COMPREHENSIVE

DEVELOPMENT PLAN

PLANNING TOWARDS 2028

Prepared For

MARATHON, IOWA

BUENA VISTA COUNTY

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INTRODUCTION

INTRODUCTION

LOCATION

Marathon, the seventh largest community in Buena Vista County, is located in the northeast corner of Buena Vista County and has a 2000 census population of 302. The City is north of Albert City and is located near Iowa Highway 10.

HISTORY OF MARATHON

Source: "Past and Present of Buena Vista County" 1909

The town of Marathon is located in the northeast part of the county, on the Chicago and Northwestern and the Milwaukee railroads. By the census of 1905 it showed a population of five hundred and twenty-six, and like almost all Iowa towns a decrease from the Federal census of 1900. In 1881 it was believed that a narrow gauge railroad would be built from Spirit Lake to connect with the Illinois Central railroad and the Milwaukee road south, and that this road would pass through the middle of Lee township. There were at that time ambitious citizens living in Poland Township who wanted to establish a town and by voting a bonus of five per cent the original plans of the projected road were changed and the road was surveyed to come through Poland Township instead. The Chicago and Northwestern surveyed through the same year and was easily persuaded to establish a town on the site which had been selected for the Narrow Gauge road.

In 1882 C. A. Carlburg built a blacksmith shop on the corner where the First National Bank now stands and this was the first building on the future site of the town. His shop burned down soon after it was built, but by the help of neighboring farmers who wanted the convenience afforded by the shop, it was rebuilt. Several additional buildings were erected the same year. Stephen Olney Sr., who settled in Poland township, near Pickerel Lake ten years before and who was a progressive, wide awake man, and had had a leading part in building up the county, became the town's first merchant, building across the street east from Carlburg's shop. J. E. Dutton established the first lumber yard and Wells Brothers the first elevator and coal yard.

Some years before the post office department had established a post office near Pickerel Lake called Mayview and this was moved, in 1882, to the site of the new town. The Northwestern railway called the station "Marathon" and this classical Greek nomenclature has been followed in laying out the streets of the town. Richard Olney, son of Stephen, was the first postmaster and the first station agent of the town. Eleven years later, or in 1893, the town was incorporated, the date of the first meeting of the city authorities being March 11.

The first city officials were A. R. Wells, mayor; S. T. Goltry, recorder; M. E. DeWolf, treasurer; J. A. Smith, assessor; L. J. Sample, marshal and street commissioner. Geo. W. Smith, Peter Hallen, F. Ekstam, L. W. Wilson and A. A. Anderson were the first members of the city council. Since then S. T. Goltry, N. M. Nelson, G. W. Smith, W. W. Bennett, Olof Ovren and Joel E. Johnson have served as mayor. The officers of the town in 1909 are Joel E. Johnson, mayor; F. O. Danielson, clerk; E. B. Wells, treasurer; N. Patterson, assessor; L. C. Hemsworth, J. O. Humphries, A. A. Wells, Godfred Carlson, A. A. Anderson and R. H. Olney members of the council.

The town grew steadily from 1882 until 1900, when a new impetus was given by the coming of the Milwaukee railroad. The old survey that had been made almost twenty years before was never forgotten by railroad men who wanted a direct route from Des Moines to Spirit Lake, and the connecting link between Fonda and Spencer was the only thing needed to

give through service. Marathon was in direct line, the town was a good shipping point, and in the fall of 1900 the road was built through the eastern part of the town. Following the railway the citizens took on new energy.

In 1901 the business men raised the money and put in a fine gas plant to furnish light and heat to consumers. The town was also lighted by gas street lights. In 1902 the town voted to build a water works system, the J. A. White compressed Air system being selected. In 1904 and 1905 a sewerage system was put in which has aided materially in preserving the sanitation and health of the community.

The Marathon Improvement company was incorporated in 1900 and one of the first acts the company did was to build a modern hotel and block of business blocks. At the same time private individuals also erected fine brick business buildings to replace the old wooden structures erected in the early days of the town and the west side of the main business street presents a metropolitan appearance with its handsome business institutions.

In 1902 the Odd Fellows lodge voted to build an opera house and a home for the lodges of the town and this was done. A handsome structure, forty-four by eighty feet, three stories high, was erected on the principal business street. The theater is located on the ground floor where the finest stage and auditorium in the county may be seen. On the upper floor a handsomely appointed suite of lodge rooms, including an assembly hall, reception rooms, kitchens, paraphernalia lockers and property rooms is located. The entire structure would be a credit to towns ten times the size of Marathon.

The first bank in Marathon was opened by Olney and Bean in 1885, and was known as the Marathon Bank. In 1888 Sherman T. Goltry bought Mr. Olney's interest and the firm became Goltry & Bean. A little later Sioux Rapids parties became interested and the firm was again changed, this time to Farmer, Helsell, Thompson & Goltry. This unwieldy partnership name was in August, 1892, changed to The First National Bank of Marathon, with J. P. Farmer as president, F. H. Helsell as vice president and T. Goltry as cashier. Mr Goltry continued in this position until 1900 when he removed to Enid, Oklahoma. J. E. Allison succeeded him as cashier and fills that position now. His assistant is Joel E. Johnson.

On September 21, 1891, the Marathon Savings Bank was opened for business with A. J. Wilson and M. E. DeWolf in charge. Mr. DeWolf a little later went to Laurens to engage in the grain business and A. J. Wilson became the active manager, with W. W. Bennett as assistant cashier. Mr. Bennett was advanced to the position of cashier a little later and still holds that position. In 1903 Mr. Wilson sold his stock to E. B. Wells and went to Boone where he incorporated the Boone National Bank. He later went to Sioux City where he organized the City National, but in 1906 he removed to Spokane, Washington to engage in the lumber business. The present management of the bank is E. B. Wells, president; M. Hakes, vice president; W. W. Bennett, cashier. Both of these institutions enjoy the confidence of the community and do a lucrative business.

Marathon has been a good business point at all times, and the mercantile establishments are representative of the town. Of the existing firms the Scandia Trading Company, with N. M. Nelson as manager, has been doing business for twenty years. Richard Olney organized the Farmers co-operative store when the co-operative idea was strong in the early '90s and conducted it for many years with profit to the stockholders. He retired and was succeeded by his sons a few years ago. H. E. Swope and Rasmussen Brothers are also merchants who have extensive interests. The farmers have an elevator, a lumber yard and coal yard, run on the co-operative plan, doing a fine business.

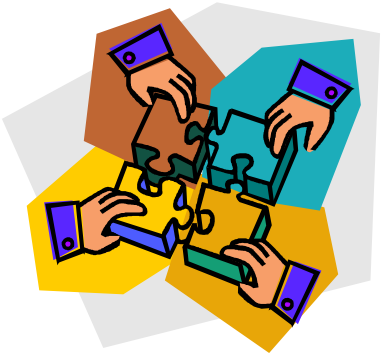
In a moral way Marathon has always stood high. There has never been a saloon in the town and every attempt by druggists to secure a permit to sell liquor has been met by such strenuous opposition that the courts have invariably refused to grant such permits. The town is free from licentiousness and drunkenness, and may be said to be an excellent place to live, and to rear a family. (Taken from the Past and Present of Buena Vista County 1909.)

THE PURPOSE OF COMPREHENSIVE PLANNING

The City of Marathon Comprehensive Development Plan is designed to promote orderly growth and development for the city. The Comprehensive Development Plan will provide policy guidelines to enable citizens and elected officials to make informed decisions about the future of the city.

The Plan acts as a tool to "Develop a road map that guides the community through change"

The Comprehensive Development Plan will provide a guideline for the location of future developments within the planning jurisdiction of Marathon. The Comprehensive Development Plan is intended to encourage a strong economic base for the city so the goals of the city are achieved.



The Comprehensive Development Plan is interconnected to the community's future; just like the pieces of a jigsaw puzzle

The Plan will assist Marathon in evaluating the impacts of development (i.e. economic, social, fiscal, service and amenity provision, health, safety and general welfare) and encourage appropriate land uses throughout the jurisdictional area of the Marathon. The objective of planning is to provide a framework for guiding the community—whether a city or county, toward orderly growth and development. The Plan assists Marathon in balancing the physical, social, economic, and aesthetic features as it responds to private sector interests.

Planned growth will make Marathon more effective in serving residents, more efficient in using resources, and able to meet the standard of living and quality of life every individual desires.

THE COMPREHENSIVE PLANNING PROCESS

Comprehensive planning begins with the data collection phase. Data is collected that provides a snapshot of the past and present city conditions. Analysis of data provides the basis for developing forecasts for future land-use demands in the city.

The second phase of the planning process is the development of general goals and policies, based upon the issues facing the city. These are practical guidelines for improving existing conditions and guiding future growth. The Comprehensive Development Plan is a vision presented in text, graphics and tables that represent the desires of Marathon for the future.

The Comprehensive Development Plan represents a blueprint designed to identify, assess, and develop actions and policies in the areas of population, land use, transportation, housing, economic development, community facilities, and utilities. The Comprehensive Development Plan contains recommendations that when implemented will be of value to the residents of Marathon.

Implementation is the final phase of the process. A broad range of development policies and programs are required to implement the Comprehensive Development Plan. The Comprehensive Development Plan identifies the tools, programs, and methods necessary to carry out the recommendations. Nevertheless, the implementation of the development policies contained within the Comprehensive Development Plan is dependent upon the adoption of the Plan by the governing body, and the leadership exercised by the present and future elected and appointed officials of the city.

The Plan was prepared under the direction of the Buena Vista County Planning Commission, with the assistance and participation of the Marathon City Council, the Plan Review Committee and citizens of Marathon. The time period for achieving goals, programs, and developments identified in the Marathon Comprehensive Development Plan is approximately 20 years. However, Marathon should review the Plan annually and complete an update of the document every five to ten years. Updating the Comprehensive Development Plan will allow Marathon to incorporate ideas and developments that were unknown at the time of the present process.

COMPREHENSIVE DEVELOPMENT PLAN COMPONENTS

Iowa Code permits cities to regulate land use by ordinance. All citations to the Iowa Code in this Plan are from the Iowa General Assembly website, www2.legis.state.is.us/IACODE/1999SUPPLEMENT. Pursuant to Iowa Code, the Marathon City Council has the authority to:

> "For the purpose of promoting the health, safety, morals, or the general welfare of the community or for the purpose of preserving historically significant areas of the community, any city is hereby empowered to regulate and restrict the height, number of stories, and size of buildings and other structures, the percentage of lot that may be occupied, the size of yards, courts, and other open spaces, the density of population, and the location and use of buildings, structures, and land for trade, industry, residence, or other purposes." (Iowa Code Ann § 414.1).
>
> However, the Board is limited in their authority; their "powers exercised only with reference to land and structures located within the city limits." (Iowa Code Ann § 414.23).

Pursuant to Iowa Code:

> "The regulations shall be made in accordance with a comprehensive plan and designed to preserve the availability of agricultural land; to consider the protection of soil from wind and water erosion; to encourage efficient urban development patterns; to lessen congestion in the street; to secure safety from fire, flood, panic, and other dangers; to promote health and the general welfare; to provide

> adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; to promote the conservation of energy resources; to promote reasonable access to solar energy; and to facilitate the adequate provision of transportation, water, sewerage, schools, parks, and other public requirements." (Iowa Code Ann § 414.3).

The Iowa Code defines factor regulations as follows:

> "Such regulations shall be made with reasonable consideration, among other things, as to the character of the area of the district and the peculiar suitability of such area for particular uses, and with a view to conserving the value of buildings and encouraging the most appropriate use of land throughout such city." (Iowa Code Ann § 414.3).

The Marathon Comprehensive Plan is comprised of the following chapters and sections:

- Profile Marathon
  - Demographic Analysis – Conditions and Trend Analysis
  - City Facilities
  - Existing Land Use
- Envision Marathon
  - Town Hall Meeting Results
  - Goals, and Objectives
  - Achieve Marathon
  - Future Land Use Plan
  - Transportation Plan
- Marathon Plan Implementation

Analyzing past and existing demographic, housing, economic, and social trends permits the projection of likely conditions in the future. Projections and forecasts are useful tools for planning the community's future; however, these tools are sometimes lacking in accuracy and may change due to unforeseen factors. In addition, past trends may be skewed or the data may be inaccurate, creating a distorted picture of past conditions. It is important for Marathon to closely monitor population, housing, and economic conditions that may influence the city. Through periodic monitoring, the City can adapt and adjust to changes at the local level. Having the ability to adapt to socio-economic change allows the City to maintain an effective Comprehensive Development Plan for the future, to enhance the quality of life, and to raise the standard of living for all residents.

The Comprehensive Development Plan records where Marathon has been, where it is now, and where it likely will be in the future. Having this record in the Comprehensive Development Plan will serve to inform City officials as much as possible. The Comprehensive Development Plan is an information and management tool for City leaders to use in their decision-making process when considering future developments. The Comprehensive Development Plan is not a static document; it should evolve as changes in the land-use, population or local economy occur during the planning period. This information is the basis for Marathon's evolution as it achieves its physical, social, and economic goals.

GOVERNMENTAL AND JURISDICTIONAL ORGANIZATION

The Marathon government consists of a five member City Council and the mayor who perform the governmental functions for the City. The planning and zoning jurisdiction of Marathon, pursuant to Iowa Code Ann. § 335.3, includes all land and uses within the corporate limits of the city. There is one limitation, however, on the power to regulate land use, which is the regulation of agriculture or agricultural structures as long as they are being used for agricultural purposes (Iowa Code Ann. § 335.2).

Iowa Code also dictates how county and city zoning efforts interact in areas where they overlap. When cities enact zoning, they are empowered to extend their authority over any unincorporated areas within two miles of the city's limits, unless the County has already zoned the area. (Iowa Code Ann § 414.23). However, "Whenever a county in which this power is being exercised by a municipality adopts a county zoning ordinance the power exercised by the municipality and the specific regulations and districts there under shall be terminated within three months of the establishment of the administrative authority for county zoning, or at such date as mutually agreed upon by the municipality and county." (Iowa Code Ann. § 414.23)

Also, pursuant to Iowa Code Ann. § 335.24, if more than one statute, ordinance, or regulation conflict, the one that imposes the highest standards governs. However, there is one caveat to this general rule. Where a city has zoning regulations pertaining to subdivisions, those regulations can be authorized over the area within two miles of the city, even when the county has general jurisdiction over the area pursuant to Iowa Code Ann. § 414.23. Under authority of Iowa Code Ann. § 354.9, the city may pass an ordinance clearly establishing the area over which it will exercise subdivision review. In which case, the city must use the same standards it uses within its limits, and the city and county many enter into a 28E intergovernmental agreement on standards and conditions for review.

In essence, according to the Code of Iowa, counties and cities have the power to regulate land use through zoning ordinances. When a county adopts a zoning ordinance, agricultural land is generally exempt, and the ordinance extends to the corporate limits of cities. In the case of a city that has zoning at a time when the county does not, that city has zoning authority over the unincorporated area within two miles of its corporate limits. However, when a county enacts zoning, the county authority extends over that two mile area, and the city authority is them limited to land within its corporate limits. The only exception to this rule is the city may still exercise subdivision review powers within the two-mile area if they do so pursuant to a specific city ordinance clearly defining the two-mile limit.

PROFILE MARATHON

DEMOGRAPHIC PROFILE

Population statistics aid decision-makers by developing a broad picture of the City of Marathon. It is important for the community to understand where it has been, where it is, and where it appears to be going. Population is the driving force behind housing, local employment, economic, and fiscal stability of the City. Historic population conditions assist in developing demographic projections, which in turn assist in determining future housing, retail, medical, employment, and educational needs within the City. Projections provide an estimate for the City to base future land-use and development decisions. However, population projections are only estimates and unforeseen factors may effect projections significantly.

POPULATION TRENDS AND ANALYSIS

Table 1 indicates the population for Marathon and other incorporated and unincorporated areas within Buena County, between 1980 and 2004. This information provides an understanding of the past and present population trends and changes. Marathon's population in 2000 was 302 persons, which was a decrease of 18 persons, or -5.6%, from 1990. The City's population in 2004 was estimated to be 297, a decrease of 5 persons, or -1.7%, over 2000. The table indicates Marathon had a net decrease of 145 persons, or -32.8%, between 1980 and 2004.

TABLE 1: POPULATION TRENDS, BUENA VISTA COUNTY & COMMUNITIES, 1980 TO 2004

Community	1980	1990	% Change 1980 to 1990	2000	% Change 1990 to 2000	2004	% Change 2000 to 2004	% Change 1980 to 2004
Albert City	818	779	-4.8%	709	-9.0%	691	-2.5%	-15.5%
Alta	1,720	1,820	5.8%	1,865	2.5%	1,852	-0.7%	7.7%
Lakeside	589	522	-11.4%	484	-7.3%	496	2.5%	-15.8%
Linn Grove	205	194	-5.4%	211	8.8%	213	0.9%	3.9%
Marathon	**442**	**320**	**-27.6%**	**302**	**-5.6%**	**297**	**-1.7%**	**-32.8%**
Newell	913	1,089	19.3%	887	-18.5%	870	-1.9%	-4.7%
Rembrandt	291	229	-21.3%	228	-0.4%	222	-2.6%	-23.7%
Sioux Rapids	897	761	-15.2%	720	-5.4%	703	-2.4%	-21.6%
Storm Lake	8,814	8,769	-0.5%	10,076	14.9%	9,981	-0.9%	13.2%
Truesdale	128	132	3.1%	91	-31.1%	88	-3.3%	-31.3%
Incorporated Areas	14,817	14,615	-1.4%	15,573	6.6%	15,413	-1.0%	4.0%
Unincorporated Areas	5,957	5,350	-10.2%	4,838	-9.6%	4,743	-2.0%	-20.4%
Buena Vista County	**20,774**	**19,965**	**-3.9%**	**20,411**	**2.2%**	**20,156**	**-1.2%**	**-3.0%**

Source: U.S. Census Bureau, Census of Population and Housing, 1980 - 1990, 2000, 2004

Marathon exhibited its greatest population loss, both in terms of total number of persons and in percentage, within Table 1, between 1980 and 1990, when it recorded a decrease of 122 persons, or -27.6%. During this period, the unincorporated areas of Buena Vista County also experienced a decrease in population of 512 persons, or -9.6%, while the incorporated areas increased by 958 persons, or 9.6%.

