

**Village of Weston, Wisconsin**  
**OFFICIAL PROCEEDINGS OF THE SPECIAL JOINT MEETING OF THE PLAN COMMISSION AND**  
**PUBLIC WORKS & UTILITY COMMITTEE**

held on Monday, July 13, 2020, at 5:00 p.m., in the Board Room, at the Municipal Center

**AGENDA ITEMS.**

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**1. Meeting called to order by Plan Commission (PC) Chair & President Wally Sparks.**

**2. Roll Call of Village PC by Secretary Parker.**

Roll call indicated 6 Plan Commission members present.

<u>Member</u>	<u>Present</u>
Maloney, Mark	YES
Sparks, Wally	YES
Gau, Duane	NO - Absent
Guernadt, Gary	YES
Jordan, Joe	YES
Meinel, Steve	YES
White, Loren	YES

**3. Roll Call of Public Works & Utility Committee by Secretary Parker.**

Roll call indicated 5 ETZ members present.

<u>Member</u>	<u>Present</u>
Fiene, Nate	YES
Ziegler, Jon	YES
Hubbard, Tom	YES
Jensen, John	YES
Zeyghami, Hooshang	YES

Village Staff in attendance: Donner, Higgins, Wodalski, Swenson, Raczkowski, Wheaton, Chartrand and Parker.

There were about 5 people in the audience.

**COMMUNICATIONS**

**4. Opportunity for citizens to be heard.**

None.

**5. Written communications received.**

Sparks read an e-mail Wodalski received from Oliver Burrows (attached) related to Agenda Item #7, on possible amendments to Subdivision Ordinance regarding Sidewalk Regulations.

**NEW BUSINESS**

**6. Introduction and Visioning Session for Weston Avenue Corridor Plan Project. (MDRoffers & Staff)**

Mark Roffers, of MDRoffers, introduced himself and his involvement with the Village. He then went through his presentation on the Weston Avenue Corridor Plan (Attached), where he explained this project's relationship to the Comprehensive Plan we adopted in 2016. He went over the proposed planning process, which includes tonight's kick-off meeting. Roffers stated that he had introduced himself, via a letter to a number of key property owners along the corridor, with the goal of meeting with them in-person, over the phone, or via Zoom,

to discuss their land and understand better their visions of their land as we move forward in the planning process.

Roffers stated the goal is to come back to this group in September with some initial options on how the road could be redesigned and initial draft development plan for lands around it. He explained how the two are related, where if the plan for the Corridor were to come back as 100% industrial, that then dictates a particular road design to make sure semi-trucks and trailers, and other vehicles can move through there efficiently and safely; whereas, if we have a different land use pattern the road design would reflect that. Roffers stated he intends at that point in time to talk to the Committees and homeowners along the corridor again, in a group setting, allowing for more interaction, and focusing more on the owners along Transport Way. Roffers pointed out that they have not reached out to the Transport Way owners to-date yet, as we are not far enough along with the design process to have a meaningful discussion.

Roffers displayed the Planning Map, explained how the corridor is tentatively subdivided into 3 districts (Western, Central, and Eastern), and explained their current uses. These will form the basis on our land use recommendations in the plan, and how Weston Avenue roadway design may change throughout.

Roffers brought up the Future Land Use Map, from 2016 Comprehensive Plan, with recommended future land uses. He explained how this plan helps guide us for the future.

Roffers brought the Future Transportation Map, which shows 100' right-of-way along Weston Avenue for the future, and right now Weston Avenue is 66'. He explained how this shows potential future roadway expansions and extensions. He pointed out this plan showing Municipal Street extending south, crossing over STH-29.

Roffers explained how the Village had used its last TIF amendment, and how the district is set to close in 2031, and how our spending period ends in 2026. He explained the reconstruction would have to take place by 2026 to be funded by TIF. It was stated that now is the time, if Weston Avenue is going to upgrade and change, to get the design work going and start that project. Roffers explained how this TIF District was set up as an industrial TIF, and it has a remaining life of 10 years. He stated as a State Law, 50% of the land needs to remain industrial.

Zeyghami brought up the residential area along the highway (Brehm's Subdivision), and the complaints we get from the noise pollution. Roffers stated we need to plan the land that will work for the residents and businesses.

Roffers then brought up a Natural Features map, showing the low and wetlands. We look towards those when looking at development. We have a collection of lightly tracts of land that is developable, and how 40-acre tracts are desirable for industrial.

Roffers then read the Draft Vision Statement (on Page 3 in his memo). He then asked the members for their comments about their visions for this area.

Maloney stated that he feels the vision should be what the residents who own the property are thinking. He feels this should be talked to all the owners, not just some. Maloney questioned if Roffers reached out to all the owners or just some. Roffers stated they talked to/sent letters to about 15 of the owners, those who own a fair amount of land, along this area. Roffers said it would be difficult and would take a lot of time to try to contact all 100+ owners. Roffers stated the rest will be invited to come to meetings.

There was discussion on when the plan was adopted in 2016. The timing is such that we have to do it now, as the TIF will run out in 2031, and the spending period ends in 2026.

Maloney commented that he wants to know what the residents want to do. Maloney stated he is concerned about our taking people's land. Maloney stated he received 3 calls this week from residents thinking this will be 4 lanes and a done deal. Maloney stated he would be happy to sit down in those meetings.

Roffers stated he needs the Board to trust that he will report back honest information to the committees, but he needs the residents to respond to him.

Sparks stated people are concerned about the use of the TIF funds. He brought up the Camp Phillips Centre project where we lost a couple million dollars. Sparks stated some out there would request we close the TIF early. He agrees we need long range plans. A lot of residents there have a sour taste after the Camp Phillips Centre plan, where they were thinking they would get a lot of money for their land, and nothing happened. He stated there are a lot of residents who do not want us to use TIF money.

Roffers stated if anything gets developed out there, there will be more traffic along Weston Avenue. The question is, will it be more traffic than what the road can handle.

Sparks requested as Roffers reaches out to property owners, it will be important to explain how TIF works. Roffers stated it would be beneficial if people are willing to sit down for an hour with him. Most only want to meet for 15 minutes, and it's hard to explain things in that amount of time.

Cronin asked what the percentage of land that is covered by the 15 owners he reached out to. Roffers stated those amount to about 30%, on properties 40+ acres. They have not been able to contact the owners as well as they had wanted. Higgins stated we initially want to talk to the bigger landowners. She explained the Schofield Avenue corridor, and how we started with larger owners and then expanded to everyone else. Higgins stated no developer is going to call a small homeowner to buy their house, they will be looking at the larger tracts of land.

Maloney confirmed after we reach out to the all the properties, that there is still a chance for this to all change, that it is not a done deal. Higgins stated the plan would be to bring a draft plan back for all residents and the Commission to react to. There would then be time to revise the plan prior to final public hearing and plan adoption. Higgins explained this is how the Schofield Avenue Corridor Plan had been handled. We held a meeting last year to reveal the draft plan to everyone and then had planned to bring it back this spring for final review. COVID-19 has made it difficult to get a large group here at the Municipal Center. Roffers stated that we have a plan being finalized for Schofield Avenue Corridor, based on comments from owners, and talked about how last year when bringing this project up, there were 40-50 people in the audience.

Fiene emphasized transparency. As far as the operational concept, he would like to see a lot of mixed-use buildings, with potential light industrial, and some trades companies.

Guerndt stated the road needs improvements. There are some complications when people who do not want to develop. He stated when developing the road, that is the best time to put in infrastructure.

Jordan stated Weston Avenue was a Farm to Market road and not designed to handle the current traffic. He explained how his semi-trucks (for Wausau Supply) are going down Weston Avenue, to appease the residents along Ryan Street to Weston Avenue. This traffic is doing damage to the road. We need to work with the owners along Weston Avenue.

Donner stated the TIF is a potential funding source for that street. Donner stated we can't predict when development will happen, then we'll be asked to facilitate some infrastructure. Donner stated he can accompany Roffers in the meetings. Donner stated to be responsible, we need to look forward.

Maloney is fine with redesigning and upgrading the roadway. He asked if we are going to force rezones. Higgins stated we would be updating the future land use map to depict the future vision for land along the corridor. Higgins stated zoning would not change until a rezone requested and the property was developed. Once utilities come through, developers will start talking to owners, giving offers they can't refuse, and we have to be ready for that. Meinel asked where water and sewer currently is. Donner stated it stops at Von Kanel and at Zinser Street, where there is a current gap between Von Kanel and Zinser Street. Wodalski gave further clarification on where the water and sewer currently is at.

