



Meeting: **COMPREHENSIVE PLAN STEERING COMMITTEE – VILLAGE BOARD & PLAN COMMISSION**
Date/Time: **Wednesday, April 30, 2014 @ 5:30 P.M.**
Location: **Weston Municipal Center (5500 Schofield Ave) – Board Room**

DISCUSSION NOTES

1. CALL TO ORDER

A. ROLL CALL OF ATTENDANCE

White called the meeting to order at 5:30 p.m. Present were President Loren White, Trustees Fred Schuster, Scott Berger, Sharon Jaeger, and Jon Ziegler; Plan Commission Citizen Members Dave Diesen and Hooshang Zeyghami; Village staff present were Administrator, Daniel Guild, Planning & Development Director, Jennifer Higgins, Parks Superintendent, Shawn Osterbrink, Public Works Director, Keith Donner, Deputy Public Works Director, Michael Wodalski, Building Inspector, Scott Tatro, Planning & Development Intern, Jared Wehner, and Planning & Development Administrative Specialist, Valerie Parker were present. MDRoffers Consultant, Mark Roffers, and Assistant Planner, Colette Spranger were also present. Marty Johnson, 6304 Hubert Avenue, was present as an audience member.

Trustees, Mark Porlier and Barbara Ermeling, and Plan Commission Citizen Members, Tina Kollmansberger, Mike Stenstrom, and Mark Maloney were all excused.

B. APPROVAL OF AGENDA / CONSENT ITEMS

There were no consent items.

2. REVIEW PROCESS, COMMUNITY SURVEY RESULTS, AND VISIONING RESULTS

Roffers brought up the visioning exercise that took place at the July 29, 2013, Joint Plan Commission and Village Board Comprehensive Plan Update Workshop. He explained the main focus of this group is to provide guidance to the update of the Comprehensive Plan, and its guidance to our future growth. He explained the State regulations of Comprehensive Plans and timelines to follow with its updates.

Roffers explained the project timeline goal is to complete this project within 3 or 4 phases. He stated towards the end of this year the goal is to work on recommending and adopting certain elements of the Comprehensive Plan.

Roffers explained how he is working with the Parks & Recreation Committee on their CORP Plan, and talking with them about priorities.

He explained the Camp Phillips Road Corridor Plan is priority for this year. This plan covers Camp Phillips Road, between Ross Avenue and Weston Avenue.

Roffers would like to hold monthly meetings with this group, in particular to cover the Camp Phillips Road Corridor Project.

Diesen questioned if there were any future plans to extend a roadway from Sandy Lane out to Camp Phillips Road. Barriers preventing this were discussed. Roffers pointed out the Comprehensive Plan will describe the Village's priorities and future transportation needs, as we use this as a long range planning tool.

Roffers explained there will eventually be a joint public hearing, along with opportunities for public input and stakeholder input in this project.

Roffers explained the results of the internet-based survey, which only 200 people in the Village participated in this survey. White inquired if it was possible survey participants did not have the right "downtown" in mind when answering that question. Zeyghami commented on how you have to travel to other communities to shop.

Schuster commented if we are looking to create commercial development along Camp Phillips Road, to keep in mind that years back, Grand Avenue in Wausau, used to have a lot of businesses, but those businesses moved because it was too busy. Guild pointed out to Schuster there is a difference between Camp Phillips Road and Grand Avenue, where Camp Phillips Road comes off a major interchange. Tatro commented if we are creative with route access to businesses, it can be viable. It was explained there will not be individual entrances from Camp Phillips Road. Future development would have access off the backside or side roads. Roffers explained we'll discuss this topic in one single meeting at a later date.

White pointed out Camp Phillips Road is a County Highway. Roffers explained he and Donner will be meeting with the County Highway Commissioner in the next few weeks.

There was discussion on the participants who responded to the survey.

Zeyghami suggested to keep in mind when discussing Camp Phillips Road, that this is our gateway.

Roffers then presented the draft Vision Statement, Guiding Principles, and Visioning Results. These results are based off of the July 29, 2013 Board and Plan Commission visioning workshop held, where meeting attendees were asked to put write on sticky notes their goals and priorities for the Village, and post them under certain categories.

3. REVIEW FIRST DRAFTS OF COMMUNITY VISION AND BROADBAND TECHNOLOGY CHAPTERS

Roffers then presented Chapter X: Community Vision & Broadband Technology chapters.

Roffers explained the 2006 comprehensive plan included a lot of good recommendations, but not a lot of what we wanted to be 10 – 20 years from now. He explained we want to work with the community on putting together a vision and the framework for our future Comprehensive Plan.

Roffers pointed out with Broadband, this is a list of ideas of what could be included in comprehensive plan. The Village and Town could be involved in extending broadband service for both residential and advancing business development.

Schuster asked Roffers what he sees as the Village's asset. Roffers explained we need to find out what we are good at and find out what makes us unique. We have areas seeking redevelopment, and we have traffic volumes that support this. We have the Eau Claire River and DC Everest School District as assets. Having a safe feeling community is an asset. Health care should be able to attract technology-based businesses. He commented the fact that we are pro-development and are continuing to grow in a sustainable manner are assets as well.

Berger questioned to draw those educated people in the health care field in. He pointed out Weston is not really a place to live if you are a young, single person. Roffers does not feel we are a dynamic place for young people. We will need to provide an attraction to bring them back and keep them in. Schuster commented what he has seen and heard are the young people look for a place to live first, then the job.

