

Village of Weston Comprehensive Plan

Volume 2: Vision and Directions

Recommended by Village Plan Commission: September 21, 2016

Adopted by Village of Weston Board: October 3, 2016



**IN WESTON, IT'S TIME TO WELCOME FAMILIES,
BUSINESSES, AND SUSTAINABLE NEW GROWTH TO
THE RIGHT KIND OF PLACE IN CENTRAL WISCONSIN.**

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[This was a full update of a similar volume adopted by Village in 2006]

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Chapter 1: Introduction

- Explain the purpose of the village's Comprehensive Plan
- Describe the three-volume structure of the Comprehensive Plan

The Village of Weston's Comprehensive Plan guides the future growth and enhancement of the village over the next 10 to 20 years. More than just a land use plan, this volume of the Comprehensive Plan provides the village's vision and directions for economic and housing development, transportation and community facilities, natural resource protection, cultural growth, community image and appearance, intergovernmental relations, and other factors that together form Weston's future.

This Comprehensive Plan is a complete update and replacement of the village's 2006 Plan. The updated Plan is truly a comprehensive and dynamic guidebook for Weston's future. The updated Plan is divided into three volumes.

Volume 1: Conditions and Issues includes descriptions of current conditions and trends affecting the village, and projects population and future land use demand. Volume 1 does not include any policy guidance. It does include Comprehensive Plan background information required under Wisconsin law.

Volume 2: Vision and Directions, the volume you are reading, contains the village's vision and the comprehensive plan chapters specified under Wisconsin law. Most chapters include a goal, objectives, policies, and initiatives to guide the future enhancement and development of the village. Goals are broad statements that express general public priorities about how the village will approach development issues. Objectives are more specific than goals, and are usually attainable through planning and implementation activities. Policies may be understood as day-to-day rules to ensure plan implementation and to accomplish the goals and objectives. Initiatives are specific, proactive projects or efforts that will, once implemented, achieve the vision, goals, and objectives in this volume.

Volume 3: Supplemental Plans includes a variety of village plans that extend beyond required comprehensive plan elements—either in subject matter or geographic focus. These supplemental plans were sometimes prepared at different times and using different formats than the previous volumes or each other.



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Chapter 2: Community Vision

- Explore Weston’s assets and opportunities
- Establish a basis for resident attachment
- Put forth a bold vision for Weston’s future
- Establish a framework for the chapters and initiatives that follow

The Village of Weston — It’s Right Here. In Weston, it’s time to welcome families, businesses, and sustainable new growth to the right kind of place in central Wisconsin. Weston’s assets and opportunities include superior transportation access, recreational offerings, quality schools, available land base, business mix including health care, and a growing population. The village will grow resident attachment by being open and transparent, advancing social offerings, and improving its look and feel.

Priority “Community Vision” Initiatives



Initiative <small>(Follow links for further details)</small>	Description	Funding	Responsibility
<u>Capitalize on Weston’s Assets and Opportunities</u>	To be successful in a competitive environment with limited resources, the village must recognize unique community assets and take advantage of its opportunities. This often will be done in concert with like interests including other regional communities and area businesses.	These three initiatives will be carried out through the more detailed initiatives described in subsequent chapters of this volume, each with its own particular funding need and source.	The Village Board will direct the Village Administrator and Planning and Development Department to articulate, communicate, and implement the general initiatives laid out in this Community Vision chapter.
<u>Grow Resident Attachment to Weston</u>	Research suggests that three community qualities are central for establishing and growing a sense of attachment among residents: 1) social offerings, 2) openness, and 3) aesthetics. Through the policies and initiatives in this volume, the village will advance these qualities.		
<u>Advance a Compelling Vision for Weston’s Future</u>	The village’s vision statement is an inspirational view of Weston and its future. The vision is coupled with broad goals, which form the basis for remaining chapters of this volume and provide a tool for evaluation of the community’s future performance against the Comprehensive Plan.		

2.1. Purpose

To be successful, the village's Comprehensive Plan must have a point. Broadly speaking, that point should focus on providing what Weston residents value—what attracts them to this community and what will compel them to stay and enjoy their lives here.

Through this chapter, the village explores its future opportunities and puts forth a clear and compelling vision for its future. This chapter is a framework for future decision making and sets the context for the rest of Volume 2 of the village's Comprehensive Plan. It is intentionally broad, leaving the other chapters to describe initiatives and detailed policies to carry out the vision in this chapter. The final chapter, Implementation, summarizes and prioritizes these initiatives and provides qualitative links back to the vision laid out in this Chapter 2.

This Community Vision chapter meets the "Issues and Opportunities" element requirement within Wisconsin Statutes, once combined with information in the accompanying Conditions and Issues volume of the Comprehensive Plan. The Conditions and Issues volume includes a comprehensive examination of background data and trends.

2.2. Initiatives

The following pages further describe the broad, vision-based initiatives included on the cover page of this Chapter.

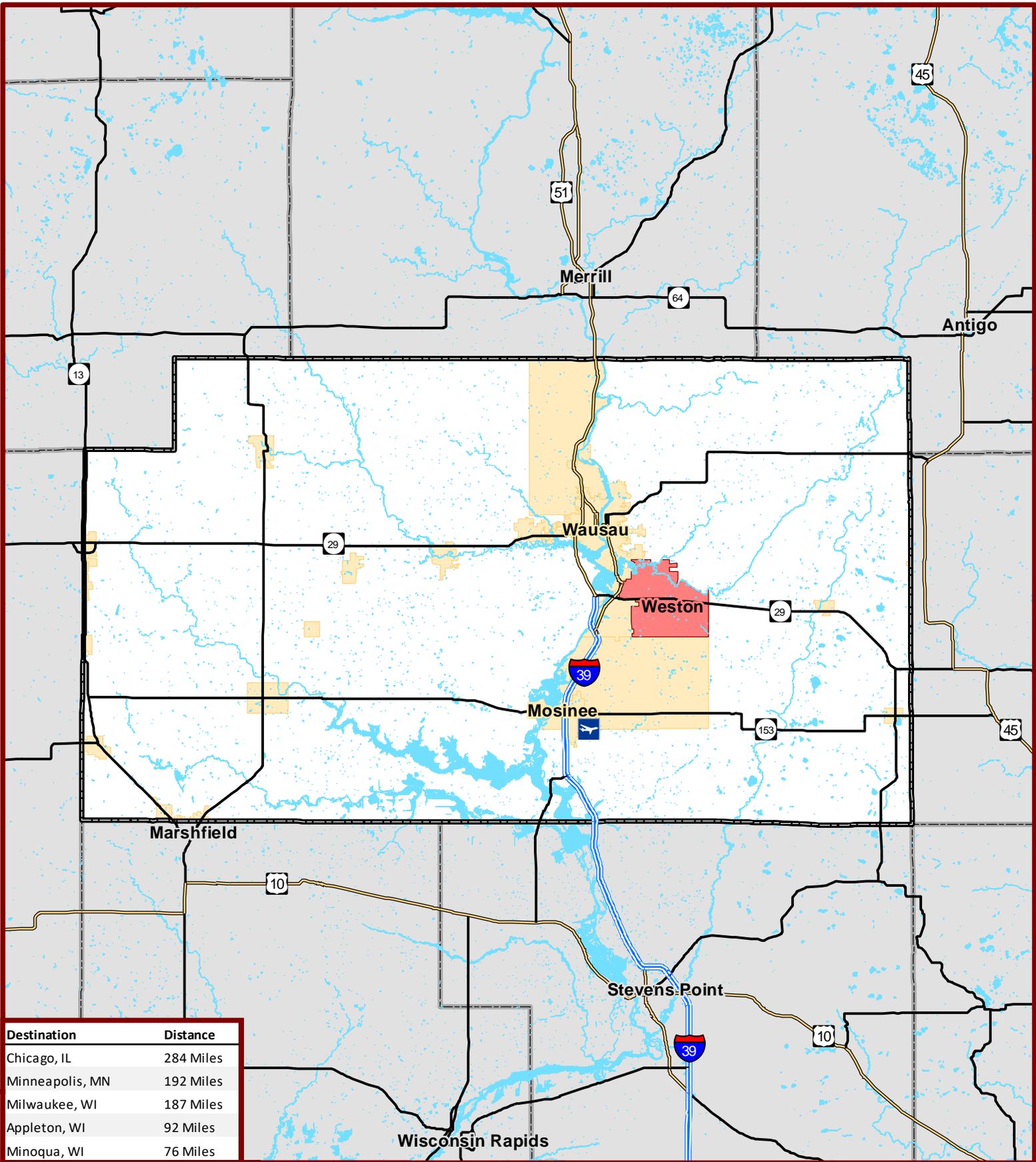
2.2.1. Capitalize on Weston's Assets and Opportunities

Identifying the village's current assets and future opportunities is important to establishing a bold yet realistic vision and Comprehensive Plan.

Weston is an emerging community in the Wausau area. Weston's context in the broader central Wisconsin region is represented in Map 2-1. Weston is well connected to the region and the Midwest through an extensive, modern freeway network. Its position relative to several other growing communities in Marathon County presents several opportunities for collaboration, as well as challenges including competition for limited tax base, shopping, employment, and residential growth.

Weston has a short history as a village, having incorporated from much of the Town of Weston in 1996. Since that time, the village's population has grown to over 15,000. The village is now home to an expanding base of health care, manufacturing, commercial service, and retail businesses. The Highway 29 freeway, built in 1992 through Weston, crosses the village and expands economic opportunities, particularly near the two Weston interchanges at Camp Phillips Road (County Road X) and County Road J.





Destination	Distance
Chicago, IL	284 Miles
Minneapolis, MN	192 Miles
Milwaukee, WI	187 Miles
Appleton, WI	92 Miles
Minoqua, WI	76 Miles



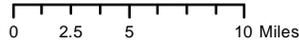
Village of Weston Comprehensive Plan

2-1

Regional Context



Map Date: August 23, 2016
 Adoption Date: October 3, 2016
 Created by Village of Weston
 Tech. Services Department



Legend

- Central Wisconsin Airport (CWA)
- US Highway System**
- Interstate
- US Highway
- State Highway
- Village of Weston
- Incorporated Boundaries
- Marathon County
- County Boundary
- Surface Water

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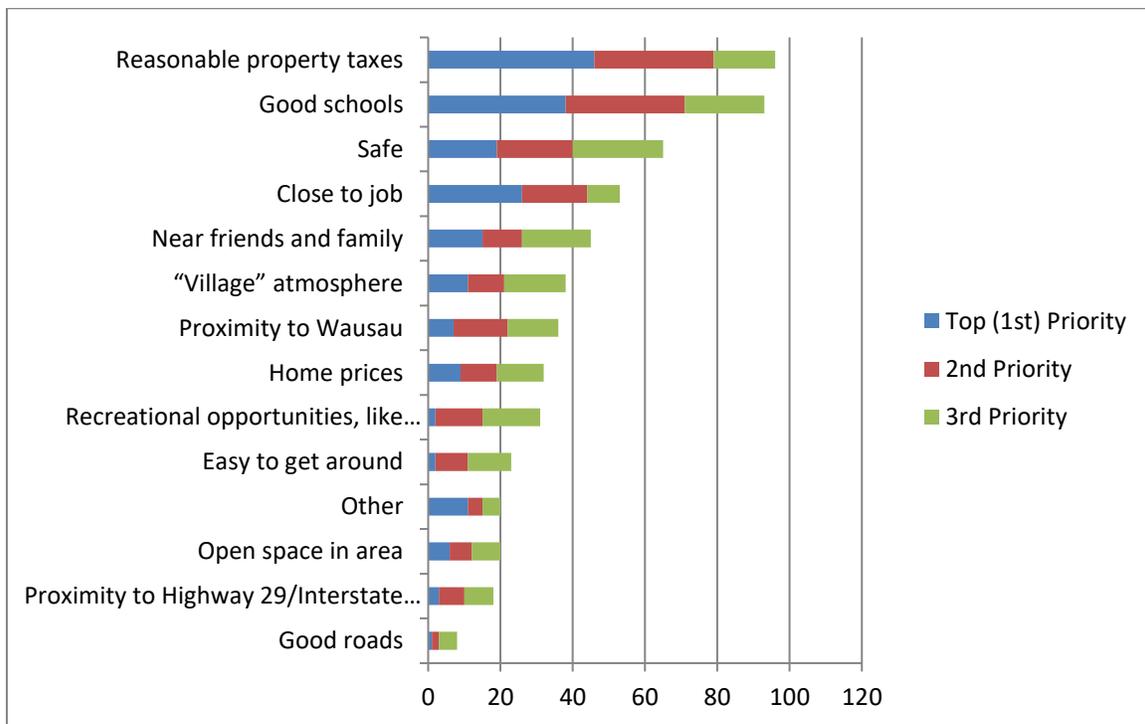
Weston’s community assets include its moderate taxes, good D.C. Everest schools within the village limits, accessible location in central Wisconsin at the crossroads of two major highways, state of the art medical facilities, a diverse selection of recreational opportunities, open space and natural amenities, and a safe suburban atmosphere. The village’s amenities and affordability has not gone unnoticed—NerdWallet, a consumer advocacy website, conducted a study to find the best places for homeownership in Wisconsin – and out of 85 communities, the Village of Weston ranked among the top 20 (see <http://www.nerdwallet.com/blog/cities/best-cities-homeownership-wisconsin/>).



St. Clare’s Hospital, the Weston Regional Medical Center, and other health care facilities are among the village’s key assets

In a 2014 community survey, Weston residents were asked to provide the top three reasons why their family chooses to live here. Responses are provided in Figure 2-1.

Figure 2-1: Top Reasons Why Families Choose to Live in Weston



Source: Village of Weston community survey, 2014



Adopted: October 3, 2016

Building on these assets, Weston has a number of opportunities to maintain and enhance the community over the next 10 to 20 years.

- **Weston has an opportunity to be a beacon of talent in central Wisconsin.** The safe, comfortable setting and proximity to education, jobs, shopping, and recreation will make it an attractive location for families and young professionals. The village and community can work to fill remaining gaps in these systems and amenities.
- **Weston will continue to be a safe place to live and raise a family.** Efforts will include fostering interaction among neighbors, providing high quality protective and emergency services, and improving transportation safety, such as at key intersections.
- **Weston's combination of internal market size and regional accessibility bodes well for additional commercial service and retail development.** This, coupled with vacant land area near State Highway 29 and, in contrast, the shortage of land in other spots in the region, should lead to the growth of shopping opportunities in Weston.
- **Weston should be able to achieve reinvestment and redevelopment along heavily traveled roads that form its community image.** This includes Camp Phillips Road (County Road X), where aging residential development can be replaced with modern commercial and mixed use redevelopment projects. Also, the Schofield Avenue corridor, where reinvestment in aging and under-utilized commercial properties and redevelopment of industrial, and storage properties are warranted.
- **Weston can take advantage of its natural and other assets, like the Eau Claire River and D.C. Everest School District, to grow recreation and increase social interaction.** This can and should be done in partnership with other governmental, non-profit, and business groups. Efforts will include enhancing spaces and activities for older teens, young adults, and families—such as new and enhanced athletic complexes, entertainment spaces, and land and water trails.
- **Weston's health care cluster is a springboard for attracting similar and complementary facilities and businesses.** These include not only health care providers but also health care-related manufacturers and living and care facilities. At the same time, the village will carefully weigh new elderly living proposals against service demands (e.g., Emergency Medical Services) and long-term use beyond the Baby Boom generation.
- **Weston will encourage the retention and attraction of technology-based businesses.** Efforts may include advancing high-speed internet access in all of its business parks and expanding access to area educational and training opportunities.



Community spirit at the D.C. Everest Homecoming Parade



- **Weston will provide a setting conducive to investment.** This includes retaining and growing existing businesses, fostering a welcoming environment for new residents and businesses, and making sure regulations and incentives line up with these objectives.
- **Weston will grow in an environmentally sustainable manner.** This includes encouraging walkable and compact neighborhoods and business districts, running government operations in an energy-efficient and environmentally sensitive manner, and providing the community with sustainable choices like single stream recycling.

2.2.2. Grow Resident Attachment to Weston

Research shows that residents who are attached to a community tend to stay and invest there. For both businesses and residents, satisfaction and retention is key to community health and growth.

This Plan is, in part, a strategy to increase resident attraction to Weston. Ideas and efforts are included throughout the remainder of this volume, and highlighted with the following symbols:

-  **Social Offerings.** This symbol will be used to highlight particular policies and initiatives aimed towards the maintenance, improvement, or establishment of a social offering to village residents, business leaders, employees, and visitors.
-  **Openness.** This second symbol will be used to highlight policies and recommendations that emphasize openness in government and the community, and promote a welcoming place for people and businesses to live and invest.
-  **Aesthetics.** This third symbol appears where a policy or initiative is directed, at least in part, to improving the appearance, visual image, beauty, and open spaces in the village.

Factors Influencing Resident Attachment

What makes a community a desirable place to live? What draws people to stake their future in it? What will encourage our youth to stay, or at least return with their families later?

Gallup and the John S. and James L. Knight Foundation launched the Knight [Soul of the Community](#) project in 2008 with these questions in mind. After interviewing close to 43,000 people in 26 communities over three years, the study found three main qualities that attach people to place:

- Social offerings, such as entertainment venues and places to meet.
- Openness; in other words, how welcoming a place is.
- The area's aesthetics, including its physical beauty and green spaces.

Source: Knight Foundation

2.2.3. Advance a Compelling Vision for Weston's Future

The author Lewis Carroll wrote: "If you don't know where you are going, any road will take you there." By extension, if a community does not have a sense of which direction it wants to take, the plan-making and implementation process is at best difficult, at worst meaningless, and highly inefficient. Therefore, as an early part of the Plan and plan-making process, the village established a vision statement, which should be understood as:

- A presentation of how the village wishes to look, feel, and be perceived.
- An inspirational and positive view of Weston and its future that allows the community to "stretch" and explore its opportunities.
- A platform for the village to take advantage of its assets and opportunities.
- A broad framework around which to build more detailed strategies and initiatives, including those in this volume of the Comprehensive Plan.

Weston's vision statement is presented and illustrated in Figure 2-2. The vision statement is elaborated through a set of goals, which form the basis for the organization of the remainder of this volume and a tool for evaluation of community performance. Weston's vision and goals should be widely disseminated, understood, and accepted.



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.



IN WESTON, IT'S TIME TO WELCOME FAMILIES, BUSINESSES, AND SUSTAINABLE NEW GROWTH TO THE RIGHT KIND OF PLACE IN CENTRAL WISCONSIN.



Chapter 3: Land Use

- Illustrate and describe the village's future land use vision
- Provide guidelines for the siting, density, and design of future land development

Weston has grown rapidly in its relatively short history as a village. Given Weston's accessibility, available land base, and regional position, development here will continue. The village will plan for new land development and redevelopment in a manner that advances the local economy, maximizes use of its existing infrastructure and land base, protects the environment, and special places, and enhances the quality of life for its residents.



Priority Land Use Initiatives

Initiative (Follow links for further details)	Description	Funding	Responsibility
<u>Use the Future Land Use Map and Zoning Ordinance to Guide Land Use Decisions</u>	The village's Future Land Use map (Map 3-1) represents its desired land use future through 2035. This map, and policies for each future land use designation on this map, will guide village decisions on rezoning, plat and CSM approvals, annexation, and intergovernmental agreements.	Implementation of the Future Land Use Map will generally be funded from the village's general fund	Planning and Development Department, subject to guidance and direction from the Plan Commission and Village Board
<u>Promote Redevelopment and Infill in Smart Growth Areas</u>	Smart Growth is a method that targets new development and redevelopment where there has already been substantial investment in infrastructure and services. In Weston, Smart Growth areas are along the Camp Phillips and Schofield Avenue corridors, and near the Highway 29 interchanges. The village will promote redevelopment and infill development in these areas to grow its tax base and community.	Tax incremental financing; Community Development Block Grant Public Facilities/Economic Development Grants; WisDOT Transportation Economic Assistance and other grants; Village general fund	Village Administrator and Planning and Development Department, under the direction of the Community Development Authority and Village Board

3.1. Purpose

This chapter serves as the land use plan for the village. It includes recommendations for future land use through the year 2035. It provides a basis for more detailed planning efforts (e.g., tax incremental district project plans), the zoning map and ordinance, rezoning and conditional use permits, subdivision plats and CSMs, and annexations and intergovernmental agreements.

3.2. Goal

Weston will promote sustainable new development and redevelopment that add jobs, products, services, and homes, and that advance a sense of community and quality of life in the village.

3.3. Objectives

1. Establish a land use pattern that is efficient and enhances the village's image. 
2. Utilize existing highway corridors as a focal point for mixed use development.
3. Provide attractive neighborhood settings to enhance resident experience and interaction. 

3.4. Policies

1. Ensure consistency between this Comprehensive Plan and zoning and subdivision ordinances, rezoning, and other land use decisions.
2. Interconnect areas of different development, including via road and open space linkages throughout the community.
3. Encourage the careful mixing, transitioning, and buffering between different land uses to maximize benefits and minimize conflicts associated with locating different uses and activities in proximity. 
4. Utilize standards in this Comprehensive Plan, other detailed village plans and guidelines, and the zoning ordinance to guide the quality of land development. 
5. Promote mixed use development and redevelopment along and near Camp Phillips Road and Schofield Avenue as a way to enhance the village's economy, viability and the image. (See the County Road X Corridor Plan in Volume 3.)
6. Collaborate with adjacent communities, Marathon County, and the North Central Wisconsin Regional Planning Commission on complementary land use patterns, while maintaining a distinct sense of place for the Village of Weston. 
7. Continue to work in cooperation with the Town of Weston on agricultural preservation and residential expansion, as envisioned on the Future Land Use map (Map 3-1). 
8. Work with the D.C. Everest School District to coordinate residential growth with future school facility needs. 

