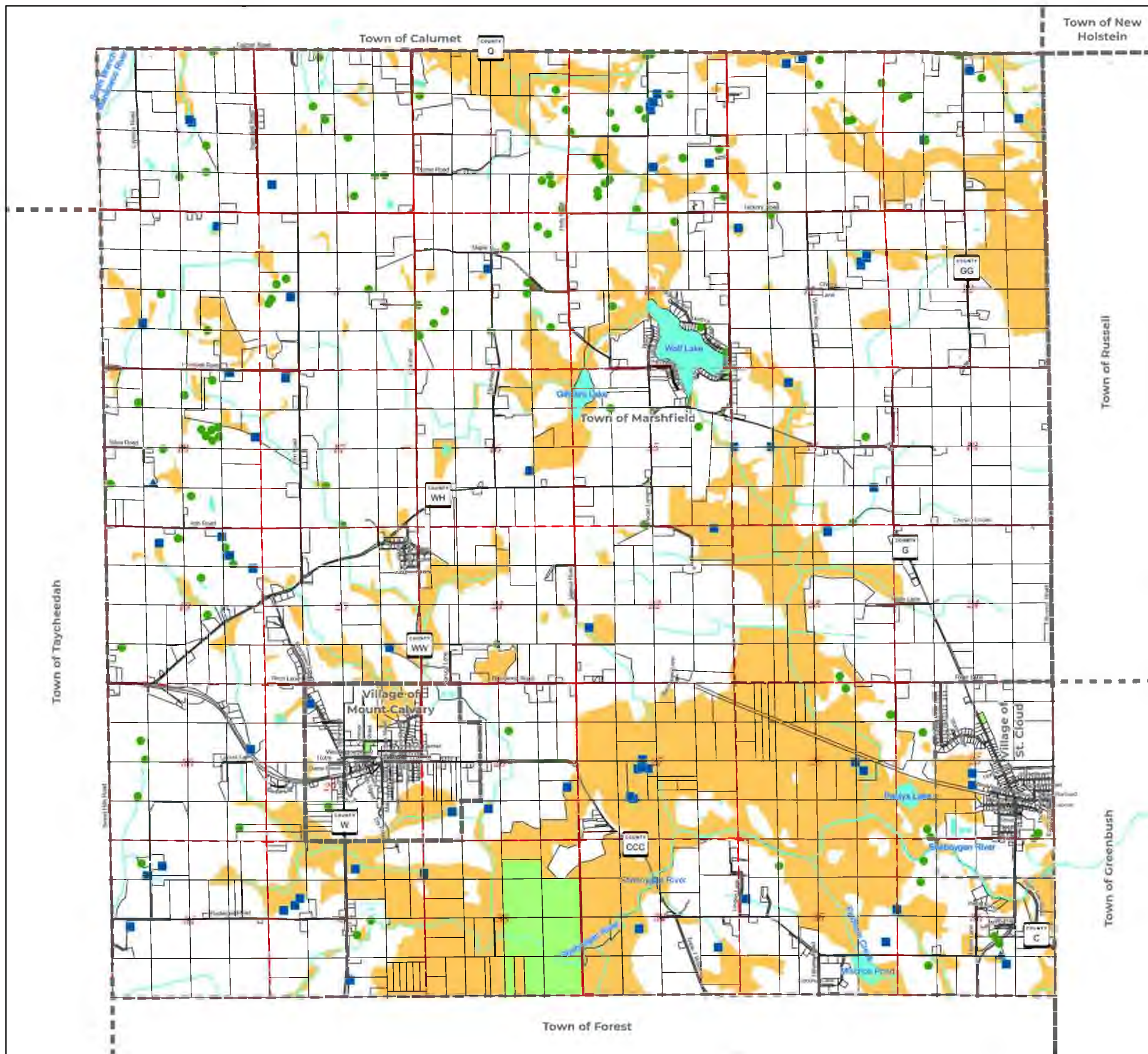
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# Town of Marshfield

Fond du Lac County

## Functional Road Classifications, Traffic Counts, & Projects

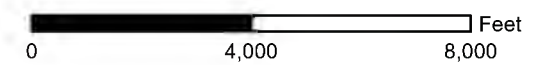
- Traffic Count Locations
- Road Classifications**
  - Major Collector
  - Minor Collector
  - Local Roads
- Other Features**
  - Cities, Towns, & Villages
  - Sections
  - Water Features
  - Parcels
- Future Projects**
  - ✕ Culvert Replacement
  - Town Road Improvement Areas
- Road Symbology**
  - Interstate Highways
  - US Highways
  - State Highways
  - County Highways

### Average Annual Daily Traffic Counts

**2021**  
**2011**

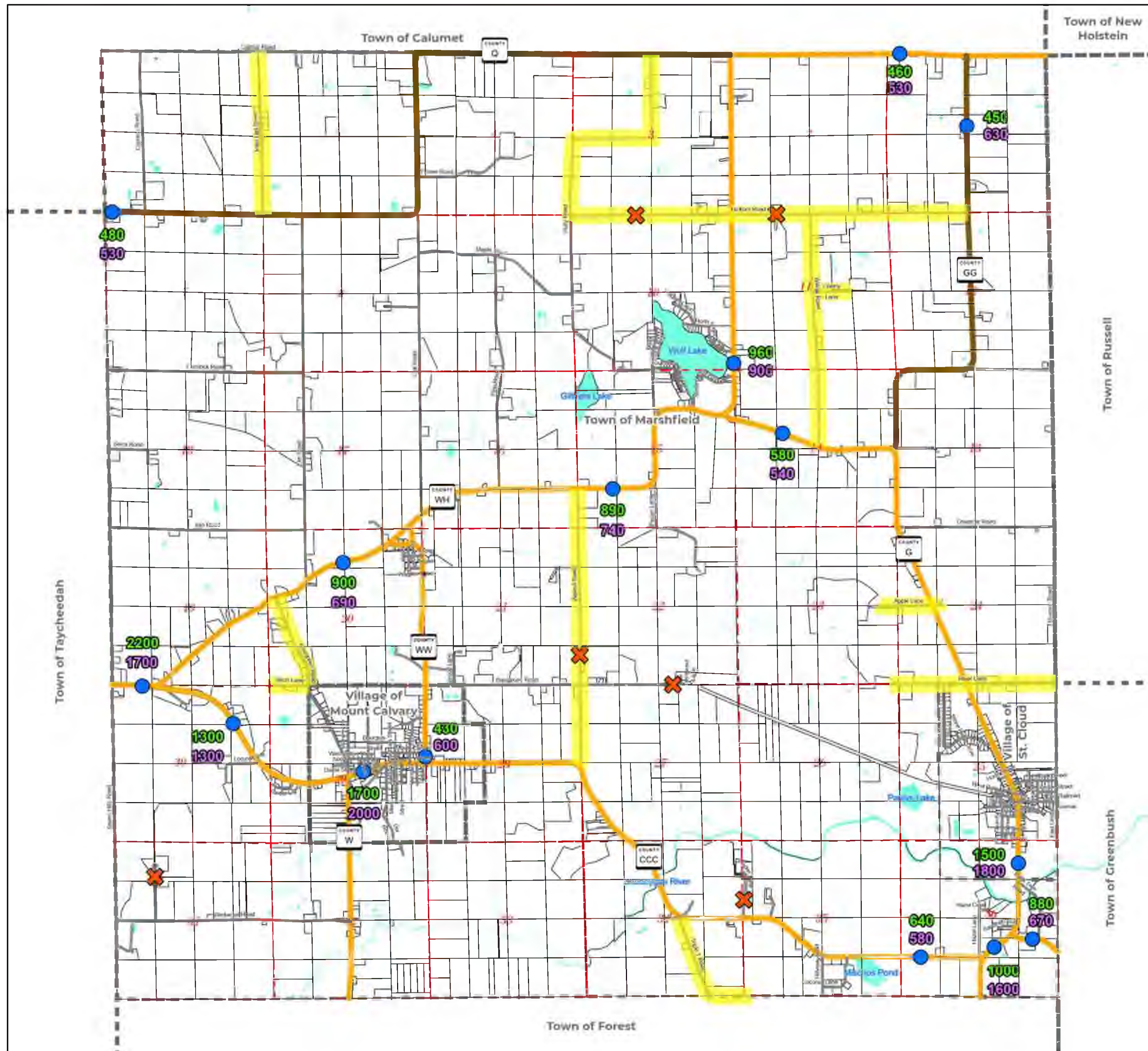
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# Town of Marshfield

