



311 Walnut Street  
P.O. Box 487  
Marathon City, WI 54448  
Tel: 715-443-2221  
www.marathoncitywi.gov

# PLAN COMMISSION/PUBLIC HEARINGS

## OFFICIAL NOTICE & AGENDA

Wednesday, May 20, 2026

4:00 pm – Marathon Municipal Center

### 1. PUBLIC HEARING #1

- a. The Conditional Use Permit Application submitted by Alex & Dana Blume, dba. The Blume Barn

### 2. PUBLIC HEARING #2

- a. The Conditional Use Permit Application submitted by Stittleburg Restorative Health Care

### 3. PUBLIC HEARING #3

- a. Changes in Zoning Classification Request from Agriculture – (A) to Rural Residential (R-4) Submitted by Steven & Caleb Seubert for Parcels 151-2806-082-0972 & 151-2806-082-0971

### 4. CALL TO ORDER

ROLL CALL: K. HANDRICK, M. AHRENS, M. TELFORD, C. STIEBER, S. CHEREK, L. OLBRANTZ, L. WIESMAN

### 5. PLEDGE OF ALLEGIANCE

### 6. RECOGNITION OF VISITORS

- a. Virtual Meeting Guidelines  
This meeting will be recorded and available upon request
- b. Public Participation at Government Meetings

### 7. APPROVAL OF MAY 6, 2026 PLAN COMMISSION MEETING MINUTES

### 8. NEW BUSINESS

- a. Review and Possible Action of Conditional Use Permit Application Submitted by Alex & Dana Blume, dba. The Blume Barn
- b. Review and Possible Action of Conditional Use Permit for Stittleburg Restorative Health Care
- c. Review and Possible Action on Rezoning of Parcels 151-2806-082-0971 and 151-2806-082-0972, owned by Steven and Caleb Seubert, from Agricultural (A) to Rural Residential (R-4)

### 9. REVIEW OF DRAFT COMPREHENSIVE PLAN CHAPTERS

- a. Chapter 4 – Transportation
- b. Chapter 5 – Utilities & Community Facilities
- c. Chapter 6 – Economic Development
- d. Chapter 7 – Land Use

### 10. SET NEXT MEETING DATE AND TIME

### 11. ADJOURNMENT



#### PUBLIC VIRTUAL ACCESS

Join Teams Meeting: <https://www.microsoft.com/en-us/microsoft-teams/join-a-meeting>

Meeting ID: 264 535 373 494 377

Passcode: 77xi35Q8

*Kurt Handrick, Jr.*

Village President

*Cassie Lang*

Village Clerk / Deputy Treasurer



# PLAN COMMISSION MINUTES Wednesday, May 6, 2026

## 1. CALL TO ORDER at 5:30 pm

ROLL CALL: K. HANDRICK-Present, M. AHRENS-Present, M. TELFORD-Present, C. STIEBER-Present, S. CHEREK-Present, L. OLBRANTZ-Present, L. WIESMAN-Present

## 2. PLEDGE OF ALLEGIANCE

## 3. RECOGNITION OF VISITORS

### a. Virtual Meeting Guidelines

This meeting will be recorded and available upon request

### b. Public Participation at Government Meetings

## 4. APPROVAL OF APRIL 28, 2026 PLAN COMMISSION MEETING MINUTES

### MOTION – Approve Minutes from April 28, 2025 Plan Commission Meeting

Motion made by Telford second by Ahrens. Motion passed by voice vote.

## 5. NEW BUSINESS

### a. Review and Possible Action on Annexation of 6.238 Acres of Parcel 054-2806-181-0989 Owned by Alex & Dana Blume to be Zoned as C-1 General Commercial

Cherek informed the Commission he received an annexation request for a parcel on the southern edge of the Village limits. The annex would include roughly 5 acres of land currently zoned Agricultural in the Town of Marathon. Agricultural zoning, according to Village code, would require more acreage than the petition states. Cherek proposed to update the parcel with a zone of C-1, General Commercial, upon approval of the annexation by the Village Board. Under the C-1 zoning code, the Plan Commission would further need to approve a Conditional Use Permit in order for the Blumes to run their currently established event venue.

### **MOTION – Approve Parcel 054-2806-181-0989 in Annexation Petition to be Zoned C-1 General Commercial**

Motion made by Stieber second by Olbrantz. Motion passed by voice vote.

## 6. FUTURE SCHEDULED MEETINGS

### a. Plan Commission Meeting – Wednesday, May 20, 2026 – 4:00 pm

## 7. ADJOURNMENT at 5:46 pm

Motion to adjourn made by Telford second by Stieber. Motion passed by voice vote.

*Cassie Lang*  
Village Clerk / Deputy Treasurer



**Marathon City Plan Commission**  
 311 Walnut Street PO Box 487  
 Marathon City, WI 54448  
 (715) 443-2221

Application Accepted:	
Accepted by:	
Scheduled Hearing Date:	
Approval Date:	

### CONDITIONAL USER PERMIT APPLICATION

Property Owner Name: Alex and Dana Blume Phone Number: 715-680-6603  
 Mailing Address: 225427 County Road B  
 Email Address: alex.blume3@gamil.com

Agent Name: Phone Number:  
 Mailing Address:  
 Email Address:

#### SITE INFORMATION

Site Address: 225427 County Road B  
 Zoning District: C-1 Code Section:  
 Overlay District (Check Applicable):  Shoreland  Floodplain  Wellhead Protection  
 Parcel ID (s): 054-2806-181-0989 (new PIN to be created by Marathon County) after annexation is approved.

#### General Application Requirements

Applications will not be accepted until the application has met with Village Staff to review the application and determine if all necessary information has been provided. Applications are due by noon of the Tuesday three weeks prior to the Plan Commission meeting. All information from the check list below must be included.

- Complete Attached Information Sheet  Site Plan Drawn to Scale  Provide \$100.00 Application Fee (non-refundable), payable to the Village of Marathon City

I certify by my signature that all information presented herein is true and correct to the best of my knowledge. I give permission for the staff of Marathon City to enter my property for the purpose of collecting information to be used as part of the public hearing process. I further agree to withdraw this application if substantive false or incorrect information has been included.

Owner / Agent Signature: *Alex Blume* Date: 5/6/2026

#### NOTICE: PERMIT FEES DOUBLE WHEN WORK BEGINS PRIOR TO ISSUANCE AND OF PERMITS & APPROVALS

At the public hearing, the applicant may appear in person or through an agent or an attorney of his / her choice. The applicant / agent / attorney may present testimony, evidence and arguments in support of the application. All site plans, pictures, etc. become the property of the Village, and will remain in the file.

#### **STANDARDS FOR CONDITIONAL USE PERMITS**

The Plan Commission has the authority to grant conditional use permit only when the standards are met. The conditional use permit standards are located in Section 13.4.8.6 of the Marathon City Municipal Code. Those standards are as follows:

- a. That the establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare,
- b. That the conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values within the neighborhood,
- c. That the establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district,
- d. That adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided,
- e. That adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets, and
- f. That the conditional use shall, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified by the village board pursuant to the recommendations of the plan commission.

**SUPPLIMENTAL INFORMATION FOR A CONDITIONAL USE PERMIT**

In order to process your application as quickly as possible, please fill in all the sections below that are applicable to your request, and attach all appropriate maps or plans described below that are relevant to your request.

**WRITTEN DESCRIPTION OF THE PROPOSED USE:**

General description of the use (home occupation, non-metallic mining, or any other listed conditional use in zoning district)

We submitted Petition for Annexation for our business the Blume Barn, a Private Club/Reception Hall. With the attached Annexation Petition, we will be joining the Village under C-1 – General Commercial Zoning and applying for a Liquor License. Under this zoning, a Private Club and Reception Hall is allowed with a Conditional Use Permit. That’s why we filled out this permit application today.

**IF THE PROPOSED USE INVOLVES A BUSINESS ACTIVITY, DESCRIBE BUSINESS**

Description of type of business activity: Blume Barn – used for private wedding and events

Equipment used in the business activity:

Days and hours of operation: during scheduled event times

Number of employees: depends on the event, all part time employees

Nuisance abatement measures that will be implemented:

Noise abatement:

Vibration abatement:

Dust control measures:

Measures to control fumes or odors:

Visual screening measures (landscaping, fences, walls, etc):

**DESCRIPTION OF ANY OTHER FEATURES OR CHARACTERISTICS THAT MAY BE SUBJECT TO ZONING REGULATION:**

Any proposed excavation or fill, the amount of material that will be mined in a non-metallic mining operations, the amount of material that will be stockpiled, etc.

Other features or characteristics (sign, fences, outdoor display areas, etc)

**SCALED SITE PLAN**

- |  |   |
|--|---|
| <input type="checkbox"/> Show parcel and building dimensions of all existing and proposed structures | <input type="checkbox"/> Landscape and screening plan   |
| <input type="checkbox"/> Show all signs, fences and other features that may be regulated by zoning   | <input type="checkbox"/> Show all well and septic systems   |
| <input type="checkbox"/> Show site access, driveway, and nearest road                                | <input type="checkbox"/> Parking areas with spaces  |
| <input type="checkbox"/> Stormwater plans including the erosion control                              | <input type="checkbox"/> Show all navigable water ways, wetlands, floodplains, slopes in excess of 20%, and any other unique limiting condition of the property |

The layout of the use within the structure; if the use only occupies part of the structure, the floor plan should illustrate only the layout of the part of the structure occupied by the use and any access to the use through hall, doorways, etc.

The location of any equipment that will be used:

**FOR ALL BUILDINGS AND ACCESSORY BUILDINGS**

- Show floor plan, including attics
- Show scaled building elevations
- Show color scheme



**Marathon City Plan Commission**  
 311 Walnut Street PO Box 487  
 Marathon City, WI 54448  
 (715) 443-2221

Application Accepted:	
Accepted by:	
Scheduled Hearing Date:	
Approval Date:	

### CONDITIONAL USE PERMIT APPLICATION

Property Owner Name: Stittleburg Restorative Health Care, LLC	Phone Number: To be determined
Mailing Address: To be determined by USPS as part of construction	
Email Address: tarynlynne22@gmail.com	

Agent Name: Taryn Stittleburg	Phone Number: 715-391-9671
Mailing Address: 234800 Deer Creek Ln	
Email Address: tarynlynne22@gmail.com	

SITE INFORMATION	
Site Address: 400 & 406 Main Street	
Zoning District: C-2	Code Section:
Overlay District (Check Applicable): <input type="checkbox"/> Shoreland <input type="checkbox"/> Floodplain <input type="checkbox"/> Wellhead Protection	
Parcel ID (s): 151-2806-063-1117	

General Application Requirements		
Applications will not be accepted until the application has met with Village Staff to review the application and determine if all necessary information has been provided. Applications are due by noon of the Tuesday three weeks prior to the Plan Commission meeting. All information from the check list below must be included.		
<input type="checkbox"/> Complete Attached Information Sheet	<input type="checkbox"/> Site Plan Drawn to Scale	<input type="checkbox"/> Provide \$100.00 Application Fee (non-refundable), payable to the Village of Marathon City

I certify by my signature that all information presented herein is true and correct to the best of my knowledge. I give permission for the staff of Marathon City to enter my property for the purpose of collecting information to be used as part of the public hearing process. I further agree to withdraw this application if substantive false or incorrect information has been included.

 Recoverable Signature

**X** Taryn Stittleburg

Taryn Stittleburg  
owner

Owner / Agent Signature: \_\_\_\_\_

Signed by: 9f91bd06-8d53-4b5b-8949-fbde6284d49e

Date: 4-30-26

**NOTICE: PERMIT FEES DOUBLE WHEN WORK BEGINS PRIOR TO ISSUANCE AND OF PERMITS & APPROVALS**

At the public hearing, the applicant may appear in person or through an agent or an attorney of his / her choice. The applicant / agent/ attorney may present testimony, evidence and arguments in support of the application. All site plans, pictures, etc. become the property of the Village, and will remain in the file.

