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PLAN COMMISSION
OFFICIAL NOTICE & AGENDA
Tuesday, June 23, 2026
2:30 pm – Marathon Municipal Center

1. CALL TO ORDER

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

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 MAY 27, 2026 PLAN COMMISSION MEETING MINUTES

5. NEW BUSINESS

a. Review and Possible Action on Draft Conditional Use Permit for Alex & Dana Blume, dba. The Blume Barn

6. REVIEW OF DRAFT COMPREHENSIVE PLAN CHAPTERS

a. Chapter 7 – Land Use

b. Chapter 8 – Intergovernmental Cooperation

c. Chapter 9 – Implementation

7. SET FUTURE MEETING(S) – NEXT STEPS IN PLANNING PROCESS

8. ADJOURNMENT



PUBLIC VIRTUAL ACCESS

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

Meeting ID: 292 701 854 889 354

Passcode: bR9YB9SW

Kurt Handrick, Jr.
Village President

Cassie Lang
Village Clerk / Deputy Treasurer



PLAN COMMISSION

MINUTES

Wednesday, May 27, 2026

1. CALL TO ORDER at 2:30 pm

ROLL CALL: K. HANDRICK-Present, M. AHRENS-Present at 2:35 pm, 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
In Person Attendance: Taryn Stittleburg – Stittleburg Restorative Health Care, Police Chief Tyler Geske
Virtual Attendance: Kevin O'Brien – Record Review, Derek Trainor – Rocket Construction, Scott Cerveny – Advanced Engineering Concepts, Bryant Christenson – BC Architecture

4. APPROVAL OF MAY 20, 2026 PLAN COMMISSION MEETING MINUTES

MOTION – Approve May 20, 2026 Plan Commission Meeting Minutes

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

5. NEW BUSINESS

- a. Review and Possible Action on Alternate Site Layout for Stittleburg Restorative Health Care
Administrator Cherek presented the Commission with the alternate site layout for Stittleburg Restorative Health Care (SRHC) showing the option to add parking stalls on the north side of the building perpendicular to 3rd St requiring vehicles to have to back out into traffic on 3rd St. The alternate plan moves the sidewalk south, out of the right of way and onto private property, running between the parking stalls and the building. The SRHC team shared their reasons for the alternate site layout, stating it would assist in the safety and efficiency of employees with better access to a secondary entrance and provide access for local farmers to deliver goods to the farm to table market out of the line of traffic on 3rd St.

Police Chief Geske noted his concerns with backing out into traffic on a busy road stating there are multiple times a day that traffic flow is heavy with commuters from Marathon Cheese and the high school. Commission members agreed that back out parking is not the safest option they see fit for the Village. Together with the design team they brainstormed other parking options including parallel parking along 3rd St with the sidewalk either sloped with no curb in the ROW or to the south of parallel parking on private property. Ultimately the Commission did not see a safe and viable option to the alternate site layout.

MOTION – Do Not Accept Alternate Site Layout and Move Forward with Original Site Layout Approved with the Development Agreement

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

- b. Review and Possible Action on Draft Conditional Use Permit for Alex & Dana Blume, dba. The Blume Barn
Tabled to the June 23, 2026 meeting

6. FUTURE MEETINGS

- a. Tuesday, June 23, 2026 – 4:00 pm
Meeting time to changed to 2:30 pm on Tuesday, June 23, 2026.

7. ADJOURNMENT at 3:55 pm

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

Cassie Lang
Village Clerk / Deputy Treasurer

**ORDER GRANTING A CONDITIONAL USE PERMIT FOR
ALEX AND DANA BLUME – “THE BLUME BARN”
VILLAGE OF MARATHON CITY,
MARATHON COUNTY, WISCONSIN**

WHEREAS, a complete application has been filed by ALEX AND DANA BLUME, (hereinafter “Applicant”) for the business/activity known as “THE BLUME BARN”, which is a Private Club/Reception Hall as a conditional use that will host special events, such as weddings and other celebratory events to the general public on property located at 225427 County Road B, Marathon City, WI; and

WHEREAS, the Applicant’s application and submitted documents consists of a completed and signed Conditional Use Permit Application dated May 6, 2026, a April 27, 2026 Petition for Annexation that depicts the Blume Barn building location on Subject Property; and

WHEREAS, Applicant represents and warrants that the application and materials submitted heretofore are true, accurate, and correct; are incorporated fully herein and shall be relied upon by the Village in its determination(s) herein; and

WHEREAS, the Applicant is the fee simple owner of that property located within the Village of Marathon City with a mailing address and Parcel ID as follows:

225427 County Road B
Marathon City, WI 54448
Parcel ID: 054-2806-181-0989 with a new Village PIN to be assigned by Marathon County for
the May 6th, 2026 Village Board Approved Annexation filed.
 (“Subject Property”)

WHEREAS, the Subject Property is zoned C-1 General Commercial pursuant to the Zoning Code of the Village; and

WHEREAS, pursuant to §13.5.10 and table 13-5 (A) of the Zoning Code, a Private Club and Reception Hall, hospitality (i.e. Hospitality, Accommodation & Food Services industry) is the equivalent of the “Blume Barn” activity that the Applicant proposes in its Application and is permitted as conditional accessory use in the C-1 General Commercial District use; and

WHEREAS, Applicant further intends to utilize the Subject Property for those permitted uses identified in the C-1 General Commercial District and as set forth in that Conditional Use Permit Application with the Village of Marathon City; and