Fond du Lac County

## Community Facilities

- Fire department
- Health care facility
- Municipal facility
- School
- Utilities
- Museum
- Church/Cemetery
- Point of Interest
- Communication Tower
- Water Features
- Parks
- Facility Parcels
- Riverside Hunting & Fishing Club

### Other Features

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

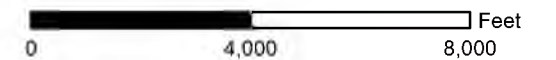
Label	Name
1	Eypress SW YD Electric Substation
2	Town Recycling Center
3	Villa Rosa Assisted Living
4	Town of Marshfield Garage
5	Riverside Park & Historic Bridge
6	St. Cloud Wastewater Treatment Plant/Water Tower
7	St. Cloud Village Garage
8	St. Cloud Fire Department
9	Mt. Calvary Wastewater Treatment Plant
10	Mt. Calvary Fire Department & Ambulance Service/Town of Marshfield Town Hall/Village of Mt. Calvary Hall
11	Malone Area Heritage Museum
12	SSM Health/Fond du Lac Regional Clinic/Mt. Calvary Dental
13	Saint Lawrence Seminary High School
14	Mt. Calvary Water tower
15	Fond du Lac County Highway Garage
16	Our Lady of the Holy Land - St. Joseph Church/Cemetery
17	Our Lady of the Holy Land - Holy Cross Church/Cemetery
18	Our Lady of the Holy Land - St. Cloud Church/Cemetery
19	American Legion Abler-Engel Post 454
20	St. Cloud Civic Center
21	Riverside Hunting and Fishing Club
22	Mt. Calvary Athletic Club
23	St. Cloud Athletic Club

NORTH



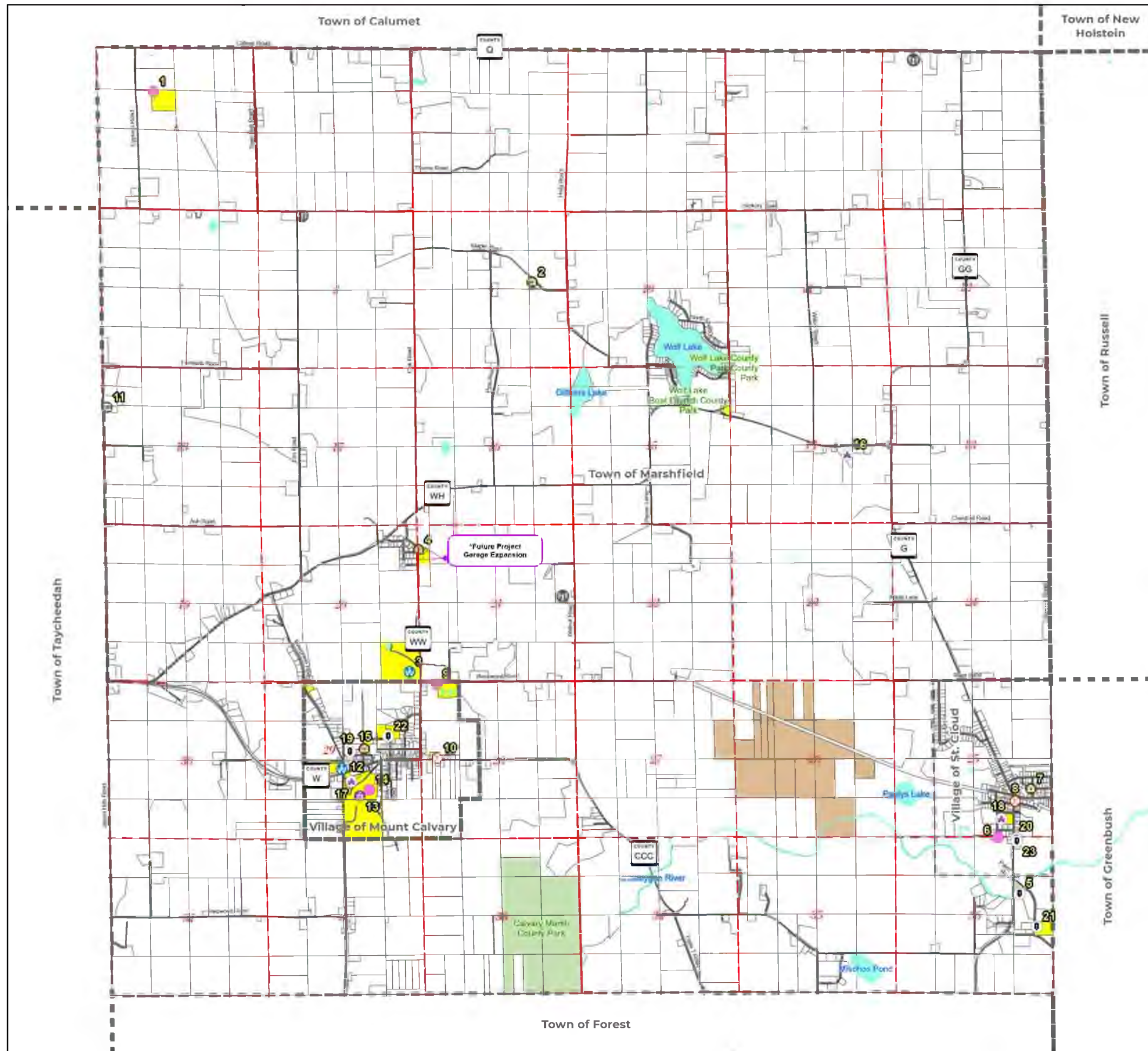
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## Tables

### 100- Population Change

	T. Marshfield	T. Calumet	T. Forest	T. Taycheedah	FDL 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	1,123	1,412	975	4,554	104,154	5,893,718
% 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	-1.3%	-3.9%	-9.7%	8.3%	2.5%	3.6%

Source: Wisconsin Department of Administration; US Census Data

### 101-Population Race

	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent	Persons	Percent
White	1,119	98.33%	1,092	97.24%	95,674	94.14%	91,630	87.98%	4,902,067	86.20%	4,737,545	80.38%
Black or African American	2	0.18%	1	0.09%	1,305	1.28%	2,416	2.32%	359,148	6.32%	376,256	6.38%
American Indian & Alaska Native	-	0.00%	1	0.09%	471	0.46%	506	0.49%	54,526	0.96%	60,428	1.03%
Asian	-	0.00%	-	0.00%	1,148	1.13%	1,256	1.21%	129,234	2.27%	175,702	2.98%
Native Hawaiian & Other Pacific Islander	-	0.00%	-	0.00%	21	0.02%	35	0.03%	1,827	0.03%	2,199	0.04%
Some Other Race	11	0.97%	18	1.60%	1,700	1.67%	3,152	3.03%	135,867	2.39%	182,054	3.09%
Two or More Races	6	0.53%	11	0.98%	1,314	1.29%	5,159	4.95%	104,317	1.83%	359,534	6.10%
Total Persons	1,138	100.00%	1,123	100.00%	101,633	100.00%	104,154	100.00%	5,686,986	100.00%	5,893,718	100.00%

Source: US Census Data

### 102-Population Age and Median Age

	T. 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	115	10.1%	127	11.3%	12,286	12.1%	11,435	11.0%	727,060	12.8%	674,999	11.5%
10-19	129	11.3%	134	11.9%	13,692	13.5%	13,702	13.2%	775,136	13.6%	766,882	13.0%
20-29	114	10.0%	75	6.7%	12,652	12.4%	12,055	11.6%	758,899	13.3%	743,626	12.6%
30-39	84	7.4%	130	11.6%	11,913	11.7%	13,146	12.6%	694,675	12.2%	753,926	12.8%
40-49	177	15.6%	104	9.3%	14,802	14.6%	11,955	11.5%	817,965	14.4%	685,534	11.6%
50-59	192	16.9%	172	15.3%	15,183	14.9%	14,305	13.7%	822,112	14.5%	794,862	13.5%
60-69	135	11.9%	182	16.2%	10,187	10.0%	14,144	13.6%	540,854	9.5%	768,661	13.0%
70-79	79	6.9%	116	10.3%	5,956	5.9%	8,613	8.3%	314,719	5.5%	456,421	7.7%
80-84	30	2.6%	42	3.7%	2,412	2.4%	2,286	2.2%	117,061	2.1%	121,994	2.1%
>85 years old	83	7.3%	41	3.7%	2,550	2.5%	2,513	2.4%	118,505	2.1%	126,813	2.2%
Total Population	1138	100.0%	1123	100.0%	101,633	100.0%	104,154	100.0%	5,686,986	100.0%	5,893,718	100.0%
Median Age	47.5	X	49.3	X	40.2	X	41.4	X	38.5	X	40.1	X