**STANDARDS FOR CONDITIONAL USE PERMITS**

The Plan Commission has the authority to grant conditional use permit only when the standards are met. The conditional use permit standards are located in Section 13.4.8.6 of the Marathon City Municipal Code. Those standards are as follows:

- a. That the establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare,
- b. That the conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values within the neighborhood,
- c. That the establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district,
- d. That adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided,
- e. That adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets, and
- f. That the conditional use shall, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified by the village board pursuant to the recommendations of the plan commission.

**SUPPLEMENTAL INFORMATION FOR A CONDITIONAL USE PERMIT**

In order to process your application as quickly as possible, please fill in all the sections below that are applicable to your request, and attach all appropriate maps or plans described below that are relevant to your request.

**WRITTEN DESCRIPTION OF THE PROPOSED USE:**

General description of the use (home occupation, non-metallic mining, or any other listed conditional use in zoning district)

Stittleburg Restorative Health Care, LLC entered into a development agreement with the Village of Marathon City, signed March 4, 2026. With this agreement, we will be constructing a 7,951 +/- SF building, with a +/- 4502 SF Health Clinic and a +/- 2368 SF Farm to Table Market. The Health Clinic is a permitted use under the Village C-2 zoning when the Farm to Table Market is permitted but requires a Conditional Use Permit. I have attached with this permit application my original April 3, 2025 Schematic Design Bid plans along with an April 2026 Advanced Engineering Concept site plan alternate showing two different proposed building site locations on the Property. Regardless of the final location of the building, what is not changing is the Whole Roots & Co. a Farm to Table Market that will be located in the building. This is why this conditional use permit application is being submitted today.

**IF THE PROPOSED USE INVOLVES A BUSINESS ACTIVITY, DESCRIBE BUSINESS**

Description of type of business activity: Whole Roots & Co. is a Farm to Table Market. This business is would fall

- Providing access to healthy, locally sourced food through the farm-to-table grocery and grab-and-go offerings.
- Creating a flexible community rental space for wellness programs, educational events, and private functions.
- Supporting local agriculture and producers by prioritizing locally grown and made food items.

Equipment used in the business activity: Food storage, preparation , consumption and resale.

furniture, fixtures and equipment necessary for events space for culinary classes or community events.

Table, chairs, trash and recycling containers for customers.

Days and hours of operation: 7 days a week Monday - Sunday 7:00 am until 12:30 am depending on the event

Number of employees: 4-12

Nuisance abatement measures that will be implemented: The farm to table is operating inside the building.

Noise abatement: Located inside the building

Vibration abatement: Not Applicable

Dust control measures: Not Applicable

Measures to control fumes or odors: Hood Ventilation system

Visual screening measures (landscaping, fences, walls, etc): Located inside the building

**DESCRIPTION OF ANY OTHER FEATURES OR CHARACTERISTICS THAT MAY BE SUBJECT TO ZONING REGULATION:**

Any proposed excavation or fill, the amount of material that will be mined in a non-metallic mining operations, the amount of material that will be stockpiled, etc.

None

Other features or characteristics (sign, fences, outdoor display areas, etc)

The development will have signage on the building and a exterior patio area in the future that will be used for outdoor dining and community activities.

**SCALED SITE PLAN**

Show parcel and building dimensions of all existing and proposed structures

Landscape and screening plan

Show all signs, fences and other features that may be regulated by zoning

Show all well and septic systems

Show site access, driveway, and nearest road

Parking areas with spaces

Stormwater plans including the erosion control

Show all navigable water ways, wetlands, floodplains, slopes in excess of 20%, and any other unique limiting condition of the property

The layout of the use within the structure; if the use only occupies part of the structure, the floor plan should illustrate only the layout of the part of the structure occupied by the use and any access to the use through hall, doorways, etc.

The location of any equipment that will be used:

**FOR ALL BUILDINGS AND ACCESSORY BUILDINGS**

Show floor plan, including attics

Show scaled building elevations

Show color scheme

5/2/2026

To: Village of Marathon Planning Commission,

It is my intention to divide 2 of my lots into 2 different lots. Currently they are divided by an East/West line. I wish to change that division into a roughly north/south line and have 2 properties that are 2.710 acres (Lot 3) and 5.852 acres (Lot 2). Please see the attached preliminary survey map. It is my intention to sell Lot 2 to Scott and Bethan Marcott. It has come to my attention that in order to do this and satisfy the Village of Marathon I must change the zoning from Agricultural to Rural Residential.

I formally request that the planning commission change the zoning as such at the earliest possible opportunity.

Thank you for your prompt attention in the matter. If you have any questions, feel free to contact me, or Scott Marcott

Kind Regards,

Steve Seubert

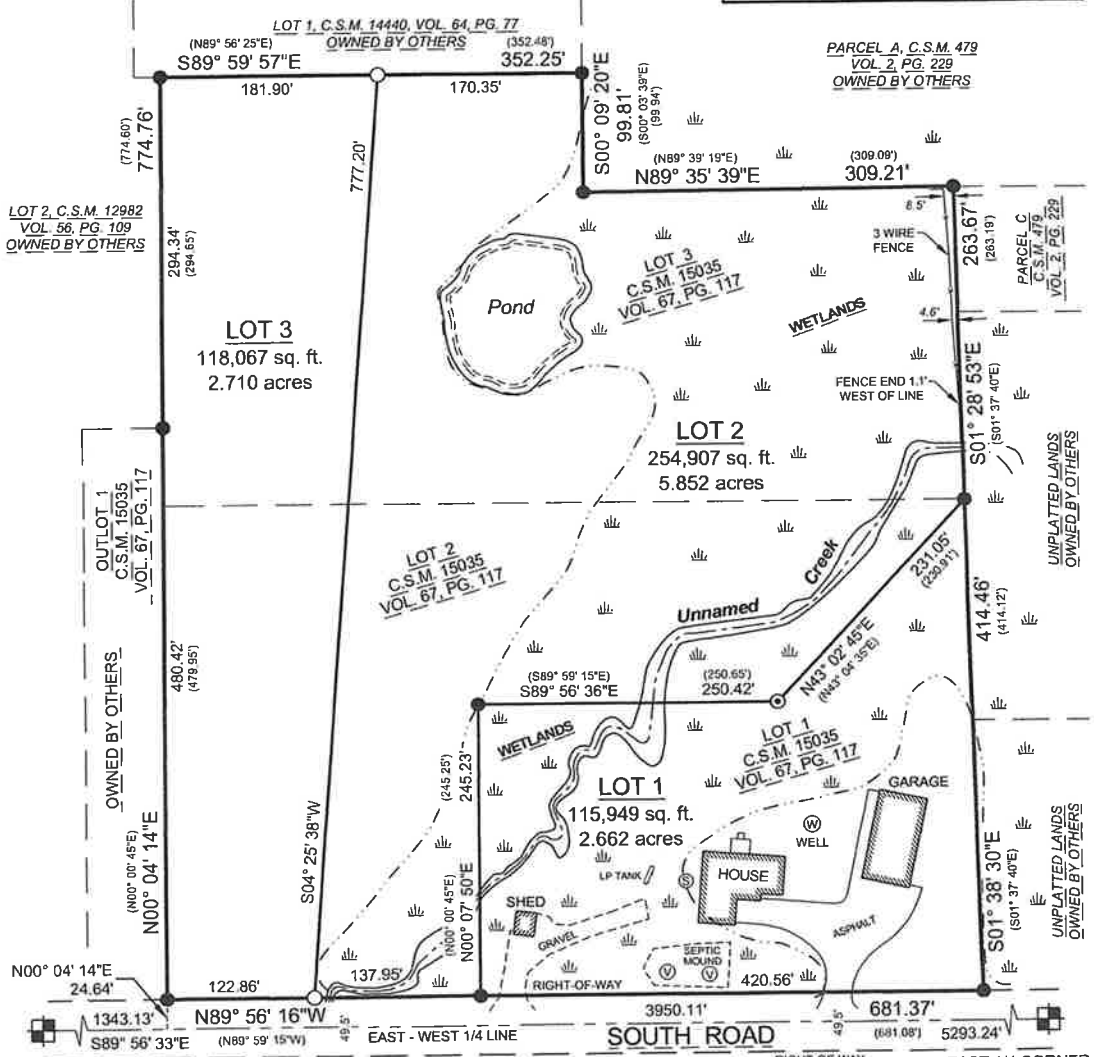
Steve Seubert 715-551-1586

Scott Marcott 715-551-9721

# PRELIMINARY

## MARATHON COUNTY CERTIFIED SURVEY MAP

Of Lots 1, 2, and 3 of Certified Survey Map Number 15035 as filed in the Marathon County Register of Deeds Office in Volume 67 on Page 117, and recorded as Document Number 1496331, located in part of the Southeast 1/4 of the Northwest 1/4 of Section 8, Township 28 North, Range 6 East, Village of Marathon City, Marathon County, Wisconsin

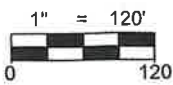


WEST 1/4 CORNER  
SEC. 8, T28N, R6E,  
FOUND MAG NAIL

EAST 1/4 CORNER  
SEC. 8, T28N, R6E,  
FOUND S/M



SEE NOTES ON  
SHEET 2 OF 2



BEARINGS ARE BASED ON THE WISCONSIN COUNTY COORDINATE SYSTEM, MARATHON COUNTY NAD 83 (2011) AND REFERENCED TO THE EAST - WEST 1/4 LINE OF SECTION 8, TOWNSHIP 28 NORTH, RANGE 6 EAST, MEASURED TO BEAR SOUTH 89°56'33\"/>

LEGEND	
○	- SET 1-1/4" O.D. x 24" IRON PIPE WEIGHING 1.68 LBS/LIN. FT.
⊙	- FOUND 3/4" REBAR
●	- FOUND 1-1/4" O.D. IRON PIPE
( )	- RECORDED BEARING/LENGTH
Ⓢ	- EXISTING SEPTIC COVERS
Ⓥ	- EXISTING SEPTIC VENT

SHEET 1 OF 2

<b>RIVERSIDE LAND SURVEYING LLC</b> 5310 WILLOW STREET, WESTON, WI 54476 PII 715-241-7500 - FAX 715-355-6894 email - mail@riversidelandsurveying.com	DRAWN BY C.L.F.	FIELD WORK APRIL 9, 2026
	CHECKED BY S.M.H.	PROJECT NO. 4857
	PREPARED FOR: SCOTT MARCOTT	

**PRELIMINARY**

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**MARATHON CO. CERTIFIED SURVEY MAP**

Of Lots 1, 2, and 3 of Certified Survey Map Number 15035 as filed in the Marathon County Register of Deeds Office in Volume 67 on Page 117, and recorded as Document Number 1496331, located in part of the Southeast 1/4 of the Northwest 1/4 of Section 8, Township 28 North, Range 6 East, Village of Marathon City, Marathon County, Wisconsin

I, Christopher L. Fieri, Professional Land Surveyor S-2954, hereby certify to the best of my knowledge and belief: That I have surveyed, mapped and divided Lots 1, 2, and 3 of Certified Survey Map Number 15035 as filed in the Marathon County Register of Deeds Office in Volume 67 on Page 117, and recorded as Document Number 1496331, located in part of the Southeast 1/4 of the Northwest 1/4 of Section 8, Township 28 North, Range 6 East, Village of Marathon City, Marathon County, Wisconsin, described as follows:

Commencing at the West 1/4 corner of said Section 8; Thence South 89°56'33" East along the East - West 1/4 line of said Section 8, 1343.13 feet; Thence North 00°04'14" East, 24.64 feet to the North right-of-way line of South Road, the West line of said Certified Survey Map Number 15035, and the point of beginning; Thence continuing North 00°04'14" East along said West line, 774.76 feet to the North line of said Certified Survey Map Number 15035; Thence South 89°59'57" East along said North line, 352.25 feet to the North line of said Certified Survey Map Number 15035; Thence South 00°09'20" East along said North line, 99.81 feet to the North line of said Certified Survey Map Number 15035; Thence North 89°35'39" East along said North line, 309.21 feet to the East line of said Certified Survey Map Number 15035; Thence South 01°28'53" East along said East line, 263.67 feet; Thence South 01°38'30" East along said East line, 414.46 feet to said North right-of-way line of South Road; Thence North 89°56'16" West along said North right-of-way line, 681.37 feet to the point of beginning.

