

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE JOINT BOARD OF TRUSTEES AND PLAN COMMISSION**  
held on Monday, September 21, 2016 at 6:00 p.m., in the Board Room, at the Municipal Center  
Chairman White Presiding.

**A. OPENING OF SESSION AT 6:00 P.M.**

---

1. Board of Trustees' meeting called to order by President Ermeling.
2. Plan Commission meeting called to order PC Chairman White.
3. Pledge of Allegiance to the Flag.
4. Clerk will take attendance and roll call.

Roll call indicated 6 Board of Trustee' present.

<u>Member</u>	<u>Present</u>
Ermeling, Barb	YES
Berger, Scott	YES
Ostrowski, Kevin	YES
Porlier, Mark	YES
Schuster, Fred	YES
White, Loren	YES
Ziegler, Jon	NO

Roll call indicated 5 Plan Commission members present.

<u>Member</u>	<u>Present</u>
Diesen, Dave	YES
Johnson, Marty	NO
Kollmansberger, Tina	YES
Lawrence, Dennis	YES
Schuster, Fred	YES
White, Loren	YES
Zeyghami, Hooshang	NO

Ziegler and Johnson were excused. Zeyghami was absent. Village Staff in attendance: Higgins, Guild, Donner, Wehner, Osterbrink, Jacobs, and Parker. Town Chairman, Milton Olson was present. Village Consultant, Mark Roffers was present. There were 4 audience members present.

**5. Requests for Silencing of cellphones and other electronic devices.**

**B. PRESENTATION BY MARK ROFFERS, MDROFFERS CONSULTING ON COMPREHENSIVE PLAN DOCUMENTS.**

---

Roffers gave a presentation to the Board of Trustees and Plan Commission on the proposed comprehensive plan (attached).

**C. PUBLIC HEARING ON COMPLETE UPDATES TO COMPREHENSIVE PLAN**

---

**6. Take Testimony from the public on the following Comprehensive Plan Documents.**

- a. Volume 1: Conditions and Issues
- b. Volume 2: Vision and Directions
- c. Volume 3: Supplemental Plans – Broadband Technology Plan

Sara Guild, 5702 Pine Terrace, Weston, District County Supervisor, thanked the Plan Commission, Board of Trustees, and staff for all their work in developing/updating this plan.

**D. DISCUSSION BY PLAN COMMISSION AND BOARD OF TRUSTEES ON ANY CHANGES NEEDED MADE TO DOCUMENTS.**

---

White asked the PC for their comments, corrections, etc.

Schuster commented that this is not a static document, and feels this was well thought out, and knows future changes may occur.

White closed the PC Public Hearing at 6:29 p.m.

Ermeling asked BOT for their comments, corrections, etc.

Porlier commented on how he appreciates work that was done. White thanked staff and Roffers for their work on this project. Schuster and Roffers thanked White for his work in reviewing the documents so thoroughly. Ermeling agreed.

Ermeling closed the BOT Public Hearing at 6:32 p.m.

**E. NEW BUSINESS – PLAN COMMISSION**

---

**7. Discussion and Action by Plan Commission on Directors recommendation to adopt Resolution 2016-016 and forward the Plans on to the Village Board for consideration and adoption at their October 3, 2016 Meeting.**

**Motion by Schuster, second by Kollmansberger, to approve the Directors recommendation to adopt Resolution 2016-016 and forward the Plans on to the Village Board for consideration and adoption at their October 3, 2016 Meeting.**

Yes Vote: 5                  No Votes: 0                  Abstain: 0                  Not Voting: 2                  Result: PASS

<u>Member</u>	<u>Voting</u>
Diesen, Dave	YES
Johnson, Marty	NO
Kollmansberger, Tina	YES
Lawrence, Dennis	YES
Schuster, Fred	YES
White, Loren	YES
Zeyghami, Hooshang	NO

**F. ADJOURN.**

---

**8. Motion by Diesen, second by Kollmansberger to adjourn Plan Commission at 6:34 p.m.**

**9. Motion by Porlier, second by Berger to adjourn Board of Trustees at 6:35 p.m.**

Barb Ermeling, President  
Loren White, PC Chairman  
Jennifer Higgins, Director of Planning & Development  
Valerie Parker, Recording Secretary