Source: US Census Data

## 103-Population Projections

	T. Marshfield	T. Calumet	T. Forest	T. Taycheedah	FDL 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	1,123	1,412	975	4,554	104,154	5,893,718
2025	1,165	1,530	1,035	4,865	108,485	6,041,784
2030	1,175	1,540	1,020	5,085	110,590	6,204,745
2035	1,160	1,530	990	5,220	111,040	6,293,793
2040	1,140	1,500	950	5,305	110,250	6,299,143
% Change						
2000-2010	1.8%	-2.9%	-2.5%	14.7%	4.5%	6.0%
2010-2020	-1.3%	-3.9%	-9.7%	8.3%	2.5%	3.6%
2020-2025	3.7%	8.4%	6.2%	6.8%	4.2%	2.5%
2025-2030	0.9%	0.7%	-1.4%	4.5%	1.9%	2.7%
2030-2035	-1.3%	-0.6%	-2.9%	2.7%	0.4%	1.4%
2035-2040	-1.7%	-2.0%	-4.0%	1.6%	-0.7%	0.1%

Source: Wisconsin Department of Administration &amp; US Census Data

## 104-Household Projections

	T. Marshfield	T. Calumet	T. Forest	T. Taycheedah	FDL County	Wisconsin
# of Households						
2000	373	562	397	1,319	36,931	2,084,544
2010	422	603	404	1,602	40,697	2,279,768
2020	435	590	397	1,762	42,824	2,428,361
2025	457	665	410	1,963	46,020	2,600,538
2030	465	677	409	2,077	47,419	2,697,884
2035	463	681	402	2,158	48,079	2,764,498
2040	456	674	390	2,215	48,076	2,790,322
% Change						
2000-2010	13.1%	7.3%	1.8%	21.5%	10.2%	9.4%
2010-2020	3.1%	-2.2%	-1.7%	10.0%	5.2%	6.5%
2020-2025	5.1%	12.7%	3.3%	11.4%	7.5%	7.1%
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 &amp; US Census Data

## 105-Median Income

	T. Marshfield		Fond du Lac County		Wisconsin	
	2010	2020	2010	2020	2010	2020
Median Household Income	\$ 69,643	\$ 73,981	\$ 51,549	\$ 64,147	\$ 51,598	\$ 63,293
% Change	6.2%		24.4%		22.7%	
Median Family Income	\$ 74,706	\$ 86,250	\$ 64,173	\$ 81,968	\$ 64,869	\$ 80,844
% Change	15.5%		27.7%		24.6%	

Source: US Census Data

## 106-Household Income

	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Households	%	Households	%	Households	%	Households	%	Households	%	Households	%
< \$10,000	8	2.1%	3	0.7%	2,167	5.4%	1,371	3.3%	136,864	6.0%	109,952	4.6%
\$10,000 to \$14,999	11	2.8%	0	0.0%	2,489	6.1%	1,574	3.8%	121,728	5.4%	98,635	4.1%
\$15,000 to \$24,999	28	7.3%	24	5.9%	4,156	10.3%	3,416	8.2%	249,823	11.0%	205,288	8.6%
\$25,000 to \$34,999	23	6.0%	36	8.9%	4,351	10.7%	3,502	8.4%	250,913	11.0%	214,179	9.0%
\$35,000 to \$49,999	36	9.3%	59	14.5%	6,374	15.7%	5,700	13.6%	341,884	15.0%	308,113	13.0%
\$50,000 to \$74,999	115	29.8%	92	22.7%	9,175	22.7%	8,659	20.7%	468,400	20.6%	449,379	18.9%
\$75,000 to \$99,999	88	22.8%	52	12.8%	6,061	15.0%	6,255	14.9%	312,071	13.7%	335,854	14.1%
\$100,000 to \$149,999	55	14.2%	111	27.3%	4,035	10.0%	7,883	18.8%	263,913	11.6%	388,012	16.3%
\$150,000 or more	22	5.7%	29	7.1%	1,676	4.1%	3,530	8.4%	129,015	5.7%	268,523	11.3%
Total Households	386	100%	406	100%	40,484	100%	41,890	100%	2,274,611	100%	2,377,935	100%

Source: US Census Data

## 107-Per Capita Income

	Per Capita Income		
	2010	2020	% Change
T. Marshfield	\$ 31,670	\$ 32,297	2.0%
Fond du Lac County	\$ 25,360	\$ 32,508	28.2%
Wisconsin	\$ 26,624	\$ 34,450	29.4%

Source: US Census Data

## 108-Poverty Status

	T. Marshfield		Fond du Lac County		Wisconsin	
	2010	2020	2010	2020	2010	2020
<b>Total Persons</b>	954	991	99,408	99,202	5,535,803	5,659,485
Total Persons Below Poverty	26	12	12,467	8,178	731,479	620,947
% Below Poverty	2.7%	1.2%	12.5%	8.2%	13.2%	11.0%
<b>Total Families</b>	300	309	27,406	27,483	1,479,581	1,479,364
Total Families Below Poverty	4	3	1,727	1,512	113,928	100,597
% Families Below Poverty	1.3%	1.0%	6.3%	5.5%	7.7%	6.8%

Source: US Census Data

## 109-Labor Force

	2010	2020	% Change
<b>T. Marshfield</b>			
Labor Force	585	510	-12.8%
Employed	563	499	-11.4%
Unemployed	22	11	-50.0%
Unemployment Rate	3.8%	2.2%	
<b>Fond du Lac County</b>			
Labor Force	56,912	55,438	-2.6%
Employed	53,122	53,458	0.6%
Unemployed	3,735	1,970	-47.3%
Unemployment Rate	6.6%	3.6%	
<b>Wisconsin</b>			
Labor Force	3,078,465	3,096,518	0.6%
Employed	2,869,310	2,983,277	4.0%
Unemployed	204,600	109,854	-46.3%
Unemployment Rate	6.6%	3.5%	

Source: US Census Data

## 110-Employment of Residents by Type of Industry

	2010		2020		Change 2010-2020	
	Residents	%	Residents	%	Persons	%
<b>T. Marshfield</b>						
Agriculture, Forestry, Fishing, & Mining	48	8.5%	66	13.2%	18	37.5%
Construction	74	13.1%	65	13.0%	-9	-12.2%
Manufacturing	154	27.4%	98	19.6%	-56	-36.4%
Information	3	0.5%	0	0.0%	-3	-100.0%
Transportation, Warehousing, & Utilities	24	4.3%	9	1.8%	-15	-62.5%
Wholesale Trade	3	0.5%	2	0.4%	-1	-33.3%
Retail Trade	60	10.7%	49	9.8%	-11	-18.3%
Professional, Scientific, Management, Administrative, & Waste	22	3.9%	27	5.4%	5	22.7%
Finance, Insurance and Real Estate	22	3.9%	33	6.6%	11	50.0%
Educational, Healthcare, and Social Services	95	16.9%	99	19.8%	4	4.2%
Arts, Entertainment, Recreation, Accommodation, and Food	38	6.7%	13	2.6%	-25	-65.8%
Other Services	18	3.2%	17	3.4%	-1	-5.6%
Public Administration and Government	2	0.4%	21	4.2%	19	950.0%
All Industries	563	100%	499	100%	-64	-11.4%
<b>Fond du Lac County</b>						
Agriculture, Forestry, Fishing, and Mining	1,919	3.6%	1,543	2.9%	-376	-19.6%
Construction	3,519	6.6%	4,141	7.7%	622	17.7%
Manufacturing	12,307	23.2%	11,879	22.2%	-428	-3.5%
Information	1,110	2.1%	1,235	2.3%	125	11.3%
Transportation, Warehousing, & Utilities	2,607	4.9%	2,664	5.0%	57	2.2%
Wholesale Trade	1,377	2.6%	1,091	2.0%	-286	-20.8%
Retail Trade	6,083	11.5%	5,508	10.3%	-575	-9.5%
Professional, Scientific, Management, Administrative, & Waste	2,760	5.2%	2,761	5.2%	1	0.0%
Finance, Insurance and Real Estate	2,608	4.9%	3,255	6.1%	647	24.8%
Arts, Entertainment, Recreation, Accommodation, and Food	3,938	7.4%	3,508	6.6%	-430	-10.9%
Educational, Healthcare, and Social Services	10,369	19.5%	10,903	20.4%	534	5.1%
Other Services	2,363	4.4%	2,755	5.2%	392	16.6%
Public Administration and Government	2,162	4.1%	2,215	4.1%	53	2.5%
All Industries	53,122	100%	53,458	100%	336	0.6%
<b>Wisconsin</b>						
Agriculture, Forestry, Fishing, and Mining	71,684	2.5%	64,295	2.2%	-7389	-10.3%
Construction	171,616	6.0%	175,919	5.9%	4303	2.5%
Manufacturing	536,934	18.7%	537,489	18.0%	555	0.1%
Information	56,076	2.0%	47,567	1.6%	-8509	-15.2%
Transportation, Warehousing, & Utilities	130,387	4.5%	138,676	4.6%	8289	6.4%
Wholesale Trade	86,908	3.0%	79,736	2.7%	-7172	-8.3%
Retail Trade	329,863	11.5%	327,578	11.0%	-2285	-0.7%
Professional, Scientific, Management, Administrative, & Waste	218,788	7.6%	256,866	8.6%	38078	17.4%
Finance, Insurance and Real Estate	182,526	6.4%	182,437	6.1%	-89	0.0%
Arts, Entertainment, Recreation, Accommodation, and Food	238,223	8.3%	245,606	8.2%	7383	3.1%
Educational, Healthcare, and Social Services	631,818	22.0%	697,836	23.4%	66018	10.4%
Other Services	115,426	4.0%	125,507	4.2%	10081	8.7%
Public Administration and Government	99,061	3.5%	103,765	3.5%	4704	4.7%
All Industries	2,869,310	100%	2,983,277	100%	113967	4.0%