Meinel questioned if there was any other interest in parcels within the Camp Phillips Centre. Donner stated there has been no other follow up. Higgins stated the central area is what developers are interested in (Von Kanel Street to Ryan Street). Donner explained why the service is where it is, because of the Cedar Creek Waste Water Interceptor.

Meinel is concerned that by putting a label on someone's property right now, what does it do for them later. Roffers brought up the FLU and stated most everyone's property in the TIF District is planned for something already. Guerndt commented just because it is zoned MF, does not mean you can't put single family in. Same with AG.

Higgins stated the reason the Comprehensive Plan legislation went into effect, is we shouldn't be reactive, we have to look ahead, and this gives staff parameters to work with. There is always an opportunity to do a Comp Plan Map Amendment, but it is not instantaneous. It's all about how you want the Village to grow. It was stated the Plan Commission went through an over 3-year process. Roffers stated many years ago when TIF was planned in the 90's, it set this on its course for commercial. Roffers stated TID law states the zoning has to be in a way that allows for industrial use, because this is an industrial TID. Roffers stated until the Village retires or closes the TID, we have to keep 50% for industrial.

Roffers commented the land there to the greatest extent can be industrial. We can rezone these lands to anything that allows industrial. There was discussion about Brehm's Subdivision, it was there when TIF went in. Donner stated this is long-term planning, and no reason why we can't change some things. The corridor plan helps us in trying to stay ahead or get ahead.

Guerndt questioned the costs of reconstructing Weston Avenue. Donner stated this is part of the TIF plan. Sparks questioned sewer and water is already in the plans for Weston Avenue, the entire way from Camp Phillips to County Road J.

Maloney questioned if Ryan Street was reconstructed to handle trucks. Wodalski stated it was constructed with a more heavy-duty pavement. Maloney questioned Ryan Street north of STH-29. Maloney questioned the trucks getting pushed south on Ryan Street. Donner pointed out how it is actually a quicker route from Wausau Supply to Ryan Street to Weston Avenue. Jordan stated it was primarily trucks coming into their site, as their GPS takes them along Schofield Avenue to Ryan Street. Donner stated by reconstructing Ryan Street, it would be an "all weather road" – no weight limits. Zeyghami questioned how many lanes. Donner stated we are planning for the future to allow 4 lanes. Zeyghami stated DOT will limit you by the traffic counts (needing 16,000 trips per day). Zeyghami commented on how there is a lot of wetlands in this area.

Gary Buchberger, 5410 Weston Avenue, was present. He stated how he owns a lot of the land (about 1-mile and  $\frac{3}{4}$ ). He feels we are jumping the gun. He hopes we talk to all the people that live there. His dad bought the land in 1942 from Herman Von Kanel. He understands you have to plan for the future for development. Because of his recent hip surgery, he sits at home and watches the traffic that comes past his farm. He stated 1/3 of the traffic are semi's. He stated when the road limits were on, he has not seen anyone getting pulled over. Buchberger questioned if it would make more sense for the trucks to take the Highway J exit and come along Schofield Avenue. He feels this would eliminate most of the semi trucks. He agreed the residential traffic along there has increased. He stated how the Village spent a lot of money on the Camp Phillips project

for nothing. He feels we will waste a lot more money now. He stated with water and sewer assessments, he will be forced to sell his land. He does not think that is fair. He can see down the road in the future the expansion, as he agrees this is a long range plan, but he does not think it is needed in these next few years. He stated again, if we could get the semi traffic to exit on Highway J and go along Schofield Avenue, we would lighten up much of the traffic.

Guerndt questioned with the TIF District, and the special assessments for adjacent property. Donner stated there are options to look at, such as should the TIF pay for it and we charge a connection fee? Donner confirmed to Maloney that it is not a given that sewer and water will go to the landowners. Donner stated it's the "But For" statement. Maloney questioned if there has ever been an agreement that if water and sewer is paid for, and if the landowner sells in two years that it is paid back.

Sparks brought up the water line going to Zinser Street for the golf course. Water runs past the adjacent property, but they are not connected. If we were to use TIF funds to reconstruct Weston Avenue, to have the utility run along the road, but don't require the property owners to connect. This way for someone who does not want to sell their property or connect, they are not forced to do so. Then, if they were to decide to sell their property, it would be more sellable, as there are public utilities available. It increases the property values for those who want it.

Meinel questioned how long those assessments will be hanging out there. Donner stated that would be the decision of the Board. Donner stated if developer funded, there is a recapturing agreement, has to come back in 10 years. Donner stated we can make available and when they want to connect, we charge a connection fee, based on what their usage would be. Donner stated there is a strong argument to make the payment part of the TIF distribution.

Guerndt stated if the road gets reconstructed, it's not wise to not include the sewer and water. He does not feel it is fair to make someone pay for it. Donner stated do we give the utility corridor an easement, versus under the road?? The easement is better, as far as cost for connections and road repairs. These are things we need to discuss.

Ryan Bahrs, of AECOM, of Stevens Point, who is working with Roffers on this project, was present to discuss roadway options on Weston Avenue. Just because there is a corridor project going out there does not mean it has to be 4-lanes. It's what we are trying to figure out. We are just getting started by talking to the committees and reaching out to the homeowners. Bahrs then talked about roadway components. If this corridor plan moves forward, and if we want Weston Avenue to become this next piece of east-west arterial for to serve the Village. We need to work with the existing development and try to project what the future will be, and build with the thought of what's to come. How proactive does the Village want to be going forward. He stated we have a lot of houses and businesses and natural areas. Bahrs brought up examples of roadway designs, to show some components for feedback, stating we have to figure out the land use and look at projected traffic, and then look at 2-lane or 4-lane.

Maloney questioned what the typical right-of-way width is? Donner stated 66-feet. Maloney questioned how much right-of-way for a 4-lane road? Roffers pointed out an example from Bahrs, which shows a 4-lane 66-foot wide right-of-way. Mike McMahon, 5505 Weston Avenue, asked how wide the utility easement would be and is there an easement now? Donner stated it would depend on the depth of the sewer and water. Currently, utilities are under the road. Maloney stated this utility easement is the correct way, to do this. Bahrs stated a multi-use path could go over the utility easement.

Bahrs then took the members through the different 2 and 4-lane examples (attached).

Bahrs reiterated this is just starting the discussion. We need to figure out the land use, then the roadway planning, get thoughts on roadway and utilities will go in the ground somewhere. We need to be fiscally responsible and responsible to the owners out there now.

Sparks commented on the landscaping on Weston Avenue is ridiculous and expensive to maintain. He is open to stamped concrete in the median or even artificial turf. Roffers stated if you add more hard surface, the State requirements is that we have to meet stormwater requirements. The right-of-way by hospital is 100'.

Wodalski explained how you could fit a two-way road (with 14' lanes) which includes a 6' grass terrace area, and 10' multi-path, 18' middle lane, 2-foot shoulder areas.

Raczkowski stated to remember in the winter the grass medians and you have to go around. He commented on raised median with curbs, you end up hitting the curb with the plows. Wodalski stated we would plow a 4-lane road with 2 trucks. Operationally, we like to make one pass.

Maloney likes what the County did on Camp Phillips Road (north of Ross Avenue).

Fiene stated if we put in a sewer connection parallel to Weston Avenue. Could something like the freeway style with depressed median work with maintenance. Wodalski stated the connection is made by the multi-use path, not the arterial street. Fiene stated which ever works easiest for utility repair or installation is his concern.

Zeyghami asked for a cross section. Roffers stated we are still in the beginning of the process, and that's the next step. Zeyghami stated a cross section would give people a better picture. Roffers stated we need to determine the amount of right-of-way. He stated there are spots with major drainage ways and places where peoples' houses are 30 – 40 feet from the right-of-way.

Hubbard feels you may be better off narrowing it down to 66 feet with curb and gutter, you may be better off purchasing property for stormwater management, versus trying to obtain 100 feet of right-of-way for a mile stretch. He stated there would be less costs.

Wodalski confirmed to Maloney there is about 2 – 2 ¾ miles between Camp Phillips Road and County Road J.

Roffers stated this will all depend on what is planned, as far as road width. It does not have to be 4 lanes all the way throughout. Bahr stated we have to decide on curb and gutter or ditching. Curb and gutter would require less land.