AGE STRUCTURE ANALYSIS

Age structure is an important component of population analysis. By analyzing age structure, one can determine which age groups (cohorts) within Marathon are being affected by population shifts and changes. Each age cohort affects the population in a number of different ways. For example, the existence of larger young cohorts (20-44 years) means that there is a greater ability to sustain future population growth than larger older cohorts. On the other hand, if the large, young cohorts maintain their relative size, but do not increase the population as expected, they will, as a group, tend to strain the resources of an area as they age. Understanding what is happening within the age groups of the City's population is necessary to effectively plan for the future.

TABLE 2: AGE-SEX CHARACTERISTICS, CITY OF MARATHON, 1990 TO 2000

Age	1990		2000		1990-2000		1990-2000	
	Male and Female	% of Total	Male and Female	% of Total	Net Change	% Change	Cohort Change	% Change
0-4	18	5.6%	14	4.6%	-4	-22.2%	14	-
5-9	20	6.3%	21	7.0%	1	5.0%	21	-
10-14	17	5.3%	31	10.3%	14	82.4%	13	72.2%
15-19	18	5.6%	11	3.6%	-7	-38.9%	-9	-45.0%
20-24	16	5.0%	7	2.3%	-9	-56.3%	-10	-58.8%
25-29	14	4.4%	12	4.0%	-2	-14.3%	-6	-33.3%
30-34	24	7.5%	16	5.3%	-8	-33.3%	0	0.0%
35-44	41	12.8%	45	14.9%	4	9.8%	7	18.4%
45-54	32	10.0%	37	12.3%	5	15.6%	-4	-9.8%
55-64	33	10.3%	34	11.3%	1	3.0%	2	6.3%
65-74	53	16.6%	34	11.3%	-19	-35.8%	1	3.0%
75 &older	34	10.6%	40	13.2%	6	17.6%	-47	-54.0%
Total	**320**	**100.0%**	**302**	**100.0%**	**-18**	**-5.6%**	**-18**	**-5.6%**

Selected Characteristics	1990		2000		Total Change	
	Under 18 years of age	65	Under 18 years of age	74	18 and under	**9**
	%of total population	20.3%	%of total population	24.5%	%change	**13.8%**
	Total 65 yrs and older	87	Total 65 yrs and older	74	65 and older	**-13**
	%of total population	27.2%	%of total population	24.5%	%change	**-14.9%**
	Median Age	43.1	Median Age	43.8	Median Age	**0.7**
	Total Females	173	Total Females	151	Total Females	**-22**
	Total Males	147	Total Males	151	Total Males	**4**
	Total Population	**320**	**Total Population**	**302**	**Total Change**	**-18**

Source: U.S. Census Bureau, Census of Population and Housing, STF-1A, 1990; DP-1 2000

Table 2 exhibits the age cohort structure for the City of Marathon in 1990 and 2000. Population age structure may indicate significant changes that are affecting the different population segments within the City. Realizing the number of persons in each age cohort, and at what rate the age cohorts are changing in size, will allow for informed decision-making in order to maximize the future use of resources. As shown in Table 2, changes between 1990 and 2000 occurred within a number of different age group cohorts.

One method of analyzing cohort movement in a population involves comparing the number of persons aged between 0 and 4 years in 1990 with the number of persons in the same age cohort 10 years later, or aged between 10 and 14 years in 2000. For example, in Marathon, there were 18 children between the ages of 0 and 4 in 1990, and in 2000 there were 31 children between the ages of 10 and 14, an increase of 13 children. A review of population by this method permits one to

undertake a detailed analysis of the cohorts that are moving in and out of the City. The positive change in this cohort indicates in-migration.

Marathon experienced growth in many of its age cohorts. The 0 to 4 and 5 to 9 cohorts always indicate an increase, since the persons in that group were not born when the previous census was completed. Note that the cohorts represented in Table 2 differ from those listed below due to the consolidation of the 25-29 and 30-34 cohorts from 1990 into a 35-44 cohort in 2000. Increases in the cohorts occurred in six age groups between 1990 and 2000, as shown below:

1990 Age Cohort	Number	2000 Age Cohort	Number	Change
NA	NA	0-4 years	14 persons	+ 14 persons
NA	NA	5-9 years	21 persons	+ 21 persons
0-4 years	18 persons	10-14 years	31 persons	+ 13 persons
25-34 years	38 persons	35-44 years	45 persons	+ 7 persons
45-54 years	32 persons	55-64 years	34 persons	+ 2 persons
55-64 years	33 persons	65-74 years	34 persons	+ 1 person
Total Change				**+ 58 persons**

Outside of the 2000 age groups of 0-4 and 5-9 years, the greatest increases included the 10-14 (2000) and 35-44 (2000) age groups. While the City's population decreased during the 1990's, an analysis of where the changes took place will lead to an understanding of what services will be needed in the future.

Decreases in the cohorts occurred in five age groups between 1990 and 2000, as follows:

1990 Age Cohort	Number	2000 Age Cohort	Number	Change
5-9 years	20 persons	15-19 years	11 persons	- 9 persons
10-14 years	17 persons	20-24 years	7 persons	- 10 persons
15-19 years	18 persons	25-29 years	12 persons	- 6 persons
35-44 years	41 persons	45-54 years	37 persons	- 4 persons
65 years +	87 persons	75 years +	40 persons	- 47 persons
Total Change				**- 76 persons**

The three age cohorts, from 2000, representing the most negative change, are the 15-19, 20-24 and 75 years and older age cohorts. The changes in the 75 years and older age cohort were most likely due to deaths or people moving into elderly care facilities located in other counties. The changes in the 20-24 age cohorts in 2000 is most likely related to persons completing their postsecondary education and moving onto new careers outside of the City. This change indicates that the City needs to focus on economic development strategies that attempt to capture a larger share of that age group as they finish their college education.

The median age in Marathon increased from 43.1 years in 1990 to 43.8 years in 2000. The proportion of persons less than 18 years of age increased by 13.8% between 1990 and 2000, while those aged 65 years and older decreased by

-14.9% overall. The 10-14 and 15-19 year old age groups of 2000 showed a net increase of 4 persons, which leads to the assumption that people with young families may be drawn to Marathon because of its quality of life and proximity to the Des Moines, Minneapolis and Omaha metropolitan areas.

The number of persons aged 55-74 showed a slight increase form 1990 to 2000. In order to accommodate a growing number of elderly, whom typically desire the ability to remain in place as they age, Marathon, in cooperation with Buena Vista County, should be involved in developing facilities that can house those who need assistance and allow them to feel safe and comfortable. To encourage the return of the younger and middle age groups, the City should be involved in economic development activities, including housing options and the continued maintenance and improvement of infrastructure to accommodate new growth, making Marathon an attractive place to live and work. Commuters living in Marathon is fine for increasing the population base, but the City needs a plan to develop its economic base as well to provide adequate services and expand the economic base.

POPULATION PROJECTIONS

Population Projections are estimates based upon past and present circumstances. Population projections allow Marathon to estimate what the population will be in future years by looking at past trends. By analyzing population changes in this manner, the City will be able to develop a baseline of change from which they can create different future scenarios. A number of factors (demographics, economics, social, etc.) may affect projections positively or negatively. At the present time, these projections are the best tool Marathon has for predicting future population changes. There are many methods to project the future population trends; the eight projections used below are intended to give Marathon a broad overview of the possible population changes that could occur in the future.

Trend Line Analysis

Trend Line Analysis is a process of projecting future populations based upon changes during a specified period of time. In the analysis of Marathon, three different trend lines were reviewed: 1940 to 2004, 1990 to 2004, and 2000 to 2004. A review of these trend lines indicates the City is likely to experience a decrease in population through 2030. The following projections summarize the decennial population for Marathon through 2030.

Marathon Trend Analysis

Year	Trend: 1940 to 2004	Trend: 1990 to 2004	Trend: 2000 to 2004
2010	277 persons	291 persons	293 persons
2020	239 persons	276 persons	281 persons
2030	207 persons	262 persons	269 persons

Cohort Survival Analysis

Cohort Survival Analysis reviews the population by different age groups and sex. The population age groups are projected forward by decade using survival rates for the different age cohorts. This projection model accounts for average birth rates by sex and adds the new births into the future population, but excludes migration factors.

The Cohort Survival Model projection indicates Marathon's population will decrease slightly through year 2010, followed by increases during the two decades through 2030.

Marathon Cohort Survival Analysis

Year	Cohort Survival Model
2010	255 persons
2020	256 persons
2030	266 persons

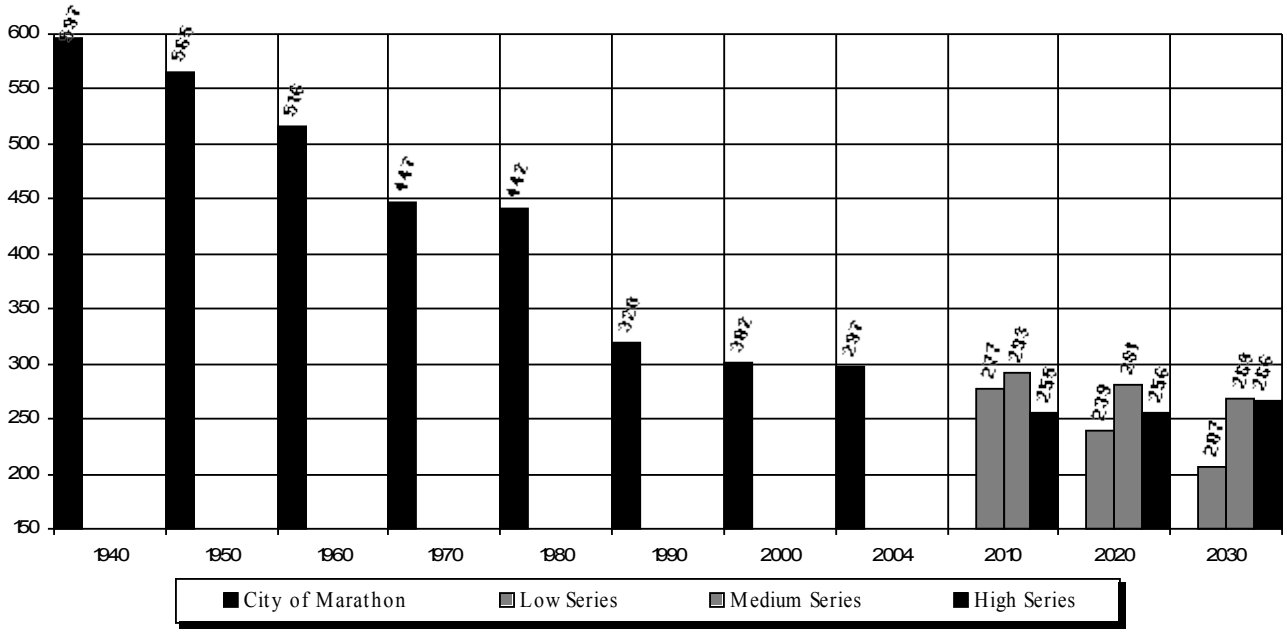
Summary of Population Projections

Using the modeling techniques discussed in the previous paragraphs, a summary of the six population projections for Marathon through the year 2030 is shown in Figure 1. Three population projection scenarios were selected and include (1) a Low Series; (2) a Medium Series; and, (3) a High Series. All of the projections forecast a decrease in City population through the year 2030. The following population projections indicate the different scenarios that may be encountered by Marathon through the year 2030.

Year	Low Series = *1940-2004*	Medium Series = *1990-2004*	High Series = *Cohort*
2010	277 persons	293 persons	255 persons
2020	239 persons	281 persons	256 persons
2030	207 persons	269 persons	266 persons

Figure 1 reviews the population history of Marathon between 1940 and 2004, and identifies the three population projection scenarios into the years 2010, 2020, and 2030. Figure 1 indicates the peak population for Marathon occurred in 1940 with 597 people. Beginning in 1940, Marathon has had an overall steadily decreasing population. The only major changes occurred during the 1980's, when the population declined dramatically.

FIGURE 1: POPULATION TRENDS AND PROJECTIONS, CITY OF MARATHON, 1940 TO 2030



Source: U.S. Census Bureau, Census of Population and Housing, 1940-2000, 2004

As stated previously, the projections have been developed from data and past trends, as well as present conditions. A number of external and internal demographic, economic, and social factors may affect these population forecasts. Marathon should monitor population trends, size, and composition periodically in order to understand the direction their community is heading. Marathon's greatest population threat continues to be out-migration, and strategies should be developed to further examine and prevent this.

TABLE 3: POPULATION PROJECTION SERIES, BUENA VISTA COUNTY AND COMMUNITIES, 2000 TO 2030

Community	2000 Census	Low Series			Medium Series			High Series		
		2010	2020	2030	2010	2020	2030	2010	2020	2030
Albert City	709	913	918	922	934	969	1,004	933	986	1,042
Alta	1,865	2,403	2,414	2,425	2,458	2,548	2,641	2,454	2,594	2,740
Lakeside	484	624	627	629	638	661	685	637	673	711
Linn Grove	211	272	273	274	278	288	299	278	294	310
Marathon	302	389	391	393	398	413	428	397	420	444
Newell	887	1,143	1,148	1,154	1,169	1,212	1,256	1,167	1,234	1,303
Rembrandt	228	294	295	297	300	311	323	300	317	335
Sioux Rapids	703	906	910	914	926	960	996	925	978	1,033
Storm Lake	9,981	12,860	12,920	12,980	13,153	13,634	14,134	13,134	13,884	14,664
Truesdale	88	113	114	114	116	120	125	116	122	129
Incorporated Areas	15,458	19,916	20,010	20,103	20,370	21,116	21,890	20,341	21,503	22,711
Unincorporated Areas	4,953	6,382	6,411	6,441	6,527	6,766	7,014	6,518	6,890	7,277
Buena Vista County	**20,411**	**26,298**	**26,421**	**26,544**	**26,897**	**27,882**	**28,904**	**26,859**	**28,393**	**29,988**

Source: Population projections, JEO Consulting Group, 2005

Table 3 shows the population projection by series for each of the areas within Buena Vista County. The population projections for the communities were found by determining the proportion of the total population that each community had in 2000 and calculating that percentage for each series. This method of projection is helpful and gives an idea of

where people are likely to live. This method does not consider the social issues that people use when choosing a place to live, which have the potential to alter population projections in any direction.

Table 3 illustrates a steady increase in population for all cities located in Buena Vista County over the next 30 years. Marathon's projection ranges from 389 to 444 by 2030. This differs from the summary of population projections listed above which ranges from 207 to 266 by 2030.

HOUSING PROFILE

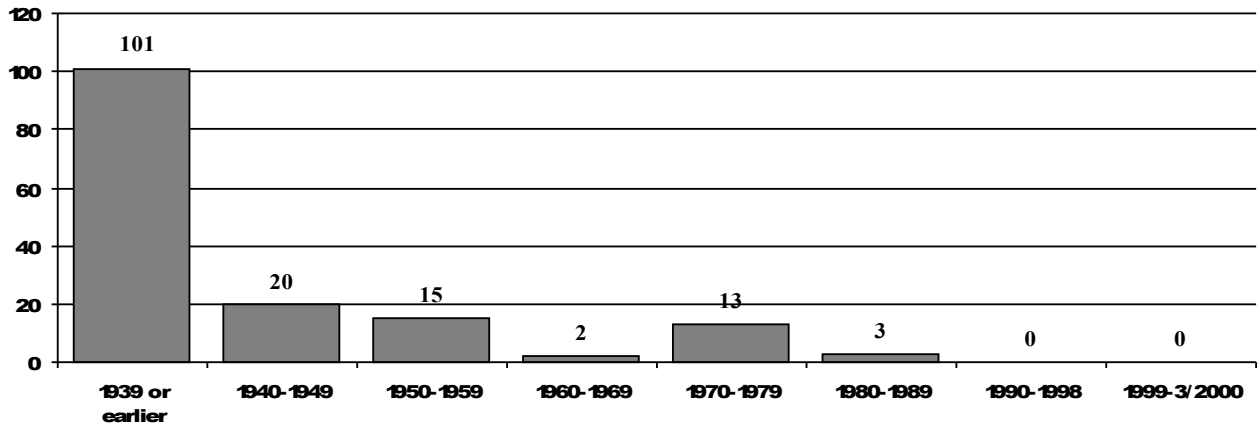
The Housing Profile in this Plan identifies existing housing characteristics and projected housing needs for the residents of Marathon. The primary goal of the housing profile is to supply the City with the appropriate data, allowing them to determine specific steps for providing safe, decent, sanitary, and affordable housing for every family and individual residing within Marathon. The housing profile is an analysis that aids in determining the composition of owner-occupied and renter-occupied units, as well as the existence of vacant units. It is important to evaluate information on the value of owner-occupied housing units, and monthly rents for renter-occupied housing units, to determine if housing costs are a financial burden to Marathon residents.

To project future housing needs, several factors must be considered. These factors include population change, household income, employment rates, land use patterns, and residents' attitudes. The following tables and figures provide the information to aid in determining future housing needs and develop policies designed to accomplish the housing goals for Marathon.

AGE OF EXISTING HOUSING STOCK

An analysis of the age of Marathon's housing stock reveals a great deal about population and economic conditions of the past. The age of the housing stock may also indicate the need for rehabilitation efforts, or new construction within the City. Examining the housing stock is important in order to understand the overall quality of housing and the quality of life in Marathon.