That the above described parcel of land contains 488,923 square feet or 11.224 acres, more or less;

That said parcel is subject to all easements, restrictions and right-of-ways of record;

That I have made this survey, division and map thereof at the direction of Scott Marcott, Owner Lot 1 and Buyer of Lot 2;

That I have fully complied with the provisions of Section 236.34 of the Wisconsin Statutes, Chapter A-E7 of the Wisconsin Administrative Code and the subdivision regulations of the Village of Marathon City in Surveying, Mapping and Dividing the same.

That said map is a correct and accurate representation of the exterior boundaries of said parcel and the division thereof.

Dated this \_\_\_\_\_ day of \_\_\_\_\_

\_\_\_\_\_  
Riverside Land Surveying LLC  
Christopher L. Fieri  
P.L.S. No. 2954

**NOTE:**  
THE WETLANDS LOCATION AS SHOWN HEREON WERE SCALED FROM THE WDNR WETLAND INVENTORY MAPS AND ARE APPROXIMATE. A WETLANDS DELINEATION WOULD NEED TO BE PERFORMED TO DETERMINE THE EXACT LOCATION.

A DEED WOULD NEED TO BE CREATED AND RECORDED TO TRANSFER TITLE RIGHTS TO LOT 2 AS SHOWN HEREON.

**Village of Marathon City Approval Certificate:**  
Reviewed and Approved under the Village of Marathon City Land Division Ordinance.

Date \_\_\_\_\_

By \_\_\_\_\_  
Village of Marathon City - Administrator

SHEET 2 OF 2

 <b>RIVERSIDE LAND SURVEYING LLC</b> 5310 WILLOW STREET, WESTON, WI 54476 email - mail@riversidelandsurveying.com	<b>DRAWN BY</b> C.L.F.	<b>FIELD WORK</b> APRIL 9, 2026
	<b>CHECKED BY</b> S.M.H.	<b>PROJECT NO.</b> 4857
	<b>PREPARED FOR:</b> SCOTT MARCOTT	

# 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

### Regional Comprehensive Plan, 2025

The 2025 Regional Comprehensive Plan (RCP), 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 RCP identifies the following issues facing transportation within the Region:

- A need for bicycle and pedestrian improvements
- Dispersed population in rural areas
- Weight limits on roads
- Rail and roadway conflicts
- Funding transportation maintenance and improvements
- An aging population's ability to continue depending on driving
- Transporting students as school enrollment declines and school facilities consolidate

### Marathon Safe Routes to School, 2025

The Marathon Safe Routes To School (SRTS) Plan coordinates the opportunity to make walking and bicycling to school safer for children in grades K-8, and to increase the number of children who choose to walk and bike. On a broader level, SRTS programs can enhance children's health and wellbeing, ease traffic congestion near schools, and improve community members' overall quality of life.

### Locally Developed, Coordinated Public Transit – Human Services Transportation Plan, 2024

Marathon County developed this five-year plan that was facilitated by the North Central Wisconsin Regional Planning Commission. The plan analyzes service gaps and needs in public transit and human services transportation and proposes strategies to address the gaps and needs.

### Connections 2050

Connections 2050 is the Wisconsin Department of Transportation's (WisDOT) long-range transportation plan for the state. Adopted recently, the plan addresses all forms of transportation over a 20-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian, and transit. WisDOT is currently updating several of the modal plans.

### Regional Bicycle and Pedestrian Plan

This 2018 plan is a region-wide effort to improve bicycling and walking across the communities. The plan assesses existing conditions related to bicycling and walking, identifying other potential trail and route user groups, identifying routes and describing policies and programs to assist local governments in improving bicycling and walking to promote connectivity between communities and destinations throughout north central Wisconsin.

### State Trails Network Plan

This 2001 document [revised in 2003] clarifies the Wisconsin Department of Natural Resources (WDNR) role and strategy in the provision of all types of trails. The plan identifies a series of potential trail corridors

that would link existing trails, public lands, natural features, and communities. This statewide network of interconnected trails would be owned and maintained by municipalities, private entities, and partnerships of the two. Preserving transportation corridors, such as old rail lines, is specifically discussed as a very important strategy in the creation of recreational and alternative transportation corridors.

### Bipartisan Infrastructure Law (Infrastructure Investment and Jobs Act)

This current federal transportation program authorizes up to \$108 billion to support federal public transportation programs, including \$91 billion in guaranteed funding. It also reauthorizes surface transportation programs for FY 2022-2026 and provides advance appropriations for certain programs. Major goals include improving safety, modernizing aging transit infrastructure and fleets, investing in cleaner transportation, and improving equity in communities with limited transportation access. These funds will be distributed via formulas and grants to the states. Local units will be able to access the funds through various grant programs.

## Road Network

Major roadways within the Village of Marathon City include State Highways 29 and 107, and County Highways B and NN. The road network within the Village of Marathon City is a network of local roads, state highways, and county highways. The jurisdictional and functional breakdown of the Village of Marathon City road network is shown in **Table 16**.

### Functional Classification

A functionally classified road system is one in which streets and highways are grouped into classes according to the character of the services 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 trip length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with populations greater than 5,000 or connect major centers of activity. They carry the highest traffic volumes and are designed to accommodate longer trips.
- **Minor Arterials**, like principal arterials, minor arterials also serve cities, large communities, and other major traffic generators, providing intra-community continuity and service for 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 into 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 higher order systems. Local streets offer the lowest level of mobility and high volume through-traffic movement on these streets is usually discouraged.

<b>Table 16: Road Mileage by Jurisdictional and Functional Class</b>				
<b>Jurisdiction</b>	<b>Functional Classification</b>			<b>Totals</b>
	<b>Arterial</b>	<b>Collector</b>	<b>Local</b>	
State*	1.72	2.44	0.00	4.16
County	0.00	0.67	0.00	0.67
Local	0.00	1.29	17.72	19.01
<b>Totals</b>	<b>1.72</b>	<b>4.40</b>	<b>17.72</b>	<b>23.84</b>

Source: WisDOT & NCMRPC

\*: WisDOT has jurisdiction over interstate and federal highways

## 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 described 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.

As previously noted, these functional classifications are generally equated with the jurisdictional divisions. In the more developed larger urban communities, this relationship may not be as rigid, whereas the local community constructs and maintains all classes of the roadway system. However, in the typical rural transportation system the jurisdictional and the functional classifications maintain a closer relationship. The greatest emphasis of traffic in rural areas is generally on non-local efficient movement, whereas local access is secondary due to relatively low population densities.

## 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.

### State Highway 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.

### State Highway 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.

### County Highway NN/4<sup>th</sup> Street

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.

### County Highway B

This road is a major collector that runs southeast diagonally between Marathon City and Mosinee.

## Local Roads

The Village of Marathon City local road network consists of approximately 24 miles of local roads, most of which are under Village jurisdiction. As part of the Wisconsin Information System for Local Roads (WISLR), WisDOT requires all local units of government to submit road condition rating data every 2 years. The Pavement Surface Evaluation and Rating (PASER) program and WISLR are tools that local governments can use to manage pavements for improved decision making in budgeting and maintenance. Municipalities can use this information to develop better road budgets and monitor roads in need of repair.

## Road Maintenance

The Village of Marathon City uses the Pavement Surface Evaluation Rating (PASER) system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison. The PASER system is the rating system used by most Wisconsin communities. The PASER system 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

**Table 17** shows a summary of pavement conditions in the Village of Marathon City. 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 minimal preventative maintenance to promote safe travel conditions. Based on the latest PASER ratings, about 29 percent of the local roads in the Village of Marathon City need improvement. Over 92 percent of roadways within the Village have asphalt or sealcoat surfaces, while the remaining 8 percent of roadways in the Village are gravel or unimproved roads.

<b>Table 17: Summary of Pavement Conditions, 2025</b>		
	Miles	Percent of Total Mileage
Very Poor	1.30	6.8%
Poor	1.64	8.6%
Fair	2.54	13.4%
Good	3.73	19.6%
Very Good	2.91	15.4%
Excellent	6.87	36.2%
Total	18.99	100.0%

Source: WisDOT 2025

### **Trucking**

Within the Village of Marathon City, State Highway 29 is designated as a Long Truck Route, while State Highway 107 is designated as a 65' Restricted Truck Route by WisDOT. Local truck routes often branch out from these major corridors to link local industry with the main truck routes as well as for the distribution of commodities within the local area. Local issues such as safety, weight restrictions, and noise impacts play significant roles in the designation of local truck routes.

### **Rail**

There is no rail access to the Village. Shipments needing rail service would have to be trucked to nearby cities with rail access such as Marshfield or Wausau.

### **Airport**

Central Wisconsin Airport (CWA) is a joint venture of Marathon and Portage Counties and is governed by the Central Wisconsin Joint Airport Board. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The Central Wisconsin Airport is located east of Mosinee and is easily accessible via I-39. In 2011, the airport underwent a terminal renovation and expansion project which increased operational space, expanded the security checkpoint, increased parking, and relocated rental cars to a separate facility. The airport is currently served by three airlines, Delta, American and United Airlines.

### **Bus/Transit**

There is no public transit service available in the Village. 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.

North Central Health Care provides paratransit services for persons over 60 or persons with disabilities who live within Marathon County. The service includes semi-fixed routes that are scheduled, and demand service available with 48-hour notice. Information and services are available by calling 715-841-5101.

## Bicycling and Walking

Sidewalks within the Village are mainly located in the Village's downtown area. Sidewalks within the Village are shown in the **Transportation Map**. The 2018 North Central Wisconsin Regional Bicycle and Pedestrian Plan identifies County Highways B and NN as recommended bike routes within the Village.

## Specialty

The Aging and Disability Resource Center serves Marathon County residents with a variety of resources including those related to transportation. More details about transportation services for ambulatory and non-ambulatory residents can be found on their website. Some examples include Abby Vans, which provides weekend transportation services county-wide and Wheels to Work which assists Marathon County families/individuals to overcome transportation obstacles between home and work.

## Transportation Issues

- **Intersection Safety** – The Highway 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 WisDOT continues to close access points to Highway 29, local transportation patterns will shift and drive more vehicles to the interchange. Closure of at grade access points to Highway 29 have also resulted in higher traffic volumes through the Village.
- **Frontage Road** – WisDOT had previously planned for a frontage road east of Highway 107 and north of Highway 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, as indicated by the 2025 PASER ratings.
- **Bicycle and Pedestrian Trails** – Increased demand for safe paths for bicyclists and pedestrians requires the development of new off-road trails to promote the movement of people through the Village and physical fitness.

