



Village of Marathon City Comprehensive Plan 2017



Village of Marathon City

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Chapter One

Background and Demographics

Background

The Village of Marathon City is located in the west central portion of Marathon County, Wisconsin. The Village is bisected by the Big Rib River, which is flanked by wetlands and floodplains. The landscape of the Village is also very hilly. These two elements each pose some constraints on development but also contribute to the character of the community.

The Village is a major center of employment, with many businesses, service providers, and an industrial park. Major employers include Marathon Cheese Corporation, County Materials Corporation, Menzner Lumber & Supply Co., Hurtis Heating & Air, and the Marathon School District.

Planning Process

In late 2015, the Village initiated a process to update its 2005 plan. The State planning law – 66.1001 – requires that a comprehensive plan be updated every ten years. A variety of Village Plan Commission meetings were held over the course of 2016 and 2017 to prepare the plan. A final Plan Commission meeting was held in [MONTH] 2017 to review the final draft and recommend adoption of the plan to the Village Board. A public hearing was held and the plan adopted on [DATE, MONTH] 2017.

Public Participation

An important part of any planning process is public involvement. Public involvement provides the citizens of the Village an opportunity to express their views, ideas, and opinions on issues that they would like address regarding the future development of their community. Local officials use this input to guide policies and decisions with greater awareness of the public's desires and consensus. See the Public Participation Plan in Attachment A.

The Village of Marathon City posted all Plan Commission meetings, inviting the public, and held a public hearing to collect input on the final Plan.

Community Vision

The vision for the Village in ten years is a series of aspirational statements of what makes a strong, vibrant Village of Marathon City. The Village in 2027 is 33% larger geographically than it is today, with additional land used for residential and commercial growth. The Village is a recreational destination, utilizing trails, athletic fields, and the Rib River as key assets. The strong schools and safe neighborhoods make Marathon City a desirable place to live, work, play, and raise a family.

Goals, Objectives, & Actions

This document describes a variety of goals, objectives, and actions the Village has identified to help it respond to issues and opportunities identified in this plan. Definitions are provided below to clarify the purpose and intent of each category.

- Goals are statements made about the Village of Marathon City's aspirations in the topic area.
- Objectives are vision statements which provide direction to the subtopics within the areas of each goal.
- Actions are key steps which should be taken on the road to meeting the objective and reaching the goal.

Demographics

This analysis is intended to describe the existing demographics of the Village of Marathon City and identify the major demographic trends impacting Marathon City over the next few decades. Both Marathon County and the State of Wisconsin are also listed for comparison.

Population and Households

Historical Trends

The Village has seen a relatively stable population since 1980, with some increase in 2000, but a decrease since 2000. The

Table 1: Demographic Changes

		1980	1990	2000	2013	% Change 1990-2010	% Change 2000-2010
Total Population	Marathon City	1,552	1,606	1,640	1,561	0.6%	-4.8%
	Marathon County	111,270	115,400	125,834	134,497	20.9%	6.9%
	Wisconsin	4,705,767	4,891,769	5,363,675	5,706,871	21.3%	6.4%
Total Households	Marathon City	543	584	632	665	22.5%	5.2%
	Marathon County	37,865	41,534	47,402	53,079	40.2%	12.0%
	Wisconsin	1,652,261	1,822,118	2,084,544	2,288,332	38.5%	9.8%
Average Household Size	Marathon City	2.85	2.75	2.58	2.39	-16.1%	-7.4%
	Marathon County	2.9	2.75	2.6	2.49	-14.1%	-4.2%
	Wisconsin	2.35	2.68	2.5	2.43	3.4%	-2.8%

Source: U.S. Census, WI DOA

number of households in the Village has increased by 22.5% since 1980, including continued growth between 2000 and 2013, see [Table 1](#).

The increase in total households over the past 30 years is substantially higher than the increase in population. This is likely due to a decrease in household size, from 2.85 in 1980 to 2.39 in 2010. This reflects a national trend toward more households comprised of singles, couples without children, and widows or widowers.

The population of Marathon County grew by 20.9 percent from 1980 to 2013, an increase only slightly lower than the state rate of 21.3 percent. Population growth within Marathon County is concentrated in the urbanized area surrounding Wausau, which includes Marathon City.

[Table 2](#) shows the percent of population by age group. The largest age group for the Village, the County, and the State is 45 to 54 years. The median age in the Village of 44.2 years is significantly higher than the median age in the County (39.8 years) and the State (38.7 years). The Village hopes to lower the median age over the next 10 to 20 years by growing the population within the 25 -44 years old age cohorts.

Population Forecasts

[Table 3](#) shows two sets of population projections completed by NCWRPC and the Wisconsin Department of Administration's Demographic Services Center. The WDOA

Table 2: Population by Age Group, 2013

Age Group	Percent of Population		
	Marathon City	Marathon County	Wisconsin
Under 5 years	6.0%	6.4%	6.2%
5 to 9 years	4.2%	6.4%	6.4%
10 to 14 years	6.1%	7.0%	6.6%
15 to 19 years	5.3%	6.9%	6.9%
20 to 24 years	6.1%	5.5%	6.8%
25 to 34 years	11.0%	12.3%	12.7%
35 to 44 years	12.3%	12.7%	12.5%
45 to 54 years	13.0%	15.5%	15.1%
55 to 59 years	10.2%	6.7%	7.0%
60 to 64 years	8.3%	6.2%	5.8%
65 to 74 years	6.6%	7.6%	7.4%
75 to 84 years	6.4%	4.7%	4.6%
85 years +	4.3%	2.3%	2.1%
Median Age	44.2	39.8	38.7

Source: U.S. Census

population projections are recognized as Wisconsin's official population projections by state statute. These projections show that the Village will increase in population slightly until 2025, then decrease to below 2010 levels, for a resultant

Table 3: Population Projections

	2010	2015	2020	2025	2030	2035	2040	% Change 2010-2040
Marathon City (NCWRPC)	1,524	1,577	1,633	1,690	1,749	1,810	1,873	22.9%
Marathon City (State DOA)	1,524	1,530	1,545	1,540	1,530	1,505	1,465	-3.9%
Marathon County (WI DOA)	134,063	136,510	142,200	146,595	150,130	152,120	152,790	14.0%

Source: Wisconsin DOA and NCWRPC

3.9 percent decrease in population. The County is expected to see a 14 percent increase in population.

The Village has plans for growth and development. To reflect the potential impact of this planned development, NCWRPC ran a different set of projections. These projections assume a 3.5 percent growth rate every five years, which would give the Village a population of 1,873 persons by 2040.

Like the population projections, the WDOA household projections are recognized as Wisconsin’s official household projections by state statute. **Table 4** shows these household projections as well as projections by NCWRPC. According to the DOA, the Village is expected to see a modest increase in households of 2 percent, while the County should anticipate a much greater increase of 19.8 percent. The Village hopes to grow faster than the DOA projections indicate, particularly by attracting young families. To reflect these plans, the NCWRPC projections use a 3 percent growth rate every five years, which would give the Village a total number of households of 762 by 2040.

Education and Income Levels

According to the 2013 American Community Survey, 93.0 percent of Village residents have a high school education or higher, see **Table 5**. This compares to 91 percent for the County and the State. In the Village, 29.8 percent of residents have an associate’s degree or higher. This is slightly lower

than the number of persons with an associate’s degree or higher in the County and State with 35.4 percent and 37.9 percent respectively.

Median household income for Village of Marathon City residents was \$64,306 in 2013. This compares slightly higher than Marathon County with a median income of \$53,363 and the State overall at \$52,413. Income distribution among all income levels is approximately proportionate to levels observed county- and statewide, see **Table 6**.

Employment Characteristics

Table 7 illustrates the breakdown of the employed population of the Village in 2013 by occupation. The “employed population” is defined as people living in the Village who are 16 years and older and had a job at the time of the Survey. In 2013, the Village had an employed population of 873. Most residents were employed in Management, business, science, and arts occupations with almost 30 percent. Sales and office occupations were second and Production, transportation, and material moving occupations were third.

An employment forecast completed by the NCWRPC indicates continued employment growth for the Village. By the year 2040, it is estimated that the Village will provide employment to 4,205 workers with significant growth, see **Table 8**.

Table 4: Household Projections

	2010	2015	2020	2025	2030	2035	2040	% Change 2010-2040
Marathon City (NCWRPC)	638	657	677	697	718	740	762	19.4%
Marathon City (State DOA)	638	647	659	663	665	662	651	2.0%
Marathon County (WI DOA)	53,176	54,657	57,394	59,611	61,524	62,958	63,730	19.8%

Source: Wisconsin DOA and NCWRPC

Table 5: Educational Attainment, population age 25 and over, 2015

Age Group	Village of Marathon City		Marathon County	Wisconsin
	Number	Percent	Percent	Percent
Less than 9th Grade	63	6.0%	4.0%	3.1%
9th to 12th Grade, No Diploma	10	1.0%	5.0%	5.8%
High School Graduate	524	50.0%	37.1%	32.0%
Some College, No Degree	138	13.2%	18.5%	21.1%
Associate's Degree	111	10.6%	11.7%	10.1%
Bachelor's Degree	151	14.4%	16.1%	18.4%
Graduate or Professional Degree	50	4.8%	7.6%	9.4%
<i>Percent high school graduate or higher</i>	974	93.0%	91.0%	91.0%
<i>Percent associate's degree or higher</i>	312	29.8%	35.4%	37.9%

Source: U.S. Census

Table 6: Household Income Levels, 2013

Income Levels	Village of Marathon City		Marathon County	Wisconsin
	Number	Percent	Percent	Percent
Households	665	-	53,079	2,288,332
Less than \$10,000	44	6.6%	4.8%	6.0%
\$10,000-\$14,999	35	5.3%	4.4%	5.3%
\$15,000-\$24,999	48	7.2%	11.4%	11.0%
\$25,000-\$34,999	77	11.6%	10.6%	10.8%
\$35,000-\$49,999	73	11.0%	15.2%	14.6%
\$50,000-\$74,999	157	23.6%	20.9%	19.8%
\$75,000-\$99,999	106	15.9%	14.4%	13.4%
\$100,000-\$149,000	94	14.1%	12.8%	12.5%
\$150,000-\$199,999	21	3.2%	3.0%	3.6%
\$200,000 or More	10	1.5%	2.6%	2.9%
Median Household Income	\$64,306	-	\$53,363	\$52,413

Source: U.S. Census

Table 7: Occupation by Sector, 2013

Sector	Number	Percent
Management, business, science, and arts occupations	260	29.8%
Service occupations	97	11.1%
Sales and office occupations	231	26.5%
Farming, fishing, and forestry occupations	23	2.6%
Construction, extraction, maintenance occupations	53	6.1%
Production, transportation, and material moving occupations	209	23.9%
Total Employed*	873	100.0%

* "Total Employed" represents employed civilian population 16 years and over

Source: U.S. Census

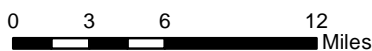
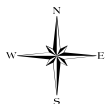
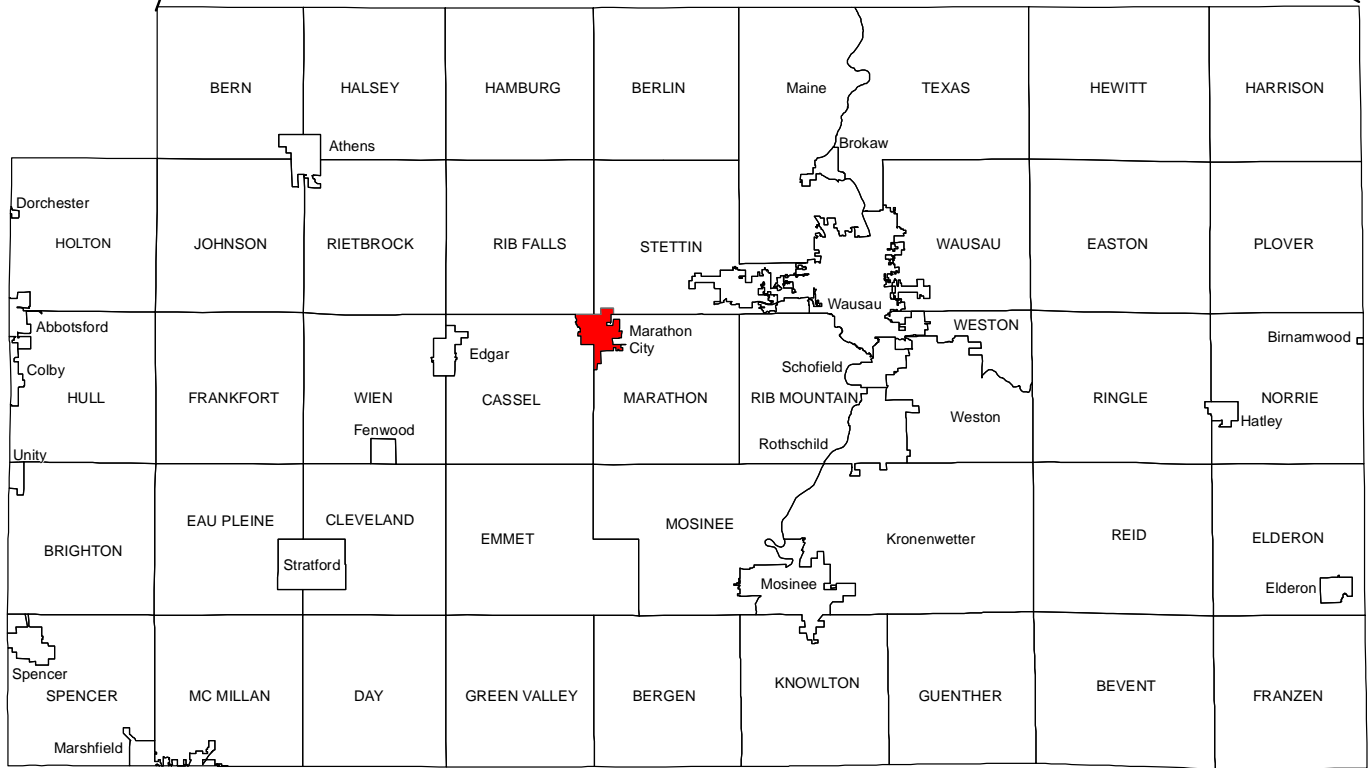
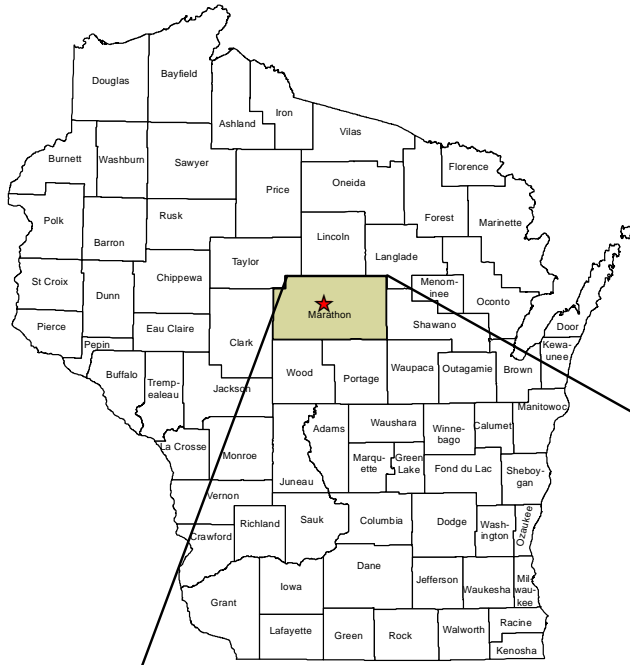
Table 8: Employment Projections

	2010	2015	2020	2025*	2030*	2035*	2040*	% Change 2010-2040
Village of Marathon City	3,253	3,421	3,536	3,693	3,856	4,027	4,205	29.30%
Marathon County	71,520	72,622	75,104	77,005	78,954	80,952	83,001	16.1%

* Based on growth rate for Marathon City of 0.87% and for County of Marathon of 0.50%
Source: Economic Modeling Software International (EMSI) (2010-2020) NCWRPC (2025-2040)