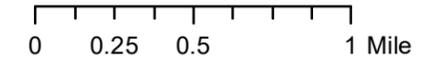
Future Land Use



Approval Date: 10/3/2016

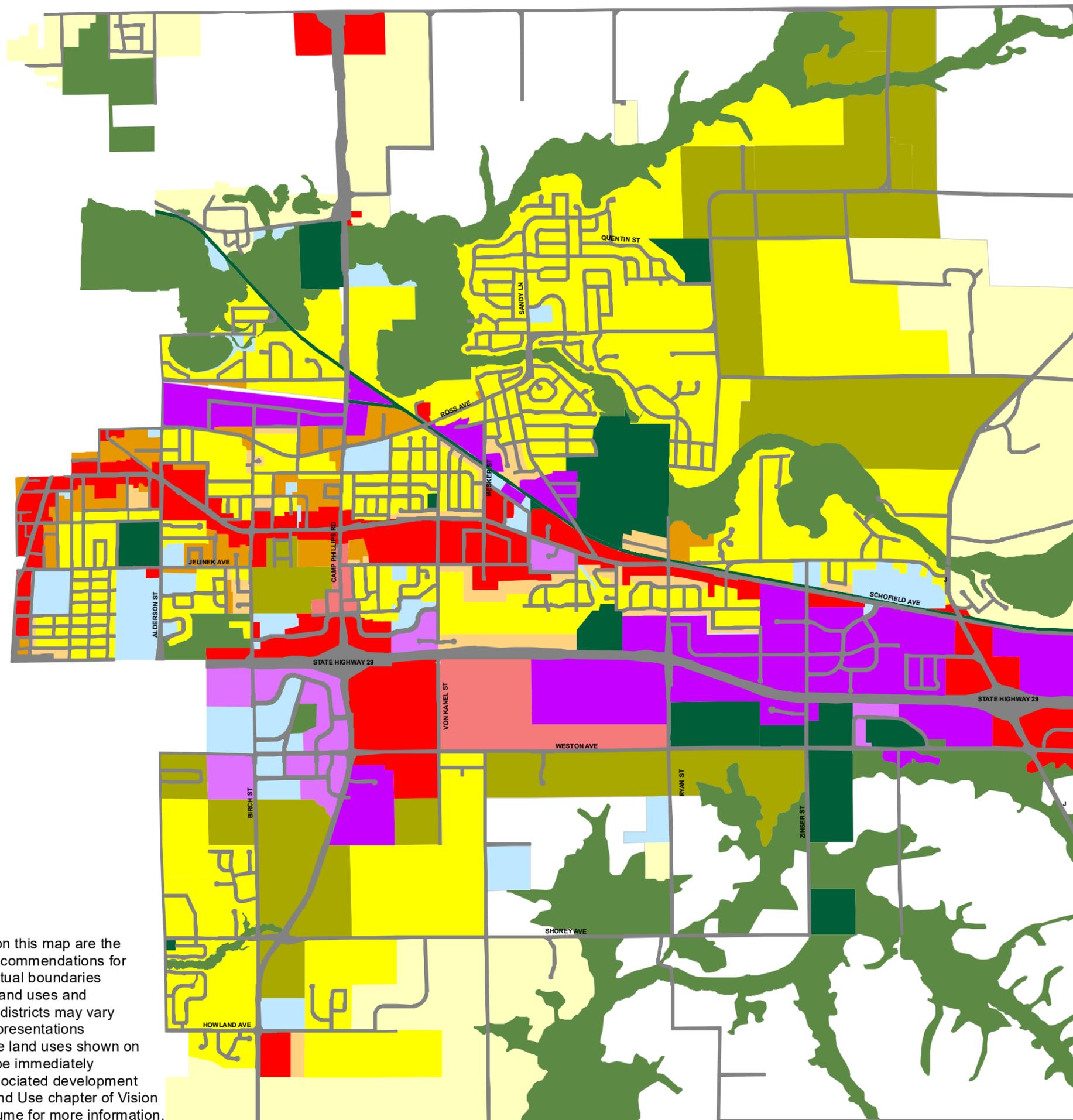
Map Date: 09/07/2016

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.

3.5. Initiatives

The following pages describe the priorities included on the cover page of this chapter, along with other land use-based initiatives the village intends to pursue.

3.5.1. Use the Future Land Use Map to Guide Growth and Development

Map 3-1: Future Land Use outlines the village's desired future land use pattern within the municipal limits and extraterritorial jurisdiction. This map and associated policies will be a basis for land development decisions. These include annexations, rezoning, conditional use permits, subdivision, redevelopment decisions, and utility service areas and extensions.

The planning horizon for this Future Land Use map is about 20 years (i.e., through 2035). This doesn't mean that all areas identified for development on Map 3-1 will be developed by 2035. In fact, the Future Land Use map was crafted to designate more than enough land for development than will be needed through 2035.

The writing of this Plan coincided with an update of the Village's zoning ordinance and zoning map, which affects both the Village and its extraterritorial zoning area with the Town of Weston. There is not a full correlation between the Future Land Use map and zoning map for a couple of reasons. First, there are intentionally more zoning districts than future land use designations used on Map 3-1. Second, the zoning map identifies the most appropriate uses of land at the time it is viewed, while Map 3-1 shows the desired land use pattern through 2035. Not every area shown for land use change on Map 3-1 is immediately appropriate for such change, based on availability of utilities and public roads, remaining years of viability of existing land uses, and other factors.

Following adoption of this Plan, developers and property owners will mainly initiate change in existing land uses and zoning to implement the future land use recommendations shown on Map 3-1 and described in this Chapter. Exceptions may occur where the village observes a significant discrepancy between the desired future land use pattern shown on the map and the parcel's current zoning. Existing uses, however, may remain despite their status on the Future Land Use map. Neither Map 3-1 nor the Comprehensive Plan as a whole compels property owners to change the current use of their land, unless otherwise required by law. Similarly, the village is not compelled to immediately approve development proposals to coincide with the 20-year vision on the Future Land Use map.

The village advocates a land use pattern that focuses

How was the Future Land Use map prepared?

The Future Land Use map (Map 3-1) is based on the following factors:

- A similar map in the village's 2006 Comprehensive Plan.
- Existing land use and zoning patterns.
- Location and capacity of existing and planned roads and utility service areas.
- Natural areas and environmental constraints.
- Future land demand projections for the village, included in the Conditions and Issues volume.
- The village's vision for future growth and change, described in Chapter 2: Community Vision
- Initiatives discussed throughout this Plan volume.
- Desirable locations modern development forms not yet common in Weston, including mixed use development.
- Plans and intergovernmental arrangements with nearby cities, villages, and towns, especially the Town of Weston.



Adopted: October 3, 2016

economic development near existing highways and utilities, with neighborhood expansion generally to the village's north and east. Areas south of Highway 29 and elsewhere are more appropriate for farming, forestry, and low density housing due to environmental limitations, farm operations, and distance from utilities and services.

The Future Land Use map contains different land use designations to illustrate its land use vision. These are represented by different colored areas on Map 3-1. Each designation has a unique description, set of typical implementing zoning districts, recommended lot size and/or density range, and specific development policies. Figure 3-1: Village of Weston Future Land Use Designations and Policies is a multipage matrix providing this information. Future Land Use designation labels and colors in this figure relate to those presented in the Future Land Use map.



Map 3-1 depicts several areas, generally near existing highways, for “mixed use” development and redevelopment. Mixed use developments often feature multistory buildings with minimal setbacks, commercial uses on the first floor, and housing on upper stories.

Figure 3-1: Village of Weston Future Land Use Designations and Policies

Future Land Use Designation (shown on Map 3-1)	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Lot Size and/or Density Range	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
Single Family Residential—Unsewered	Single family residences, home occupations, small-scale institutional, recreational, and agricultural uses, all served by private waste treatment systems	RR-2 and RR-5 Rural Residential	Minimum lot sizes of 2 acres (RR-2) or 5 acres (RR-5)	<ol style="list-style-type: none"> 1. Minimize mapping this future land use designation in the village, and in areas intended or desirable for future urban expansion. 2. Promote interconnection in road and trail networks within and among neighborhoods. 3. Encourage use of group treatment systems with proper design/management.
Single Family Residential—Sewered	Single family residences, home occupations, and small-scale institutional and recreational uses, all served by a public sanitary sewer system	SF-S and SF-L Single Family Residential N Neighborhood, where the village approves a unique design, layout, theme, or lot sizes	Minimum lot size of 10,000 square feet (SF-S) or 20,000 square feet (SF-L), except where otherwise approved in the N zoning district	<ol style="list-style-type: none"> 1. Promote interconnection in road and trail networks within and among neighborhoods. 2. Where smaller lots are permitted, pay careful attention to home quality, variety, design, setbacks, and garage placement through zoning, covenants, and development agreements. 3. Pursue single family residential infill opportunities where feasible.
Two Family Residential	Duplexes and two-flats, single family residences, home occupations, and small-scale institutional and recreational uses, all served by public sanitary sewer system	2F Two Family Residential Areas used for single family residences may instead be zoned SF-S N Neighborhood, where the village approves a unique design, layout, theme, or lot sizes	Minimum of 5,000 square feet of lot size per housing unit, except where otherwise approved in the N District	<ol style="list-style-type: none"> 1. Map Two-Family Residential areas on the Future Land Use map: <ul style="list-style-type: none"> o over consecutive, adjacent lots per side of street. o over roughly one lot out of every ten lots in most neighborhoods. 2. Work with County, State, and local lenders to assist homeowners and landlords with rehabilitation of older duplexes in the village.
Multiple Family Residential	A range of housing types, including multiple family residences (e.g., townhouses, apartment buildings, multiplexes), two family residences, and single family residences, along with compatible institutional and recreational uses, all served by a public sewer system. Also mapped over existing (as of 2016) mobile home parks.	MF Multiple Family Residential Areas used for single or two family residences may instead be zoned SF-S or 2F N Neighborhood, where the village approves a unique design, layout, theme, or lot sizes MH Manufactured Home Park district may be zoned over existing manufactured/mobile home parks only	Minimum of 5,000 square feet of lot size per housing unit, except where otherwise approved in the N District Building sizes should allow for underbuilding parking and reflect desired character of neighborhood and village	<ol style="list-style-type: none"> 1. Generally map Multiple Family Residential areas on the Future Land Use map: <ul style="list-style-type: none"> o in areas <5 acres each, except condominiums or where serving as a buffer to a highway or non-residential uses. o no closer than ½ mile away from other Multiple Family Residential area, except if separated by arterial street/highway with a safe pedestrian crossing. 2. Hold new multiple family housing and manufactured homes to similar standards for lasting quality and livability that is expected of single family housing and neighborhoods. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), inclusion of garage or underbuilding parking, and responsible management. 3. Monitor areas of aging multiple family and mobile home housing so that they are community assets. Work with owners and property managers to address problems.
Planned Neighborhood	A mix of housing types in accord with village’s 2016 housing mix, neighborhood-scale commercial and institutional land uses (often at neighborhood edges), home occupations, small community facilities, and parks, all served by a public sewer system.	N Neighborhood or Patchwork of traditional zoning districts (e.g., SF-S, 2F, MF, INT, PR, B-1)	Net residential density of 4 to 8 units per acre Minimum lot sizes per approved neighborhood plan and associated plat in N district, or per standard zoning district if patchwork used	<ol style="list-style-type: none"> 1. Prepare or facilitate a neighborhood development plan for each Planned Neighborhood area, and use such plans to guide later development approvals. 2. Interconnect neighborhoods and their components by a network of paths, sidewalks, and streets that discourage high speeds but allow emergency and maintenance vehicle access. 3. Use policies associated with each of the separate future land use designations that make up each Planned Neighborhood. 4. Create a distinct sense of place and charming human scale in neighborhoods.



Figure 3-1: Village of Weston Future Land Use Designations and Policies

Future Land Use Designations (Map 3-1)	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Lot Size and/or Density Range	Development Policies (see also zoning, subdivision, stormwater management, official map, and other ordinances)
Commercial	Retail, commercial service, restaurant, and office uses, all served by public sanitary sewer and water services. Where along major highway corridors or outside of the Village's neighborhood areas, the scale and range of uses may expand, including lodging, large-scale retail, wholesaling, and outdoor display land uses.	Where adjacent to residential development and/or away from major highways, B-1 Neighborhood Business or parts of N Neighborhood district Where along major highways or outside of the village's neighborhood areas, B-2 Highway Business and B-3 General Business	Minimum new lot size of 20,000 square feet (B-1) or 30,000 square feet (B-2, B-3), though larger scale business uses may require considerably more area. Promote lot sizes that enable future on-site expansion.	<ol style="list-style-type: none"> 1. Meet associated non-residential building and site design standards per zoning ordinance, including any overlay district requirements. 2. Time rezoning to when public utilities are available and a development proposal is made. 3. Assure that development provides access and an attractive rear yard appearance to development behind it. 4. Require developments to address traffic, environmental, and neighborhood impacts.
Business/Office Park	Office, indoor light industrial, research, and other compatible and support uses in a controlled business park or office park setting, where allowable uses and activities include those associated with low levels of noise, odor, vibrations, and particulate emissions. All served by a public sewer system.	BP Business Park (preferred) LI Light Industrial or B-2 or B-3 districts may also be appropriate where the range of uses, impacts, and aesthetics is otherwise controlled (such as through deed restrictions)	Minimum new lot size of 40,000 square feet.	<ol style="list-style-type: none"> 1. Design developments within Business Park areas to result in higher-end "office park" or "office/research campus" setting. 2. Encourage warehousing and manufacturing uses to locate away from lands planned for Business Park use, except where designed to blend within an office/research setting.
Mixed Use/Flex	A carefully designed blend or option of commercial services, retail, lodging, business/office park, multiple family residential, and/or institutional land uses, including mixed-use sites and/or buildings. Compared to the "Planned Neighborhood" future land use category, "Mixed Use/Flex" areas typically are denser, more focused on non-residential development, do not typically include single family housing, and are generally located along major roadway corridors. All served by a public sewer system.	B-1 or B-2 Business BP Business Park MF Multiple Family INT Institutional N Neighborhood Or combinations of the above in a larger area planned for Mixed Use development	Minimum lot sizes per the associated zoning district Non-residential uses should comprise a minimum of 50% of the land area within each Mixed Use area on the Future Land Use map	<ol style="list-style-type: none"> 1. Design areas according to a plan that skillfully mixes different uses on the same site and/or building, and creates amenities and "place." 2. Use policies associated with each land use designation that makes up the Mixed Use/Flex area, described elsewhere in this figure. 3. Integrate multiple family residential components in Mixed Use areas with the fabric of the area through design, pedestrian connections, landscaping, and scale. 4. Require developments to address traffic, environmental, and neighborhood impacts.
Industrial	Industrial, storage, office, and other compatible businesses and support uses, all served by a public sewer system. Certain areas may be appropriate for a broader range of manufacturing, assembling, fabrication and processing, bulk handling, storage, warehousing, trucking, and utility uses with significant off-site impacts such as heavy truck traffic, noise, and odors. Served by a public sewer system.	LI Limited Industrial (where narrower range of industry/impacts preferred) GI General Industrial (where wider range of industry/impacts acceptable) B-3 General Business (for mix of light industrial and commercial uses)	Minimum new lot size of 30,000 square feet (LI) or 40,000 square feet (GI) Encourage site selection and building placement that facilitates future on-site building expansion as business grows	<ol style="list-style-type: none"> 1. Require performance standards as necessary to avoid placing excessive demand on municipal utilities and roads, or creating environmental hazards or unwanted neighborhood impacts. 2. Meet design requirements in the zoning ordinance. 3. Encourage relocation of older industrial uses that have outgrown their sites or that are located in residential areas to a modern Industrial area.

Figure 3-1: Village of Weston Future Land Use Designations and Policies

Future Land Use Designation (Map 3-1)	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Lot Size and/or Density Range	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
Institutional	A range of public, semi-public, educational, religious, and other “gathering” type uses generally intended for non-commercial purposes, generally served by a public sanitary sewer system	INT Institutional For institutional uses that are smaller scale or nestled in other non-residential areas, other zoning districts may be appropriate	Minimum new lot size of 30,000 square feet, though larger scale institutional uses may require considerably more area.	1. Meet associated non-residential building and site design standards per zoning ordinance. 2. Require developments to address off-site traffic, environmental, and neighborhood impacts.
Parks and Recreation	Parks, public recreational areas, public open spaces, and private lands and buildings available for public recreation and/or conservation.	PR Parks and Recreation For smaller scale parks and recreational uses, residential zoning districts may also be appropriate	None in PR district	See Parks and Recreation chapter
Agriculture	Agricultural, forested, and other open lands, including farmland preservation areas and other lands not planned for intensive development in the planning period. Includes low density residential development per the policies to the right. Also includes and is intended to accommodate farmsteads, limited non-farm housing in accordance with the policies to the right, associated home occupations and family businesses, and other uses identified as permitted and conditional uses in implementing zoning districts.	AR Agriculture and Residential Limited other zoning districts, such as RR-5 and B-3, may be appropriate in small areas to accommodate isolated rural residents and businesses	Within AR district, minimum lot size of 20 acres, or minimum lot size of 2 acres if density of one home per every 20 acres is maintained	1. Support continued farming and forestry where in accordance with property owner and town wishes. 2. Support ag research operations, seed production operations, operations that process farm products grown mainly on-site and where farming remains the primary activity, and agricultural entertainment. 3. Support density-based approach for limited residential development. See zoning ordinance. 4. Assure that rural uses do not impede future urban development or road or utility extensions.
Environmental Corridor	Generally continuous systems of open space that include environmentally sensitive lands, natural resources, and wildlife habitat intended for long-term preservation. More particularly, includes FEMA 1% regional (100-year) floodplains, WIDNR mapped wetlands, and 75-foot shoreland setback areas from navigable waterways, where state and federal regulations significantly limit development. Where overlapping with “Parks and Recreation,” “Environmental Corridor” designation is not shown on the Future Land Use map.	Floodplain, shoreland-wetland, and shoreland overlay zoning districts	No new building development typically allowed within Environmental Corridor, excepting for recreational amenities and/or education facilities specifically designed to provide citizen access to environmental corridors for the purpose of facilitating public appreciation of such corridors	1. Allow cropping, grazing, and passive recreational activities such as trails and athletic fields. 2. Preserve, protect, and enhance open spaces and conservancy areas the Eau Claire River and other environmentally sensitive-areas. 3. Where development is proposed near mapped Environmental Corridors, determine the exact boundaries of the Environmental Corridor based on the features that define those areas. Remap these areas away from Environmental Corridor to allow more intensive uses if: <ul style="list-style-type: none"> o more detailed information or studies reveal that the characteristic(s) that resulted in their designation as an Environmental Corridor is not actually present, o approvals from appropriate agencies are granted to alter land so that the characteristic that resulted in its designation will not exist, and/or o a mapping error is confirmed.

3.5.2. Promote Redevelopment and Infill in Smart Growth Areas

Wisconsin’s comprehensive planning law requires that communities identify “Smart Growth Areas” in their comprehensive plans. Smart Growth Areas are defined as “areas that will enable the development and redevelopment of lands with existing infrastructure and municipal state, and utility services, where practical, or that will encourage efficient development patterns that are contiguous to existing development and at densities which will have relatively low municipal, state governmental, and utility costs.”

Several planned development areas in and around Weston meet this definition, particularly those that are near Camp Phillips Road, Schofield Avenue, and the Highway 29 interchanges. These are established thoroughfares that have seen their use evolve since their initial construction. Current land uses in these areas are often not representative of their modern “highest and best use,” nor do they sometimes benefit from the higher traffic that these roads now experience.

The village will actively work to promote redevelopment and infill development in these areas through the following approaches:

- Preparing and advancing more detailed plans for these areas, such as the Camp Phillips Corridor Plan included in Volume 3 of the village’s Comprehensive Plan.
- Updating tax incremental district project plans that describe proposed activities that the Village may undertake in these areas to incent redevelopment and infill.
- Providing redevelopment and infill incentives via the tax incremental districts that cover most of these areas.
- Engaging in road, utility, aesthetic/gateway, and other public improvements to improve development potential, functionality, and visual appeal of these areas.
- Working to secure outside funding and partnerships wherever practical to implement redevelopment in these areas
- Zoning and supporting development proposals in these areas in accordance with the recommendations of this Comprehensive Plan and other efforts described above.



Areas such as the Camp Phillips Road corridor will benefit from public and private reinvestment so that they can better contribute to the community’s economy and quality of life.

See Chapter 4: Economic Development for further information.

3.5.3. Phase New Development in a Manner that Advances Village Objectives

The Village Board reserves the right to phase approvals of annexations, rezoning, subdivision plats, and other development proposals over the 20-year planning horizon. The village may also specify development phases of approved developments through tools like conditions of approvals, delayed effective dates, and development agreements with private developers.

The village will utilize the following factors in making growth phasing decisions for, among, and within proposals to develop land in a manner that is otherwise consistent with Map 3-1 and the other recommendations within this Comprehensive Plan:

1. The desire to promote an orderly, sequential pattern of land use and community development in order to ensure that the provision of public services, roads, and utilities keep pace with development.
2. The projected impact on other village goals of preserving the natural environment in the same general area, if applicable.
3. Whether the proposed development provides a unique asset or special amenity desired by the village, as specified in village plans or as otherwise indicated by the Village Board.
4. The projected impact on village desires to redevelop or infill other parts of the village (e.g., Camp Phillips Corridor).
5. The inventory of other, already-approved developments of a similar type to meet short-term development demands, particularly those other developments where infrastructure investments have been made and building sites are available.
6. The availability of public infrastructure such as road capacity, utility availability or capacity, and pedestrian and other public facilities to serve the proposed development.
7. If such public infrastructure is unavailable, the projected timing of and funding for public infrastructure improvements to serve the proposed development.
8. The ability of the village to cost-effectively provide community services to the proposed development or area, and the advice of other units of government such as the D.C. Everest Area School District to provide services under their control.
9. Whether the proposed development area has been or will be annexed or attached to the village, where annexation or attachment is specified by adopted intergovernmental agreements or otherwise anticipated prior to development.
10. The degree of compatibility with other aspects of adopted intergovernmental agreements to which the village is a party.



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 its 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	Description	Funding	Responsibility
(Follow links for further details)			
<u>Attract Retailers in Targeted Sectors</u>	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
<u>Adopt a Business Retention and Expansion Program</u>	Communities have the best chance of growing jobs through retaining and expanding existing businesses. The village intends to establish a 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
<u>Implement “It’s Right Here” Marketing Effort</u>	The village has invested in an effort to rebrand and market the community. 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

4.1. Purpose

The Village's economic health and success are critical to the quality of life of its residents and the ability of village government to provide services. There have been significant changes in the local, regional, and national economy over the ten years preceding adoption of this Comprehensive Plan. Through this chapter, the village puts forward a strategy to grow in this changing economy.

Some municipalities prefer to take a backseat when it comes to economic development, letting the market alone dictate the growth of the community. There are many reasons why the Village of Weston chooses to take an active role:

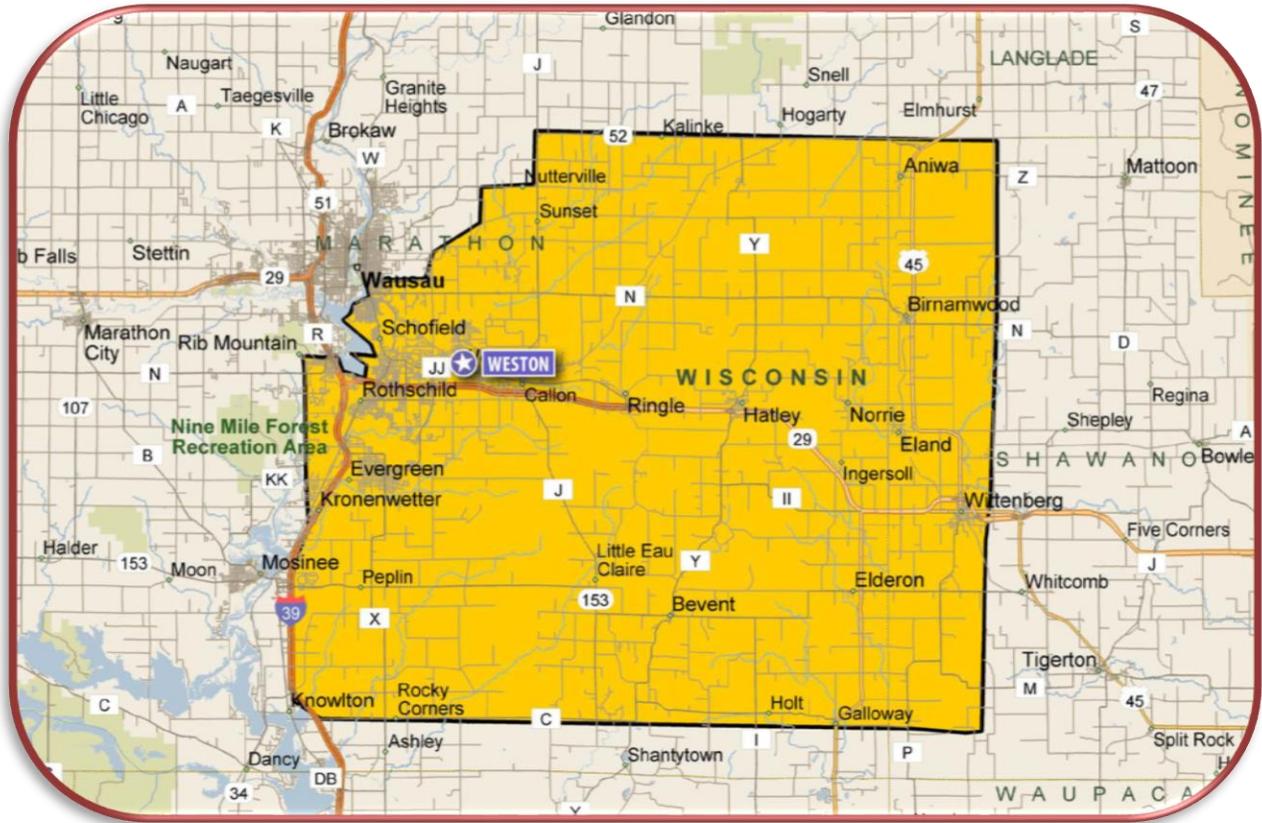
- To be a partner and stakeholder in managing the changes to come; change is inevitable with the passage of time.
- To oversee spending of taxpayer dollars efficiently and wisely.
- To make logical short-term decisions that culminate in fulfilling long-term community ideals.
- To cultivate the health and growth of the community over the long-term, assuring quality of life and amenities.
- To be proactive in response to the fact that it is the expectation—not the exception—that a municipality will take a part in shaping its own future.
- To reap the benefits of the village, town and State's past and present investments in Weston's growth, and assure a return on those investments.
- To help compensate for diminishing State aids in this era of diminishing State revenues.
- Because its relatively recent incorporation results in the Village of Weston receiving less State Shared Revenues.