Source: US Census Data

## 111- Employment of Residents by Type of Occupation

	T. Marshfield		Fond du Lac County		Wisconsin	
	Residents	%	Residents	%	Residents	%
2010						
Management, Business, Science and Arts	154	27.4%	13,778	25.9%	947,672	33.0%
Service Occupations	75	13.3%	9,323	17.6%	462,097	16.1%
Sales and Office Occupations	110	19.5%	12,201	23.0%	702,658	24.5%
Natural Resources, Construction, & Maintenance Occupations	101	17.9%	5,691	10.7%	262,749	9.2%
Productions, Transportation, & Material Moving	123	21.8%	12,129	22.8%	494,134	17.2%
Total Employed	563	100%	53,122	100%	2,869,310	100%
2020						
Management, Business, Science and Arts	184	36.9%	16,168	30.2%	1,110,652	37.2%
Service Occupations	50	10.0%	8,543	16.0%	482,609	16.2%
Sales and Office Occupations	72	14.4%	10,713	20.0%	604,533	20.3%
Natural Resources, Construction, & Maintenance Occupations	117	23.4%	6,093	11.4%	254,428	8.5%
Productions, Transportation, & Material Moving	76	15.2%	11,941	22.3%	531,055	17.8%
Total Employed	499	100%	53,458	100%	2,983,277	100%

Source: US Census Data

## 112- Industry of Employed Persons

	2010		2020		Change 2010-2020	
	Persons	%	Persons	%	Persons	%
<b>Fond du Lac County</b>						
Natural Resources & Mining	934	2.2%	1,182	2.7%	248	26.6%
Construction	2,491	5.8%	2,948	6.6%	457	18.3%
Manufacturing	8,859	20.6%	10,380	23.4%	1,521	17.2%
Trade, Transportation, & Utilities	8,413	19.6%	8,477	19.1%	64	0.8%
Information	891	2.1%	789	1.8%	(102)	-11.4%
Financial Activities	1,803	4.2%	1,902	4.3%	99	5.5%
Professional & Business Services	2,326	5.4%	2,394	5.4%	68	2.9%
Education & Health Services	9,408	21.9%	9,122	20.5%	(286)	-3.0%
Leisure & Hospitality	3,950	9.2%	3,670	8.3%	(280)	-7.1%
Other Services	1,325	3.1%	1,201	2.7%	(124)	-9.4%
Public Administration	2,512	5.9%	2,348	5.3%	(164)	-6.5%
Unclassified	5	0.0%	0	0.0%	(5)	-100.0%
All Industries	42,917	100%	44,413	100%	1,496	3.5%
<b>Wisconsin</b>						
Natural Resources & Mining	24,450	0.9%	30,772	1.1%	6,322	25.9%
Construction	96,649	3.7%	126,146	4.6%	29,497	30.5%
Manufacturing	429,454	16.3%	458,378	16.8%	28,924	6.7%
Trade, Transportation, & Utilities	517,412	19.7%	533,826	19.6%	16,414	3.2%
Information	48,229	1.8%	46,758	1.7%	(1,471)	-3.1%
Financial Activities	151,290	5.8%	149,743	5.5%	(1,547)	-1.0%
Professional & Business Services	271,014	10.3%	311,008	11.4%	39,994	14.8%
Education & Health Services	595,546	22.6%	627,665	23.0%	32,119	5.4%
Leisure & Hospitality	261,057	9.9%	236,721	8.7%	(24,336)	-9.3%
Other Services	86,359	3.3%	74,390	2.7%	(11,969)	-13.9%
Public Administration	142,534	5.4%	132,060	4.8%	(10,474)	-7.3%
Unclassified	6,250	0.2%	1,508	0.1%	(4,742)	-75.9%
All Industries	2,630,244	100%	2,728,975	100%	98,731	3.8%

Source: Wisconsin Dept. of Workforce Development, Quarterly Census of Employment & Wages, 2010 & 2020

## 113- Average Weekly Wages

	2010	CPI 2020	Actual 2020	Difference	% Change 2010-2020
<b>Fond du Lac County</b>					
Natural Resources & Mining	\$576	\$ 686	\$769	\$83	33.5%
Construction	\$986	\$ 1,174	\$1,310	\$136	32.9%
Manufacturing	\$904	\$ 1,076	\$1,186	\$110	31.2%
Trade, Transportation, Utilities	\$580	\$ 690	\$799	\$109	37.8%
Information	\$669	\$ 796	\$929	\$133	38.9%
Financial Activities	\$785	\$ 935	\$1,205	\$270	53.5%
Professional & Business Services	\$649	\$ 773	\$1,060	\$287	63.3%
Education & Health Services	\$791	\$ 942	\$1,043	\$101	31.9%
Leisure & Hospitality	\$215	\$ 255	\$298	\$43	38.6%
Other Services	\$411	\$ 525	\$544	\$19	32.4%
Public Administration	\$755	\$ 899	\$964	\$65	27.7%
Unclassified	\$488	\$ 581	\$ -	(\$581)	-100.0%
<b>Wisconsin</b>					
Natural Resources & Mining	\$589	\$ 701	\$807	\$106	37.0%
Construction	\$945	\$ 1,125	\$1,275	\$150	34.9%
Manufacturing	\$965	\$ 1,149	\$1,174	\$25	21.7%
Trade, Transportation, Utilities	\$656	\$ 781	\$876	\$95	33.5%
Information	\$995	\$ 1,185	\$1,662	\$477	67.0%
Financial Activities	\$1,026	\$ 1,221	\$1,545	\$324	50.6%
Professional & Business Services	\$895	\$ 1,066	\$1,292	\$226	44.4%
Education & Health Services	\$817	\$ 973	\$1,025	\$52	25.5%
Leisure & Hospitality	\$281	\$ 335	\$387	\$52	37.7%
Other Services	\$436	\$ 519	\$694	\$175	59.2%
Public Administration	\$801	\$ 954	\$1,016	\$62	26.8%
Unclassified	\$901	\$ 1,073	\$1,171	\$98	30.0%

Source: WI Dept. of Workforce Development: Average Weekly Wages; Annual, 2010 & 2020