Location

Village of Marathon City Marathon County, Wisconsin



Source: WI DNR, NCWRPC, Marathon Co

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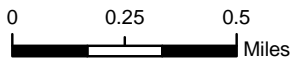
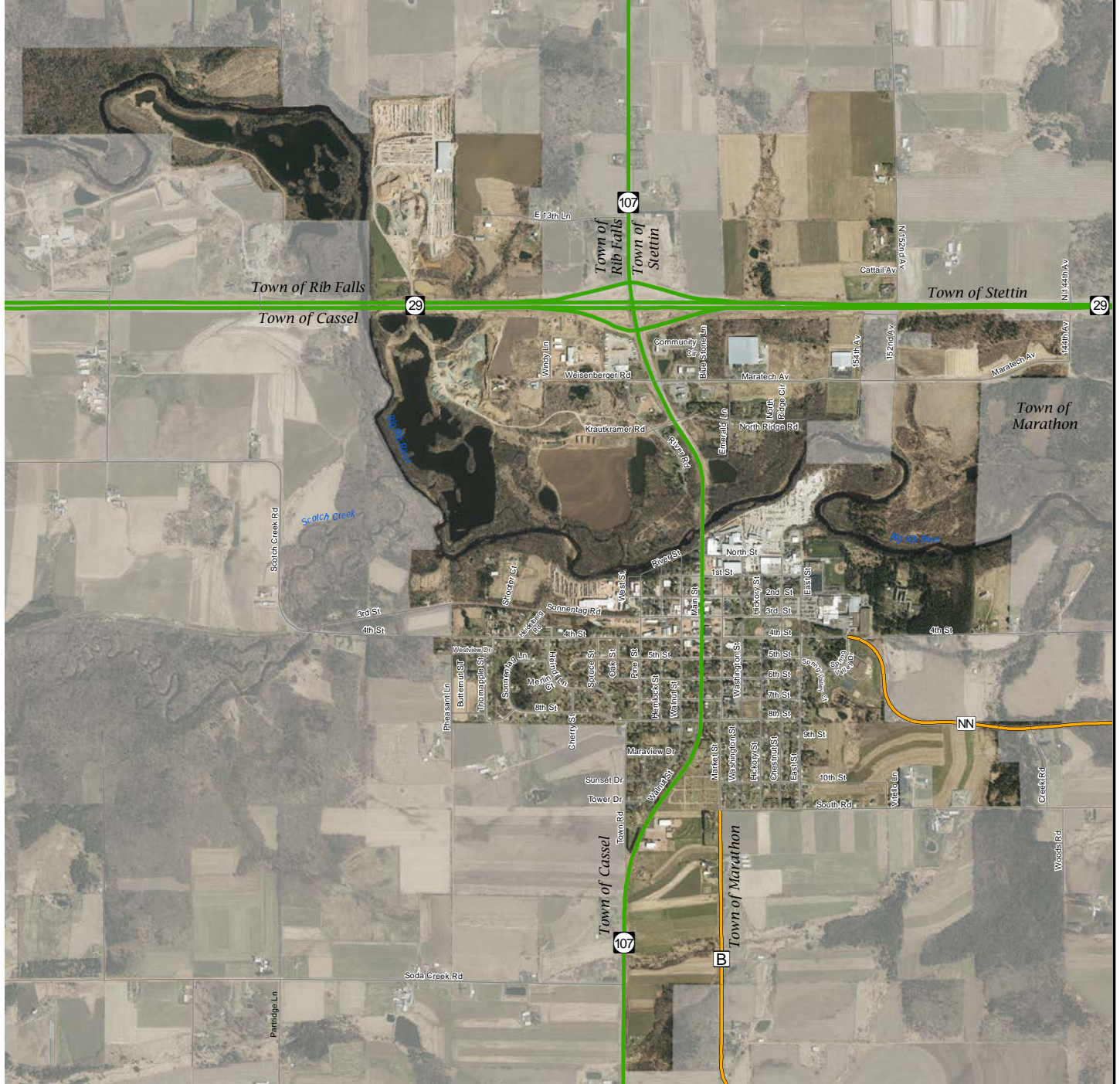


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Map 2
Planning Area
 Village of Marathon City
 Marathon County, Wisconsin



Source: WI DNR, NCRWPC, Marathon Co

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Chapter Two

Natural, Agricultural, and Cultural Resources

Natural resources, including water resources, soils, and other natural features, influence a community's development. These physical features directly or indirectly constrain or encourage growth. Cultural resources include historic buildings, archeological sites, and other elements which give a community a sense of identity. There are little if any agricultural resources within the Village of Marathon City.

Natural, agricultural and cultural resources play an important role in the livability of a community.

Previous Plans and Studies

In the last decade, several plans were adopted or prepared by Marathon County to address protection and management of natural resources. These plans may be used as resources to guide local policy and decision making regarding resource management and protection.

Marathon County Land and Water Resource Management Plan

The Marathon County Land and Water Resource Management Plan outlines a comprehensive strategy for the implementation of soil and water conservation in Marathon County from 2010 to 2020. The Land Conservation and Zoning Committee identified the following long-term program outcomes for the natural resource protection efforts in Marathon County:

1. Land Use activities are well planned to enhance community development, minimize conflicts, maximize infrastructure investments, and protect rural character.
2. Improve and protect the surface and ground water assets to enhance public health and safety, recreational opportunities, and economic development.
3. Maintain the soil and water resources as productive assets through topsoil and organic matter conservation.

4. Marathon County agriculture and woodlot producers are economically strong.

Marathon County Forest Ten-Year Comprehensive Use Plan

The Marathon County Forest Ten-Year Comprehensive Use Plan is a management guide for the Marathon County Forest and is updated every ten years. The mission of the plan is to manage and protect natural resources on a sustainable basis for the ecological, economic, educational, recreational, and research needs of present and future residents throughout the county. The report includes a number of recommendations for timber management, wildlife habitat and game management, land acquisition and forest boundary management, biodiversity management, watershed management, and tourism.

Marathon County Groundwater Protection Guide

The Groundwater Protection Guide was an extension of a 1988 groundwater plan. In April 2001, the guide was created to assist county and local officials in setting policy related to groundwater. It also serves as a resource for information about groundwater and strategies to address issues related to groundwater protection. The County is considering a new groundwater planning effort.

USGS Protecting Wisconsin's Groundwater Through Comprehensive Planning

In a joint effort by the Wisconsin Department of Natural Resources, the University of Wisconsin System, and the U.S. Geological Survey, a website has been made available with data and information on geology, general hydrology, and groundwater quantity and quality. The website was developed to aid government officials and planners in addressing groundwater in their comprehensive plans. The most recent data available for Marathon County was published in 2007. The full Marathon County report can be found at their website: wi.water.usgs.gov/gwcomp/find/marathon/.

Natural Resources

The environmental features and assets that are examined in this plan include water, wetlands, floodplains, soils, and woodlands. Protection of certain natural features is necessary for the environment and for future generations. Certain environmental features and assets have more than merely aesthetic and leisure-time activity values; they are essential to long-term preservation of life, health, and general welfare.

The Village of Marathon City has a continental climate which experiences four distinct seasons with long, cold winters and short, warm summers. Winter temperatures average between 0 and 23 degrees Fahrenheit and summer temperatures average between 54 and 80 degrees Fahrenheit. Average annual rainfall is 32 inches and average annual snowfall is 60 inches.

A large area of wetland and floodplains surrounds the Big Rib River which flows through the Village between the originally platted section of the Village and the newer developments along STH 29. While this poses some constraints on development, the river contributes to the natural character of the Village. Topography also affects the natural character of the Village, as Main Street climbs up a hill. See the Natural Resources Map.

Surface Water

Marathon County contains abundant water resources. Many have remained in a fairly pristine state and others are in need of focused efforts to improve water quality. Surface water resources help replenish the groundwater as part of the hydrologic cycle. Under natural conditions, the aquifers generally receive clean water from rainfall percolating through the overlying soils. However, contamination of groundwater reserves can result from runoff and pollution. Protection of these groundwater reserves is necessary

to ensure adequate water to domestic, agricultural, and commercial uses. If groundwater is not protected, contamination could result, endangering the quality and supply of water in the Village.

The major surface water feature in the Marathon City is the Big Rib River and its tributaries, which run through the Village.

Watersheds

The Village of Marathon City is geographically located in what the Wisconsin Department of Natural Resources has named the Central Wisconsin Basin, which is a subset of the entire Wisconsin River corridor located in Central Wisconsin. The Central Wisconsin Basin extends south from the Merrill Dam located on the Wisconsin River in Lincoln County to the Castle Rock Flowage Dam in Juneau and Adams Counties. The Central Wisconsin River Basin is comprised of 29 watersheds, including the Lower Big Rib River watershed which includes the Village of Marathon City. A watershed is an area of land that is drained by a waterway that flows to a lake, reservoir, or river. The watershed boundary line is defined as a topographic dividing line from which surface streams flow in two different directions.

Floodplains

Floodplains are formally designated areas that experience flooding during a 100-year storm event. The floodplain consists of the “floodway” and the “flood fringe”. The “floodway” is defined as the channel of a river or stream and those portions of the floodplain adjoining the channel required to carry the regional flood discharge. The “flood fringe” is defined as the portion of the floodplain outside of the floodway which is covered by floodwaters during the regional flood and is generally associated with standing water rather than rapidly flowing water.

Development can occur within the flood fringe with appropriate flood proofing or elevation measures. Such measures may provide some relief from flood insurance premiums. Within the floodway, only open uses that do not obstruct flood flow are allowed.

Floodplain areas are based on information compiled by the Federal Emergency Management Agency (FEMA) on Flood Insurance Rate Maps (FIRM). See the Natural Resources map. The floodplain includes the floodway and the flood fringe. Areas within the 100-year floodplain are located near the Big Rib River. Within the Village, several residential dwellings exist within the DFIRM floodplain along River Road. The Village has a long-term desire to have no residential uses within the floodplain and have that land be integrated into the nearby park.



Big Rib River

Wetlands

Some areas of wetlands are concentrated around the Big Rib River and the various other streams in the Village, see the Natural Resources map. Wetlands are defined as those areas between terrestrial and aquatic systems where the water table is at, near, or above the land surface for a significant part of most years. Soils in wetland areas are usually saturated during the growing season within a few inches of the surface. The presence of wetlands in an area can limit the type of development that can occur.

Wetlands perform many indispensable roles in the proper function of the hydrologic cycle and local ecological systems. In a natural condition, wetlands control floodwater by moderating peak flows and acting as groundwater recharge sites. All wetlands have valuable water purification capabilities and make significant contributions to surface and groundwater quality. They act as settling areas for inflowing streams and help reduce water nutrients through uptake of these compounds into plant tissues. Wetlands also have a buffering effect on water acidity or alkalinity, and are helpful in the elimination of harmful bacteria which may be found in surface or groundwater. They are breeding and nesting grounds for waterfowl and other animals that depend on aquatic habitats. Wetlands also serve as important recreation, education, and aesthetic resources for communities.

Groundwater

Groundwater is the major source of all water consumption in the Village of Marathon City. The Village operated water utility sources water from three wells on the north side of the Rib River. Depth to groundwater in the Village is mostly shallow and of ample quantity for the current level of development and use. Groundwater quality is affected by surface runoff contamination.

Soils

The United States Department of Agriculture's Natural Resource Conservation Service has an online soil survey which provides soil data and maps. Four soil groups make up 63 percent of all soils in the Village, with other soil types represented in very small amounts. The four larger soil groups are Fenwood-Rozellville silt loam (27.5%), Fenwood silt loam (16.2%), Dunnville fine sandy loam (10.1%), and Rietbrock silt loam (8.2%).

Soils can also be categorized according to other factors, such as how drained they are on a scale of Excessively Drained to Very Poorly Drained. Another method for categorizing soils is by how good they are for agricultural uses. Over half of the Village contains Class 1 prime farm soils. Class 1 soils are the best soils in Marathon County for growing all crops.

The "prime farm soils" designation given to Class 1 soils indicates that these soils are good for productive farmland.

Non-Metallic Mining

Non-metallic mines are important sources of locally used construction aggregate and also produce value added stone products (such as shingle aggregate, decorative stone, architectural stone, and railroad ballast) that are marketed regionally and nationally. Local non-metallic mines help to keep construction and infrastructure development costs low by minimizing the high transportation costs of these necessary materials. In the Village of Marathon City two non-metallic mines are operational and a third is pending.

A non-metallic mining ordinance requires reclamation of mining sites to a purposeful and acceptable landscape appearance and use. The program is currently administered by the County DCPZ and includes incentives to reclaim abandoned excavations. The Village is writing a new, local non-metallic mine reclamation ordinance to oversee reclamations at the local level.

Woodlands

Woodlands account for approximately 19.4 percent of total land area in the Village. The woodland areas are concentrated along the Big Rib River.

Wildlife Resources and Habitat

Wildlife resources include a variety of game and non-game species of birds, mammals, fish, reptiles and amphibians that typically live in Marathon County. Common types of wildlife include deer, wild turkeys, raccoon, squirrels, songbirds, waterfowl and raptors. Wildlife resources are abundant in the many undisturbed sanctuaries, refuges, reserves, and scattered habitats located throughout the County. Numerous other species of migrating birds use habitat in Marathon County for food, shelter, and resting stops during seasonal migration.

There is a significant amount of wildlife habitat in Marathon County. In addition to County parks and forest units, major wildlife habitat areas include: the George W. Mead Wildlife Area, the McMillan Marsh State Wildlife Management Area, and Rib Mountain State Park.

Endangered Species

The WDNR Natural Heritage Inventory (NHI) has identified one endangered, threatened, or special concern species within the Village at this time. The wood turtle is a threatened species and land along the Big Rib River makes a habitat for the wood turtle. Additionally, a list of endangered species located throughout Marathon County is provided in the County's comprehensive plan.

Cultural Resources

Cultural resources are features that signify a community's heritage and help to evoke the sense of place that makes an area distinctive. Cultural resources may include archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties important to Native Americans or other cultural groups.

The Marathon City Heritage Center, a joint collaboration between the Marathon City 2020 Lt. board and the Marathon County Historical Society, is a historical and education center that exists to house and collect Marathon City's cultural and historical assets.

Brief History of the Village of Marathon City

Marathon City, which began as the main settlement within the Town of Marathon, was among the earliest settled communities in Marathon County. A group of mill workers in Pittsburgh, known as the Pittsburgh German Homestead Society, banded together in 1856 to purchase land in Wisconsin. Armed with deposits of \$100 per worker, representatives arrived in Stevens Point and purchased 3,000 acres in what later became the Towns of Marathon and Cassel. The settlers followed in 1857 and took steamboats from Stevens Point to Mosinee, then continued their journey with American Indian guides to Marathon.

The site of Marathon City, platted as a village in 1857, was heavily forested. The new residents attempted to build a sawmill and dam the Rib River at Marathon City, but the river's swift current prevented any success. However, Henry Fricke, who came to Marathon City in 1870, built a successful gristmill and saw mill that became the industrial center for the Village and fostered its growth. This business evolved into the Menzner Sawmill and Lumberyard, still in business in Marathon City. When lumbering declined as the primary economic activity, Marathon City became a service center for surrounding farmers.

National Register of Historic Places (NRHP)

There is one property in the Village that is listed on the National and State Registers of Historic Place: the Fricke-Menzner House at 105 Main Street.

The Fricke-Menzner House is significant for its association with Henry Fricke, early mill developer in Marathon City, and Phillip Menzner, lumber businessman and civic leader. The Italianate house, built by Fricke in 1875 and later occupied by Menzner, is significant as the only surviving Italianate style house in Marathon City.

The Wisconsin Historical Society maintains the Wisconsin Architecture & History Inventory (AHI) that identifies any properties that may have been surveyed in the past; the Inventory does not convey special status and may not be

current. There are 32 historic properties in Marathon City that have been previously surveyed and included in the AHI. The full list is available on the Wisconsin Historical Society's webpage. It is important to note that the AHI lists historical records of surveyed properties and does not reflect the current standing of the properties. Some of the once historical buildings in Marathon City no longer exists, but the list reflects their once historic status and preserves a record of the buildings that were once present in the Village.

Cemeteries, Burial Mounds, Other Burials

Wisconsin Statute 157.70 provides for the protection of all human burial sites, including all marked and unmarked burials and cemeteries. There are currently 133 cemeteries and burial areas identified in Marathon County, and it is likely that other cemeteries and burials may be present. Known cemeteries in Marathon City include St. Anthony Catholic Cemetery, St. Matthew Lutheran Cemetery, and St. Mary Catholic Cemetery. Suspected burial mounds or unmarked burials must be reported to the State Burial Sites Preservation Office. If human remains are uncovered during excavation, all work must cease pending review of the Burial Sites Preservation Office. All cemeteries and burials in Marathon County should be catalogued under Wis. Stat. 157.70 to provide maximum protection of these sites.

Issues

- Big Rib River – The unpredictability of the River can cause difficulties. The River floods often and is not always navigable. The River could be a great local asset, but it would require clean up and new signage to be safe.
- Topography Limits Building Sites – Topographic relief as well as floodplain boundaries limit where urban development can occur. Some areas in the Village are very hilly and rocky making construction more difficult.
- No Recognition Process – There is no process to recognize historic buildings or begin to plan for their protection. Once historic properties are identified, the village does not have an established mechanism for recognizing them or integrating them into ongoing planning processes.
- Rural Character and Historic Resources – Residents in Marathon City have expressed a strong desire to preserve the small town character of the community. An important part of rural character is the small town landscape and the buildings that convey that sense of place. While it is important to address the location and type of new development, there is also a need to preserve some visible reminders of small town character.