Sparks commented we would like low maintenance and the utility corridor outside of the roadway. He confirmed we will need to have storm drainage. Roffers stated either a basin in median or find lands to put basins in. Low maintenance, 4 lanes, sewer acquisition, incorporate utility easement along the road. Donner confirmed the utility easement can be located under multi-use path (similar to Camp Phillips Road). Less repair on road and disruption on traffic.

Sparks stated there may be additional grant funds for COVID that we can apply here.

Cronin stated to keep safety in mind. A lot of near accidents on Camp Phillips Road and E Jelinek Avenue.

[Note - other resident in the audience: Al Zimbauer, 4804 Shirley Avenue]

## **7. Discussion on possible amendments to Subdivision Ordinance regarding Sidewalk Regulations.**

Donner stated this came out of Weston Neighborhood. Wodalski stated a lot of this started with the public comment from Oliver Burrows, read by Sparks, regarding the neighborhood east of Weston Elementary. During the public hearing, there was a desire to see if sidewalk needed to be installed on every street.

Wodalski read the Sidewalk Ordinance, where in all new construction sidewalk is required on both sides, with the exception that they could substitute a multi-use path on one side in lieu of 2 sidewalks. This was discussed at the Village Board Meeting and subsequent Public Works meetings. The subdivision code adopted in 2016. In 2015, the Complete Streets Ordinance was adopted (designed to be safe for all users of all ages). The rest of Comp Plan, the Bicycle and Transportation section, specifies we require pedestrian facilities. We adopted a Table 6.06(1). As we look at this, there is the question on the dead end roads. He stated there was a valid point that on a dead end road we don't need to require it. When looking at capital improvement plan, Anastasia Drive, we required a 28-wide street and shoulder, giving 4 feet of pavement for people to walk on. On Shorey Avenue, if we reconstructed right now, we would require sidewalks, multi-use path, or wider surface. Trying to make it so the ordinance has exceptions that make sense. Wodalski stated we are looking to add a second note to that table that states if the road is a short dead-end road (less than 400 feet in length), with fewer than 100 trips, and no prospect of connection to pedestrian facilities, we would make an exception to waive the sidewalk requirement.

Maloney questioned the plan prior to the past meeting that sidewalk was planned. Wodalski stated yes, and is required unless we make this change.

Sparks and Cronin agree with the changes.

**Motion by Maloney, second by Meinel: to approve recommending the amendments to the ordinance changes to the Village Board. Q: Meinel questioned the maximum length of a cul-de-sac? Wodalski stated our current code does not allow cul-de-sacs over 400 feet. We do have a few of those longer cul-de-sacs in the Village. This is worded that all 3 criteria have to be met. Guerndt commented on the sidewalks on Misty Pines, who puts the sidewalk in on the extension. Wodalski stated the Village could put those in. Maloney feels if we were to extend a road through, the Village would pay. Sparks stated the statement states "May" not will, so still some room for discretion. Higgins stated the Zoning Code and Subdivision ordinance have to go before the Board. Guerndt asked who this is for. Wodalski stated this is Village-wide. Motion passed.**

Yes Vote: 6      No Votes: 0      Abstain: 0      Not Voting: 1      Result: PASS

<u>Member</u>	<u>Voting</u>
Sparks, Wally	YES
Maloney, Mark	YES
Cronin, Steve	YES
Gau, Duane	NOT VOTING
Guerndt, Gary	YES
Jordan, Joe	YES
Meinel, Steve	YES

**Motion by Jensen, second by Ziegler: to approve recommending the amendments to the ordinance change to the Village Board.**

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

<u>Member</u>	<u>Voting</u>
Fiene, Nate	YES
Ziegler, Jon	YES
Hubbard, Tom	YES
Jensen, John	YES
Zeyghami, Hooshang	YES

## **MISCELLANEOUS**

### **8. Remarks from Staff, Committee, and Commission Members.**

Donner commented that still has to go before the Board.

## **ADJOURNMENT**

### **9. Adjournment of PW&U.**

**Motion by Ziegler, Second by Jensen: to adjourn at 7:04 p.m.**

### **10. Adjournment of PC**

**Motion by Cronin, Second by Guerndt: to adjourn at 7:04 p.m.**

Wally Sparks, Plan Commission Chair and Village President

Jennifer Higgins, Director of Planning & Development

Valerie Parker, Recording Secretary

## Valerie Parker

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**Subject:** FW: Material requested to be read into the record for the joint meeting of the Public Works and Plan Commission meeting during the public comment period

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**From:** Oliver Burrows <[oliverburrows@yahoo.com](mailto:oliverburrows@yahoo.com)>

**Sent:** Monday, July 13, 2020 4:22 PM

**To:** Michael Wodalski <[mwodalski@westonwi.gov](mailto:mwodalski@westonwi.gov)>

**Subject:** Material requested to be read into the record for the joint meeting of the Public Works and Plan Commission meeting during the public comment period

13 July 2020

1608 hours CDT

Dear Mr. Wodalski:

Due to a series of unforeseen problems today, I was unable to prepare and e-mail the materials I promised to you to be copied for this afternoon's joint meeting of the Public Works and Plan Commission. If it is permissible, I would like the following read into the record during the public comment period:

My name is Oliver K. Burrows III, and I reside at 5008 Sunset Street in the Village of Weston. I would like to address the members of the Public Works Committee and Plan Commission in order to express my support for the efforts that are ongoing to remove the sidewalks on both sides of the roadway on Sunset and Arrow Streets north of Kennedy Avenue. Although we as residents (and there are 14 affected residences, none of whom has expressed to me any interest in having what I affectionately refer to as "the sidewalks to nowhere").

As the cul de sacs are approximately 350 feet long and four sidewalks would total 1400 square feet at an estimated cost of \$4.75 per square foot, eliminating these sidewalks, which connect to no other thoroughfare(s) and cannot in the future due to the existing housing configurations, would save the village a substantial sum at a time when we need to find ways to save monies. There would appear to be no reason to install these sidewalks except for the requirement of the 2016 ordinance requiring same in all new or reconstructed areas.

I have spoken directly with at least six of the affecting parties, and none has expressed any interest in sidewalks in the aforementioned areas. Thus, I respectfully request that the Plan Commission schedule the required public hearing that must precede the passage of an amendment to the current ordinance requiring all new or reconstructed roads to have sidewalks for any areas that meet the criteria (i.e., distance and non possible future egress) of the two blocks on Sunset and Arrow Street north of Kennedy Avenue.

Thank you in advance for considering my request.

Respectfully submitted,

Oliver K. Burrows III

Thank you for assisting me with this matter Michael. I am sorry I must ask again for your assistance.

Be blessed

Sincerely,

Oliver K. Burrows III

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To: Village of Weston Plan Commission and Public Works & Utilities Committee  
From: Mark Roffers, AICP, Planning Consultant  
Date: July 7, 2020  
Re: Joint Committee Meeting Regarding Weston Avenue Corridor Plan

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We are pleased to begin the process to create the Weston Avenue Corridor Plan with these two committees and the community. We'd like to spend our time on July 13<sup>th</sup> to get this planning project off to a good public start.

### **Relationship to Comprehensive Plan**

In 2016, the Village Board adopted "Volume 2: Vision and Directions" of the Village of Weston Comprehensive Plan. Within that volume, the village suggests that it "will plan for new land development in a manner that advances the local economy, maximizes use of its land base, protects the environment, and enhances the quality of life for its residents" and "utilize existing highway corridors as a focal point for mixed use development." The Weston Avenue corridor is envisioned within the Plan volume—and the TID #1 Project Plan—as a key area for future economic and recreational development. Volume 2 also communicates the village's position that "reconstruction of Weston Avenue as an urban roadway will connect growing economic development areas and serve emerging residential and recreational areas."

Like the County Road X and Schofield Avenue Corridor Plans before it, the Weston Avenue Corridor Plan is envisioned as a "Volume 3" element of the village's comprehensive plan. As depicted on the attached map, the proposed planning area extends from the intersection of County Roads X to J, and between State Highway 29 and a point generally ½ mile south of Weston Avenue. The planning area is tentatively divided into three districts to aid with understanding and reflect that future activities along the corridor will not be "one size fits all."

### **Proposed Planning Process**

The attached "meetings & milestones" document describes the proposed planning process.