## 114-Travel Time to Work

Minutes	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Persons	%	Persons	%	Persons	%	Persons	%	Persons	%	Persons	%
Did not work at home:	508	90.7%	464	94.9%	50,182	96.2%	50,180	95.4%	2,700,897	96.0%	2,747,826	93.5%
Less than 5	24	4.7%	20	4.3%	3,193	6.4%	2,822	5.6%	136,415	5.1%	113,388	4.1%
5 to 9	56	11.0%	53	11.4%	9,174	18.3%	8,964	17.9%	386,189	283.1%	374,818	13.6%
10 to 14	42	8.3%	14	3.0%	10,602	21.1%	10,163	20.3%	470,581	17.4%	445,325	16.2%
15 to 19	52	10.2%	47	10.1%	7,959	15.9%	7,880	15.7%	445,068	16.5%	460,154	16.7%
20 to 29	176	34.6%	110	23.7%	8,220	16.4%	8,927	17.8%	571,494	21.2%	595,353	21.7%
30 to 39	103	20.3%	160	34.5%	5,364	10.7%	5,266	10.5%	352,484	13.1%	386,235	14.1%
40 to 59	29	5.7%	26	5.6%	3,322	6.6%	3,942	7.9%	218,175	8.1%	240,422	8.7%
60 or more	26	5.1%	34	7.3%	2,348	4.7%	2,216	4.4%	120,491	4.5%	132,131	4.8%
Worked at home:	52	9.3%	25	5.1%	1,957	3.8%	2,435	4.6%	111,915	4.0%	190,187	6.5%
Total:	560	100%	489	100%	52,139	100%	52,615	100%	2,812,812	100%	2,938,013	100%

Source: US Census Data

## 115-Educational Attainment

	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Persons	%	Persons	%	Persons	%	Persons	%	Persons	%	Persons	%
Less than 9th Grade	43	6.2%	33	4.1%	2,670	3.9%	1,534	2.1%	138,352	3.7%	100,347	2.5%
Some High School, No Diploma	44	6.4%	67	8.3%	5,204	7.6%	3,981	5.5%	258,008	6.9%	194,860	4.9%
High School Graduate or Equivalent	293	42.7%	313	38.6%	27,458	40.1%	25,629	35.7%	1,271,343	34.0%	1,205,321	30.3%
Some College, No Degree	109	15.9%	115	14.2%	14,243	20.8%	14,883	20.7%	770,284	20.6%	817,098	20.5%
Associates or Bachelors Degree	173	25.2%	233	28.8%	14,859	21.7%	19,870	27.7%	975,942	26.1%	1,244,463	31.3%
Graduate/Professional Degree	25	3.6%	49	6.0%	3,971	5.8%	5,883	8.2%	321,575	8.6%	420,029	10.5%
Total Age 25 or Older	686	100.00%	810		68,474		71,780		3,739,243		3,982,118	

Source: US Census Data

## 116- Age of Housing

Age	T. Marshfield		Fond du Lac County		Wisconsin	
	Structures	Percent	Structures	Percent	Structures	Percent
<10 Years	19	4.2%	2,208	4.9%	122,349	4.5%
11 to 20 Years	41	9.0%	4,784	10.6%	334,007	12.3%
21 to 30 Years	72	15.8%	6,553	14.5%	380,262	14.0%
31 to 40 Years	37	8.1%	3,213	7.1%	266,654	9.8%
>40 Years	286	62.9%	28,580	63.0%	1,606,172	59.3%
Total	455	100.0%	45,338	100.0%	2,709,444	100.0%

Source: US Census Data

117-Median Housing Values

	T. Marshfield	T. Calumet	T. Forest	T. Taycheedah	FdL County	Wisconsin
2010	176,500	176,700	174,000	228,800	143,000	169,000
2020 CPI	210,127	210,366	207,151	272,392	170,245	201,199
2020 Actual	219,600	232,300	192,400	305,200	162,600	189,200
Percent Change						
2010-2020 CPI	19.1%	19.1%	19.1%	19.1%	19.1%	19.1%
2010-2020 Actual	24.4%	31.5%	10.6%	33.4%	13.7%	12.0%

Source: US Census Data

118-Housing Values

	T. 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%

Source: US Census Data

119- Housing Unit Types

	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Occupied Units	Percent	Occupied Units	Percent	Occupied Units	Percent	Occupied Units	Percent	Occupied Units	Percent	Occupied 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%

Source: US Census Data

120-Housing Occupancy

	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
<b>Total Occupied Units</b>	<b>422</b>	<b>84.9%</b>	<b>435</b>	<b>88.2%</b>	<b>40,697</b>	<b>92.7%</b>	<b>42,824</b>	<b>93.6%</b>	<b>2,279,768</b>	<b>86.9%</b>	<b>2,428,361</b>	<b>89.0%</b>
<i>Owner Occupied</i>	369	87.4%	406	93.3%	29,407	72.3%	29,754	69.5%	1,551,558	68.1%	1,610,565	66.3%
<i>Renter Occupied</i>	53	12.6%	29	6.7%	11,290	27.7%	13,070	30.5%	728,210	31.9%	817,796	33.7%
<b>Vacant Units</b>	<b>75</b>	<b>15.1%</b>	<b>58</b>	<b>11.8%</b>	<b>3,213</b>	<b>7.3%</b>	<b>2,916</b>	<b>6.4%</b>	<b>344,590</b>	<b>13.1%</b>	<b>299,365</b>	<b>11.0%</b>
<i>Seasonal Units</i>	59	78.7%	56	96.6%	934	29.1%	941	32.3%	193,046	56.0%	172,141	57.5%
<b>Total Units</b>	<b>497</b>	<b>100.0%</b>	<b>493</b>	<b>100.0%</b>	<b>43,910</b>	<b>100.0%</b>	<b>45,740</b>	<b>100.0%</b>	<b>2,624,358</b>	<b>100.0%</b>	<b>2,727,726</b>	<b>100.0%</b>

Source: US Census Data

### 121-Vacancy Status

	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
For Sale	4	5.3%	0	0.0%	592	18.4%	319	10.9%	34,219	9.9%	17,153	5.7%
For Rent	6	8.0%	0	0.0%	997	31.0%	775	26.6%	63,268	18.4%	49,278	16.5%
Seasonal Units	59	78.7%	56	96.6%	934	29.1%	941	32.3%	193,046	56.0%	172,141	57.5%
Other Units	6	8.0%	2	3.4%	690	21.5%	881	30.2%	54,057	15.7%	60,793	20.3%
Total Vacant Units	75	100.0%	58	100.0%	3,213	100.0%	2,916	100.0%	344,590	100.0%	299,365	100.0%
Owner Vacancy Rate	1.1%		0.0%		2.0%		1.1%		2.2%		1.0%	
Renter Vacancy Rate	10.2%		0.0%		8.1%		5.6%		8.0%		5.6%	

Source: US Census Data

### 122- Household Types

	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
Total Households	422		435		40,697		42,824		2,279,768		2,428,361	
Total Family	325	77.0%	342	78.6%	26,994	66.3%	27,350	63.9%	1,468,917	64.4%	1,505,840	62.0%
Total Nonfamily	97	23.0%	93	21.4%	13,703	33.7%	15,474	36.1%	810,851	35.6%	922,521	38.0%
With Children	122	28.9%	129	29.7%	12,144	29.8%	11,469	26.8%	697,744	30.6%	660,113	27.2%
Without Children	300	71.1%	306	70.3%	28,553	70.2%	31,355	73.2%	1,582,024	69.4%	1,768,248	72.8%
With Married Couple	296	70.1%	308	70.8%	21,770	53.5%	21,310	49.8%	1,131,344	49.6%	1,137,669	46.8%
Living Alone	89	21.1%	79	18.2%	11,231	27.6%	12,603	29.4%	642,507	28.2%	734,760	30.3%
With Occupant(s) 60+	163	38.6%	204	46.9%	14,176	34.8%	18,454	43.1%	748,401	32.8%	1,000,374	41.2%

Source: US Census Data

### 123-Persons Per Household

	T. Marshfield			Fond du Lac County			Wisconsin		
	Population in Households	Households	Persons Per	Population in Households	Households	Persons Per	Population in Households	Households	Persons Per
2010	1,059	422	2.51	98,044	40,697	2.41	5,536,772	2,279,768	2.43
2020	1,076	435	2.47	100,572	42,824	2.35	5,742,419	2,428,361	2.36

Source: US Census Data

### 124-Household Size

	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
1 Person	89	21.1%	79	18.2%	11,231	27.6%	12,603	29.4%	642,507	28.2%	734,760	30.3%
2 Person	177	41.9%	199	45.7%	15,049	37.0%	16,168	37.8%	817,250	35.8%	883,149	36.4%
3 Person	59	14.0%	47	10.8%	6,005	14.8%	5,699	13.3%	339,536	14.9%	330,288	13.6%
4 or More Person	97	23.0%	110	25.3%	8,412	20.7%	8,354	19.5%	480,475	21.1%	480,164	19.8%
Total Households	422	100.0%	435	100.0%	40,697	100.0%	42,824	100.0%	2,279,768	100.0%	2,428,361	100.0%