# Comprehensive Plan Update

Presentation of Draft Plans  
September 2016



# What is the Comprehensive Plan?

- A guide for future growth and enhancement of the entire Village over the next 10 to 20 years
- A vision and directions for land use, economic development, transportation and community facilities, natural resources, image, etc.
- A complete update and replacement of the Village's 2006 Comprehensive Plan

# Weston's New Approach to Planning

- Craft vision of what the Village wants to be
- Use plan as an economic development tool
- Build around strategic initiatives for community growth and change
- Merge and advance various efforts



# Thoughtful Planning Process

- Overseen by the Plan Commission, Community Development Authority, and Village Board
- Managed by Village Planning and Development Department, and assisted by consultants
- Has featured collaboration with stakeholders, the County, and neighboring communities

Phase	Plan Element/Chapter (new or updated)	2013	2014	2015	2016
<b>Phase 1: 2013 Budgeted Elements</b>	Community Vision (new)				
	Broadband Technology (new)				
	Economic Development (update)				
	Transportation (update)				
<b>Phase 2: 2014 Budgeted Elements</b>	"Conditions and Issues" Volume (update)				
	Natural & Agricultural Resources (update)				
	Land Use (update)				
	Camp Phillips Road Corridor Plan (new)				
<b>Phase 3: Proposed 2015 Elements</b>	Parks & Recreation/CORP (update)				
	Community Facilities & Utilities (update)				
	Cultural Resources (update)				
	Tourism (new)				
<b>Phase 4: Integration and Final Adoption</b>	Intergovernmental Cooperation (update)				
	Housing & Neighborhoods (update)				
	Refine elements from Phases 1-3				
	Implementation & Performance (update)				
	Adoption and Publicity				

# Comprehensive Plan Format

- Volume 1: Conditions and Issues
  - Current conditions, trends, and projections
- Volume 2: Vision and Directions
  - Vision, goals, objectives, policies, and future initiatives
  - Covers State-required plan elements
- Volume 3: Supplemental Plans
  - Extend beyond required elements, but advance community
  - Will include Broadband Technology Plan, Camp Phillips Corridor Plan, and others covering specific topics or areas

# Volume 1: Conditions and Issues

# What's Changed?

- Volume serves as data base for Volume 2 and Broadband Technology Plan
- Board already adopted Volume 1 in March 2015
- Minor amendments now proposed to:
  - Correct errors and grammar
  - Note significant changes since March 2015 (e.g., recreational land acquisition)

# Volume 2: Vision and Directions

# Based on a Clear, Compelling Vision

## FIGURE 2-2: OUR VISION AND GOALS

**LAND USE:** Weston will promote sustainable new development and redevelopment that add jobs, products, services, and homes, and that contribute to a sense of community and quality of life in the village.

**ECONOMIC DEVELOPMENT:** Weston will support business retention and development that adds jobs, products, services, and value to the village to maintain our affordable tax rate and enhance our vitality.

**HOUSING AND NEIGHBORHOODS:** Weston will accommodate quality and affordable housing choices and attractive neighborhoods that support families, older residents, and our local workforce and contribute to a welcoming and interactive community.

**NATURAL, AGRICULTURAL, AND CULTURAL RESOURCES:** Weston will protect, enhance, and celebrate natural amenities such as the riverway and wetlands, and will grow its sense of place through a network of attractive spaces, buildings, and activities.

**PARKS AND RECREATION:** Weston will provide, maintain, and collaborate on trails, parks, playgrounds, and open spaces that encourage an active, engaged, and healthy community.

**COMMUNITY FACILITIES AND UTILITIES:** Weston will provide and support community facilities, utilities, and broadband communications that are cost-effective, efficient, support resident connections, maintain reasonable tax rates, and protect natural resources.

**TRANSPORTATION:** Weston will work with other units of government to develop and maintain a safe, efficient, and interconnected transportation network serving motorists, businesses, pedestrians, and bicyclists.