WHEREAS, upon receipt of the completed application for a Conditional Use Permit and materials identified hereinabove, the Village Clerk properly referred the same to the Plan Commission of the Village of Marathon City for a public hearing and recommendation; and

WHEREAS, upon referral of the Conditional Use Permit application by the Village Clerk, the Plan Commission for the Village of Marathon City scheduled a public hearing thereon as soon as practical; and

WHEREAS, upon the necessary publication of the required notice of public hearing as required by §13.4.8(4) of the Zoning Code, the Plan Commission held a public hearing on the application on May 20, 2026; and

WHEREAS, the Plan Commission, following the public hearing and necessary study and investigation, having given the matter due consideration, and having based its recommendation on those factors set forth in §13.4.8(6) Zoning Code of the Village of Marathon City including the health, general welfare, safety and economic prosperity of the Village, as well as the Comprehensive Plan of the Village, recommended approval of the Conditional Use Permit with conditions; and

WHEREAS, the Village Board after review of the recommendation of the Plan Commission and after it also conducted the necessary study and investigation, having giving the matter due consideration, and basing its determination on the effects of those standards as set forth in §13.4.8(6) as well as §13.5.10 of the Zoning Code, and as long as the conditional use operates in strict compliance with the following conditions resolves, orders and finds that:

IT IS THEREFORE, ORDERED AND RESOLVED AS FOLLOWS:

Commencing upon the date hereof, a Conditional Use Permit for the Subject Property is hereby granted as set forth herein. The Conditional Use Permit granted herein shall apply only to the specific use of the Subject Property by Alex and Dana Blume, and the Conditional Use Permit shall continue and exist only so long as the Subject Property is operated in strict compliance with the terms of this Permit. This Conditional Use Permit is subject to initial and continued compliance with each and every one of the following conditions, restrictions, and limitations:

1. This Conditional Use Permit is granted to allow a Private Club and Reception Hall, hospitality (i.e. Hospitality, Accommodation & Food Services industry) as set forth in the application and related materials under the following conditions:
 - A. Applicant shall operate the private club and reception hall, hosting weddings and other privately scheduled special events to the general public under the name of “The Blume Barn”, all as set forth and in compliance with the application and documents submitted therewith.
 - B. Parking Restrictions: Parking of vehicles associated with the use conditionally permitted herein shall be prohibited along County Road B at all times. All parking associated with the use conditionally permitted herein, shall be confined entirely within the Subject Property boundaries and in designated and approved parking areas on the Subject Property. Parking areas needs to be designed according to 13.7.21 of the Zoning Code.

- C. Camper and Recreational Vehicle (collectively RV) Restrictions: Campers and recreational vehicles may be present on the Subject Property in association with scheduled events. All RV's shall be removed from the Subject Property within twenty-four (24) hours following the conclusion of the event for which the RV is present. No long-term or permanent occupancy of RVs shall be permitted on the Subject Property.
 - D. Lighting Restrictions: All exterior lighting shall be designed, installed, and maintained to prevent glare or light to trespass onto County Road B or adjacent properties. Lighting fixtures shall be fully shielded and directed downward toward the ground within the boundaries of the Subject Property to minimize off-site illumination and distractions.
 - E. Outdoor Music and Noise Restrictions: No amplified sound or music is permitted outside the enclosed (building) premises. Amplified sound or music is not permitted in the outdoor area. If amplified music is provided within the enclosed premises (barn or dance hall), after 10:00 p.m. Sunday through Thursday and after 11:00 p.m. Friday and Saturday, all doors and openings shall be closed to reduce noise traveling outside the enclosed building.
 - F. Sanitary Facilities (Bathroom): Adequate restroom facilities shall be provided on-site to accommodate the maximum number of attendees associated with each scheduled event. Such facilities shall be properly equipped, maintained, and serviced in accordance with applicable health and sanitation regulations.
 - G. Parcel Split / Subdivision Restriction: This Conditional Use Permit is granted based upon the current configuration of the Subject Property, consisting of approximately five (5) acres. In the event the parcel is subdivided, split, or otherwise altered in size or configuration, this Conditional Use Permit shall be subject to review and may be deemed null and void by the Village Board.
- 2. This Conditional Use Permit is granted solely and exclusively to the Applicant for only so long as it continues to own in fee simple the Subject Property. This Conditional Use Permit is not transferrable to any other person or entity without the prior approval of the Village.
 - 3. This Conditional Use Permit is conditioned upon the Applicant and the Subject Property being and remaining compliant with all other Village, County, State, and Federal laws, rules, and regulations. The Applicant shall apply for, receive, and file proof of such permission with the Village Administrator of all other required local, state, and federal permits before activities commence.
 - 4. The terms, conditions, and representations of the submittals by the Applicant for Conditional Use Permit dated May 6, 2026, are hereby incorporated herein and made a part of the conditions hereof to the extent not otherwise modified by the

requirements herein and to the extent so modified, the conditions set forth herein shall control.