In addition to this joint committee meeting, another early stakeholder involvement step involves interviews with the owners of larger tracts of land in the corridor, major development interests, and highway and utility jurisdictions. The idea is to learn as much as we can about the land and future interests related to it, and to share as much as we can about what the

village is up to in the corridor. We have begun to contact the stakeholders and will be conducting those interviews over the next month.

Later this summer into early fall, we intend to prepare and share with the committees different options for how Weston Avenue could be reconstructed, and alternative land use concepts for the corridor. We will engage further with land owners along Transport Way at about the same time.

With committee direction and public feedback, we will then work over the fall to prepare a draft of the Weston Avenue Corridor Plan, with the idea that it would be ready for recommendation by the committees and adoption by the Village Board in winter.

### **Proposed Corridor Plan Organization**

The Plan will generally reflect the organization and topical coverage the prior two corridor plans, with a greater emphasis on roadway design. We envision that the Weston Avenue Corridor Plan will include the following components:

- An overview chapter, including a description of the planning area, a proposed vision for the corridor, relationship to other districts like the County Road X corridor, and a summary of key recommendations.
- Analysis of the corridor and its unique economic, land use, urban design, transportation, and other conditions, issues, challenges, and opportunities.
- Recommendations for the corridor planning area, including maps describing recommended future conditions for the different districts depicted on the planning area map. The recommendations will cover land uses and transitions, development opportunities, urban design, roadway redesign, conceptual development layouts, and phasing.
- Recommendations for reconfiguring and reconstructing Weston Avenue from a two-lane rural roadway to a multi-lane arterial to serve development along the corridor and traffic through the corridor.
- A detailed implementation strategy, including steps, responsible parties, timeframes, and funding opportunities.

[Go to maps](#)

### **Proposed Corridor Plan Vision**

Within a plan as in life, a vision is important to establish some basic direction and purpose. Armed with what I know so far, the following is a draft of a proposed vision for the Weston Avenue Corridor Plan:

## Draft Vision Statement:

In collaboration with land and business owners, the village will advance development along Weston Avenue and expand Weston Avenue into an urban roadway to:

- Grow the local economy and tax base;
- Expand manufacturing and business park development opportunities;
- Enable retail, commercial service, and recreational uses, at a scale not possible in other parts of the village;
- Enable residential and mixed-use development in compatible locations;
- Safely and efficiently move traffic between development nodes and through the area;
- Enhance Weston Avenue as the primary east-west thoroughfare south of Highway 29;
- Achieve the above in a manner that respects existing natural resources and constraints.

## Questions to Guide Our Discussion

Before the meeting, please think about the following questions. I intend to run through these at Monday's meeting—either one-by-one or over the course of meeting:

1. What is your vision for the Weston Avenue Corridor between County Highway X and County Highway J? Does the draft vision statement above reflect that? If not, why not?
2. What types of future land uses do you think we should try to accommodate or encourage in the corridor planning area? Commercial services? Retail? Hospitality? Light industrial? Contractors? Recreation (if so, what types)? Single-family residential? Multiple-family residential? Does your answer differ by district (i.e., the yellow, blue, and green areas on the attached map)?
3. How could the Weston Avenue roadway and intersecting roadways be reconstructed and improved to better manage development, growth, and traffic? Are you interested in a divided roadway like Schofield Avenue? Or undivided like Camp Phillips Road north of Highway 29? Urban (e.g., curb and gutter) or rural (e.g., roadside ditches)? Or are there other models or examples we should explore?
4. How about aesthetics and "community character"? For example, to what extent should the existing streetscape improvements along Weston Avenue (e.g., median treatments) west of County Road X in the Weston Regional Medical Center be extended to the east—both in distance and intensity? How might features like the Prohaska Nature Center or the Dale E. Smith Waterfowl Refuge be enhanced?
5. Any other advice as we launch this planning process?



# Meetings & Milestones

## Weston Avenue Corridor Plan

Amended: 7/7/20

### **Inventory:** *May-June 2020*

- Assemble base and environmental/soil mapping, including drainage west of Zinser to J
- Assemble prior plans and studies related to development, land use, TID, transportation, utility systems, stormwater, hydrology, geotechnical, recreation, wayfinding and related
- Prepare planning area and district map and typical existing cross-section of Weston Ave.

### **Staff/Consultant Meeting #1:** *May 28, 2020 (digital meeting)*

- Review project work program, including interviews and other outreach
- Discuss inventory information; development/preservation focus areas; key issues, goals, and priorities; and preliminary options for Weston Avenue redesign

### **Stakeholder Interviews:** *July 2020*

- Interview owners/developers in Weston Ave corridor, County Highway Dept, utilities

### **Project Kick-off Meeting/Joint Committee Meeting #1:** *July 13, 2020*

- Review project intent and work program
- Gather input on substantive plan goals, priorities, and options

### **Staff/Consultant Meeting #2:** *August or September 2020*

- Discuss initial draft plan vision, development plan maps, and roadway redesign options
- Identify possible 2021 budget needs, including for detailed design for Weston Avenue

### **Joint Committee Meeting #2:** *September or October 2020*

- Discuss revised draft plan vision, development plan maps, and roadway redesign options
- Recommend preferred roadway redesign option
- Meet with Transport Way owners on same date to discuss access/connection matters

### **Staff/Consultant Meeting #3:** *November or December 2020*

- Discuss draft Weston Avenue Corridor Plan, including preferred roadway redesign option
- Consider advancing Transport Way acquisition and design

### **Public Information/Input & Joint Committee Meeting #3:** *November or December 2020*

- Share and receive input on revised draft Weston Avenue Corridor Plan
- Committee advises adjustments to draft Corridor Plan based on review and public input

### **Joint Committee Meeting #4:** *January 2021*

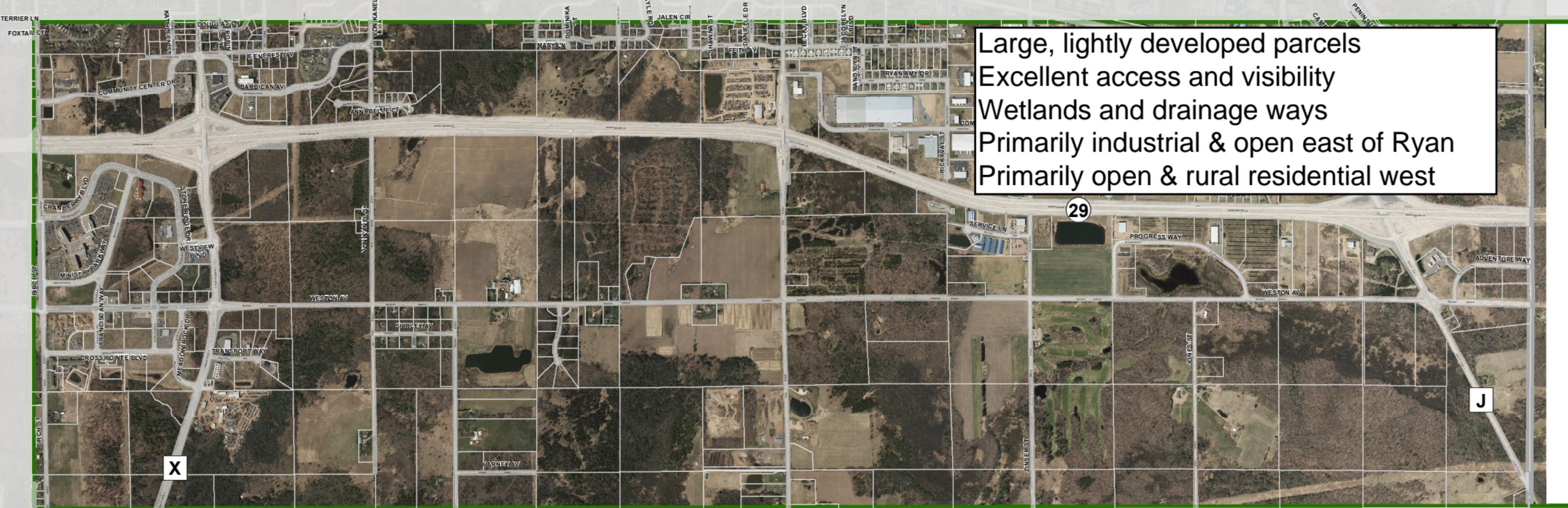
- Recommend public hearing draft of Weston Avenue Corridor Plan

### **Plan Commission Recommendation:** *February 2021 (could combine with Joint Committee Meeting #4 if practical)*

- Recommend Corridor Plan as a component of Village's Comprehensive Plan

### **Village Board Public Hearing:** *March 2021*

- Adopt Corridor Plan as a component of Village's Comprehensive Plan
- Authorize detailed engineering design for Weston Avenue reconstruction



Large, lightly developed parcels  
Excellent access and visibility  
Wetlands and drainage ways  
Primarily industrial & open east of Ryan  
Primarily open & rural residential west

X

J

Planning Area and Districts

**DRAFT**

THE VILLAGE OF  
*Weston*

~1600 ft.