**INTERGOVERNMENTAL COOPERATION:** Weston will collaborate with neighboring and overlapping governments to achieve common goals, deliver efficient services, share resources, educate residents, and avoid conflicts.



# Organized Around “Resident Attraction”



**Social Offerings** for Village residents, business leaders, employees, and visitors.



**Openness**, creating a welcoming place for people and businesses to live and invest.

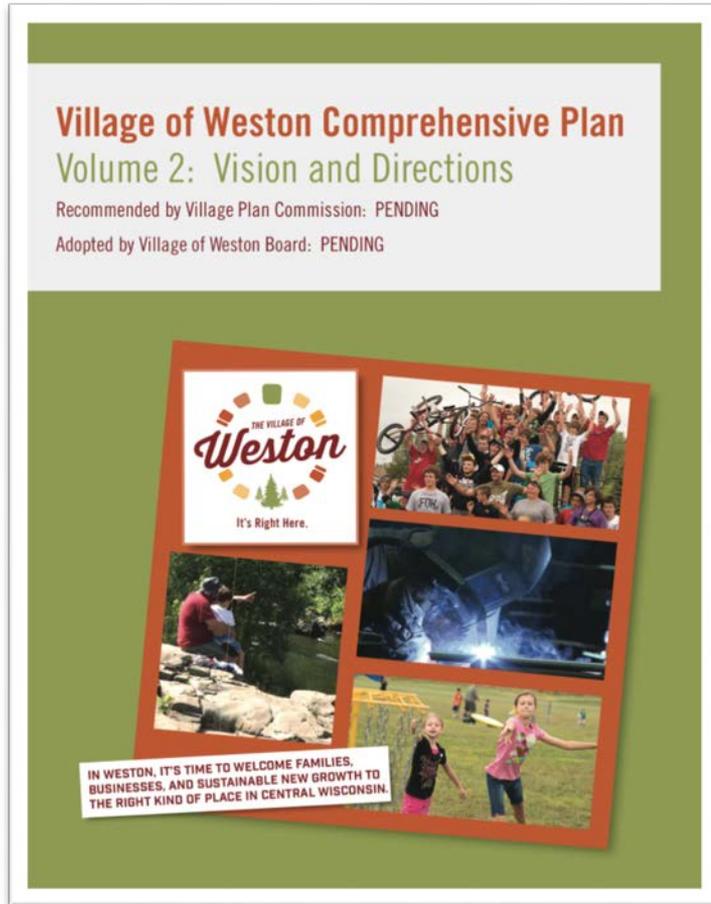


**Aesthetics**, fostering positive appearance, visual image, beauty, and open spaces in the Village.

Source: Knight Foundation “Soul of the Community” project (2008)

# Volume Chapters

1. Introduction
2. Community Vision
3. Land Use
4. Economic Development
5. Housing & Neighborhoods
6. Natural, Ag, Cultural Resources
7. Parks & Recreation
8. Community Facilities & Utilities
9. Transportation
10. Intergovernmental Cooperation
11. Implementation



# Most Chapters Organized Similarly

## Chapter 4: Economic Development

- Outline a strategy for economic growth
- Provide a framework to enhance Weston's business climate and retain and expand businesses and jobs