Source: US Census Data

## 125- Homeowner Affordability

% of Income	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
<20%	229	62.9%	252	72.4%	13,482	45.9%	18,642	63.0%	701,610	44.4%	951,939	59.6%
20 to 24%	41	11.3%	47	13.5%	4,747	16.2%	3,798	12.8%	242,430	15.3%	206,775	13.0%
25 to 29%	20	5.5%	19	5.5%	3,463	11.8%	2,685	9.1%	182,179	11.5%	129,985	8.1%
30 to 34%	31	8.5%	8	2.3%	2,057	7.0%	1,243	4.2%	121,296	7.7%	77,944	4.9%
>34%	40	11.0%	22	6.3%	5,545	18.9%	3,109	10.5%	327,133	20.7%	221,317	13.9%
Not Computed	3	0.8%	0	0.0%	69	0.2%	111	0.4%	5,960	0.4%	8,540	0.5%
Total Households	364		348		29,363		29,588		1,580,608		1,596,500	
% not Affordable	19.5%		8.6%		25.9%		14.7%		28.4%		18.7%	

Source: US Census Data

## 126-Renter Affordability

% of Income	T. Marshfield				Fond du Lac County				Wisconsin			
	2010		2020		2010		2020		2010		2020	
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units	Percent
<19.99%	0	0.0%	13	22.4%	3,100	27.9%	4,318	35.1%	179,632	25.9%	235,311	30.1%
20 to 24.99%	4	18.2%	13	22.4%	1,271	11.4%	1,763	14.3%	88,656	12.8%	99,112	12.7%
25 to 29.99%	0	0.0%	14	24.1%	1,509	13.6%	1,016	8.3%	77,853	11.2%	83,634	10.7%
30 to 34.99%	4	18.2%	0	0.0%	915	8.2%	905	7.4%	56,857	8.2%	61,061	7.8%
>35%	5	22.7%	4	6.9%	3,797	34.1%	3,569	29.0%	250,079	36.0%	257,302	32.9%
Not Computed	9	40.9%	14	24.1%	529	4.8%	731	5.9%	40,926	5.9%	45,015	5.8%
Total Households	22		58		11,121		12,302		694,003		781,435	
% not Affordable	40.9%		6.9%		42.4%		36.4%		44.2%		40.7%	

Source: US Census Data

## List of Appendices

- A. Participation Plan 2023
- B. Public Informational Meeting Summary - SWOT
- C. Plan Commission Recommended Plan Adoption Resolution
- D. Town Board Comprehensive Plan Adoption Ordinance

**Resolution 2023-002**

**PUBLIC PARTICIPATION PLAN  
Comprehensive Plan Update-2023  
Town of Marshfield, Fond du Lac County, Wisconsin**

**Purpose**

In order for the Comprehensive Plan to operate effectively and according to the law and to address the needs of citizens of Marshfield, the residents must be kept informed and provided an opportunity to participate in the planning process. In addition, pursuant to s.66.1001 (4)(a) of the statutes written notice shall specifically be provided to owners of property, or to persons who have a leasehold interest in property pursuant to which the persons may extract nonmetallic mineral resources in or on property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan. Further, public participation will be used to collect data and opinions for the plan update process. The information received will be used to determine the needs of the Town and develop community direction.

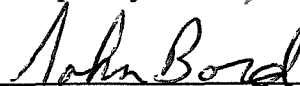
**Public Participation Efforts**

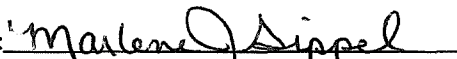
1. Interviews with Town Officials, Committee Members, Work Groups, Staff and Agency Personnel
2. Present planning process information and provide a "Comment Box" on Town of Marshfield website
3. Meeting notices posted at the Town Hall and two other locations. Also, on the Town website
4. Public hearing on "Planning Commission Recommended Plan". Class 1 Public Notice requirements
5. Receive and respond to written, e-mail, or web site Comment Box requests.
6. Thirty days prior to the public hearing, provide written notice to interested individuals via first class mail in compliance with s.66.1001 (4)(a) of the statutes.

**Methodology**

- Hold interviews and meetings with Town Officials, Committee Members, Work Groups, Staff, Agency Personnel and interested citizens.
- Display notices of Plan Commission meetings where the Comprehensive Plan Update will be discussed in a manner consistent with the usual Town meeting notices.
- Hold at least one public hearing. The meeting notice shall also include the notification of parties specified in s.66.1001 (4)(a) including: (a) an operator who has applied for or obtained a nonmetallic reclamation permit; (b) a person who has registered a marketable nonmetallic mineral deposit; and (c) any other property owner or leaseholder who has an interest in property allowing extraction of nonmetallic mineral resources if the property owner requests in writing to be notified of the hearing.
- The official notice for the public hearing(s) will be by public notice in the official newspaper with a class one notice at least 30 days preceding the hearing. In addition, the public notice shall be posted at the Town Hall, two other required locations and the town website. These notices will include the following information: time, place and date of hearing; summary of the proposed Comprehensive Plan Update; name of a Town contact who may provide additional information regarding the Comprehensive Plan, adoption ordinance, and information relating to where and when the proposed Comprehensive Plan Update will be passed; how a copy of the Comprehensive Plan Update may be inspected before the hearing; and how a copy of the Comprehensive Plan Update may be obtained.
- Citizens may submit comments or questions on the Comprehensive Plan Update to Wayne Mueller, Supervisor, 999 Fond du Lac Street, P.O. Box 94, Mt. Calvary, WI, 53057-0094, via e-mail at [supervisor2@townofmarshfieldwi.gov](mailto:supervisor2@townofmarshfieldwi.gov) or through the Town Website Comment Box at: [www.townmarshfield.com](http://www.townmarshfield.com). The Town will respond in writing to those comments or questions if requested.

As adopted by the Town Board on April 17, 2023

  
\_\_\_\_\_  
John Bord, Chairperson

Attest:   
Marlene J. Sippel, Town Clerk

## Town of Marshfield

### Public Informational Meeting Results

*May 17, 2023*

At 6:30 PM on May 17, 2023, thirty-one (31) residents gathered at the Marshfield Town Hall to learn about the Town's Comprehensive Plan update process. The effort was announced via direct mail to all residents, as well as through a posting on the Town's webpage and posting locations.

The Town's planning consultant, Ken Jaworski of Cedar Corporation, began the evening by presenting a PowerPoint presentation on the planning process, covering topics such as planning law, town planning history, demographics, housing, agriculture, transportation, environmental and land use trends. This presentation is posted on the Town's website for future reference.



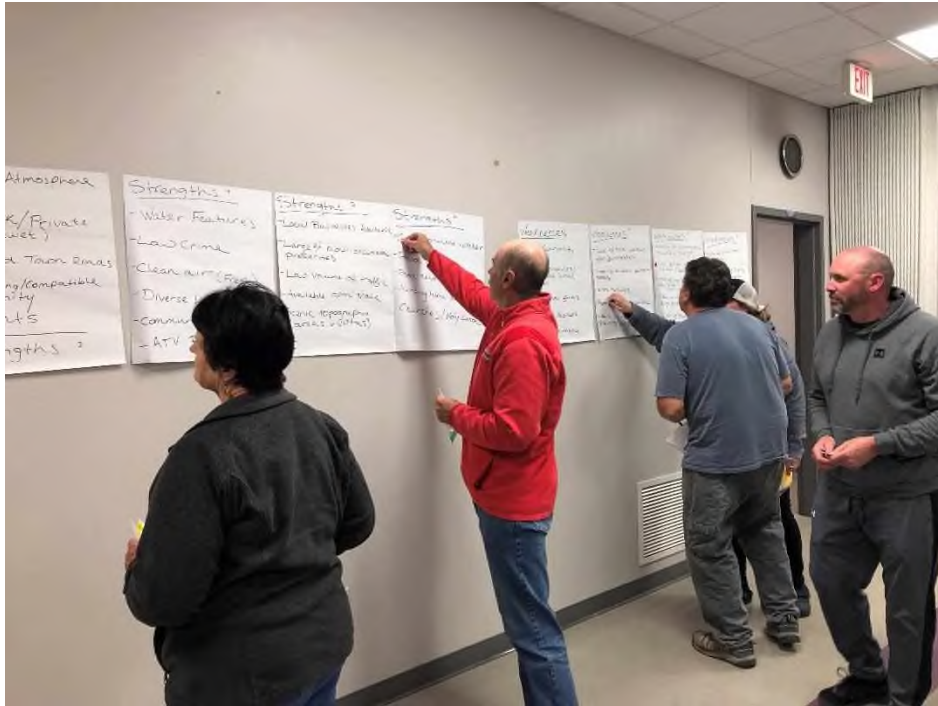
***“A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has.”***

***– Margaret Mead***

After the presentation, residents were asked to participate in a “Strengths, Weaknesses, Opportunities, and Threats” (SWOT) workshop. They were tasked with answering four questions:

1. **Strengths:** What do you like about your community?
2. **Weaknesses:** What do you feel are some of your community's weaknesses?
3. **Opportunities:** What would you like to see in your community?
4. **Threats:** What challenges will your community face in the future?