FIGURE 2: AGE OF EXISTING HOUSING STOCK, CITY OF MARATHON, 2000



Source: U.S. Census Bureau, Census of Population and Housing, SF3, 2000

Figure 2 indicates 101, or 65.6% of Marathon's 154 total housing units surveyed, were constructed prior to 1940. There were 35 housing units, or 22.7%, constructed between 1940 and 1959, which indicates there was a strong economy during this time. In addition, 13 housing units or 8.4% of the total units were built between 1970 and 1979. Because such a large percentage of housing units were built prior to 1940, there may be a need for a housing rehabilitation program to improve the quality and energy efficiency of these older homes. Additionally, demolition of units that are beyond rehabilitation may be necessary.

Housing Trends

An analysis of housing trends can reveal a great deal about the different sectors of the population in the City. Housing trends may also indicate the potential demand for additional owner- or renter-occupied housing. Examining housing trends is important in order to understand the overall diversity of the population and their quality of life within Marathon.

TABLE 4: COMMUNITY HOUSING TRENDS, CITY OF MARATHON, 1990 AND 2000

Selected Characteristics	1990	2000	Change	% Change 1990-2000
Population	320	302	(18)	-5.6%
Persons in Households	320	302	(18)	-5.6%
Persons in Group Quarters	-	-	-	-
Persons per Household	2.15	2.19	0.04	1.9%
Total Housing Units	183	162	(21)	-11.5%
Occupied Housing Units	149	138	(11)	-7.4%
Owner-Occupied units	115	109	(6)	-5.2%
Renter-Occupied units	34	29	(5)	-14.7%
Vacant Housing Units	34	24	(10)	-29.4%
Owner-Occupied vacancy rate	-	8.4%	-	-
Renter-Occupied vacancy rate	-	14.7%	-	-
Median Contract Rent - 1990 and 2000				
City of Marathon	$129	$157	$28	**21.7%**
Buena Vista County	$218	$320	$102	**46.8%**
Iowa	**$261**	**$383**	**$122**	**46.7%**
Median Value of Owner-Occupied Units - 1990 and 2000				
City of Marathon	$14,999	$16,200	$1,201	**8.0%**
Buena Vista County	$41,400	$65,900	$24,500	**59.2%**
Iowa	**$45,900**	**$82,100**	**$36,200**	**78.9%**

Source: U.S. Census Bureau, Census of Population and Housing, STF-1A, 1990, DP-4 2000

Table 4 indicates the number of persons living in households decreased between 1990 and 2000 by 18 persons, or -5.6%, with no persons living in group quarters. In addition, the number of persons per household increased slightly from 2.15 to 2.19 persons. Nationally, however, the trend has been towards a declining household size, and Marathon appears to be bucking this trend.

Table 4 also indicates the number of occupied housing units decreased from 149 in 1990 to 138 in 2000, or -7.4%. Vacant housing units also decreased from 34 in 1990 to 24 in 2000, or -29.4%.

Median contract rent in Marathon increased from $129 per month in 1990 to $157 per month in 2000, or 21.7%. Buena Vista County and the State of Iowa's median monthly contract rent increased by 46.8% and 46.7%, respectively. This indicates Marathon has seen contract rent grow at a rate less than half of that of both the County and State. Comparing changes in monthly rents between 1990 and 2000 with the Consumer Price Index (CPI) enables the local housing market to be compared to national economic conditions. Inflation between 1990 and 2000 increased at a rate of 32.1%, indicating Marathon rents increased at a rate nearly two-thirds of inflation. Thus, Marathon tenants were paying lower monthly rents in 2000, in terms of real dollars, than they were in 1990, on average.

The median value of owner-occupied housing units in Marathon increased from $14,999 in 1990 to $16,200 in 2000, an increase of 8.0%. The median value for owner-occupied housing units in Buena Vista County and the State of Iowa showed an increase of 59.2% and 79.7%, respectively. Housing values in Marathon increased at nearly one-fourth of the rate of the CPI and, therefore, were valued considerably lower in 2000, in terms of real dollars, than in 1990, on average.

In terms of real dollars, tenants in Marathon were paying lower contract rent. In addition, City residents saw a substantial decrease in housing costs. This trend is not consistent with the County and State as a whole, as data show housing costs in these areas have exceeded inflation. For Marathon, this trend has created a buyer's market, which can act as a disincentive to property owners to update and rehabilitate housing units.

TABLE 5: HOUSING UNITS BY COMMUNITY, BUENA VISTA COUNTY AND COMMUNITIES - 2000

Community	Housing Units 2000	Occupied Housing Units 2000	Vacant Units 2000	Owner-Occupied 2000	Renter-Occupied 2000	Persons per Household 2000
Albert City	312	284	28	233	51	2.38
Alta	791	726	65	526	200	2.56
Lakeside	211	184	27	152	32	2.63
Linn Grove	99	89	10	75	14	2.37
Marathon	**162**	**138**	**24**	**109**	**29**	**2.19**
Newell	381	361	20	295	66	2.32
Rembrandt	102	96	6	73	23	2.38
Sioux Rapids	338	306	32	239	67	2.28
Storm Lake	3,706	3,466	240	2,215	1,251	2.57
Truesdale	47	39	8	34	5	2.33
Incorporated Areas	6,149	5,689	460	3,951	1,738	2.40
Unincorporated Areas	1,996	1,810	186	1,328	482	2.62
Buena Vista County	**8,145**	**7,499**	**646**	**5,279**	**2,220**	**2.54**

Source: U.S. Census Bureau, Census of Population and Housing, SF1 – DP1 2000

Table 5 examines housing characteristics for each of the communities and the unincorporated areas in Buena Vista County in the year 2000. The table indicates that the majority of the housing units are located in the communities. More specifically, 2.0% of the County's housing stock is located in the City of Marathon.

TABLE 6: TENURE OF HOUSEHOLD BY SELECTED CHARACTERISTICS, CITY OF MARATHON, 1990 TO 2000

	1990				2000				O.O.	R.O.
Householder Characteristic	Owner-Occupied	% O.O	Renter-Occupied	% R.O	Owner-Occupied	% O.O	Renter-Occupied	% R.O	Percent Change	
Tenure by Number of Persons in Housing Unit (Occupied Housing Units)										
1 person	33	28.7%	19	55.9%	35	32.1%	18	62.1%	6.1%	-5.3%
2 persons	49	42.6%	8	23.5%	43	39.4%	8	27.6%	-12.2%	0.0%
3 persons	12	10.4%	4	11.8%	9	8.3%	1	3.4%	-25.0%	-75.0%
4 persons	17	14.8%	0	0.0%	9	8.3%	1	3.4%	-47.1%	100.0%
5 persons	3	2.6%	2	5.9%	9	8.3%	0	0.0%	200.0%	-100.0%
6 persons or more	1	0.9%	1	2.9%	4	3.7%	1	3.4%	300.0%	0.0%
TOTAL	**115**	**100.0%**	**34**	**100.0%**	**109**	**100.0%**	**29**	**100.0%**	**-5.2%**	**-14.7%**
Tenure by Age of Householder (Occupied Housing Units)										
15 to 24 years	3	2.6%	6	20.7%	0	0.0%	3	10.3%	-100.0%	-50.0%
25 to 34 years	10	8.7%	7	24.1%	10	9.2%	6	20.7%	0.0%	-14.3%
35 to 44 years	18	15.7%	5	17.2%	22	20.2%	2	6.9%	22.2%	-60.0%
45 to 54 years	15	13.0%	5	17.2%	15	13.8%	7	24.1%	0.0%	40.0%
55 to 64 years	16	13.9%	2	6.9%	19	17.4%	2	6.9%	18.8%	0.0%
65 to 74 years	30	26.1%	3	10.3%	21	19.3%	1	3.4%	-30.0%	-66.7%
75 years and over	23	20.0%	6	20.7%	22	20.2%	8	27.6%	-4.3%	33.3%
TOTAL	**115**	**100.0%**	**34**	**117.2%**	**109**	**100.0%**	**29**	**100.0%**	-5.2%	-14.7%

Source: U.S. Census Bureau, Census of Population and Housing, STF-1A, 1990 / SF4 2000

Table 6 shows tenure (owner-occupied and renter-occupied) of households by number and age of persons in each housing unit. Analyzing this data allows the City the ability to determine where there may be a need for additional housing. In addition, Marathon could target efforts for housing rehabilitation and construction at those segments of the population exhibiting the largest need.

The largest section of owner-occupied housing in Marathon in 2000, based upon number of persons, was two-person households, with 43 units, or 39.4% of the total owner-occupied units. By comparison, the largest household size for rentals was the single-person household which had 18 renter-occupied housing units, or 62.1% of the total renter-occupied units. Marathon was comprised of 104 one- or two-person households, or 75.4% of all households. Households having five or more persons comprised only 12.0% of the owner-occupied segment, and 3.4% of the renter-occupied segment. Citywide, households of five or more persons accounted for 15 units, or 15.4% of the total.

When compared to 1990, three of the six owner-occupied household groups grew in number. Owner-occupied household groups of six persons or more grew by the greatest percentage, increasing by 300.0%, while units with four persons decreased by -47.1%. Only one of the six renter-occupied housing unit groups increased, with four-person units gaining 1 new unit. Renter-occupied units with five persons experienced the greatest percentage decrease, losing both of its two units, or 100.0% from 1990.

According to the 2000 data in Table 6, the largest groups of owner-occupied units were the 35 to 44 year and 75+ year categories. The age groups each accounted for 20.2% of the total for a combined total of 40.4%. Tenure by age indicates

70.6% of owner-occupied housing units were comprised of persons aged 45 years and older, while 37.9% of renter-occupied units were comprised of persons aged 45 years and younger.

TABLE 7: SELECTED HOUSING CONDITIONS, MARATHON AND BUENA VISTA COUNTY, 1990 AND 2000

Housing Profile	City of Marathon		Buena Vista County	
	Total	% of Total	Total	% of Total
1990 Housing Units	183		8,140	
1990 Occupied Housing Units	149	81.4%	7,515	92.3%
2000 Housing Units	162		8,145	
2000 Occupied Housing Units	138	85.2%	7,499	92.1%
Change in Number of Units 1990 to 2000				
Total Change	-21	-11.5%	5	0.1%
Annual Change	-2	-1.1%	1	0.0%
Total Change in Occupied Units	-11	-7.4%	-16	-0.2%
Annual Change in Occupied Units	-1	-0.7%	-2	0.0%
Characteristics				
1990 Units Lacking Complete Plumbing Facilities	4	2.2%	61	0.7%
1990 Units with More Than One Person per Room	3	1.6%	100	1.2%
2000 Units Lacking Complete Plumbing Facilities	5	3.1%	81	1.0%
2000 Units with More Than One Person per Room	0	0.0%	248	3.0%
Substandard Units				
1990 Total	7	3.8%	161	2.0%
2000 Total	5	3.1%	329	4.0%

Source: U.S. Census Bureau, Census of Population and Housing, STF-3A, 1990, DP-4 2000

Table 7 indicates changes in housing conditions and includes an inventory of substandard housing for the City of Marathon. The housing occupancy rate in the City increased from 81.4% in 1990 to 85.2% in 2000. Between 1990 and 2000, the number of housing units in Marathon decreased by 21, or an average of 2 units per year. There was also a decrease of 11 occupied housing units.

According to the U.S. Department of Housing and Urban Development (HUD) guidelines, housing units lacking complete plumbing or which are overcrowded are considered substandard housing units. HUD defines a complete plumbing facility as hot and cold piped water, a bathtub or shower, and a flush toilet. HUD defines overcrowding as more than one person per room. When these criteria are applied to Marathon, there were 5 housing units, or 3.1%, considered substandard in 2000. It should be noted, however, that this figure was reached by adding together the number of housing meeting one criterion to the number of housing units meeting the other criterion. However, the largest amount of substandard units was based on overcrowding.

What these data fail to consider are housing units that have met both criterion and any such housing units were counted twice, once under each criterion. Even so, the City should not assume that these data overestimate the number of substandard housing. Housing units containing major defects requiring rehabilitation or upgrading to meet building, electrical or plumbing codes should also be included in an analysis of substandard housing. A comprehensive survey of the entire housing stock should be completed every five years to determine and identify the housing units that would benefit from remodeling or rehabilitation work. This process will help ensure that a community maintains a high quality of life for its residents through protecting the quality and quantity of its housing stock.

ECONOMIC AND EMPLOYMENT PROFILE

Economic data are collected in order to understand area markets, changes in economic activity and employment needs and opportunities within the City of Marathon. In this section, employment by industry, household income statistics, and basic/non-basic analyses were reviewed for Marathon and the State of Iowa.

INCOME STATISTICS

Income statistics for households are important for determining the earning power of households in a community. The data presented here show household income levels for Marathon in comparison to the State. This data was reviewed to determine whether households experienced income increases at a rate comparable to the State of Iowa and the Consumer Price Index (CPI). Note that income statistics may exhibit different numbers than housing statistics due to the fact that these data were derived from different census survey formats.

TABLE 8: HOUSEHOLD INCOME, MARATHON AND STATE OF IOWA, 1990 AND 2000

Household Income Ranges	1990				2000			
	City of Marathon	% of Total	State of Iowa	% of Total	City of Marathon	% of Total	State of Iowa	% of Total
Less than $10,000	34	25.6%	173,098	16.2%	19	14.5%	93,783	8.2%
$10,000 to $14,999	26	19.5%	111,561	10.5%	21	16.0%	77,333	6.7%
$15,000 to $24,999	30	22.6%	221,213	20.8%	38	29.0%	165,122	14.4%
$25,000 to $34,999	33	24.8%	194,997	18.3%	31	23.7%	168,713	14.7%
$35,000 to $49,999	6	4.5%	191,863	18.0%	13	9.9%	218,204	19.0%
$50,000 and over	4	3.0%	172,511	16.2%	9	6.9%	427,042	37.1%
Total	**133**	**100.0%**	**1,065,243**	**100.0%**	**131**	**100.0%**	**1,150,197**	**100.0%**
Median Household Income	$17,031		$26,229		$20,982		$39,469	

Source: U.S. Census Bureau, Census of Population and Housing, STF-3A, 1990 / DP-3 2000

Table 8 indicates the number of households in each income range for Marathon for 1990 and 2000. In 1990, the household income range most commonly reported was $15,000 to $24,999, which accounted for 22.6% of all households. In 2000, the income range reported most was the same, $15,000 to $24,999, which accounted for 29.0% of the total. Those households earning less than $15,000 decreased from 25.6% in 1990 to 14.5% in 2000.

The median household income for Marathon was $17,031 in 1990, which was $9,198 less than the State. By 2000, the median household income increased to $20,982, or an increase of 23.2%, and was over $18,000 less than the State. The CPI for this period was 32.1%, which indicates incomes in Marathon did not keep up with inflation. Marathon households were earning less, in real dollars, in 2000 than in 1990.

TABLE 9: HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER (55 YEARS & OLDER), CITY OF MARATHON, 2000

Income Categories	55 to 64 years	65 to 74 years	75 years and over	Householders age 55 and over	Householders age 55 and over	Total Households in Marathon	% of Total Households with Householders age 55 and over
Less than $10,000	2	2	6	**10**	16.7%	19	52.6%
$10,000 to $14,999	6	1	2	**9**	15.0%	21	42.9%
$15,000 to $24,999	2	9	11	**22**	36.7%	38	57.9%
$25,000 to $34,999	8	2	4	**14**	23.3%	31	45.2%
$35,000 to $49,999	2	0	0	**2**	3.3%	13	15.4%
$50,000 or more	2	1	0	**3**	5.0%	9	33.3%
Total	**22**	**15**	**23**	**60**	**100.0%**	**131**	**45.8%**

Source: U.S. Census Bureau, Census of Population and Housing, SF4 2000

Table 9 indicates household income for Marathon householders aged 55 years and over in 2000. The purpose for this information is to determine the income level of the City's senior households. The table indicates 60 households meeting this criterion. Of these households, 41 or 68.3% had incomes less than $25,000 per year. Furthermore, 19 of these households, or 31.7% of the senior households, had incomes less than $15,000 per year. In addition, these households accounted for 47.5% of all households in the City earning less than $15,000. This information indicates many of these households could be eligible for housing assistance to ensure they continue to live at an appropriate standard of living. The number of senior households could easily continue to grow during the next twenty years. As the size of the 55 and over age cohort increases, these typically fixed income households may be required to provide their entire housing needs for a longer period of time. Also, the fixed incomes, in terms of real dollars, that support seniors generally decline at a faster rate than any other segment of the population,.

The last two columns of Table 9 indicate the total number of households in each income level and the proportion of those households that were age 55 years and older. Note that in the income level of less than $10,000, 52.6% of all households were over the age of 55. By contrast, only 15.4% of all households in the $35,000 to $49,999 income range are over 55 years of age, and 33.3% of all households in the $50,000 or more income range was over 55 years of age. This indicates that those who are over 55 years of age in Marathon account for a strong part of these income groups and appear to be increasing in line with all ages in these income groups. As noted above, the over 55 age group may increase faster than any other cohort in the next twenty years.