Natural Resources Goal

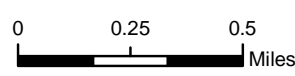
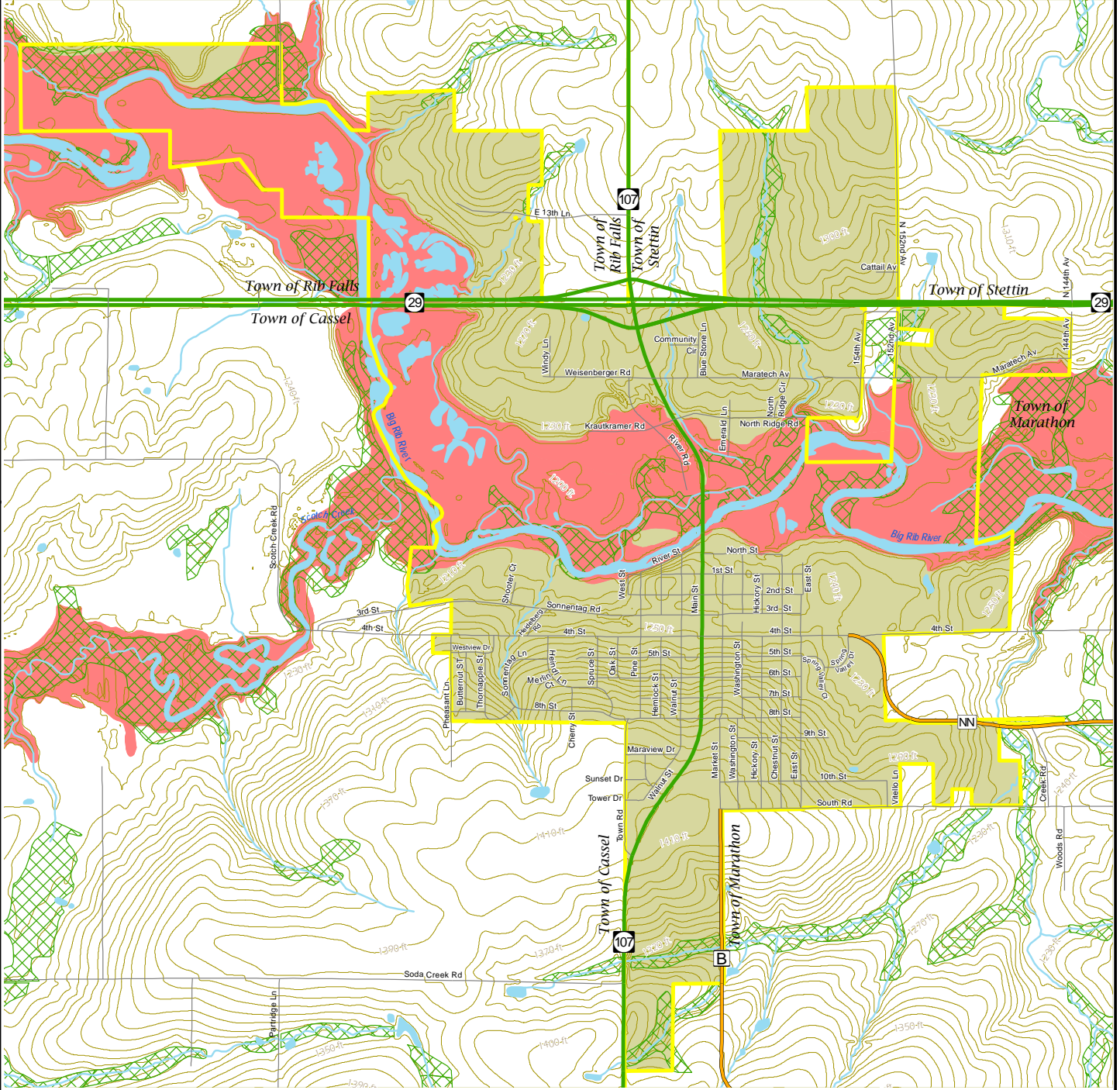
Natural and Cultural Resources Goal: The Village of Marathon City manages natural and cultural resources in a balanced way for current and future generations' health, enjoyment, and benefit.

- 1: Maintain good groundwater quality.
 - a: Evaluate water quality levels on a periodic basis.
 - b: Report instances of possible groundwater contamination to the DNR.
 - c: Enhance monitoring efforts in areas thought to contain possible contamination hazards.
- 2: Maintain good water quality in existing river and stream corridors.
 - a: Set policies to limit uncontrolled runoff, overuse of fertilizers, and other waterway contaminants to surface water.
 - b: Monitor water quality reports from the State.
 - c: Discourage development in areas that will affect surface water resources through increased runoff, loss of vegetation, or improper landscaping.
- 3: Protect wetlands and floodplains from the encroachment of development.
 - a: Establish local guidelines for development located near wetland areas including type and use.
 - b: Communicate and work with the DNR regarding wetland protection and regulations.
 - c: Encourage the elimination of residential uses from within the floodplain.
- 4: Ensure that development on slopes does not negatively affect the Village.
 - a: Utilized the review process to ensure that only appropriate developments are built on slopes.
 - b: Ensure that scenic vistas and viewsheds provided by slopes are not negatively impacted by development.
 - c: Monitor stormwater management systems in sloped areas for appropriate design capacity.
- 5: Preserve historically significant buildings and sites.
 - a: Work with the local historical society and/or the County Historical Society to identify historic resources.
 - b: Ensure that any known cemeteries, human burials, or archaeological sites are protected from encroachment by development activities.

Natural Resources

Village of Marathon City
Marathon County, Wisconsin

- Legend**
-  Village Boundary
 -  US Highway
 -  State Highways
 -  County Highways
 -  Local Roads
 -  Water
 -  Contours 10ft
 -  Wetlands
 -  Floodplains



Source: WI DNR, NCRWPC, Marathon Co, FEMA

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCRWPC is not responsible for any inaccuracies herein contained.



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Chapter Three

Housing

Housing characters and trends are an important component of a comprehensive plan. The physical location of housing determines the need of many public services and facilities.

Housing is a crucial component of livability and understanding dynamics in the market likely to affect housing development in the future provides a basis for the formulation of policy to coordinate transportation facilities with a sustainable pattern of residential development. The connection between home and work is a fundamental function of any transportation system, and understanding the factors affecting people’s decisions on meeting their own housing needs provides a basis for how these home-work connections can be efficient, reinforce and strengthen community ties, foster economic development, and environmental sustainability.

Previous Plans and Studies

Wisconsin State Consolidated Housing Plan

The Consolidated Housing Plan is required by the Department of Housing and Urban Development (HUD) in the application process required of the State in accessing formula program fund of Small Cities Community Development Block Grants (CDBG), HOME Investment Partnerships, Emergency Shelter Grants, and Housing Opportunities for Persons with AIDS. “The Consolidated Plan provides the framework for a planning process used by States and localities to identify housing, homeless, community, and economic development needs and resources, and to tailor a strategic plan for meeting those needs.”

Regional Livability Plan

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. The RLP identifies a number of issues affecting community livability related to housing:

- an aging population,
- smaller household sizes,
- a lack of housing options, and
- an increase in housing costs related to incomes.

Housing Inventory

Housing Type and Tenure

In 2015, the Village of Marathon City has 618 occupied housing units. Of the total units, 495 (or 80.1 percent) are owner-occupied, see [Table 9](#). The Village has an average household size of 2.28 persons, which is lower than the County and State. Over 25 percent of all households are classified as “1 person households”. Approximately 34 percent of Village households have one or more people 65 years or older.

Table 9: Housing and Householders, 2015

Area	Marathon City	Marathon County	Wisconsin
Total Occupied Housing Units	618	53,848	2,299,107
Owner Occupied Housing Units	495	39,406	1,547,197
Renter Occupied Housing Units	123	14,442	751,910
Average Household Size	2.28	2.48	2.43
% Owner Occupied	80.1%	73.2%	67.3%
% 1 Person Households	26.7%	26.9%	29.0%
% With one or more people 65 years or older	34.6%	26.4%	25.8%

Source: U.S. Census

Changes in Housing Stock

Table 10 notes changes in the housing stock between 1990 and 2015. Total housing units have increased by 61 or 10.0 percent. The number of occupied housing units rose by 34 or 2.5 percent. Vacancy rose from 3 to 7 percent. The number of owner-occupied housing units increased by 30 units or 6.5 percent. There were also increases in most of the other housing types, all except duplexes.

Housing Age

The age of a community's housing stock typically reflects several important factors including size, offered amenities, and overall maintenance costs. Age of the home often also reflects different regional and national trends in housing development. Housing predating the 1940s, for example, was typically smaller and built on smaller lots. In subsequent decades, both average lot and home sizes have increased. Additional bedrooms, bathrooms, and attached garage space are among the amenities found in newer housing units. However, many of the older housing units in the Village have been renovated in recent years and recent trends in housing show greater interest in smaller houses and lots. Older construction methods and materials are also often desirable for their long-lasting quality and high character.

Table 11 shows housing age for the community. In the Village of Marathon City, significant portions of the local housing stock were built prior to 1939 and also in the 1970s. Housing growth from the 1970s makes up approximately 24 percent of the total housing stock and this decade saw the greatest housing stock increase at least since 1939.

Despite the best data available from the U.S. Census Bureau, as seen in Table 12 below, there were in fact several new housing units built in the Village after 2010. According to the Village Administrator, at least 11 housing units were built in Marathon City between 2010 and 2016. Four new homes are anticipated in 2017. Additionally, two apartment buildings were constructed in 2015, with a total of 28 one- or two-bedroom units between them.

Physical Housing Stock

Table 12 looks at several select measures of physical condition and compares them to figures for Marathon County and Wisconsin. The median home size in the Village of Marathon City is slightly larger in size compared to the

Table 10: Changes in Housing Stock

	1990	2000*	2015	Change 1990-2015	
				#	%
Total Housing Units	604	659	665	61	10.1%
Occupied Housing Units	584	632	618	34	5.8%
Vacancy percent	3%	4%	7%	--	--
Owner Occupied Housing Units	465	498	495	30	6.5%
Renter Occupied Housing Units	119	134	123	4	3.4%
Owner Occupied Housing Units as percent of Total	80%	79%	80%	--	--
Number of Homes for Seasonal/ Rec Use	2	2	18	16	800.0%
Number of Single Family Homes	439	481	522	83	18.9%
*Detached	428	474	504	76	17.8%
**Attached	11	7	18	7	63.6%
Number of Duplexes	39	50	16	-23	-59.0%
Multi Family Units 3-9 units	44	67	48	4	9.1%
Multi Family Units 10+	15	18	35	20	133.3%

Source: U.S. Census, 1990, 2000, 2015

*The increase in housing units is primarily due to annexations.

** This is a 1-unit structure detached from any other house

***In row houses (sometimes called townhouses), double houses, or houses attached to nonresidential structures, each house is a separate, attached structure if the dividing or common wall goes from ground to roof.

overall figures for the County, as measured by number of rooms. Over 78 percent of the community's housing stock is classified as being a "single family" home. That is also similar to overall figures for the County, both of which are slightly higher than the State. In 2015, approximately 5.3 percent of the Village's housing stock was within structures with more than 10 units, a lower percentage than for the County and State.

Table 11: Age of Housing Stock, 2015

Total Units	Year Built								
	2010 or later	2000 to 2009	1990 to 1999	1980 to 1989	1970 to 1979	1960 to 1969	1950 to 1959	1940 to 1949	1939 or earlier
665	0	39	77	90	160	94	73	30	102
% of Units	0.0%	5.9%	11.6%	13.5%	24.1%	14.1%	11.0%	4.5%	15.3%

Source: U.S. Census

Housing Values

Median Value

Table 13 shows home value statistics for the Village, County and State, specifically it shows the median (or middle value) of select owner-occupied homes for each specified area. This value includes only single-family houses that are located on less than 10 acres. Additionally, this statistic only considers homes without a business or medical office on the property. Census data indicates that the Village of Marathon City has a median home value slightly lower than that of the County.

Range of Values

Table 14 shows the range of housing values that exist in the community. Compared to overall percentages for Marathon County, the Village of Marathon City has a similar range of housing values overall. However, the village does have few houses on the higher end of the value range.

Housing Affordability

Several factors impact the varied levels of housing affordability in Marathon County. These factors include rent and mortgage payments, maintenance expenses, lot size, and required or desired amenities for the home. Household size and income are also key factors contributing to what housing options are available and accessible to residents.

Statistically speaking, those spending in excess of 35 percent of their total household income on housing costs may be facing affordability difficulties. The U.S. Department of Housing and Urban Development (HUD) recommends that rental-housing costs not exceed 30 percent of the monthly income. HUD also indicates that mortgage lenders are more willing to make loans if the scheduled mortgage payment is less than 29 percent of the monthly household income. The percentage (13.6%) of households in the Village of Marathon City that pay more than 35 percent of their income on housing costs is lower to that of the County and State among owner-occupied households. The Village has a higher percentage (39.6%) of renters paying in excess of 35 percent than the County but a similar portion to the state.

Additionally, **Table 15** shows that select Village median owner-occupied costs, both with and without a mortgage, are similar to median figures for Marathon County. The Village median renter costs are only 81 percent of the County rent and 74 percent of the median rent in Wisconsin. Gross rent is calculated as the contract rent plus the estimated average monthly cost of utilities (electricity, gas, water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid by or for the renter.

Table 12: Physical Housing Stock, 2015

Community	Characteristic		
	Median Rooms	1 unit, detached or attached	In buildings with 10 or more Units
Village of Marathon City	6.2	78.5%	5.3%
Marathon County	5.9	77.4%	7.4%
Wisconsin	5.5	71.0%	10.2%

Source: U.S. Census

Table 13 Median Housing Value, Owner Occupied

Village of Marathon City	\$137,600
Marathon County	\$144,500
Wisconsin	\$165,800

Source: U.S. Census, 2010

Table 14: Range of Housing Values, Owner Occupied, 2015

Number of Houses per Housing Value Category	Village of Marathon City	Marathon County
<\$49,999	37	2,027
%	7.1%	5.2%
\$50,000 to \$99,999	87	7,482
%	16.8%	19.0%
\$100,000 to \$149,000	189	11,861
%	36.4%	30.2%
\$150,000 to \$199,999	119	7,975
%	22.9%	20.3%
\$200,000 or more	87	9,942
%	16.8%	25.4%

Source: U.S. Census

Table 15: Housing Affordability, 2015

	Median Selected Monthly Costs				
	Owner Occupied			Renter Occupied	
	With Mortgage	No Mortgage	%*	Median Gross Rent	%*
Village of Marathon City	\$1,196	\$254	20.3%	\$565	39.6%
Marathon County	\$1,301	\$473	28.1%	\$692	34.6%
Wisconsin	\$1,445	\$527	35.80%	\$759	39.8%

* Percent paying over 35% of household income on housing. Source: U.S. Census

Special Housing

Senior Housing

Within the Village of Marathon City, two organizations provide senior housing and assisted living options. Copperleaf Assisted Living and Parkview Apartments are facilities which provide trained staff, personal services, and social activities for residents. Additionally, Copperleaf provides dementia care, hospice, and rehabilitation services.

Beyond the Village, other senior housing options can be found throughout Marathon County. The Marathon County Aging and Disability Resource Center, the Wisconsin Department of Health and Family Services, and the Marathon County United Way all maintain a list of these housing options.

Assistance Programs

Below is a listing of some of the major programs utilized. Each year new programs are available.

State Programs

Wisconsin Department of Administration

The Wisconsin Community Development Block Grant (CDBG) program, administered by the Wisconsin Department of Administration, Division of Housing (DOH), provides grants to general purpose units of local government for housing programs which principally benefit low and moderate income (LMI) households. These funds are primarily used for rehabilitation of housing units, homebuyer assistance, and small neighborhood public facility projects. CDBG dollars are flexible and responsive to local needs.

In addition to addressing LMI housing needs, CDBG can be used to leverage other programs or serve as a local match. The grant also can be used as an incentive to involve the private sector in local community development efforts or to respond to area needs. The CDBG program often serves as a catalyst for other community development projects.

The Low-Income Housing Tax Credit (LIHTC), aims to encourage the production and rehabilitation of affordable housing. It provides an incentive for private entities to develop affordable housing. The credit reduces the federal taxes owed by an individual or corporation for an investment made in low-income rental housing. LIHTC provides funding for the construction of new buildings or the rehabilitation or conversion of existing structures. To qualify, a property must set aside a certain share of its units for low-income households.



New Multifamily Residential Construction

Federal Programs

USDA-RD:

A variety of loan programs are available to provide assistance in financing homes for low-income households including the Homeownership Direct Loan Program of the Rural Health Service, the Mutual Self-Help Housing Loan program, the Very-Low-Income Housing Repair Program, the Rural Rental Assistance Program, and Rural Housing Preservation Grants. These funds are provided through approved lender organizations. Local approved leaders who can provide resources from these program to qualified individuals include CoVantage Credit Union and River Valley Bank.

Department of Housing and Urban Development (HUD):

Self-Help Homeownership Opportunity Program finances land acquisition and site development associated with self-help housing for low-income families. Loans are made to the nonprofit sponsors (including the Housing Assistance Council and Habitat for Humanity International) of development projects and are interest-free. Portions of the loans are forgiven if promised units of housing are completed within a given period. These forgiven “grant conversion” funds may be used to subsidize future development projects.

HOME Investment Partnership Program aims to encourage the production and rehabilitation of affordable housing. HOME funds may be used for rental assistance, assistance to homebuyers, new construction, rehabilitation, or acquisition of rental housing.

Issues

- Lack of Buildable Sites - There are few improved, available lots in the Village of Marathon City for future residential development. Steep topography in some areas also presents constraints on construction in the Village. This issue is eased by recently annexed lands.
- Diversity in Housing Options - There is very limited multi-family zoning within the Village. This in turn can limit the housing options for current and potential residents. However, recognizing this concern, the Plan Commission and Village Board have modified the zoning code to accommodate multi-family zoning developments in other zones.
- Housing Condition – The current housing stock is fairly old, with over one-quarter of the housing in the Village built prior to 1949. As such there are some distressed properties in need of rehabilitation.
- Available Housing – The Village is in need of more quality, family housing. There are currently not many housing options for people to choose from if they desire to move to the Village.
- Absentee Landlords – Some housing in the Village is in need of rehabilitation. Many residents have cleaned up properties, but there remain several buildings owned by absentee landlords. These properties are often host to less than favorable activities due to lack of oversight. The Village needs to devise a strategy to deal with these properties and property owners.

Housing Goal

Housing Goal: The Village of Marathon City has decent, safe, affordable housing options that meet the needs of all community members.