5. The Applicant shall promptly reimburse the Village for all costs and expenses of any type that the Village incurs in connection with this Conditional Use Permit, including by way of enumeration without limitation, the cost of professional services incurred by the Village (including legal and other consulting fees) for review of and preparation of the Conditional Use Permit, attendance at meetings or other related professional services as well as for any actions the Village is required to take to enforce any of the conditions in this Conditional Use Permit due to a violation of these conditions by the Applicant.
6. Any use not specifically listed as permitted shall be considered to be prohibited except as maybe otherwise specifically provided herein. In case of a question as to the classification of use, the question shall be submitted to the Plan Commission for recommendation and Village Board for determination.
7. No use is hereby authorized unless the use is conducted in a lawful, orderly, and peaceful manner. Nothing in this Permit shall be deemed to authorize any public or private nuisance or to constitute a waiver, exemption, or exception to any law, ordinance, order, or rule by the Village, Marathon County, State of Wisconsin, United States, or other duly constituted authority, except only to the extent that it authorizes the use of the Subject Property in any specific respects described herein.
8. Should this permitted Conditional Use be abandoned or discontinued in any manner for twelve (12) months or greater or continued other than in strict conformity with the conditions of the original approval or should the Applicant be delinquent in payment of any monies due and owing to the Village, this Conditional Use shall be deemed terminated and therefore null and void.
9. Any change, addition, modification, alteration and/or amendment of any aspect of this Conditional Use, including but not limited to an addition, modification, alteration and/or amendment to the use, premises, structures, land or owners other than as specifically authorized herein, shall require a new permit and all procedures in place at the time must be followed.
10. Should any paragraphs or phrase of this Conditional Use Permit be determined by a court of competent jurisdiction to be unlawful, illegal, or unconstitutional, said determination as to the particular phrase or paragraph shall not void the remainder of this Conditional Use and the remainder shall continue in full force and effect.
11. If any aspect of this Conditional Use Permit is in conflict with any other aspect of the Conditional Use Permit, the more restrictive provision shall be controlling as determined by the Village Board.

12. Copies of this Order shall be filed in the permanent records of the Village Board for the Village of Marathon City and copies sent to the proper authorities as well as the Applicant.

Approved this _____ day of _____, 2026.

VILLAGE BOARD, VILLAGE OF MARATHON CITY

By: _____
Kurt Handrick, Village President

Attest: _____
Cassandra Lang, Village Clerk

Approval/Acceptance of Applicant dated this ____ day of _____, 2026.

ALEX AND DANA BLUME, for "THE BLUME BARN"
Applicant:

By: _____
Alex Blume

Its: _____
Dana Blume

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.

Table 21: Existing Land Use, 2025		
Land Use	Acres	Percent of Total
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%
Total	2,085	100.0%

Source: NCWRPC

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

Based on the population projections discussed in Chapter 1, **Table 22** summarizes the projected land demand based on the current acres of each land use per person:

Wisconsin DOA Projections project a declining demand for land within the Village over the next several decades. The County's projected need for an additional 6,336 housing units by 2040, decreasing household sizes, and the Village's status as one of the most suitable and desirable locations within the County for residential development, make the DOA's projected decrease in demand for land within the City unlikely.

NCWRPC Projections project slightly lower decreases in demand for land than the DOA projections. Given that there is a significant projected need for housing in Marathon County by 2040, and the suitability and desirability of the Village for future development, future land demands are likely to be closer to the NCWRPC projections than the DOA projections.

Though the DOA's population projections are considered the official state projections, the Village being able to provide water and sewer infrastructure and the high quality of the Marathon School District means that land demand for future development will likely exceed the DOA projections. Therefore, the NCWRPC projections predict an alternative scenario that could result from these factors.

Table 22: Land Use Demand in Acres				
Projection	Category	2020-2030	2030-2040	2040-2050
WI DOA	Projected new residents	-92	-94	-110
	Residential (0.22 acres/person)	-21	-21	-25
	Commercial (0.05 acres/person)	-5	-5	-5
	Industrial (0.26 acres/person)	-24	-25	-29
	Total	-49	-50	-59
NCWRPC	Projected new residents	-27	-27	-26
	Residential (0.22 acres/person)	-6	-6	-6
	Commercial (0.05 acres/person)	-1	-1	-1
	Industrial (0.26 acres/person)	-7	-7	-7
	Total	-14	-14	-14

Source: Wisconsin DOA & NCWRPC

As previously mentioned, there is a projected need for an additional 6,336 housing units in Marathon County by 2040. With a strong school district and the provision of sewer and water infrastructure, the Village of Marathon City is well suited to fill projected housing demands within Marathon County. Additionally, shrinking household sizes means that demand for housing can continue even if there is not a population increase, since more housing units are needed to house the same number of people when household sizes decrease. Therefore, it is more likely that there will be demand for land within the Village in the future despite projected decreases in population.

Residential

Residential demand is measured by examining population projections from the Wisconsin DOA and the NCWRPC. Population projections range from a DOA projected decrease of 296 residents between 2020 and 2050 and an NCWRPC projected decrease of 80 residents between 2020 and 2050. While Table 22 shows projected decreases in residential land demand within the Village over the next several decades, factors such as decreasing household sizes, a significant projected need for housing throughout Marathon County, and the Village's appeal for development opportunities make it more likely that demand for future residential development will be in contrast to these projections.

Commercial and Industrial

Commercial and industrial development is subject to market forces and difficult to predict. Based on the DOA & NCWRPC projections, there is a projected decrease in demand for both commercial and industrial development for each decade between 2020 and 2050. Should economic development efforts reverse these projected decreases in demand by DOA, then more land may be needed for these types of development.

Land Values

Table 23 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.

Table 23: Assessed Land Value (per acre), 2025		
Land Classification	Total Value of Land and Improvements	Average Value per Acre
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
Total	\$256,683,500	\$172,851

Source: WI Department of Revenue

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 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 **eight** 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.