TABLE 10: HOUSING COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME, CITY OF MARATHON, 2000

Income Categories	Owner-Occupied Households	% O.O. Households	Renter-Occupied Households	% R.O. Households	Total Households	% of Total Households
Less than $10,000						
Less than 30% of income	6	6.3%	2	10.0%	**8**	**7.1%**
More than 30% of income	2	2.1%	6	30.0%	**8**	**7.2%**
$10,000 to $19,999						
Less than 30% of income	24	25.3%	8	40.0%	**33**	**28.4%**
More than 30% of income	3	3.2%	0	0.0%	**3**	**2.6%**
$20,000 to $34,999						
Less than 30% of income	39	41.1%	3	15.0%	**43**	**37.0%**
More than 30% of income	3	3.2%	0	0.0%	**3**	**2.6%**
$35,000 to $49,999						
Less than 30% of income	8	8.4%	1	5.0%	**9**	**7.9%**
More than 30% of income	0	0.0%	0	0.0%	**0**	**0.0%**
$50,000 or more						
Less than 30% of income	10	10.5%	0	0.0%	**10**	**8.8%**
More than 30% of income	0	0.0%	0	0.0%	**0**	**0.0%**
TOTAL	**95**	**100.0%**	**20**	**100.0%**	**115**	**101.7%**
Housing Cost Analysis						
Less than 30% of income	**87**	**91.6%**	**14**	**70.0%**	**101**	**87.8%**
More than 30% of income	**8**	**8.4%**	**6**	**30.0%**	**14**	**12.2%**
TOTAL	**95**	**100.0%**	**20**	**100.0%**	**115**	**100.0%**

Source: U.S. Census Bureau, Census of Population and Housing, SF 3 Table H73 and H97, 2000

Table 10 shows owner-occupied and renter-occupied housing costs as a percentage of householder income in 2000. In addition, the table identifies the number of households experiencing a housing cost burden. Note the total number of households is different, due to the use of a different survey form. A housing cost burden, as defined by the U.S. Department of Housing and Urban Development (HUD), occurs when gross housing costs, including utility costs, exceed 30% of gross household income, based on data published by the U.S. Census Bureau. Table 10 shows 101 households, or 87.8% of total households, paid less than 30% of their income towards housing costs. This means the remaining 14 households, or 12.2% of the total, were experiencing a housing cost burden.

There were 8 owner-occupied households and 6 renter-occupied households that experienced this housing cost burden. However, even though the total number of owner-occupied units exceeded the renter-occupied, only 8.4% of owner-occupied households had a housing cost burden, while 30.0% of renter-occupied households had a housing cost burden. The median rent in Marathon was $157 in 2000, considerably less than the State median of $383.

Table 11 shows owner and renter costs for householders age 65 and over. Similar trends are shown in this table as were shown in Table 10. A housing cost burden affects 4 households age 65 and over. In 2000, there were 0 owner-occupied households age 65 and over with a housing cost burden or 0% of the total households with this burden. However, 4 renter-occupied households age 65 and over experienced a housing cost burden, or 36.4% of the total households with this burden. While only 17.6% of the County population as a whole experienced a housing cost burden, 9.5% of all households over age 65 experienced a housing cost burden. This finding is of particular importance because it shows that elderly households account for 9.5% of all the households indicating a housing cost burden; all while they continue to face increasing housing costs and fixed or decreasing incomes.

TABLE 11: AGE 65 AND OLDER COSTS AS PERCENTAGE OF INCOME, CITY OF MARATHON, 2000

Income Categories	Owner-Occupied Households	% O.O. Households	Renter-Occupied Households	% R.O. Households	Total Households age 65 and Over	% of Total Households
Housing Cost Analysis						
Less than 30% of income	31	100.0%	7	63.6%	**38**	**90.5%**
More than 30% of income	0	0.0%	4	36.4%	**4**	**9.5%**
TOTAL	**31**	**100.0%**	**11**	**100.0%**	**42**	**100.0%**

Source: U.S. Census Bureau, Census of Population and Housing, SF 3 Table H71 and H96, 2000

REGIONAL BASIC/NON-BASIC ANALYSIS

The following data examine six occupational areas established by the U.S. Census Bureau to evaluate trends in employment and the area economy. Basic employment and non-basic employment are defined as follows:

- Basic employment is business activity providing services primarily outside the area through the sale of goods and services, the revenues of which are directed to the local area in the form of wages and payments to local suppliers.
- Non-Basic employment is business activity providing services primarily within the local area through the sale of goods and services, and the revenues of such sales re-circulate within the community in the form of wages and expenditures by local citizens.

This analysis is used to further understand which occupational areas are exporting goods and services outside the area, thus importing dollars into the local economy. The six occupational categories used in the analysis are listed below:

- Management, professional, and related occupations
- Service occupations
- Sales and office occupations
- Farming, fishing and forestry occupations
- Construction, extraction, and maintenance occupations
- Production, transportation, and material moving occupations

A related concept to the basic/non-basic distinction is that of a Basic Multiplier. The basic multiplier is a number, which represents the number of non-basic jobs supported by each basic job. A high basic multiplier means that the loss of one basic job will potentially have a large impact on the local economy if changes in employment occur. The rationale behind this analysis is that if basic jobs bring new money into a local economy, that money becomes the wages for workers in that economy. Finally, the more money generated by basic jobs within a community; the more non-basic jobs that are supported.

Table 12 indicates the occupation category, the percent of Marathon residents employed in each category, the percent of State residents employed in each category, and the basic and non-basic employment for that category in Marathon. The formula for determining the basic or non-basic nature of an occupation entails subtracting the State's percentage of workforce in a particular occupation from the percentage of the workforce in that occupation in the City. If the City has

a lower proportion of its workforce employed in an occupation than the State as a whole, then that occupation is non-basic.

TABLE 12: BASIC/NON-BASIC EMPLOYMENT BY OCCUPATION, CITY OF MARATHON, 2000

Occupation Category	Number of City of Marathon Workforce	% of City of Marathon Workforce	% of State Workforce	City of Marathon minus State of Iowa	Basic	Non-Basic
Management, professional, and related occupations	8	6.6%	31.3%	-24.7%	0.0%	6.6%
Service occupations	**32**	**26.4%**	**14.8%**	**11.6%**	**11.6%**	**14.8%**
Sales and office occupations	31	25.6%	25.9%	-0.3%	0.0%	25.6%
Farming, fishing, and forestry occupations	**5**	**4.1%**	**1.1%**	**3.0%**	**3.0%**	**1.1%**
Construction, extraction, and maintenance occupations	**11**	**9.1%**	**8.9%**	**0.2%**	**0.2%**	**8.9%**
Production, transportation, and material moving occupations	**34**	**28.1%**	**18.1%**	**10.0%**	**10.0%**	**18.1%**
TOTAL	**121**	**100%**	**100%**		24.8%	75.1%
Economic base multiplier	**4.03**					

Source: U.S. Census Bureau, Census of Population and Housing, DP-3, 2000

In Marathon, there are four basic occupation industries: 1) Service occupations, 2) Production, transportation, and material moving occupations, 3) Farming, fishing, and forestry occupations, and 4) Construction, extraction, and maintenance occupations. Goods and services from these occupations are exported to markets outside of the community, which in turn generates an infusion of dollars into the local economy. Table 12 shows that 75.1% of the jobs in Marathon are non-basic, while only 24.8% provide goods and services outside of the City. With four of the six categories indicating exports, this is not a bad balance; however, 87.1% of the exports are within two of the categories. If an economic downturn occurred in this area, it could have a major impact on the City's economy.

The basic multiplier for Marathon is 4.03. This number indicates that 4.03 non-basic jobs support every one basic job in the City of Marathon. Every time the City loses a job in one of the basic occupation categories, it potentially could lose 4.03 non-basic jobs. In order to decrease this potential, Marathon needs to accentuate the basic jobs by diversifying the employment base even more. Cities want a balance of basic and non-basic employment in their economy to ensure future economic stability.

Table 12 shows that one of the non-basic occupation categories, sales and office occupations, is very close to the same percentage as the State, so it is possible that this category could become basic, if additional jobs were created. If this occupational area were to surpass the State percentage, it would start to contribute to the basic employment of the City, which in turn would lower the basic multiplier. However, as jobs are added to one occupation category, the percentages for all of the industries will change. This makes forecasting future basic and non-basic occupations complex and difficult.

TABLE 13: BASIC/NON-BASIC EMPLOYMENT BY INDUSTRY, CITY OF MARATHON, 2000

Industry Categories	City of Marathon		State of Iowa		City of Marathon minus State of Iowa	Basic	Non-Basic
	2000	% of Total	2000	% of Total			
Agriculture, forestry, hunting and mining	**8**	**6.6%**	**65,903**	**4.4%**	**2.2%**	**2.2%**	**4.4%**
Construction	**12**	**9.9%**	**91,824**	**6.2%**	**3.8%**	**3.8%**	**6.2%**
Manufacturing	**25**	**20.7%**	**253,444**	**17.0%**	**3.6%**	**3.6%**	**17.0%**
Wholesale Trade	**11**	**9.1%**	**53,267**	**3.6%**	**5.5%**	**5.5%**	**3.6%**
Retail Trade	13	10.7%	179,381	12.0%	-1.3%	0.0%	10.7%
Transportation and warehousing and utilities	**15**	**12.4%**	**73,170**	**4.9%**	**7.5%**	**7.5%**	**4.9%**
Information	0	0.0%	41,970	2.8%	-2.8%	0.0%	0.0%
Finance, Insurance, Real Estate and rental and leasing	2	1.7%	100,395	6.7%	-5.1%	0.0%	1.7%
Professional, scientific, management, administration, and waste management service	0	0.0%	90,157	6.1%	-6.1%	0.0%	0.0%
Educational, health, and social services	14	11.6%	324,142	21.8%	-10.2%	0.0%	11.6%
Arts, entertainment, recreation, accommodation and food services	**11**	**9.1%**	**98,819**	**6.6%**	**2.5%**	**2.5%**	**6.6%**
Other services (except public administration)	**6**	**5.0%**	**66,286**	**4.4%**	**0.5%**	**0.5%**	**4.4%**
Public Administration	4	3.3%	51,058	3.4%	-0.1%	0.0%	3.3%
Total	**121**	**100.0%**	**1,489,816**	**100.0%**		**25.6%**	**74.4%**
Base Multiplier	**3.91**						

Source: US Census – 2000 DP-3

Table 13 offers another basic/non-basic analysis. This approach is based upon Industry Categories instead of Occupation Categories. With the data presented in this table, Marathon will have more detailed information to define where job growth needs to occur. Note that the total percentage of basic and non-basic employment is calculated in this table.

According to Table 13, the following industries are strong in the City of Marathon:

- Agriculture, forestry, fishing, hunting and mining
- Construction
- Manufacturing
- Wholesale Trade
- Transportation and warehousing and utilities
- Arts, entertainment, recreation, accommodation and food services
- Other services (excluding public administration)

These industries are providing many of the basic jobs that are supporting non-basic employment. The industries having the most room for growth are Public Administration; Retail Trade; and Information. These industries fail to meet the State average by 0.1%, 1.3%, and 2.8% respectively.

Tables 12 and 13 combine to give Marathon a picture of its employment conditions. In order to boost the economy of the City, there must be a flow of money into the area from other regions. To do that, the City needs to offer goods and services to those other areas. Marathon could also diversify its economic structure, which will add strength and stability.

Commuter Trends

Travel time to work is a factor used to gauge where Marathon's labor force is working. However, the data may be skewed when comparing the travel time to the actual miles traveled to work due to potential traffic issues during certain times of the day. Table 14 shows the number of residents of Marathon that travel to work in each of several time categories.

Table 14 indicates the workforce spent more time traveling to work in 2000 than in 1990. The average travel time increased from 20.2 minutes in 1990 to 27.5 minutes in 2000. When looking at travel time categories, the largest percentage increase occurred in the 20 to 29 minutes category, which grew by 12 persons, or 1200.0%. The next largest increase occurred in the 30 to 44 minutes category, which grew by 6 persons, or 316%. These increases in time traveled are most likely due to a growing number of people commuting to jobs outside of Buena Vista County.

TABLE 14: TRAVEL TIME TO WORK, MARATHON, 1990 TO 2000

Travel Time Categories	1990	% of Total	2000	% of Total	% Change
Less than 5 minutes	17	14.0%	10	8.6%	-41.2%
5 to 9 minutes	27	22.3%	10	8.6%	-63.0%
10 to 19 minutes	38	31.4%	30	25.9%	-21.1%
20 to 29 minutes	1	0.8%	13	11.2%	1200.0%
30 to 44 minutes	19	15.7%	25	21.6%	31.6%
45 to 59 minutes	7	5.8%	11	9.5%	57.1%
60 minutes or more	9	7.4%	12	10.3%	33.3%
Worked at home	3	2.5%	5	4.3%	66.7%
Total	**121**	**100.0%**	**116**	**100.0%**	**-4.1%**
Mean Travel Time (minutes)	**20.2**		**27.5**		**36.1%**

Source: U.S. Census Bureau, Census of Population and Housing, STF-3A, 1990 – SF 3 Table PCT56 and DP3, 2000

Three time categories showed decreases in the number of people commuting. These were the less than 5 minutes, 5 to 9 minutes, and 10 to 19 minutes, which decreased by 7, 17, and 8 persons, respectively. The reason for these decreases may be a result of a decrease in the number of well-paying jobs in the City, coupled with more lucrative opportunities in other places. The number of persons working at home increased from 3 in 1990 to 5 in 2000, a change of 66.7%.

COMMUNITY FACILITIES

State and local governments provide a number of goods and services for their citizens. The people, buildings, equipment and land utilized in the process of providing these goods and services are referred to in the public facilities inventory.

Public facilities represent a wide range of buildings, utilities, and services that are built and maintained by the different levels of government. Such facilities are provided to insure the safety, well being, and enjoyment of the residents of a jurisdiction, in this case, Marathon. These facilities and services provide City residents with social, cultural, educational, and recreational opportunities, as well as law enforcement and fire protection services designed to meet area needs. It is important for all levels of government to anticipate the future demand for their goods and services if they are to remain strong and vital.

An important step is to establish a list of services and facilities that are currently provided to citizens of the city. In some instances, there are a number of goods and services that are not provided by the local or state governmental body and thus are provided by non-governmental private or non-profit organizations for the city. These organizations are important providers of goods and services, especially in sparsely populated rural areas.

MARATHON FACILITIES INVENTORY

The Facilities Inventory component of a Comprehensive Development Plan lists all available services and facilities in Marathon. This inventory provides a resource for decision makers to evaluate future demands. Information was gathered by JEO Consulting Group, Inc. staff, Buena Vista County staff, and the City of Marathon staff.

The Facilities Inventory for Buena Vista County is divided into the following categories:

- Recreational Facilities
- Educational Facilities
- Fire and Police Protection
- County Buildings
- Transportation Facilities
- Communication Facilities
- Public Utilities
- Health Facilities

RECREATIONAL FACILITIES

STATE RECREATIONAL FACILITIES

Although the parks listed below are located outside Marathon, these resources offer a variety of recreational opportunities to City residents. A general distance of 30 miles was used when determining what sites to include in the following table.

TABLE 15: STATE PARKS

Name	County	Size	Features	Amenities
Black Hawk State Park	**Sac**	**86 Acres**	**957 acre glacier-formed lake**	**Modern campsites (68 electric, 108 non-electric), open picnic shelters, hiking and interpretive trails, swimming, fishing, boating, Frisbee golf course, volleyball courts, and playground**
Ambrose A. Call State Park	**Kossuth**	**138 Acres**	**Log cabin style lodge available for large gatherings**	**Shelter, lodge, hiking, modern facilities, and camping**
Twins Lake State Park	**Calhoun**	**NA**	**Natural lake with stock fishing**	**Fishing, picnicking, cross county skiing, and camping**
Wanata State Park	**Clay**	**160 Acres**	**Overlooks the scenic Little Sioux River Valley, picnic shelter listed on the National Register of Historic Places**	**Hiking, fishing, and picnicking**

Source: Iowa Department of Natural Resources, 2006

COUNTY RECREATIONAL FACILITIES

The Buena Vista County Conservation Board is responsible for twelve facilities within the County. These include Brooke Wildlife Area, Buena Vista County Conservation Park, Bur Oak Wildlife Area, Elk Wildlife Area, Gabrielson Park/Gustafson Lake, Marathon Dam Area, Marathon Wildlife Area, Pheasant Ridge Wildlife Area, Raccoon River Heritage Wildlife Corridor, South Cove Park, Sturcher Pit Area, and Three Waters Wildlife Area. The features of each location are outlined below in Table 16. Most County parks have places designated for passive recreation such as camping, hiking, and picnicking, which do not have an intense impact on the environment. However, some of the County parks provide more specialized recreational activities including hunting, fishing, and boating.

TABLE 16: COUNTY PARKS AND FACILITIES

Name	Location	Size	Features	Activities
Brooke Wildlife Area	**5 miles west of Marathon**	**60 acres**	**Maintained as wildlife area**	**Hunting and trapping allowed**
Buena Vista County Conservation Park	**5 miles west of Marathon**	**308 acres**	**Prairie grass area, arboretum, and nature trails**	**Modern and primitive camping facilities, picnicking, basketball, playground, hiking, cross country skiing, snowmobiling, and tubing**
Bur Oak Wildlife Area	**2 miles south of Peterson**	**40 acres**	**Maintained as wildlife area**	**Hunting allowed**
Elk Wildlife Area	**8 miles north of Alta**	**65 acres**	**Maintained as wildlife area**	**Hunting and trapping allowed**
Gabrielson Park/ Gustafson Lake	**South edge of Sioux Rapids on Highway 71**	**36 acres**	**7.5-acre man-made lake, 7 acres of native prairie grasses and wildflowers, and enclosed heated shelter house**	**Fishing, swimming, boating, picnicking, and playground**
Marathon Dam Area	**Marathon**	**12 acres**	**Located on the Little Sioux River**	**Primitive camping, fishing, boating, picnicking, and playground**
Marathon Wildlife Area	**Southeast edge of Marathon**	**9.5 acres**	**Wildlife refuge**	**No hunting allowed**
Pheasant Ridge Wildlife Area	**3 miles south of Newell**	**6 acres**	**Maintained as wildlife area**	**Hunting allowed**
Raccoon River Heritage Wildlife Corridor	**Starts 2 miles west of Newell**	**330 acres**	**Maintained as wildlife area**	**Hunting, trapping, fishing, and boating**

South Cove Park	**South edge of Storm Lake**	**3 acres**	**Located along bank of 3,000-acre Storm Lake**	**Fishing, boating, picnicking, and playground**
Sturchler Pit Area	**1 mile north and west of Newell**	**120 acres**	**5-acre gravel pit located along the Raccoon River, prairie grass areas**	**Fishing, boating, picnicking, and playground**
Three Waters Wildlife Area	**5 miles northwest of Newell**	**85 acres**	**Maintained as wildlife area, prairie grass areas, three water bodies (creek, small lake and the Raccoon River)**	**Hunting, trapping, fishing, and boating**

Source: Buena Vista County Conservation Board, 2005

COMMUNITY RECREATIONAL FACILITIES

Marathon is home to LM and O Railroad Museum and Historical Site. The museum features a fully-equipped depot, restored caboose, memorabilia, railroad yard, and 1,000 yard track, one-hour tours are available along with rides on antique railroad cars. The community is also well known for its annual event held every June, 'Marathon to Marathon'. The 26.2 mile race is certified, sanctioned, and attended by runners from all over the world. The town also offers Marathon-Poland Park, located at 2040 450th Street, which includes a community center, tennis courts, and ball fields.