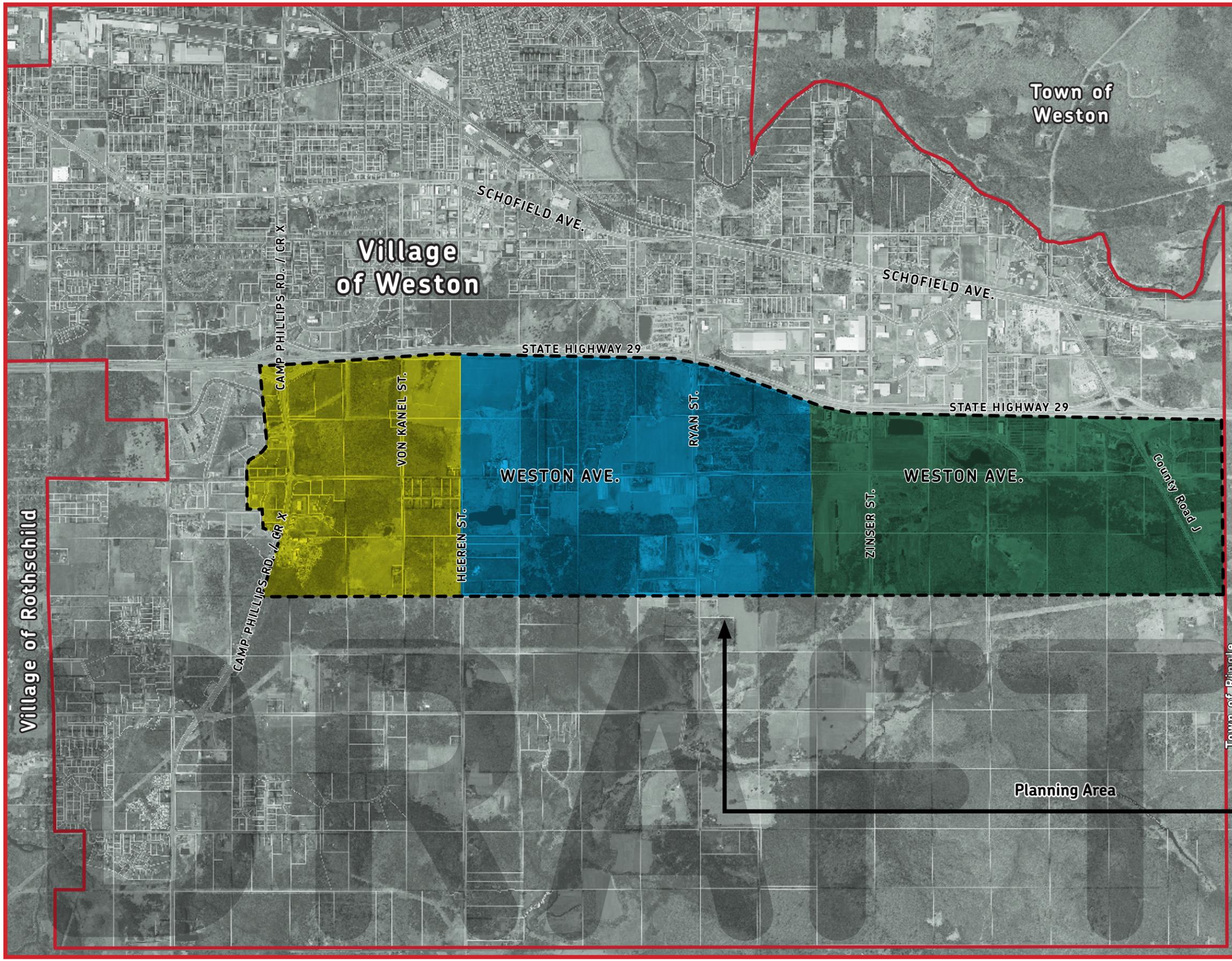
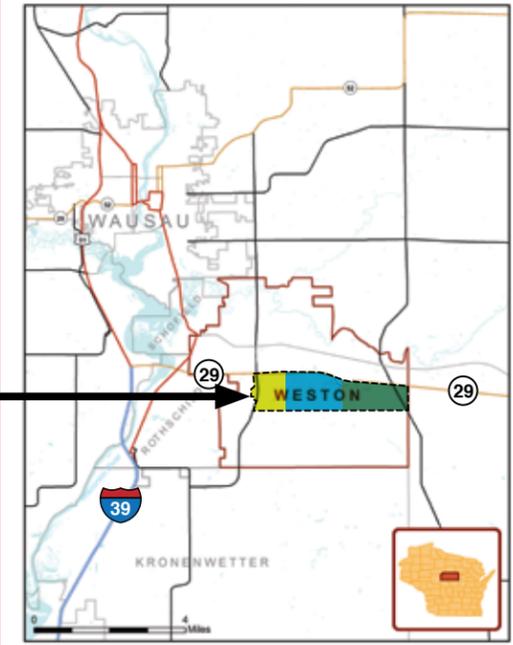
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Date: May 26, 2020

**LEGEND**

-  Municipal Limits
-  Planning Area
-  Western District
-  Central District
-  Eastern District

**Regional Context**



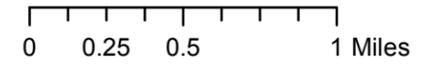
# Village of Weston Comprehensive Plan

7-1

## Natural Features



Map Date: 3/24/2015  
Adoption Date: 3/04/2015  
Created by the Village of Weston  
Tech. Services Department