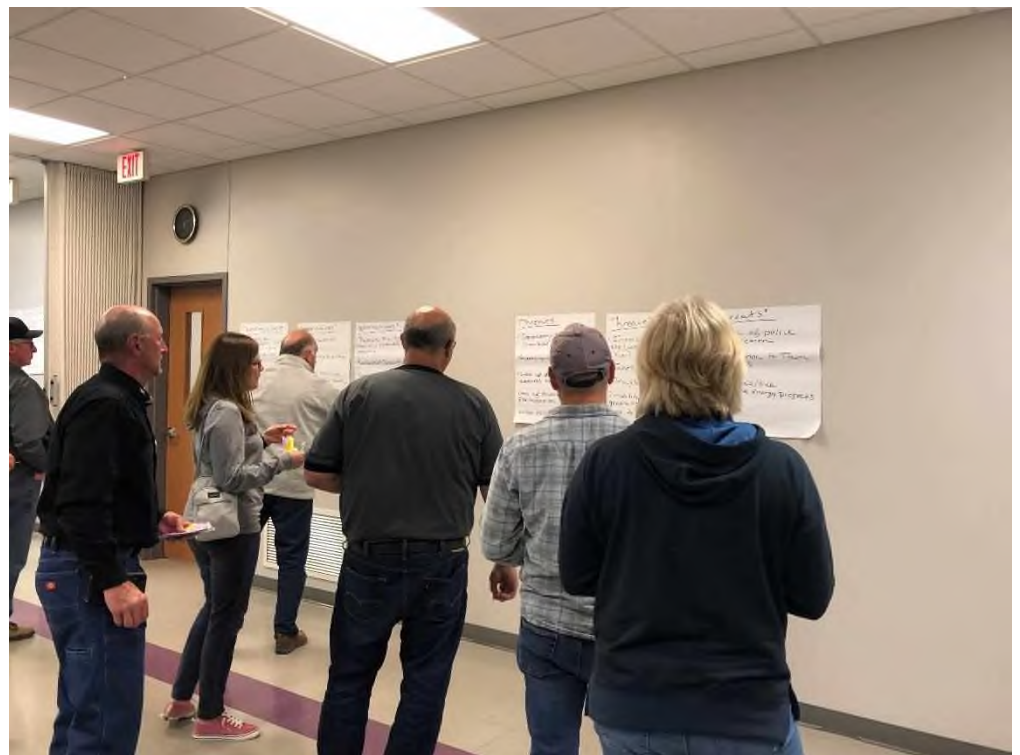


Participants recorded individual answers to each question on a separate “post-it” note. They were then asked one-by-one to answer each of the four questions. As participants responded, answers were recorded on a white easel sheet. There was no limit to the number of answers a person could submit per question. The white sheets were then attached to the wall surface for eventual voting.

For voting, participants were given three dots and asked to vote for their three favorite answers per question. Each dot was assigned a weighted

value. Red dots represented their highest priority and were worth a value of three (3) points. Yellow dots were their second priority and were worth a value of two (2) points. Green dots were their third and final priority and worth one (1) point.

After the sheets were collected, the dots were counted and weighted values calculated. Based on the priority values, a final score was calculated for each grouping of answers. Please note that some participants elected not to use all of their assigned three (3) dots per question, which is why the final point total is not exact for each and every question. The voting results from the workshop are presented as follows in order of priority:





<b>Strengths</b>	<b>Votes</b>	<b>Points</b>
<b>Natural / Geographic Features &amp; Resources</b>	11	28
<b>Volunteer Fire Department &amp; Ambulance</b>	12	24
<b>Agricultural Land (Preservation of)</b>	9	24
<b>Low Crime</b>	9	15
<b>Upgraded Town Roads</b>	5	14
<b>Laid-back / Quiet / Private Living</b>	6	11
<b>Local Businesses Available</b>	4	9
<b>Good Potable Water</b>	4	8
<b>Primarily Single-Family Homes</b>	3	5
<b>Scenic Topography (Areas &amp; Vistas)</b>	2	5
<b>Public Hunting</b>	3	4
<b>Nutrient Management Plan</b>	3	4
<b>ATV Routes</b>	3	3
<b>Park at Wolf Lake</b>	2	3
<b>Hardworking / Compatible Community</b>	2	3
<b>Residents</b>	2	3
<b>Large % Owner-Occupied Properties</b>	2	3
<b>Churches / Holy Land</b>	2	2
<b>Available Open Space</b>	1	2
<b>Water Features</b>	1	1
<b>Clean / Fresh Air</b>	1	1
<b>Diverse Land Uses</b>	1	1
<b>Bicycle / Trail Expansion</b>	-	-
<b>Rural Atmosphere</b>	-	-
<b>Community Events</b>	-	-
<b>Low Volume of Traffic</b>	-	-
<b>Good Schools</b>	-	-
<b>Good Athletic Organizations</b>	-	-
<b>Nursing Home Available</b>	-	-

<b>Weaknesses</b>	<b>Votes</b>	<b>Points</b>
<b>Lack of High-Speed Internet / Internet Options</b>	14	34
<b>State Mandates / Suppressed Local Control</b>	12	30
<b>Wind Turbines</b>	10	27
<b>Poor Cell Phone Reception</b>	11	21
<b>Stress on Roads due to Large Farming</b>	6	11
<b>Aging Community</b>	4	8
<b>Less Local Business</b>	5	7
<b>Fewer Small Farms</b>	4	6
<b>Lack of Trade Skills</b>	4	6
<b>Lack of Jobs for Retaining Young Professionals</b>	4	5
<b>Road Maintenance</b>	3	4
<b>Lack of Transportation / Support Services / Activities for Seniors</b>	2	4
<b>Ability to Accommodate Renewable Energy</b>	2	2
<b>Poor Potable Water</b>	2	2
<b>Inability to Retain Younger People</b>	1	2
<b>Lack of Local Workers for Businesses</b>	1	1
<b>Lack of Population Diversity</b>	1	1
<b>Lack of Young People Involved in Community Service</b>	1	1

<b>Opportunities</b>	<b>Votes</b>	<b>Points</b>
<b>Stick with Small Town Values (Religion, Quality of Life, etc.)</b>	19	42
<b>Expand Internet Service</b>	19	41
<b>Growth in Local Businesses</b>	10	22
<b>Increase Technical Opportunities for Youth (Trades)</b>	7	14
<b>Remain the Same, Especially Natural Resources</b>	8	11
<b>Growth of Diversity in Local Farming</b>	5	10
<b>County Roads for ATV / UTV Use</b>	4	7
<b>Utilize Town's Physical Assets for Recreation</b>	3	6
<b>Opportunity of Grow Local Government Knowledge</b>	3	6
<b>Opportunities (Retain Youth)</b>	3	5
<b>Residential Growth</b>	2	4
<b>Use Planning to Direct Future</b>	2	3
<b>Youth (Realistic Expectations)</b>	1	1

Threats	Votes	Points
<b>Government Mandates</b>	16	42
<b>Government Restrictions (Non-Local)</b>	11	26
<b>Increasing Crime Rate / Crime Getting Closer</b>	13	21
<b>Water Pollution</b>	7	17
<b>Overscale / Oversize Renewable Energy Projects</b>	11	16
<b>Drugs</b>	7	11
<b>Inability of Younger Generation to Live / Locate due to Land / Home Cost</b>	6	11
<b>Lack of Funds to Address Needs</b>	5	11
<b>Taxes</b>	3	6
<b>Opposition to Town Progress</b>	3	5
<b>Lack of Government Participation</b>	1	3
<b>Lack of Police Protection</b>	2	2

On July 27, 2009, residents participated in a similar analysis during the development of the Town’s current Comprehensive Plan. As shown below, many of the answers provided in 2009 closely align with those provided in 2023. Answers which were given during both sessions (2009 and 2023) appear in bold text.