Several other chapters in this volume are intended to enhance economic development. Further, the village has, or intends to complete, the following other related plans: Camp Phillips Corridor Plan (including its "Southeast Quadrant" component), project plans for Tax Incremental Districts 1 and 2 (including possible future amendments), a Retail Recruitment Strategy, a Tourism Plan, and a Broadband Technology Plan. There is also the possibility of a Schofield Avenue Corridor Plan in the future.

Most of the village's trade area is located to the west and south of its borders. This means that most of Weston's customer base will draw not from Wausau, but from more rural areas utilizing Weston as a convenient place to shop and/or commutable place to work. The yellow area in Figure 4-1 is a representation of Weston's primary retail trade area as identified by a recent market profile.



Figure 4-1: Village of Weston Retail Trade Area, 2014



Weston contracted with The Retail Coach to assist in a retail recruitment strategy. This map reflects Weston's primary retail trade area—where customers retailing in Weston live. Weston's secondary retail trade area extends as far north as Antigo and as far east as Shawano.



4.2. Goal

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.

4.3. Objectives

1. Help existing Weston businesses expand employment and increase sales.
2. Support family-supporting jobs to increase village household incomes.
3. Increase the number of retailers, restaurants, and service providers within the village.
4. Increase visitors and tourists to the village.

4.4. Policies

1. Utilize the zoning ordinance and incentives where possible to streamline development approval processes and promote high-quality economic growth.  
2. Maintain a positive, business-friendly environment by integrating customer service and a business-first attitude throughout village government. 
3. Collaborate with regional and local business development agencies to advance economic development, retain existing businesses and help them succeed and grow, and provide business services and networking. 
4. Utilize Chapter 3: Land Use to geographically guide and adequately plan for economic development areas, providing logical transitions to residential areas and connections to the broader region.  
5. Support the redevelopment, infill, and rehabilitation of underutilized sites that are planned for commercial, industrial, and mixed uses in the community.
6. Continue to support infrastructure improvements that drive economic activity, such as improvements to the utility, highway, and broadband networks.

4.5. Initiatives

The following pages further describe the implementation priorities included on the cover page of this Chapter, and other economic development initiatives the village may undertake or promote.

4.5.1. Attract Retailers in Targeted Sectors

The Village of Weston intends to actively promote and encourage growth in targeted business sectors, in order to capitalize on its particular strengths or assets and/or fill perceived community needs.

Weston’s residents have consistently requested an increase in retail and dining opportunities in the Village. Many would prefer to support village-based businesses instead of driving to shopping centers elsewhere in the Wausau area. Based on a recent analysis by The Retail Coach (see sidebar to right), the data supports the perception that Weston is missing some key retail and dining sectors.

The village will work through zoning, outreach, marketing, and incentives where possible to attract new businesses in these sectors, and assist existing businesses to grow or expand their product lines. The Retail Coach analysis focused on potential regional and national retailers. Developing and recruiting homegrown and Wausau Area businesses is also important; these types of businesses keep more profits local and contribute to a unique sense of place in Weston. Growth in retail and dining is also linked very closely to a growing population, an issue that is addressed in Initiative 4.5.3 on the following page.

4.5.2. Help Expand and Attract Industries in Targeted Sectors

The village is well-positioned to support other businesses and industries that will contribute to its tax and job base.

Expansion of existing health care operations, and support of the development of additional care-related and care-support businesses, are priorities. These businesses may include manufacturing or distribution operations in the village’s industrial parks that support regional health care providers, along with additional hotels, restaurants, and other services required by visitors to the hospital and other health care providers. These visitors include patients and their families, and outside health care professionals attending training or conferences.

Targeted Retail Opportunities

In 2014, the village hired The Retail Coach—a retail analytics firm—to help develop a retail recruitment strategy. The Retail Coach analysis identified:

- Significant areas of leakage to neighboring retail areas—or sales that *could* have happened in Weston—due to their lack of availability in Weston: clothing and accessories, building materials and garden supplies, furniture and home furnishings, car dealerships and parts, miscellaneous retailers, sporting goods and hobbies, gas stations, health and personal care, electronics and appliances, food and drinking places, and food stores.
- The most common demographic segments in Weston’s trade area, and their retail needs.
- 25 national and regional retailers and restaurants—and developers that work for them—as recruiting targets.
- An action plan, including direct contacts and event exhibiting.

The complete results of The Retail Coach analysis are a component of Volume 3 of the Comprehensive Plan.

Adopted: October 3, 2016

Senior and assisted housing is another market in which Weston is strong. While the village welcomes seniors to the community, it will take a cautious approach toward approving many, large senior housing projects due to service costs and concerns over the viability of these uses 20 to 40 years later. The Housing and Neighborhoods chapter contains related information and advice.

In addition to these local strengths, Weston will attempt to attract and retain employers that are strong in central Wisconsin and appropriate to the village. Through its 2013 Wisconsin Economic Future Study: Central Region the MPI Group identified 20 driver industries. Prominent driver industries in the Central Region include manufacturing of paper, wood products, machinery, dairy products, and fabricated metals. Of service related industries, the Central Region is strong in insurance carriers and electronic shopping/mail-order houses.

Weston has the potential to attract more tech-based, light manufacturing businesses similar to Precision Replacement Parts or Greenheck Fan Corporation, both long-time area employers. The village also offers a quality of life that is attractive to the “millennial” employees that often staff non-store retail establishments and information technology businesses.

4.5.3. Attract Families and Young Professionals to Weston

Having an available supply of vacant residential lots on which to build a starter or move-up home is critical to attract and retain families. At the time of writing, the village had a dwindling supply of vacant lots, and no significant new subdivision activity in the prior several years. The village will work with residential developers and builders to expand the supply of attractive new home sites in a variety of neighborhood settings. These will include suburban settings common to newer developed areas in the village, along with smaller lots designed to attract young professionals to the community. The Future Land Use map in Chapter 3: Land Use identifies areas that are well-suited for new neighborhood development.

Attracting and retaining young professionals is another interest. Weston is not unique in losing some of its young population to more dynamic cities and metro areas. However, Weston and the Wausau metro area have become places known for quality job opportunities and ample activities, particularly in the realm of outdoor activities. Encouraging high-end rental housing in mixed use settings—such as the revitalized Camp Phillips Corridor—is one approach to make Weston more attractive to young professionals and potentially returning residents. Expanding retail, dining, and recreational opportunities is another. Networking events that target D.C. Everest alumni, such as reunions, can also start the conversation for bringing younger people back home.

In collaboration with the Chamber or other local entities, the village may develop a more formal approach to welcome new residents to the village once they arrive, to assure they are aware of all of Weston’s offerings and desire to remain residents for a long time.



4.5.4. Attract More Visitors to Weston

Weston has great potential to market itself as a destination not just for commerce and industry, but for recreation. Marathon County is known for its ample recreation opportunities in all seasons, and Weston seeks to expand its role and the economic development it generates, such as for lodging and dining. Visitor expansion opportunities are explored in detail in Chapter 7: Parks and Recreation and in the village's Tourism Plan, which will be part of Volume 3.

4.5.5. Adopt a Business Retention and Expansion Program

Retaining and expanding businesses that are already in the village is the most cost-effective way to grow the local economy. In addition to assisting local businesses, such activities also create an attractive business climate for new investment from others.

The village desires to support existing businesses in Weston. In the past, efforts have included providing utilities, new or expanded roads, and sometimes tax incentives. While these are still tools many businesses need or want, they are expensive and not always indicative of what it really takes to retain local businesses and promote growth.

The village, therefore, intends to develop, adopt, and implement a formal business retention and expansion program, perhaps in concert with the Marathon County Development Corporation, Chamber, and others. There are different business retention and expansion models, including that described in the sidebar to the right.

Regardless of model, as part of its business retention and expansion program, the village will establish and maintain contact with existing local businesses in a format and frequency desired by each local business. This may include regular contact and assistance for one business, and simply staying out of the way for another. The village intends to stay in front of existing businesses with value-added propositions to show its commitment to their success and subsequently use those relationships to aid in attracting new businesses.

Economic Gardening

One method of promoting growth in existing industries is to adopt an economic gardening model. This would involve the village identifying companies who are on the cusp of growth. Typically, these are companies with fewer than 100 employees, having experienced moderate success, and whose owners and managers are not only interested in expansion, but have the drive to expand as well. With the right coaching, these companies can identify their strengths and refine their focus and management in a way that supports sustainable expansion, creating steady jobs and a dependable tax base for the community. The Marathon County Development Corporation (MCDEVCO) offers a Business Retention & Expansion program, using a similar model.

4.5.6. Assist Budding Entrepreneurs to Start and Grow Local Businesses

Business incubators provide a way to reach beyond business retention efforts by offering assistance to those who wish to start a new business. Most job growth comes from small and mid-sized businesses, especially those with loyalty to their location. Dedication to startup and early-stage companies is what business incubation is about. Given the right resources, homegrown ideas can be encouraged to develop into viable companies.

Adopted: October 3, 2016

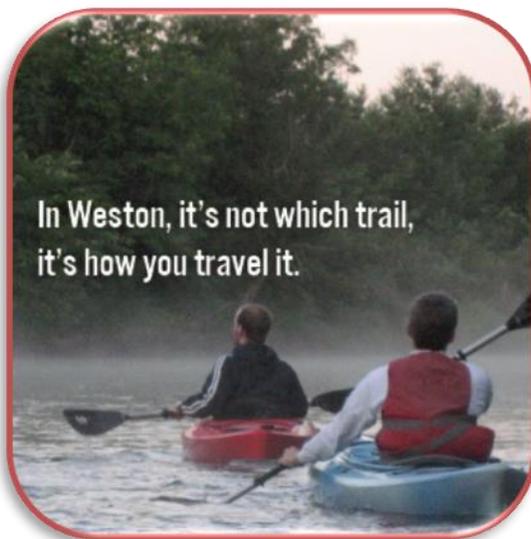
The village will consider providing its local entrepreneurs with the space, and other needed support, to succeed. Two locations in the village hold business incubation potential to develop in partnership with Northcentral Technical College, UW Extension resources, or Marathon County:

- **Weston Business and Technology Park.** With the provisions of high-speed wireless internet, three-phase power and ample water & sewer capacity, this location could easily support a startup light manufacturing or technical manufacturing focused business.
- **The Village of Weston Municipal Center Campus.** A small restaurant or other clean, quiet incubator business could be hosted in this location, such as a co-working space for service industries. An incubator facility including a commercial kitchen is scheduled to be part of a master plan for the municipal campus, (see Chapter 8: Community Facilities and Utilities). An incubator facility may also double as a satellite campus for higher education.

4.5.7. Implement “It’s Right Here” Marketing

Effort 

Municipal marketing is the promotion of a city or village with the aim of encouraging certain activities to take place within its boundaries. It is used to alter the external perceptions of a place in order to promote business development, encourage tourism, and/or attract inward migration of residents. The development of cities and villages as marketable products has led to competition among them for private investment and government funding.



Place branding is the essential first step to the economic development process, as stated in an essay written by Selena McLean-Moore in 2011, who conducted interviews with experts in both place branding and economic development strategic planning. The essay, called *The Value of Place Branding in Economic Development*, explains that place branding can be a community’s bridge between community action and economic development strategy. In other words, the brand is a motivator to residents.

Local Resources for Startups

Central Wisconsin Economic Development Inc. (CWED)—a non-stock, non-profit entity—encourages economic growth in the area by working with entrepreneurs and their lenders.

CWED supports business development by offering loans that usually have low interest rates, reduced collateral requirements, and flexible terms to a seven-county area including Marathon County.

Eligible applicants will be for-profit businesses that have a financial need associated with business start-up or expansion. Owners must have 10% equity in the project and an emphasis on job creation for the area.

More information can be found at www.cwedfund.com.

Adopted: October 3, 2016

While the citizens of Weston may not generally pay much attention to the village's strategy for economic development, they are able to make the connection when they see it as their identity and brand. The brand ignites community passion, engaging and involving residents in the process of their own economic development.

The next step in a successful branding effort is distributing responsibility. Place Branding: New Tools for Economic Development is an article written by George Allen, published in the spring 2007 issue of dmi:Review:

"Brand strategy should be used as a tool of a broader economic development strategy that includes public and private infrastructure development, the quality of the built environment, service design, and planning and public policy, among others."

The Village of Weston has created a new brand identity and marketing messages and materials to use to attract new businesses and residents. The rebranding has included a new logo (featured throughout this document) and tag line: *It's Right Here*. The effort has been guided by Flapjack, a local marketing firm. Samples of the messages and materials are provided on the pages that follow. These digital files can be manipulated to serve a variety of the village's needs.

In general, now is time for the critical step of letting the marketing targets know that whatever they may be looking for—from dining opportunities, to quality schools, to recreational amenities, to steady industries—is right here in Weston. This means getting the message out to media outlets and at conferences to leverage Weston's success differentiators. The village will also continue to erect rebranded community entry and wayfinding signage as opportunities present themselves, such as within the Camp Phillips Corridor.





It's Right Here.

www.westonwisconsin.org



It's Right Here.

www.westonwisconsin.org



It's Right Here.

www.westonwisconsin.org



It's Right Here.

www.westonwisconsin.org



When you're in Weston, being part of something comes easy. It's not about fitting in, it's about finding what's here for you. Because once you've arrived there's a lot to choose from. And we wouldn't have it any other way.

Top ranked schools and a state of the art hospital systems. Attractive neighborhoods with appealing tax rates and a diverse selection of recreational opportunities. Shopping centers and nightlife choices. All of these just scratch the surface of what you'll find here.

We're proud to be part of Wisconsin Central Time. It's that unique way we do things around here, how we go about our lives and most importantly, just enjoying where we live. Because if there's one thing we understand in Weston, it's time; whether that's "time well-spent", "me-time" or simply realizing that "it's about time".

We're always looking ahead trying to find a way to make things better, make things happen. That's why once you arrive in Weston, like the rest of us, you'll find yourself asking, "What's Next?"

Is it our young families? Or our proven principles? Whatever it may be, Weston is a place where it's not which trail you take, it's how you travel it. Then again, it could be that we're close enough to everything, but far enough away to live in the moment.

So if it's finding a certain lifestyle or maybe that balance you've always been looking for, It's Right Here. And we're sure that once you've stepped foot into Weston, you'll be proud to be part of it, too.



4.5.8. Collaborate on a Wausau Metro Area Economic Strategy

Creating a regional environment that benefits strong and steady business is not something the village can do on its own. Collaboration offers the village a way to help strengthen the regional economy while promoting its own brand and economic growth. Wausau and its surrounding communities have roughly 90,000 people and 43,000 jobs. Together, Wausau Area communities, including the Village of Weston, can compete with mid-market communities growing and diversifying the economic base of the region. A clear strategy will help leadership communicate their role and ensure that County and communities' efforts are collaborative and complimentary, increasing the ability to grow the metro area's economy.

Wausau, Weston, Schofield, Rothschild, Rib Mountain, Kronenwetter, and Mosinee have worked with Marathon County and the Northcentral Wisconsin Regional Planning Commission (NCWRPC) to develop an approach for a regional economic development strategy. The strategy would introduce specific action items for each community, focusing on each's unique strengths, ultimately growing the regional economy. Once complete, the strategy would include specific action items for each municipality, the County, the regional economic development organization (Centergy), and NCWRPC. For the Village of Weston, MCDEVCO would facilitate further development of such a strategy, in consultation with the NCWRPC, sometime within the next couple of years.

The Wausau Region Chamber of Commerce would be a key collaborator on this regional effort. The Chamber's membership includes many of the area's major and emerging businesses. Networking and educational programming comprise much of the Chamber's activities. Locally, the village would keep the South Area Business Association (SABA) informed. SABA offers networking opportunities and support for emerging and established businesses, and understands its mission as one that encourages the community's growth.

4.5.9. Pursue Redevelopment in Smart Growth Areas

Increased economic activity is a primary desired outcome of proposed redevelopment in the village's designated Smart Growth areas. See Chapter 3: Land Use for further details.

4.5.10. Implement Other Economic Initiatives in this Comprehensive Plan

Each chapter of this Comprehensive Plan was prepared with an eye towards economic development. Specific economic development related initiatives in other chapters include:

- 3.5.2. Promote Redevelopment and Infill in Smart Growth Areas (Chapter 3: Land Use)
- 6.5.2. Create Memorable Places and Experiences (Chapter 6: Natural, Agricultural, and Cultural Resources)
- 6.5.3. Improve the Appearance and Function of Weston's Commercial Corridors (Chapter 6: Natural, Agricultural, and Cultural Resources)
- 7.5.2. Explore Recreational Opportunities on Weston's South Side (Chapter 7: Parks and Recreation)
- 9.5.4. Support Additional Bicycle and Pedestrian Transportation Options (Chapter 9: Transportation)
- 10.5.2. Collaborate on Economic Growth, Tourism, and Recreation (Chapter 10: Intergovernmental Cooperation)

Chapter 5: Housing and Neighborhoods

- Guide new housing and neighborhood development
- Enhance identity of and guide improvements to existing housing and neighborhoods

Weston remains a desirable location for families to take root, grow, and thrive. Its attributes include affordable housing, natural amenities, and quality education, employment, and shopping. The village will work to maintain and enhance its existing neighborhoods and housing. The village will also promote new housing development—particularly single-family homes—in planned neighborhoods designed to connect residents to each other and the broader community.

Priority Housing and Neighborhood Initiatives



Initiative (Follow links for further details)	Description	Funding/ Partnerships	Responsibility
<u>Emphasize Weston as a Place to Build and Buy Single-Family Homes</u>	The village will promote itself as a place to build and buy single-family housing, and advance a new housing mix that prioritizes single-family residences, while providing other housing options for residents at different life stages and incomes.	General fund; development and impact fees; partnerships with the real estate community, the School District, and others	Director of Planning & Development
<u>Prepare or Require Neighborhood Development Plans</u>	Neighborhood development plans are the recommended bridge between the policies and land use recommendations in this Plan and subdivision platting. The village promotes neighborhood development planning to create neighborhoods that are functional and attractive, and that connect residents to each other and the community.	Partnerships with large land owners and developers; Plans may be coordinated by the village with financial contributions from benefitting land owners, or by developers controlling large areas	Director of Planning & Development, with collaboration from other departments such as Administration; Public Works; and Parks, Recreation, and Forestry
<u>Encourage Higher Quality Manufactured Home, Multiple Family, and Rental Housing</u>	Providing a high-quality rental housing stock for Weston’s young professionals, workforce, and seniors is a priority. This should occur through a combination of reinvestment and redevelopment of older housing areas, and development of new, higher-end multiple family housing in mixed use neighborhoods and close to services.	Interactions with existing mobile home park and apartment owners; recruitment of regional multiple family developers; possibly Tax Incremental Financing (TIF)	Director of Planning & Development, Assistant Building Inspector/Code Enforcement Officer

5.1. Purpose

The village is home to nearly 6,000 households, with two-thirds living in single-family homes in neighborhoods of different age and character. The State of Wisconsin projects 44% growth in the number of Village households by 2040. This chapter describes how Weston will accommodate new housing and neighborhoods, while maintaining existing homes and neighborhood value.

5.2. Goal

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.

5.3. Objectives

1. Promote a housing mix that:
 - a. Reflects the Village's desire to continue to be a family-oriented community.
 - b. Emphasizes owner-occupancy and single-family housing.
 - c. Provides housing for the Weston workforce, elderly, and young adult populations.
 - d. Supports desired employment and business growth.
 - e. Includes owner-occupied housing types and sizes for moderate income residents.
 - f. Achieves high and lasting quality for all housing types.
 - g. Integrates multiple-family housing into the fabric of the community and neighborhoods.
 - h. Does not overburden the village and School District to provide services and facilities.
2. Promote and maintain neighborhoods that: 
 - a. Provide attractive living environments for the residents they are intended to serve.
 - b. Are built around, preserve, and celebrate natural assets, such as the Eau Claire River.
 - c. Are oriented towards pedestrians and children.
 - d. Have interconnected road, trail, and sidewalk networks.
 - e. Are well-connected to nearby neighborhoods, parks, schools, and other activity areas.

5.4. Policies

1. Encourage the public, private, and non-profit sectors to work together to increase the number of homes and improve the existing housing stock.
2. Guide new housing to areas with convenient access to commercial and recreational facilities, transportation, schools, shopping, and jobs.
3. Encourage new neighborhoods that protect environmental resources, achieve design creativity, include resident amenities, manage density and transitions, and follow the "Planned Neighborhood" design guidelines in Chapter 3: Land Use. 
4. Promote reinvestment in multiple-family and mobile home areas, moving these towards higher-end residential and mixed uses serving young professionals, families, and seniors.
5. Plan for new multiple-family development in locations, densities, and designs consistent with Chapter 3: Land Use and zoning rules. In general, integrate such developments into the fabric of neighborhoods and the community, rather than isolating and concentrating them.
6. Emphasize home and property maintenance. Engage in and support programs to help maintain and rehabilitate the Village's existing housing stock and older neighborhoods.



5.5. Initiatives

The following pages further describe the priorities included on the cover page of this chapter, and other initiatives the village may undertake or promote.

5.5.1. Emphasize Weston as a Place to Build and Buy Single-Family Homes

Weston is a desirable location for homeownership in Central Wisconsin. In 2014, NerdWallet, a consumer advocacy website, ranked the village 16th of 85 Wisconsin communities as a preferred place for buying a house. Still, there have only been a handful of new single-family homes and no new neighborhoods in the village since the late 2000s. The village intends to engage in an effort to spark and maintain a healthy new single-family housing market in Weston.

The village will pursue further engagement with large land owners, residential developers, and others in the real estate community to create new neighborhoods (and new phases to existing neighborhoods). There appear to be impediments to developing new residential subdivisions, which the village will investigate in collaboration with developers. One may be the cost and risk of development versus current lot prices. The village may reduce development costs for single-family neighborhoods without burdening the taxpayer or compromising function or quality. For example, modestly sized lots and streets, as allowed by recent ordinance amendments, can lower costs and enable amenities like sidewalks and street trees. Where more modestly sized lots are permitted, careful attention to home quality, variety, design, setbacks, and garage placement are critical. Many suburban-style house plans do not fit well on smaller lots.