## Transportation Programs

Below is a listing of programs that may be of assistance to the Village with regard to the development of the local transportation system. The Wisconsin Department of Transportation is the primary provider of programs to assist local transportation systems. A wide variety of programs are available to serve the gamut of jurisdictions from county down to the smallest town. The programs most likely to be utilized by communities such as Marathon City include:

- Transportation Alternatives Program (TAP)
- Local Roads Improvement Program (LRIP)
- General Transportation Aids
- Surface Transportation Program – Local (STP-L)
- Surface Transportation Program – Rural (STP-R)
- Surface Transportation Program – Urban (STP-U)
- Highway Safety Improvement Program (HSIP)
- Connecting Highway Aids
- Disaster Damage Aids
- Transportation Economic Assistance Program (TEA)
- Local Bridge Improvement Assistance
- Local Small Structure Improvement Program (LSSIP)
- Signals and ITS Standalone Program (SISP)

More information on these programs can be obtained by contacting the WisDOT region office in Rhinelander or at <https://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/default.aspx>.

## Goals, Objectives & Policies

**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.
  - e. Implement road and infrastructure safety improvements recommended in the 2025 Marathon Safe Routes to School Plan.
  - f. Pursue grant funding for the maintenance, improvement, and expansion of the Village's transportation network.



# Chapter Five

## Utilities and Community Facilities

Utilities and community facilities, provided by either public or private entities, are critical for community development. Utilities include things such as electrical service, natural gas, telephone, cable and internet. 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 economy and livability of a community.

### Previous Plans and Studies

#### Marathon County All Hazards 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 is necessary to assess their relative importance. The report reviews a series of weather 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 identified hazards. Counties and incorporated municipalities are required to adopt such plans with updates every five years.

### Utilities

#### Water and Sewer

The Village of Marathon City operates water and sewer utilities as business enterprises, 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 water and sewer utilities are governed by the Marathon City Utility Commission, consisting of the village president and four other commissioners who are appointed by the village board.

The source of the Village's water is three wells on the north side of the Rib River. Raw water from these wells is pumped to the Village's water treatment plant at Third and Hemlock Streets. Certain mineral elements are filtered out and the water is treated for biological contaminants. The treated water is then 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 from these customers is transported 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 to the Rib River with an average daily flow of just under 250,000 gallons.

## **Solid Waste and Recycling**

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

## **Stormwater Management**

Surface water management (also referred to as "storm water management") is one of the key components in efforts to improve water quality. It primarily involves controlling the volume, quality, and storage of runoff. Marathon County is especially concerned about non-point sources of pollution, including failing septic systems, urban runoff, and issues often identified with rural areas such as soil erosion, animal waste and pesticides. Non-point pollution is best addressed at the watershed level.

# **Energy and Telecommunications**

## **Electric and Natural Gas**

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.

## **Solar Energy Potential**

The Village of Marathon City recognizes the potential impacts to our community of large-scale Solar Energy projects (100 MW or greater). Since the landscape of the Village and surrounding area offers prime conditions for solar energy development, the Village recognizes the need to encourage the siting of potential solar projects to specific areas that best fit the needs and desires of both the citizens and the agricultural community while minimizing negative impacts on existing land use trends and public interests.

## Wind Energy Potential

The Village of Marathon City recognizes that there are potential impacts to our community stemming from large-scale wind energy projects. Although wind energy can be a very cost-effective source of electricity, wind energy developments do pose potential issues for the Village, mainly regarding visibility, noise, negative impacts on property values, and harmful impacts on wildlife.

Since the landscape of our Village and surrounding area offers prime conditions for wind energy development, the Village should consider adopting an ordinance focused on the regulation of wind turbines that complies with the local government regulatory limitations set by 2009 Wisconsin Act 40 - [ch. PSC 128, Wis. Adm. Code](#) and State Statute [§.66.0401](#). Under current state law, a local ordinance may require a study, money compensation, and annual reports, among other requirements.

## Cable/Internet

Internet service continues to expand as an economic development necessity, and access to internet service is continuing to improve throughout Marathon City and the rest of Marathon County. According to data from the Public Service Commission of Wisconsin, there are 713 broadband serviceable locations located within the Village of Marathon City. All 713 of these locations are considered to be served by broadband, meaning that they have access to broadband meeting current standards (100 mbps download & 20 mbps upload speeds). Fiber and cable internet service providers in the area include Spectrum and Frontier. Satellite providers serving the area include Starlink, Bug Tussel Wireless, Country Wireless, US Cellular, T-Mobile, AT&T, AirNet ISP, Hughes Net, and ViaSat.

The **Public Service Commission of Wisconsin (PSC)** maintains maps showing the current provision of broadband and also maintains a broadband almanac which shows data on availability, affordability, and current broadband adoption rates. Maps and the broadband almanac can be accessed at PSC's Wisconsin Broadband Office website: <https://psc.wi.gov/Pages/ServiceType/Broadband/BroadbandMaps.aspx>.

## 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 4k-8 grade parochial school located within the Village.

## Post-Secondary Education

- **Northcentral Technical College (NTC)** – located in Wausau, NTC has over 190 program offerings including two-year associates degrees that combine technical skills with general education. NTC also offers one- and two-year technical diplomas concentrated on hands-on learning and short-term certificates to improve job skills. NTC also has a transfer credit program with the UW school system.
- **Mid-State Technical College** – located in Marshfield, is one of 16 regional colleges in the Wisconsin Technical College system, with campuses in Adams, Marshfield, Stevens Point, and Wisconsin Rapids. They offer associate degrees, technical diplomas, and certificates in a wide variety of high demand fields.
- **University of Wisconsin – Stevens Point (UWSP)** – located in the City of Stevens Point, UWSP was founded in 1894. When combined with its satellite campuses in Wausau and Marshfield, total enrollment is over 8,000. The campus offers 80 baccalaureate degrees, 17 graduate programs, and 90 minors, and is known for its robust fine arts and natural resources programs.
- **University of Wisconsin – Stevens Point at Wausau** – offers courses leading to a baccalaureate degree. They also offer graduate degrees including Master of Business Administration (MBA), Physician Assistant (in partnership with UW Madison), and Master’s Degree in Clinical Mental Health Counseling (in partnership with Northern Vermont University).
- **University of Wisconsin Stevens Point at Marshfield** – located in Marshfield, students can work toward a variety of bachelor’s degree options including business administration, nursing, and social work.

## 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.

## Cemeteries

There are four known cemeteries located within the Village. St. Mary’s Catholic Cemetery is located at 1042 Wisconsin Hwy 107, while Potters Field Cemetery and St. Matthew’s Lutheran Cemetery are located just to the south of St. Mary’s. Saint Anthony’s Friary Cemetery is located at 300 E 4<sup>th</sup> Street.

## Public Safety

- **Law Enforcement** – The Village of Marathon City is served by the Marathon City Police Department. In 2026, the department was staffed by a police chief and two full-time officers.
- **Fire and 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. 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 Office Communications Division provides E-911 Dispatch for all Police, Fire, and Emergency Medical Services (EMS) agencies in Marathon County.

## Hospitals and Medical Services

There are three main hospitals in proximity to the Village of Marathon City. Aspirus Wausau Hospital located at 425 Pine Ridge Boulevard in Wausau, serves as the major hospital in Marathon County, and is a multi-specialty regional health center. Marshfield Clinic Hospital in Weston is a regional hospital with a wide range of advanced care services. Marshfield Medical Center is located at 611 Saint Joseph Avenue in Marshfield and offers a full array of services, specialty services and a complete rehabilitation unit. Residents also report visiting the Aspirus Stevens Point Hospital located in Stevens Point.

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.

## **Childcare**

The Wisconsin Child Care Resource and Referral (CCR&R) Network is a membership organization made up of community-based CCR&R agencies serving the State of Wisconsin. Marathon County is within Region 6, which is served by Childcaring, Inc., located in Wisconsin Rapids.

CCR&R agencies assist parents in selecting quality childcare, help to increase the supply of childcare in areas that may be lacking sufficient care, offer information and technical support to potential childcare providers, and give technical assistance and support to existing childcare programs. Each agency manages a database of existing childcare providers and programs, collects data about childcare rates, provider and teacher salaries, the number of parents and children using their services, the type of care requested and the children's ages. There are two licensed childcare facilities located within the Village – Little Lions Childcare located at 300 County Road NN and Tina's Daycare located at 1002 Walnut Street.

## **Recreation**

### **Local Parks**

The Village of Marathon City operates several outdoor recreational areas and has a local parks plan. The four Village parks are Veterans Park, Water Tower Park, County Materials Sports Complex, and Lions Park. Local parks, especially Veterans Park, are often used for local events such as Marathon Fun Days and local sports leagues. County Materials Sports Complex is a new community park within the Village and held its grand opening in May of 2026. The Sports Complex features three high school softball and youth baseball fields, a new concession stand, two outdoor basketball courts, two pickleball courts, and a modern all-ages playground.

In addition to the Village operated parks, a few other 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

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 4,755 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 the closest state park to the Village. The park's main feature is Rib Mountain, which at 1,924 feet above sea level is one of the highest elevations in the State of Wisconsin. The park surrounds the mountain and contains picnicking amenities, hiking trails, and reservable facilities that include a scenic amphitheater, indoor gathering space, and picnic shelters. The top of the park offers spectacular views of the Wausau area and Wisconsin River. Granite Peak Ski Area is on the north face of the mountain and offers downhill skiing and snowboarding.

## Utilities and Community Facilities 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. [new Sports Complex addresses this issue]
- **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.
- **Solar Energy Farms** – There are concerns about harmful impacts of commercial solar development on prime farmland and the agricultural landscape.
- **Wind Energy** – There are concerns about harmful impacts such as noise, health, aesthetics, negative, loss of productive farmland, and negative impacts on property values associated with wind energy developments.

DRAFT

# Goals, Objectives & Policies

**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.

# 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.

### Previous Plans and Studies

#### Comprehensive Economic Development Strategy (CEDS), 2026

Marathon County is one of ten counties included in the North Central Wisconsin Economic Development District as designated by the U.S. Department of Commerce, Economic Development Administration (EDA). The NCWRPC is the agency responsible for maintaining that designation. As part of the designation, the NCWRPC annually prepares a CEDS. This report summarizes and assesses economic development activities over the past year and presents new and modified strategies to promote growth.

#### North Central Wisconsin Regional Recovery Plan, 2022

The purpose of this plan is to guide economic stabilization, recovery, and resiliency efforts within the North Central Wisconsin Region in the face of the current pandemic as well as future events that cause economic shocks. The goal of this plan is to develop a set of strategies that will help the Region's local economies recover from and become more resilient to economic shocks by identifying best practice strategies that help spur economic stabilization and recovery in the wake of economic shocks and that will help build local economic resilience. Helping local recovery and resiliency efforts will help the regional economy as a whole recover and grow back even stronger than before the disaster struck. A dashboard that monitors the status of economic metrics for broadband, childcare, housing, transportation, workforce and talent attraction, tourism, hospitality, economic indicators, and social indicators is found on NCWRPC's website.

### Regional Comprehensive Plan (RCP), 2025

The RCP's economic development chapter examines the Region's economy and compares it to statewide and national trends, followed by a series of economic development recommendations and local, Regional, State, and federal programs. The following issues facing economic development within the Region were identified:

- An aging workforce, retirements, and the need for a skilled and flexible workforce
- Unpredictable weather impact on agriculture, outdoor recreation, tourism, and financial resiliency
- The need for broadband expansion
- Childcare availability and affordability
- Unknown future of the forest products industry
- Limited access to active rail lines
- Artificial Intelligence (AI), automation, and their unknown future impact on the economy
- The increase in flexible, hybrid, and remote work and its impact on commercial real estate, local businesses, community facilities, and job recruitment strategies
- Inflation's impact on businesses, County and municipal budgets, household finances, and growing wealth gaps between households of different income levels

### ALICE: A Study of Financial Hardship in Wisconsin, 2025

This report, developed by the United Way, described the 32 percent of households in Marathon County that are living in poverty or are experiencing financial hardship, making them "ALICE" households (Asset Limited, Income Constrained, Employed). These households are largely employed but do not earn enough in wages to meet the "household survival budget," which does not allow for any savings. The report states that many ALICE households provide vital services, such as retail, health care, childcare, and security, but cannot make ends meet on the income provided from these jobs.

