

200 Block Community Square Project



The Timeline:

Past Stages: Recommended in the 2014 Downtown Master Plan by Place Dynamics, LLC

Involved Organizations: City of Marshfield & Main Street Marshfield

Public Feedback Stage: Online surveys, Downtown Business Visits, Story Boards and Surveys collected at various public spaces around town, Public Works Meeting

Current Stage: Fundraising

Estimated cost: \$1.3M

Fundraising Goal: of the \$1.3M, \$900K will need to come from private donations/grants

Anticipated Groundbreaking: Spring 2017

Looking for further Information?

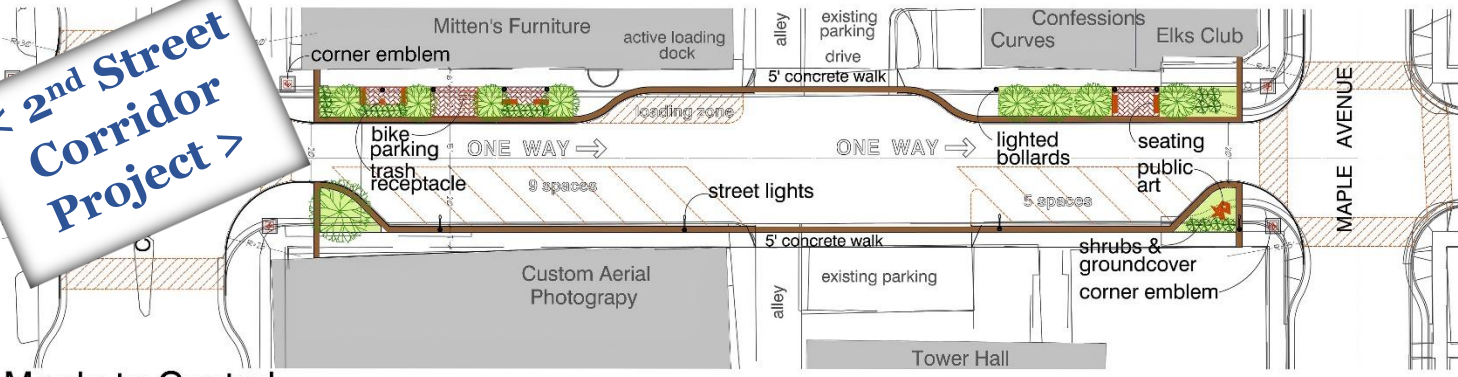
Jason Angell – City Of Marshfield
715.486.2074

"My husband and I travel all throughout Wisconsin and many of the cities we go to have a central outdoor gathering place downtown and soon we can say we have one too. The possibilities are endless! Marshfield is growing and this is a great way to bring our community together. I am so excited and I hope people get involved in taking ownership. It's a community square for the citizens of Marshfield; we can make it whatever we want it to be, we just have to be open minded to change." – **Erin Howard** (Downtown Property Owner, mother of 3, and frequent downtown shopper/diner)

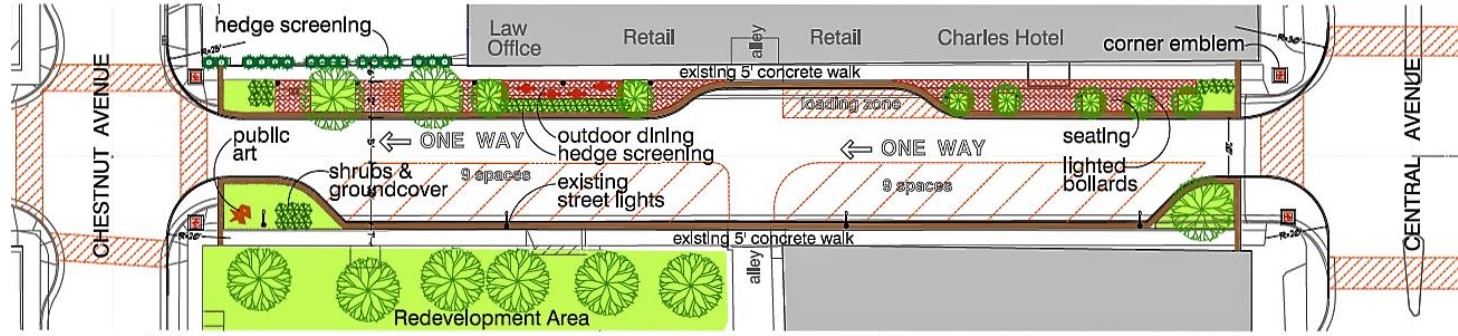
- **COMMUNITY - CORE OF DOWNTOWN - GATHERING SPACE - ARTS - EVENTS - FAMILIES - RELAXATION - ENTERTAINMENT -
OUTDOOR CONCERTS - SPLASH PAD - DINING - ICE RINK - FARMERS MARKETS - RECREATION AREA -**

The Vision: Create a centerpiece for the community in the core of Downtown Marshfield. This multi-use centerpiece will provide a year round gathering space for the community, a place for the arts, events, families, lunch hour gatherings, relaxation, and entertainment. Some of the proposed features and uses include a pavilion for outdoor concerts, a visual appealing splash pad for kids to cool off in the hot summer days, dining and seating areas, parking for the square and the surrounding downtown area, an area for a large winter ice rink, outdoor farmers markets, a large recreation area, and much more.

< 2nd Street Corridor Project >



Maple to Central existing spaces = 17 proposed spaces = 14



Central to Chestnut existing spaces = 18 proposed spaces = 18

TIMELINE

Past Stages:
 Recommended in the 2014 Downtown Master Plan by Place Dynamics, LLC

Involved Organizations: City of Marshfield & Main Street Marshfield

Feedback Stage
 Property/Business Owner visits, Surveys, Public Open House, Public Works Meeting Aug. 3rd, 2015

CONSTRUCTION DATES:
Maple to Central
 Start July 5th
Central to Chestnut
 Start: August 1st
 Dates are tentative

“Adding green spaces to downtown districts can have significant impacts on visitor perceptions and customer behavior. By creating an environment which is comfortable and relaxing, visitors have been shown to spend more time and money within the district, and to have a better perception of the quality of businesses located in these areas. Additional green streetscape elements can enhance less attractive areas of downtown, adding color and increasing the willingness of people to park and walk to other parts of downtown.” – Errin Welty (Wisconsin Economic Development Corporation; Downtown Development Account Manager)

- PLACEMAKING - UPLIFTING - FEEL GOOD SPACES - CONNECT - PEOPLE - COMMUNITY - BUSINESS DISTRICT - GREEN SPACE -
 - STREET CALMING - DOWNTOWN - PEDESTRIAN FRIENDLY - SHOP - DINE - RELAX -

The Vision: This project is a prime example of place making; the process of creating uplifting, feel good spaces that connect people. This can be difficult in a downtown full of concrete and zipping cars, but it is not impossible and the results can be tremendous for a community’s business district. More and more communities are starting to introduce green space into their downtowns as a street calming measure. The idea is to make downtown more pedestrian friendly and as a result a place where people want to spend time, shop, dine, and relax!