

**Resolution from the Main Street Marshfield Board of Directors Regarding the Weinbrenner Shoe Factory Redevelopment Project**

Main Street Marshfield, an advocate for quality downtown revitalization projects that serve our mission to energize and strengthen Downtown Marshfield, supports the proposed project between the City of Marshfield and J Jeffers & Company to redevelop the former Weinbrenner Shoe Factory into a multi-family development.

- Whereas, the board supports residential development which increases consumer spending power within walking distance of businesses in Downtown Marshfield, and increased activity during evenings and weekends.
- Whereas, the board supports historic preservation and the reuse of historic structures to preserve the character of Downtown Marshfield and promote sustainable development.
- Whereas, consumer demand continues to grow for attainable housing options that offer the character, walkability, and authenticity of traditional downtown neighborhoods, particularly among younger residents.
- Whereas, studies indicate that the average downtown residential unit contributes approximately \$12,000 annually in direct district spending and more than \$22,000 in discretionary non-housing spending (\$996,000 and \$1,826,000 respectively at 83 units).
- Whereas, the existing structure of the former Weinbrenner building sits across the street from a walkable district close to key Downtown Marshfield infrastructure such as Wenzel Family Plaza, Pick 'N Save, etc.
- Whereas, the 2nd Street Corridor is a key area of growth and expansion potential for Downtown Marshfield.

NOW, THEREFORE, BE IT RESOLVED that Main Street Marshfield supports partnerships and investments that strengthen quality of life, support local businesses, and contribute to vibrant communities through Downtown Marshfield residential density initiatives.



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Carter Howe - Executive Director  
Main Street Marshfield



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Ben Bauer - Board President  
Main Street Marshfield