DRAFT

Future Land Use Map Classifications

Agriculture

Areas recommended to be preserved for the purpose of general crop farming or the raising of livestock. The following zoning districts are considered to be compatible with the intent of this land use district: (A) Agricultural.

Commercial

Areas recommended for commercial and retail developments. The following zoning districts are considered to be compatible with the intent of this land use district: (C-1) General Commercial and (C-2) Downtown Commercial.

Governmental

Areas recommended for government buildings, libraries, school, churches, etc. The following zoning districts are considered to be compatible with the intent of this land use district: (CF) Community Facilities and Institutions.

Industrial

Areas recommended for industrial developments. The following zoning districts are considered to be compatible with the intent of this land use district: (I-1) Commercial/Light Industrial and (I-2) Industrial.

High Density Residential

Areas recommended for high density residential development, typically consisting of smaller lot sizes and consisting of single-family houses, two-family homes, and multi-family housing. The following zoning districts are considered to be compatible with the intent of this land use district: (R-1S) Single Family Residential – Small Lots, (R-2) Single and Two-Family Residential, and (R-3) Multifamily Residential.

Low Density Residential

Areas identified for low residential density, often featuring larger lot sizes and/or lots located in a more rural setting. The following zoning districts are considered to be compatible with the intent of this land use district: (R-1L) Single Family Residential – Large Lots and (R-4) Rural Residential.

Conservation and Recreation

Areas recommended for parks, sport fields, and other outdoor recreation spaces. The following zoning districts are considered to be compatible with the intent of this land use district: (CR) Conservancy and Recreation

Water

Areas with surface water features that preclude development. The following zoning districts are considered to be compatible with the intent of this land use district: Water

2025 Wisconsin Act 173

Wisconsin Act 173 became law in 2026, and it requires comprehensive plans to project residential land demand in five-year increments and list the minimum and maximum densities for areas mapped for residential use in a municipality's future land use map. Areas that are owned by local, state, and federal government, as well as areas within the 100-year floodplain or wetlands, are excluded from density calculations. For the Village of Marathon City, the densities permitted are described below. Additionally, **Figure 9** provides a table showing residential uses allowed via permitted use and conditional use within the Village of Marathon City.

High Density Residential: (R-1S) Single Family Residential – Small Lot, (R-2) Single- and Two-Family Residential, and (R-3) Multifamily Residential are to be used for this land category. See sections 13.5.5, 13.5.7, and 13.5.8 of the Village's Zoning Ordinance for permitted densities for this land use and zoning districts.

Low Density Residential: (R-1L) Single Family Residential – Large Lots and (R-4) Rural Residential are to be used for this land category. See sections 13.5.6 and 13.5.9 of the Village's Zoning Ordinance for permitted densities for this land use and zoning districts.

Agriculture: (A) Agriculture is to be used for this category. Single-Family detached dwellings are allowed as a permitted use within this zoning district and land category, while mobile home parks are allowed via a conditional use permit. See section 13.5.14 for permitted densities for this land use and zoning district.

Commercial: (C-1) General Commercial and (C-2) Downtown Commercial are to be used for this land category. Single-Family Attached Dwellings (<5 units on a lot), Multifamily Dwellings (<5 units on a lot), Multifamily Dwellings (>4 units on a lot), and Zero Lot Line uses are allowed as a conditional use within the C-2 zoning district. Community Living Arrangements serving nine to 15 persons and 16 or more persons are allowed as a conditional use within the C-1 zoning district. See sections 13.5.10 and 13.5.11 for permitted densities for this land use and zoning districts.

Note that this does not mean that this comprehensive plan automatically re-zones areas in each land use category as the zoning district listed for each land use category. Rather, a rezoning and/or comprehensive plan amendment in the future should ensure that the zoning district and future land use category are consistent with each other. Table 22 lists the land demand in acres based on population projections from DOA and NCWPRC. Because these projections are only available in ten-year increments, and Act 173 requires five-year increments, the five-year demand is calculated by dividing each decade in two as indicated in **Table 24**. Note that the DOA projection reflects the "low" range of acreage demand and the NCWPRC projection reflects the "high" range of demand, with actual demand likely falling somewhere between the two.

Figure 9: Allowable Residential Uses

Key: P = Permitted Use; C = Conditional Use; X = Special Requirements (See Supplemental Regulations in Article 7)

Table 13-5(A): Table of Allowable Land Uses													
Residential	R-1 (S)	R-1 (L)	R-2	R-3	R-4	C-1	C-2	I-1	I-2	A	CR	CF	X
Single-Family Detached Dwelling	P	P	P		P					P			
Two-Family Dwelling			P	P									
Single-Family Attached Dwelling (<5 units on a lot)				P			C						
Single-Family Attached Dwelling (>4 units on a lot)				C									
Mobile home, Mobile Home Park				C	C					C			X
Multifamily Dwelling (<5 units on a lot)				P			C						
Multifamily Dwelling (>4 units on a lot)				C			C						
Adult Daycare Home / Senior Living Facility				C									X
Community Living Arrangement													
Serving three to eight persons	P	P	P	P								C	X
Serving nine to 15 persons			C	C		C						C	X
Serving 16 or more persons			C	C		C						C	X
Zero Lot Line			C	C	C		C						X

Source: Village of Marathon City Zoning Ordinance (Updated Dec 2, 2024)

Table 24: Act 173 Residential Demand Projections

Projection and Residential Land Use	2025-2030	2030-2035	2035-2040	2040-2045	2045-2050	Total 2025-2050
DOA Projected Land Demand	-10	-11	-11	-12	-12	-56
NCWRPC Projected Land Demand	-3	-3	-3	-3	-3	-15

Source: DOA & NCWRPC

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.