Modestly dimensioned lots and streets help create a neighborhood atmosphere that promotes connectedness, while managing development costs and lot prices. This provides an opportunity for owner-occupancy for a range of income levels, which contributes to neighborhood and community stability.

The village will also undertake various efforts to increase the demand for quality new single-family housing and lots in Weston. The village does not wish to support single-family housing that is substandard, plain, or designed for the rental market. Village efforts may include:

- Utilizing marketing materials highlighting available lots to builders, and emphasizing village assets aimed towards future residents and regional realtors.
- Continuing deliberate implementation of the village's planned park and trail network, as represented in Chapter 7: Parks and Recreation.

Adopted: October 3, 2016

- Continuing placemaking and wayfinding efforts, including signage and community entry treatments along main entry roads into the community and at neighborhood edges.
- Developing memorable places, services, and events to enhance the sense of community and residential environment in Weston, including those described in other chapters.
- Enhancing schools, education, arts, and athletics, in partnership with the D.C. Everest Area School District and other area groups.

5.5.2. Achieve a Desirable Mix of New Housing

A sustainable housing mix provides both owner-occupied and rental housing, varieties of single-family residences, and affordable options for lower-income residents. The village will pursue a future housing mix that emphasizes these values, generally reflects the village’s historic housing mix, and supports Weston as a predominantly single-family community.

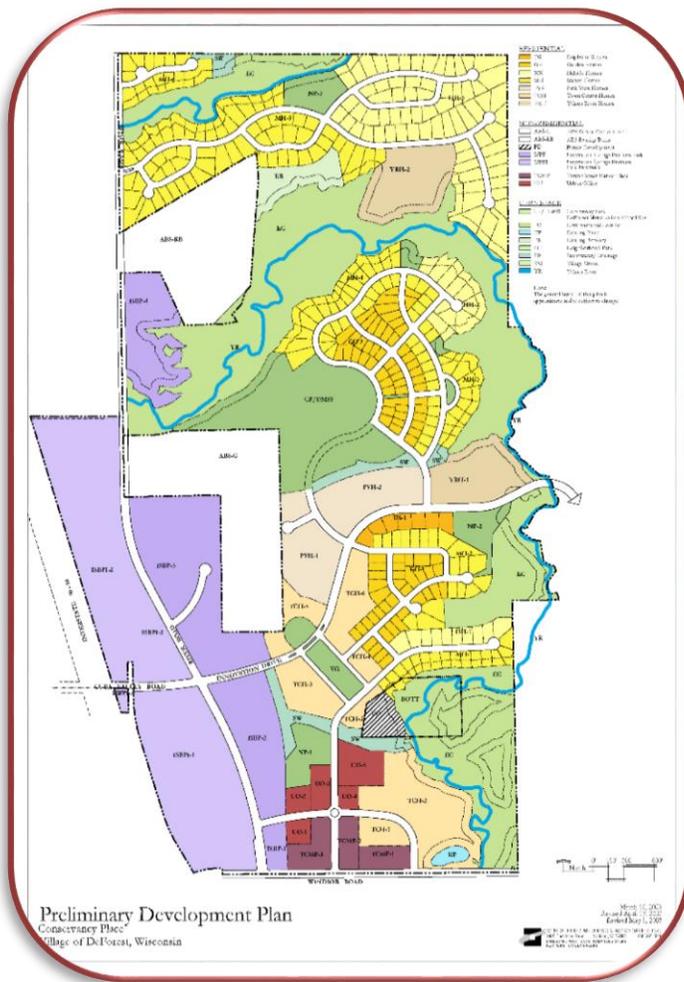
Specifically, the village intends to require that single-family units comprise a minimum of 65% of all new housing units within each “Planned Neighborhood” area shown on Map 3-1: Future Land Use. The village also intends to limit multiple family housing to a maximum of 35% of the *land area* of each “Mixed Use/Flex” area depicted on Map 3-1. Arterial and collector roads will separate each “Planned Neighborhood” and “Mixed Use/Flex” area from others.

As the Baby Boom generation ages into retirement, and given the village’s strong health care sector, it is likely that Weston will continue to receive proposals for senior-oriented housing. These may include senior-restricted condominiums, independent living apartments, assisted living apartments, memory care facilities, and community based living arrangements. Such living options are important to retain long-time Weston residents, provide a safe and welcoming environment for seniors, and increase community activity and tax base. At the same time, as part of rezoning and conditional use permit approval processes, the village will work to understand the near-term and long-term community and fiscal impacts of each proposed senior living option. Near-term impacts often include increased ambulance calls, the total cost of which are not always covered by health care reimbursements. Potential long-term impacts relate to a potential over-supply of such housing, once the Baby Boom generation passes or changes in market tastes prevail (e.g., easier in-home care or monitoring through technology).



5.5.3. Prepare or Require Neighborhood Development Plans

The village desires that new neighborhoods serve a variety of functions, connect with one another and the broader community, provide amenities like parks in appropriate locations, and most importantly provide appealing places for residents to raise their families and enjoy their lives. To meet this desire, the Village endeavors to prepare, facilitate, and/or require neighborhood development plans for future neighborhoods. These include “Planned Neighborhood” areas depicted on Map 3-1, even though some of these are currently in the Town of Weston. Completing such plans in advance of zoning, platting, and utility and road expansion will help the Village, developers, land owners, and the Town make wiser decisions.



What are the recommended contents of a neighborhood development plan?

- An inventory and analysis, including an investigation of opportunities given the neighborhood’s position in Weston and the greater Wausau Area.
- A development plan map and text including residential, commercial, and institutional use areas (see example to left).
- Locations for single-family housing consistent with the village’s housing mix policy, and techniques to validate and enhance the market for single-family housing.
- Recommended areas and themes for parks, environmental corridors, other natural areas, and stormwater management.
- A layout for interconnected arterial, collector and other important future streets.
- Bicycle/pedestrian trails and routes, including connections to adjacent neighborhoods and regional trails and routes.
- Housing and neighborhood design concepts for an attractive, functional place integrated within the larger community.
- Recommendations for public utility system and stormwater management improvements, such as conveyance routes and logical regional basin locations.
- An implementation strategy with zoning and subdivision approaches, capital improvement programming, and grants.

5.5.4. Invest in and Maintain Existing Village Neighborhoods

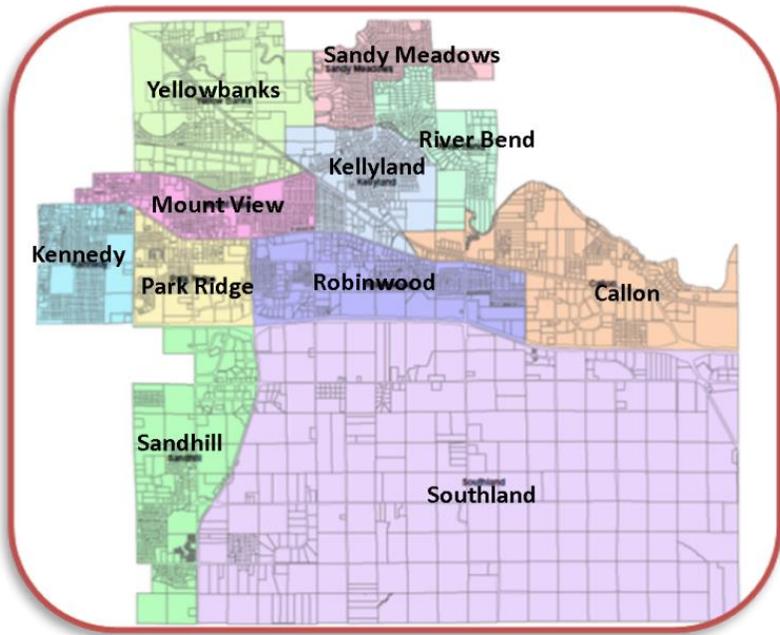
Weston's neighborhoods vary in location, age, and style, reflecting Weston's growth pattern through the past several decades. The village's neighborhoods form the basis for resident attachment, unique identity, and focused efforts as needed within the community.

The village intends to invest in its existing neighborhoods, with reference to the unique character and needs of each one. The purpose is to maintain and where necessary enhance quality of life, identity, property values. The components of such a neighborhood investment strategy may include:

- Encouraging and activating neighborhood/property owner associations as leaders of grass roots efforts for neighborhood betterment, which will vary by neighborhood. The village will also explore interest among neighborhood residents in

local planning, resident participation through social media websites such as NextDoor, and grassroots involvement with other initiatives such as the village's Capital Improvement Plan.

- Investing in new and improved roadway, sidewalk, trail, stormwater management, and landscape improvements. Many of Weston's older neighborhoods developed according to rural or spotty public improvement standards, and in some cases existing infrastructure is approaching the end of its useful life.
- Identifying and pursuing catalytic projects in each neighborhood. This might involve addressing a particularly troublesome house or two in one neighborhood or improving a neighborhood park in another. As a key area of a neighborhood improves, the benefits can reverberate through the entire neighborhood.
- Seeking ways to enhance neighborhood identity and definition, such as through neighborhood entryway signs, neighborhood events, and neighborhood-based newsletters or listservs.
- Seeking partnerships wherever possible, including with private for-profit and non-profit entities and programs.



For purposes of the social media site NextDoor, Weston currently has eleven named neighborhoods. The village advised NextDoor on these neighborhoods based on that Web site's criteria, such as a limited maximum number of houses per neighborhood. Many in Weston identify themselves as part of neighborhoods that are different than those on this map.

Adopted: October 3, 2016

- Engaging in proactive code enforcement coupled with professional building, housing, zoning, and property maintenance code enforcement under a policy of active monitoring, in addition to responding to complaints.
- Encouraging community-based public safety initiatives, such as neighborhood watches.

5.5.5. Encourage Higher Quality Manufactured Home, Multiple Family, and Rental Housing

The village intends to work with property owners within areas specifically targeted for housing rehabilitation, such as mapped “Residential Reinvestment Areas” in the Camp Phillips Corridor Plan and other areas the Village may similarly designate. These contacts would communicate issues and potential solutions, and connect property owners with resources to upgrade properties. Such “Residential Reinvestment Areas” often coincide with or include older duplexes, rental apartments, and manufactured/mobile home parks. Here, the village intends to pursue a strategy of assertive code enforcement and potentially increased fees based on service demands. The village may also pursue improved access, visibility, and patrolling of these areas. Amenities to support family living, such as parks and playgrounds, should be introduced by the owners. The village also encourages redevelopment of mobile home parks, older rental apartment projects, and older duplex areas, such as for market rate replacement housing for young professionals and/or families.

Beyond this, the village promotes new and redeveloped multiple family and rental housing communities that will provide higher end housing for young professionals, the village’s workforce, and seniors. The village, through its zoning ordinance and Comprehensive Plan, has adopted design standards to ensure higher-quality living environments for renters going forward. For example:

- A licensed architect’s stamp is required for building design.
- At least 60% of building exterior materials must be some combination of brick, native stone, tinted and/or textured concrete masonry units, glass, copper panels, stainless steel, brushed nickel, or stained natural wood.
- Architectural and trim details--such as frieze board, vertical corner trim, drip caps, gable vents, shingles and shakes—along with variation in building form and an emphasis on building entry are required.
- Each multiple family unit must have at least one parking space under the building or enclosed in garage, and detached garages must meet similar design standards as the main building.
- Minimum square footages per unit are required—500 square feet for studio and one-bedroom units and 700 square feet for 2+ bedroom units.
- Generous landscape plantings based on a professionally-prepared plan, dark sky lighting, screened dumpsters and mechanicals, and other higher-end site design features are required.



Adopted: October 3, 2016

New multiple family residential developments with nine or more units must obtain a conditional use permit. Through the conditional use permit process, the village may also consider applying standards like the following:

- The project may be required to be serviced by a management company with an office no greater than, say, 30 miles away.
- Larger complexes may be required to have an on-site manager or maintenance person to deal with minor problems before they become major.
- Long building facades (e.g., 100+ feet) may be required to employ variations in wall setbacks, wall heights, roof lines, and other features to break up mass.
- Outdoor living spaces may be required for each unit, such as a patio, porch, deck, or balcony.
- An on-site recreational amenity geared to the target market may be required.
- Care in site planning should be expected, so that the development has safe and convenient connection to parking areas, recreational facilities, and/or bicycle and pedestrian facilities.
- Visual impact of parking from public streets should be minimized by means of setbacks, separation with buildings, landscape berms, all-season landscape plantings, parking divided into smaller lots, or some combination.
- If the project location is near a highway, buffering excessive noise should be a design component, such as through berming or even thicker walls and windows.
- The review might consider interior cabinets, countertops, flooring, trim, appliances, and other interior finishes for quality, durability, attractiveness, and timelessness. Requiring an interior material palette, such as the example to the right, could be an option as part of the conditional use permit process.

4-Unit Interior Selections

Cabinets

Make	Countryside Cabinets	Style	Flat Panel
Species	Maple	Color	Espresso
Details	Dove tail construction, full overlay, full extension drawers		

Countertops

Kitchen	HD Laminate –Spring Carnival
Master Bath	Granite Prefab
Baths	Granite Prefab

Tile

Area 1	Kitchen	Size	6x24
Area 1	Details Havana Tan-staggered, grout Light Buff		
Area 2	Bathrooms	Size	
Area 2	Details Spa Stone Bianco-Staggered, grout Light Buff		

The graphic also includes visual samples for Kitchen Countertop, Kitchen Flooring, Cabinet door style/color, and Bath Countertop/Bath Flooring.

Chapter 6: Natural, Agricultural, and Cultural Resources

- Describe environmental protection efforts
- Enhance community image and vitality
- Link resource protection to other village goals

Weston’s natural resources provided its early settlers with tools to grow the community. In the 21st century, Weston understands the importance of preserving and celebrating natural features. Weston will continue its stewardship of land and water resources for their multiple benefits to human well-being, community image, and environmental health. The village will also work to create memorable spaces from its natural areas and its developments.



Priority Natural and Cultural Resource Initiatives

Initiative (Follow links for further details)	Description	Funding/ Partnerships	Responsibility
<u>Increase the Visibility, Quality, and Use of the Eau Claire River</u>	The Eau Claire River is an undervalued resource with great potential. The village intends to encourage greater river use through development of the Eau Claire River Water Trail, attempt to establish an advocacy group for river protection and recreation, and engage in other efforts to improve the environment and activity around the River.	Foundations, stakeholder groups, riverfront landowners, County Environmental Impact Fund, Wisconsin Stewardship and Federal LAWCON programs, donations, Village utility, partnerships with other local governments, taxes	Director of Parks, Recreation and Forestry
<u>Create Memorable Places and Experiences</u>	Memorable places and experiences enhance Weston’s sense of place and resident satisfaction. The village will partner to establish more “Third Places,” parks and trails, community events, and educational opportunities.	National Endowment for the Arts, Chamber of Commerce, builders and developers, local businesses, tax incremental financing, taxes	Village Administrator, Director of Planning and Development, Director of Parks, Recreation and Forestry, and others
<u>Improve the Appearance and Function of Weston’s Commercial Corridors</u>	Camp Phillips Road, Schofield Avenue, and Business Highway 51 are Weston’s primary commercial routes. They also form a first impression and lasting image. The village will work on public efforts with builders, developers, and businesses to improve the image of these critical corridors.	Builders and developers, local businesses, tax incremental financing, revolving loan fund	Director of Planning and Development and Director of Public Works

6.1. Purpose

Weston's significant natural and agricultural resource base provides the village with opportunities for clean water and air, recreation, local food production, beauty, and respite. Through this chapter, the village seeks to advance its vision for natural resource preservation.

6.2. Goal

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.

6.3. Objectives

1. Preserve environmental corridors given their multiple benefits to scenic beauty, recreation, public health, and wildlife habitat.
2. Manage quality and quantity of water entering waterways, especially the Eau Claire River.
3. Engage in “placemaking”—a multi-faceted approach to the planning, design, and management of spaces, through which visitors, customers, and/or the public are indirectly invited and welcomed to utilize. 

6.4. Policies

1. Cooperate on the protection of regional natural resources and systems, such as the corridors including the Eau Claire River, Sandy Creek, Cedar Creek, and Bull Junior Creek.
2. Progressively manage stormwater, including via local ordinances, public projects, and continued participation with the North Central Wisconsin Stormwater Coalition.
3. Maintain and renew “Green Tier Legacy Community” and “Water Star Community” status (if continued by the State), and better articulate what it means for Weston to participate in these State programs, in part through the initiatives in this chapter.
4. Maintain “Tree City USA” status for the village, by maintaining trees in the public right-of-way and on public lands, managing common tree diseases that threaten urban forest health, and serving as a resource for landowners to manage other mature trees and woodlands. 
5. Promote high-quality public and private building and site development, including incentives for use of green and sustainable technology.
6. Create memorable places in Village parks, public buildings, major roadway corridors, and private development projects to build community interaction and pride. 
7. Promote farming as a long-term use in the Town of Weston, south of Weston Avenue in the village, and regionally on prime agricultural soils; allow farming elsewhere until land is ready for development in other areas (see Map 3-1: Future Land Use and zoning ordinance).
8. Protect and celebrate remaining vestiges of the Village's historic character and buildings.

6.5. Initiatives

The following sections further describe the implementation priorities included on the cover page of this chapter, and other initiatives the village may undertake or promote.

6.5.1. Increase the Visibility, Quality, and Use of the Eau Claire River

The Eau Claire River flows through the northern part of the Village of Weston. In a previous era, it was used as a method of transportation for logs felled from local forests, taking them to mills that supported the community. With the mills gone, the River is now an undervalued community asset, providing new opportunities for Weston and the surrounding area. The village intends to undertake the following efforts associated with bringing new purpose to the Eau Claire River:

- **Establish Advocacy Group for River Protection and Recreation.** The village may partner with other stakeholders to form an advocacy or “friends” group to assist in the promotion, development, and maintenance of the Riverway. Such a group would work to increase the number and visibility of River-based activities, advocate for River-based improvements such as new launches to adjacent park enhancements, and educate the public about River-related issues. Partners may include other municipalities through which the River flows, the D.C. Everest Area School District, YMCA Camp Sturtevant, the Girl Scouts of the Northwestern Lakes, and the Camp Phillips Boy Scout Camp. The “friends” group would be advised to become a member of the Wisconsin River Alliance, for technical support and networking.
- **Organize River Clean-Up Day.** The village, in conjunction with nationally recognized days such as Earth Day or other appropriate community events, may organize a River clean-up day to remove debris and litter that prevents safe passage and dampens full enjoyment of the River experience. Local construction companies may be engaged in the effort, to deal with more significant blockages. This effort could instead be organized by the “friends” group, if formed, and potentially coordinated with the D. C. Everest School District.
- **Encourage River Use Through Development of the Eau Claire River Water Trail.** The Eau Claire River boasts the potential for a number of different recreational opportunities, such as a more formal and maintained water trail. The village intends to create a series of kayak and canoe launches that are connected through wayfinding signage, enhancing paddler access to and experience on the water. This initiative is discussed in further detail in Section 9.5.4 of Chapter 7: Parks and Recreation. In 2015, the village created visioning materials to help the public, regional partners, key stakeholders, foundations, and other potential funders see the potential of the Water Trail.



The Eau Claire River during a quieter time of the year.

- **Partner on Joint Park and Recreational Development Along the River.** Partnerships may include the County, nearby communities, the D.C. Everest School District, and other public, non-profit, and private organizations. For example, the City of Wausau has recently established a master plan for its Eau Claire River Conservancy—City-owned land on the northern shore of the River. The land is comprised of a series of oxbow lakes, making it an ideal place to kayak and canoe. The Eau Claire River Conservancy is close to Weston’s Yellowbanks Park, where the village has its own plans for enhancing River access (see Chapter 7: Parks and Recreation). Reaching out to Wausau for partnership could enhance user experience, perhaps provide collaborative services, and better both communities’ chances for outside grant support.

6.5.2. Create Memorable Places and Experiences

Memorable places and experiences define a community’s image and increase resident attraction. Existing memorable places in Weston include Kennedy Park (especially its Aquatic Center) and the Greenheck Fieldhouse. The village and partners have also sought to establish and grow community events.

Beyond these and a few other commercial and recreational facilities and events, memorable places and experiences within the village are in relatively short supply. The village will work to enhance these, guide residents and visitors to them, and collaborate on new memorable places as opportunities present. Specific efforts may include:



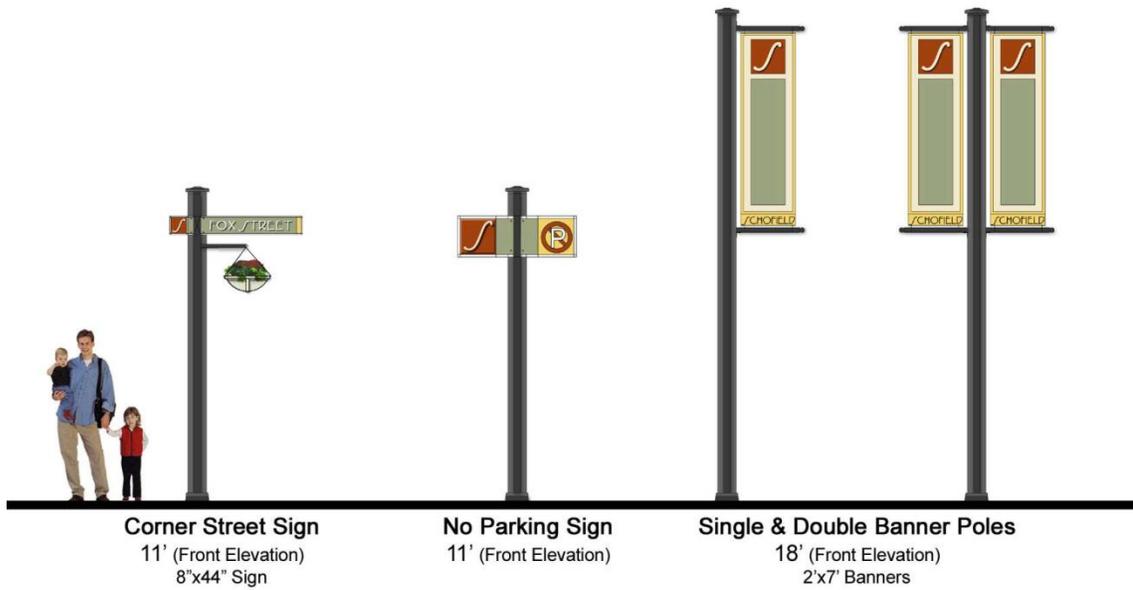
Irishfest is an annual community celebration that brings Weston residents together.

- **Partner to Establish More “Third Places”.** Third places are community spaces that provide a social outlet beyond one’s home and work. These exist in Weston in the form of public spaces like the Aquatic Center and in private spaces like courtyards and cafés, such as the new Vino Latte. While many third places are private establishments, they provide an accessible, welcoming atmosphere that fosters community engagement and creative expression. The village will seek opportunities to create more third places, and retain and expand the ones already present. This is a specific objective within the Camp Phillips Corridor Plan, for example, as described within Volume 3 of this Comprehensive Plan.
- **Continue and Expand Community Celebrations.** Events such as Irishfest, Hmong New Year, and Forrest’s Run celebrate and promote community life, health, and cultural heritage. These types of events should be continued and expanded, where possible.
- **Grow Weston’s Park and Trail Network.** The village has an array of parks and public places for a variety of active and passive recreational activities. The village and Wausau Area’s emerging trail network opens up memorable places like Kellyland Community Park, provides better connections to other communities, and is a recreational and community-building attraction in its own right. The village intentions for its parks and trails are detailed in Chapter 7: Parks and Recreation, and on Map 7-2 Future Parks and Recreation Facilities.