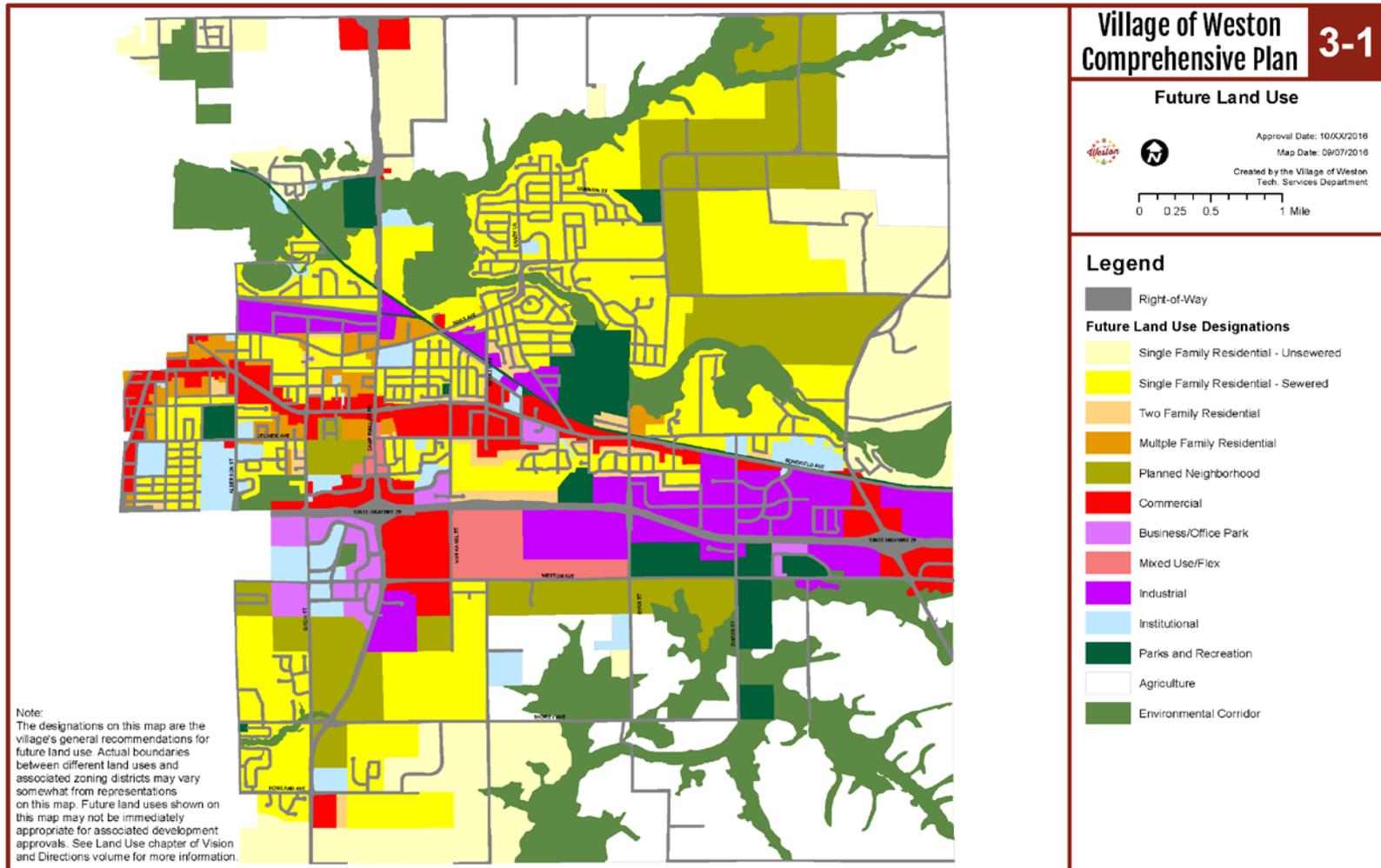
Weston will continue to create a desirable climate in which to build the Village's tax base and fund community services, provide family-supporting jobs, and enhance retail and dining options. Weston will position itself as a great place to live, work, and set up or expand a business. Targets include healthcare, retail, dining, and manufacturing. Whether it's great people or great businesses, the Village aims to attract and keep them, their talent, and their contributions to the community.