OTHER RECREATIONAL ACTIVITIES

Golf Courses

There currently are no golf courses in Marathon; however, there is a total of six golf courses in other parts of the County, including two in the City of Storm Lake. A brief description of each is given in Table 17 below.

TABLE 17: AREA GOLF COURSES

Name	Location	Type of Facility	Number of Holes	Season
Alta Golf and Country Club	**Alta**	**Private**	**9**	**April 1 to November 1**
Lake Creek Country Club	**Storm Lake**	**Semi-Private**	**18**	**April 1 to November 1**
Laurens Golf and County Club	**Laurens**	**Private**	**9**	**April 1 to October 31**
Little Sioux Golf and Country Club	**Sioux Rapids**	**Semi-Private**	**9**	**April 15 to October 21**
Newell Golf Course	**Newell**	**Public**	**9**	**April 1 to October 31**
Spring Hills County Club	**Mallard**	**Public**	**9**	**April 1 to November 1**
Storm Lake Municipal Golf Course	**Storm Lake**	**Public**	**9**	**March 25 to November 1**
West Links Estates Golf Course	**Alta**	**Public**	**10**	**April 1 to October 31**

Source: www.golfable.com

EDUCATIONAL FACILITIES

There are a total of ten school districts that serve the residents of Buena Vista County, as depicted in Figure 3. Of these, the residents of Marathon are served by the Laurens-Marathon Community School District (3537), which has one elementary school, one middle school, and one high school, all located in the City of Laurens to the east in Pocahontas County. Children in Marathon attend Laurens-Marathon Elementary School, which consists of Pre-kindergarten to 5th grade and had a total enrollment of 177 students during the 2004-2005 school year. Laurens-Marathon Middle School consists of grades 6 through 8 and had an enrollment of 116 students in 2004-2005. Laurens-Marathon High School, with grades 9 through 12, had 165 students in 2004-2005.

FIGURE 3: SCHOOL DISTRICT MAP

TABLE 18: BUENA VISTA COUNTY PUBLIC SCHOOLS BY SCHOOL DISTRICT

School District/ District Number	School Name/Type & Location	Grades	2000-2001 Enrollment	2004-2005 Enrollment	Percent Change 2000-01 to 2004-05
Albert City-Truesdale (0072)	Albert City-Truesdale Elementary (Albert City)	PK-5	111	104	-6.3%
	Albert City-Truesdale High (Albert City)	6-12	149	*	---
Alta (0171)	Alta Elementary (Alta)	PK-4	219 **	194	-11.4%
	Alta Middle (Alta)	5-8	200 ***	187	-6.5%
	Alta High (Alta)	9-12	204	198	-2.9%
Aurelia (0423)	Aurelia Elementary (Aurelia)	PK-4	136	106	-22.1%
	Aurelia Middle (Aurelia)	5-8	109	73	-33.0%
	Aurelia High (Aurelia)	9-12	116	145	25.0%
Galva-Holstein (2376)	Galva-Holstein Elementary (Holstein)	PK-4	173	183	5.8%
	Galva-Holstein Middle (Holstein)	5-8	184	143	-22.3%
	Galva-Holstein High (Holstein)	9-12	202	196	-3.0%
Laurens-Marathon (3537)	Laurens-Marathon Elementary (Laurens)	PK-5	194 **	177	-8.8%
	Laurens-Marathon Middle (Laurens)	6-8	123	116	-5.7%
	Laurens-Marathon High (Laurens)	9-12	268	165	-38.4%
Newell-Fonda (4644)	Newell-Fonda Lower (Newell)	PK-3	104 **	129	24.0%
	Newell-Fonda Higher (Fonda)	4-5	72	66	-8.3%
	Newell-Fonda Middle (Fonda)	6-8	113	111	-1.8%
	Newell-Fonda High (Newell)	9-12	180	169	-6.1%
Schaller-Crestland (5823)	Schaller-Crestland Middle-Elementary (Schaller)	PK-8	332 **	291	-12.3%
	Schaller-Crestland High (Early)	9-12	166	159	-4.2%
Sioux Central (6035)	Sioux Central Elementary (Sioux Rapids)	PK-5	205	145	-29.3%
	Sioux Central Middle (Sioux Rapids)	6-8	137	144	5.1%
	Sioux Central High (Sioux Rapids)	9-12	230 †	231	0.4%
	Buffalo Ridge Charter (Sioux Rapids)	1-6	---	59	---
South Clay (6092)	South Clay Elementary (Gillett Grove)	PK-6	112	74	-33.9%
Storm Lake (6219)	North Elementary (Storm Lake)	2-4	108 ††	115	6.5%
	South Elementary (Storm Lake)	K-4	239 ††	246	2.9%
	East Elementary (Storm Lake)	PK-1	109 ††	125	14.7%
	West Elementary (Storm Lake)	K-4	246 ††	197	-19.9%
	Storm Lake Middle (Storm Lake)	5-8	554	619	11.7%
	Storm Lake High (Storm Lake)	9-12	630	641	1.7%
	Storm Lake Alternative (Storm Lake)	---	---	2	---

Note: Grade levels shown in table are those which were offered in 2004-2005.

* No data available for Albert City-Truesdale High School in 2004-2005 as students now are attending Sioux Central Middle and High schools.
** Schools did not offer PK classes in 2000-2001.
*** Enrollment figure comprised of numbers for two middle schools in 2000-2001; one with grades 5 and 6, and the other with grades 7 and 8.
† 2000-2001 enrollment figure for Sioux Central High School includes special education students for grades 6 through 12.
†† All elementary schools in Storm Lake Community School District had grades K through 4 in 2000-2001.

Source: Iowa Department of Education, 2005.

Private Schools

In addition to the education provided to residents of Marathon via the public school system, the residents also have the availability of private schools within the area. The private schools closest to Marathon are St. Mary's Grade School, St. Mary's High School and Concordia Lutheran School, all of which are religion-based. School enrollments for the 2004-2005 school year are shown in Table 19 below.

TABLE 19: PRIVATE SCHOOLS

School Name/Type & Location	Grades	2004-2005 Enrollment
St. Mary's Grade School (Storm Lake)	**PK-4**	**147**
St. Mary's High School (Storm Lake)	**5-12**	**145**
Concordia Lutheran School (Storm Lake)	**K-6**	**38**

Source: Iowa Department of Education, 2005.

Postsecondary Schools

There are several postsecondary institutions that serve the residents of the Marathon area. The following are some of the main facilities:

- Bellevue University, WIT Campus (Sioux City, Iowa)
- Briar Cliff University (Sioux City, Iowa)
- Buena Vista University (Storm Lake, Iowa)
- Des Moines Area Community College (Carroll, Iowa)
- Dordt College (Sioux Center, Iowa)
- Iowa Central Community College (Fort Dodge, Webster City, Storm Lake, Iowa)
- Iowa Lakes Community College (Emmetsburg, Iowa)
- Iowa State University (Ames, Iowa)
- Morningside College (Sioux City, Iowa)
- Northwest Iowa Community College (Sheldon, Iowa)
- Northwestern College (Orange City, Iowa)
- St. Luke's College (Sioux City, Iowa)
- Western Iowa Tech Community College (Cherokee, Iowa)

FIRE AND RESCUE

TABLE 20 FIRE AND RESCUE EQUIPMENT

Vehicle	Gallons Per Min	Gallon Capacity	Year and Make
Pumper	1000	1000	1999 Central States
Pumper	500	1250	1965 Toynes
Tanker	na	2000	1972 Ford
Quick-Attack	na	250	1997 Ford
Rescue Truck	na	na	
Additional Items			
2000 gal porta tank	3 Ton Jack	Echo K-12 Saw	
1000 gal porta tank	1 unit to pump foam (10gal on hand)		
Porta Power Unit	5HP Positive Pressure Fan		

Source: Buena Vista County, 2006

FIGURE 4: RESCUE DISTRICT MAP

FIGURE 5: FIRE DISTRICT MAP

LAW ENFORCEMENT

Law enforcement in Marathon is the responsibility of the Buena Vista County Sheriff. The office of the Sheriff and the County Jail are located in the County Courthouse, 215 East 5th Street, in the City of Storm Lake.

Buena Vista County has a number of facilities to serve its residents. Table 21 identifies the number of sworn officers serving the area. The years are 2000 through 2004, as per the available data through the Iowa Uniform Crime Report. The number of sworn officers is then converted to officers per 1,000 people; this conversion is done in order to better compare counties with varying populations. The proportionate data are present as a means of comparison, but there are no hard standards that need to follow.

TABLE 21: SWORN OFFICERS, BUENA VISTA AND SURROUNDING COUNTIES, 2000 – 2004

County	2001		2002		2003		2004	
	Sworn Officer	Officers per 1,000	Sworn Officers	Officers per 1,000	Sworn Officers	Officers per 1,000	Sworn Officers	Officers per 1,000
Buena Vista	**9**	**0.87**	**10**	**0.96**	**10**	**0.97**	**10**	**0.97**
Calhoun	**7**	**0.63**	**7**	**0.63**	**7**	**0.65**	**5**	**0.47**
Cherokee	**6**	**0.78**	**5**	**0.65**	**6**	**0.80**	**6**	**0.81**
Clay	**9**	**1.49**	**9**	**1.48**	**9**	**1.53**	**9**	**1.53**
Ida	**8**	**1.02**	**8**	**1.02**	**8**	**1.04**	**8**	**1.06**
O'Brien	**9**	**0.88**	**11**	**1.07**	**10**	**1.00**	**10**	**1.02**
Palo Alto	**8**	**1.29**	**8**	**1.29**	**8**	**1.33**	**8**	**1.34**
Pocahontas	**5**	**0.58**	**7**	**0.81**	**7**	**0.84**	**6**	**0.72**
Sac	**7**	**0.76**	**7**	**0.76**	**7**	**0.79**	**6**	**0.69**

Source: Iowa Uniform Crime Report, 2000-2004.

CITY BUILDINGS

The city has a beautiful new Community Center. Marathon also owns the Library and a maintenance shed which is coming up for auction soon.

COMMUNICATION FACILITIES

RADIO

There are several radio stations that provide music, entertainment, and information to Marathon residents. Among these radio stations are:

KASI-1430 AM	KAYL-990 AM/101.7 FM	KBGG-1700 AM	KBVU-97.5 FM
KCCO-105.1 FM	KCHE-1440 AM/92.1 FM	KCIM-1380 AM	KDCR-88.5 FM
KDFR-91.3 FM	KDSN-1530 AM/107.1 FM	KFGQ-1260 AM/99.3 FM	KGGO-94.9 FM
KGLI-95.5 FM	KILR-1070 AM/95.9 FM	KHKI-97.3 FM	KICB-88.1 FM
KIOA-93.3 FM	KICD-1240 AM/107.7 FM	KJAN-1220 AM	KJJY-92.5 FM
KJMC-89.3 FM	KKBZ-99.3 FM	KKDM-107.5 FM	KKEZ-94.5 FM
KKIA-92.9 FM	KKRL-93.7 FM	KLGA-1600 AM/92.7 FM	KLKK-103.7 FM
KLLT-104.9 FM	KLTI-104.1 FM	KMNS-620 AM	KMXD-100.3 FM
KNOD-105.3 FM	KPSZ-940 AM	KRKQ-98.3 FM	KRNT-1350 AM

TELEVISION

Marathon residents are served by several regional television stations, including:

WOI-Channel 5 (ABC)-Ames/Des Moines

KCAU-Channel 9 (ABC)-Sioux City

KMEG-Channel 14 (CBS)-Sioux City

KCCI-Channel 8 (CBS)-Des Moines

KELO-Channel 3 (CBS)-Sioux Falls, SD

KTIV-Channel 4 (NBC)-Sioux City

WHO-Channel 13 (NBC)-Des Moines

KDSM-Channel 17 (Fox)-Des Moines

KPWB-Channel 23 (WB)-Ankeny

KDIN-Channel 11 (PBS)-Des Moines

KSIN-Channel 27 (PBS)-Sioux City

NEWSPAPERS

There are several newspapers serving the residents of Marathon. These include the Storm Lake Times, Sioux City Journal, Des Moines Register, and Ames Tribune. Other regional newspapers from nearby communities include the Spencer Daily Reporter, Ida County Courier, Fort Dodge Messenger, and Humboldt Independent.

PUBLIC UTILITIES

Utility services, including power, water, telephone, and waste disposal, are essential factors in the development of residential, commercial, and industrial areas. One of Marathon's goals should be to provide adequate services to its residents. The following sections identify and discuss certain utilities found in Marathon.

ELECTRICAL SERVICE

Marathon's electrical service provider is the City of Laurens, Iowa, located to the east in Pocahontas County. The power sources are nuclear, coal, hydroelectrically, and wind.

NATURAL GAS

Alliant Energy provides natural gas service to Marathon.

TELEPHONE SERVICES

Telephone service is provided by Iowa Telecommunications.

CABLE TELEVISION PROVIDERS

Cable service is provided by Weatherell Cable television.

SANITARY SEWER

Sanitary sewer service is provided by the City of Marathon. The system consists of 6 inch gravity main with 2 inch force mains. Every house has a septic tank and lift station leading to sand filter beds. The new system was installed in 1986 and is located 1 mile west of Marathon. There are no future expansions or additions planned.

MUNICIPAL WATER

Municipal water service is provided by the City of Marathon. There are two wells on the system. The water tower holds 49,000 gallons. The water is treated through aeration, detention, and filtration. The 138 customers use 20,000 gallons per day on average. There are no expansions planned at this time.

SOLID WASTE DISPOSAL FACILITIES

Two solid waste disposal facilities currently the residents of Marathon, the County's Sanitary Landfill and the Harold Rowley Material Recovery Center. Both sites are located off of 630th Street, approximately two miles southeast of the communities of Lakeside and Storm Lake. While the Iowa Department of Natural Resources indicates the landfill is permitted to operate through November 2006, the facility is slated for closure (permitted to be completed by year 2017). The material recovery center performs recycling and composting services and is located at the landfill location.

Buena Vista County is part of a comprehensive solid waste planning area with two other counties, Plymouth and Cherokee, and the City of Fonda in Pocahontas County. This means that the County's facilities accept waste from and can send waste to facilities in these other jurisdictions. Currently, the only municipal facility outside of the County that accepts general waste is the Cherokee County Landfill. The Plymouth County Landfill was converted to a construction and demolition debris only facility in Fiscal Year 2000-2001.

Since Fiscal Year 1999-2000, the Buena Vista County Sanitary Landfill has accepted an average of more than 6,000 tons of waste annually, ranging from 4,633 tons in FY 2002-2003 to 9,191 tons in FY 1999-2000.

HEALTH FACILITIES

Health care facilities are critical to the quality of life and safety of a community and its residents. The facilities include hospitals, clinics, and elderly care facilities. These facilities need to be located in key areas in order to provide efficient and cost effective health care.

Medical care services are of particular importance to the large number of elderly residents in Marathon. In addition to the Buena Vista Regional Medical Center, there are three medical clinics in the County. Additional medical facilities can be found in the following adjacent counties: Cherokee (Cherokee Regional Medical Center), Clay (Spencer Hospital), Ida (Horn Memorial Hospital), O'Brien (Baum Harmon Mercy Hospital and Northwest Iowa Health Center), Palo Alto (Palo Alto County Health System), and Pocahontas (Pocahontas Community Hospital).

HOSPITAL

The Buena Vista Regional Medical Center, located in Storm Lake, is a full-service healthcare facility with 49 staffed beds, which provides general medical and surgical care for inpatient, outpatient, and emergency room patients. Some of the services the facility is equipped to handle include surgery/endoscopy, prenatal care and labor/delivery, cardiac and pulmonary rehabilitation, hospice, oncology, specialty physicians, and a laboratory.

MEDICAL CLINICS

The County has three primary medical clinics serving the residents. These clinics are the Buena Vista Clinic and Storm Lake Family Health Center in the City of Storm Lake, and the Sioux Rapids Family Care clinic in Sioux Rapids.

The Buena Vista Clinic and Storm Lake Family Health Center are closely associated with the Buena Vista Regional Medical Center and Iowa Health System (IHS), based in Des Moines. The Buena Vista Clinic facility offers family practice, internal medicine, and orthopedic services, and is staffed by seven physicians and a nurse practitioner. The Storm Lake Family Health Center also offers services in family medicine and orthopedics, and is staffed with five physicians. Both clinics offer care by medical professionals with a variety of specialized clinical interests.

The third facility is Sioux Rapids Family Care in Sioux Rapids. This clinic, affiliated with Avera McKennan Hospital and University Health Center in Sioux Falls, South Dakota, is staffed by three physicians whose primary specialty is family medicine, supported by two nurse practitioners and two physicians' assistants.

NURSING HOME FACILITIES

Nursing home facilities can range from fully staffed assisted-living arrangements to an apartment-like setting staffed by few persons, who may have only basic medical knowledge. These facilities are designed to accommodate persons in various health conditions in a setting that provides as much independence as possible to the resident There are three nursing homes within nine miles of Marathon. Good Samaritan Center is seven miles to the east located in Laurens, IA; Sioux Care Center is located nine miles west in Sioux Rapids; and Pleasant View Home is located six miles south in Albert City.