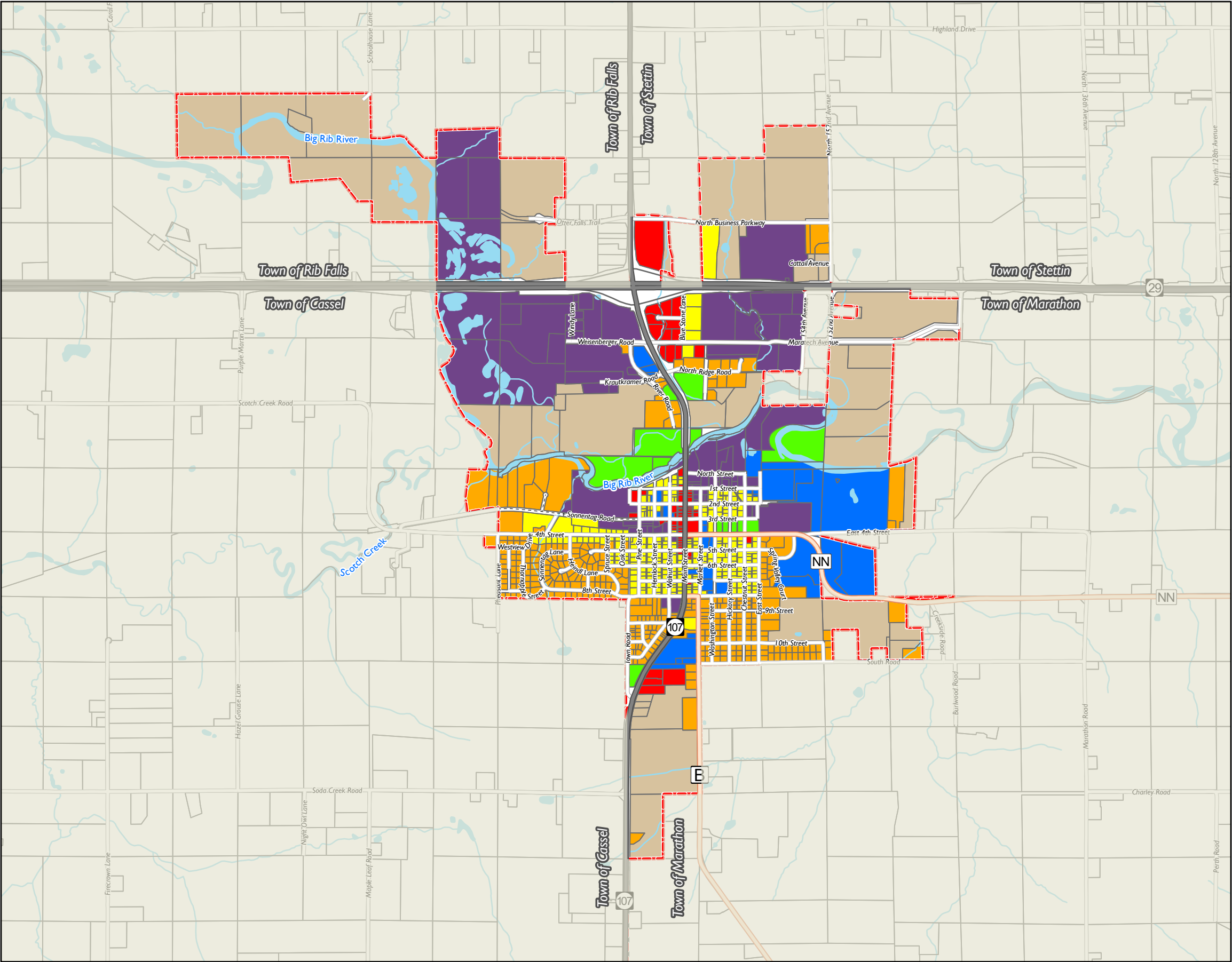
Land Use Issues

- **Limited Land** b|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** b|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.

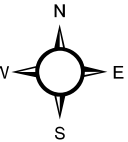
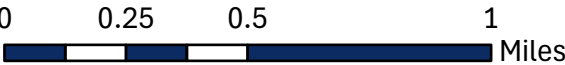
1. Provide tools for managing and coordinating growth and development.
 - a. Explore the creation and adoption of an official map to site the locations of future infrastructure.
 - b. Maintain clear and open communication with neighboring Towns to discuss potential annexations.
2. Preserve Marathon City's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



Future Land Use

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

- Future Land Use
- Agriculture
 - Commercial
 - Governmental
 - Industrial
 - High Density Residential
 - Low Density Residential
 - Conservation and Recreation
 - Water