Adopted: October 3, 2016

- **Partner to Increase Educational and Interpretative Opportunities.** The Eau Claire River and other natural areas in Weston serve as natural laboratories and classrooms for lifelong education. The village will continue to use these memorable places as educational opportunities, such as through interpretive signage, maps, and clean-up activities. The village also encourages the D.C. Everest Area School District to continue its incorporation of the river and habitat protection issues into school curriculum at its Eau Claire River Nature Center, located in its Riverside school forest.
- **Enhance Community Entryway and Wayfinding Experience.** Weston’s community borders can be difficult to identify and often do not provide an attractive first impression, with the exception of Schofield Avenue from the west. Better marking the village’s edges with distinctive entryway (and exit) treatments will instill community pride and unity, and assist visitors in understanding the community and finding key destinations. Primary village entryways, such as the Highway 29/Camp Phillips Road interchange area, should be marked by major gateway treatments—including entry and wayfinding signs, landscaping, and “signature” buildings. In 2003, Damon Farber Associates developed a complete “Schofield Avenue Streetscape” concept for the village. While some of these ideas have been implemented, others have not. These could be carried forward and adapted for Schofield Avenue or other key corridors. The following graphics show both the initial 2003 concept and more recent banner design updates that the village commissioned.





Top graphic: Schofield Avenue street sign and banner concepts, prepared by Damon Farber Associates for the Villages of Weston and Schofield in 2003.

Bottom graphic: Updated banner design, prepared by Northern Lights Display for the Village of Weston in 2015.



6.5.3. Improve the Appearance and Function of Weston's Commercial Corridors

The village established the “D-CC Commercial Corridor Overlay” zoning district via Section 94.6.02(3)(c) of its 2015 zoning ordinance update. The purpose of the D-CC overlay district is to establish greater development design requirements along the most highly traveled, utilized, and visited roadway corridors in the village. That district is mapped along the Camp Phillips Road, Schofield Avenue, and Business Highway 51 corridors. The objectives are to achieve a more unified vision and development form along these corridors, promote orderly and comprehensive development proposals, direct site and building designs that will stand the test of time, enhance the image of and entryway experiences in the village, facilitate motor vehicle, bike, and pedestrian movement, enhance the surrounding neighborhoods, and create a unique sense of place.

The zoning ordinance includes building and site design standards applicable to non-residential and multiple family residential buildings village-wide. There are also specific, (mainly quantitative) standards applicable solely in the D-CC district. The regulations applicable to the D-CC district also state that “if specified in an adopted element of the village’s Comprehensive Plan for the particular geographic area in which the development is proposed, building, site, landscaping and other design components of the proposed development shall conform to the standards in that Comprehensive Plan element.” The following are intended as Comprehensive Plan standards for D-CC zoned areas:

- **Architectural Design.**

Architectural design should express a theme and character that is both progressive and enduring. Individual creativity and identity are encouraged, but care must be taken to maintain design integrity and compatibility among projects to establish a clear, unified image along the corridor and in Weston. Regionally appropriate architectural styles are encouraged, with clean, smooth, efficient lines, and subtle character. Architectural choices must be respectful of neighboring development. All buildings on secondary lots or sites within each project should be of architectural quality comparable to or exceeding that of the primary building.



- **Building Form and Massing.** Buildings should employ clean and simple forms that produce overall unity, scale compatibility, and visual interest. Design should have an elegant composition, straightforward geometry, and expression of different floor levels. Larger buildings should employ varying setbacks, heights, roof treatments, doorways, window openings, and other structural or decorative elements to reduce apparent building size and scale.

- **Building Facades.** Facades should reflect a coordinated design concept, and be an expression of building function, structure and scale. Blank, flat walls should be avoided—the use of balance and symmetry, reveals, recesses and rhythm will make the fronts of buildings interesting to look at. Details should reinforce overall design unity, interest and scale and be appropriate to architectural style. Glass should be clean and functional, delineated by mullions and structure, with energy-efficient tinting or lightly-reflective glazing.
- **Roofs.** Rooflines may take on any variety of forms and arrangements, but roofs with particular slopes may be required to complement existing buildings or otherwise establish a particular aesthetic objective. For example, pitched rather than flat roofs may be appropriate where the surroundings are predominantly residential.
- **Entrances.** Public building entryways shall be clearly defined, inviting, and highly visible on the building's exterior design, and shall be emphasized by on-site traffic flow patterns. A light, open, inviting aspect and color for identity and interest should be integrated with overall building form.
- **Equipment.** All exterior equipment, including mechanical equipment, electrical equipment, storage tanks, risers, electrical conduit, gas lines, cellular micro cell facilities, and satellite dishes, should be screened. All roof-mounted equipment should be positioned or screened to not be visible from the public street or ground surface of nearby properties.
- **Exterior Colors.** Exterior building colors are to be selected from a palette of traditional colors that evoke and reflect the natural landscape. Complimentary feature colors may be applied in deep shades to accent recesses, details or other features of the building.
- **Lighting.** The color and design of pole lighting standards should be compatible with the building and the public lighting in the area, and shall be uniform throughout the entire development site. Wall mounted light fixtures to illuminate parking lots or that cause off-site glare are not permitted. Pedestrian walkways, courtyards, arcades, and seating areas should be lit to promote pedestrian use and safety. Architectural lighting effects are encouraged to promote nighttime identity and character. LED lighting technology is the standard.
- **Building Location.** Where buildings are proposed to be distant from a public street, as the overall development design should include smaller buildings on pads or secondary lots closer to the street. Placement and orientation should facilitate appropriate land use transitions and appropriate traffic flow to adjoining roads, and neighboring commercial areas and neighborhoods,
- **Outdoor Display, Storage, and Loading.** Outdoor display of merchandise for sale or lease may be restricted or limited to certain areas of a property. Any permitted outdoor storage or loading area should be screened per zoning ordinance requirements. Outdoor storage areas and loading areas shall be hard surface and dust free.



- **Gathering Place or Focal Point.** Each commercial or residential project should provide a gathering place or focal point such as a patio/seating area, pedestrian plaza with benches, playground, art installation, water feature, decorative wall, and/or other deliberately designated areas. All such areas should be openly accessible to the public, connected to the public and private sidewalk system, and designed with materials compatible with the building and remainder of the site.



- **Signage and Miscellaneous.** All signage should be unified throughout each project, and should be designed and scaled to be compatible with the principal building(s) on the lot. No searchlights, loudspeakers, or similar devices are permitted.

6.5.4. Maintain the Urban Forest, Terrace, and Boulevard Areas

Weston's Parks, Recreation and Forestry Department is responsible for addressing the village's urban forestry needs. The Department will continue to maintain trees in the public right-of-way and on public lands, manage common tree diseases that threaten urban forest health, and serve as a resource for landowners to manage other mature trees and woodlands.

The village also intends to maintain its Tree City USA status, and to undertake the following efforts:

- Provide services and resources to develop and maintain its urban forest, such as service to private property owners regarding potential invasive or diseased vegetation.
- Work to eliminate nuisance vegetation in public parks, such as buckthorn, poison ivy, and sumac.
- Regulate "public nuisance" trees on private property, per Chapter 90 of the Municipal Code, to the extent staff resources allow.

Tree City USA

The signs in the Village proclaiming its status as Tree City USA mean that Weston has committed to the protection and enhancement of its urban forests. Trees provide a means of cleaning the air and water, as well as adding a visual aesthetic to Village life. Tree City USA status provides the Village the opportunity to educate and generate publicity for its urban forestry program.

The four core standards for becoming a Tree City USA include having a tree board or department, developing and implementing a tree care ordinance, having a community forestry program with an annual budget of at least \$2 per capita, and having an Arbor Day observance and proclamation.

Source: National Arbor Day Foundation

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- Stress the benefits of urban forestry to the public, including via a greater Web mention on Tree City USA and urban forestry issues.
- Utilize all available resources to develop and maintain the quality of the village’s urban forest, including continuing to obtain urban forestry grants from WIDNR.
- Require street terrace trees in new developments and street reconstruction projects, per the village’s Complete Streets policy and zoning and subdivision regulations.

6.5.5. Encourage and Articulate Efforts as a Green Tier Legacy Community and Water Star Community

The village is one of several “Green Tier Legacy Communities” and “Water Star Communities” in Wisconsin. The mission of a Green Tier Legacy Community is to move continuously toward a sustainable future through initiatives that promote environmental stewardship, economic growth, public health, and social equity. The purpose of the Water Star Community program is to guide, inspire, and recognize communities that take exemplary actions to protect, improve and enhance their local waters. The village seeks to better develop and communicate what specifically it means for Weston to be a Green Tier Legacy Community and a Water Star Community. The other initiatives in this chapter help advance the village’s stance. Other ideas include refining the village’s recycling program and providing incentives for “green building” techniques.

The village seeks to expand awareness and appropriate use of its single-stream recycling program, introduced in 2014. While the program has proven a success, one challenge occurs when garbage mistakenly is added to the new recycling cart—contamination that can slow down the recycling process. Continued observance of November’s America Recycles Day provides an annual opportunity to increase resident knowledge and understanding of the importance and impact of the village’s recycling program. In 2014, this included a contest that addressed the contamination issue by providing prizes for households that demonstrated perfect execution of the new sorting system. Future contests may expand effective resident participation in the recycling program.

Sustainable Building Case Study

As a method of encouraging sustainable building practices, municipalities throughout the country have developed programs to incentivize construction and remodeling of housing units to promote the use of green or sustainable technology.

For example, Boulder, Colorado’s Green Building and Green Points Program includes a combination of requirements and incentives for builders to:

- Recycle excess construction materials.
- Preserve mature trees.
- Use geothermal, solar, or other renewable energy technologies.
- Include ventilation techniques that involve open spaces and natural airflow.
- Install Energy Star rated appliances.
- Use environmentally preferred or locally sourced building materials.

Source: Green Building and Green Points



The village supports legislative changes to enable local communities to require sustainable building techniques as part of building permit issuance. The village will also explore incentives, such as building permit fee reductions, for builders and developers who utilize green or sustainable building techniques that go beyond building code minimums, such as green/vegetative roofs. Some ideas are provided in the sidebar to the right. This style of building appeals to many homeowners and building managers who seek healthier, more energy-efficient buildings. Builders who utilize these techniques can benefit by reducing their exposure to certain harmful building materials, as well as creating a niche in the building market for their expertise.

6.5.6. Communicate and Uniformly Implement Environmental Regulations

The village is responsible for administering an array of regulations designed to protect the environment and private property from flooding and other natural disasters. The village is mandated under State law to regulate development in floodplains, shoreland areas, wetlands in shoreland areas, and wellhead areas within the village limits.

Village-administered environmental regulations, summarized as follows, are also available for further review as parts of the village's Municipal Code of Ordinances at www.westonwi.gov/260/Municipal-Code. The Village Planning and Development Department is responsible for administering these regulations. Department staff can identify on a site-by-site basis whether any unique review processes or standards apply.

- **Erosion Control and Stormwater Management.** The village's stormwater management and erosion control regulations are within Chapter 86, Article 5 of the Municipal Code. These regulations are designed to reduce the impacts of new development on the area's waterways, particularly during storm events. Marathon County enforces its own erosion control and stormwater management regulations in the village's extraterritorial jurisdiction and in other town areas. Depending on size and geographic area, development projects may also be subject to WIDNR erosion control and stormwater management plan review and standards—regardless of whether the project is within the village or its extraterritorial jurisdiction.
- **Floodplain.** The village's floodplain regulations are within Chapter 94, Article 7 of the Municipal Code. The intent of the regulations is to limit development and filling in floodplain areas within the village limits to minimize the effects of flooding on private property. Weston must maintain floodplain regulations within its village limits to enable property owners in the floodplain to be eligible for flood insurance. Marathon County enforces its own floodplain regulations in the village's extraterritorial jurisdiction and in other town areas.
- **Shoreland.** The village's shoreland zoning regulations are in Chapter 94, Article 8 of the village's Municipal Code, which applies to all shoreland areas within the village. These regulations include a 75-foot building setback from waterways and minimum lot dimensions within the shoreland area. The shoreland area is comprised of all lands within 1,000 feet of all lakes and ponds, and 300 feet from all rivers and streams (or from their floodplain, if greater). Marathon County enforces its own shoreland regulations in the village's extraterritorial jurisdiction and in other town areas.
- **Shoreland-wetland.** The village is required by State law to limit the alteration of wetlands of five acres or greater within the designated shoreland area in the Village limits. The village's shoreland-wetland regulations are within Chapter 94, Article 9 of the Municipal Code. Marathon County enforces its own shoreland-wetland regulations in the village's extraterritorial jurisdiction and in other town areas. State and federal regulation of wetlands,



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administered by the WIDNR and the U.S. Army Corps of Engineers, is stricter and more inclusive of all wetlands throughout the village and its extraterritorial jurisdiction.

- **Wellhead Protection.** To implement the village's State-mandated wellhead protection plan, the village adopted into Section 94.6.03 of its zoning ordinance the WHP Wellhead Protection Overlay district. This district is applicable to municipal well recharge areas within the village limits and the extraterritorial zoning area. The WHP district is intended to protect groundwater quality and promote the health, safety, and general welfare of municipal water users through land use regulation.
- **Other Village Environmental Regulations.** There are other provisions of village zoning (Chapter 94), subdivision (Chapter 74), and other ordinances that are designed to identify and preserve different elements of the natural environment.

The village will work to communicate these regulations to property owners, developers, and its town zoning partners early in the development review process, and to apply them uniformly. This will enable decisions and adjustments to be made before significant expense is made.



Chapter 7: Parks and Recreation

- Guide village decisions on acquisition and development of parks, trails, and other recreational facilities
- Serve as the Village’s Comprehensive Outdoor Recreation Plan (CORP) for grant purposes

The village provides several settings for residents and visitors to recreate and relax. The village intends to maintain its existing parks and trails, and also to adapt, expand, and connect them in response to evolving demographics and interests. Weston’s recreation system serves as an economic driver, increasing resident attraction and tourism. The village seeks partnerships with the D.C. Everest School District, Marathon County, and local groups to advance its recreational system vision.

Priority Parks and Recreation Initiatives



Initiative <small>(Follow links for further details)</small>	Description	Funding/ Partnerships	Responsibility
<u>Improve Yellowbanks Park as a Nature-based Gathering Spot</u>	The village’s vision for Yellowbanks Park features an accessible pier, improved canoe/kayak launch, new bathrooms and shelters, expanded disc golfing, and better connections between the park areas north and south of the Eau Claire River.	State Stewardship and Federal LAWCON (River Protection and Enhancement Grants); Marathon County Environmental Impact Fund; Partnerships with disc golfing and watersports interests; utility	Parks Superintendent, with assistance from the Planning and Development Director and direction from the Parks and Recreation Committee on a master plan. Collaboration with Public Works and Utilities Department.
<u>Advance a Recreational Center on Weston’s South Side</u>	The village intends to build on recreational lands south of Highway 29 to increase local recreational opportunities, reduce demands on other village parks like Kennedy Park, and advance tourism-related development. This area south of Highway 29 is slated to include tournament-ready softball and baseball fields, fishing and other passive use areas, bicycling, and playground facilities.	State Stewardship and Federal LAWCON for land acquisition; Tax Incremental Financing; Marathon County Environmental Impact Funds; Partnerships with non-profit recreational organizations, the D.C. Everest School District, Marathon County, and others	Parks Superintendent, with guidance from the Village Administrator, Parks and Recreation Committee, and Village Board, in collaboration with Public Works and Utilities and Planning and Development Departments
<u>Improve Accessible Facilities in Village Parks</u>	The village has a shortage of fully accessible park space. As upgrades to parks are contemplated, playgrounds and other recreational facilities should be designed to accommodate users of varying abilities. In addition, developing a “boundless playground” would offer an exciting place for children of all abilities.	Volunteer support can be used to reduce installation expense; Collaboration with School District on “boundless playground,” and naming rights in exchange for large monetary donation	Parks Superintendent, subject to the approval of the Parks and Recreation Committee and Village Board
<u>Develop and Maintain an All-season Multi-use Trail Network</u>	Trails should connect neighborhoods with parks, shopping, and jobs. Regional linkages enhance experiences and economics. The village will support State and County’s efforts to finish the Mountain-Bay Trail and build a trail to Rothschild.	State Stewardship and Federal LAWCON; WisDOT TAP-21; Marathon County Environmental Impact Funds; “Complete streets” funding; MPO and local cycling group collaboration; Developers	Parks Superintendent, in collaboration with Public Works and Utilities Department and Planning and Development Department

7.1. Purpose

The Village of Weston recognizes the importance of providing quality recreational experiences for its residents and visitors. To achieve these experiences, parks and other recreational sites must be conveniently located, interconnected, provide a variety of recreational opportunities, and possess natural and site characteristics that unlock those opportunities. In turn, a complete recreational system helps attract and retain residents and serves as a springboard for community and economic development.

As the village has grown and demographics and interests have changed, the demand for recreational space and activities has increased and become more diverse. This suggests a need to improve existing facilities, provide additional and different facilities, and respect the natural resources that characterize the village's recreational spaces. Limited fiscal resources also affect decisions to modify or improve the park and recreational system.

This chapter serves as the village's "comprehensive outdoor recreation plan," in combination with the Parks and Recreation chapter of Volume 1: Conditions and Issues. It is intended to guide decisions on the acquisition and development of parks, natural resource areas, trails, and other recreational resources in the village. Its particular focus is on village-owned facilities, but facilities run by other governmental and private entities are also considered, as is collaboration with these other entities. School-based recreational facilities and private and non-profit recreational facilities are shown on Map 7-2.

The adoption of this chapter by the Village Board, and subsequent approval by the Wisconsin Department of Natural Resources (WDNR), makes the village eligible for the subsequent five years to pursue funding through the Federal Land and Water Conservation Fund Program (LAWCON), the State Acquisition and Development of Local Parks Program (ADLP), the Urban Greenspace Program, and through other State grant-in-aid programs under the "Stewardship" umbrella.

Historically, the village has had its "comprehensive outdoor recreation plan" as a separate, stand-alone plan from its Comprehensive Plan. For this cycle, the village decided to combine these plans into one document to assure coordination, aid in implementation, and capture opportunities that cross categorical areas of community development. There are particular linkages between the recommendations of this chapter and those in the Land Use, Economic Development, Housing and Neighborhoods, Intergovernmental Cooperation, and Implementation chapters. A successful and integrated park and recreational system is critical for the Village to achieve its overall vision.

Top 10 Reasons to Enhance Recreational Opportunities

1. Promote physical activity, which is critical to maintaining human health.
2. Improve moods and enhance mental wellness.
3. Increase value of nearby properties.
4. Provide buffer and respite from continuous suburban development.
5. Provide wildlife habitat.
6. Facilitate social interaction for community cohesion and pride.
7. Provide locations for organized activities for all ages.
8. Associated activities provide a refuge of safety for at-risk youths.
9. Provide outlets for people with disabilities to actively engage in the community.
10. Embody Wisconsin tradition of preserving public lands for all.

Edited from "The Erosion of Our Communities: Cutting Parks and Recreation" written by Steven J. Thompson, CEO, Wisconsin Park & Recreation Association



State law requires comprehensive plans to be updated at least once every 10 years. Comprehensive outdoor recreation plans must be updated at least once every 5 years, meaning that this chapter will need to be updated twice as often as the remainder of the Comprehensive Plan. As described in the Implementation chapter, there is also an annual cycle to consider amendments to this Comprehensive Plan, within which park and recreational system information and directions may be amended. Each of these amendments should be forwarded to the WIDNR.

7.2. Goal

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

7.3. Objectives

1. Correlate park and recreational opportunities with community growth and evolving interests and demographics.
2. Provide places for traditional summer sports, along with alternative and all-season recreational opportunities.
3. Link park and recreational system development with community, economic, utility, transportation, and tourism development for mutual benefit.
4. Collaborate with other public, non-profit, private entities on recreational facilities.

7.4. Policies

1. Address emerging interests in non- and less-organized sports and other alternative and passive recreational activities in a manner that recognizes that tastes and trends will likely change again in the future. 
2. Repurpose parks with developable land or facilities that are outdated or underutilized, in order to meet emerging recreational needs and interests.
3. Add all-season (winter) recreational opportunities to the community, particularly in existing parks and corridors.
4. Preserve, enhance, and celebrate natural resources as a component of park and recreational system development and to serve growing interests in passive recreational activities. 
5. Collaborate with public entities like the D.C. Everest School District, Marathon County, the Wausau Area MPO, and adjacent communities on the delivery of recreational facilities and trail connections. 
6. Collaborate with non-profit and private entities with a mission and interest in developing recreational facilities or co-hosting events in the Weston area. 
7. Factor in and attempt to quantify the tourism and other economic benefits of proposed park and recreational facilities as part of the development phase.
8. Pursue revenue-generating recreational activities, which can aid the development of new facilities and the maintenance of existing ones.
9. Develop an appropriate and equitable user fee system to help offset maintenance and operation costs.

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10. Pair recreational facility development with other planned village improvement projects, such as utilities and roads, wherever practical.
11. Use the village's capital improvements program as a guide to direct planned recreational facility development in conjunction with other capital needs.

7.5. Facility Acquisition and Development Initiatives

The following sections further describe the implementation priorities included on the cover page of this Chapter, and other initiatives the village may undertake or promote concerning the development and acquisition of new and existing park and recreational facilities.

7.5.1. Improve Yellowbanks Park as Nature-Based Gathering Spot

The Yellowbanks Park site has long been identified as a place for park facility redevelopment, improvement, and expansion—focused around its attractive and active riverfront and wooded setting.

Yellowbanks Park is a 52.8-acre community park straddling the Eau Claire River. Originally a County park, Yellowbanks Park remains a popular location for area residents. Its more developed north bank includes pit-toilet restrooms, two open-sided shelters, two paved parking lots that service each shelter, a drinking fountain, picnic tables, grills, children's playground equipment, sand volleyball court, and informal launch for paddlers. The south bank currently includes an 11-hole disc golf course served by a parking lot, and is on Weston utility-owned land. The two sides of the park are connected by the Camp Phillips Road bridge on the east end, which includes a multi-use path.

At time of writing, the Village was engaged in a process to prepare a master plan for redevelopment and expansion of Yellowbanks Park. Once complete, the master plan will be built around a detailed map to highlight proposed changes, using the preliminary opportunities depicted in Map 7-1 as a starting point. In order to properly guide installation, the Yellowbanks Park Master Plan should also include a phasing schedule and construction cost estimate. This type of information assists with capital improvement planning and grant applications.

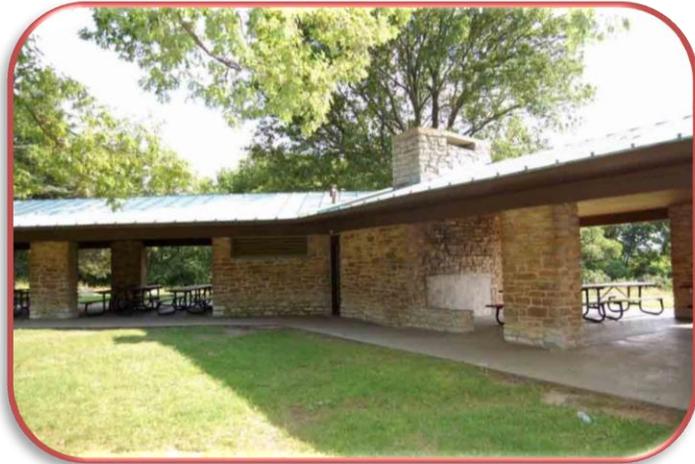
Suggested components of Yellowbanks Park improvement include:

- Disc golf course improved, potentially including a new parking lot, and eventually expanded to an 18-hole, tournament-ready facility.
- Installation of an accessible kayak and canoe launch near the restored embankment.
- A new parking lot associated with the launch and restored beach, possibly relocating the current volleyball court.
- Coordination with public utility needs, possibly including a new public works facility, well and well house on the south bank, and extension of public water and sewer to the Park.
- New combined shelter/bathroom/storage/ maintenance facilities on both sides of the River, replacing existing, outdated facilities. The well house on the north side of the Park may also be combined with this facility.