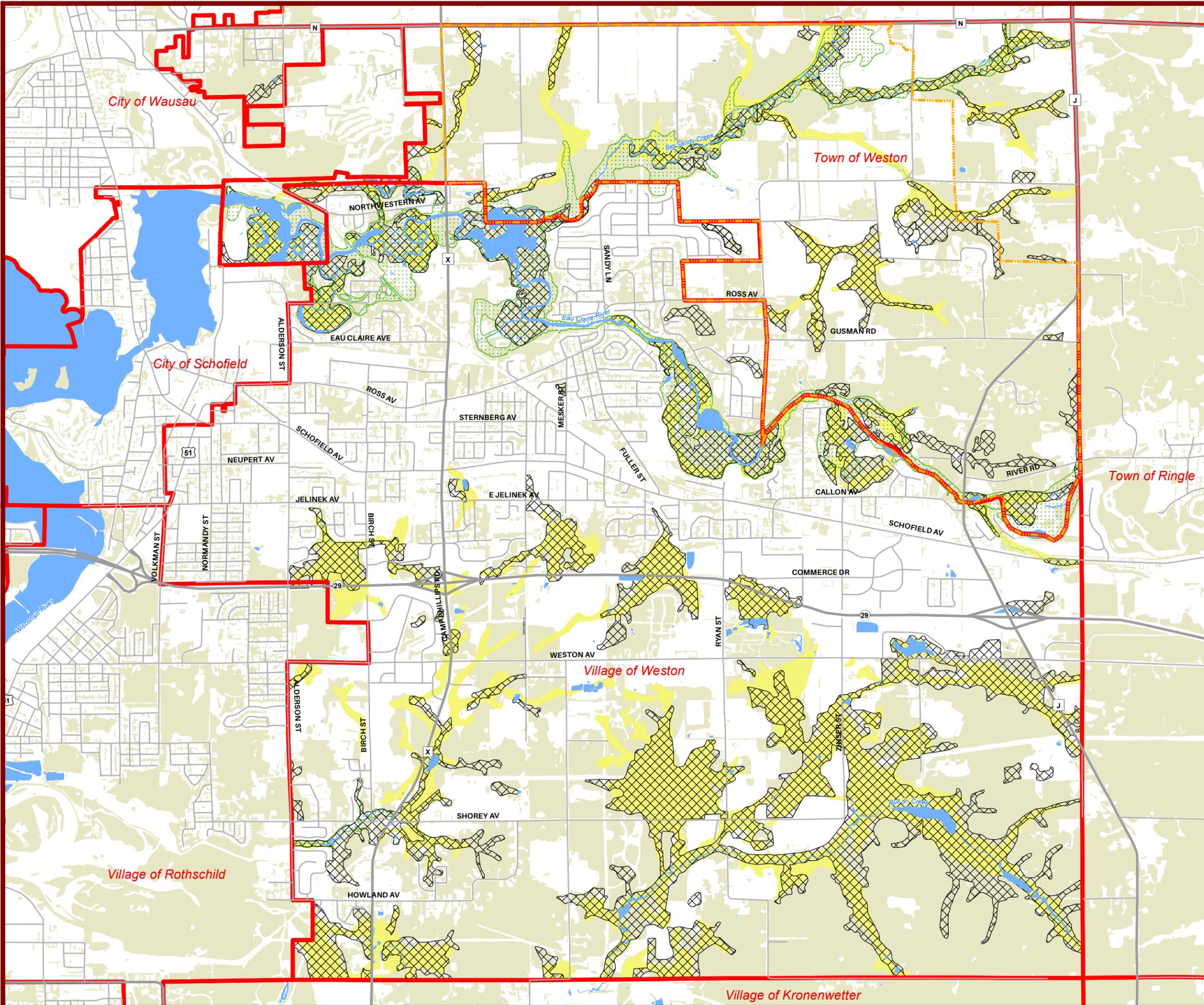


## Legend

- Local Roads
- Highways
- Extraterritorial Zoning
- Municipal Boundaries
- Surface Water
- NRCS Hydric Soils
- DNR Wetlands
- FEMA 100-year Floodplain
- Forested Areas

1. Data provided by Marathon County
2. Hydric Soils derived from NRCS Web Soil Survey Data/Marathon County Soil Survey Rev 2003
3. Wetlands data from Wisconsin Department of Natural resources
4. Floodplain data extracted from FEMA Flood Map Service Center

This map should not be used for determinations as to whether a particular property in Weston contains wetland, floodplain, or hydric soils. Refer to the particular legal map source for more detailed investigation, along with on-site investigations that may be required in advance of development.



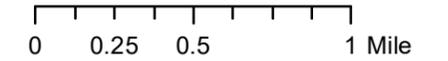
## Future Land Use



Approval Date: 10/XX/2016

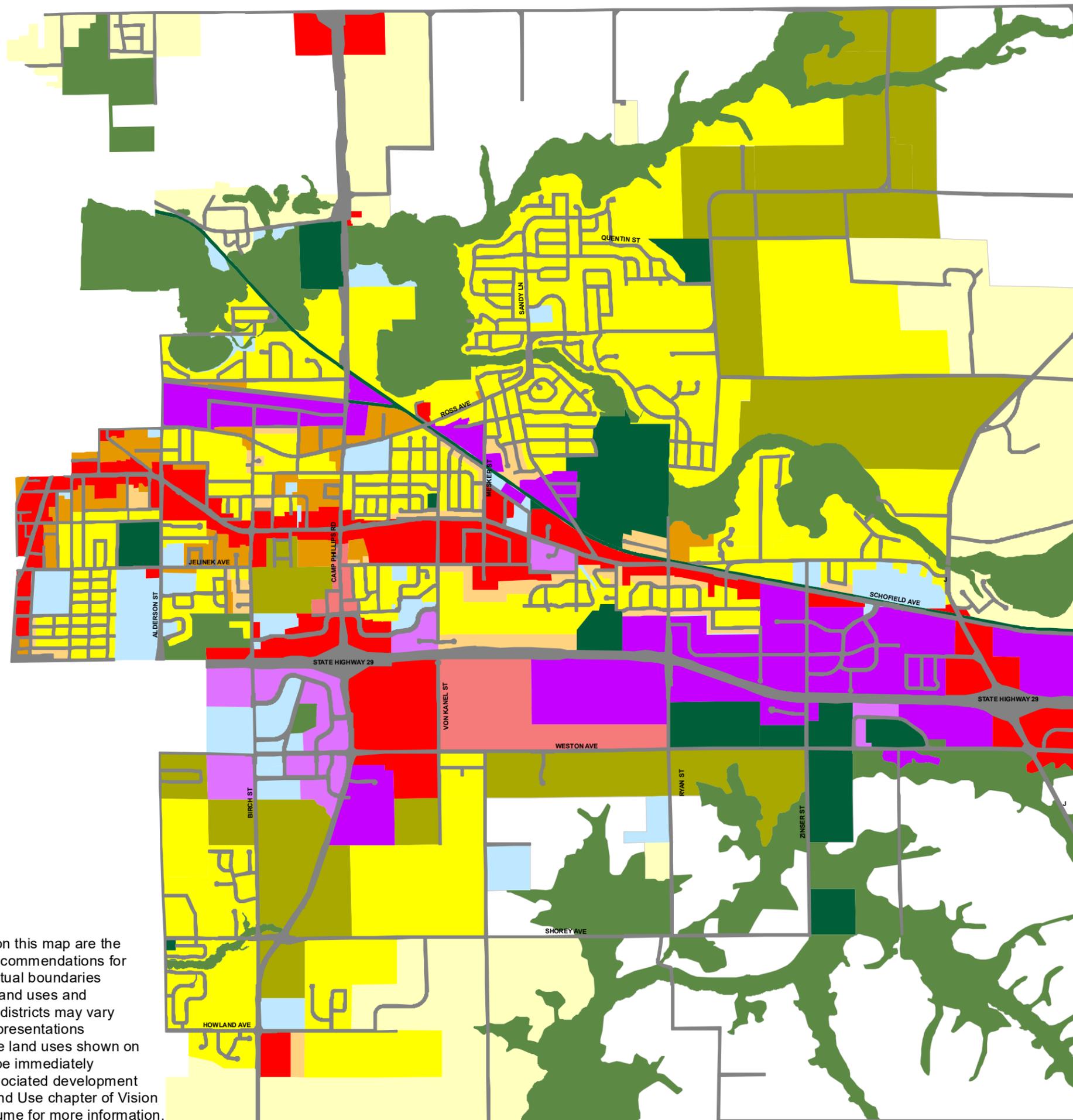
Map Date: 09/07/2016

Created by the Village of Weston  
Tech. Services Department



## Legend

-  Right-of-Way
- Future Land Use Designations**
-  Single Family Residential - Unsewered
-  Single Family Residential - Sewered
-  Two Family Residential
-  Multiple Family Residential
-  Planned Neighborhood
-  Commercial
-  Business/Office Park
-  Mixed Use/Flex
-  Industrial
-  Institutional
-  Parks and Recreation
-  Agriculture
-  Environmental Corridor



Note:  
The designations on this map are the village's general recommendations for future land use. Actual boundaries between different land uses and associated zoning districts may vary somewhat from representations on this map. Future land uses shown on this map may not be immediately appropriate for associated development approvals. See Land Use chapter of Vision and Directions volume for more information.