### Strengths (2009)

- **Peaceful and quiet atmosphere**
- **Appreciate rural character**
- Central location near urban areas for shopping and jobs (Fond du Lac and Plymouth)
- The whole Town is in one School District (New Holstein)
- **Great hunting areas**
- Very active snowmobile club (8<sup>th</sup> largest in the state) and great snowmobile trails
- **Excellent joint emergency services (Mt Calvary/Marshfield)**
- **Strong agricultural base**
- Independence from a sanitary district
- **Good air and ground water quality**
- **Good roads**
- **Nursing home and assisted housing for aging town residents**
- **Strong religious base**
- A good relationship with the Village of Mt. Calvary and Village of St. Cloud
- **Strong social relationships and quality people who are friendly and helpful**
- Developing museum in Malone
- St. Lawrence Seminary in Mt. Calvary
- Mt. Calvary Clinic
- **Wolf Lake with County Park and Boat Landing**
- **Good businesses in the area**
- **Sheboygan River**
- Parochial schools
- Recycling center sponsored by the Town of Marshfield
- Mega-farms that create employment
- Wind Turbines that are a “green source” of power
- People who are reforesting the community

### Weaknesses (2009)

- **Lack of Industry**
- **Need fast internet service**
- Only a few areas have cable
- **Cell phone service has large gaps**
- No decent place to swim
- County Park bathroom facilities on Wolf Lake are outdated and need to be replaced
- **Negative effects from Wind Turbines on some residents**

### Opportunities (2009)

- Need for more advanced EMT Training
- **Strive to attract businesses to the Town to create employment opportunities**
- **Development of faster internet services**
- Consider expanding the Town's website by adding business links
- Need for a Health and Fitness Center
- More Wind Turbines in appropriate locations
- Mega-Farms that could generate employment and tax base

### Threats (2009)

- Silting and pollution in town rivers and streams
- **Crime**
- Air and water pollution
- Lack of emergency sirens near the center of the town
- **Federal and State mandates without financial aid**
- **Loss of local windmill regulation**
- Lack of a health and fitness center
- Loss of forestry
- **Impact of more Wind Turbines on nearby residents**
- Mega-farm impact on the environment and town roads
- Uncontrolled subdividing and land development
- Too many access points on certain town roads and the need for access control



**A RESOLUTION RECOMMENDING APPROVAL FROM  
THE TOWN OF MARSHFIELD PLAN COMMISSION TO THE TOWN BOARD TO  
ADOPT THE TOWN OF MARSHFIELD COMPREHENSIVE PLAN 2040**

WHEREAS, Pursuant to sections 62.23(2) and (3) for cities, villages, and towns exercising village powers under 60.22(3) of the Wisconsin Statutes, the Town of Marshfield is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, a Plan Commission was established by the Town Board and participated in the production of the Town of Marshfield Comprehensive Plan 2040 to guide and coordinate land use decisions and development in the town; and

WHEREAS, forums for public involvement have been held to gather citizen input including a public informational meeting, open Plan Commission meetings and the posting of documents on the town's website for public inspection and comment.

NOW, THEREFORE, BE IT RESOLVED, that the Town of Marshfield Plan Commission, hereby recommends that the "Recommended Plan" of the *Town of Marshfield Comprehensive Plan 2040* and plan adoption ordinance are filed with the governmental units specified under section 66.1001(4)(b) and (c), and will be discussed at a public hearing required under section 66.1001(4)(d); and

BE IT FURTHER RESOLVED that the Town of Marshfield Plan Commission hereby recommends that, subject to the public hearing on the "Recommended Plan" and incorporation of plan revisions deemed necessary as a result of the public hearing or comments received from governmental units with which the plan was filed, the Town Board adopt the *Town of Marshfield Comprehensive Plan 2040* by ordinance in accordance with section 66.1001, Wisconsin Statutes.

ADOPTED this 8th day of April, 2024.

Motion for adoption moved by: Neal Schreyer

Motion for adoption seconded by: Scott Sabel

Voting Aye: 3      Voting Nay: 0

Kurt Hellman

Kurt Hellman  
Acting Plan Commission Chairperson

ATTEST:

Marlene J. Sippel

Marlene J. Sippel  
Zoning Administrator

TOWN OF MARSHFIELD

ORDINANCE NO. 2024-005

ADOPTION OF THE  
TOWN OF MARSHFIELD  
COMPREHENSIVE PLAN 2040

The Town Board of the Town of Marshfield, Fond du Lac County, Wisconsin, does ordain as follows:

SECTION 1. Pursuant to Sections 60.22(3) and 62.23(2) and (3), Wisconsin Statutes, the Town of Marshfield is authorized to prepare and adopt a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2), Wisconsin Statutes.

SECTION 2. The Town of Marshfield has provided opportunities for public involvement in accordance with the Public Participation Plan adopted by the Town Board. A public hearing was held on May 20, 2024, in compliance with the requirements of Section 66.1001 (4), Wisconsin Statutes.

SECTION 3. The Town of Marshfield Plan Commission, by a majority vote of the entire commission, recorded in its official minutes, has adopted a resolution recommending to the Town Board the adoption of the document entitled "*Town of Marshfield Comprehensive Plan 2040*" containing all the elements specified in Section 66.1001(2), Wisconsin Statutes.

SECTION 5. The Town Board of the Town of Marshfield does, by the enactment of this ordinance, formally adopt the "*Town of Marshfield Comprehensive Plan 2040*" pursuant to Section 66.1001(4)(c), Wisconsin Statutes.

SECTION 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Town Board and posting as required by law.

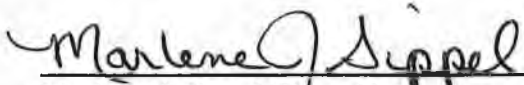
ADOPTED this 20th day of May, 2024.

AYE 2

NAY 0

  
\_\_\_\_\_  
John Bord, Town Chair

ATTEST:

  
\_\_\_\_\_  
Marlene J. Sippel, Town Clerk





Wisconsin  
GANNETT

PO Box 630848 Cincinnati, OH 45263-0848

**AFFIDAVIT OF PUBLICATION**

Marlene J Sippel  
Marshfield, Town Of Fdl County  
Po Box 94  
Mount Calvary WI 53057-0094

STATE OF WISCONSIN, COUNTY OF BROWN

I being duly sworn, doth depose and say that I am an authorized representative of The Reporter, a daily newspaper published in the city of Fond du Lac, Wisconsin; and that an advertisement of which the annexed is a true copy, taken from said paper, has been published in said newspaper in the issues dated:

04/19/2024

That said newspaper was regularly issued and circulated on those dates and that the fees charged are legal.

Sworn to and subscribed before on 04/19/2024

Legal Clerk

*Keegan Moran*  
Notary, State of WI, County of Brown  
7.14.28

My commission expires

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KEEGAN MORAN  
Notary Public  
State of Wisconsin

**Notice of Public Hearing  
Town of Marshfield  
Fond du Lac County, WI**

NOTICE IS HEREBY GIVEN that a Public Hearing will be conducted by the Town of Marshfield Town Board on May 20, 2024, beginning at 6:30 PM at the Town of Marshfield Town Hall, located at 999 Fond du Lac St., Mt. Calvary, WI to consider action on an ordinance to adopt the Town of Marshfield Comprehensive Plan 2040. The purpose of the public hearing is to accept public comments on the Town of Marshfield Plan Commission's recommended version of the plan herein called the "Recommended Plan".

The public may review copies of the "Recommended Plan" on the Town of Marshfield website at: <https://townmarshfield.com>. Interested parties may also obtain a copy of the plan by calling Marlene J. Sippel, Clerk, at 920-753-4691 or by e-mailing townclerk@townofmarshfieldwi.gov. A copy of the "Recommended Plan" is also available at the Town Hall, located at 999 Fond du Lac St., Mt. Calvary, WI.

During the Public Hearing, the public is invited to speak on the "Recommended Plan". Written comments may be submitted to the Town Chairperson or through the town web site until conclusion of the Public Hearing and will become part of the record. The Public Hearing shall be closed when all interested parties in attendance have had an opportunity to offer comment.

PLEASE TAKE FURTHER NOTICE that immediately following the Public Hearing, the Town of Marshfield Town Board will meet to receive the comments of the public and may take action on the adoption of the plan by ordinance.

Dated this 10th day of April, 2024

Marlene J. Sippel, Town Clerk  
Run: April 19, 2024 wnaxlp