Roffers then discussed offering a residential attachment. There are three main qualities that attach people to where they live: social offerings, openness, and aesthetics. He then played a video created by the Knight Foundation on Residential Attachment.

Jaeger pointed out she is not in favor of the words “it’s time” in the vision statement. She feels like people would question why we waited until now. This should change to “we” welcome families. Roffers agreed.

Schuster commented when the hospital came, we thought there would be more medical manufacturing. Roffers stated you need to create environments where those can prosper, such as by having very high speed internet available.

There was discussion regarding future meeting agendas to reserve a spot for discussion of previous meeting comments and chapters.

There was discussion on our applying for a grant to extend broadband services to Business Park-South. It was explained the service providers are very busy, so you have to get their attention. White questioned if there is not a large enough customer base, is it worth the service providers to extend broadband to certain areas. It was explained the service providers have no intent to spread their fiber lines to more rural parts of the Town of Weston. The Village benefits from the fiber extension by additional tax base and jobs. We have evidence of plans for business development by this being extended. Higgins explained her recent meeting with Charter, and our providing them information on new businesses. Higgins stated they have been reluctant share their maps with us, as they are concerned this would be shared with other service providers; but we will provide them the contacts for businesses in hopes it will help increase high speed internet availability in the community.

Roffers explained the priority initiatives in the Broadband chapter.

Zeyghami commented on the per foot cost to extend service lines. Donner questioned if Roffers had experience on implementing the proposed “dig once” policy. Donner stated it has always been up to the developer to provide utilities in their subdivision, and the proposal suggests that providing for broadband would be a new requirement. Donner explained that the needs are different now than they were years ago. White stated if we are requiring developers to put conduit in for future utilities, we should do the same with ours. Higgins stated through discussions, Charter wants to know when we are doing projects. Donner stated WPS and Charter have worked together in the past to lay shared trenches. He stated Charter is more interested in connecting customers, than letting someone else finance their layout. There was discussion on how some of the utility companies try to get an easement outside of the right-of-way, to avoid their utilities being disturbed during other projects.

Roffers showed a map of Wausau Community Area Network. He then also discussed cell towers and how we need to collaboratively plan for these tall structures.

4. DISCUSS PRIORITIES FOR LAND USE, TRANSPORTATION, ECONOMIC DEVELOPMENT, NATURAL RESOURCES, PARKS

Roffers then took the members through a priorities exercise focused on what to include in upcoming chapters. Below are highlights of comments made:

Land Use priorities

No discussion.

Transportation Priorities

Transit – expensive and not well used; need to find alternative ways to finance; highly emotionally charged issue; will or should public transit disappear in the community?

Pedestrian/bicycle facilities are a growing form of recreation and required by Federal Transportation requirements as part of new road projects; challenge in retrofitting existing places with these.

The bridge in Sandy Meadow is not a priority, but Diesen wanted to know the status. White stated there is now an alternate route for residents in Sandy Meadow. The past concerns were to have an emergency route out. Guild discussed a “complete streets” policy including having connecting streets, no cul-de-sacs, etc., which will help with snowplowing too.

There was discussion of special assessments for road and utility projects, and if we continue to use special assessments, having higher densities helps share costs. White commented that people want that large lot, but often do not think about the higher costs to provide utilities to it.

White stated when a subdivision would come in, subdivider did not have to provide a traffic impact analysis. Guild stated we may want to start an impact fee to developers.

The survey suggested that improving road intersection safety, building sidewalks on busier streets, and widen roads may be priorities.

Guild stated that shared revenues for local roads are only decreasing, which will affect the ability of the Village to take on road projects.

Donner commented on that the Village should have an official map indicating right-of-way needs. Roffers stated that the plan should have a combine future transportation map and official map.

Economic Development Priorities

White stated we need to provide technical services that businesses want and need, along with modern infrastructure.

Natural Resources Priorities

Preservation of natural and green areas is important– as areas develop, what can be done to preserve those. Preserving water quality, stormwater management, and retaining a sense of open space.

Parks and Recreation Priorities

Roffers explained the priorities from the Parks and Recreation Committee meeting.

Feedback from the public sometimes is that we have too many parks – this is generally from the older population who are unaware of how often the parks are used.

All parks vary and get used to different extents.

Why Pickleball? Taking advantage of interest in older population, providing for this population to access the parks. Tournaments happening in the area – lots of development for that sport.

Mountain-Bay Trail – connecting the Village to other parts of Marathon County (working with County on plans), but there is disagreement on how to pay for implementation. Discussion of Weston providing gravel for the extension, but no commitment made. Cost estimate is based on money coming from County or grant funding. Discussion on the southern loop and connection of trail to Rothschild. Zeyghami stated railroad is not in favor as they still use. Osterbrink talked about the railroad bed going to the bridge in Rothschild, not Schofield. Wehner commented on Rothschild’s master plan. Zeyghami stated the County allocated \$75,000 for updating the master plan for the trail system & pedestrian plan.

5. Discuss process to guide Camp Phillips Road Corridor Plan

Discussed earlier in the meeting, to be discussed in detail at our next meeting.

6. Public comments

Marty Johnson, 6304 Hubert Avenue, was present. He explained he moved in to Weston on July 1st of last year. He was a member of a Comprehensive Plan Committee in Union Township, and on Plan Commission there. He is familiar with this process, and just wanted to get to know his new community.

7. Adjourn

White adjourned at 7:35 p.m.

Respectfully Submitted,

Valerie Parker
Administrative Specialist,
Planning & Development Department