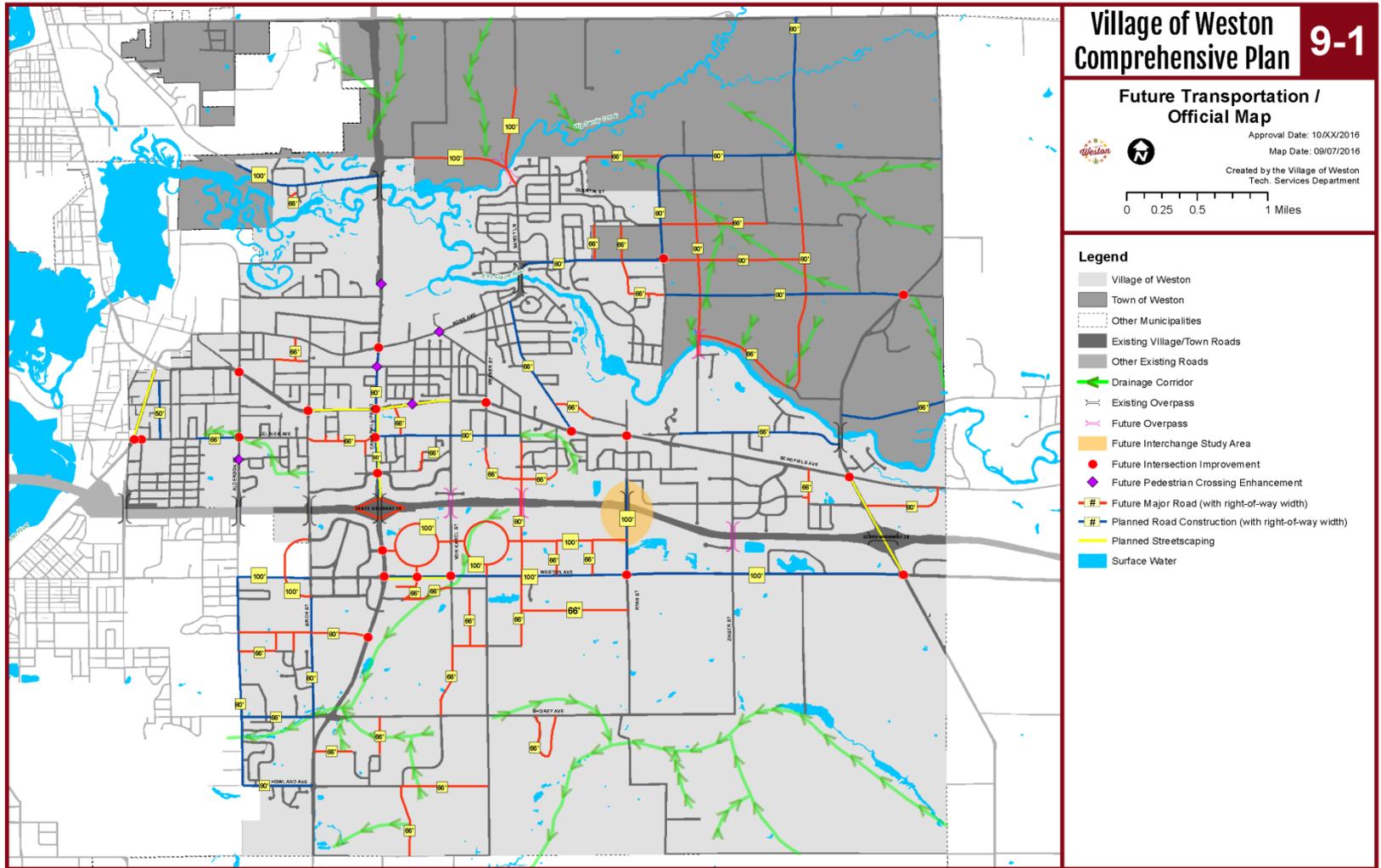
## Priority Economic Development Initiatives

Initiative <small>(Follow links for further details)</small>	Description	Funding	Responsibility
<a href="#"><u>Attract Retailers in Targeted Sectors</u></a>	Weston has both economic strengths and gaps, which suggest particular business sector targets to grow the local economy and provide goods and services to Weston residents. In particular, the Village will seek to add and help expand retail operations and restaurant types in short supply.	Tax incremental financing; grants; taxes	Village Administrator and Director of Planning & Development, in collaboration with local developers, site selectors, real estate professionals, and retailers
<a href="#"><u>Adopt a Business Retention and Expansion Program</u></a>	Communities have the best chance of growing jobs through retaining and expanding existing businesses. The Village intends to establish a more formal business retention and expansion program, perhaps in collaboration with the Marathon County Economic Development Corporation and using a similar model.	Grants from the Wisconsin Economic Development Corporation (WEDC), CDBG, and others; taxes	Village Administrator, in collaboration with other Village staff, and regional and local economic development groups
<a href="#"><u>Implement "It's Right Here" Marketing Effort</u></a>	The Village has invested in a recent effort to rebrand and market the community to new businesses and residents. Weston will communicate this new brand to target markets via its Web page, media outlets, conferences and trade shows, and replacement community signage.	Grants; taxes	Village Administrator, Village Relations Department