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- Improved and expanded playground equipment, possibly including the “boundless playground” described later in this chapter.
- Informal playfields in the area of the existing parking lot north of the River.
- New landscaping.
- Improved trails into wooded areas and along the riverfront. While the Central Wisconsin Offroad Cycling Coalition still identifies Yellowbanks Park as a potential site for an off-road mountain biking course, there are significant space, use conflict, and soil constraints here. See the further discussion of siting opportunities later in this chapter.
- If possible, improved access between the north and south parts of the park via a dedicated bike and pedestrian crossing over the Eau Claire River.
- Explore opportunities for park expansion. The Girl Scouts of the Northwestern Lakes own property directly west of Yellowbanks Park, north of the Eau Claire River. This property is not currently listed by the Girl Scouts as actively used site. If it becomes available for acquisition, it could provide a means of park expansion. There are also two other camp sites in the immediate area – Camp Phillips Boy Scout Camp and YMCA Camp Sturtevant.
- Coordination with the ANR gas pipeline easement that runs north to south through the park. The type and extent to which new facilities can be built will be impacted by proximity to this easement and subject to the limitations it imposes. Generally, parking is an acceptable facility in the easement, but buildings are not.



Combined park facilities can be designed for multiple purposes and to blend with natural surroundings.

Map 7-1 on the following page will guide park master planning and village decision making related to Yellowbanks Park.



Adopted: October 3, 2016

7.5.2. Improve Kellyland Community Park for Multi-generational Recreational Use

Kellyland Community Park is a 105.6-acre community park complex in the northcentral part of the village. Kellyland Park includes as components the 40-acre Weston Dog Park on a remediated landfill and a 20.6-acre area along the Eau Claire River, formerly known by some as the Callon Nature Area. The northern component contains an open play area, children's play equipment, a basketball court, horseshoe pits, four soccer fields with bleachers, an open shelter, picnic tables, benches and grills, a restroom, two unpaved parking lots, and a paved parking lot that also services the Weston Dog Park component to its south. The Weston Dog Park includes picnic tables, benches, a small dog exercise area, and beginner-level dog agility course obstacles. It is a popular Wausau area dog park destination.

At time of writing, the village was also engaged in a process to prepare a master plan for redevelopment and expansion of Kellyland Community Park. Map 7-2 on the following page will guide park master planning and village decision making related to Kellyland Community Park.



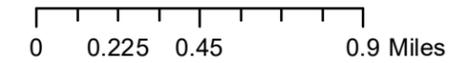


Future Parks and Recreational Facilities

Adoption Date: 10/03/2016

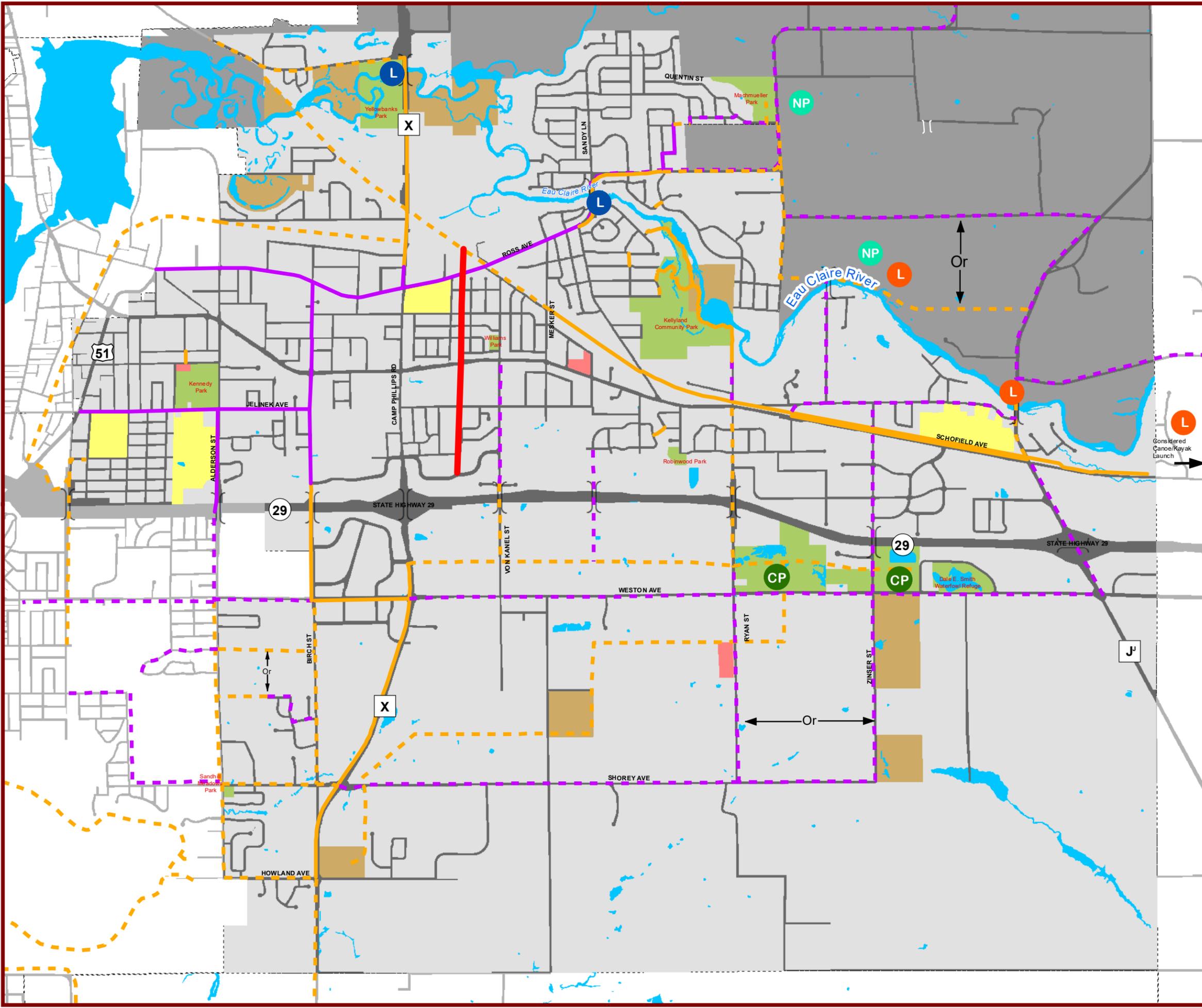
Map Date: 09/07/2016

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
- Surface Water
- Existing Facilities**
- L Canoe/Kayak Launch
- Off-Road Trail
- On-Street Bike Connector
- Municipal Buildings
- Public Parks
- Privately Owned Recreational Facilities
- Public School Recreational Facilities
- Future Facilities**
- L Canoe/Kayak Launch
- NP Neighborhood Park
- CP Community Park
- Off-Road Trail
- On-Street Bike Connector
- Conceptual Snowmobile Connection



7.5.3. Advance a Recreational Center on Weston's South Side

There are existing recreational facilities near Weston Avenue, south of Highway 29, including the Crane Meadows Golf Course, Dale E. Smith Waterfowl Refuge, and Weston Trap Club. The area also has natural features such as ponds, wetlands, and wooded areas; associated limitations to private development; and excellent regional access via the Highway 29/J interchange.

The village intends to build on these recreational lands and natural amenities south of Highway 29 to increase local recreational opportunities, reduce demands on other village parks like Kennedy Park, and advance tourism-related development. Initiatives include:

- **Regional Sports Complex.** At time of writing, the Village was pursuing development of a sports complex in the Weston Avenue corridor. The complex would expand recreational opportunities for residents of Weston, residents of nearby communities, and tourists. This, in turn, can drive business and tourism development (see sidebar).

Currently, athletic fields in Weston are scattered in parks that are either crowded (Kennedy) or less accessible for regional use (Robinwood and Machmueller). One proposed element of the Regional Sports Complex is a set of baseball and/or softball fields, and a set of hockey rinks, each designed to host school and league tournaments. The village in 2016 acquired additional lands south of Highway 29 near Zinser Street that are suitable for sports field use. There is an unmet demand for tournament space in the area, particularly for girls' fast pitch softball. Teams currently travel to Stevens Point (33 miles), Lake Hallie (100 miles), Rhinelander (68 miles), and Wisconsin Dells (111 miles) for tournaments. Since tournaments often stretch over two or more days, affordable overnight accommodations are needed and available in Weston.

Other facilities would be combined on the same site as the baseball and/or softball fields and/or hockey rinks. These include the "boundless playground" described later in this chapter, or a smaller playground. Sports complexes often include large playgrounds as complementary facilities, providing captivating places for children to play while a parent or older sibling is playing ball.

Economic Impact of Recreation Attractions

Since their operational costs often exceed their revenues, a budgetary analysis of investments in parks and recreation departments often reveal little return on investment. This is a simplistic view, since the return on investment is often seen in the community rather in a municipal budget.

Economic impact analyses reveal the impact of tourism generated by park attractions, such as festivals or sports tournaments. These analyses find that these attractions can be major drivers of economic health.

While most significant recreation centers generate economic activity, tourism can be difficult to measure, as its impacts overlap in several industries, such as retail and hospitality. Also, as a note of caution, such analyses often only measure gross economic benefits. Infrastructure and events costs, for example, can negate the positive benefits otherwise made by offering an attraction.

Source: National Recreation and Park Association

- **Prohaska Family Nature Center.** The village in 2016 also acquired an approximately 90-acre parcel east of Ryan Street and north of and Weston Avenue, most of which has been known as the Prohaska Tree Farm. This property is wooded and has six ponds.
- **Off-road Cycling Facility.** Additionally, the Prohaska Family Nature Center or other south side lands could become home to an off-road mountain bicycling facility, likely in conjunction the Central Wisconsin Off-Road Cycling Coalition (CWOCC). See the extended discussion later in this chapter about mountain biking facilities.



This preliminary concept plan illustrates how a major sports complex could be developed on Weston's south side.

These recreational ideas for Weston's south side may proceed independently or in concert. In either case, the village will seek collaboration and partnerships with a variety of organizations. These may include the D.C. Everest School District, Marathon County, the Wausau Region Chamber of Commerce, youth and adult softball and baseball organizations, CWOCC, and current golf course and trap club owners. The village will also seek funding associated in the form of grants, specifically Stewardship/LAWCON for land acquisition.

7.5.4. Improve Accessible Facilities in Village Parks

Many of Weston's park facilities are aging and have not kept pace with the phenomenal growth seen in Weston over the past 20 years. Further, handicapped accessible facilities, now required under the Americans with Disabilities Act (ADA), are generally lacking in Weston. The ADA specifically requires that "each service, program or activity conducted by a public entity, when viewed in its entirety, be readily accessible to, and usable by, individuals with disabilities." Finally, modern and dynamic park facilities are a key component of resident attraction to a community.

The village endeavors to make all park facilities barrier free, meeting the intent of the ADA. The village will work to upgrade its existing park and playground facilities to meet accessibility standards when opportunities present themselves. Several of the potential projects for each of the parks, presented on the maps in this chapter, will improve accessibility once implemented. As new park equipment and facilities are built, they will be designed to be barrier free and accessible to all park users.

Adopted: October 3, 2016

In collaboration with others in the community, the village also desires to site and develop a “boundless playground.” Playgrounds that provide children of varying abilities a range of experiences that allow them the developmental and physical benefits of unstructured play are often called accessible or boundless playgrounds. The idea for a boundless playground has support and interest from both the village and D.C. Everest School District. Partnering with the School District could help with funding and maintenance of the eventual site.



**Conceptual rendering of a “boundless playground” in Weston
(Source: Park & Play Structures, 2010)**

Boundless playgrounds also provide access for children in wheelchairs and accommodates for other disabilities as well. The United States Access Board guidelines stipulate that children limited by wheelchairs and other disabilities should not only have access to playground equipment, but be able to play with it with minimal assistance. Ramps and decks, though they provide a way to navigate the play structure, are not considered play components. Swings, playhouses, and slides, as examples, are considered play components. Providing these elements makes a playground inclusive for children of all abilities.

The village will seek partnership with the School District, private donations of time and money, and grant dollars if available in the siting, development, and maintenance of the boundless playground.

There are several sites in Weston being considered for the boundless playground site. These include Yellowbanks Park, the possible Regional Sports Complex described in Section 7.5.3, the Weston Elementary School site, and Kellyland Community Park. The benefits and limitations of each of these sites are listed in Figure 7-1.

The Weston Elementary School site is preferred. The site provides good access to the community and support from the School District administration. Until 2014, the Village maintained an ice rink at Weston Elementary School. The Village has since decided to abandon the rink at this location, choosing instead to focus on the ice rink located at Kennedy Park. Accessible to both a school parking lot and Sternberg Avenue, the general area of the former ice rink would seem suitable for a boundless playground.

Figure 7-1: Opportunities and Constraints for Potential Boundless Playground Sites

Site	Opportunities	Constraints
<u>Weston Elementary School</u> (preferred site)	+ Open and flat land + Proximity to school + Support from school officials + School may generate interest from more donors + Walkable from nearby neighborhoods + Center of population and activity	- Expected traffic increases on nearby streets - More complex intergovernmental relations - Potential time-of-day use restrictions during school year - Crossing improvements on nearby streets warranted
<u>Yellowbanks Park</u>	+ Known and popular site in community + Cross-benefits with other on-site recreational offerings	- Space competition with other facilities & easements - Not a nature-based activity - Location on northwest part of community - School support questionable
<u>Regional Sports Complex South of Highway 29</u>	+ Cross-benefits with other on-site recreational offerings + Regionally accessible	- Not walkable - Other competing land demand - May be more long-term than other options - School support questionable
<u>Kellyland Community Park</u>	+ Land availability in underused soccer fields + Central location + Available parking	- School support questionable - Not highly visible - Other uses being considered for underused soccer fields - Park geared towards older residents - Potential conflicts between dogs and young children

7.5.5. Develop and Maintain an All-season Multi-use Trail Network  

Within Weston, there are several local and regional multiuse, off-street trails. Such trails provide for bike and pedestrian access. Depending on surfacing and corridor width, some also provide access for in-line skating, cross-country skiing, and/or snowmobiling. The village desires to interconnect existing trails to form a system, as represented in Map 7-2. Such an interconnected network will better connect neighborhoods with parks, shopping, and jobs. Further, regional links beyond Weston’s boundaries and loops will enhance experiences and economic activity. Where possible, new trails should use existing environmental and utility corridors. Recommended efforts include:

- **Mountain-Bay Trail Completion.** The Weston Municipal Center is the current western terminus for the 83-mile Mountain-Bay State Trail. The village intends to support the County and State partners, whose task it is to complete the remaining stretch of Mountain-Bay Trail west to Rib Mountain (which provides part of the trail’s name) and to Wausau. There are areas along and parallel to the trail that the village has paved in order to accommodate pedestrians.



These sections of the trail are not part of the official Mountain-Bay Trail. Connections to the local street network should be provided wherever possible. Support facilities and amenities along the trail are also advisable, such as bike storage and maintenance racks and informational kiosks. The village has developed a special zoning district to guide development along the trail to assure compatible adjacent development.

- **Eau Claire River Trailhead Improvements.** There have been issues between trail users and residents living on Ryan Street, near the south entrance to the trail. The area would benefit from a more defined parking area, which is currently unpaved and not organized to handle more than a handful of vehicles. The north entrance to the trail is currently underutilized, and construction of a more formal entrance at Kellyland Park could relieve some of the congestion seen at the southern entrance. Expanding the trail to include an internal loop may also be desirable. Finally, a better connection from the parking lot to the actual trail at either end of the trail should alleviate issues between property owners and trail users.
- **Eau Claire River Trail Extension.** The village's trail along the Eau Claire River is a local attraction and recreational centerpiece. The village has been exploring opportunities to extend this trail to the east and west along the River corridor. In places, the trail may need to utilize existing streets and bridges where public lands or easements are unavailable. Safely and conveniently getting cyclists and pedestrians to the River Trail from existing neighborhoods is also a priority. Support facilities and amenities should be provided along the trail route.
- **Southwest Off-Road Trail Extensions.** As seen on Map 7-3, the village intends to extend the Birch Street multi-use path from Weston Avenue to Shorey Avenue. At the Birch/Shorey intersection, several connections are advised, including a southern connection to Howland Avenue, an eastern connection to Camp Phillips Road, and a western connection to Alderson Street. The Alderson Street extension would provide a logical link to the Rothschild trail network. At a minimum, sidewalks separated from the street pavement in this area are advised.
- **Other Regional Connections.** The 2007-2012 Marathon County Comprehensive Outdoor Recreation Plan suggests creating a Wausau to Weston connection along the Northwestern Avenue rail corridor. The village has anticipated this addition by including a proposed route on Map 7-3, and will work with the County to achieve this connection. Also depicted on the map are proposed off-street paths leading to proposed on-street connectors as planned by the neighboring communities of Kronenwetter and Rothschild. Thus, the proposed off- and on-street routes in Weston contribute to connecting many municipalities within the Wausau metro area.
- **Snowmobile Trail Connections to Mountain-Bay.** In winter, snowmobile trails are a popular form of entertainment and recreation. They are also a significant driver of winter tourism. Weston is part of a larger snowmobile network. The village includes several logical starting points to access the snowmobile trails, particularly the Mountain-Bay Trail. The village will seek to improve linkages within the village limits, such as providing a better linkage between the Mountain-Bay Trail and the hotels and other amenities along Highway 29, perhaps by working with ATC to use its power line easement, and by providing more ways to cross the Eau Claire River if possible. Providing and assigning designated parking spaces at trail access points in places like the Weston Municipal Center, possibly with a nominal fee to offset costs, will help drive trail usage.



- **Eau Claire River Water Trail.** The village desires to expand use of the Eau Claire River for canoeing, kayaking, tubing, fishing, and swimming. To maintain a successful water trail, navigability during most times of the year is key, including the maintenance of sufficient water flow and the cleaning of woody and other debris. Other potential barriers, such as bridges and underpasses, need to be considered. Map 7-3 shows potential locations for water trail launches, some of which are used informally today. Launches should be designed with a firm surface for launching (despite changes in sedimentation levels), a launch area of 15 to 25 feet long and 6 to 12 feet wide, slopes of not more than 15 percent (or 8.33 percent to meet ADA accessibility standards), and water level of at least two feet. Also, handrails or other support structures, including step-down designs or ropes, help paddlers balance their weight during put-in and take-out. Launches should also be accompanied by convenient parking areas. Trailhead signs and bridge underpass signs installed along the water trail also would provide users an easy way to identify progress along the trail and ease when finding their destination.

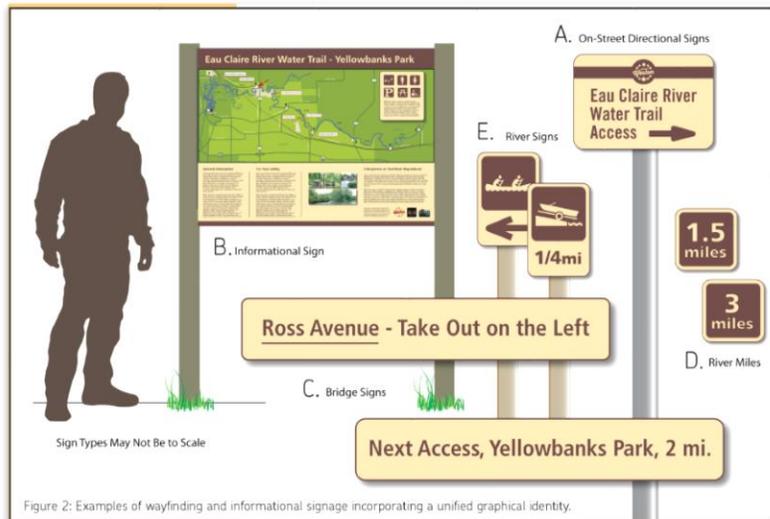


Figure 2: Examples of wayfinding and informational signage incorporating a unified graphical identity.

Providing signs along the water trail will help users with navigation.

7.5.6. Collaborate on Development of an Off-Road Bicycling Facility

The Central Wisconsin Off-Road Cycling Coalition (CWOCC) desires to make the Wausau area a regional mountain biking destination. The official designation being sought is as an International Mountain Biking Association (IMBA) Ride Center. The IMBA Ride Center designation represents IMBA's Model Trail recognition for large-scale mountain bike facilities that offer something for every rider. CWOCC believes that the Wausau area is ideally positioned among existing Ride Centers, and contains the amenities to meet the IMBA's criteria. The Village of Weston supports CWOCC's efforts to get the Wausau area accredited as an international mountain biking destination.

CWOCC has identified Weston as a potential collaborator on its mountain biking master plan and desire to be an IMBA Ride Center, and the village has mutual interest. This master plan envisions a regional series of trail sites located in various municipalities, with different sites geared toward different types of users and terrain. Each trail site should be within a 30-minute radius from a designated geographic spot in the Wausau area.

Potential Weston sites for such a course include the 40-acre D.C. Everest School Forest on Heeren Street, Yellowbanks Park, and the Prohaska Family Nature Center or other lands south of Highway 29. CWOCC has already completed some preliminary analysis for each site, summarized in Figure 7-2 on the following page.

Figure 7-2: Opportunities and Constraints for Off-Road Bicycling Sites in Weston

Site	Opportunities	Constraints
<u>Prohaska Family Nature Center</u> (preferred site)	+ Adjacent to other recreational opportunities + Easy access from Highway/29/J interchange + Regional accessibility + Develop trail for snow bike use, allowing for usage in most seasons + Ideal siting for a “gateway” trail	- Power and pipeline easements may limit where trails could go
<u>Yellowbanks Park</u>	+ Suitable site area and terrain, including pump track + Available public space + Known and popular site in community + Cross-benefits with other on-site recreational offerings + Adjacent to existing off-road trail	- Could be significant space competition with other existing and planned facilities and easements, which would require master plan to sort through - Potential conflict between activities, notably disc golf versus cyclists - Likely opposition from local disc golf group - Sandy soils at the site may be susceptible to erosion
<u>D.C. Everest School Forest - Heeren Street Site</u>	+ Suitable site area and terrain + Several stakeholders may assist share costs and responsibilities	- Potentially incompatible uses and user groups. - Planned trail loop extends into privately owned land - Rural location not ideal - Wetlands and power line easement may impede sustainable construction - School District not supportive

Regardless of location, the village (or the School District) and CWOCC would have detailed roles to play in site development, operation, and management, which would be formalized by agreement. The village (or School District) could function as the land manager and be responsible for major site infrastructure and land acquisition, where applicable. CWOCC would fundraise, develop, and maintain the trails; develop appropriate signage; and provide seasonal opening and closing dates.

CWOCC’s 2013 long-range plan for mountain biking for the Wausau area includes the following recommendations for areas seeking IMBA designation, which Weston supports:

- **Bicycle Parking.** Installing bike racks in each site would provide secure parking for residents and visitors. A set of bicycle parking recommendations from the Association of Pedestrian and Bicycle Professionals (APBP) can be found in Figure 7-3, which are advisable both for mountain



biking sites and village-wide. The amount of space needed for a bike rack, and how to determine good bike rack designs are included in those guidelines.