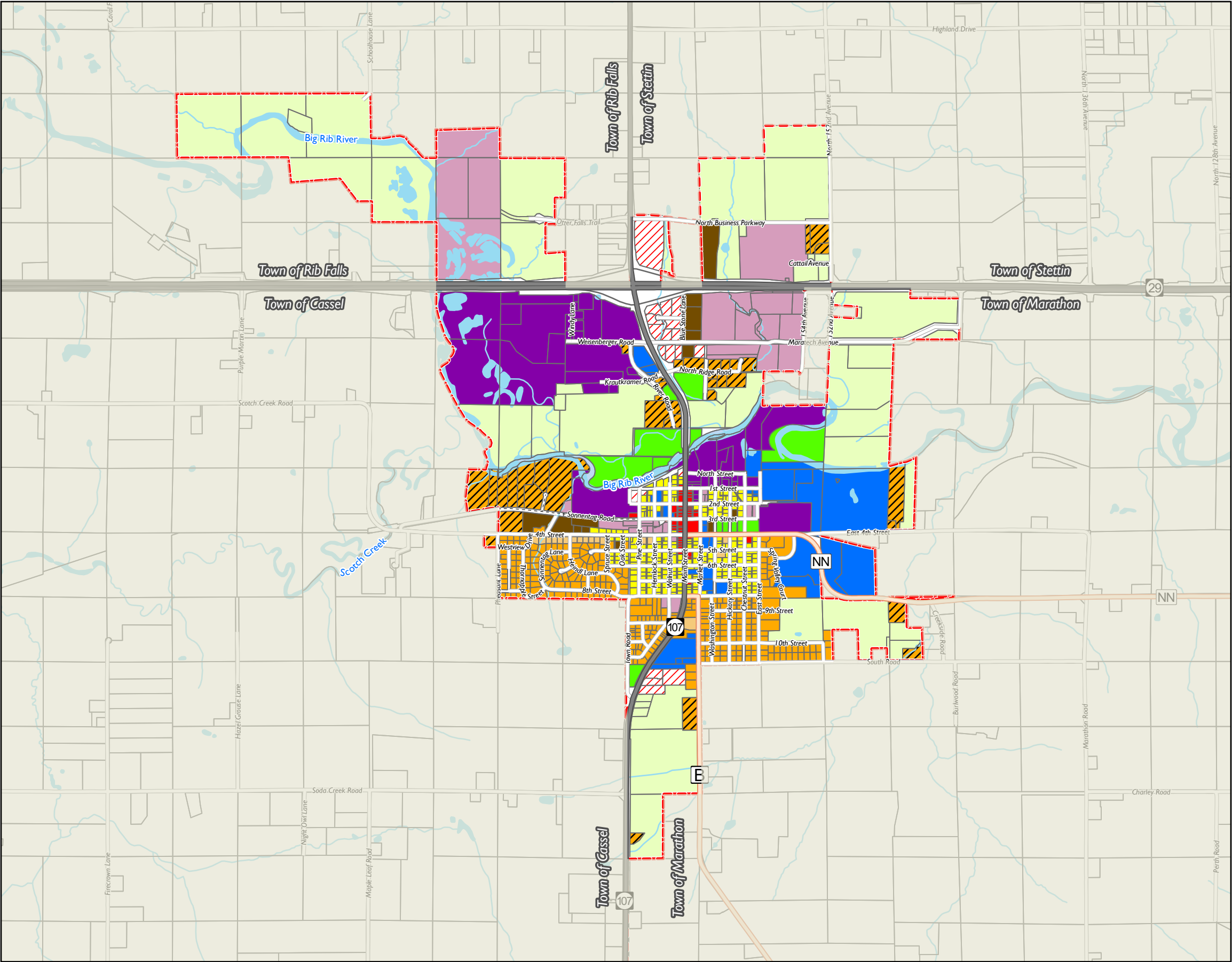


Source: WisDOT, WI DNR, NCWRPC, Marathon Co
This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



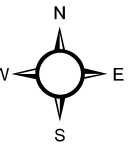
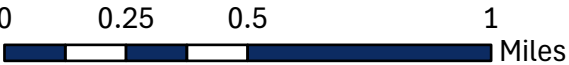
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Future Land Use

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Private Roads
- On-Off Ramps
- Parcels
- Zoning Districts
 - Water
 - I-1 - Commercial/Light Industrial
 - I-2 - Industrial
 - A - Agriculture
 - CR - Conservancy and Recreation
 - CF - Community Facilities and Institutions
 - C-1 - General Commercial
 - C-2 - Downtown Commercial
 - R-1S - Single Family Residential - Small Lots
 - R-2 - Single and Two-Family Residential
 - R-1L - Single Family Residential - Large Lots
 - R-3 - Multifamily Residential
 - R-4 - Rural Residential



Source: WisDOT, WI DNR, NCWRPC, Marathon Co
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Chapter Eight

Intergovernmental Cooperation

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

Overview

Wisconsin Statute §66.30, entitled “Intergovernmental Cooperation”, does enable local governments to jointly do together whatever one can do alone. Unfortunately, there is little public policy in Wisconsin law that encourages, let alone requires, horizontal governmental relationships such as town to town and municipality to county or town. The result is that towns, municipalities, and counties act more as adversaries than as partners.

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

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

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

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

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

In addition, as more jurisdictions create and implement comprehensive plans and share them with surrounding communities, new opportunities for intergovernmental cooperation will be identified.

Intergovernmental Relationships

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

Surrounding Communities

The Marathon City Fire Department provides fire protection and/or EMS services to portions of many neighboring communities including the Towns of Cassel, Marathon, Mosinee, Rib Falls, and Stettin. The Village has an agreement with the Village of Edgar for the provision of ambulance services and first responders. In the future, the Village may house local EMT and ambulance services. The Fire Department has mutual aid arrangements with other local fire departments and participates in the Mutual Aid Box Alarm System (MABAS) Division 130, which covers Marathon County. As a MABAS agency, the Department agrees to standards of operation, incident command, minimum level of equipment staffing, safety, and on-scene terminology, allowing agencies to work together seamlessly on any emergency scene.