- 1:** Encourage a greater diversity of housing types.
 - a:** Develop a housing plan to inventory supply of affordable housing and identify programming to ensure proper upkeep.
 - b:** Encourage development of multi-family housing units and senior living facilities.
 - c:** Utilize the planning unit development (PUD) ordinance to allow for greater flexibility in residential development.
- 2:** Improve the condition of the existing housing stock.
 - a:** Encourage enforcement of building code requirements.
 - b:** Explore additional program development for home improvements, such as a revolving loan fund, for exterior repairs and code enforcement.
- 3:** Locate new residential development in appropriate areas.
 - a:** Discourage development in natural, sensitive areas.
 - b:** Guide new housing to locations where the extension of service provision will be easiest to deliver.
 - c:** Observe the Future Land Use plan when siting new residential developments.

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Chapter Four

Transportation

Transportation is necessary for the effective movement of people and goods within and with connections outside of the Village. Transportation is also critical to development and land use. This chapter provides an inventory of the existing transportation facilities and services within the Village.

Transportation is a crucial component of livability and provides a basis for the formulation of policy to coordinate transportation facilities with a sustainable pattern of development. The existing network needs to be coordinated to maximize efficiency for the overall system. The connection between home and work is an important part of any transportation system. A range of transportation alternatives should be supported, including walkability wherever possible.

The Village of Marathon City is served by several State and County trunk highways, which serve as the main thoroughfares of the transportation system in Marathon County. The Village is located adjacent to two of Central Wisconsin's state highways. STH 29 located along the northern edge of the Village, serves as the major east/west transportation corridor through the region. STH 107 runs through the center of the Village, serves as a north/south corridor through the area. Both provide direct access into the Village and STH 29 serves as an entry gateway.

A network of local and county roads provides good access to and through the Village. Village roads are generally in good condition. The originally platted section of the Village has a distinct grid pattern, while newer areas of development often have curved roads and cul-de-sacs.

While the Village has good access from regional roadways, travel is somewhat constrained by river crossing limitations and floodplain and environmental constraints which restrict north-south movement through the Village. Only one bridge connects the Village over the Big Rib River.

Previous Plans and Studies

Transportation planning in Marathon County is coordinated by Marathon County Department of Conservation, Planning and Zoning (CPZ) staff.

Regional Livability Plan

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. The RLP identifies three major transportation issues.

- *Modes of Transportation to Work* – The region's workforce is extremely dependent on the automobile. In 2012, over 80 percent of the region's workforce drove alone to work on a daily basis. Another 10 percent carpooled, leaving less than 10 percent for the non-automobile methods such as walking, biking, and using transit. The average commute time in the central sub-region, which includes Marathon County, was 18.7 minutes.
- *Age of Drivers in the Region* – The region is seeing a change in the number of licensed drivers by age groups. Between 2004 and 2013, the region saw a 20 percent decrease in the number of drivers age 17 and age 19. During the same years, the region also had a 20 percent increase in drivers over age 65. These changes mean communities will have a need for multimodal options for the younger ages and options to increase safety as drivers age.
- *Transportation Maintenance Cost* – It is expensive to maintain the transportation infrastructure in the region. The current reliance on fuel tax and registration fees is inadequate, unstable, and may soon be outmoded. The inability to fund improvements and maintenance on transportation infrastructure will impact the ability to transport goods and provide safe, reliable, and

efficient roads.

Connections 2030

This is Wisconsin's latest long-range, statewide, multimodal transportation plan. It identifies a series of system-level priority corridors that are critical to Wisconsin's travel patterns and the state economy.

Road Network

Functional Classification of Roads/ Jurisdiction

According to the Wisconsin Department of Transportation, a functionally classified road system is one in which streets and highways are grouped into classes according to the character of service they provide, ranging from a high degree of travel mobility to land access functions. At the upper limit of the system (principal arterials, for example), are those facilities that emphasize traffic mobility (long, uninterrupted travel), whereas at the lower limits are those local roads and streets that emphasize access.

The functional classifications are generally defined as:

Principal Arterials serve corridor movements having trips length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with a population greater than 5,000 or connect major centers of activity, the highest traffic volumes and the longest trip desires.

Minor Arterials, in conjunction with principal arterials, serve cities, large communities, and other major traffic generators providing intra-community continuity and service to trips of moderate length, with more emphasis on land access than principal arterials.

Collectors provide both land access service and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. The collector system distributes trips from the arterials through the area to the local streets. The collectors also collect traffic from the local streets and channel it onto the arterial system.

Local Streets comprise all facilities not on one of the higher systems. They serve primarily to provide direct access to abutting land and access to the higher order systems. Local streets offer the lowest level of mobility, and serve the through-traffic movement on this system is usually discouraged.

In 2016, according to NCWRPC analysis, the Village of Marathon City had 19.6 total miles of local roads. This total includes roughly one mile of municipal collectors and the rest municipal local roads. Additionally, within the Village there were approximately 1.3 miles of County roads and 5.7 miles of State roads. This comes to a total of about 26.6 total miles of roadways.

Jurisdiction

Roads are commonly classified in one of two ways: by ownership or by purpose. Jurisdictional responsibility refers to ownership of a particular road, while functional classification, as describe above, identifies the road by the level of service it provides.

Jurisdiction refers to governmental ownership, not necessarily responsibility. For example, some State owned roads are maintained by local jurisdictions. Additionally, the designation of a public road as a "Federal-aid highway" does not alter its ownership or jurisdiction as a State or local road, only that its service value and importance have made that road eligible for Federal-aid construction and rehabilitation funds.

Ownership is divided among the Federal, State, and local governments. States own over 20 percent of the national road network. The Federal Government has responsibility for about 5 percent, primarily in national parks, forests, and Indian reservations. Over 75 percent of the road system is locally controlled.

In some cases, local municipalities are responsible for conducting routine maintenance and minor repairs on State and Federal highways within their jurisdictional boundaries. In return, the State generally provides financing to those jurisdictions. However, major repairs and reconstruction are generally still the responsibility of the State Department of Transportation.

Major Road Facilities

Roadway facilities, including jurisdictions (i.e. U.S., State, and County highways) are shown on the Transportation Map. The following is a brief description of the major road facilities located in the Village. Functional classification, jurisdiction, and Annual Average Daily Traffic (AADT), when available, are summarized for all major roads.

STH 29

This road runs east-west toward the northern village limits. STH 29 is a four-lane divided principal arterial and has a grade separated interchange with STH 107, providing convenient access to both the east and west. West of this interchange STH 29 had an AADT volume of 17,300 in 2016. East of the interchange the AADT was 20,100 in 2016. AADT counts were also taken for each of the ramps in 2016: eastbound on-ramp, 2,800; eastbound off-ramp, 1,600; westbound on-ramp, 1,700; westbound off-ramp, 2,500. All counts increased since 2013 except for the eastbound off-ramp.

STH 107/Main Street

This is a north-south major collector and the main thoroughfare through Marathon City. STH 107 provides the only river crossing between Marathon City and USH 51. The AADT north of 4th Street was 5,700 in 2016. The AADT south of 4th Street was 5,100 in 2016. Directly south of the

STH 29 interchange, the AADT volume was 9,100 in 2016. The AADT volume north of CTH N was 2,900 in 2016.

CTH NN/4th St

This is a major collector providing a connection to USH 51 to the east. The County road designation ends at Main Street in the Village. The AADT on 4th Street between Market Street and Washington Street was 2,000 in 2010. Counts on 4th Street were not taken in 2016.

CTH B

This road is a major collector that runs southeast diagonally between Marathon City and Mosinee. CTH B had an AADT volume north of CTH N of 960 in 2010. Traffic counts on CTH B were not taken in 2016 and are not available within the Village boundary.



Local roads and parking

Road Maintenance

The Village of Marathon City has a road improvement / maintenance plan in place. Seal coating is completed every 7 years. The Village has completed a Pavement Surface Evaluation Rating (PASER) analysis of roadway conditions, which is used in conjunction with the Capital Improvement Program (CIP).

The Wisconsin Department of Transportation (WDOT) requires all incorporated communities to prepare a Pavement Management Plan (PMP) using a pavement rating system for their local roads. The data from these plans is intended to provide the foundation for the Wisconsin Information System for Local Roads (WISLR), which is a computer resource that enables communities and the State to assess Wisconsin’s local roadway system.

The PASER system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison, is the rating system used most by Wisconsin communities. PASER rates road surfaces on a scale of 1 to 10. This scale is broken down as follows:

- “1” and “2” = very poor condition
- “3” = poor condition
- “4” and “5” = fair condition
- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

In addition to its use in the new WISLR, the rating system gives communities a detailed assessment of the appropriate

maintenance method for each road segment under their jurisdiction. This assessment is then incorporated into the community’s PMP.

Table 16 illustrates the WISLR road assessment done in 2016 by surface condition rating. Roads exhibiting a surface condition rating at or below “Fair” must be examined to determine what type of reconstruction or strengthening is necessary. The roads that display a surface rating of “Good” or better will only require preventative maintenance to promote safe travel conditions. Further information is necessary for those roads that display no surface rating data. This data collection effort will help ensure safe travel conditions along those routes. These data are from 2016 and reflect the 2016 Village boundary.

State Highway 29

WDOT has been in the long, slow process of converting STH 29 from an expressway to a freeway for many years. During this process, access to and from the highway through interchanges, local roads, and private driveways are replaced by interchanges, grade separations (over- or underpasses), cul-de-sacs, and alternate local service road connections. The goal of the transition is to balance the access needs of the adjacent areas with the safety of the highway. WDOT is currently drafting an environmental assessment as part of the planning process for future freeway conversion.

As part of the WDOT planning process, corridor alternatives have been discussed. Near Marathon City, the primary alternative is the construction of a frontage road along

Table 16: Summary of Pavement Conditions, in miles, 2016

Surface Conditioning Rating - WISLR Data						
No Data	Very Poor	Poor	Fair	Good	Very Good	Excellent
0.15	0.62	1.21	5.82	4.38	4.31	1.53

Source: WDOT (WISLR)

the north side of STH 29 from STH 107 to CTH S. There are currently no plans for additional future service roads along STH 29 near Marathon City. As part of the project's removing at grade access between 72nd Ave and Hwy 107, a frontage road between 107 and 152nd Ave was planned. This frontage road has since been removed from WDOT plans, but the Village is pushing for its inclusion among the WDOT projects in the area.

Other Transportation Modes

Pedestrians

There are sidewalks in the older section of the Village and there is some interest in developing a sidewalk policy for new development. Additional discussions have noted the desire to improve other pedestrian infrastructure and develop a trail system through the Village.

Bicycle

The Marathon County Bicycle and Pedestrian Plan identified CTHs B and NN as recommended bike routes within the Village of Marathon City.

Transit

There is no public transit service currently available in the Village of Marathon City. Elderly, needy, and disabled transit service is provided throughout the County through North Central Health Care (NCHC). The services include semi-fixed routes that are scheduled, and demand services available with a 48-hour notice.

The nearest intercity bus access is available at the MetroRide transit center in downtown Wausau. Service is provided by Jefferson Line and Lamers Bus Lines to Minneapolis, Green Bay, Madison, and Milwaukee.

Rail

There is no rail service to the Village.

Air

The area is served by the Central Wisconsin Airport (CWA), as well as the Wausau Municipal Airport.

The CWA is a regional non-hub airport, located east of Mosinee and accessible via I-39. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The airport is owned by Marathon and Portage Counties and is governed by the

Central Wisconsin Joint Airport Board. It is currently served by three airlines; Delta, American, and United Airlines; and operates nine daily departures.

The Wausau Municipal Airport, located in Wausau, provides general aviation services and is fully equipped to receive large corporate jets, charters, and privately owned aircraft. Air charter, flight instruction, aircraft rental, scenic rides, as well as aviation line services such as refueling, are some of the services available.

Issues

- Intersection Safety – The HWY 29 interchange and the intersections along Main St, north of the river, are in need of better lighting, improved traffic control, and additional pedestrian and bicycle infrastructure.
- Sidewalk Policy – There is some interest in developing a formal sidewalk policy, especially for new residential development.
- Elderly Transportation – Currently, elderly transportation is lacking in the Village. There is interest in exploring local alternatives to provide transportation to serve the elderly population.
- Highway 29 and Traffic Volume – As DOT continues to close access points to HWY 29, local transportation patterns will shift and drive more vehicles to the interchange. Closure of at grade access points to HWY 29 have also resulted in higher traffic volumes through the Village.
- Frontage Road – DOT had previously planned for a frontage road east of HWY 107 and north of HWY 29. The construction of such a road would increase access to the Village and promote new development.
- Pavement Quality – Roads in some areas of the Village suffer from low quality pavement, including HWY 107 north of the Big Rib River to HWY 29.
- Bicycle and Pedestrian Trails – Increased demand for safe paths for bicyclists and pedestrians requires the development of new off-road trails to promote movement of people through the Village and physical fitness.

Transportation Goal

Transportation Goal: The Village of Marathon City maintains local transportation infrastructure to the highest standards to allow safe and efficient movement of people, goods, and services.

- 1:** Provide a multi-modal transportation system to meet the needs of all citizens, including transit-dependent and disabled citizens.
 - a:** Maintain existing sidewalks.
 - b:** Develop a formal sidewalk policy.
 - c:** Promote the development of multi-use trails and trail linkages.
- 2:** Maintain a safe and efficient Village road network.
 - a:** Utilize the Capital Improvement Program to plan and budget for maintenance and new construction.
 - b:** Utilize WISLR to inventory and rate local roads.
 - c:** Increase local enforcement of speed limits, especially along 4th/Main St.
 - d:** Explore alternative traffic calming measures for feasibility within the Village.

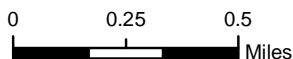
Transportation

Village of Marathon City

Marathon County, Wisconsin

Legend

- Minor Civil Divisions
 - State Highways
 - County Highways
 - Local Roads
 - Water
- | | |
|--|--|
| <p>500 Average Daily Traffic Count, 2016</p> <p>500 Average Daily Traffic Count, 2014</p> | <p>500 Average Daily Traffic Count, 2013</p> <p>500 Average Daily Traffic Count, 2010</p> |
|--|--|



Source: WI DNR, NCWRPC, Marathon Co., WisDOT

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Chapter Five

Utilities and Community Facilities

Utilities and community facilities, provided by either public or private entities, are critical for community development. Utilities include electrical service, natural gas, and telephone and cable communications, among others. Community facilities include local government buildings, libraries, educational facilities, and maintenance and storage facilities, as well as services like police, fire protection, and emergency medical services. Utilities and community facilities play an important role in the livability of a community.

Previous Plans and Studies

Marathon County All Hazard Mitigation Plan

This document examines general conditions, including an inventory of utilities, community facilities and emergency services, throughout the county. Risk assessment is at the heart of the All-Hazards Mitigation program. In order to mitigate the risks, it's necessary to assess their relative importance. The report looks at a series of mostly weather-related disasters; how they have affected the county in the past and how future instances are likely to affect the county and how local government should respond to such occurrences. The report concludes with suggested mitigation measures that might be taken by local governments to reduce the risk from the identified hazards. Counties and incorporated municipalities are required to adopt such plans with updates every five years, and the Marathon County program includes the Village.

Utilities

Water and Sewer

The Village of Marathon City's water and sewer utilities are governed by the Marathon City Utility Commission, and operate as a business enterprise which is separate from other tax supported functions of the Village government. User fees for the services provided by these utilities pay for the operation, maintenance, repair, and capital improvements of the utilities.

The current water and sewer service area is the Village boundary. The Village sources water from three wells on the north side of the Rib River. Water is treated at the Water Treatment Plant, located at Third and Hemlock Streets, where certain mineral elements are filtered out and water is treated for biological contaminants. Treated water is pumped up the hill to the water tower and reservoir. A network of water mains distributes the treated water to Village residents and businesses. The water utility sells about 50 million gallons of water per year to more than 600 customers.

Wastewater is transported from customers, through a network of sewer mains and lift stations, to the Village's wastewater treatment plant at North and Chestnut Streets. The plant is a conventional activated sludge treatment facility with biological phosphorus removal, chemical polishing, and ultraviolet disinfection. Sludge is treated with anaerobic digestion and stored in a tank for seasonal land application. Treated water is released into the Rib River, with an average daily flow of around 250,000 gallons.

The Village's waste water treatment plant was constructed in 1971 and upgraded in 1999. The facility has enough capacity to allow for expansion of the sewer system and increased loads. However, as the Upper Wisconsin River TMDL is finalized in 2017, the facility may need upgrades or some other adjustments to meet the phosphorus limit requirements. The Village evaluated options for how to manage TMDL compliance. Options considered include a phosphorus only facility upgrade, a joint facilities plan with other nearby communities such as the Village of Edgar or the City of Wausau, multi-discharger variance, adaptive management, and water quality trading (WQT).

After thorough review and evaluation of the various alternatives, WQT was chosen as the most effective and cost-feasible approach for the Village. WQT is a market approach by which phosphorus credits are generated by



Marathon City Watertower

one entity and purchased by another. Marathon County's Conservation, Planning, and Zoning Department will act as the WQT trade agent. Non-point phosphorus producers upstream, such as agriculture, implement in-field processes that reduce phosphorus, thus generating credits. Point source producers, such as the waste water treatment plant, can purchase the credits to offset the effluent load. This method of compliance will result in 10 times the phosphorus reduction over a facility upgrade and cost substantially less. Final approvals for the WQT strategy are currently being acquired.

Surface Water Management

The storm sewer system in the Village of Marathon City collects storm water from streets and carries it, untreated, into local waterways. Stormwater management practices are put in place to do two things: 1) reduce the rate and/or volume of water and 2) remove pollutants from runoff. Reducing the rate and/or volume of water helps to prevent flooding when large volumes of water enter the storm sewer system at one time. Removing pollutants is essential to protect our natural waters, because runoff water picks up pollutants such as cigarette butts, trash, used oil, fertilizers, and garden clippings from streets and yards and carries them into the lakes and rivers.