# Village of Weston Comprehensive Plan

# 9-1

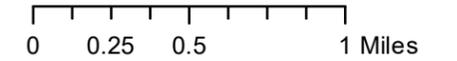
## Future Transportation / Official Map



Approval Date: 10/XX/2016

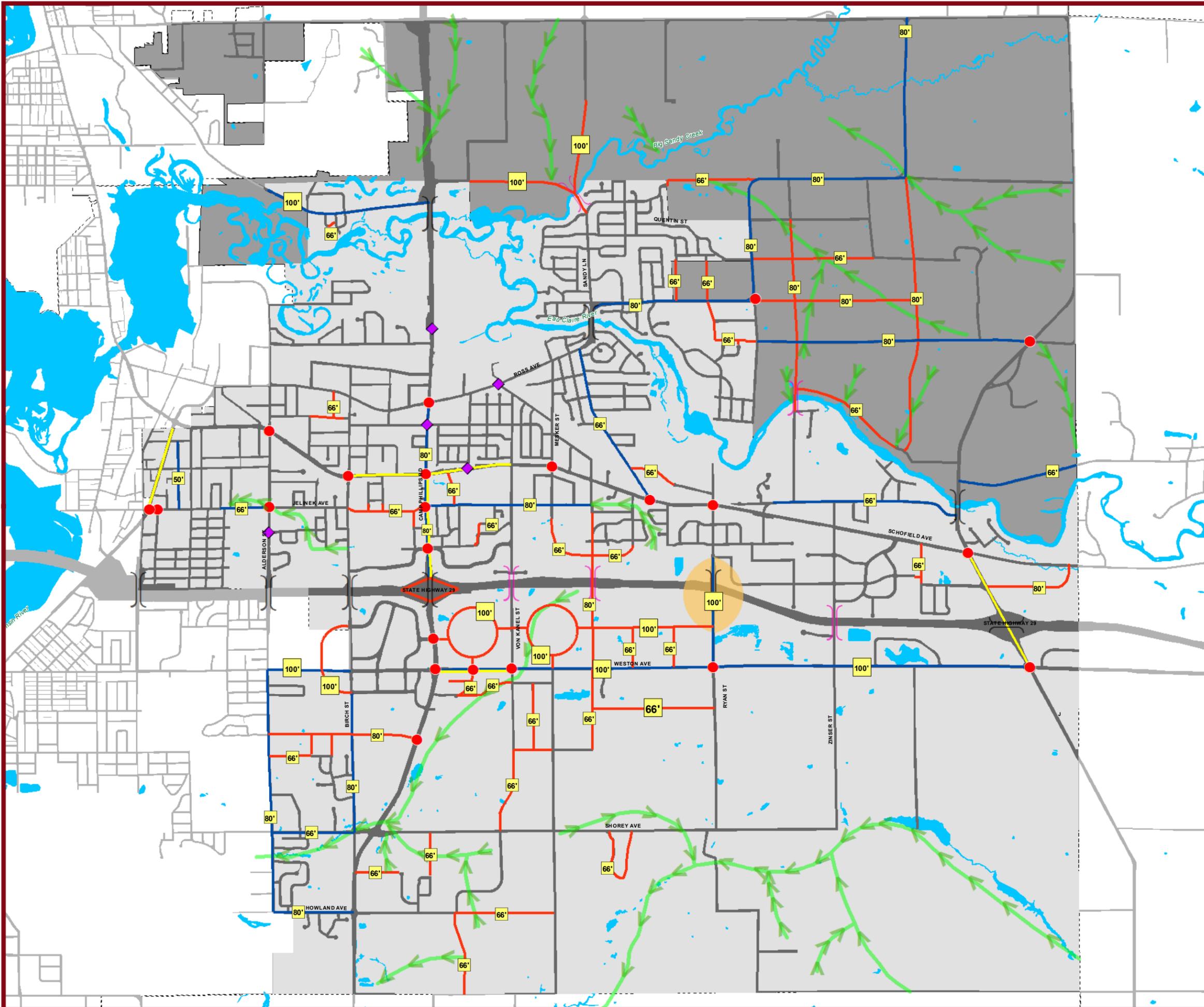
Map Date: 09/07/2016

Created by the Village of Weston  
Tech. Services Department



### Legend

- Village of Weston
- Town of Weston
- Other Municipalities
- Existing Village/Town Roads
- Other Existing Roads
- Drainage Corridor
- Existing Overpass
- Future Overpass
- Future Interchange Study Area
- Future Intersection Improvement
- Future Pedestrian Crossing Enhancement
- Future Major Road (with right-of-way width)
- Planned Road Construction (with right-of-way width)
- Planned Streetscaping
- Surface Water



# Village of Weston Marathon County, Wisconsin



## Map 5: Existing Zoning within TID #1

Map Creation Date: 10/26/2018

Adoption Date (Zoning): 2/23/2017

Adoption Date (TID): 09/17/2018

Map Author: Nate Crowe

Map by the Technology Services Department  
Village of Weston



Map Version 4

0 0.25 0.5 1 Miles

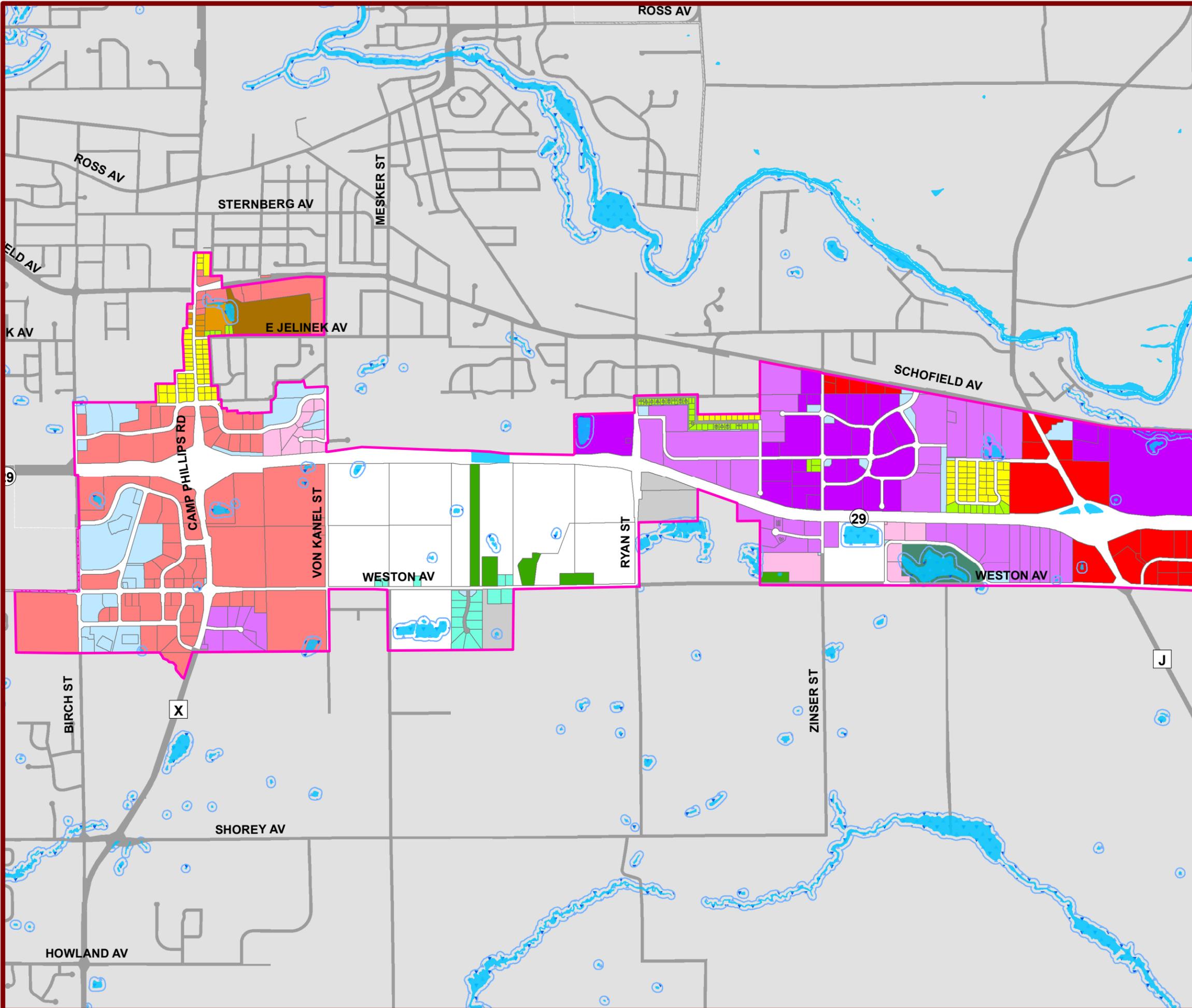
### Legend

- TID #1 Boundary
- Surface Water
- Village of Weston Limits (2017)
- Village of Weston Shoreland Overlay Zoning

### Zoning Districts

- AR - Agriculture and Residential\*
- PR - Parks and Recreation
- RR-2 - Rural Residential-2 Acre
- RR-5 - Rural Residential-5 Acre
- SF-L - Single Family Residential-Large Lot
- SF-S - Single Family Residential-Small Lot
- 2F - Two Family Residential
- MF - Multiple Family Residential
- MH - Manufactured Home
- INT - Institutional
- B-2 - Highway Business
- B-3 - General Business \*
- BP - Business Park\*
- LI - Limited Industrial \*
- GI - General Industrial \*