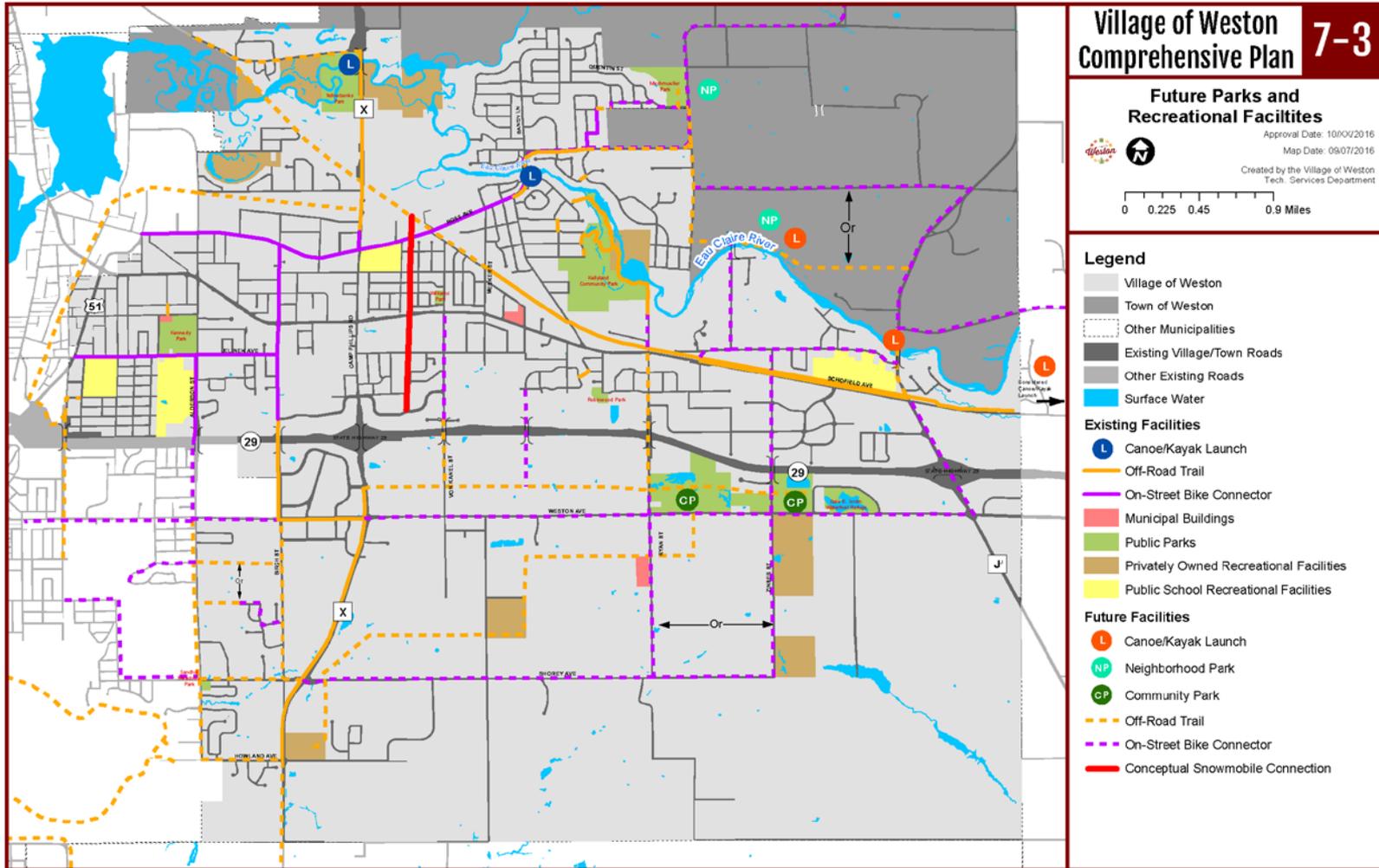
# Will Guide Future Land Use, ...