Marathon County

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

In many cases where state and federal agencies require area-wide planning for various programs or regulations, Marathon County sponsors a county-wide planning effort to complete these plans and include each individual local unit in the process and resulting final plan. Examples of this include the County Outdoor Recreation Plan which maintains the eligibility for Wisconsin Department of Natural Resources administered park and recreation development funding of each local unit that adopts it, and All Hazard Mitigation Plans which are required by the Federal Emergency Management Agency in order for individual local units of government to qualify for certain types of disaster assistance funding.

North Central Wisconsin Regional Planning Commission

The North Central Wisconsin Regional Planning Commission (NCWRPC) was formed under §60.0309 Wis. Stats. as a voluntary association of governments within a ten-county area. Marathon County is a member of the NCWRPC, which qualifies the Village for low-cost local planning assistance. Typical functions of the NCWRPC include (but are not limited to) land use, transportation, economic development, intergovernmental and geographic information systems (GIS) planning and services.

State and Federal Government

The Wisconsin departments of Natural Resources and Transportation are the primary agencies the Village might deal with regarding development activities. Many of the goals and objectives of this plan will require continued cooperation and coordination with these agencies.

The Wisconsin Department of Natural Resources takes a lead role in wildlife protection and sustainable management of woodlands, wetland, lakes, and other wildlife habitat areas, while Wisconsin Department of Transportation is responsible for the planning and development of state highways, railways, airports, and other transportation systems. State agencies make a number of grant and aid programs available to local units of government like the Village of Marathon City. Examples include local road aids, the Local Roads Improvement Plan (LRIP), and the Priority Watershed Program. There are also a number of mandates passed down from the state that the Village must comply with, such as the biannual pavement rating submission for the Wisconsin Information System for Local Roads (WISLR).

Most federal programs are administered by the states, so the Village would be dealing with the responsible state agency with regard to federal programs and regulations.

School Districts

The Village of Marathon City is served by the Marathon School District. The Marathon School District operates a 4K-5 grade elementary school, 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 (UWSP) at Marshfield** – located in Marshfield, students can work toward a variety of bachelor's degree options including business administration, nursing, and social work.

Programs

66.0301 – Intergovernmental Cooperation: Wisconsin Statute §66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, and certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, and sewer utility districts, Indian tribes or bands, and others.

Intergovernmental agreements prepared in accordance with §66.0301, formerly §66.30, are the most common forms of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process.

66.0305 – Municipal Revenue Sharing: Wisconsin Statute, §66.0305, Municipal Revenue Sharing, gives authority to cities, villages, and towns to enter into agreements to share revenue from taxes and special charges with each other. The agreements may also address other matters, including agreements regarding services to be provided or the location of municipal boundaries.

Boundaries of the shared revenue area must be specified in the agreement and the term of the agreement must be for at least ten years. The agreement must specify the formula or other means for sharing revenue, the date of payment of revenues, and the means by which the agreement may be invalidated after the minimum 10-year period.

Goals, Objectives & Policies

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

1. Establish and maintain good working relationships with other units of government including adjoining towns, Marathon County, the State of Wisconsin, and the federal government.
 - a. Promote communication between the Village and other governmental entities.
 - b. Periodically review existing shared services agreements and explore additional agreements which would benefit the Village.
 - c. Increase interaction with pertinent agencies to address specific local strategies like economic development expansion.

DRAFT

Chapter Nine

Implementation

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

Village Decision Making

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

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

Implementation Tools

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

The State planning law requires certain programs and/or actions that affect land use must be consistent with the locally adopted comprehensive plan. To meet this requirement, the Village should evaluate and update related ordinances after the adoption of the comprehensive plan update. The Village Board officially adopts these regulatory and land use control measures as ordinances (or as revisions to the existing ordinances). Some of these tools were also discussed in the Land Use Chapter.

Zoning Ordinance and Map

The Village of Marathon City has their own Zoning Ordinance. Zoning is the major implementation tool to achieve proposed Village of Marathon City Comprehensive Plan 2026 land uses. A zoning ordinance should be derived from, and be consistent with, the policy recommendations adopted in the comprehensive plan. The desired land uses should drive the development of specific zoning ordinance provisions including district descriptions, permitted uses, conditional uses, and the zoning map. See the Village Zoning Ordinance for more information.

The establishment of zoning districts and the zoning map indicates where specific types of development can and should be located. Zoning districts shown on the zoning map should be coordinated with the land use plan and map. While the zoning map and land use map do not need to directly match at the time the land use map is adopted, the intent is that the land use map will serve as a guide indicating how the property should eventually be zoned. Therefore, indiscriminate zoning changes may result in weakening of the comprehensive plan. In fact, changes to zoning district boundaries should only be made if they are consistent with the adopted land use map and the goals of the comprehensive plan.

However, there may be situations where changing the zoning district boundary makes sense and is in the best interest of the community. If changing the zoning would result in a conflict with the future land use map, the land use map should also be changed. However, the future land use map should only be changed if it does not accurately reflect the community's desired land use pattern. Achieving consistency between zoning and land use designation is also discussed in the [Land Use Chapter](#).

Subdivision (Land Division) Ordinance

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

Capital Improvement Plan (CIP)

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

Annual Operating Budget

The Village prepares a budget each year and it is one of the most important policy documents prepared. It is a statement of the prioritization and allocation of financial resources to achieve certain objectives over a specific time period. The budget is based on the needs of Village residents and priorities set by the Village Board. The budget and the services provided by that budget are instrumental in achieving the goals and objectives of the plan.