Figure 7-3: Bicycle Parking Guidelines

Bicycle Parking Guidelines
A summary of recommendations from the Association of Pedestrian and Bicycle Professionals

- 1) **Bicycle Parking Space Size, Access Aisles, and Vertical Clearance**
 - a) Required bicycle parking spaces shall be at least 2 feet by 6 feet.
 - b) An access aisle of at least 5 feet shall be provided in each bicycle parking facility.
 - c) Such space shall have a vertical clearance of at least 6 feet.

- 2) **Bicycle Rack Design**
 Structures that require a user-supplied locking device
 - a) shall be designed to accommodate U-shaped locking devices, & support the bike frame at two points.
 - b) All lockers and racks must be securely anchored to the ground or the building structure to prevent the racks and lockers from being removed from the location.
 - c) The surfacing of such facilities shall be designed and maintained to be mud and dust free.

- 3) **Bicycle Rack Location on Site**
 - a) Bicycle parking facilities shall be located in a clearly designated safe and convenient location.
 - b) The design and location of such facility shall be harmonious with the surrounding environment.
 - c) The facility location shall be at least as convenient as the majority of auto parking spaces provided.

Examples of Bicycle racks that do not meet the design requirements above:



Grid or Fence Style Racks



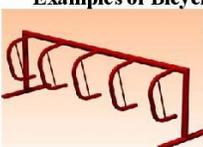
Wave or Ribbon Style racks



Racks that hold the bike by the wheel with no way to lock the frame and wheel to the rack with a U-lock



Examples of Bicycle racks that do meet the design requirements above:



Madrax Spartan Rack



Madrax Sentry Rack

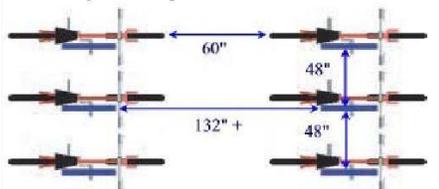


Dero Campus Rack



Saris City Rack

Layout for inverted-U type rack installation, two bicycles to be parked on each inverted-U.





#127003
Inverted-U Type Racks



Dero Bike Hitch



Saris Post & Ring



Dero Swerve Rack

If you have questions about whether a particular bicycle parking rack you are considering using meets these requirements, please contact NCWRPC planner: Fred Heider, AICP at fheider@ncwrpc.org. (Rev. 6-2014)

Layout created by City of Madison

Adopted: October 3, 2016

- **Bike-friendly Lodging.** Specific bike facilities at each hotel are important when enticing people to visit the local trails. At least 25% of available rooms/hotel sites should be “bicycle-friendly” within the region near the Ride Center. In addition to outdoor parking facilities (described above), hotels, motels, and campgrounds should have bike washes, secure bike storage, and/or allow bikes in rooms.

7.5.7. Expand Recreational Facilities for the Aging Population

Weston’s population aged 55 and over has increased faster than other age groups over the past decade, which is expected to continue for the next 20 or so years. Many of the facilities in Weston’s parks do not offer much for this group of residents. The village, therefore, desires to offer recreational amenities that provide an aging population with new ways to exercise and enjoy Weston’s park system.

An expanded trail network, advised above, is one way that the village can grow recreational opportunities for the senior population. This will particularly be the case if trails can be expanded into locations that provide other passive recreational opportunities, such as birding and fishing.

Pickleball is game that combines elements of badminton, tennis, and table tennis. It uses a badminton court but a lower net like tennis. These elements, combined with the use of a wiffle-type ball, makes for an alternative to tennis or other high impact sports that is easier on the body. It is gaining in popularity among all ages, but has a particular enthusiasm among active seniors. The Badger State Games had its 2014 pickleball tournament at Greenheck Fieldhouse. A pickleball league is also hosted there. The City of Wausau has four pickleball courts.



Pickleball is played in teams and can be played outdoors or indoors.

The village endeavors to site outdoor pickleball courts in the community. At the time of writing, the best site for development of pickleball courts in Weston is Kellyland Park, potentially to replace a soccer field. The soccer fields here are no longer heavily utilized. Existing parking and the compatible dog park and trail uses also support Kellyland as a location for additional senior-oriented activities like pickleball. Machmueller Park may also serve as another appropriate village-owned site for pickleball. Other potential locations include the Aspirus YMCA, which may be able to provide space for outdoor courts given their interest level. The YMCA already provides programs for active seniors. Another appropriate general location, mindful of the need for physical activities within walking distance of existing senior living centers, would be near Camp Phillips Road and Weston Avenue.

7.6. Operational Initiatives

The following sections include initiatives designed to assure the safe and efficient operation of Weston's park and recreational facilities. These initiatives may seem basic and generic compared to the site-specific initiatives previously discussed, but they are essential for the upkeep and maintenance of the village's park system. Maintaining an adequate staff to maintain the park system is also a priority. The village will add new staff as practical.

7.6.1. Provide Sustainable Funding for Weston's Parks

The village will develop sustainable funding and cost-control mechanisms for park and recreation acquisition, development, program operation, and management. The village will also utilize this Chapter's maintenance program recommendations as a guide to establish annual operational budgets.

An appropriate and equitable use fee system will help offset maintenance and operations costs. Some programs already issue fees for services, such as the summer and after school programs and admission to the Aquatic Center. Creating more revenue generating activities, or applying fees to other group and individual users of parks, would help assure that those benefitting from the parks pay a fair share.

Other potential funding mechanisms include:

- Requiring payment in lieu of dedication of parkland (where no land is desired) and/or park development or impact fees on new development in order to meet future needs for space and facilities.
- Encouraging developer-installed trails and recreational facilities in dedicated parks or as components of their developments are also a way to expand and pay for park facilities.
- Utilizing the capital improvements program as a guide to establish yearly park capital budgets.
- Pursuing the development of revenue generating recreational activities, which can aid in the development of new facilities and/or the maintenance of existing facilities
- Pursuing grant funding through State and Federal programs, and through the County's Environmental Impact Fund, which can aid in the purchase or development of desired park system improvements.
- Realizing the potential for donations to aid in park system development, including naming rights.

7.6.2. Develop Formal Joint Use Policies

At time of writing, the village charged all user groups for field use or requires the group to invest in the fields. Developing more formal joint use policies among the village, D.C. Everest School District, Wausau /Central Wisconsin Convention and Visitor's Bureau (WCWCVB) and recreational associations would help develop, maintain, improve, and expand Village park facilities in a cost-effective manner. These policies often take the form of agreements outlining the revenue and maintenance needed for park facilities that receive use from multiple parties.

7.6.3. Improve Park Security

Park facilities should be designed to maximize user security and minimize the probability of vandalism. This includes providing adequate visibility to and from active use areas, lighted (where appropriate) to provide safety at night, and utilizing materials that are vandal resistant and safe. The village will maintain a surveillance and monitoring program to promote safe use in parks and reduce the opportunity for vandalism. Also, existing park facilities will be evaluated and upgraded, as necessary, to provide adequate security and safety.

7.6.4. Improve Playground Safety

The village will identify and replace all playground equipment that does not meet Consumer Product Safety Commission (CPSC) or American Society for Testing and Materials (ASTM) International safety guidelines. The village will also provide a safe “fall zone” directly under play equipment and within the use area around the play equipment. Commonly used resilient surfaces are sand, pea gravel and bark or wood chips, to a depth of 10 to 12 inches. Additionally, to meet ADA requirements, resilient rubber or a similar product provides safe, barrier-free access to transfer points on the play equipment.

7.6.5. Incorporate WiFi into Park Shelters

As presented in the Broadband Technology Plan in Volume 3, residents desire more widespread wireless internet access throughout the village. Offering wireless capabilities in park shelters with proper security is one way of providing that access in places that receive consistent and concentrated public use. It is also a tool to market Weston as a connected community. Wireless networks will have a filter for appropriate use and a time limit for users in order to prohibit loitering and inappropriate usage. The village will focus on high-traffic parks like Kennedy, Yellowbanks, and Machmueller for WiFi access.

7.6.6. Promote Private Providers of Recreation

The Village of Weston will continue to collaborate with other providers of recreation, but will not itself develop recreational programming. The village also relies on other providers to meet certain recreational space needs in the area. For instance, no park in the village system has tennis courts, but a sufficient number of tennis courts are provided by the D.C. Everest High School. Similarly, the village lacks indoor recreational facilities, but a private market already exists through the School District and other providers. The village has no plans to provide recreational programming or indoor facilities beyond what already exists.

7.6.7. Execute Specific Improvement Plans for Each Existing Park

The village has an attractive array of existing neighborhood and community parks that will require maintenance and may warrant improvement. These include Yellowbanks Park and Kellyland Community Park, which are targeted for more extensive improvement and is described earlier in this chapter. The following is an overview of the other parks in the village’s system, depicted on Map 7-3 and described more fully in the Conditions and Issues volume of the Comprehensive Plan:

- **J.F. Kennedy Park** is a 38.8 acre, heavily developed and utilized community park on the village’s southwest edge, directly north of D.C. Everest High School. Kennedy is home to the Weston Aquatic Center, which serves residents from Weston and nearby communities. Kennedy Park also has three baseball diamonds; two irrigated, regulation sized soccer fields; one sand volleyball court with permanent standards; two horseshoe pits; one lighted hockey rink; one lighted open skating rink and warming house with restroom facilities; an 8,000 square

foot concrete skate park; one open sided shelter building; two freestanding permanent restroom buildings; two children's play equipment areas; an unstructured open play area; two small sledding hills; picnic tables; grills and benches, and approximately 250 parking stalls divided among four paved parking lots and two unpaved lots.

- **Machmueller Park** is a 32.1-acre park community park on Weston's



The Weston Aquatic Center is one of several heavily utilized facilities in Kennedy Park.

northeast side, along the border with the Town of Weston. The town participated in the purchase of a portion of Machmueller Park, but has generally not been responsible for the general maintenance or the improvements that were completed at this Park (except for fencing on the tee ball baseball fields). Machmueller's facilities include children's play equipment, a Little League baseball field, three tee ball fields, one regulation sized soccer field with bleachers, a large open play area, a "born learning" trail for young children, a walking path with fitness course, an open shelter, picnic tables and grills, a paved road into the park, and a large paved parking lot.

- **Robinwood Park** is a 5.1-acre neighborhood park with a Little League baseball diamond, children's play equipment, a basketball court, open play areas, an open shelter, picnic tables and grills, two paved parking lots, and restrooms.
- **Sandhill Meadows Park** is a 2-acre neighborhood park with a children's play equipment area, a soccer field, a volleyball court, a basketball hoop, an open shelter, grills, restrooms, and a paved parking lot.
- **Williams Park** is a 2.5-acre neighborhood park with a sand volleyball court, an open play area, children's play equipment area, picnic tables, grills, benches, and approximately seven off-street lighted parking stalls in an unpaved lot.

The village will continue to perform systematic, routine maintenance of these parks and their equipment. Routine maintenance is considered to be the routine repair and upkeep of existing park facilities, such as painting a shelter building. Routine maintenance of park facilities does not appreciably increase the value or usefulness of the park, and is traditionally funded through the Parks, Forestry & Recreation Department's operations budget. This includes replacing old and deteriorating recreation equipment, and meeting federal and industry guidelines as practical.

Capital improvements to a park are the addition of labor and materials that improve the overall value and usefulness of that park. Capital improvements are designated and funded individually through segregated municipal funds. Non-routine maintenance of park facilities, such as replacing a playground or upgrading a toilet facility to be barrier free, usually would be considered a capital improvement.

Capital improvements are generally ranked according to their importance and priority in the overall development of the park. Improvements to existing facilities will usually rank the highest in

Adopted: October 3, 2016

the capital improvements program, while new facilities are usually ranked lower. Improvements that correct health and safety hazards are always highly-ranked.

The maps on the following pages provide potential capital projects that the village may undertake for each existing park, aside from Yellowbanks Park and Kellyland Community Park, which are addressed earlier in this chapter because the expected investments are greater. Included are projected costs of most proposed capital projects, in 2014 dollars.

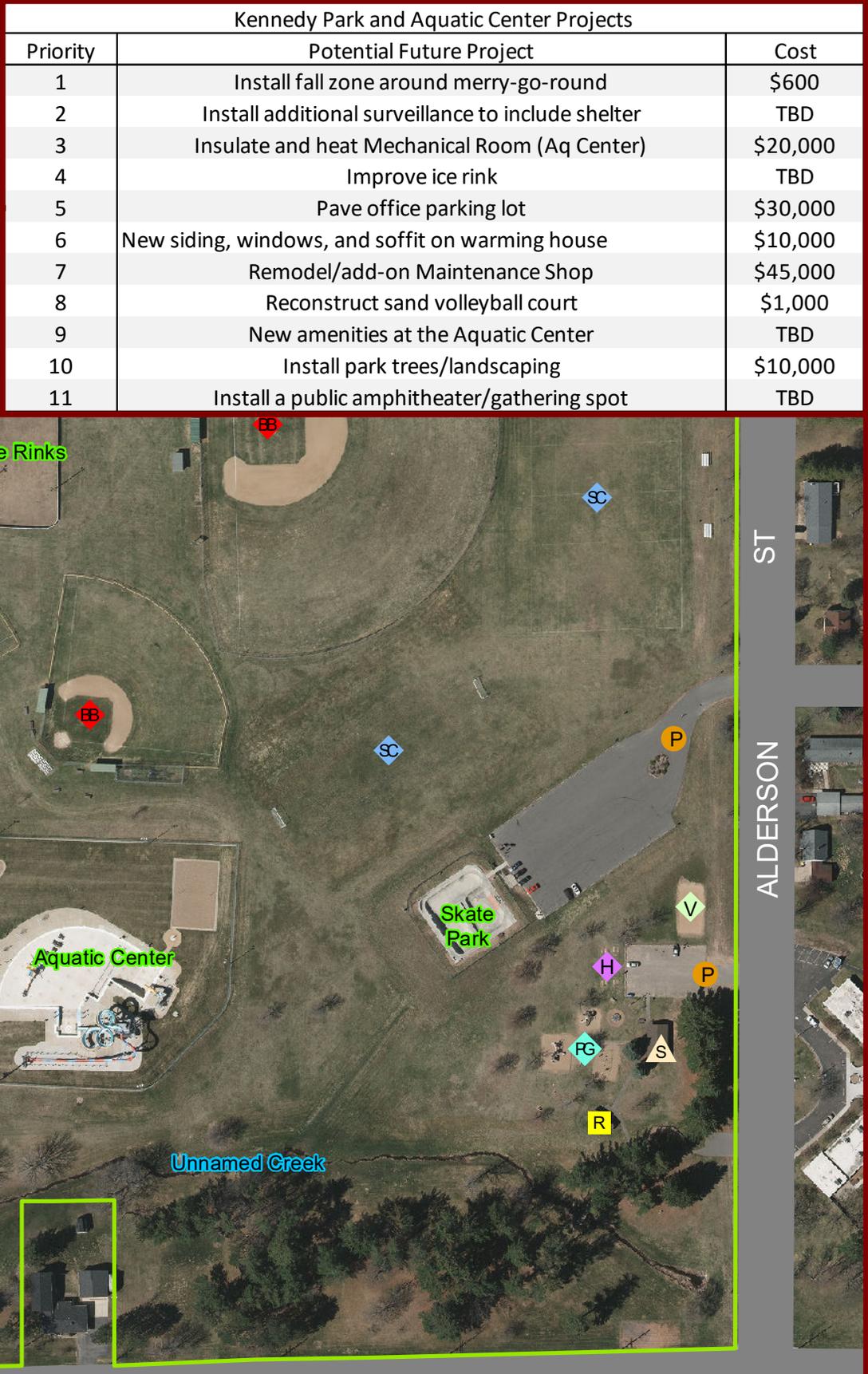
7.6.8. Pursue Further Parkland Acquisition in Conjunction with Community Expansion

In addition, Map 7-3, earlier in this chapter, identifies two potential additional neighborhood parks to the north of the Eau Claire River, east of the current village limits. As the planned residential development in that area occurs, the village anticipates obtaining 5 to 10 acres in each location through developer dedication. For the first potential park site, access to the Eau Claire River is preferred. Neighborhood park development should include active and passive short-term recreational opportunities, such as a ball field, accessible playground, and shelter. The second potential site would be adjacent to Machmueller Park.



Kennedy Park and Aquatic Center Projects

Priority	Potential Future Project	Cost
1	Install fall zone around merry-go-round	\$600
2	Install additional surveillance to include shelter	TBD
3	Insulate and heat Mechanical Room (Aq Center)	\$20,000
4	Improve ice rink	TBD
5	Pave office parking lot	\$30,000
6	New siding, windows, and soffit on warming house	\$10,000
7	Remodel/add-on Maintenance Shop	\$45,000
8	Reconstruct sand volleyball court	\$1,000
9	New amenities at the Aquatic Center	TBD
10	Install park trees/landscaping	\$10,000
11	Install a public amphitheater/gathering spot	TBD





**Village of Weston
Comprehensive Plan**

7-4

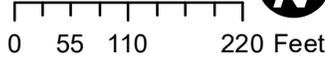
Legend

P Parking	FG Playground	SC Soccer
R Restrooms	V Volleyball	H Horseshoe
S Shelter	BB Baseball	 Parkland

John F. Kennedy Park

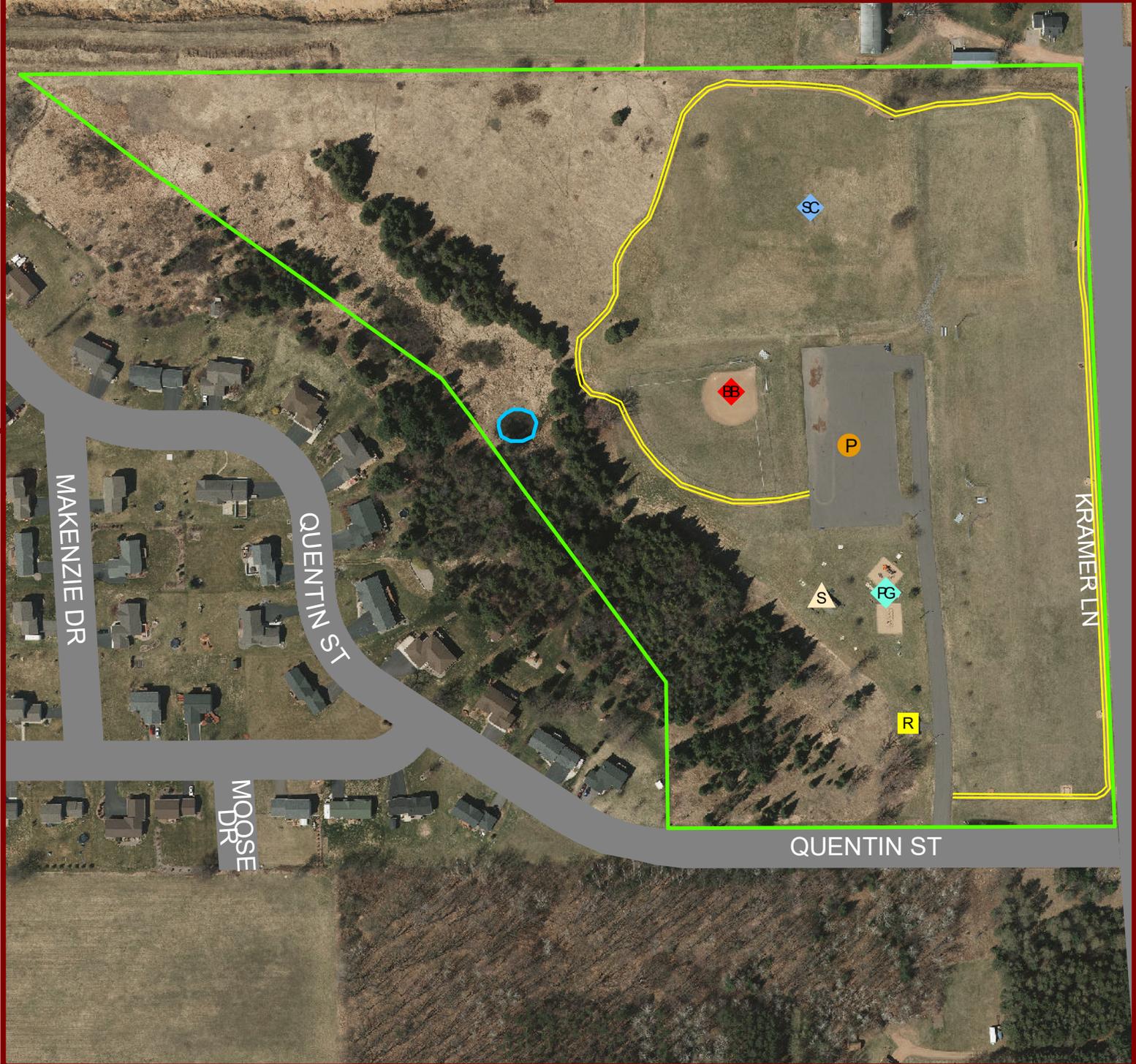
Date: 08/16/2016
Adoption Date: 10/03/2016
Created by the Village of Weston
Tech. Services Department





Vilas E. Machmueller Park

Priority	Potential Future Project	Cost
1	Install volleyball court	\$2,000
2	Install basketball court	\$5,000
3	Install Pickleball courts	\$3,000
4	Install park trees/landscaping	\$2,000
5	Expand parkland	TBD

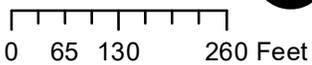


Village of Weston
Comprehensive Plan 7-5

Vilas E. Machmueller Park



Date: 08/14/2016
 Adoption Date: 10/03/2016
 Created by the Village of Weston
 Tech. Services Department