EXISTING LAND USE

Existing land use is an inventory of the specific use of land. Each parcel of land was evaluated by Buena Vista County Planning staff. These uses change constantly and can impact the community. Sustainability of a community depends upon the success of the community to manage and plan for the land uses that best fit the character of the community.

The majority of older Midwest communities, such as Marathon, typically have fixed existing land use patterns. New development typically occurs on the edge of the community. Overall, development patterns in and around Marathon have not been greatly influenced by topography or man-made features, like the railroads. A large amount of land available for development has allowed for a typical grid pattern of development to become established over time.

Existing Land Use Categories

The utilization of land is best described in specific categories that provide broad descriptions of the location and grouping of numerous businesses, institutions, and structures. For the purposes of the Comprehensive Development Plan, the following land use classifications are used:

- Single Family Residential (including Townhouses)
- Multi-Family Residential (includes Duplexes and Apartments)
- Commercial
- Industrial
- Civic (includes churches and schools)
- Recreation (including parks)
- Agricultural

Existing Land Use Analysis within Corporate Limits

As part of the planning process, a survey was conducted using field observations by Buena Vista County and through aerial photo comparisons by JEO. Maps created by JEO were reviewed by Marathon representatives. This survey noted the use of each parcel of land within the city of Marathon. The data from the survey are analyzed in the following paragraphs.

Table 22 includes the four different types of data. The first set of data are the total acres determined per land use from the survey; next is the percentage of those areas compared to the total developed land; the third set of data compare all land uses to the total area within the corporate limits of Marathon; finally, the last column examines the data in terms of acres per 100 persons. The acres per 100 persons establishes a baseline from which land use numbers can be equally compared from one community to another as well as projecting future land use needs due to population change. The results of the land use survey are presented graphically on Figure 6, the existing land use map.

TABLE 22: EXISTING LAND USE, MARATHON, 2006

Type of Use	Acres	Percent of Developed Area	Percent of Total Area	Acres per 100 persons
Residential	81.1	36.6	17.0	26.9
Single-family	77.5	35.0	16.2	25.7
Multi-family	3.6	1.6	0.8	1.2
Manufactured Housing	0.0	0.0	0.0	0.0
Commercial	5.5	2.5	1.2	1.8
Industrial	66.1	29.9	13.9	21.9
Civic	10.9	4.9	2.3	3.6
Recreation	8.9	4.0	1.9	2.9
Transportation	48.9	22.1	10.2	16.2
Total Developed Land	221.4	100.0	46.4	73.3
Agriculture/Vacant	255.7	-	53.6	84.7
Total Area	**477.1**	-	**100.0**	158.0

Source: 2006 Marathon Comprehensive Development Plan, JEO Consulting Group, Inc.
Note: Acres per 100 is based upon the 2000 US Census

Table 22 indicates residential uses accounted for approximately 81.1 acres in the city, or 36.6% of the developed area of the community or 17.0% of the total corporate area. The majority of the residential area is comprised of single family residential, accounting for 35.0% of the developed area or 16.2% of the total area in Marathon. The remainder of the residential coverage in Marathon consists of multi-family. Manufactured housing was not recorded during the survey.

Commercial areas comprise 2.5% of the developed area of the community. These uses include all retail establishments. Marathon's industrial areas consist of 66.1 acres, or 29.9% of all developed area and 13.9% of the entire corporate area. Civic uses include municipal buildings and churches. Overall, these uses comprise 10.9 acres, or 4.9% of the developed areas of Marathon. Additionally, recreational uses accounted for 8.9 acres, or 4.0% of the developed land in Marathon.

Transportation related uses, such as streets and alleys comprised the remaining 48.9 acres, or 22.1% of the developed area in the community. It is also important to note that these uses constitute 10.6% of total land area in the corporate limits.

Overall, the land use types mentioned above account for 46.4% of the total land area within the community, with the remaining 53.6% reported as agriculture/vacant. This statistic is important, as it represents opportunities for future growth and development within the existing municipal boundary. This large amount of undeveloped agricultural property lies adjacent to the existing land uses within the community.

The number of acres per 100 persons is provided in Table 23 in order to see how the community has developed with regard to density. Examining the density of the community in this manner, allows Marathon to better plan for services such as community facilities and programs by comparing itself against other similar communities. Figure 6 indicates a typical development pattern as compared to other Midwestern communities. The industrial area of town is confined to the area around the railroad tracks, commercial areas are located in the center of the community with some civic uses mixed into the area. The entire community is surrounded by agricultural uses with transportation based upon the grid pattern.

TABLE 23: ACRES PER 100 PERSONS COMPARISON, BUENA VISTA COUNTY COMMUNITIES

	Marathon	% of Total	Sioux Rapids	% of Total	Alta	% of Total	Albert City	% of Total	Community Average
Land Use Category									
Residential	**26.9**	17.0%	12.3	28.8%	11.6	29.2%	16.2	35.0%	31.0%
Single-family	**25.7**	16.3%	12.0	28.1%	10.7	27.0%	15.5	33.5%	29.5%
Multi-family	**1.2**	0.8%	0.4	0.9%	0.9	2.3%	0.7	1.5%	1.6%
Manufactured Housing (NA)	**0.0**	0.0%	0.0	0.0%	0	0.0%	0.0	0.0%	0.0%
Commercial	**1.8**	1.1%	1.7	4.0%	1	2.5%	1.3	2.8%	3.1%
Industrial	**21.9**	13.9%	1.2	2.8%	1.9	4.8%	9.6	20.7%	9.4%
Civic	**3.6**	2.3%	2.1	4.9%	2.8	7.1%	1.6	3.5%	5.1%
Recreation	**2.9**	1.8%	1.7	4.0%	7.5	18.9%	4.8	10.4%	11.1%
Transportation	**16.2**	10.3%	13.4	31.4%	7.5	18.9%	7	15.1%	21.8%
Total Developed Land	**73.3**	46.4%	32.6	76.1%	32.3	81.4%	40.5	87.5%	81.6%
Vacant/Agriculture	**84.7**	53.6%	10.1	23.7%	7.4	18.6%	5.8	12.5%	18.3%
Total Area	**158.0**	100.0%	**42.7**	99.8%	**39.7**	100.0%	**46.3**	100.0%	99.9%

Source: 2006 Albert City Comprehensive Development Plan, JEO Consulting Group, Inc.
Note: Acres per 100 is based upon the 2000 US Census

Table 23 shows the acres per 100 persons comparison of three Buena Vista communities and Marathon. This comparison uses both the number of acres and size of population to analyze the existing land use for the community. This comparison creates a base standard and allows for a more accurate comparison between the various communities.

Marathon has far more residential industrial and vacant/agriculture land than the other communities. In the case of industrial and vacant/agriculture they have two to three times the other communities. The rest of the land uses are relatively comparable between all the communities.

Land Use Comparative Analysis

The data in Table 23 compares the existing land use of Marathon to the communities of Sioux Rapids, Alta, and Albert City; all three are located in Buena Vista County. These communities are similar in size, both in land area and population. In addition, the consultant, ensuring similar methodology, conducted the land use surveys for each of the communities in the table.

TABLE 24: BUENA VISTA COUNTY COMMUNITIES EXISTING LAND USE COMPARISON (IN ACRES), 2006

	Marathon	% of Total	Sioux Rapids	% of Total	Alta	% of Total	Albert City	% of Total	Community Average
Land Use Category									
Residential	81.1	17.0%	153.6	28.8%	200.1	29.3%	114.8	35.0%	31.1%
Single-family	77.5	16.2%	149.2	28.0%	184.3	27.0%	110.1	33.5%	29.5%
Multi-family	3.6	0.8%	4.4	0.8%	15.8	2.3%	4.7	1.4%	1.5%
Manufactured Housing	0.0	0.0%	0.0	0.0%	0	0.0%	0.0	0.0%	0.0%
Commercial	5.5	1.2%	21.4	4.0%	16.5	2.4%	9.1	2.8%	3.1%
Industrial	66.1	13.9%	15.4	2.9%	32.4	4.8%	68.4	20.8%	9.5%
Civic	10.9	2.3%	26.4	5.0%	47.3	6.9%	11.3	3.4%	5.1%
Recreation	8.9	1.9%	21.7	4.1%	129.6	19.0%	33.7	10.3%	11.1%
Transportation	48.9	10.2%	167.6	31.5%	129.1	18.9%	49.6	15.1%	21.8%
Total Developed Land	221.4	46.4%	406.1	76.3%	555.0	81.4%	286.9	87.4%	81.7%
Vacant/Agriculture	255.7	53.6%	126.4	23.7%	126.9	18.6%	41.4	12.6%	18.3%
Total Area	**477.1**	100.0%	**532.5**	100.0%	**681.9**	100.0%	**328.3**	100.0%	100.0%

Source: 2006 Comprehensive Development Plan - Buena Vista County Field Survey

Note: Manufactured housing was not included in the land use survey

Residential land use in Marathon, a total of 17.0% of the total area, is much less than the three comparison community average of 31.1%. On the other hand, Marathon has more than twice the vacant/agriculture land uses, 53.6%, than the three community averages of 18.3%. When compared to the other three communities, Marathon has less total acres of commercial, civic, and recreational space. Marathon does have more industrial land use, at 13.9% acres, compared to the three community averages of 9.5%. Overall, Marathon has the least amount of developed land of all four communities.

FIGURE 6: EXISTING LAND USE MAP, MARATHON

TRANSPORTATION SYSTEM AND FACILITIES

All communities have specific transportation needs regardless of their size or location. These include rail service, bus service, air transportation, as well as vehicular transportation. All of the transportation facilities present are not available within the community and require residents to travel to the nearest location. This portion of the Comprehensive Development Plan examines those services with regard to the closest proximity for residents of Marathon.

Railroad Service

Rail freight service in the Marathon area is provided by Union Pacific Railroad. Rail passenger service in Iowa is currently provided by the California Zephyr from Chicago, Illinois, to Oakland, California, and the Southwest Chief from Chicago, Illinois, to Los Angeles, California. The California Zephyr operates over the Burlington Northern-Santa Fe (BNSF) tracks in southern Iowa, providing daily trips in both directions. Stations include Burlington, Mount Pleasant, Ottumwa, Osceola, and Creston. The Southwest Chief also operates daily in both directions over the BNSF tracks in extreme southeast Iowa, with one stop in Fort Madison (IDOT, 2006).

Bus Service

The nearest commercial bus service, operated by Greyhound, is available in Mason City. This route runs north and south across central Iowa connecting Des Moines, Ames, and Mason City. Another Greyhound route travels along Interstate 80 from Council Bluffs, Iowa to Davenport, Iowa. A third route runs from the Mason City area to Waterloo, Cedar Rapids, and Davenport.

Commercial Airport Service

The Sioux Gateway, located in Sioux City, Iowa, is the closest commercial service airport. Northwest Airlines operates six daily flights with service to Minneapolis, Minnesota.

Fort Dodge Airport, located in Webster County, is the closest regional airport. Located 63 miles southeast of Marathon, the airport is primarily used for general aviation. The two runways also support commercial flights to Minneapolis/St. Paul provided by Northwest Airlink.

Eppley Airfield, located 150 miles away in Omaha, is another regional airport. In 1999 the airport served a total of 3.77 million passengers, 77 million pounds of mail, and 172 million pounds of cargo. The airport itself is located four miles northwest of downtown Omaha on a site encompassing approximately 2,650 acres. The terminal area includes 368,000 square feet with 21 boarding gates. The airport includes three runways, 9,502 feet x 150 feet, 8,152 feet x 150 feet, 4,060 feet x 75 feet. Adjacent to the airport is long and short term parking in the garage, surface parking as well economy parking located a short distance from the airport. Airlines serving Eppley include the following:

- America West Airlines
- American Airlines
- Continental Airlines
- Delta Air Lines
- Frontier Airlines
- Midwest Express Airlines
- Northwest Airlines
- Southwest Airlines

- Trans World Airlines
- United Airlines
- US Airways Express

Small Craft Public Airports

The closest small craft public airport facility is located in Storm Lake. Storm Lake Municipal airport has three runways, two are constructed of concrete and one consists of turf.

Surface Transportation

The surface transportation system for Marathon is based primarily upon the system of local streets that are connected to the county road system, which allows the community access to the surrounding region. These roadways are an essential aspect of community development for the residents of Linn Grove as they provide for movement of goods and services into and through the city.

State and Federal Highways

The city of Marathon is located on paved highway M54. The city just north of State Highway 10, and eight miles east of US Highway 71, which connects Spencer, Iowa and Storm Lake, Iowa.

Community Street System

The street system in Marathon is comprised of a network of collector and local streets that provide access to locations within the community. The street system in the community consists of a grid system, which is typical of most small communities found in the Midwest. The street system is slightly influenced by the Union Pacific Railroad that runs north and south on the east side of town.

ENVISION MARATHON

ENVISION THE FUTURE

The following Chapter of the Comprehensive Development Plan includes information obtained through public participation. The main form of public participation during the Marathon plan was a town hall meeting held in the community. Other portions of this chapter will review the results of the town hall meeting, develop a vision statement for the community, and set goals, objectives, and policies that will guide the future.

MARATHON'S TOWN HALL MEETING

A town hall meeting was held in Marathon to begin the process of visioning. This meeting was held with the public in order to gather their input toward the creation of a future vision of Marathon. From their input, goals and policies were developed. These goals and policies become the foundation upon which the future will be built. From here, the City can develop action statements and benchmark criteria to monitor its progress. On Wednesday, February 8, 2006, a Town Hall Meeting was held at the Marathon City Hall to gather input on issues (both positive and negative) facing the community. The meeting included a brainstorming session. There were between 10 and 15 residents in attendance. Participants were asked a series of questions designed to stimulate discussion and feedback on their perception of the City. The group was asked what they like about Marathon and what needs to be improved in Marathon. Then the group was asked to identify major issues within Marathon and what projects need to be completed in the next twenty years. The group was asked to vote for each topic discussed for each of the questions asked. The four questions, in order, are:

1. What are some of the positives for Marathon?
2. What is your vision of Marathon?
3. What needs to be done to achieve this vision in Marathon?
4. What needs to be approved in Marathon?

After each question was posed, the participants were encouraged to brainstorm and respond with as many answers as possible. Participants were told that any answer was fair game, and that they were not allowed to evaluate the merits of any answer until the end of the meeting. The approach encourages participants to offer responses without apprehension. In addition, responses that appear outlandish or unreasonable may spark ideas in other participants that may not have been raised otherwise. Brainstorming sessions were allowed to continue as long as participants had responses, and previous questions could be re-visited at any time if any participant wanted to add a response.

Once the four questions had been posed, and the four brainstorming sessions were concluded, the participants were given the opportunity to vote for the three responses to each question they felt most strongly about. All responses have remained on the list, and will be presented in this Plan, whether they received votes or not. The point totals were tabulated to determine the top three responses to each question. Note that point totals for each question within one meeting may differ, as participants may not have voted for three responses. The results of the tabulations follow.

MARATHON'S TOWN HALL MEETING RESULTS

TABLE 25: WHAT ARE SOME OF THE POSITIVES OF MARATHON, 2006

	Positive Aspect	Total Points	% of Total Points
1.	Community Center	3	20.0%
2.	Marathon Park	2	13.3%
3.	Fire Department	2	13.3%
4.	First Responders	2	13.3%
5.	Community Wide Effort/Can-Do Attitude	2	13.3%
6.	The People	1	6.7%
7.	The Depot/Railroad Museum	1	6.7%
8.	Annual Events	1	6.7%
9.	Library	1	6.7%
10.	Churches	0	0.0%
11.	Good Elevator	0	0.0%
12.	Bank	0	0.0%
13.	Post Office	0	0.0%
14.	Garden Club	0	0.0%
	Total	**15**	**100.0%**

Source: Marathon Town Hall Meeting, February 8, 2006, JEO Consulting Group, Inc.

TABLE 26: WHAT NEEDS TO BE IMPROVED IN MARATHON, 2006

	Future Projects	Total Points	% of Total Points
1.	City Park/Electricity&Lake Dredging/Island Bridge/Campground	3	18.8%
2.	Water Treatment Plant/Hard Water	2	12.5%
3.	Sidewalks	2	12.5%
4.	Gravel road east of M54 needs to be paved	2	12.5%
5.	Youth Program	1	6.3%
6.	Wind Energy System	1	6.3%
7.	Water Tower	1	6.3%
8.	Street Resurfacing (Curb &Gutter)	1	6.3%
9.	Pull in Industry	1	6.3%
10.	Newequiment/traning for F.D. &First Response	1	6.3%
11.	Convenience Store	1	6.3%
12.	Storm Sewer/Sanitary Sewer	0	0.0%
13.	Expand on Railroad Museum	0	0.0%
14.	Burying Electrical	0	0.0%
15.	911 Communication System	0	0.0%
	Total	**16**	**100.0%**

Source: Marathon Town Hall Meeting, February 8, 2006, JEO Consulting Group, Inc.

TABLE 27: WHAT IS YOUR VISION OF MARATHON, 2006

	Vision	Total Points	% of Total Points
1.	Upgraded Park	3	20.0%
2.	Convenience Store	3	20.0%
3.	Prosperous	2	13.3%
4.	Good Jobs/A lot of Them	2	13.3%
5.	Well-equipped Fire Dept and First Response	2	13.3%
6.	Own wind energy turbines	2	13.3%
7.	More Businesses	1	6.7%
8.	Clean	0	0.0%
9.	Clean Water/Air	0	0.0%
10.	Larger Community Center	0	0.0%
11.	More housing	0	0.0%
12.	Improved infrastructure	0	0.0%
13.	Own trash incinerator	0	0.0%
	Total	**15**	**100.0%**

Source: Marathon Town Hall Meeting, February 8, 2006, JEO Consulting Group, Inc.