The Clean Water Act's Section 303(d) established the Total Maximum Daily Load (TMDL) program. The TMDL program identifies and restores polluted waters by detailing in a quantitative assessment the water quality problems and contributing sources of pollution. The TMDL determines how much a pollutant needs to be reduced to meet water quality standards, and provides the foundation for taking actions locally to restore a waterbody to fishable and swimmable standards. The Upper Wisconsin River TMDL is scheduled for completion in 2017. This plan specifies pollutant allocation limits for all dischargers in the watershed to achieve statewide water quality goals. Complying with the TMDL

will require a reduction in stormwater runoff pollutants.

Solid Waste Management

The Village of Marathon City contracts with a private company for waste management. Municipal, commercial and industrial waste is accepted at the Marathon County Landfill in Ringle. User fees collected at the landfill defray the cost of landfill operations.

The Marathon County Solid Waste Management Department is in charge of waste management for non-hazardous solid waste. Marathon County Solid Waste Management consists of the 575-acre landfill, recycling programs, composting, and waste-to-energy. The Department operates a Household Hazardous Waste Collection Facility where residents can drop off hazardous waste free of charge.

Recycling

Recycling pick-up is provided by a private contractor on a bi-weekly basis.

Electrical and Gas Utilities

Natural gas and electric service in the Village of Marathon City is provided by Wisconsin Public Service Corporation (WPS). WPS is based in Green Bay, WI and operates four power plants (Weston 1, 2, 3, and 4) located in the Villages of Kronenwetter and Rothschild. These plants provide up to 896 megawatts of coal-fired capacity. Weston 4, which began operating in 2008 uses clean coal technology, and is one of the cleanest power plants of its kind in the county.

Telecommunication Facilities and Services

Telecommunications services, such as land lines, mobile phones, and internet access, in the Village are provided by private companies including Frontier, Solarus, and Charter Communications. There is one FCC Registered communications antenna structure located in the Village.

The Village desires to upgrade from copper infrastructure to fiber optic cable to improve speed and reliability. Service should also be expanded to cover the entire business park and other identified growth areas in the Village. Upgrading and expanding these services will require cooperation between the Village and the telecommunication service providers.

Community Facilities

Schools

The Village of Marathon City is served by the Marathon School District. The Marathon School District operates a 4K-5 grade elementary school, the Marathon Venture Academy which is a 6-8 grade middle school, and a 9-12 grade high school. St. Mary's School is a K4-8 grade parochial school located in Marathon City. The current facilities owned by the Marathon School District have adequate space, with a focus on maintenance and upgrades.

In the 2015-16 school year, Marathon Elementary had 317 enrolled student, Marathon Venture Academy had 141 students, and Marathon High had 371 students, for a total district enrollment of 695 students. That same year, St. Mary's School had a total of 176 students enrolled.

Enrollment trends are affected by Open Enrollment. The inter-district public school open enrollment program allows parents to apply for their children to attend public school in a district other than the one in which they reside. This popular program has grown every year since instituted and accounts for tens of thousands of students statewide. In Marathon City, school performance has increased open enrollment levels which puts pressure on available space. Future construction may be needed to accommodate increasing student populations, both from organic growth and open enrollment.

Post-Secondary Educational Facilities

The University of Wisconsin—Marathon County, located in the City of Wausau, offers lower level (freshman and sophomore) college classes, leading to a baccalaureate degree. Associate Degrees are offered in Arts & Sciences, and Bachelor's Degrees (through collaborative degree programs with UW Oshkosh and UW Stevens Point) are offered in Business Administration, General Studies, and Nursing. Enrollment averages around 1,100 students.

Northcentral Technical College, also located in the City of Wausau, offers 40 one- and two-year programs and certificates in business, technical, health and industrial fields. Approximately 2,300 full- and part-time students attend classes, although more than 16,000 people take at least one class annually.

In addition to the public schools, the Wausau area has one private college. Rasmussen College. Located in Wausau, Rasmussen offers bachelor's degrees, associate's degrees, certificates and diplomas in fields like business, design, education, justice sciences, and nursing.

Libraries

Libraries promote lifelong learning, supporting populations not reached by traditional education including very young children and older adults. Libraries also increase access to computers and technology. The Village of Marathon City is served by the Marathon County Public Library system (MCPL). The system includes the Marathon City Branch Library, located on Third Street in Marathon City, in addition to seven other locations. The Marathon City Branch Library is located in a 3,000 sq. ft. facility built in 2010. The MCPL is a member of the Wisconsin Valley Library Service.

Police

The Village of Marathon City is served by the Marathon City Police Department. In 2016, the department was



Marathon City Branch Library

staffed by a police chief, three full-time officers. The Police Department is involved with several community programs including DARE, the Marathon Fun Run, and Hunter's Safety and Snowmobile Safety.

Fire & Emergency Response

The Village of Marathon City is served by the Marathon City Fire Department. This Department also serves outlying areas including: Town of Marathon, Cassel, Rib Falls, Stettin, and Emmet. These outlying areas pay a fee for the services of the Fire Department. In 2010, the department completed construction on a new fire station which houses six fire trucks and an off-road 6-wheel ATV. The building is also used for training and for community fire education programs. In 2016, the Department had a roster of 31 fire and EMS personnel.

Emergency response includes EMS first responders, EMTs, and ambulance service. These services are currently provided by a partnership with the Edgar Fire Department. With continued growth in the Village, there may be the opportunity for housing local ambulance service in the future.

E-911 Dispatch Service

The Marathon County Sheriff's Department Communications Division provides E-911 Dispatch for all Police, Fire, and Emergency Medical Services (EMS) agencies in Marathon County. The Communications Division services 84 user agencies and also provides alert paging support for the Emergency Management Office, District Attorney, and Medical Examiner's Office. The users are served by a microwave linked repeater radio system, consisting of a control center at the Sheriff's Department and multiple radio tower sites spread throughout the County.

Hospitals and Clinics

Two major hospitals serve the Village. Aspirus Hospital is

located in the City of Wausau at 425 Pine Ridge Boulevard. Aspirus Hospital, formerly Wausau Hospital, is a 321-bed facility that is a multi-specialty regional health center serving a 12-county region in north central Wisconsin. Ministry Health Care St. Clare's Hospital is a 104-bed hospital and medical office complex located in the Village of Weston.

Additionally, Ministry Saint Joseph's Hospital and Marshfield Clinic, located in the City of Marshfield, provide regional medical services to north central Wisconsin. Though further than Wausau and Weston, these facilities also serve the Village.

The Aspirus Marathon Clinic is located in the Village and provides primary care services. Astia Health, a mobile and tele-medicine provider, also has a clinic within the Village.

Mental Health and Assisted Living

In addition to the hospitals and clinics described above, Marathon County is served by NCHC, a public agency that also serves Langlade and Lincoln counties. NCHC operates campuses in Wausau, in Antigo, Merrill, and Tomahawk. NCHC offers outpatient, day hospital, community support and inpatient services for mental/emotional problems; vocational, life skill training, early intervention, housing and care management services for the developmentally disabled; and assessment, individual and outpatient group counseling, intensive programming, day hospital, referral for residential and inpatient treatment, and education for alcohol and other drug problems. Services for detoxification and for persons suffering from problems with gambling addiction are also offered.

NCHC operates a nursing home, Mount View Care Center, that offers skilled nursing services at the main campus in Wausau. This facility has a licensed capacity of 320 and serves persons requiring either short term or long term skilled nursing care because of complex physical needs, psychiatric and neurological diseases, dementia or behavior problems.

Copperleaf Assisted Living, located within the Village, provides individualized personal care, support services, and leisure activities for older individuals who cannot live alone but do not require nursing home care. This facility also offers dementia care, hospice, and rehabilitation services.

Parks

Local Parks, Trails and Open Space

The Village of Marathon City operates several outdoor recreational areas and has a local parks plan. The three village parks are Veterans Park, Water Tower Park, and Lions Park. Local parks, especially Veterans Park, are often used for local events such as Marathon Fun Days and local sports leagues.

In addition to the Village operated parks, a few other



Marathon City Fire Department

recreational facilities are located in Marathon City. The Marathon Area Swim Association operates an indoor swim center and Marathon High School has a fully equipped Wellness Center which is open to the public.

County or State Parks, Forest and Trails

The Marathon County Parks, Recreation, and Forestry department operates several parks in close proximity to Marathon City. These parks are listed below, as well as the only nearby state park, Rib Mountain State Park.

Rib Falls Park is 315 acres with park facilities including an open shelter, toilet, well, and children's play equipment. The majority of the park is currently undeveloped and is the temporary site of a County gravel pit and asphalt plant. The park's main feature is the Big Rib River, which flows through the park and over a dam and rapids, with an impoundment that allows for swimming. The gravel pit is currently being developed as an artificial lake for recreational use.

Sunny Vale Park is located on a narrow strip of the Town of Stettin and the City of Wausau south of STH 29 at 72nd Avenue. Also known as "Manmade" Park, Sunny Vale is a popular 299-acre park with facilities for swimming in Manmade Lake, picnicking, fishing, and model airplane flying. Sunny Vale Softball Complex is a 71-acre facility managed by the Wausau Area Softball Association through a contract with Marathon County. The complex has six lighted softball diamonds, each with a dugout, bleachers, and scoreboards.

Bluegill Bay Park is a 68-acre County park located on the west shore of Lake Wausau between Cloverland Lane and Parrot Lane. The park provides access to Lake Wausau at its boat landing with piers and a boat trailer parking lot, and is subject to overcrowding at times. The park's picnic area has 20 tables, 4 grills, 3 shelters, flush toilets and 104 parking spaces. A fishing area, including a handicapped pier is also

available. Forty-eight acres of the park are undeveloped, and the County's tree nursery is also in the park.

Nine Mile Forest Unit is found in the southeast corner of the Town of Marathon. Nine Mile Forest Unit is known as a recreation area with many miles of hiking, mountain biking, and cross-country ski trails. Skiing is promoted with a ski chalet and over 25 kilometers of one-way loops. The forest is open to hunting and snowmobiling. Nine Mile has 4755 acres of mixed uplands, marshes, and water impoundments.

Big Eau Pleine Park is located in the Town of Green Valley. It is a 1,450-acre County park located on a peninsula surrounded by the Big Eau Pleine Reservoir. The park has an extensive trail system and two active recreation areas. Big Eau Pleine facilities include campgrounds, picnic tables, grills, restrooms, shelters, boat launches, swimming beaches, and play equipment.

Rib Mountain State Park is located within the Town of Rib Mountain. The park's main feature is Rib Mountain, which at 1924 feet above sea level is one of the highest elevations in the State of Wisconsin. The park surrounds the mountain and has the following facilities: a picnic area with 65 tables, a camping area with 31 developed sites, 3 hiking trails, a nature trail, and a downhill skiing area.

Issues

- Trail System – There are currently no recreational trail links between local parks. Developing a bicycle/pedestrian trail would allow easy access to all local parks.
- New Recreation Facilities – There is a desire for more recreational sports fields in the Village. This could be a potential new use to existing brownfield lands north of the River.
- Expansion of Utilities - The Village has sufficient water and sewer capacity for existing and anticipated development. However, as the Village expands outside current borders, there may be a need for an additional elevated water storage tank to serve development along STH 29. Extension of water and sewer to newly annexed areas will be a necessity.

Utilities and Community Facilities Goal

Utilities and Community Facilities Goal: The Village of Marathon City provides adequate utility infrastructure and community facilities to meet existing and future market demand for residential, commercial, and industrial uses.

- 1:** Maintain provision of services at a high level.
 - a:** Perform annual budget evaluations on public service funding.
 - b:** Continue to find methods of cost sharing, such as equipment sharing, with surrounding communities to increase the efficiency by which services are provided.
 - c:** Maintain high quality sewer and water services within the Village.
 - d:** Periodically check water quality monitoring wells and develop a plan that identifies actions if contamination is discovered.
 - e:** Ensure adequate fire and emergency service provision throughout the Village.
 - f:** Maintain clear and open communication with the Marathon County Sheriff's Department.
 - g:** Continue to work with telecommunications service providers to upgrade and expand access to high-speed data and communications services.
- 2:** Plan utility and service extensions for future development.
 - a:** Determine the most suitable locations for future development and analyze extension capabilities.
 - b:** Explore developing an official map to site locations for infrastructure additions.
 - c:** Continue to use the Capital Improvements Plan to establish goals, identify specific improvements, and attain funding.
 - d:** Explore adopting policies that transfer user fees to the development of new projects.
- 3:** Support and maintain existing community facilities.
 - a:** Maintain the Village Hall as a seat of local government and a community meeting hall.
 - b:** Ensure the local park system is well maintained and meets the recreation needs of residents.
 - c:** Support the Marathon County park system.
 - d:** Explore development of a linear trail system to link existing parks and local community attractions.
 - e:** Develop a walking path through the Business and Industrial Park.

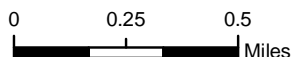
Utilities & Community Facilities

Village of Marathon City

Marathon County, Wisconsin

Legend

- | | | | | | |
|--|--------------------|--|------------------------------|--|--------------------|
| | US Highway | | Abandoned Non-Metallic Mines | | Mobile Home Park |
| | State Highways | | Cemeteries | | Non-Metallic Mines |
| | County Highways | | Child Care Facilities | | Police Department |
| | Local Roads | | Fire Station | | Post Office |
| | Water | | Industrial Park | | Schools |
| | Abandoned Landfill | | Library | | Village Hall |



Source: WI DNR, NCWRPC, Marathon Co.

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Chapter Six

Economic Development

The condition of the local economy directly influences local growth and development, and therefore must be considered when planning for a community's future. Employment patterns and economic trends generally occur on a regional scale. Oftentimes residents of one community work in another. Similarly changes in a major industry can impact jobs and growth far beyond the community where the business is physically located.

It is therefore important to understand a local community's economy in light of its regional context. The following section provides a brief overview of the economy in Marathon County, in terms of the economic environment, key economic sectors and the regional labor force and employment projections. A more specific description of Marathon City includes employment trends, major local employers or industries, and where most residents of the Village of Marathon City work. Potential economic development opportunities and/or issues regarding the local economy are also identified.

Local Economic Environment

Economic Sectors

In 2014, there were 2,024 persons employed in twenty standard economic sectors within the Village. This is an increase of 27 percent since 2002, see [Table 17](#). It is important to note that these data are based on survey data and is not a direct count of employees.

Between 2002 and 2014, seven of the sectors grew, five lost employment within the Village, and three experienced no change. The two largest employment sectors, Wholesale Trade and Manufacturing, both grew between 2002 and 2014. There were no employees or insufficient data for five of the sectors. It should also be noted that the number of employees in certain sectors, particularly those workers engaged in Natural Resources and Mining, which includes agriculture, forestry, and fishing, may be understated in

Table 17: Employment by Sector

Sector	2002	2014	% Change
Mining, Quarrying, and Oil and Gas Extraction	0	0	-
Utilities	0	0	-
Management of Companies and Enterprises	0	0	-
Other Services	0	1	-
Public Administration	0	17	-
Accommodation and Food Services	4	70	1650.0%
Agriculture, Forestry, Fishing, and Hunting	1	7	600.0%
Information	1	7	600.0%
Transportation and Warehousing	8	47	487.5%
Manufacturing	233	525	125.3%
Finance and Insurance	22	23	4.5%
Wholesale Trade	1,040	1,087	4.5%
Professional, Scientific, and Technical Services	12	12	0.0%
Health Care and Social Assistance	25	25	0.0%
Arts, Entertainment, and Recreation	32	32	0.0%
Educational Services	99	85	-14.1%
Construction	49	37	-24.5%
Retail Trade	64	48	-25.0%
Administration and Support, Waste Management and Remediation	2	1	-50.0%
Real Estate and Rental and Leasing	2	0	-100.0%
Total:	1,594	2,024	27.0%

Source: U.S. Census, OnTheMap 2016

this data set.

Worker Demographics

According to the U.S. Census Bureau, there were 2,024 primary jobs in the Village of Marathon City in 2014. The workers who held these jobs were a relatively diverse group of people. Of all people working in Marathon City in 2014, 20.1% were under 30 years of age, 53.8% were between 30 and 54 years of age, and 26.1% were 55 years of older. Nine percent of those working in the Village identified their race as something other than White, and one percent of workers identified as Hispanic or Latino. The educational attainment of workers in Marathon City was spread with 5.7% at less than a high school degree; 33.4% with a high school degree, no college; 26.9% some college or an Associate degree; and 13.9% had a Bachelor’s degree or advanced degree. The worker population in 2010 was 60.7% male and 39.3% female.

Labor Force Analysis

Labor Force

The labor force is defined as the number of persons, sixteen and over, employed or looking for employment. Overall, the Village labor force has decreased from 967 persons in 2000 to 748 in 2015, see [Table 18](#). That represents a decrease of 22.6 percent. In 2000, 942 of those were employed and that decreased to 717 in 2015, a decrease of 23.9 percent.

Unemployment

Unemployment is defined as the difference between the total civilian labor force and total persons employed. Stay-at-home parents, retirees, or persons not searching for employment are not considered unemployed because they are not considered to be part of the “labor force”. In 2000, the Village had 2.6 percent unemployment, and in 2015 unemployment was 4.1 percent which is lower than the County (5.7%), State (6.3%), and Nation (8.3%).