### Marathon County Comprehensive Plan, 2026

The Marathon County Comprehensive Plan sets an economic development goal of having a diverse economy, and a place of opportunities where people and businesses can grow and be successful. Key economic development objectives include:

- Encourage development and redevelopment of key employment centers in areas that possess strong market potential, provide good transportation access for workers, and promote the efficient movement of goods.
- Contribute to a collaborative regional approach to economic development.
- Support an innovative atmosphere to foster an entrepreneurially supportive environment.
- Support the adoption and growth of technology-enabled businesses and workforce skills to strengthen Marathon County's economic competitiveness, productivity, and ability to attract and retain employers and talent.
- Maintain infrastructure to support economic growth
- Support the Central Wisconsin Airport.

# Economic Environment

## Economic Sectors

**Table 18** details employment by sector for the Village of Marathon City and Marathon County. In 2024, there were a total of 745 Village residents employed, an 11 percent decrease from the Village's total employment in 2010. In 2024, the leading industry sectors for Village employed residents were the Manufacturing, and Education, Health & Social Services sectors.

Overall, there were 72,092 persons employed in the basic economic industry sectors in Marathon County in 2023. Employment within Marathon County has increased by three percent since 2010 when there were 69,980 persons employed. The leading industry sectors within Marathon County in 2023 were the Education, Health and Social Services; Manufacturing; and Retail Trade sectors.

Between 2000 and 2024, there were several dramatic shifts in employment throughout industries within the Village. Five sectors – the Construction, Transportation, Information, Arts, and Public Administration sectors – experienced significant increases in employment between 2010 and 2024. Each of the remaining nine sectors experienced a decrease in employment within the Village during this time.

## Labor Force Analysis

Labor force is defined as the number of persons, sixteen and over, employed or looking to be employed. **Table 19** compares the labor force of the Village of Marathon City with that of Marathon County. Between 2010 and 2024, the Village of Marathon City experienced a 13.6 percent decrease in the labor force, as the Village's labor force decreased from 866 residents in 2010 to 748 residents in 2024. The Village experienced a faster decrease in labor force than Marathon County during the same time period. With a labor force consisting of 74,302 persons in 2024, Marathon County's labor force has decreased by 0.9 percent since 2010, when the County's labor force consisted of 74,962 persons.

## 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 2010, the Village had 2.0 percent unemployment, and by 2024 the Village's unemployment rate had dropped to 0.3 percent

## Labor Force 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. Since 2010, labor force participation rate has decreased within the Village down to 66.5 percent, similar to the County's participation rate of 66.9 percent.

**Table 18: Employment by Industry Sector**

Sector	Village of Marathon City			Marathon County		
	2010	2024	% Change	2010	2024	% Change
Ag., Forestry, Fishing, Hunting & Mining	25	16	-36.0%	2,231	1,978	-11.3%
Construction	35	57	62.9%	3,891	4,383	12.6%
Manufacturing	257	217	-15.6%	16,870	14,930	-11.5%
Wholesale Trade	38	23	-39.5%	2,369	2,240	-5.4%
Retail Trade	82	43	-47.6%	7,697	7,105	-7.7%
Transportation, Warehousing & Utilities	27	33	22.2%	3,116	3,331	6.9%
Information	3	24	700.0%	1,026	605	-41.0%
Finance, Insurance, Real Estate & Leasing	59	49	-16.9%	5,471	5,721	4.6%
Professional, Scientific, Management, Administrative & Waste Mgmt Services	51	32	-37.3%	3,865	4,755	23.0%
Education, Health and Social Services	167	149	-10.8%	14,895	17,385	16.7%
Arts, Entertainment, Recreation, Accommodation and Food Services	51	56	9.8%	4,702	4,779	1.6%
Public Administration	10	26	160.0%	1,393	1,858	33.4%
Other Services	33	20	-39.4%	2,454	3,074	25.3%
<b>Total</b>	<b>838</b>	<b>745</b>	<b>-11.1%</b>	<b>69,980</b>	<b>72,144</b>	<b>3.1%</b>

Source: American Community Survey (2020-2024)

**Table 19: Village of Marathon City Labor Force**

	Village of Marathon City			Marathon County		
	2010	2024	Percent Change	2010	2024	Percent Change
Population 16 years and over	1,184	1,125	-5.0%	103,816	111,067	7.0%
Labor Force	866	748	-13.6%	74,962	74,302	-0.9%
Employed	842	745	-11.5%	69,980	72,173	3.1%
Unemployed	24	3	-87.5%	4,856	2,129	-56.2%
Unemployment Rate	2.0%	0.3%	-85.0%	4.7%	1.9%	-59.6%
Participation Rate	73.1%	66.5%	-9.0%	72.2%	66.9%	-7.3%

Source: U.S. Census and American Community Survey (2020-2024)

## Major Employers

Major employers within the Village include Marathon Cheese, Menzner Lumber and Supply, County Materials, the Marathon City School District, and Maratech International.

## Laborshed

A laborshed is an area or region from which an employment center draws its commuting workers. In 2023, there were 2,270 jobs located within the Village of Marathon City, significantly higher than the amount of Village residents employed (745). With more jobs located within the Village than workers, local employers have to draw from outside the Village borders to fill their jobs. According to Longitudinal Employer-Household Dynamics data, 2,163 of the 2,270 jobs located within the Village are filled by workers who live outside of the Village, while 107 jobs within the Village are filled by Village residents.

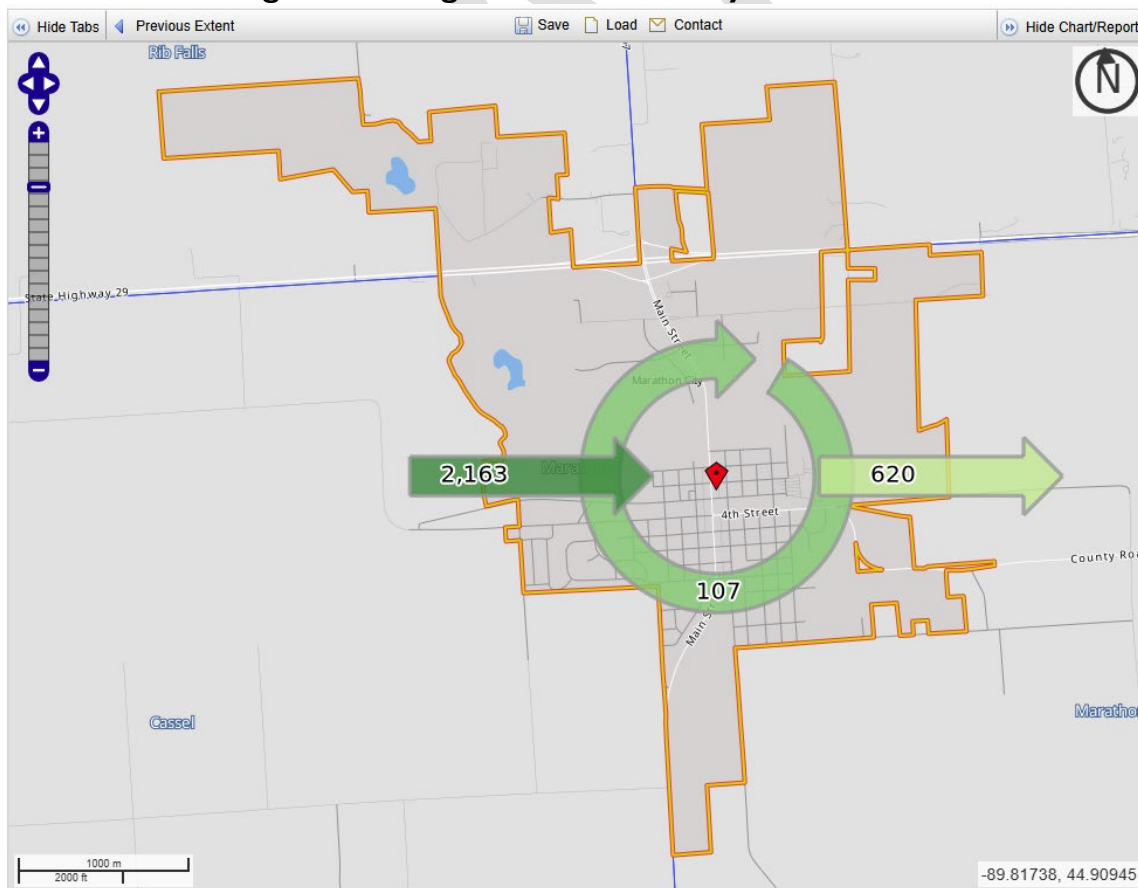
## In-Migration

The majority of workers that commute into the Village for work live in close proximity to the Village, with many of these workers living within the Wausau metro area, the Village of Edgar, or the City of Merrill.

## Out-Migration

The most substantial group of outbound commuters (those who live in the Village but work outside of the Village) travel to the City of Wausau for work. Other common work locations for Village residents include the City of Marshfield, Villages of Edgar and Stratford, and the Wausau metro area.

**Figure 8: Village of Marathon City Laborshed**



Source: U.S. Census On the Map

## Occupations

As shown in **Table 20**, most residents in the Village of Marathon City were employed in Management, Professional & Related occupations. The second sector most represented was the Production, Transportation & Mineral Moving occupation group, followed by Sales & Office occupations. From 2010 to 2024, the most significant increase in employment was seen in Management, Professional & Related occupations.

Occupation	Village of Marathon City		Marathon County	
	2010	2024	2010	2024
Management, Professional & Related	217	268	21,212	27,203
Service	98	106	9,919	10,803
Sales & Office	218	132	17,063	14,118
Natural Resources, Construction, and Maintenance	84	41	6,970	6,421
Production, Transportation & Mineral Moving	221	198	14,816	13,599
<b>Total</b>	<b>838</b>	<b>745</b>	<b>69,980</b>	<b>72,144</b>

Source: U.S. Census and American Community Survey (2020-2024)

## Brownfield Sites

There are currently two sites listed as open (indicating they are in need of remediation) on the BRRTS database and 21 sites listed as closed (indicating they have been remediated to DNR standards) within the Village of Marathon City. An additional six contaminated sites within the Village required no action. The current open sites located within the Village are located at 409 Pine St and 800 4<sup>th</sup> St.

Two sites with significant redevelopment potential within the Village include the former **Weisenberger Tie & Lumber Company property** located in the northern portion of the Village and the Heartland Co-op mill property located between Walnut and Pine Street.

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.

## **Tax Increment District**

Established tax increment districts (TID) use a tool called tax increment financing to subsidize redevelopment, infrastructure, and other community-improvement projects. 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 currently has two Tax Incremental Districts – TID 1 and TID 2. 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 the downtown area. The purpose of the districts 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.

## **Economic Development Programs**

There are a number of economic development programs available to businesses and local governments in Marathon County. A partial list of those programs is listed below:

### **Local:**

#### **Tax Increment Financing**

In 2004, the WI State Legislature enacted changes to the state’s Tax Increment Financing statutes. One significant change involved allowing townships to establish tax increment districts for specified economic development projects. Tax Increment Financing has been employed by numerous communities throughout the state to promote redevelopment in blighted areas and finance new industrial development.