# ...Future Roads and Facilities, and...

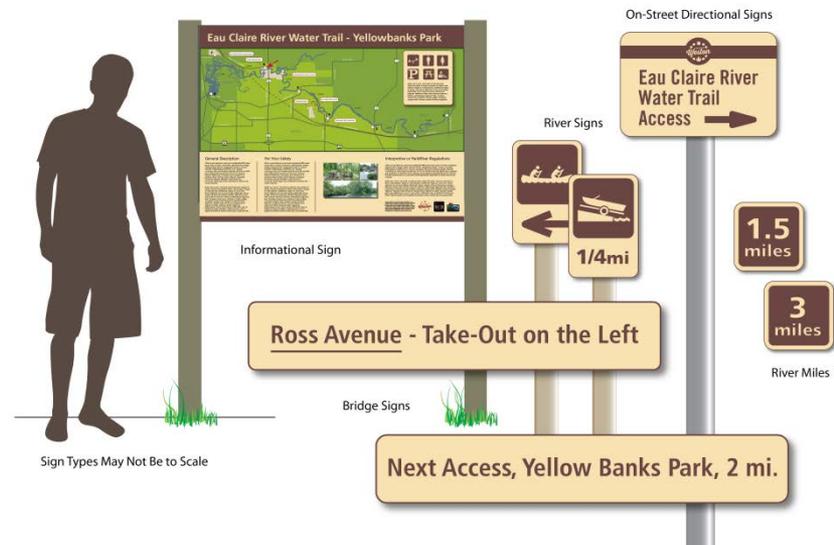


# ...Future Parks and Trails.



# Priority Initiatives

- Each chapter has a handful of “priority initiatives”, totaling 23 in all of Volume 2
- Implementation chapter includes proposed rankings of each of these 23 initiatives as “top”, “high”, or “moderate” priority





# Suggested “High” Priorities

- Promote redevelopment and infill
- Attract retailers in targeted sectors
- Adopt business retention and expansion program
- Prepare or require neighborhood development plans
- Encourage higher-quality rental housing

# Suggested “High” Priorities

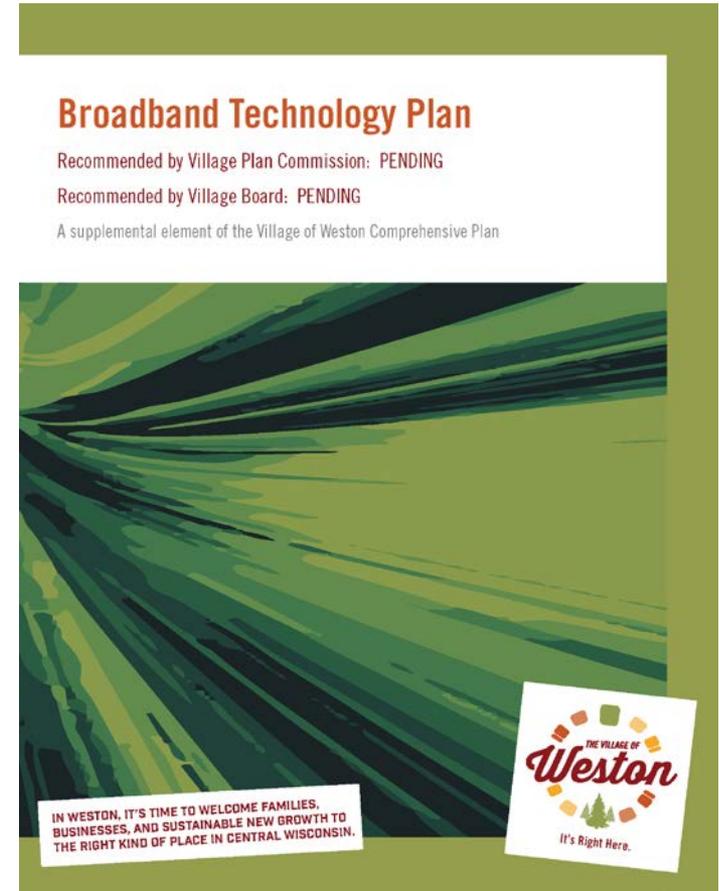
- Increase quality and use of Eau Claire River
- Improve appearance and function of commercial routes
- Advance a recreational center on Village’s south side
- Develop an all-season trail network