Workforce Participation

Workforce participation is a measure expressed in terms of a percentage of persons actively seeking employment divided by the total working age population. People not participating in the labor force may not seek employment due to a variety of reasons including retirement, disability, choice to be a homemaker, or simply are not looking for work. In 2000, 75.9 percent of the population over 16 in Marathon City was in the labor force. By 2015, that rate decreased to 64.2 percent. The national participation rate in 2015 was 63.7 percent, and the state rate was 67.2 percent.

Work Commute

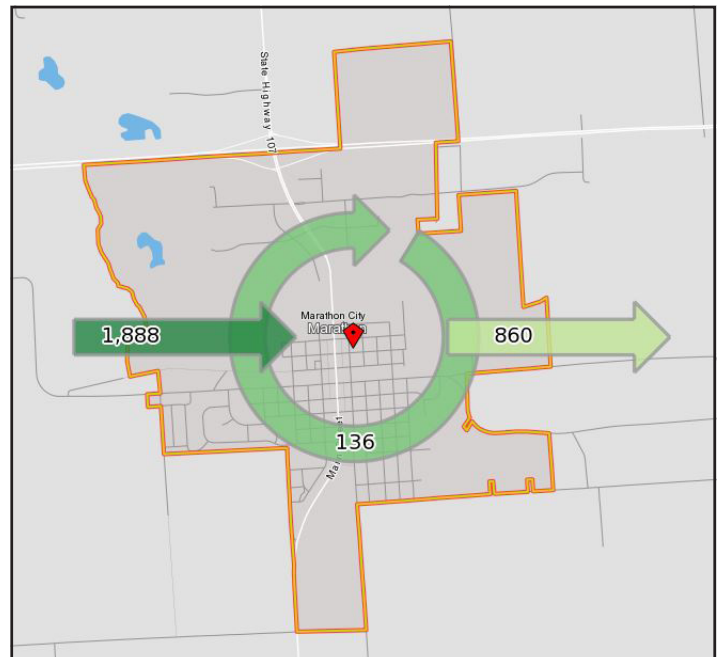
The mean commute time to work for residents of Marathon City was 15.8 minutes in 2000 and 17.4 minutes in 2015. These are shorter times than the mean commute time for residents of Marathon County, which had times of 18.4 minutes in 2000 and 19.1 minutes in 2015.

Table 18: Labor Force

	2000	2015	% Change
Population 16 Years and Over	1,274	1,166	-8.5%
Labor Force	967	748	-22.6%
Participation Rate	75.9%	64.2%	-15.4%
Employed	942	717	-23.9%
Unemployed	25	31	24.0%
Unemployment Rate	2.6%	4.1%	58.6%

Source: U.S. Census

Graphic 1: Worker Inflow/Outflow



Source: U.S. Census OnTheMap 2014

In 2014, according to the U.S. Census Bureau’s OnTheMap tool, 2,024 people were employed in the Village of Marathon City while 996 residents of Marathon City were employed. [Graphic 1](#) demonstrates the inflow/outflow of employees in the Village. In 2014, 136 people lived and worked within the Village, 1,888 people lived outside of the Village but commuted to Marathon City for work, and 860 people lived within Marathon City but commuted outside the Village for work.

Employment Projections

Using data from EMSI, an economic data and modeling company, [Table 19](#) shows employment projects for the year 2025 and percent change from employment in 2010. Ten sectors are projected to increase, four are projected to decrease, three project no change, and there is insufficient data to make projections for the other five. The two largest sectors in the area, Manufacturing and Wholesale Trade are both expected to grow. It is important to note that this data is for the 54448 zip code, which includes all of the Village of Marathon City, but also portions of the surrounding towns.

Table 19: Employment Projections by Sector

Sector	2010	2025	% Change
Utilities	0	<10	ID
Information	<10	<10	ID
Real Estate and Rental and Leasing	<10	<10	ID
Administrative and Support and Waste Management and Remediation Services	15	<10	ID
Health Care and Social Assistance	<10	80	ID
Mining, Quarrying, and Oil and Gas Extraction	0	0	-
Unclassified Industry	0	0	-
Management of Companies and Enterprises	66	192	190.9%
Retail Trade	139	200	43.9%
Manufacturing	1,026	1,312	27.9%
Construction	108	126	16.7%
Wholesale Trade	1,133	1,204	6.3%
Accommodation and Food Services	121	128	5.8%
Arts, Entertainment, and Recreation	25	26	4.0%
Other Services (except Public Administration)	62	64	3.2%
Government	304	313	3.0%
Finance and Insurance	19	19	0.0%
Educational Services	16	14	-12.5%
Crop and Animal Production	194	166	-14.4%
Transportation and Warehousing	83	69	-16.9%
Professional, Scientific, and Technical Services	111	72	-35.1%
Total	3,422	3,985	16.5%

Source: U.S. Census 2000, 2010

Incomes

Both median income and per capita incomes were discussed in the Issues & Opportunities chapter. Median household income for Village of Marathon City residents was \$60,417 in 2015. This is higher than Marathon County with a median income of \$54,083 and the State overall at \$53,357. Income distribution in the Village is slightly different from the County and State, as the Village has a larger percentage of the population in the \$50,000 to \$74,999 bracket and a smaller percentage in the brackets earning over \$100,000.

Tax Increment District

Established tax increment districts (TID) use a tool called tax increment financing to subsidize redevelopment, infrastructure, and other community-improvement projects.

Table 20: Major Employers

Business Name	# Employees
Marathon Cheese	700+
Menzner Lumber and Supply	250
Marathon Schools	77
Transit Corp	75
Maratech International	70
Customer One Cooperative	65
County Materials	50

Source: U.S. Census

Within a TID, future property tax revenue increases for an established period of time are used to finance the public or municipal improvements.

The Village of Marathon City uses this tool in Tax Incremental District N. 1 (TID No.1) and Redevelopment District No. 1 (RD No.1), which were established in 2002. They were created to promote industrial development and to eliminate blight. The Districts have since been amended to include additional territory to expand the Business Park and include more of downtown. The purpose of the TID No.1 and RD No.1 amendment is to promote additional development and downtown revitalization. Costs associated with these activities within the TID or within the one-half mile radius of the TID are considered to be eligible for Tax Increment Financing.

Major Employers by Community

The major employers in the Village are listed in [Table 20](#).

Brownfields

The Village of Marathon City contains two significant brownfields. These properties have great potential for redevelopment based on their location and the surrounding land uses. The Village is focused on clean-up and redevelopment of these properties to for several reasons, primarily environmental clean-up and well-head protection and economic development.

The first property is the former Weisenberger Tie & Lumber Company. This property is located on the north side of the village, see [Graphic 2](#), and is located within the boundaries of the well-head protection area. Weisenberger Tie & Lumber is no longer in operation as a result of DNR enforcement action and underwent a partial clean-up by DNR in the mid-'90s. The contaminants were not fully removed, but were capped with an earth barrier. The site remains contaminated and total unusable nearly 20 years after the last efforts by DNR.

The Village has applied for a Site Assessment Grant (SAG) from WEDC to determine the current level of contamination and to develop a mitigation plan that would enable full redevelopment of the property. This redevelopment

would include the demolition of structures, removal of contaminated soils, and sale under a developer’s agreement to an interested party. The property is located within TID #1 and may be included in an environment TID to assist in the reclamation and re-development of this property. The property would be developed per the developer’s agreement and upon completion of those activities, the Village would obtain the property for development of a public park complex.

The second property is the Heartland Co-op mill property located between Walnut and Pine Street. Additionally, the Co-op Fertilizer Property located along Sonnentag Road between Pine Street and Heindl Lane. These properties border residential and commercial districts. The feed mill has not operated in 2 to 3 years, will not be re-started and is currently mostly vacant. The pesticide building located to the east of the mill is the site of the largest agricultural chemical spill in state history. This site falls under DATCP supervision and has not undergone full mitigation. The soils and water around this building exponentially exceed the allowable standards, however no additional enforcement action has been taken by DATCP or DNR. The current operations at the fertilizer plant have also been identified by the Co-op’s environment consultant as an ongoing contamination.

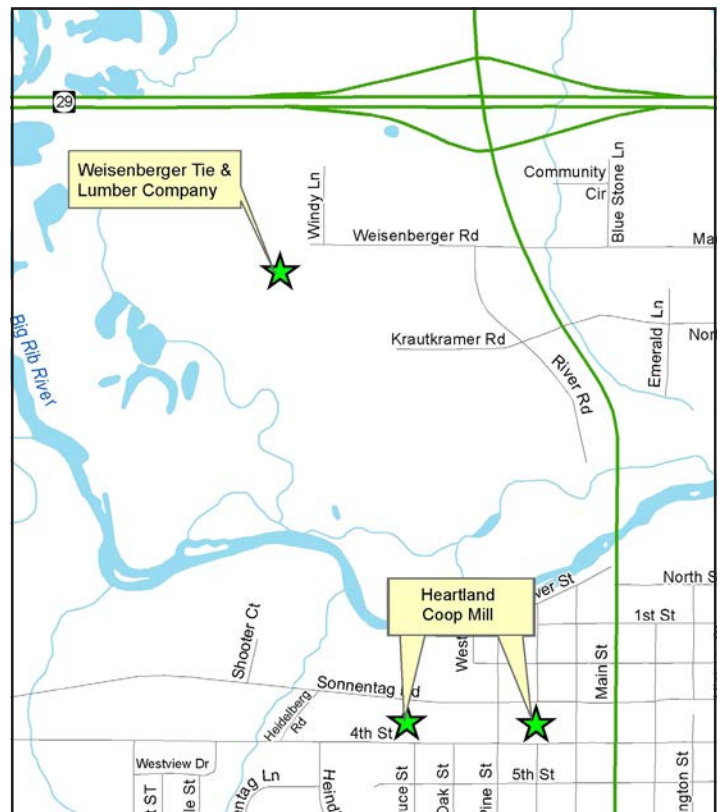
The Village has had discussions with developers interested in redevelopment of the properties into planned residential units. This redevelopment would be a combination of senior living units and multi-family units. To achieve this redevelopment the properties would need to undergo environmental cleanup. This would require demolition of the existing structures, excavation and disposal of contaminated materials, backfilling excavation area, utility buildout and construction of the new residential units. The redevelopment would be a public / private partnership to obtain grant funding for the clean-up and redevelopment. These properties are within the boundaries of TID #1 and may be folded into TID # 2 after TID #1 closes.

The clean-up and redevelopment of these properties is consistent with the future goals of the Village in protection water and land resources. Additionally, the potential redevelopment of these properties fits the commercial, residential and recreational goals of the Village of Marathon City.

County Economic Environment

Originally, the Marathon County economy was based on forest resources and diversified agriculture. Increased population and infrastructure – railroads, roads and dams for power enabled the area to evolve beyond simple agricultural and logging operations. Resources that once left the area unprocessed were now transformed into

Graphic 2: Brownfields



Source: NCWRPC

finished products in the County, providing employment opportunities and adding value in forest products and agricultural processing. A number of related manufacturing operations grew up in the area, some based on forest products and agricultural products, others supplying the existing industries with fabricated metal products. As these industries progressed, so did industries such as transportation, communications, public utilities, government, trade, finance, insurance and real estate. The County now enjoys a well-diversified economy.

Key Economic Sectors

Key sectors of a regional economy can be identified by size; by growth or decline in employment; by a concentration of the industry in the local area exceeding the national concentration. An industry that shows a higher concentration of employment than the national average is considered a “basic industry” and is identified by a technique called “Location Quotient” analysis. Basic industries are those sectors that export a product or service from the local community into the national or international economy. They are a critical part of the “economic engine” for a region, affecting the growth and health of many dependent sectors such as retail, transportation, construction, and local services.

In 2016, there were 70,780 jobs in Marathon County and had a Gross Regional Production of \$6.97 billion in 2014.

Table 21: Jobs by Industry - Marathon County

NAICS	Description	2011 Jobs	2016 Jobs	2011 - 2016 Change	2011 - 2016 % Change
31	Manufacturing	14,764	16,505	1,741	12%
62	Health Care and Social Assistance	8,089	9,707	1,618	20%
44	Retail Trade	8,254	9,050	796	10%
90	Government	7,257	7,316	59	1%
72	Accommodation and Food Services	4,582	4,448	-134	-3%
52	Finance and Insurance	4,726	4,379	-347	-7%
42	Wholesale Trade	4,155	4,363	208	5%
23	Construction	1,980	2,696	716	36%
48	Transportation and Warehousing	2,171	2,142	-29	-1%
56	Professional, Scientific, and Technical Services	1,877	1,953	76	4%
Total		64,940	70,780	5,840	9%

Source: U.S. Census 2000, 2010

Table 21 shows a select number industries by employment in Marathon County in 2011 and 2016. In 2016, the Manufacturing Industry (NAICS 31) was the largest employment sector with 16,505 workers. Health Care and Social Assistance (NAICS 62) and Retail Trade (NAICS 44) were second and third with 9,707 and 9,050 workers respectively.

In terms of job growth, Mining, Quarrying, and Oil and Gas Extraction (NAICS 21) was the fastest growing industry from 2011 with a growth rate 304 percent, adding 76 jobs. The Management of Companies and Enterprises industry (NAICS 55) was second, employing an additional 609 workers, an 85 percent increase. The third fastest industry was Real Estate and Rental and Leasing (NAICS 53) increasing 43 percent, or 142 workers. The Manufacturing (1,741 jobs), Health Care and Social Assistance (1,618 jobs), and Retail Trade (796 jobs) Industries added the most jobs overall. Construction came in fourth, adding 716 jobs.

It should be noted that the number of employees in certain sectors, particularly those workers engaged in Crop and Animal production, which includes forestry, may be understated because this information utilizes the Wisconsin Department of Workforce Development data; those who are self-employed or work in family businesses are not reflected in this data.

Six industries lost jobs from 2011 to 2016. The Finance and Insurance (NAICS 52) lost 346 jobs, decreasing 7 percent. Other Services (NAICS 81) decreased its employment by 14 percent, or 269 jobs. Accommodation and Food Services (NAICS 72) shrank by 134 jobs while Information (NAICS 51) lost 85 jobs. Transportation and Warehousing (NAICS 48) and Educational Services (NAICS 61) lost 29 and 23 jobs respectively.

In 2014, Marathon County generated 10.8 billion dollars in export revenue. Export revenue is money received in the region through foreign and external domestic sources. Manufacturing was the highest export industry accounting for over five billion dollars, or 47 percent of total export revenue. Finance and Insurance was the second highest export industry accounting for over 1.2 billion dollars, or 11 percent of total export revenue. Health Care and Social Assistance was the third highest export accounting for over \$834 million. The ability to export goods and services is essential to the county's economy as it introduces new money to the economy, rather than simply circulating money that is already in the region. This influx of new revenue is redistributed throughout the economy at local restaurants, suppliers, and retailers.

Agricultural Economy

The Marathon County agricultural economy contributed 821 million dollars to the county's income, or 12.1 percent of the County's income in 2012. The Crop and Animal Production (NAICS11) provided employment for 1,043 persons in 2016. The County's top commodities in 2012 were milk (\$249.8 million), grain (\$78.8 million), and Cattle (\$40.1 million). Twenty-two plants process milk in the county provide jobs.

There are 485 farms in the County. Forty-eight percent of the County's land, or 479,045 acres, is devoted to agricultural production. This is an 18.31 percent reduction in farmland since 1987. In 1987, an acre of farmland was valued at 751 dollars, while in 2012 an acre was valued at 2,916 dollars.

Job Growth

Between 2011 and 2016, Marathon County added 5,840 jobs, an increase of 9 percent. The State of Wisconsin experienced a job growth of 8.8 percent and the nation which increased 10.3 percent. Based on National Growth Effect (7,264), an Industry Mix Effect (-1,413), and the

Competitive Effect (158) the region would expect to add 5,851 jobs in this industry over the next ten year time period based on a shift share analysis.

While a location quotient analysis provides a snapshot of the economy at a given time, shift-share analysis introduces trend analysis (change over a period of time). This is an analysis technique that examines economic change and incorporates a “what-if” component. The theory behind shift-share is that local economic trends can be determined to be “up” or “down” relative to national trends, called the National Growth Component. It also identifies if the growth is in fast or slow growing industries or sectors, call Industrial Mix; and finally, it identifies how competitive an area is for attracting different economic sectors, called the Competitive Share. Both models use the same employment data.

The industrial mix effect represents the share of regional industry growth explained by the growth of the specific industry at the national level. The national growth effect explains how much the regional industry’s growth is explained by the overall growth in the national economy. The regional competitiveness effect explains how much of the change in a given industry is due to some unique competitive advantage that the region possesses, because the growth cannot be explained by national trends in that industry or the economy as a whole. As a result of the regions unique competitiveness, the county should continue to grow.

Issues

- Diversification of Local Economy – There is a need to diversify the local economy to help protect the Village from shifts in the regional / state / national economy. Development of technology firms and expanding the service industry should be just as important to attract to the area as manufacturing.
- Industrial/Business Park Expansion – In order to accommodate additional growth and future new development, adjacent lands will need to be acquired and prepared for expansion of the Industrial/Business Park.

Economic Development Goal

Economic Development Goal: The Village of Marathon City has a diverse economy that is a place of opportunity where people and businesses can grow and be successful.

- 1: Promote a diverse and healthy economy.
 - a: Increase development in the downtown.
 - b: Continue to leverage the TID to attract new businesses.
 - c: Establish a downtown overlay district that includes special regulations, beyond zoning, for the appearance of structures and facades.
 - d: Identify funding, such as a revolving loan fund, to assist businesses in making exterior renovations.
 - e: Work to attract a catalyst or magnet development that will draw other businesses to the Marathon City Center Project.
 - f: Pursue grant funding to clean-up and redevelop brownfield areas.
 - g: Support and grow the Business and Industrial Park
- 2: Support local industry.
 - a: Encourage the expansion of local industries by making land available for increased development.
 - b: Work with regional and state entities to identify business support programming and services.