### **County:**

#### **MCDEVCO**

MCDEVCO acts as an economic development coordinator for all of Marathon County. The purpose of the Corporation is to promote the social and economic welfare of the residents of Marathon County. The primary focus is to lessen the burdens of government by reducing the need for public assistance; and to alleviate unemployment, relieve poverty, and eliminate blighted areas that had surfaced within the County. The organization’s fundamental objectives are to bring about civic betterments and social improvements designed to promote the common good and general welfare of Marathon County.

## MCDEVCO Revolving Loan Funds

MCDEVCO's Revolving Loan Funds provide gap financing that can be used to finance acquisition of existing businesses, land, building, and equipment; working capital; or construction/expansion projects. Gap financing builds strong communities for Marathon County. Economic development through gap financing attracts new businesses and allows small businesses to grow.

## Regional:

### North Central Wisconsin Regional Planning Commission

The Village is a member of the North Central Wisconsin Regional Planning Commission, as are all local governments in Marathon County based on county membership. Membership brings with it a variety of planning benefits and service. Benefits include participation in the Economic Development District, including eligibility for a variety of grants administered by the U.S. Department of Commerce Economic Development Administration. In addition, resulting in membership with the NCWRPC, the County is a member of the Central Wisconsin Fund which manages a revolving loan fund designed to address a gap in private capital markets for long-term, fixed-rate, low down payment, low interest financing.

### Central Wisconsin Development Fund

The Central Wisconsin Development Fund (CWED) manages a revolving loan fund designed to address a gap in private capital markets for long-term, fixed rate, low down payment, low-interest financing. It is targeted at the timber and wood products industry, tourism, and other manufacturing and service industries.

## State:

### Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) is the state's primary department for the delivery of integrated services to businesses. Their purpose is to 1) foster retention of and creation of new jobs and investment opportunities in Wisconsin; 2) foster and promote economic business, export, and community development; and 3) promote the public health, safety, and welfare through effective and efficient regulations, education, and enforcement. WEDC manages a variety of programs intended to assist businesses and communities. These include:

- Brownfield Program
- Capacity Building Grants (CB)
- Certified Sites
- Historic Preservation Tax Credit
- Business Opportunity Loan Fund
- Workforce Training Grants
- Idle Industrial Sites Redevelopment Program
- The Industrial Revenue Bond (IRB) Program
- Community Development Investment (CDI) Grant Program
- Fast Forward Program

### Rural Economic Development Program

This program administered by the Wisconsin Economic Development Corporation (WEDC) provides grants and low interest loans for small business (less than 25 employees) start-ups or expansions in rural areas. Funds may be used for "soft costs" only, such as planning, engineering, and marketing assistance.

### Wisconsin Small Cities Program

The Wisconsin Department of Administration provides federal Community Development Block Grant (CDBG) funds to eligible municipalities for approved housing and/or public facility improvements and for economic development projects. Economic Development grants provide loans to businesses for such things as: acquisition of real estate, buildings, or equipment; construction, expansion or remodeling; and working capital for inventory and direct labor.

### University of Wisconsin Extension Office

The Center for Community Economic Development, University of Wisconsin Extension, creates, applies and transfers multidisciplinary knowledge to help people understand community change and identify opportunities.

### The Wisconsin Innovation Service Center (WISC)

This non-profit organization is located at the University of Wisconsin at Whitewater and specializes in new product and invention assessments and market expansion opportunities for innovative manufacturers, technology businesses, and independent inventors.

### Wisconsin Small Business Development Center (SBDC)

The UW SBDC is partially funded by the Small Business Administration and provides a variety of programs and training seminars to assist in the creation of small business in Wisconsin.

### Transportation Economic Assistance (TEA)

This program, administered by the Wisconsin Department of Transportation, provides immediate assistance and funding for the cost of transportation improvements necessary for major economic development projects.

## Federal:

### Economic Development Administration (EDA)

EDA offers a guaranteed loan program as well as a public works grant program. These are administered through local units of government for the benefit of the local economy and, indirectly, private enterprise.

### US Department of Agriculture – Rural Development (USDA – RD)

The USDA Rural Development program is committed to helping improve the economy and quality of life in all of rural America. Financial programs include support for such essential public facilities and services as water and sewer systems, housing, health clinics, emergency service facilities, and electric and telephone service. USDA-RD promotes economic development by supporting loans to businesses through banks and community-managed lending pools. The program also offers technical assistance and information to help agricultural and other cooperatives get started and improve the effectiveness of their member services.

### Small Business Administration (SBA)

SBA provides business and industrial loan programs that will make or guarantee up to 90% of the principal and interest on loans to companies, individuals, or government entities for financing in rural areas. Wisconsin Business Development Finance Corporation acts as an agent for the U.S. Small Business Administration (SBA) programs that provide financing for fixed asset loans and for working capital.

## Economic Development 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.

# Goals, Objectives & Policies

**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 health 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. [\[NCWRPC Entrepreneurship Portal\]](#)

# 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.

### Previous Plans and Studies

#### [Village of Marathon City Comprehensive Plan, 2017](#)

The Village of Marathon City Comprehensive Plan is a policy plan that describes existing and future land uses, and regulatory tools for land use. The overall goal of the Comprehensive Plan is to provide consistency between official mapping, zoning and subdivision ordinances, local plans, and other implementation tools.

#### [Marathon County Comprehensive Plan, 2026](#)

The Marathon County Comprehensive Plan chapter on land use analyzes pattern of development, existing land use, and future land use. The plan's land use goal is as follows: *Marathon County makes sound land use decisions which balance the needs of agriculture, recreation, economic development, and growth to wisely maximize the land's potential.* Objectives to achieve this goal include:

- Promote the preservation of agricultural land.
- Promote practices that preserve soil health and land productivity.
- Encourage revitalization of former residential properties in rural areas.
- Provide tools for managing and coordinating growth.

#### [Regional Comprehensive Plan, 2025](#)

The RCP's Land Use chapter looks in detail at the land uses through the ten-county region and identifies the following issues and trends related to land use:

- **Dispersed Land Use Patterns.** As the Region continues to age, a dispersed population will impact the ability of residents to access services. There are also concerns about continuing to fund infrastructure as a result.

- **Contamination and Blight.** Older neighborhoods in the Region may have sites contaminated by former industry and structures that have fallen into disrepair. There is an opportunity to rehabilitate these properties to save infrastructure costs compared to new construction.
- **Environmental Features.** Development pressures can fragment woodlands and other wildlife habitat, increase runoff into waterways, impact aesthetics, and contribute to erosion if not designed properly.
- **Land Use Demand.** Work-from-home may increase the number of people living in certain areas, and decrease demand for commercial space, influencing land use patterns and infrastructure needs.
- **Renewable Energy.** While renewable energy provides environmental and economic opportunities, large scale solar and wind power is approved at the State level, with few tools for municipal and county government to manage its location, screening, and other impacts.
- **Comprehensive Plans.** While many communities and counties have adopted comprehensive plans, they are frequently not being updated as required by Wis. Stats. 66.1001. See Map 7 for Comprehensive Plan status.

## Existing 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.

Knowledge of the existing land use patterns within a community is necessary to develop a desired “future” land use pattern. The **Existing Land Use Map** was developed using air photos from a countywide flight in 2025. Eleven basic categories were used to classify the various existing land uses. The categories include Agriculture, Commercial, Governmental, Industrial, Open Lands, Outdoor Recreation, Residential, Transportation, Utility, Water, and Woodlands.

Land use classifications are groups of land uses that are compatible, and that separate conflicting uses. The classifications are not zoning districts and do not have the authority of zoning but are intended for use as a guide when making land use and zoning decisions.

### Existing Land Use Classifications

The **Existing Land Use Map** outlines the existing land use pattern throughout the Village. The intent of an existing land use map is to illustrate the location of existing land use categories within the Village for planning purposes. Land use classifications are grouped by the use most central to each parcel. For example, lands classified as residential may also have a barn or home-based business on site.

Existing land use classifications and acreage totals are presented in **Table 21**. Industrial uses account for the largest share of the Village’s land area at about 18 percent. The next largest land use category is Agriculture at about 17.5 percent, followed by Woodlands and Residential. Uses such as Commercial, Governmental, Industrial, Open Lands, Outdoor Recreation, Transportation, and Utilities occupy the rest of the Village.

<b>Table 21: Existing Land Use, 2025</b>		
<b>Land Use</b>	<b>Acres</b>	<b>Percent of Total</b>
Agriculture	366	17.5%
Commercial	71	3.4%
Governmental	102	4.9%
Industrial	372	17.9%
Open Lands	57	2.7%
Outdoor Recreation	62	3.0%
Residential	319	15.3%
Transportation	226	10.9%
Utility	3	0.1%
Water	159	7.6%
Woodlands	348	16.7%
<b>Total</b>	<b>2,085</b>	<b>100.0%</b>

Source: NCVRPC

## Land Values

**Table 22** displays the assessed land values in the Village of Marathon City. It is important to note that tax exempt lands are not included in values for Table 22. Overall, land value per acre in the Village is valued at about \$172,851 per acre based on assessed land values from tax information submitted to the Department of Revenue. Residential properties have the highest value per acre, followed by those properties designated as Manufacturing and Commercial.

<b>Table 22: Assessed Land Value (per acre), 2025</b>		
<b>Land Classification</b>	<b>Total Value of Land and Improvements</b>	<b>Average Value per Acre</b>
Residential	\$144,033,500	\$809,177
Commercial	\$37,474,200	\$123,677
Manufacturing	\$73,565,400	\$275,526
Agriculture	\$95,800	\$297
Undeveloped	\$195,600	\$776
Forest	\$405,700	\$3,559
Agricultural Forest	\$74,600	\$1,913
Other	\$838,700	\$93,189
<b>Total</b>	<b>\$256,683,500</b>	<b>\$172,851</b>

*Source: WI Department of Revenue*

## 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 2020 and 2050 derived from NCWRPC 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 2025 land use/cover map divided by the number of households according to the 2024 American Community Survey. For the purposes of this analysis, it was assumed that the density would remain constant between 2020 and 2050. Future acres needed for residential development were then estimated by multiplying the projected number of households in 2050 by the average density.

According to these projections, approximately XXX acres of land will be needed to accommodate new residential development through 2050 according to the DOA projections. It is important to note that the Future Land Use map accounts for XXX new acres of residential land. [section subject to change based on new Truth in Planning Law requirements]

## Managed Forest Law & Public Lands

The Managed Forest Law (MFL) was established in Wisconsin to encourage better forest management and provide tax relief to the woodland owners. Currently, there are no lands within the Village enrolled in the MFL program. According to the most recent statement of assessment submitted to the DOR there are over 226 acres of public lands within the Village.

## Future Land Use Map

The Village of Marathon City **Future Land Use Map** 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 be 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 Future Land Use Map is not a zoning map. The Future Land Use Map is general in nature and was developed as a general guide for future development in the Village. Although general, the future land use plan map indicated appropriate future land uses, and as a result shows where rezoning may occur. In many areas the existing zoning districts already reflect the desired future land uses; while in other areas, zoning map or text changes may be required to meet some of the desired future land uses.

The identification of desired future land use types through the map does not imply that an area is immediately appropriate for rezoning. Given service demands and a desire for controlled growth, careful consideration to the timing of zoning decisions is essential. In some places, it may be desirable to rezone land to reflect the planned land use designations as soon as possible. In other cases, it may be appropriate to wait to rezone the area until an actual development proposal is brought forward.

Future land use planning assists local governments with balancing individual property rights and community goals, minimizing conflict between different land uses, and maximizing use of public expenditures. It is essential that future land use planning is ongoing and flexible. Periodic plan updates ensure that the plan continues to reflect future community preferences.