Other Tools:

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

Consistency Among Plan Chapters

The State of Wisconsin planning legislation requires that the Implementation Chapter describe how each of the required chapters will be integrated and made consistent with the other chapters of the plan. Since the Village completed all planning chapters simultaneously, no known inconsistencies exist. It is noted that some overlap naturally exists between the nine plan chapters. Where deemed appropriate, goals, objectives, and policies have been repeated under all applicable chapters to reinforce their importance.

Plan Adoption, Amendments, Updates and Monitoring

While this comprehensive plan provides a long-term framework to guide development and public spending decisions, it must also respond to changes that occur in the community and region that were not foreseen when the plan was initially adopted. Some elements of the plan are rarely amended while others need updating on a more regular basis. Plan maps should also be updated periodically. In general, key maps, such as the future land use map, should be reviewed annually to make sure they are still current.

Plan Adoption

The first step in implementing this plan involves adoption of the plan by local officials. The formal review and adoption process involves plan review by the Plan Commission (or other planning committee) who must adopt the plan by resolution of majority vote. The Plan Commission recommendation is forwarded to the Village Board who must adopt the plan by ordinance (of majority vote). A public hearing is required to allow public comment on the ordinance prior to Board final action to adopt the plan. Adoption formalizes the plan document as the framework to guide local development decisions over the next 20 years. The adopted plan should also be recognized as a tool for communicating the community's land use policy and goals and objectives regarding coordination of growth and development.

Plan Amendments

The Marathon City Comprehensive Plan may be amended at any time by the Village Board following the same process described above for initial Plan adoption, regardless of how minor the proposed amendment or change. Amendments may be appropriate throughout the lifecycle of the plan, particularly if new issues emerge or trends change. These amendments will typically consist of minor changes to the plan text or maps. Large-scale changes or frequent amendments to meet individual development proposals should be avoided or the plan loses integrity.

The following criteria shall be considered when reviewing plan amendments:

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

Proposed amendments must be reviewed by the Plan Commission prior to final action and adopted by the Village Board. The public should be notified of proposed Plan changes and allowed an opportunity for review and comment. For major amendments, the Village might consider soliciting public opinion through surveys and/or community meetings prior to the official public hearing.

Plan Updates

According to the State comprehensive planning law, comprehensive plans must be updated at least once every ten years. As opposed to the more routine amendments described above, plan updates often involve re-writing of whole sections of the plan document and significant changes to supporting maps. A plan update should include a thorough examination of the community's goals and objectives based on an analysis of current growth trends and major changes that have occurred since the plan was initially adopted or last amended. Plan updates must be formally adopted following the same procedure described above for initial plan adoption.

Plan Monitoring

The adopted plan should be used as a tool by the Village when making land use and development decisions. Decisions concerning private development proposals, public investments, regulations, incentives, and other actions should be consistent with the goals, objectives, policies, and recommendations outlined in this plan.

Although this plan describes policies and actions for future implementation, it is impossible to predict the exact future condition. As such, the goals, objectives, and actions in this plan should be monitored on a regular basis to maintain concurrence with changing conditions and respond to unanticipated events.

This plan should be evaluated at least every 5 years and updated at least every 10 years. Members of the Village Board, Plan Commission, and any other local decision-making bodies should periodically review the plan and identify areas that might need to be updated. The evaluation should involve first reviewing the goals and objectives to ensure they are still relevant and reflect current community desires. Then the strategies and actions should be reviewed and refined to eliminate completed tasks and identify new approaches if appropriate.

Comprehensive Plan Goals

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

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

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

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

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

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

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

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

Implementation Recommendations and Projects

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

These overall recommendations are:

1. The Village Board should adopt the plan and use it as a guide for decision making.
2. The Plan Commission should become knowledgeable of the plan and use it to justify recommendations to the Village Board on development issues.
3. The Village should encourage citizen awareness of the Comprehensive Plan. It is also important that area developers are aware of the plan.
4. Village staff should incorporate the goals, objectives and actions of the plan into annual work plans and budgets.
5. The Village should review its Zoning Ordinance to ensure consistency between the two documents and incorporate any needed changes.
6. The Village should periodically review the Comprehensive Plan and update the document in ten years.

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

- *Housing Study* – A thorough study of housing types, conditions, and affordability within the Village and in surrounding communities could provide useful data and validation to the Village’s need for more available housing options.

- *Multimodal Transportation Plan* – The development of a multimodal transportation plan for the Village can address many transportation related issues and concerns that have arisen through the comprehensive planning process in sufficient detail. Some items that could be addressed include the need for a frontage road along STH 29, additional signals on STH 107, bicycle and pedestrian improvements, limitations of parking availability at many employment destinations, and off road trails connecting to other communities.
- *Downtown Redevelopment* – Much work has already begun according to the recommendations of the Downtown Redevelopment Plan at the 400 Block. However, continuation of this work will be needed, including extension of the redevelopment efforts both north and south of the 400 Block.
- *Community Recreation Plan* – A specific plan is required to address the growing recreation desires of the Village. Such a plan could address the need for additional athletic fields and their placement, locations and features of off-road trails, options for repurposing environmental hazard areas into recreation environments, and how to incorporate community recreation spaces into future developments and annexations.
- *Environmental Remediation Plan* – The Village has several large land areas that are or have been contaminated by their uses. A detailed plan could address how to go about the process of environmental remediation when such lands were no longer in use and propose potential new uses.

Measuring Plan Progress

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

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