Chapter Seven

Land Use

Land use is a crucial component of livability and provides a basis for the formulation of policy to coordinate a sustainable pattern of development. The existing natural landscape and land use patterns influence future land use and development. Balancing the needs of the community with land use issues requires that each situation be considered individually and that the community seeks the solution which fits the unique challenges it faces.

Current Pattern of Land Use

The Village of Marathon City is bordered by four towns: Stettin to the northeast, Marathon to the southeast, Cassel to the southwest, and Rib Falls to the northwest. The northern part of the Village is crossed by STH 29 running east-west.

The Big Rib River is a dominant land feature in the Village, bisecting the Village east-west. The originally platted section of the Village is to the south of the River and is made up primarily of small lots, including most of the single-family residences and small-scale commercial uses. These small-scale commercial areas are located between the River and 4th Street. Most Village public services are also located south of the Big Rib River, including the Village Hall, the library, and the different facilities of the Marathon School District.

North of the River, many larger lots are found, with both commercial and residential properties. This area includes a significant amount of wetlands which limit development. Commercial development is congregated near the STH 29 interchange, providing ease of access to Village residents as well as people coming from other communities. The Business and Industrial Park has several large employers as well as space to expand and develop.

Most of the existing agricultural land within the Village is found along the Village boundary. This includes the land to the far south of the Village along STH 107 and CTH B, to the east along CTH NN, and in the newly annexed lands north of STH 29. Several quarries or gravel pits are located on the northeast side of the Village, on both sides of STH 29 west of STH 107.

Existing Land Use – For purposes of this report, existing land cover was used as a proxy for existing land use. This was done to achieve consistency in describing existing land uses in the various municipalities participating in the comprehensive planning effort. Table 8-1 describes the various land use cover categories and Figure 8-1 illustrates the existing land cover. Note, the acreage and percentage of land shown on **Table 22** were determined from aerial photos and are not intended to be accurate to the parcel level.

Table 22: Existing Land Use, 2015

Land Use	Acres	Percent of Total Land Area
Agriculture	405	20.0%
Commercial	67	3.3%
Governmental/Institutional	53	2.6%
Industrial	220	10.9%
Mobile Home Park	7	0.3%
Open Lands	230	11.4%
Outdoor Recreation	30	1.5%
Residential	259	12.8%
Transportation	203	10.0%
Utility	2	0.1%
Water	156	7.7%
Woodlands	393	19.4%
Total:	2,025	100.0%

Source: NCWRPC

Land Use Regulations

Zoning

Zoning is the major implementation tool to achieve proposed land uses. The Village of Marathon City enforces its own zoning ordinance. Under the ordinance, zoning regulations are applied to zoning districts to regulate land use and development. The Village has five residential, two commercial, two industrial, and four special districts under the current zoning code. The zoning map identifies the locations where each district is sited.

Forest Crop Law (FCL) and Managed Forest Law (MFL)

The Forest Crop Law and Managed Forest Law were established in Wisconsin to encourage better forest management and provide tax relief to the woodland owners. Land set aside under the FCL required at least 40 acres in one quarter-quarter section and the MFL requires at least 10 acres of contiguous forest land. Landowners may close to the public up to 160 acres of their forest lands set aside under the MFL, but the remaining program acres must be open to public access for hunting, fishing, hiking, etc. Currently, no land in the Village is enrolled in either the FCL program or MFL programs.

Development Trends

Land Supply

The Village has great potential to expand in the future if adjacent land owners wish to annex their properties into the Village. Unlike most municipalities in the nearby Wausau metropolitan area, Marathon City is not bounded by any other incorporated municipalities. The towns adjacent to the Village each have their own unique identity, but the amenities of the Village may draw other nearby landowners to join.

There are also opportunities for new development within the Village itself. Recently annexed lands, mostly along the north side of Marathon City, present great opportunities for new development and growth. The Future Land Use map presents a rough ideal of how the Village should develop these lands. Additionally, several commercial and residential buildings within the Village are vacant or in need of revitalization, and could be ideal locations for redevelopment.

Land Demand

An estimate of land needed for future residential development was based on projected new dwelling units between 2015 and 2040 derived from WDOA household projections and the average density of dwelling units per acre in the community. The average density was calculated using the total acres of residential land on the 2015 land use/cover map divided by the number of households according to the 2015 American Community Survey. For the purposes

of this analysis, it was assumed that the density would remain constant between 2015 and 2040. Future acres needed for residential development were then estimated by multiplying the projected number of households in 2040 by the average density.

In Table 4, two sets of household projections were shown, one with the WI Department of Administration projections, and one revised by NCWRPC to more closely reflect the Village's plans for residential growth. Residential land demand was calculated for each set of projections. It is estimated that 272 acres of land will be needed to accommodate new residential development through 2040 according to the DOA projections and 319 acres will be needed according to the NCWRPC projections. It is important to note that the Future Land Use map accounts for 303 new acres of residential land.

Land Values

Table 23 indicates the change in assessed land values between 2008 and 2013 for various types of land use in the Village of Marathon City. It also indicates percent change in acreage and land value for the Village compared to Marathon County. During these years, the Village had an increase in the number of acres in use for residential, manufacturing, agriculture, and undeveloped land and a decrease in the number of acres in use for commercial and forest land. However, land values rose in every category except agriculture during that time. Commercial and forest lands had the greatest percent increase in value during that time, but residential and manufacturing land also increased by a respectable amount.

Future Land Use

The Village of Marathon City Future Land Use map, Map 7, represents the anticipated future pattern of land uses. The map includes distinct land use categories to guide where new residential and non-residential development should be encouraged to located or where development should be discouraged. See the Land Use Descriptions for a general overview of each land use category on the map.

The two largest land uses within the Village are Industrial and Residential, each with just over one-quarter of the total land. See **Table 24** for the number of acres within each land use category in the Future Land Use map.

There are several big changes from the Existing Land Use map and table to the Future Land Use map and table. One change is the decrease in agricultural lands. Agriculture makes up 20 percent of existing land use, but in the Future Land Use, almost all of that land has been converted to residential, commercial, or industrial land. Another big change is that both industrial land and agricultural land almost double in acres between the existing and future land

Table 23: Assessed Land Value (in dollars), 2008-2013

Year	Residential		Commercial		Manufacturing		Agriculture		Undeveloped		Forest	
	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only
2008	106	\$71,661	137	\$16,577	60	\$10,550	155	\$195	118	\$520	222	\$966
2013	148	\$100,496	105	\$46,671	123	\$13,168	263	\$185	209	\$597	62	\$2,621
Net Change	42	\$28,835	-32	\$30,094	63	\$2,618	108	-\$10	91	\$77	-160	\$1,655
Percent Change Comparison												
	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)
Village of Marathon City	39.6%	40.2%	-23.4%	181.5%	105.0%	24.8%	69.7%	-5.1%	77.1%	14.8%	-72.1%	171.3%
Marathon County	1.0%	0.03%	4.3%	-0.85%	-10.6%	35.2%	0.3%	5.53%	-1.6%	-58.8%	-2.8%	18.5%

Source: Wisconsin Department of Revenue

Table 24: Future Land Use

Land Use	Acres	Percent of Total Land Area
Agricultural Areas	43	2.1%
Commercial	149	7.4%
Governmental/Public/Institutional	121	6.0%
Industrial	523	25.9%
Residential	518	25.6%
Multi-Family Residential	44	2.2%
Outdoor Recreation	41	2.0%
Transportation	235	11.6%
Water	156	7.7%
Woodlands	193	9.5%
Total:	2,023	100.0%

Source: NCWRPC

use. This change reflects the Village’s desire to grow, both in population and employment, in the future.

Land Use Descriptions

Agricultural Areas

Areas recommended to be preserved for the purpose of general crop farming or the raising of livestock.

Commercial

Areas recommended for commercial and retail developments.

Governmental/Public/Institutional

Areas recommended for government buildings, libraries, school, churches, etc.

Industrial

Areas recommended for industrial developments.

Residential

Areas recommended for residential development, typically consisting of smaller lots sizes and primarily single-family houses.

Multi-Family Residential

Areas recommended for multi-family residential developments, including townhouses, multi-family apartments, and condominiums.

Outdoor Recreation

Areas recommended for parks, sport fields, and other outdoor recreation spaces.

Transportation

Areas for highways, road right-of-ways, railroads, and other transportation corridors.

Water

Areas with surface water features that preclude development.

Woodlands

Areas of large wooded land that is expected to not be developed.

Issues

- Limited Land – Limited land supply for new housing in the Village appears to be one factor in out-migration of residents to the countryside where larger lots are available for building.
- Site Planning – The development of a general site plan for recently annexed lands will assist the Village in maintaining a desired growth pattern and maximizing the available lands.

Land Use Goal

Land Use Goal: The Village of Marathon City makes sound land use decisions to balance the diverse needs of the community and to wisely maximize the land's potential.

1: Provide tools for managing and coordinating growth and development.

a: Explore the creation and adoption of an official map to site the locations of future infrastructure.

b: Maintain clear and open communication with neighboring Towns to discuss potential annexations.

2: Preserve Marathon City's downtown as the center of the community.
















a: Develop a long-term downtown development plan.

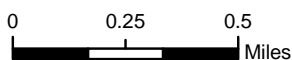
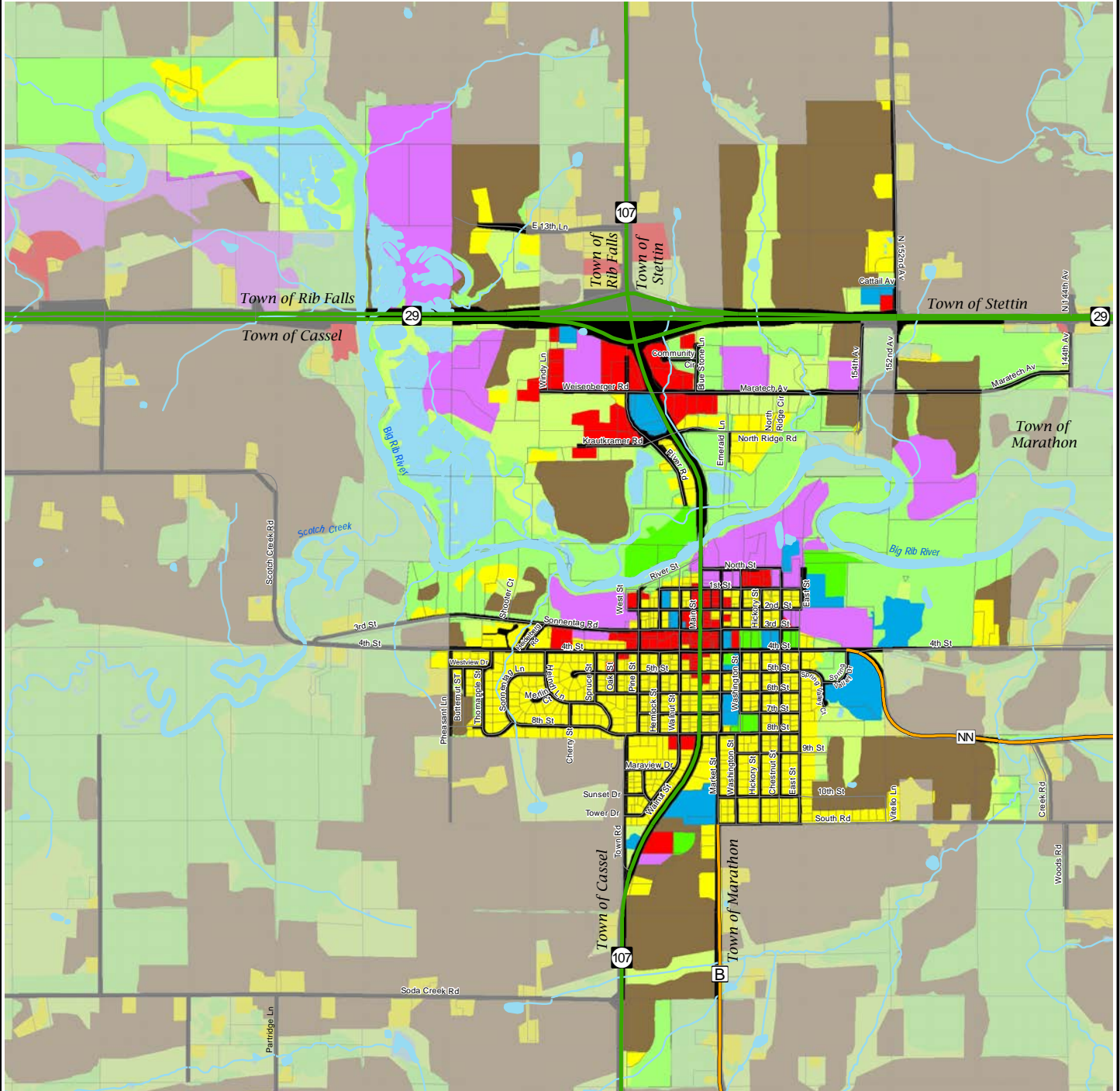
b: Enhance the streetscape of the downtown to identify it as a unique shopping location.

c: Concentrate manufacturing businesses in the Business and Industrial Park and encourage businesses aimed at the local community to located downtown.

Map 6
**Generalized Existing
 Land Use**
 Village of Marathon City
 Marathon County, Wisconsin

Legend

-  US Highway
-  State Highways
-  County Highways
-  Local Roads
-  Parcels
-  Agriculture
-  Commercial
-  Governmental / Institutional
-  Industrial
-  Open Lands
-  Outdoor Recreation
-  Residential
-  Transportation
-  Water
-  Woodlands



Source: WI DNR, NCWRPC, Marathon Co.,
 2015 Airphoto Interpretation

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



**North Central
 Wisconsin Regional
 Planning Commission**

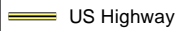
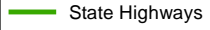
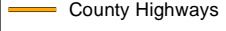
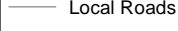
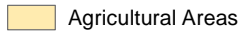

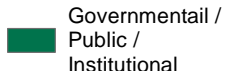
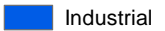

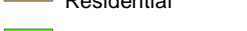
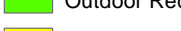
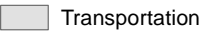

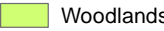
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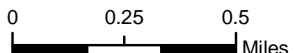
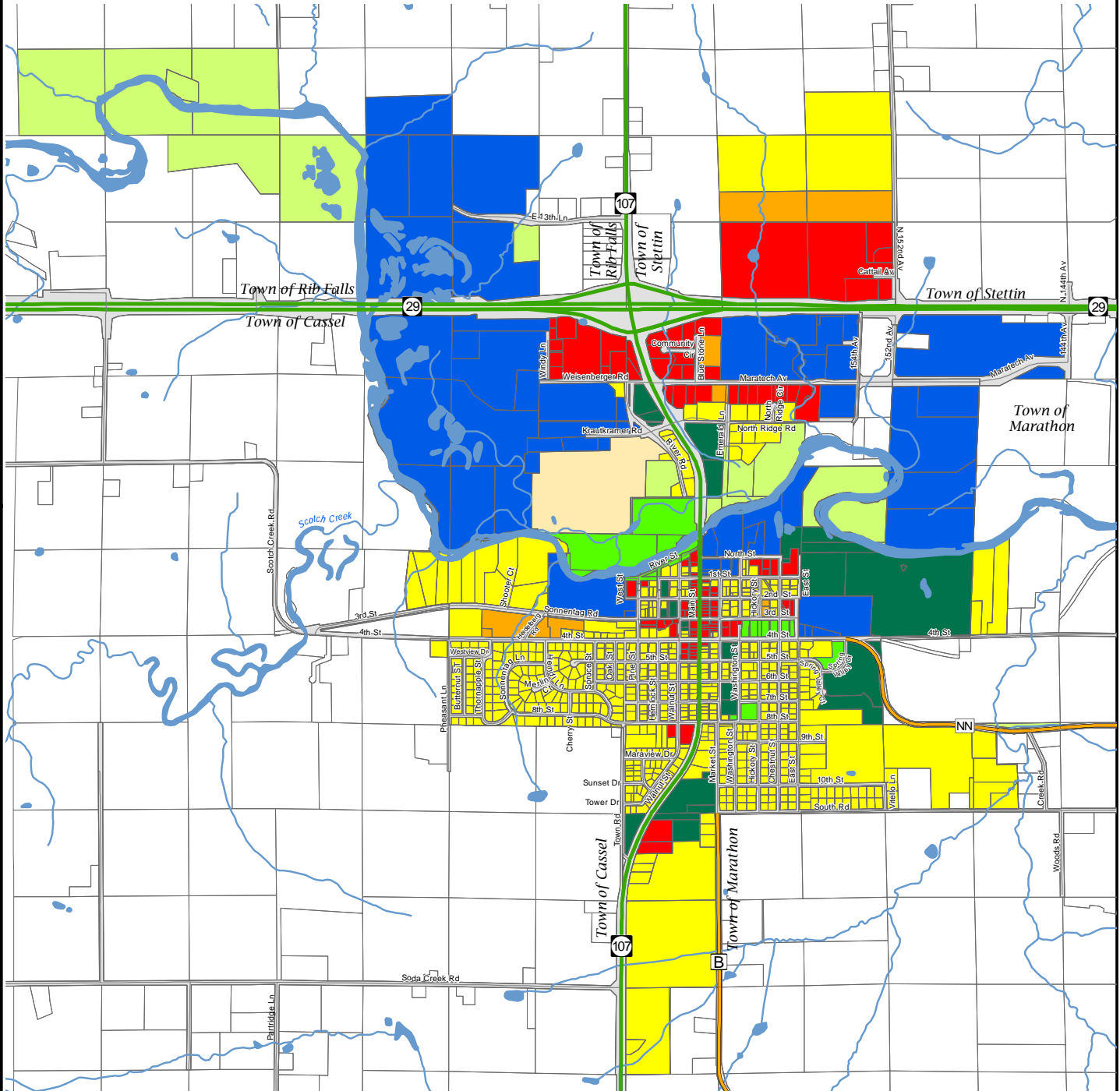
Future Land Use

Village of Marathon City

Marathon County, Wisconsin

Legend

-  US Highway
-  State Highways
-  County Highways
-  Local Roads
-  Agricultural Areas
-  Commercial
-  Governmental / Public / Institutional
-  Industrial
-  Multi-Family Residential
-  Outdoor Recreation
-  Residential
-  Transportation
-  Water
-  Woodlands



Source: WI DNR, NCWRPC, Marathon Co

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Chapter Eight

Intergovernmental Cooperation

The issue of intergovernmental cooperation is increasingly important; since many issues (such as watersheds, labor force, commuter patterns, and housing) cross over political boundaries. Communities are not independent of each other, but rather dependent on each other. The effects from growth and change on one spill over to all surrounding communities and impact the region as a whole.