Village Plan Commission members participated in a mapping exercise with NCWRPC staff to identify the desired future land uses by using eleven common Land Use Map Classifications, as described below. Village Plan Commission members used their broad knowledge of the Village to draw shapes on a map representing the different land uses. The goal was to produce a generalized land use plan map (future land use) to guide the Village's growth.

The map includes eleven land use categories to guide where new residential and non-residential development should be encouraged to locate or where development should be discouraged. Descriptions of each land use category are provided below.

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## Future Land Use Map Classifications

### **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 lot sizes and primarily single-family houses. [might need to add specific densities due to Truth in Planning Law requirements]

### **Multi-Family**

Areas recommended for multi-family residential developments, including townhouses, multi-family apartments, and condominiums. [might need to add specific densities due to Truth in Planning Law requirements]

### **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.

# Land Use Programs and Tools

The principal land use program in Wisconsin is the comprehensive planning program, while the primary land use tools are zoning, subdivision ordinance, and official mapping.

## Comprehensive Planning Programming

Wisconsin's comprehensive planning law was established in state statutes in 1999. The comprehensive plan is intended to be a local government's guide to community physical, social, and economic development. Comprehensive plans are not meant to serve as land use regulations in themselves; instead, they provide a rational basis for local land use decisions with a twenty-year vision for future planning and community decisions.

The Wisconsin Comprehensive Planning Law does not mandate how a local community should grow, but it requires public participation at the local level in deciding a vision for the community's future. The uniqueness of individual comprehensive plans reflects community-specific and locally driven planning processes.

While a local government may choose to include additional elements, a comprehensive plan must include at least all of the nine elements below as defined by the Comprehensive Planning Law (s. 66.1001).

- Issues and Opportunities (Demographics)
- Agricultural, Natural and Cultural Resources
- Housing
- Utilities and Community Facilities
- Transportation
- Economic Development
- Land Use
- Intergovernmental Cooperation
- Implementation

## 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.

Basically, zoning is a set of regulations used to minimize land use conflicts and promote development that supports a community's values. It regulates how property is used and how development occurs as well as the physical placement of buildings on land. Under Wisconsin Statutes, counties and local units of government are authorized to adopt zoning ordinances.

A zoning ordinance consists of a written text and a map. The text of a zoning ordinance specifies the permitted land uses, the size of buildings, yard/lot dimensions, and other prerequisites in obtaining permission to develop, while the zoning map arranges the community into districts or zones, such as agriculture, residential, commercial, or industrial. Each of these districts has different regulations. The goal of the zoning ordinance is to establish a reasonable development pattern by keeping similar and related uses together and separating dissimilar, unrelated, incompatible uses, particularly in relationship to transportation facilities, utilities and public services and facilities.

## **Consistency between Land Use and Zoning**

Land use and zoning designations are related, but not necessarily identical. Land use categories tend to be fairly general whereas zoning districts regulate specific land uses and development requirements. Because the land use categories are general it is common for more than one zoning district to correspond to each land use category. It is also possible that some zoning districts might be consistent with more than one land use designation.

Achieving consistency between land use and zoning is required by State Statutes. This generally occurs when a community is considering a proposed zoning change. The decision to approve a zoning change must be based on the adopted comprehensive plan, and specifically, the future land use map. Generally, if the requested zoning is consistent with the land use designation on the property it should be approved, unless unique circumstances indicated the rezoning would negatively impact surrounding properties or the community. If a rezoning request is not consistent with the land use designation, the community should consider denying the rezoning request.

In situations where a rezoning request is not consistent with the land use designation - but the community believes the requested zoning is appropriate in the specific location and would benefit the community - the zoning change can be approved, however, the land use map should be amended accordingly to establish land use and zoning consistency. The process for amending the land use map is discussed in greater detail in the Implementation Chapter.

## **Shoreland Zoning**

All counties, including Marathon County, are mandated by Wisconsin law to adopt and administer a zoning ordinance that regulates development in shoreland and floodplain areas for the entire county outside of villages and cities in accordance with state shoreland zoning standards. Municipalities may apply their own zoning in shoreland areas as long as it does not impose requirements regulated by a county.

## **Land Division**

The Village of Marathon City has their own Subdivision Ordinance. Subdivision regulation relates to the way in which land is divided and made ready for development. A community can control the subdivision of land by requiring a developer to meet certain conditions in exchange for the privilege of recording a plat. While imposing conditions restricting the use of private property, the cumulative effect of land

subdivision on the health, safety, and welfare of a community is so great as to justify public control of the process.

There is some overlap between zoning and subdivision codes in terms of standards. Both ordinances, for example, can set lot sizes. Both can deal with the suitability of land for development. Implementing important plan techniques such as rural cluster development often requires use of the zoning ordinance and the subdivision ordinance.

A local land division code can provide the Village the means to review and regulate new divisions of land to ensure consistency with the vision, goals, objectives, land protection criteria, and other recommendations of an adopted plan. The ordinance would require administration and enforcement by the Village. Therefore, local control of divisions of land would require Village oversight. It also adds a layer of government involved in regulating proposals for land divisions.

### **Official Mapping**

An Official Map is a map adopted by a municipality that specifies locations of future roads and other utilities or public facilities, along with right-of-way widths and other specifications. When a land division is approved, it must accommodate dimensions for future facilities according to the Official Map. Currently, the Village of Marathon City **does not** have an official map.

### **Other Tools**

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

## **Land Use Issues**

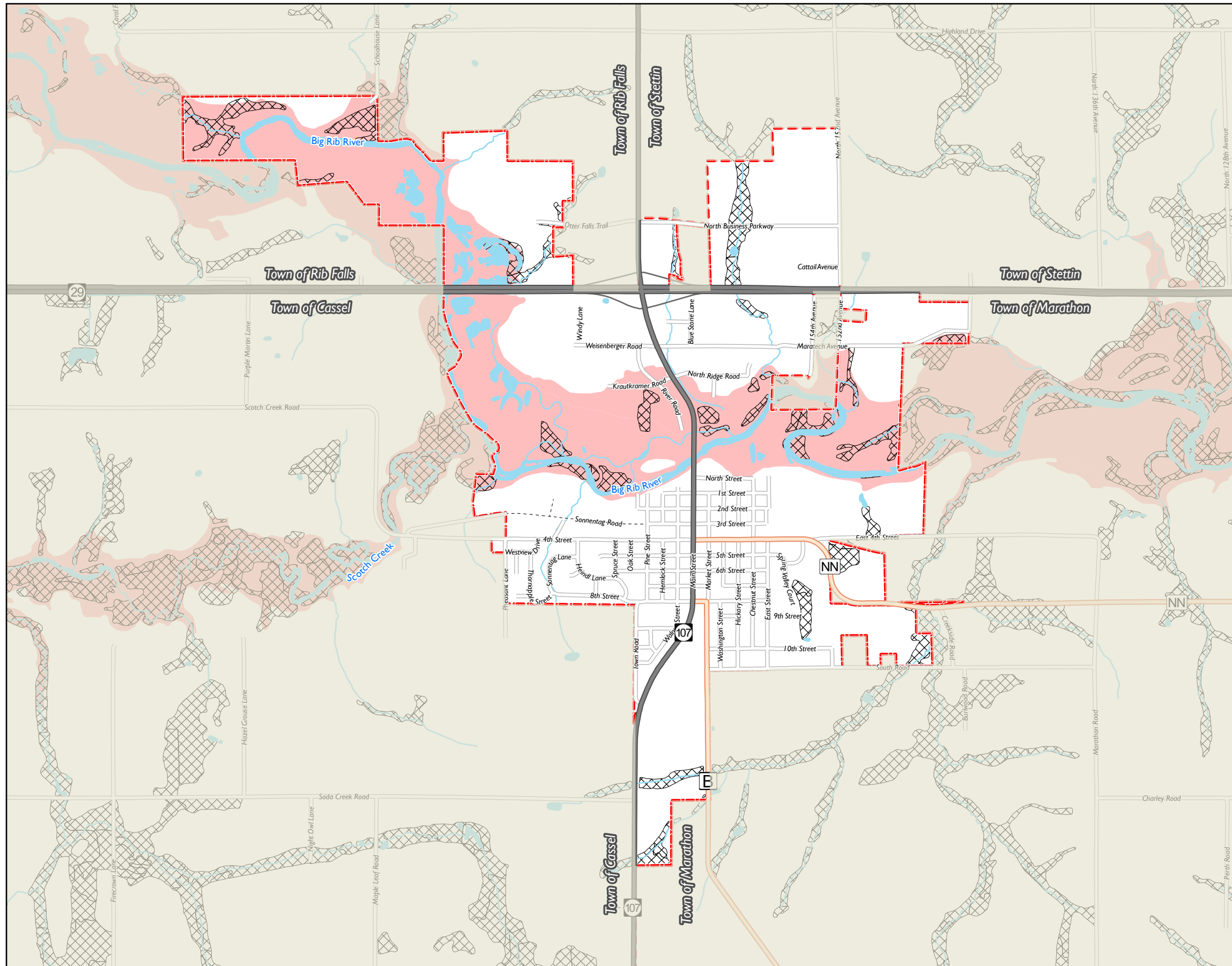
- **Limited Land** – Limited land supply for new housing in the Village appears to be one factor in out-migration of residents to the countryside where larger lots are available for building.
- **Site Planning** – The development of a general site plan for recently annexed lands will assist the Village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

# Goals, Objectives & Policies

**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.

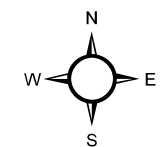
1. Provide tools for managing and coordinating growth and development.
  - a. Explore the creation and adoption of an official map to site the locations of future infrastructure.
  - b. Maintain clear and open communication with neighboring Towns to discuss potential annexations.
  
2. Preserve Marathon 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 locate downtown.

DRAFT



## Natural Resources

- Minor Civil Division
- U.S. Highways
- State Highways
- County Highways
- Local Roads
- Private Roads
- On-Off Ramps
- Wetlands
- Floodplain
- Water