TABLE 28: WHAT NEEDS TO BE DONE TO ACHIEVE THIS VISION IN MARATHON, 2006

	Achive the Vision	Total Points	% of Total Points
1.	Money$$$/Grants and Other Funding Sources	5	33.3%
2.	"Fun" Draisers	3	20.0%
3.	People Working Together	3	20.0%
4.	Have a Plan	2	13.3%
5.	Youth Involvement	1	6.7%
6.	Leadership &Commitment	1	6.7%
	Total	**15**	**100.0%**

Source: Marathon Town Hall Meeting, February 8, 2006, JEO Consulting Group, Inc.

MARATHON'S VISION

Planning for future land uses within Marathon is an ongoing process of goal setting and problem solving. The focus of the process is to continually gauge public perceptions and desires so that the City is able to monitor the quality of life it provides. Planning focuses on ways to solve existing problems within the City, and provides a management tool to help the residents achieve a desired future vision.

Developing future goals is accomplished through a process called visioning. Visioning allows the City to evaluate present conditions, identify problem areas, and build a consensus among City residents for the best way to manage future change. The result of the visioning process is a picture of how the residents of Marathon would like to see the community evolve into over the next twenty or so years. The next step is an evaluation of strengths and weaknesses in the City. Once identified, the City will be able to determine specific items that need to change in order to achieve its vision. This provides the City with a "roadmap" to the future.

Change is a continuous process. By changing one characteristic in the community it may impact another. Change does not occur in a vacuum. The chain reaction can continue for several steps before particular changes are noticed. Because of this dynamic, Marathon should develop specific benchmarks which can help monitor change, thus creating a means by which development can be measured. Armed with a set of benchmark criteria, the City can monitor the effects of change at a specific level.

VISION STATEMENT

"Marathon will continue to support and demonstrate the ability to enhance the peaceful life which exists in the community today. Through working together, Marathon will obtain the resources necessary to develop high standards of future development. In the future Marathon will see the quality of life within the community advance to a community that resident's area proud of and visitors will always remember."

MARATHON'S GOALS

This section will examine specific goals and policies for Marathon in the future. These are essential to the future and need to be monitored on a regular basis. As specific goals, objectives and policies are achieved, the community needs to establish additional goals, objectives, and policies to tackle new issues. In order to be successful in the use of goals, objectives, and policies, it is critical to define what is meant by these terms.

Goals and Objectives

Goals are broad-based statements of the ultimate result of the change being undertaken. Goals are desires, necessities and issues which should be attained in the future. A goal should be established in a manner that can be accomplished. Goals are the end state of a desired outcome. Goals also play a factor in the establishment of policies within a community. In order to attain certain goals, certain policies within local government may need to be modified or changed. Objectives are steps, which are performed in order to attain specific goals. Objectives must be action oriented, must be measurable through both specific degree of achievement and in terms of time. Objectives can be established in a way which assigns specific individuals.

The following sections have been established in order to group specific actions into categories.

ECONOMIC DEVELOPMENT

Goal 1

Marathon will promote and encourage economic development necessary to support the needs of present and future residents so that Marathon's economy is stable and diverse.

Objectives

1.1 Work with Buena Vista County and other economic development corporations to recruit new commercial businesses, such as a new convenient store to the community.

1.2 Work with residents and businesses in the community to determine what additional retail and service businesses need to be recruited to Marathon.

1.3 Develop a webpage to promote community attractions, business and recreational opportunities, and increase communication within the community.

Goal 2

Promote and encourage economic development activities that will support existing local businesses.

Objectives

2.1 Establish or enhance a regional economic development effort with Buena Vista County and the communities in Buena Vista County.

2.2 Identify those business owners that might be retiring in the near future. Work with these individuals to set up a business development program to recruit future business owners into the community.

2.3 The youth of Marathon should be encouraged to remain in the community or return after completion of their post-secondary education. Economic development projects should be established to provide such

encouragement. The youth of Marathon should continue to be involved in the identification and development of these projects.

2.4 Encourage, promote and develop economic development partnerships between local entities and private companies to assist existing and expanding business enterprises in Marathon.

2.5 Promote economic development activities by utilizing the newly constructed community center.

LAND USE

Goal 3

The City of Marathon should manage the land in a cost-effective and efficient manner while protecting the environment and natural resources, and maintaining and increasing land values. Guiding future growth and development in the City towards a compact pattern of land uses based on the efficient and economical expansion of public infrastructure will maintain and improve the quality of life for all residents.

Objectives

3.1 The City should work to increase communication between property owners and stakeholders and increase public participation during decision making in relation to future land use changes.

3.2 Marathon should encourage future development in areas that can be properly served by utilities.

3.3 As development attempts to move into areas that are not easily served by utilities, the City should establish policies for shared costs of utility extensions.

3.4 When developments are proposed to develop along the hillsides of the area, special criteria should be used that will allow creative platting of lots into clusters.

3.5 Future developments should be encouraged to preserve tree groves and natural drainage ways as part of the development.

HOUSING

Goal 4

Affordable housing should be distributed throughout the community providing various housing choices. In addition, existing housing stock in the community should be maintained as well as preserved.

Objectives

4.1 Work with existing home owners that are 55 years of age or older to develop a program that will assist them in selling their home to a younger family in the future.

4.2 The City needs to establish a rehabilitation and renovation program for the community. This program will become critical in the future, if not already in demand, to improve the housing stock of Marathon. This based upon the fact that nearly 65.6% of the existing housing stock was constructed prior to 1940.

4.3 The City needs to work with state officials to identify substandard/deteriorating housing units and develop a program for the rehabilitation or demolition of the units.

4.4 Support housing options for all incomes and physical capabilities of Marathon's residents.

4.5 New residential developments should be accompanied by covenants when appropriate, which provide for the maintenance of common areas, easements and drainage.

PUBLIC HEALTH AND SAFETY

Goal 5

The City of Marathon will continue to support health care, fire protection, and law enforcement programs by exploring programs and alternative services to insure optimum service levels and public costs.

Objectives

5.1 The City will work toward structurally improving community facilities and update infrastructure as needed.

5.2 The City will work with the youth of the community to increase the beautification of community.

5.3 The City Council will continue to support the efforts of the Fire Department and First Responders through equipment upgrades and training.

5.4 The City will work toward improving the quality of the water in the community.

5.5 The City will work to update the existing sanitary sewer system within the community.

5.6 Future development in Marathon should remain out of any designated 100-year flood plain.

TRANSPORTATION

Goal 6

The City of Marathon will provide a transportation system that improves access and circulation for vehicular traffic within the community.

Objectives

6.1 Development in Marathon shall be guided to safely utilize existing public investment in roads, and programs to reduce road maintenance.

6.2 The City will work with property owners of odd lots and improperly platted lots to replat the tracts into a more reasonable configuration that will allow for better transportation access.

6.3 The City Council will work to develop a main street repair, rehabilitation, and beautification program for the community. The program could be undertaken through the use of Community Development Block Grant funds, Tax Increment Financing (if the appropriate project were proposed) and/or through the creation of paving districts.

6.4 The City will work on developing a future recreational trails plan and system as part of the Old O'Brien Glacial Trail Scenic Byway.

6.5 The City will provide adequate parking spaces for agricultural equipment and other large vehicles.

RECREATION

Goal 7

Marathon should provide adequate, park and recreation opportunities for the residents of the community of all ages. These facilities should be a combination of expanding of existing facilities and the establishment of newer facilities.

Objectives

7.1 The City should work to increase recreational opportunities for youth in the community.

7.2 Establish policies and guidelines for the development of new park facilities as new subdivisions are proposed and approved.

7.3 Work with the development regulations to establish the means for the creation of clustered developments that will allow the community to see creative layouts while preserve open spaces for natural, environmental, and recreational purposes.

7.4 Work on developing a future recreational trails plan and system.

7.5 Work to promote the local outdoor recreational opportunities.

ENVIRONMENT

Goal 8

The City of Marathon has a number of environmental conditions surrounding the community including floodplain, hillsides, and natural drainage ways. The City will work towards a balance of protecting these assets while encouraging development on the community's perimeter.

Objectives

8.1 Work with the development regulations to establish the means for the creation of clustered developments that will allow the community to see creative layouts while preserve open spaces for natural, environmental and recreational purposes.

8.2 Future developments should be encouraged to preserve tree groves and natural drainage ways as part of the development.

8.3 Federal requirements and regulations shall be followed when land use regulations are being developed. The City regulations should at a minimum be as strict as federal standards, and where necessary, may be enforced in a manner stricter than federal guidelines.

8.4 A Wellhead Protection Area should be established to protect the domestic supply of drinking water for Marathon.

8.5 Promote quality land management through the development of erosion control design standards for larger commercial and industrial developments.

8.6 Consideration will be given to adopting a resolution requiring environmental impact review of all major public and private development proposals and the social and economic costs and benefits associated with any particular development proposal will be properly evaluated prior to public endorsement or approval.

8.7 The City of Marathon will cooperate with Iowa Department of Natural Resources in enforcing state and federal regulations designed to achieve high air quality.

8.8 The City of Marathon will, in making land use decisions relative to industrial or other uses likely to pose a threat to air quality, consider proximity of the proposed use to residential areas and meteorological factors such as prevailing wind direction and velocity.

IMPLEMENTATION, EVALUATION, AND REVIEW

Goal 9

Changing needs and unforeseen conditions and opportunities will necessitate future review, evaluation, and updating of the Comprehensive Development Plan and its supporting documents. Intergovernmental coordination of all planning activities affecting land uses within the City is necessary to ensure an integrated comprehensive plan for City of Marathon.

Objectives

9.1 Adopt an updated zoning and subdivision regulation that supports and enforces the goals and objectives of this Comprehensive Development Plan.

9.2 Adopt a procedural manual and application process for addressing the enforcement of the Plan and regulations.

9.3 Develop a Blighted and Substandard Study as well as the accompanying General Redevelopment Plan. These implementation studies will allow the City to expand its opportunities for economic development and will allow the City to use Tax Increment Financing, if the opportunity presents itself.

9.4 The Planning Commission and the City Council should hold a joint meeting annually to assess any major changes in the community (unforeseen opportunities). The meeting should evaluate potential changes to the Comprehensive Development Plan and development regulations.

9.5 The Planning Commission shall meet a least once every three months or more often if needed.

ACHIEVE MARATHON

FUTURE LAND USE PLAN

The Future Land Use Plan assists the community in determining the type, direction, and timing of future growth. Future land uses in Marathon were established through community input, existing development patterns, and discussions with city representatives. The criteria established in this Land Use Plan reflect several things, including:

- Current existing use of land within and around the community
- Desired types of growth including location of growth
- Physical characteristics and strengths and constraints to future growth
- Current population and economic trends affecting the community

Marathon should review and understand the above criteria when making decisions about the future use of land within the corporate boundary and the land immediately surrounding. While monitoring past trends and analyzing growth trends in the community is important, they must be coupled with substantial, achievable goals and policies in order to provide Marathon with a blueprint for growth that allows the community to prosper throughout the planning period.

Less arbitrary and more efficient allocation of land recognizes the forces of the private market and the limitations of the capital improvement budget. This Future Land Use Plan acknowledges that these factors play an important role in the growth and development of a community. The Future Land Use Plan section is intended to be a general guide to future land use that will balance private sector development, the critical growth element in any community, with the concerns, interests, and demands of the overall local economy.

The following future land use objectives, along with the more specific objectives listed in the Envision Marathon section, need to be reviewed whenever there is a proposed modification to the Plan. These items need to be balanced with the possibility that an 'unforeseen opportunity' may present itself in a given proposal. Weighing all of these factors will allow the community to make solid land use decisions in the future.

- Identify past trends in demand for various land use categories (residential, commercial, industrial, public/quasi-public)
- Combine community goals with estimated future demands to project future land use needs.
- Establish policies and land use suitability standards to:
    a. Protect and enhance current and future buildings and land use;
    b. Provide reasonable alternatives and locations for various land uses;
    c. Promote efficient use of public facilities and utilities.

FUTURE LAND USE CLASSIFICATION

An analysis of the existing land uses is important in understanding potential needs for the future. Existing land uses were determined through a visual survey of the community, maps, and aerial photographs. An analysis is provided in the Profile Marathon Section. This analysis, used in combination with the population projections, public input, and the future land use forecast, forms the foundation for the future land use plan. This plan uses the following classifications:

- Agriculture (AG)
- Transitional Agriculture (TA)
- Low Density Residential (LDR)
- Medium Density Residential (MDR)
- High Density Residential (HDR)
- Commercial (C)
- Industrial (I)
- Public/Quasi Public (P)
- Parks/Recreation (P/R)

Each of these Future Land Use categories will be discussed in full detail in the following paragraphs.

Agriculture (AG)

This land use designation intends for the continued use of cropland, farmsteads, livestock areas, animal services, crop services, horticulture, community supported agriculture and tree farms. At some point in the future this designation may transition into an urbanized area. In most cases, agricultural land use is located outside of the corporate boundary and will be regulated by Buena Vista County. Marathon currently has a large amount of agricultural land within its corporate boundaries.

Transitional Agriculture (TA)

The Transitional Agriculture area is intended for traditional agriculture uses around the perimeter of the community. These areas are identified on the Future Land Use map based upon locations determined by Buena Vista County. Types of allowable uses within this area include:

- Agricultural uses
- Limited residential uses, non-farm related development on acreages
- Based upon specific design criteria and proper location Mobile Home Parks may be allowed in this district.

RESIDENTIAL LAND USES

Residential development is the backbone of a community. These areas are where the residents live and spend their quality time. The three land use designations are intended for single-family dwellings, townhouses, duplexes, multifamily dwellings, apartments, group homes and elderly homes. The difference among the various groups is the density of development in each land use category.

Low Density Residential (LDR)

A typical Large-Lot Development on the edge of a city.

Low Density Residential is intended to accommodate large-lot residential development including acreage development. The recommended density for this land use designation is a minimum of three to five acres per unit. This type of land use would not be recommended in prime developable areas near Marathon due to the amount of land consumed. An example of a typical Low Density Residential land use area would be a cluster development that works to incorporate the natural amenities of the area. A portion of the development site would allow single family residential and the remaining area of the site would be left undeveloped. City services may or may not be provided within these areas but are not likely. Accommodations for the placement of onsite wastewater treatment systems are required. Types of allowable uses within this area include:

- Single-family dwellings, including accessory uses. Lot size is dependent upon how sanitary wastewater is treated and the method of disposal. The use of central disposal systems in subdivisions may also lower the minimum lot size.
- Public and quasi-public uses.
- Based upon specific design criteria and proper location
  Mobile Home Parks may be allowed in this district.

Medium Density Residential (MDR)

A standard Single-Family Residential street.

The residential level is medium density residential with a density that ranges from three to ten units per acre. This density would allow land for single family dwellings on lots ranging from 7,500 square feet to 15,000 square feet. City services such as water and sewer would be required.

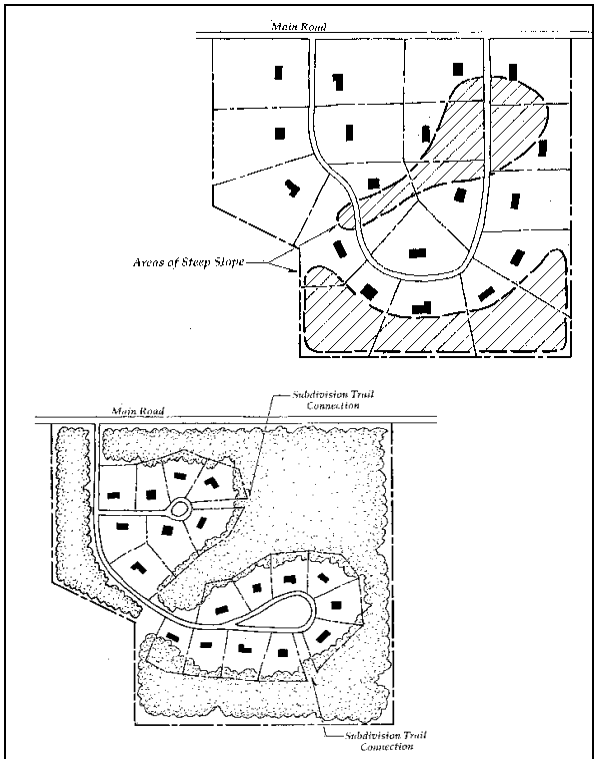
The Medium Density Residential district allows for a greater number of homes than the Low Density Residential district, by providing more useable open space or specific amenities as a tradeoff. This density is intended to encourage variations to the standard detached single-family environment. The single-family detached dwellings, with some occasional townhouse and condominium developments are included in this district. In addition, some two to four family dwellings can be mixed into a subdivision. This land use category allows for some limited multi-family developments in conjunction with developments that are predominately single-family units. These areas can provide opportunities for affordable housing to be mixed into an overall residential neighborhood concept. Most dwellings will be one or two story, and will maintain a typical residential scale and character.

Subdivisions should be designed using principles of environmental conservation and clustering, when appropriate. When clustering is used in subdivision design, the same number of dwelling units can be realized while natural features are

preserved. The areas being protected can be used as natural open spaces, linear parks, or trails. This will add to property values in a positive way as people are drawn to live in areas that provide natural amenities.

This district is intended to provide character while allowing a number of alternative housing opportunities within a neighborhood setting. Because of the higher concentration of residents in some of these areas, open space and linear parks should be used in conjunction with this area to provide visual interest and contrast with the more densely developed residential form.

Another beneficial result accompanying cluster development is an overall increase in open space without an increase of the park system. Density bonuses can be used to encourage developers to preserve natural space within their developments, while still developing approximately the same number of lots.



An example of a Cluster Subdivision with the typical approach above.
Source: Randall Arendt

High Density Residential (HDR)

This Future Land Use area is intended to accommodate denser residential development such as apartments. During the planning period, it is not anticipated that development of denser residential uses, such as apartment buildings, will become a major issue; therefore, there is no need to designate any new areas for High Density Residential Development at this point in the planning period. If development pressure increases in Marathon, there will be a need for new areas of High Density Residential development.

An example of a multi-family unit that has a good residential scale.

