

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.