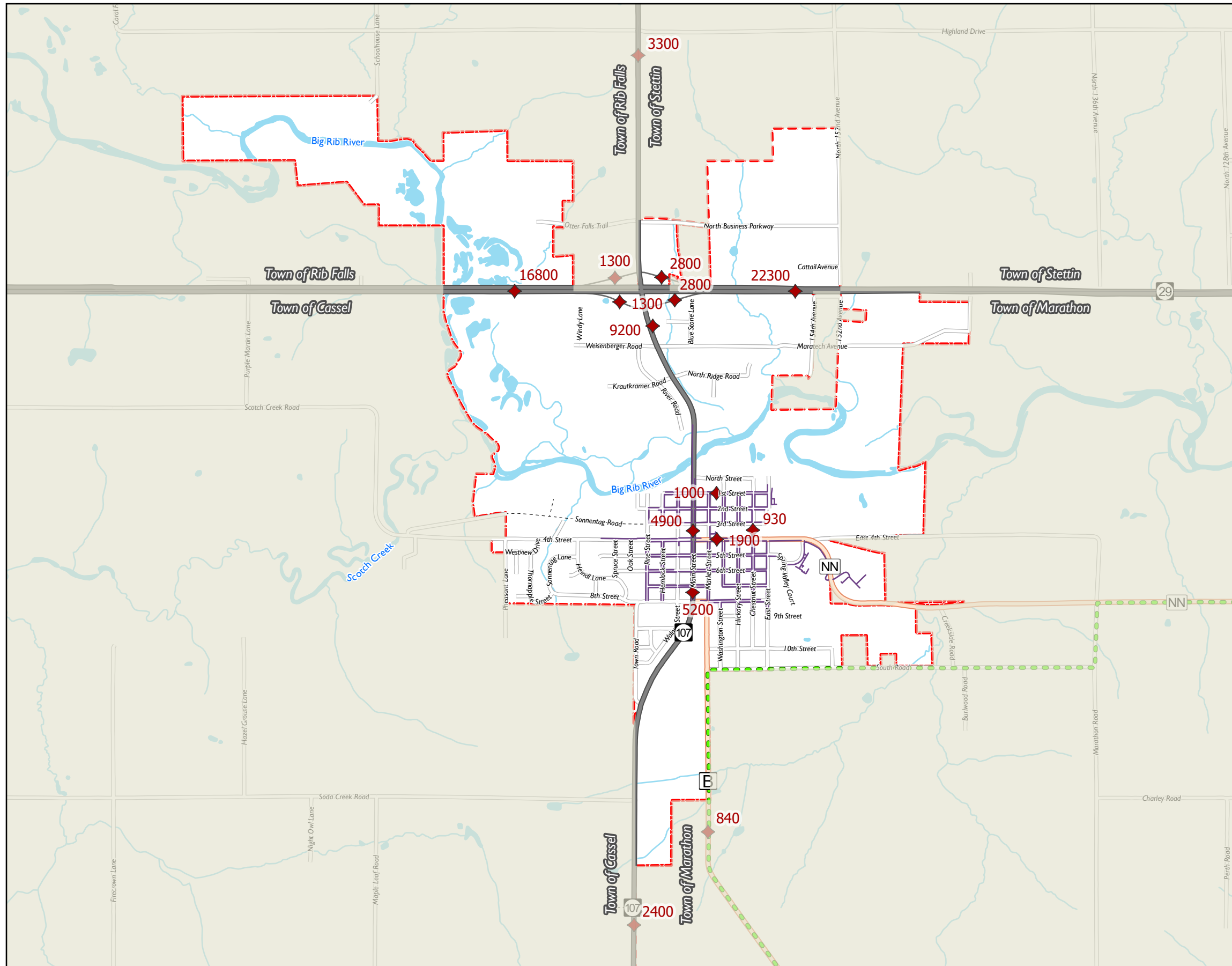


Source: WisDOT, WI DNR, NCWRPC, Marathon Co  
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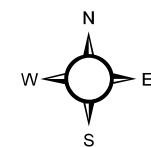
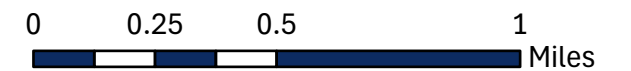
Prepared By:  
**North Central Wisconsin Regional Planning Commission**

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# Transportation

- Minor Civil Division
- U.S. Highways
- State Highways
- County Highways
- Local Roads
- Private Roads
- On-Off Ramps
- Sidewalks
- Proposed On Road Bike Route
- Traffic Counts
- Water

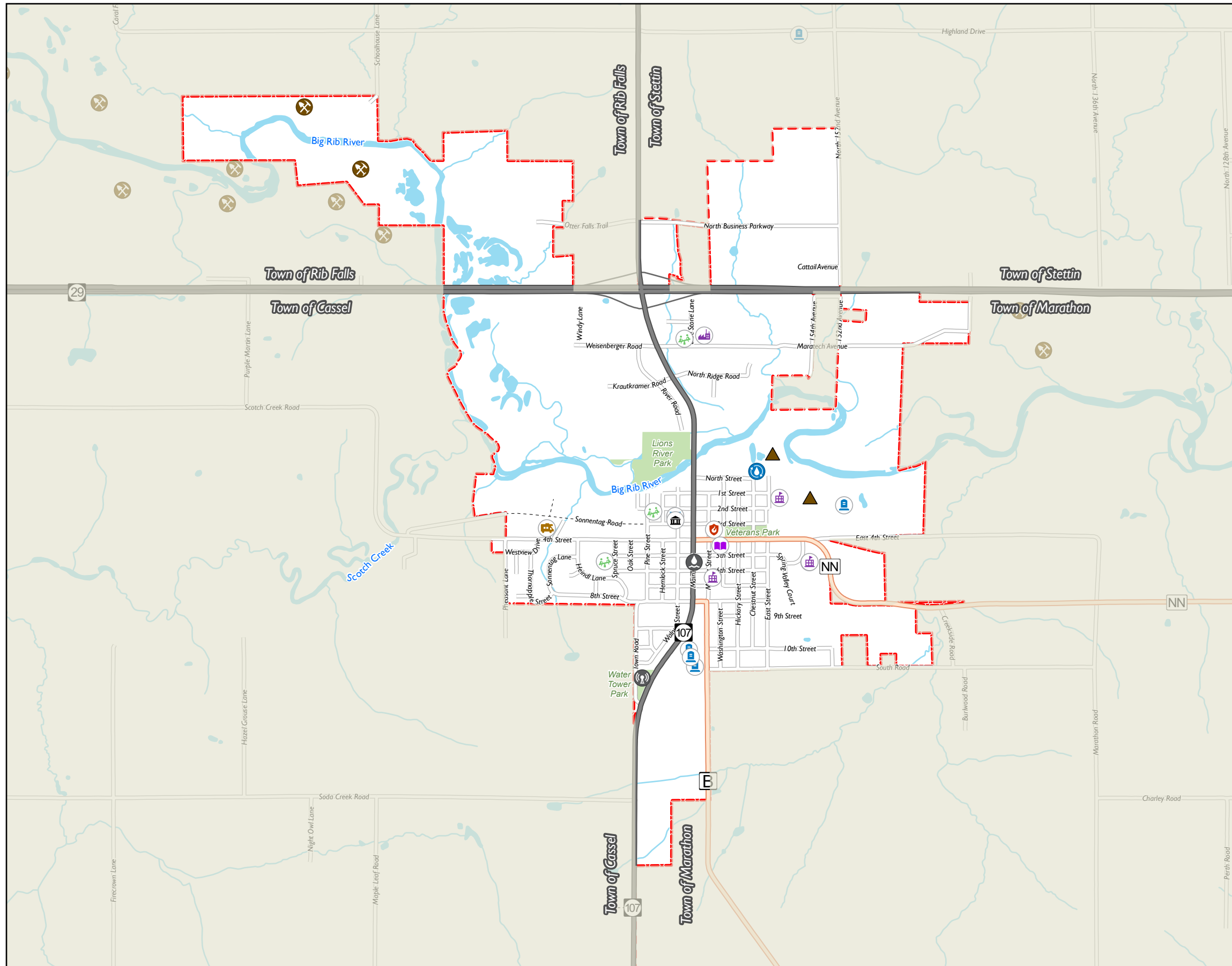


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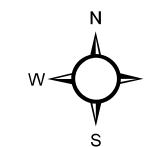
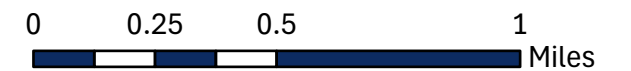
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# Utilities & Community Facilities

- Minor Civil Division
- U.S. Highways
- State Highways
- County Highways
- Local Roads
- Private Roads
- On-Off Ramps
- Cemetery
- Child Care Facilities
- Fire Station
- Former Landfill
- Industrial Park
- Library
- Mobile Home Park
- Non Metallic Mines
- Police Station
- Post Office
- School
- Village Hall
- Communication Towers
- Municipal Water Supply
- Wastewater Treatment Plant
- Park Boundary
- Water

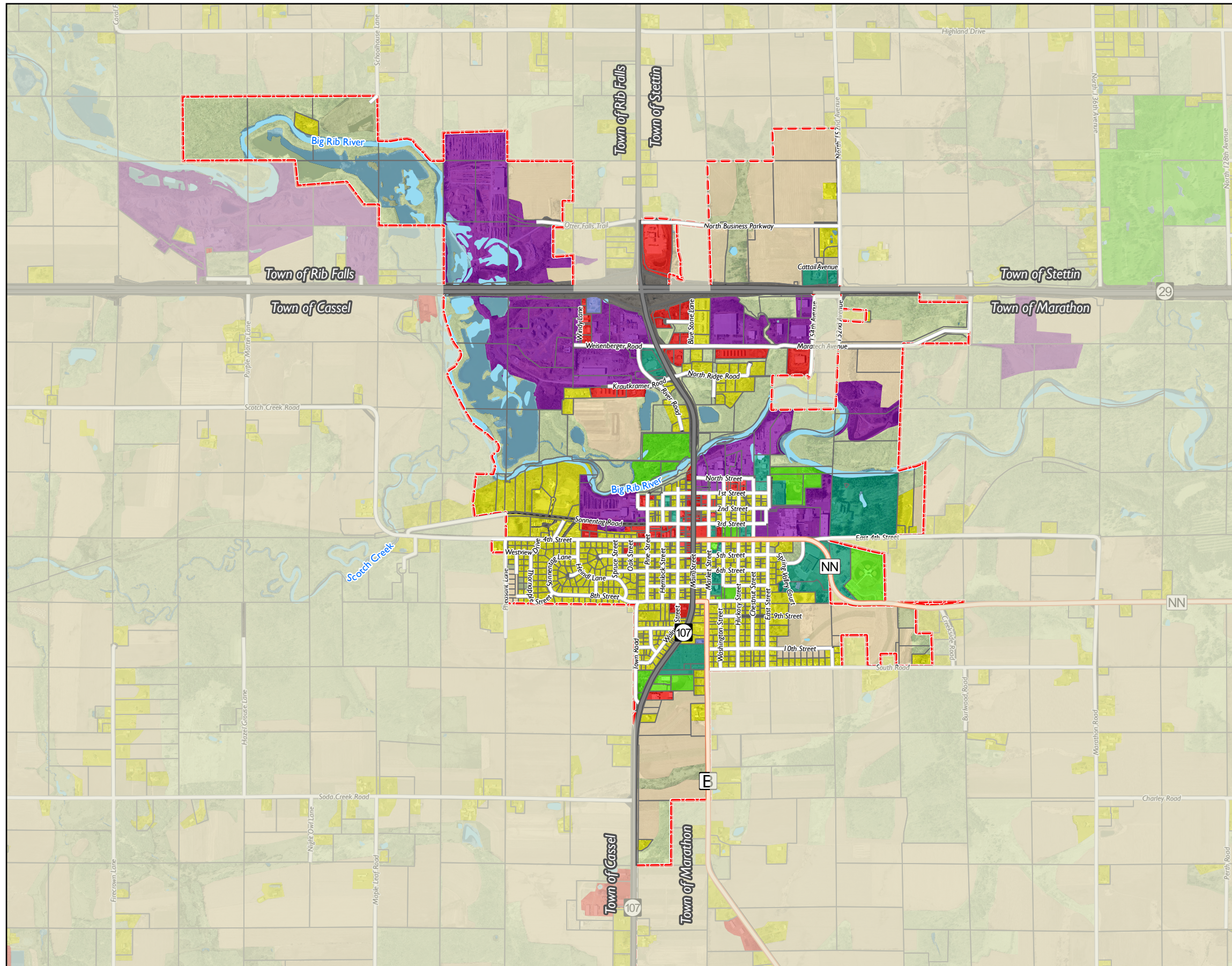


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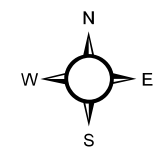
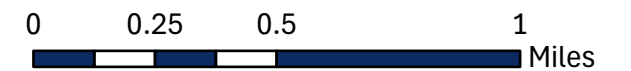


## Existing Land Use

- Minor Civil Division
- U.S. Highways
- State Highways
- County Highways
- Local Roads
- Private Roads
- On-Off Ramps
- Parcels

### Existing Land Use 2025

- Agriculture
- Commercial
- Governmental / Institutional
- Industrial
- Open Lands
- Outdoor Recreation
- Residential
- Transportation
- Utility
- Woodlands
- Water



Source: WisDOT, WI DNR, NCWRPC, Marathon Co  
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