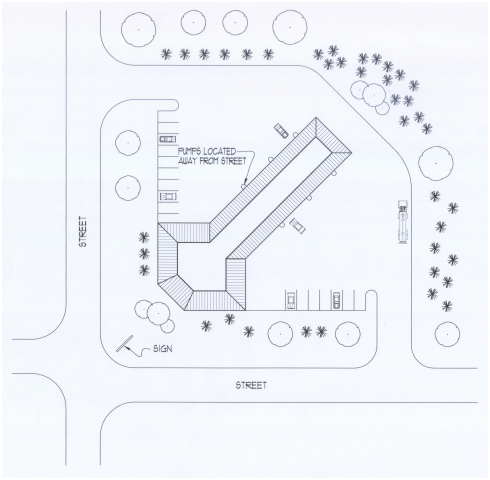
It is anticipated that this land use district will accommodate large scale developments, specifically apartment complexes. These areas should be located to:

- Act as a buffer between more intensive uses, (i.e. Commercial and Industrial) and the Low Density and Medium Density Residential Areas
- Create a buffer between low density residences and intensive transportation facilities.
- Be located along a collector or arterial street, as indicated on the Transportation Plan Map.
- The developed density of these areas should be 10-35 or more housing units per acre.

COMMERCIAL (C)

Commercial development is critical to the future stability of the community. Commercial uses account for one of two non-residential uses that aid in balancing the tax receipts of a community. More importantly is the fact that commercial uses provide the various goods and services required by local residents. The Marathon Future Land Use Plan only identifies areas as Commercial, but the land use is typically divided into three categories:

- General Commercial
- Downtown Commercial
- Highway Commercial



An example where the gasoline pumps are in the rear of the site and screened from the street

General Commercial and Downtown Commercial uses contain shops and service-oriented businesses that provide goods and services to those living locally. Downtown Commercial will typically have different restrictions on square footage, parking, or signage in order to preserve the downtown character. Highway Commercial Uses are typically located to meet the needs of the traveling public; local residents will often benefit from these uses as well.

INDUSTRIAL (I)

This land use district is intended to designate areas in and around the community that are suitable for industrial uses. This district is typically located where existing industrial uses are present and near major interchanges of the expressway. Uses within these areas need to be compatible with the residents of the community. Highly hazardous and odorous uses are not encouraged.

Uses that are encouraged in these locations are:

- Warehouses and self storage facilities
- Manufacturing uses where water and waste demands are minimal
- Manufacturing uses that have low levels of emissions and odors
- Service oriented repair businesses
- Agricultural uses including agricultural processing facilities

PUBLIC/QUASI-PUBLIC (P/QP)

This land use district is intended for existing publicly owned and semi-publicly owned and operated facilities such as City Hall, churches, publicly owned utilities, etc. These areas are based upon the location of existing uses and no new areas have been identified. The public/quasi-public land use district is a general area that can be utilized anywhere within the community. These uses are intended to accommodate existing public facilities, and to allow the flexibility to add more facilities within the community as needed.

PARKS/RECREATION (P/R)

These land use districts are intended for parks, green space, trails, recreational areas, and areas protected for environmental reasons including open space. The Open Space land use designation is not intended to be an extension of the City's existing park system. These areas are intended to be used to preserve natural features, as well as a buffer between different levels of development. The City supports the retention of natural open space within developments. This land use designation can be used as a tool to encourage environmentally sensitive development. To encourage the appropriate use of open space in this manner, the City should work with developers to identify areas worthy of protection rather than allow individual developers to designate the open areas.

An example of Open Space

FIGURE 7: FUTURE LAND USE MAP

FUTURE LAND USE PLAN MAP

There are nine future land use districts overall, shown in Figure 7. A larger number of land use types will give Marathon more control and development more options for the location of different uses and the appearance of the community, while promoting the health, safety, and general welfare of the public. These future land use areas will then become the basis for developing Zoning and Subdivision Regulations.

The Future Land Use Plan has been developed through input from citizens, city leaders, and elected officials of Marathon with assistance from Buena Vista County staff. Figure 7 is a representation of future land uses in Marathon. Each land use category addresses the purpose of the district and the general development guidelines that should be applied to such land use area(s) in the future.

LAND USE SUITABILITY CRITERIA

This section of the Plan begins to address the question "How will this plan be implemented?" The major assumption of this plan is:

"Specific development criteria will be adopted to help guide builders, investors, and community leaders in making good decisions concerning Marathon's future."

Based upon that assumption, the implementation criteria will be specific statements that describe the relationship between or among land uses and establish criteria or design standards that new development must meet.

LAND USE TRANSITIONS

New development should provide, if needed, any screening, buffers, or additional setback requirements when located next to existing uses. Screening or buffers may be plant material, low earthen berms, solid fences, or any combination of the above. Boundaries between different land uses are done along streets, alleys or natural features (streams, railroads, etc.) whenever possible.

COMMUNITY GROWTH

New development should, to the greatest extent possible, be contiguous to existing development or services. This will allow for the logical and cost effective extension of streets and utility services. The City may authorize non-contiguous development if:

- The developer pays for the "gap" costs of extending services from the existing connections to the proposed development.
- The extension would open up needed or desirable areas of the community for additional growth.
- The development is related to adjacent/transitional agriculture uses.

The Future Land Use Plan, along with the Transportation Plan, provides the necessary tools to direct future development in Marathon. The Future Land Use Plan is based upon existing conditions and projected conditions for the community.

COMMUNITY ENTRANCES

First impressions of the community are made at the entrances. These impressions are critical to a community's overall image and identity. An emphasis to establish a quality impression should be given to both new and existing developments located near community entrances. Larger setbacks, landscaping standards, and development codes are ways Marathon can achieve these positive impressions.

ANNEXATION

As the City grows in size it must look for opportunities to extend its borders to provide a superior quality of life for its residents. To do this, the State of Iowa has established a process for communities to expand their municipal boundary into areas that are contiguous to the community, provided such actions are justified. According to the Code of Iowa, property may be annexed into a City either through a voluntary or involuntary petition, although the affected City as well as the State of Iowa's City Development Board must take action upon both types of petitions.

Annexation of urban/suburban areas adjacent to existing municipal boundaries can be driven by many factors. The following are reasons for annexation to be considered are:

- Create a more uniform and orderly municipal boundary.
- Provide municipal services. Municipalities are created to provide the governmental services essential for sound urban development and for the protection of health, safety and well being of residents in areas that are used primarily for residential, industrial, and commercial purposes.
- Better ensure orderly growth pursuant to housing, land use, building, street, sidewalk, sanitary sewer, storm sewer, water, and electrical services.
- Provide more equitable taxation to existing property owners for the urban services and facilities that non-residents in proposed annexation areas use on a regular basis such as parks, streets, public infrastructure, emergency services, retail businesses, and associated support.
- Ensure ability to impose and consistently enforce planning processes and policies.
- Ability of residents of urban areas adjacent to the village to participate in municipal issues, including elections that either do or will have an impact on their properties.
- Anticipate and allocate resources for infrastructure improvements to affected annexed areas.
- Increase number of street and lane miles while increasing dollars received from the State Department of Transportation.
- Provide long term planning abilities as it relates to growth and provision of services.

Concerning a petition for Involuntary Annexation, Section 378.11 of the Code of Iowa states:

> "A petition for incorporation, discontinuance, or boundary adjustment may be filed with the board by a city council, a county board of supervisors, a regional planning authority, or five percent of the qualified electors of a city or territory involved in the proposal. Notice of the filing, including a copy of the petition, must be served upon the council of each city for which a discontinuance or boundary adjustment is proposed, the board of supervisors for each county which contains a portion of a city to be discontinued or territory to be incorporated, annexed or severed, the council of a city if an incorporation includes territory within the city's urbanized area, and any regional planning authority for the area involved."

> "Within ninety days of receipt of a petition, the board shall initiate appropriate proceedings or dismiss the petition. The board may combine for consideration petitions or plans which concern the same territory or city or which provide for a boundary adjustment or incorporation affecting common territory. The combined petitions may be submitted for consideration by a special local committee pursuant to section 368.14A."

The petition must substantially include the following information as applicable:

1. A general statement of the proposal.
2. A map of the territory, city or cities involved.
3. Assessed valuation of platted and unplatted land.
4. Names of property owners.
5. Population density.
6. Description of topography.
7. Plans for disposal of assets and assumption of liabilities.
8. Description of existing municipal services, including but not limited to water supply, sewage disposal, and fire and police protection.

TRANSPORTATION FACILITIES AND SYSTEM FUTURE

Transportation networks tie communities together and provide a link to the outside world. Adequate transportation systems are essential for the safe and efficient flow of vehicles and pedestrians, and provide access to all parts of the city. The Transportation Plan will identify future improvements necessary to provide safe and efficient circulation of vehicles within Marathon, including new projects that ensure effective implementation of the Future Land Use Plan.

The Code of Iowa Chapter 306.4 provides the necessary jurisdiction of municipalities over their street systems. The chapter states, "Jurisdiction and control over the municipal street system shall be vested in the governing bodies of each municipality; except that the department and the municipal governing body shall exercise concurrent jurisdiction over the municipal extensions of primary roads in all municipalities. When concurrent jurisdiction is exercised, the department shall consult with the municipal governing body as to the kind and type of construction, reconstruction, repair, and maintenance, and the two parties shall enter into agreements with each other as to the division of costs thereof."

STREET AND ROAD CLASSIFICATION SYSTEM

There are five function classifications of highways, roads, and streets in Iowa according to the level of service provided. The classification of streets and roads in each community is periodically updated to be current with city boundary changes and the function of the streets. The classification system serves as a basis for determining future priorities, funds distribution, and jurisdiction over the various highways, roads, and streets in the State. These classifications area as follows:

Expressways/Interstate

Expressways are restricted access, free-flow roads designed to carry high traffic volumes at high speeds with minimum friction. All traffic movement is lane separated by flow direction and all intersections with local and regional roads are made with grade separated interchanges.

At the time of the planning period, Marathon did not have an expressway or interstate located within its corporate limits.

Principal Arterials

Principal arterials are roads that serve regional needs and connect major activity centers. Principal arterials usually serve the highest traffic corridors and are designated to accommodate relatively high speeds. Special traffic control devices, such as traffic signals, raised medians, and special turn lanes are usually used in controlling and separating traffic flows.

At the time of the planning period, Marathon had two principal arterials. Iowa State Highway 10, runs east/west and paved County Road M54.

Minor Arterials

Minor arterials are streets that connect and support the principal arterials within a community. These streets aid in connecting major activity centers with other parts of the city. Minor arterials typically allow access onto the adjacent properties while accommodating numerous left-turn movements and curb cuts. These streets are typically designed for speeds of 40 miles per hour or less.

Collectors

The collector street system links neighborhoods together and connects these neighborhoods with arterials, expressways, and activity centers. Collectors are usually designed for low speeds of 30 miles or less. Collectors are designed to connect the motoring public from the arterials to their ultimate designations, especially within residential neighborhoods.

Local

The remaining streets are classified as local service streets that provide access to adjoining properties within the city and connect to the collector and arterial street system.

Land use and transportation create a pattern for future development. An improved or new transportation route generates a greater level of accessibility and determines the way adjacent land may be utilized in the future. In the short term, land use can shape the demand for transportation corridors. For example with an anticipated increase in industrial development, roadways will need to be improved or constructed to handle an increase in heavy truck traffic.

The adequacy of a community's transportation and circulation system will have a substantial impact on the rate and pattern of its future growth and development. Ensuring the transportation system is able to expand efficiently and remains consistent with the Future Land Use Plan requires careful, long-range planning efforts. The transportation and circulation needs depend upon how closely the street network can be matched to the existing land use patterns. It is important that the future land use pattern be considered, along with the existing pattern, when decisions regarding street classification are determined. The street system is based upon factors such as traffic demand and trip generation, which in turn forms the basis for a classification system and appropriate design standards.

FIGURE 8: FUTURE TRANSPORTATION PLAN MAP

PLAN IMPLEMENTATION

PLAN IMPLEMENTATION

ACHIEVING MARATHON'S FUTURE PLAN

Successful city plans have the same key ingredients: consensus, ideas, hard work, and the application of each of these things in solving community problems. This section of the plan contains the inspiration of the many City officials and residents who have participated in the planning process. Nevertheless, the ultimate success of this plan remains in the dedication offered by each and every resident.

There are numerous goals and objectives in this plan. It is recommended to review the relevant goals during planning and budget setting sessions. However, it is also recommended that the City select elements of the plan for immediate action; the goals of highest priority which are described below as the Action Plan. If a new Zoning Ordinance and Subdivision Regulations are developed for the community, a Planning and Zoning Commission will need to be established.

ACTION AGENDA

The Action Agenda is a combination of the following:

- Goals and Objectives
- Growth Policies
- Land Use Policies
- Support programs for the above items

It will be critical to earmark the specific funds to be used and the individuals primarily responsible for implementing the goals and policies in Marathon.

SUPPORT PROGRAMS FOR THE ACTION AGENDA

Four programs will play a vital role in the success of Marathon's plan. These programs are:

1. Capital Improvements Financing--an annual predictable investment plan that uses a six to ten-year planning horizon to schedule and fund projects integral to the plan's implementation.
2. Zoning Regulations--updated land use districts can allow the City to provide direction for future growth.
3. Subdivision Regulations--establish criteria for dividing land into building areas, utility easements, and streets. Implementing the Transportation Plan is a primary function of subdivision regulations.
4. Plan Maintenance--an annual and five-year review program will allow the City flexibility in responding to growth and a continuous program of maintaining the plan's viability.

PLAN MAINTENANCE

ANNUAL REVIEW OF THE PLAN

A relevant, up to date plan is critical to the on-going planning success. To maintain the confidence of both public and private sector, evaluate the effectiveness of planning activities, and, most importantly, to make mid-plan corrections on

the use of City resources, the plan must be current. Thus, an annual review should occur when the City Council, residents, and staff are able to review the plan and recommend necessary changes.

After adoption of the comprehensive plan, opportunities should be provided to identify any changes in conditions that would impact elements or policies of the plan. At the beginning of each year a report should be prepared by the Planning and Zoning Commission that provides information and recommendations on whether the plan is current in respect to population and economic changes and if the recommended policies are still valid for the City and its long-term growth.

The Planning and Zoning Commission should hold a public hearing on this report in order to:

1. Provide citizens or developers with an opportunity to present possible changes to the plan;
2. Identify any changes in the status of projects called for in the plan; and
3. Bring forth any issues, or identify any changes in conditions that may impact the validity of the plan.

If the Commission finds major policy issues or major changes in basic assumptions or conditions have arisen which could necessitate revisions to the plan, they should recommend changes or further study of those changes. This process may lead to identification of amendments to the plan that would be processed as per the procedures in the next section.

UNANTICIPATED OPPORTUNITY

If major new, innovative development opportunities arise that impact several elements of the plan and that are determined to be of importance, a plan amendment may be proposed and considered separately from the annual review and other proposed plan amendments. The City Council or Planning and Zoning Commission shall compile a list of proposed amendments received during a year in preparation for a report to provide pertinent information on each proposal, and recommend action on the proposed amendments. The comprehensive plan amendment process should adhere to the adoption process specified by the Code of Iowa and should provide for organized participation and involvement of interested citizens.

METHODS FOR EVALUATING DEVELOPMENT PROPOSALS

The interpretation of the plan should be composed of a continuous and related series of analyses, with references to the goals and policies, the overall land use plan, and specific land use policies. Moreover, when considering specific proposed developments, interpretation of the plan should include a thorough review of all sections of the plan.

If a development proposal is not consistently supported by the plan, serious consideration should be given to making modifications to the proposal, or the following criteria should be used to determine if a comprehensive plan amendment would be justified:

- The character of the adjacent neighborhood
- The zoning and uses on nearby properties
- The suitability of the property for the uses allowed under the current zoning designation
- The type and extent of positive or detrimental impact that may affect adjacent properties, or the City at large, if the request is approved
- The impact of the proposal on public utilities and facilities
- The length of time that the subject and adjacent properties have been utilized for their current uses

- The benefits of the proposal to the public health, safety, and welfare compared to the hardship imposed on the applicant if the request is not approved
- Comparison of the existing land use plan and the proposed change regarding the relative conformance to the goals and policies
- Consideration of professional staff recommendations

IMMEDIATE RECOMMENDATIONS

1. Adopt the Comprehensive Development Plan
2. Establish a zoning ordinance and subdivision regulations

SHORT TERM RECOMMENDATIONS

1. Update and adopt building codes that consider hazard mitigation, improved building technology, and environmentally sensitive factors
2. Work with property owners and residents to develop methods and strategies to redevelop the downtown
3. Develop methods to provide ongoing maintenance and replacement of facilities and equipment
4. Work with businesses in the City to develop an economic development strategy

LONG TERM RECOMMENDATIONS

1. Begin working with area stakeholders to identify and utilize programs and strategies to maximize housing opportunity in the City
2. Work with residents, businesses, and property owners to develop methods and policies that reduce the amount of runoff, erosion, and other pollutants

CONTINUING RECOMMENDATIONS

1. Develop a public education program for residents, businesses, and property that provides information about the ongoing planning process and how they can be involved.

PUBLIC EDUCATION

Finally, broad public support and involvement is necessary for the development and use of nearly any implementation policy or program. If adequate support is to be developed, a permanent program educating residents is necessary. People who understand the methods and priorities of meeting the needs of the community must take the initiative to stimulate the interest and the understanding required to ensure action is taken. The governing body of Marathon should strive to implement an active public participation process by creating an educational process on land use issues annually.

Some of the objectives of the comprehensive plan cannot be achieved unless the actions of two or more public agencies or private organizations can be coordinated. Frequently constraints prevent organizations from working with one another (i.e. financial resources, legal authority, restriction of joint uses of facilities, etc). Efforts should be made to bridge this gap with open communication, cooperation, and the realization that the issue at hand could benefit the health, safety, and general welfare of the residents in Marathon.