# Broadband Technology Plan

(first plan in Volume 3)

# Purpose

- “Broadband” is high-speed data transmission in which a single cable can transfer large amounts of data at a single time
- Broadband is critical to economic growth, education, and a connected citizenry
- Plan coordinates Village and Town policies, procedures, and infrastructure for broadband internet expansion in Weston



# Vision

- Broadband to residents as a pathway to opportunity
- Broadband to businesses for connectivity necessary to compete successfully in the global economy
- Partnerships with broadband providers
- Expanded broadband use to increase the likelihood of system upgrades

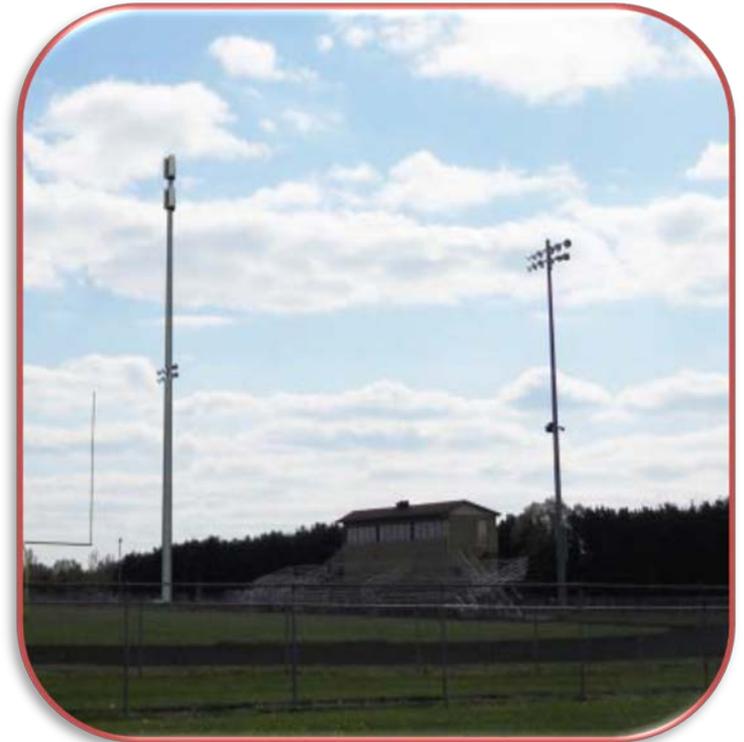


# Initiatives

- Change the Funding “Bottom Line” for Broadband Expansion
  - Grants
  - Creative local funding (e.g., TIF)
  - Business stakeholder consortium
- Establish Policy Direction to Work with Internet Service Providers on Expansion
  - Make a “business case” for expansion
- Explore Village Leadership Opportunities for Broadband

# Initiatives

- Implement a Dig Once and Joint Trench Use Policy
- Collaborate on Mapping Efforts for Economic Growth
- Work to Expand Access to Residential Customers
- Target Broadband Expansion to Specific Underserved Areas
- Participate in the Wausau CAN
- Collaboratively Plan for Tall Structures



# Benefits

- Slightly earlier version of Plan already adopted by Village and Town in 2015
- Village/Charter obtained \$74,000 PSC Broadband Expansion Grant for extension to Business & Technology Park South
- Town/Frontier just obtained PSC grant for expansion to residents in underserved areas
- Broadband installation and “dig once” policies in new Village subdivision ordinance

# Next Steps

# Next Steps

- Joint Board/Commission public hearing (tonight)
- Final changes
- Commission recommendation and Board adoption
- Implementation!
- Possible future plan amendments as warranted