Wisconsin Statute s.66.30, entitled “Intergovernmental Cooperation”, does enable local governments to jointly do together what one can do alone. Unfortunately, there is little public policy in Wisconsin law that encourages horizontal governmental relationships. The result is that towns, villages, cities, and counties often act more as adversaries than as partners.

Statewide, Wisconsin has over 2,500 units of government and special purpose districts. Having so many governmental units allows for local representation, but also adds more players to the decision making process. In general terms, intergovernmental cooperation is any arrangement by which officials of two or more jurisdictions coordinate plans, policies, or programs to address and resolve issues of mutual interest. It can be as simple as communication and information sharing, or it can involve entering into formal intergovernmental agreements and sharing resources such as equipment, buildings, staff, and revenue.

As jurisdictions communicate and collaborate on issues of mutual interest, they become more aware of one another’s needs and priorities. They can better anticipate problems and work to avoid them. Intergovernmental cooperation makes sense for many reasons including trust, cost savings, consistency, and ability to address regional issues. Cooperation can lead to positive experiences and results that build trust between jurisdictions. It can save money by increasing efficiency and avoiding unnecessary duplication. It can lead to consistency of goals, objective, plans, policies, and actions of neighboring communities.

Finally, by communicating and coordinating their actions and working with regional and state jurisdictions, local communities are able to address and resolve issues that are regional in nature.

The major beneficiary of intergovernmental cooperation is the local resident. They may not understand or even care about the details of a particular intergovernmental issue, but residents can appreciate their benefits, such as cost savings, provision of needed services, a healthy environment, and a strong economy.

A variety of factors, some long-standing and others more recent, have brought the issue of intergovernmental cooperation to the forefront. Some of these factors include

- Local government financial condition;
- Opportunity to reduce costs by working together;
- Elimination of duplicate services;
- Population settlement patterns and population mobility; and
- Economic and environmental interdependence.

The Village of Marathon City cooperates with neighboring municipalities, the County, and the State on a variety of matters ranging from delivery of services to coordination of planning along common boundaries. The Village recognizes that cooperation with its neighbors can improve the quality and cost-effectiveness of services, foster coordinated development, and enhance its overall quality of life.

Intergovernmental Relationships

Currently, the Village of Marathon City has numerous relationships and several general agreements in place. The following is a summary of existing and potential cooperative efforts.

Surrounding Communities

The Marathon City Fire Department provides fire protection to portions of many neighboring communities including the Towns of Cassel, Marathon, Mosinee, Rib Falls, and Stettin. The Village has an agreement with the Village of Edgar for the provision of ambulance services and first responders. In the future, the Village may house local EMT and ambulance services.

The Fire Department has mutual aid arrangements with other local fire departments and participates in the Mutual Aid Box Alarm System (MABAS) Division 130, which covers Marathon County. As a MABAS agency, the Department agrees to standards of operation, incident command, minimum level of equipment staffing, safety, and on-scene terminology, which all allow MABAS agencies to work together seamlessly on any emergency scene.

County

Marathon County provides several services to the Village. The County Highway Department maintains and plows County and State highways within the Village. The County Sheriff manages the public safety Communications Center which provides 911 dispatch service for police, fire, and ambulance/EMS response. The Marathon County Public Library maintains a branch location in the Village. The County Parks, Recreation, and Forestry Department maintains a county-wide park system and county forest system for the use and enjoyment of all County residents.

School Districts

The Village of Marathon City is included in the Marathon School District. The three school facilities (Marathon Elementary School, Marathon Venture Academy, and Marathon High School) are all located in the Village. The Village is also within the Northcentral Technical College service area.

Regional

The North Central Wisconsin Regional Planning Commission (NCWRPC) is a voluntary association of governments serving a ten county area. Marathon County is a member of the NCWRPC, which includes all of its local units of government. NCWRPC provides both regional and local planning assistance. Typical functions of the NCWRPC include (but are not limited to) land use, transportation, economic development, intergovernmental and geographic information systems (GIS) planning and services.

State and Federal

State agencies regulate certain activities such as access onto State roads, shoreland, floodplain and wetland zoning oversight, navigable waters protection, compliance with water quality standards, farmland preservation tax credits and managed forest tax credit programs.

In Wisconsin, most federal programs are administered by the State, so the Village would be dealing with the responsible state agency with regard to federal programs and regulations.

Intergovernmental Cooperation Goal

Intergovernmental Cooperation Goal: The Village of Marathon City is a cooperative and collaborative partner with other units of government and organizations to most effectively and efficiently provide services to residents.

1: Establish and maintain good working relationships with other units of government including adjoining towns, Marathon County, the State of Wisconsin, and the federal government.

a: Promote communication between the Village and other governmental entities.

b: Periodically review existing shared services agreements and explore additional agreements which would benefit the Village.

c: Increase interaction with pertinent agencies to address specific local strategies like economic development expansion.

Chapter Nine

Implementation

Implementation of this plan depends on the willingness of local officials to use it as a guide when making decisions that affect growth and development in the Village. It is also important that local citizens and developers become aware of the plan.

Village Decision Making

The adopted plan should be used as a guide by the Village of Marathon City when making land use and development decisions. The plan contains a variety of goals, objectives, and actions which together comprise the framework for decision making by village officials. Decisions concerning private development proposals, public investments, regulations, incentives, and other actions should be consistent with the goals, objectives, and actions outlined in this plan.

Although this plan is intended to guide the future of the Village, it is impossible to predict exact future conditions. As such, the goals, objectives, and actions in this plan should be monitored on a regular basis to maintain concurrence with changing conditions and respond to unanticipated events.

Implementation Tools

Having the appropriate tools to implement the recommendations in this comprehensive plan is critical. The most common implementation tools are the Village regulatory codes. In particular, the zoning ordinance and subdivision regulations comprise the principal regulatory devices used to protect existing development and guide future growth and development. There are also non-regulatory approaches to implementing the comprehensive plan; these generally involve decisions about how the community will spend its limited funding resources on capital improvements and staffing.

Zoning Ordinance

The Village of Marathon City has its own zoning ordinance. Zoning is the major implementation tool to achieve proposed

land uses. A zoning ordinance should be derived from, and be consistent with, the policy recommendations adopted in the comprehensive plan. The desired land uses should drive the development of specific zoning ordinance provisions including district descriptions, permitted uses, conditional uses, and the zoning map. See the Village Zoning Ordinance for more information.

Subdivision (Land Division) Ordinance

The Village of Marathon City also has its own subdivision ordinance. The purpose of this ordinance is to regulate and control the division of land within the limits of the Village in order to promote the public health, safety, prosperity, aesthetics, and general welfare of the community; to lessen congestion in the streets and highways; and to further the orderly layout and appropriate use of land. See the Village Subdivision Ordinance for more information.

Capital Improvement Plan (CIP)

This is an ongoing financial planning program that allows local communities to plan ahead for capital expenditures and minimize unplanned expenses. A capital improvement plan consists of a list of proposed projects according to a schedule of priorities over a four-to-six year period. It identifies needed public improvements, estimates their costs, and identifies financing methods and sources. Public improvements or expenditures typically considered include public buildings, park and trail development, roads and highways, and utility infrastructure.

Other Tools

Additional tools and approaches can be utilized by the Village to achieve the goals of the plan. These include but are not limited to the following: fee simple land acquisition, easements (purchased or volunteered), deed restrictions, land dedication, and ordinance and programs regulating activities such as impact fees, building permits, erosion control, etc.

Comprehensive Plan Adjustments

Plan Amendments

Periodic amendments can be made to this Plan. Amendments are generally defined as minor changes, such as slight changes to the text or maps. Frequent changes to accommodate specific development proposals should be avoided.

Criteria to consider when reviewing plan changes are as follows:

- The change is consistent with the overall goals and objectives of the Marathon City Comprehensive Plan.
- The change does not create an adverse impact on public facilities and services that cannot be mitigated.
- Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.
- The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
- The change does not have a significant adverse impact on the natural environment including trees, slopes and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.
- There is a change in Village actions or neighborhood characteristics that would justify a change.
- The change corrects an error made in the original plan.
- There is a community or regional need identified in the comprehensive plan for the proposed land use or service.
- The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation, commemoration, or dedication.

Plan Review and Updates

Periodic updating of the plan is necessary for continued refinement to insure that the plan reflects the desires of the Village's citizens. An essential characteristic of any planning process is that it be ongoing and flexible. The Village should re-examine the plan at least every five years and determine if a more complete review is required to bring it into line with changed conditions or altered priorities within the Village.

State law requires that a Comprehensive Plan be updated every ten years.

Comprehensive Plan Goals

Below is a review of the plan goals identified in each chapter of the Comprehensive Plan. These serve as an overall policy guide for the Village of Marathon City.

Natural and Cultural Resources Goal: The Village of Marathon City manages natural and cultural resources in a balanced way for current and future generations' health, enjoyment, and benefit.

Housing Goal: The Village of Marathon City has decent, safe, affordable housing options that meet the needs of all community members.

Transportation Goal: The Village of Marathon City maintains local transportation infrastructure to the highest standards to allow safe and efficient movement of people, goods, and services.

Utilities and Community Facilities Goal: The Village of Marathon City provides adequate utility infrastructure and community facilities to meet existing and future market demand for residential, commercial, and industrial uses.

Economic Development Goal: The Village of Marathon City has a diverse economy that is a place of opportunity where people and businesses can grow and be successful.

Land Use Goal: The Village of Marathon City makes sound land use decisions to balance the diverse needs of the community and to wisely maximize the land's potential.

Intergovernmental Cooperation Goal: The Village of Marathon City is a cooperative and collaborative partner with other units of government and organizations to most effectively and efficiently provide services to residents.

Implementation Recommendations and Projects

Implementation of this plan depends on the willingness of local officials to use it as a guide when making decisions that affect growth and development in the City. This section outlines some overall recommendations to implement the goals, objectives, and policies that are contained in the previous chapters of this plan, as well as some of the major initiatives identified throughout the process.

These overall recommendations are:

1. The Village Board should adopt the plan and use it as a guide for decision making.
2. The Plan Commission should become knowledgeable of the plan and use it to justify recommendations to the Village Board on development issues.
3. The Village should encourage citizen awareness of the Comprehensive Plan. It is also important that area

developers are aware of the plan.

4. Village staff should incorporate the goals, objectives and actions of the plan into annual work plans and budgets.
5. The Village should review its Zoning Ordinance to ensure consistency between the two documents and incorporate any needed changes.
6. The Villages should periodically review the Comprehensive Plan and update the document in ten years.

In addition, there are a variety of specific efforts or initiatives identified within the previous plan chapters to begin to make strides toward reaching the goals and objectives of the Plan. These are intended to provide direction to local leaders and staff, as well as citizens of the Village of Marathon City for the implementation of the Comprehensive Plan. It is recommended that these projects be ranked or prioritized. These efforts and tasks should be assigned to departments, commissions, and authorities for implementation.

- *Housing Study* – A thorough study of housing types, conditions, and affordability within the Village and in surrounding communities could provide useful data and validation to the Village’s need for more available housing options.
- *Multimodal Transportation Plan* – The development of a multimodal transportation plan for the Village can address many transportation related issues and concerns that have arisen through the comprehensive planning process in sufficient detail. Some items that could be addressed include the need for a frontage road along STH 29, additional signals on STH 107, bicycle and pedestrian improvements, limitations of parking availability at many employment destinations, and off road trails connecting to other communities.
- *Downtown Redevelopment* – Much work has already begun according to the recommendations of the Downtown Redevelopment Plan at the 400 Block. However continuation of this work will be needed, including extension of the redevelopment efforts both north and south of the 400 Block.

- *Community Recreation Plan* – A specific plan is required to address the growing recreation desires of the Village. Such a plan could address the need for additional athletic fields and their placement, locations and features of off-road trails, options for repurposing environmental hazard areas into recreation environments, and how to incorporate community recreation spaces into future developments and annexations.
- *Environmental Remediation Plan* – The Village has several large land areas that are or have been contaminated by their uses. A detailed plan could address how to go about the process of environmental remediation when such lands were no longer in use and propose potential new uses.

Measuring Plan Progress

To measure progress towards meeting these goals, objectives, actions, and projects, a variety of actions need to take place. In some cases, the task to measure plan progress is as simple as determining if any action was taken or not. Objectives could be categorized by the time it may take to accomplish them, generally short-term, or 1 to 5 years, mid-term, or 6 to 10 years, and long-term or 10 years or more. In other cases, some of the actions and projects identified in the plan are continuous or on-going; these should also be monitored to measure the plan’s overall success. The development of a strategic plan could provide guidance to the Village on when specific actions are to be initiated. Based on such a plan, measures of progress in achieving implementation of the comprehensive plan can be examined.

It is recommended that a periodic “Plan Status” report be prepared to summarize the progress toward implementation. This report might be jointly developed by various village departments, as related to their involvement in the implementation of the goals, objectives, actions, and projects developed within this plan. Ultimately, the success of the planning process will be measured by the future quality of life and prosperity experienced by both residents and visitors to Marathon City.

Appendix A

Adoption Ordinance

**VILLAGE OF MARATHON CITY
MARATHON COUNTY, WISCONSIN
AN ORDINANCE AMENDING THE CODE OF THE VILLAGE OF MARATHON CITY
TITLE 13 ZONING,
ARTICLE I INTRODUCTORY PROVISIONS,
CREATING SECTION 13.1.8 ENTITLED
“ADOPTION OF COMPREHENSIVE PLAN”**

The Board of Trustees of the Village of Marathon City, Marathon County, Wisconsin, do ordain as follows:

Section 1: TITLE 13 ZONING, ARTICLE I INTRODUCTORY PROVISIONS, SECTION 13.1.8 ENTITLED “ADOPTION OF COMPREHENSIVE PLAN” of the Code of the Village of Marathon City is hereby created to provide as follows:

Sec. 131.8 – Adoption of Comprehensive Plan.

1. The title of the comprehensive plan shall be “Village of Marathon City Comprehensive Plan 2017.”
2. The Board of Trustees of the Village of Marathon City, by this ordinance, adopted on proper notice with a quorum and vote by a majority of the Board of Trustees members-elect, provides the authority for the Village of Marathon City to amend its comprehensive plan under § 66.1001(4), Wis. Stats., and provides the authority for the Board of Trustees to order its publication.
3. The Board of Trustees of the Village of Marathon City has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by § 66.1001(4)(a), Wis. Stats.
4. The Village of Marathon City, has held at least one public hearing on this ordinance, with notice in compliance with the requirements of § 66.1001(4)(d), Wis. Stats.
5. The Plan Commission of the Village of Marathon City, by a majority vote of the entire commission, recorded in its official minutes, has adopted a resolution recommending to the Board of Trustees the adoption of the Village of Marathon City Comprehensive Plan, which contains all of the elements specified in § 66.1001(2), Wis. Stats.
6. The Board of Trustee of the Village of Marathon City, by the enactment of this ordinance, formally adopts the document entitled “Village of Marathon City Comprehensive Plan 2017” as the amended comprehensive plan for the Village and incorporates it into this Code as if fully set forth herein pursuant to § 66.1001(4)(c), Wis. Stats.

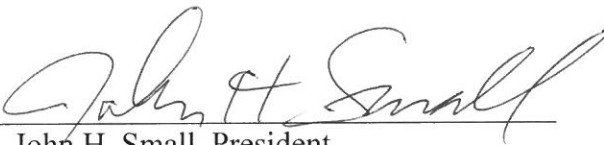
Section 2: If any provision of this Ordinance is invalid or unconstitutional or if the application of this Ordinance to any person or circumstances is found invalid or unconstitutional by a Court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the provision or application of this Ordinance which can be given effect without the invalid or unconstitutional provisions or applications.

Section 3: All Ordinances and parts of ordinances in conflict herewith are hereby repealed.

Section 4: This Ordinance shall be in full force and effect from and after its date of passage and notice to the public as required by law.

Adopted this 5rd day of May, 2017.

VILLAGE OF MARATHON CITY

By: 
John H. Small, President

ATTEST:

By: 
Andrew R. Kirtz, Administrator-Clerk-Treasurer

Adopted: 5/3/17
Noticed: 5/11/17

**Village of Marathon City
Comprehensive Plan
2017**