\* Zoning that allows industrial use



# Village of Weston Comprehensive Plan

# 9-1

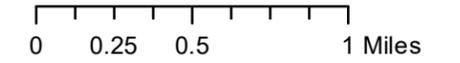
## Future Transportation / Official Map



Approval Date: 10/XX/2016

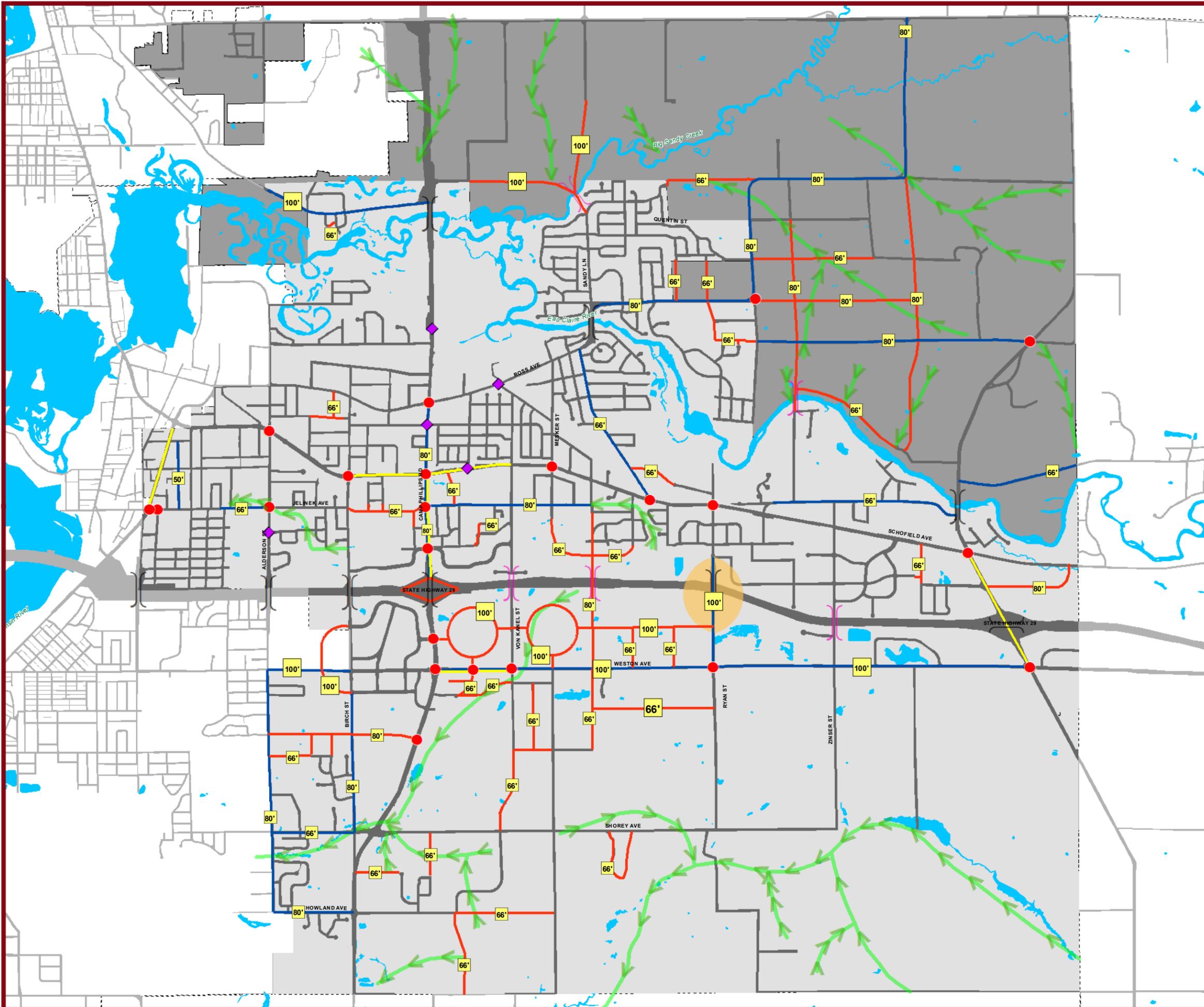
Map Date: 09/07/2016

Created by the Village of Weston  
Tech. Services Department

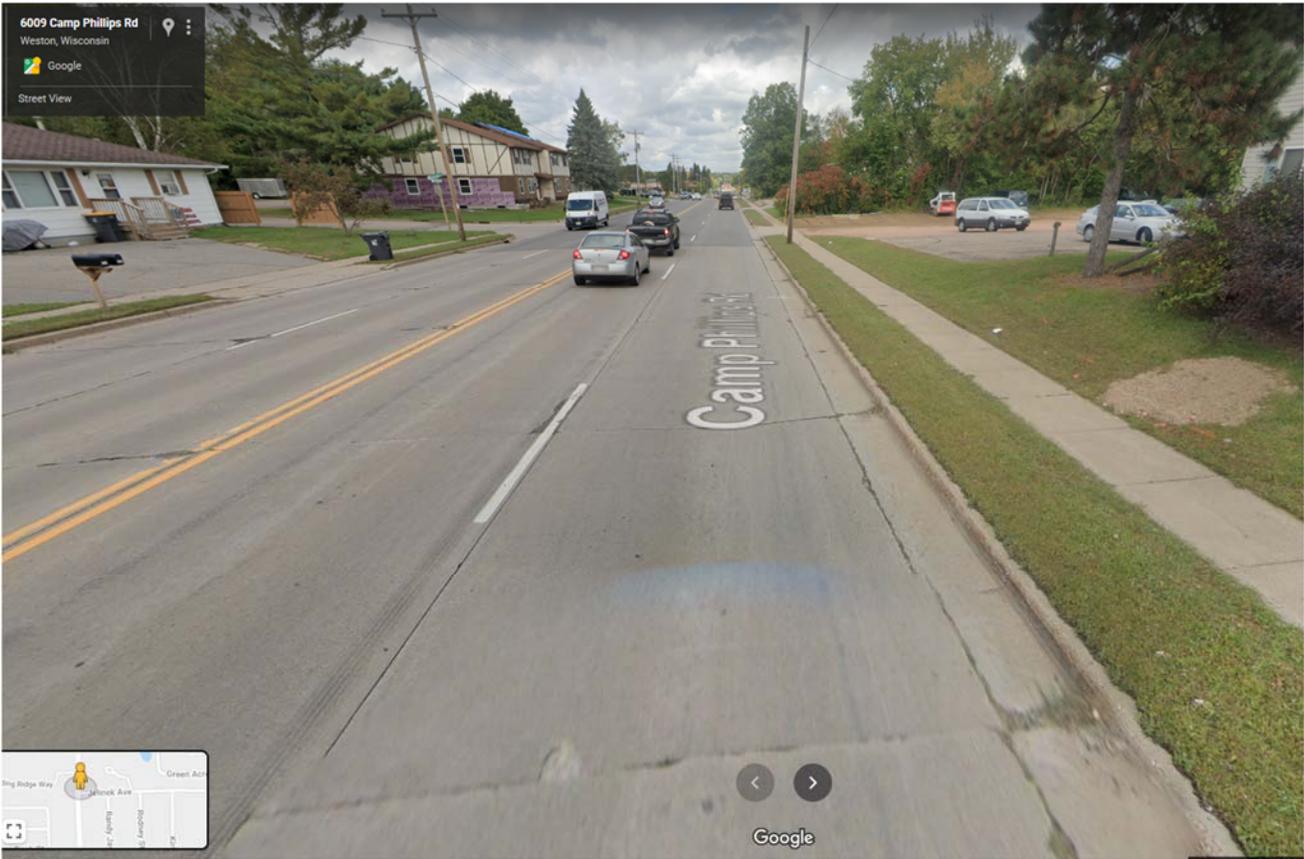


### Legend

- Village of Weston
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# Roadway Alternative Examples



4-lane, Undivided, Sidewalk: Camp Phillips Road north of STH 29



4-lane, Divided, Raised Median, Sidewalk and Multi-Use Path: Weston Ave west of Camp Phillips Road



**4-lane, Divided, Raised Median, Sidewalk: Schofield Avenue**



**4-lane, Divided, TWLTL, Multi-Use Path: Camp Phillips Road north end of town**



**4-lane, Divided, Raised Median, Ditches, Multi-Use Path: CTH R in Plover behind Walmart**



**4-lane, Divided, Raised Median, Ditch and Curb, Multi-Use Path: Eisenhower Road in Stevens Point**



**2-lane, Divided, Storm Water Median, Multi-Use Path: E. Cheryl Parkway in Fitchburg**



**2-lane, Divided, Storm Water Median, Multi-Use Path: E. Cheryl Parkway in Fitchburg**