Legend

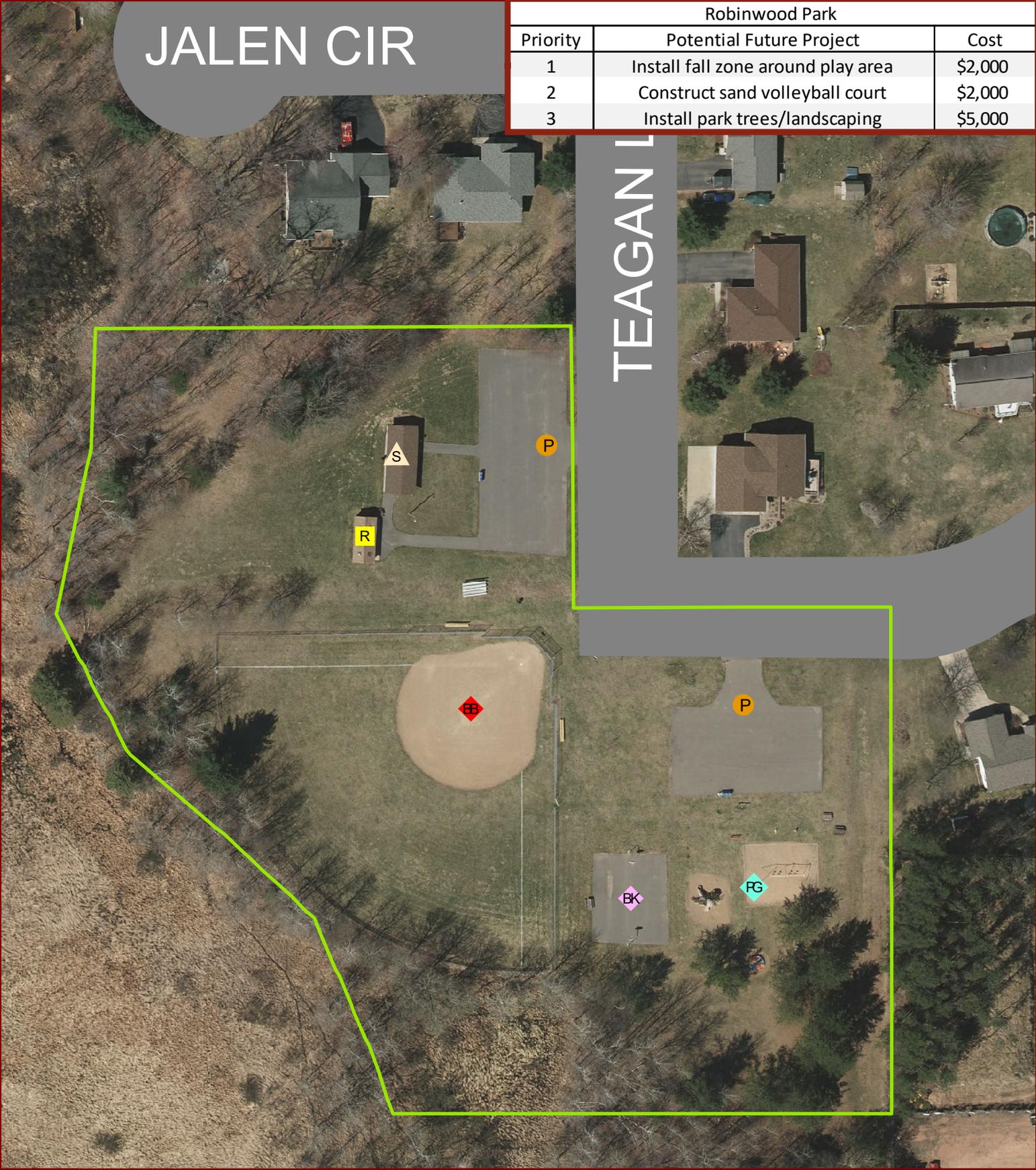
- P Parking
- FG Playground
- Fitness Trail
- R Restrooms
- BB Baseball
- Parkland
- S Shelter
- SC Soccer
- Surface Water

JALEN CIR

Robinwood Park

Priority	Potential Future Project	Cost
1	Install fall zone around play area	\$2,000
2	Construct sand volleyball court	\$2,000
3	Install park trees/landscaping	\$5,000

TEAGAN L



Village of Weston Comprehensive Plan

7-6

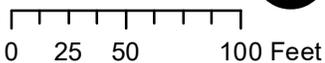
Legend

- P Parking
- ◆ FG Playground
- Parkland
- R Restrooms
- ◆ BB Baseball
- ◆ BK Basketball
- ▲ S Shelter

Robinwood Park



Date: 08/13/2016
Adoption Date: 10/03/2016
Created by the Village of Weston
Tech. Services Department



SHOREY

Sandhill Meadows Park		
Priority	Potential Future Project	Cost
1	Install fall zone around merry-go-round	\$600
2	Reconstruct sand volleyball court	\$1,000
3	Install park trees/landscaping	\$5,000



Village of Weston Comprehensive Plan

7-7

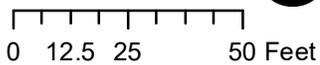
Legend

- Parking
- Restrooms
- ▲ Shelter
- ◆ Playground
- ◆ Soccer
- ◆ Volleyball
- Parkland

Sandhill Meadow Park

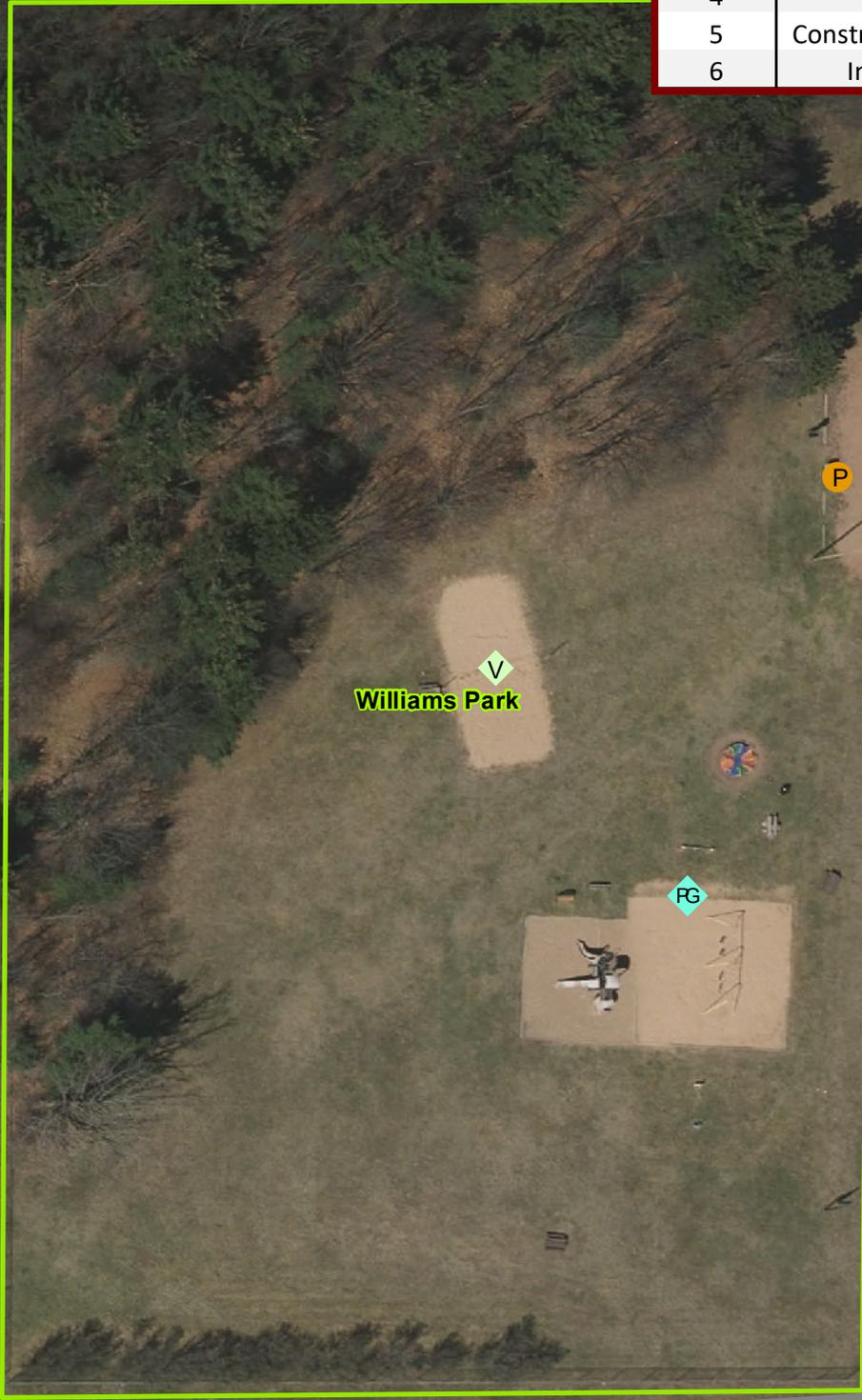


Date: 08/13/2016
Adoption Date: 10/03/2016
Created by the Village of Weston
Tech. Services Department



Williams Park

Priority	Potential Future Project	Cost
1	Install play equipment for 2 - 5 year olds	\$30,000
2	Install fall zone around playground	\$1,500
3	Reconstruct sand volleyball court	\$1,000
4	Pave parking lot	\$3,000
5	Construct a small shelter w/bathrooms	\$40,000
6	Install park trees/landscaping	\$5,000



KANEL ST



Village of Weston
Comprehensive Plan

7-8

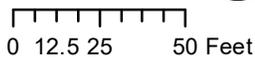
Legend

- Parking
- Playground
- Volleyball
- Public Parks

Williams Park



Date: 08/13/2016
Adoption Date: 10/03/2016
Created by the Village of Weston
Tech. Services Department



Chapter 8: Community Facilities and Utilities

- Identify priority public infrastructure projects coordinated by the village
- Provide a capital improvement program for utility system efforts

The village provides an array of public facilities, services, and utilities. While invisible when properly functioning, efficient and functional utilities and services are critical to quality of life and community development. The village strives to meet resident and business service expectations, while maintaining reasonable rates, fees, and taxes.

Priority Community Facilities and Utilities Initiatives



Initiative (Follow links for further details)	Description	Funding	Responsibility
<u>Prioritize Improvements via a Capital Improvement Program</u>	The Village of Weston will prepare in 2016, update, and maintain a Capital Improvement Program (CIP). Completing a CIP will guide village improvements to public facilities and infrastructure over the next 5 to 10 years.	For CIP projects: utility fees and charges, impact fees, developer-installed improvements, assessments, taxes, borrowing, grants, tax incremental financing	Director of Public Works & Utilities, under the direction of the Property and Infrastructure Committee, Finance Committee, and Village Board
<u>Maintain a Clean and Plentiful Water Supply</u>	Water quality is critical to community health and well-being. The village will manage and protect its water supply to meet the needs of new development and maintain a supply that serves the needs of homes and businesses.	Utility fees and charges, impact fees, taxes, grants, partnerships with state and regional agencies	Director of Public Works & Utilities, under the direction of the Property and Infrastructure Committee and Village Board
<u>Implement Master Plans for Municipal Facility Sites</u>	The village, in 2016, will complete a master planning process for all of its facilities and sites, which house village departments and functions. The purpose is to address problem areas, make sure short-term investments and repairs fit within a long-range plan, and deliver services in the best manner to Weston residents and businesses.	Study to be funded from local property taxes. Funding for implementation of plans could come from a variety of sources, including grants.	Director of Public Works & Utilities, under the direction of the Property and Infrastructure Committee, Village Board, and Village Administrator

8.1. Purpose

Community facilities and utilities provide day-to-day services that residents and businesses need to engage in healthy, productive, and profitable endeavors. Weston’s mix of newer and older areas—often built with rural infrastructure—provides unique challenges that this chapter addresses.

8.2. Goal

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.

8.3. Objectives

1. Provide and support services and facilities for a quality living and working environment.
2. Coordinate utility and community facility systems planning with land use, transportation, natural resources, and intergovernmental planning.
3. Plan for an orderly extension and improvement of municipal utilities and facilities within planned development areas (see Map 3-1).
4. Maximize use of, and excess capacity within, existing utilities and facilities where available.

8.4. Policies

1. Ensure that the village’s utility systems have adequate capacity to serve existing customers.
2. Promote utilization of existing utility capacity, such as by encouraging development that makes use of existing sewer, water, and road infrastructure (i.e., infill).
3. Provide the ability for utility systems to accommodate projected future growth, but do not overbuild so that present residents do not carry costs of unused capacity.
4. Invest in technologies and infrastructure solutions that reduce costs, promote resource stewardship, and protect the environment. 
5. Except by intergovernmental agreement, extend village sewer and water services only to areas within the Village of Weston limits and Sewer Service Area.
6. Limit the placement of new holding tanks and private septic systems through Section 94.3.03(13) of the village’s Zoning Code.
7. Work with neighboring communities to ensure that collaborative agencies—such as SAFER, Everest Metro Police Department, and public works and utility departments—provide appropriate services and have adequate staffing, facility, and equipment capacity. 
8. Collaborate with the D.C. Everest Area School District on projects of mutual interest, and ensure the District is aware of community growth issues that may impact schools. 
9. Implement and require progressive stormwater management, and collaborate with others such as the North Central Wisconsin Stormwater Coalition. 
10. Combine utility and community facility projects with other village and intergovernmental projects, like roads, parks, and broadband wherever practical. 

8.5. Initiatives

The following pages further describe the priorities included on the cover page of this chapter, and other initiatives the village may undertake or promote.

8.5.1. Prioritize Improvements via a Capital Improvement Program

Starting in 2016, the Village of Weston intends to prepare, update, and maintain a Capital Improvement Program (CIP). The CIP will guide village improvements to public facilities and infrastructure over the next 5 to 10 years. The CIP will balance factors like current infrastructure condition, impact on community and economic development, effects of deferring improvement, state and federal mandates, project cost, and funding and financing availability. The CIP will also need to fit within overall village budget and fee/taxing capacity.

Organizing a CIP will ideally allow the village to take on some larger projects, such as those listed in Chapter 4: Economic Development. Figure 8-1, along with similar figures in the Parks and Recreation and the Transportation chapters, will influence what the village includes in its official CIP. Figure 8-1 includes some elements that are not typically considered municipal responsibilities or capital improvements, but are required to be addressed in a Comprehensive Plan under Wisconsin Statutes.

What is a Capital Improvement Program (CIP)?

A CIP is a community planning and fiscal management tool used to coordinate the type, location, timing, estimated cost, and financing of public capital improvements over a multi-year period. As opposed to operating expenditures or minor facility maintenance, capital improvements are major, non-recurring expenditures in fixed facilities. Often such facilities warrant borrowing to spread the expense of a project with long-term benefit over multiple years.

A CIP is intended to guide annual municipal budgeting. It is a working document, which should be reviewed, amended, and extended annually to reflect changing community needs and funding opportunities.

Figure 8-1: Identification and Timetable for Community Facilities and Utilities Projects

Public Infrastructure Category	Projected Improvement Timeframe ¹	Recommendations ²
Water Supply	See Capital Improvements Program (CIP) when completed	<ol style="list-style-type: none"> 1. Undertake water system projects included in the pending CIP 2. Complete a condition assessment of existing infrastructure and operation and maintenance needs, including a comprehensive water quality study and master plan to address supply needs 3. Pursue opportunities to loop water supply mains to enhance probability of a continual supply of fresh water to users
Sanitary Sewer	See CIP when completed	<ol style="list-style-type: none"> 1. Undertake sewer system projects included in the pending CIP 2. Complete a condition assessment of existing infrastructure and operation and maintenance needs, including Capacity, Management, Operation, and Maintenance Plan (CMOM) 3. Identify/address local needs in unserved neighborhoods and future areas during Wausau Area Sewer Service Area Plan update
Solid Waste Disposal	Before December 31, 2018	Renew/rebid contract, currently with Advance Disposal Services, when set to expire
Recycling	Contract renewal/rebid before December 31, 2018	<ol style="list-style-type: none"> 1. Renew/rebid contract when set to expire 2. Continue to monitor and advocate the village's "One and Done" program for recycling carts 3. Investigate pilot food waste disposal cart program and other new and innovative ideas for recycling
Stormwater Management	As state and federal mandates require	<ol style="list-style-type: none"> 1. Comply with Wisconsin Pollution Discharge Elimination System (WPDES) sediment reduction requirement to extent practicable 2. Attempt to meet Total Maximum Daily Load (TMDL) requirements 3. Keep village ordinances and practices up to date
Hazard Mitigation	Every 5 years	Participate in updates to the County Hazard Mitigation Plan
Village Administration	2016-2020	Pursue and implement master plans for municipal facilities and sites; see Initiative 8.5.5 below
Fire Protection and EMS	Revisit agreement when warranted	Continue participation in the S.A.F.E.R. District
Police Protection	Revisit agreement when warranted	Continue participation in the Everest Metro Police Department
Library	As determined by Library System	<ol style="list-style-type: none"> 1. Support continued library service to Weston residents by the Marathon County Library System. 2. Weigh interest in a village library as part of the recommended municipal campus master planning process
Schools	As determined by School District	Work with D.C. Everest School District regarding shared resources and common goals
Telecommunications	As market or Village needs require	See village Broadband Technology Plan for objectives, policies, and programs
Medical Facilities	As market requires	Support growth of the Weston Regional Medical Center
Cemeteries	As market requires	Private parties will add to cemetery land as needed. Promote cremation as alternative.
Childcare Facilities	As market requires	Area child care facilities will expand to meet needs

- Notes:**
1. The Village Board may alter projects and timeframes based on a variety of factors, including other village priorities, the availability of grants or other unique opportunities, and the timing of development or other factors that affect the demand for such services.
 2. Completion of some of these improvements may affect the village's need to complete other recommended improvements.



8.5.2. Maintain A Clean and Plentiful Water Supply

Weston's water supply is a critical component of enabling residents and businesses to function in a safe and healthy manner. This broad initiative includes the following potential efforts that, cumulatively, would protect and enhance the quantity and quality of the village's water supply.

- **Conduct a Water System Study.** The village last reviewed its water distribution and storage capacity in 2008. Updating a water system study that takes into consideration current and future needs is advisable. It should address the various issues raised under this initiative.
- **Seek Possible New Water Sources as Opportunities Arise.** While its six functioning wells provide the village with a safe and sufficient supply of water today, Weston's expanding population and commercial areas will lead to increased demand. The village has acquired a new site on Camp Phillips Road near the Eau Claire River, with potential to develop a field of up to three wells. Additional well sites within the existing urbanized area in the Wisconsin River aquifer are not likely, due to land use conflicts related to wellhead protection requirements. Opportunities for further well sites may present themselves as urban development expands outward within the Eau Claire River and Big Sandy Creek drainage basins. Development of more regional water supply arrangements will also be explored.
- **Reduce Effects of Manganese and Iron in Drinking Water.** Manganese and iron are elements that occur naturally in many water supplies in central Wisconsin. These elements are currently not regulated as to any health affects under the federal Safe Drinking Water Act. However, manganese and iron can stain sinks and faucets, form deposits, and promote bacterial re-growth in the distribution system. This can lead to complaints and concerns over discolored water and water safety. The village's water treatment strategy has traditionally utilized a blended phosphate to reduce the tendency for precipitates to form, but this practice can promote bacterial activity. Longer term solutions may result from a recommended water quality study, which may advise iron and/or manganese removal at one or more well sites.
- **Support Implementation of the Wisconsin River TMDL Study.** The Wisconsin Department of Natural Resources (WDNR), together with partners throughout the Wisconsin River basin, aims to improve the basin's water quality, reservoirs, and tributaries. WDNR's Total Maximum Daily Load (TMDL) study and implementation plan provides a strategic framework for water quality improvements. The Village of Weston participates in this effort through its involvement with the North Central Wisconsin Stormwater Coalition—a collaborative effort of Wisconsin River basin communities. Weston's interest in improving water quality and activity in the Eau Claire River is an area of particular contribution to the Wisconsin River TMDL Study.
- **Invest in Automated Meter Reading (AMR) and Advanced Metering Infrastructure (AMI) Systems.** AMR/AMI systems provide advanced methods of retrieving water consumption and usage rates from customers. These systems include less opportunity for human error and less labor for meter reading. The labor formerly dedicated to meter reading can be re-directed to other operation and maintenance activities. AMR/AMI systems also provide customers a means of remotely monitoring their water use. Once implemented, the frequency of utility billing can be increased to monthly. Monthly billing and a customers' ability to access their own consumption information provide a more easily managed payment and greater opportunity to review and manage consumption.
- **Implement Stormwater Best Management Practices (BMPs).** BMPs for stormwater often use vegetation, soils, and natural processes and terrain to manage water, as opposed to piping and discarding stormwater as quickly as possible. BMPs include engineered and planted swales

along roads (see example below), deep tilling of construction sites, installation and maintenance of rain gardens, and preservation and use of natural drainageways in new developments. Major drainageways in and around the village are presented on Map 9-1. BMPs will be considered in village road and stormwater projects. In addition, the village's updated zoning and subdivision ordinances encourage and sometimes require BMPs. Chapter 86, Article V, of the village's Municipal Code, which establishes the village's stormwater utility for managing runoff, also includes general provisions for stormwater management. Beyond regulation, the village could provide incentives for stormwater BMPs. For example, stormwater utility charge reductions could be provided for those who install rain gardens or other infiltration techniques.



Example of a residential subdivision street plan where sidewalk and terrace trees were incorporated into the north side of the right-of-way and a vegetated "bioswale" was incorporated into the south side of the right-of-way.

- **Adopt Water and Sewer Main Extension Policies.** Such policies would encourage infill development and redevelopment in areas where these utilities already exist or are readily extended with minimal impact to other properties.

8.5.3. Address Infrastructure Needs in Older Neighborhoods and Other Areas Outside the Current Utility Service Area

Weston’s development pattern over the past five decades resulted in a patchwork of areas developed to different standards. In particular, residential subdivisions built in the then-Town of Weston, in the 1960s and 1970s, resulted in dense neighborhoods with rural infrastructure on lots averaging about 1/3 acre each. Many of these over 500 lots are still serviced by:

- Private well and septic systems, because these areas were at the time remote from the municipal water and sewer systems. Attempting to provide service was economically impractical. However, as the village has grown, these neighborhoods are now adjacent to municipal utility systems.
- Streets with a rural cross-section, including no curb and gutter and often with substandard pavement and base course materials and thicknesses.
- Primitive or non-existent stormwater management systems.

These lots are primarily confined to three distinct neighborhoods, generally referred to as Yellowbanks, River Bend, and Callon. Some have intermittent failing septic systems, which pose threats to human and environmental health. Some homeowners have also had to re-drill wells. There are also occasional and otherwise preventable flooding issues, and standing water and ice often unnecessarily degrades streets.

The village intends to engage in a process to decide which of these currently developed areas, and possibly other candidate areas, should be served with municipal water and sewer and other infrastructure improvements, and in what timeframe. This will aid property owners in deciding whether, and to what extent, to make investment in private septic systems and wells, in particular. The Wausau Area Sewer Service Plan will be updated in 2016, which provides an appropriate opportunity to consider these questions. It also provides an opportunity to coordinate with neighboring jurisdictions that may have similar issues.

The Rib Mountain Metropolitan Sewerage Service District’s (RMMSD) facilities are near capacity. RMMSD is in the midst of completing a facilities planning study. The village may be asked to contribute a larger share for capacity expansions if more areas are connected to the public sewer system.

Also, the village will work with property owners and its neighboring communities to assure that future generations do not have to deal with similar issues in other locations. Extending municipal sanitary sewer, water, stormwater management, and streets to future development areas—following annexation when necessary—is a major component of this approach.

8.5.4. Pursue Utility Agreements with Rothschild and Schofield

The Villages of Weston and Rothschild, in particular, have complex utility relationships near their shared border. Weston believes that more cost-effective solutions to water and sewer utility service between the two municipalities/utilities would benefit both, and more importantly, utility customers. Weston, therefore, advises a Weston-Rothschild intergovernmental utility agreement. Topics include matters associated with Weston’s well and distribution system that services the Foremost Farms facility in Rothschild, the 700+ Village of Rothschild customers who obtain water and sewer service from Weston, and how to handle any future connection requests in this area. This is also known as the “annexed area”—so named because the customers were originally provided service while in the Town of Weston and petitioned for annexation to the Village of

Adopted: October 3, 2016

Rothschild after being special assessed for utility service. Consistent utility ordinances, opening systems to one another with metering (smart water grid), and potential transfer of responsibilities are also of interest to the Village of Weston.

The Village of Weston also supports an intergovernmental utility agreement with Schofield, though the issues are not as numerous as with Rothschild. This second agreement could address water system interconnections, customers in one municipality served by the other's water service, and sanitary sewer along Ross Avenue.

8.5.5. Implement Master Plans for Municipal Facility Sites

The village intends to complete, and then implement, master plans for the Municipal Building and its site, its Kennedy Park facilities, its Ryan Street site, and the Public Safety Building housing the Everest Metropolitan Police Department and the Weston Station #2 for SAFER. The idea is to consider all of the sites on which the village has buildings in combination with one another. The plan for the Municipal Building and site will include the Public Works garage, and will consider the relocation of Parks operations from Kennedy Park, better access to the Mountain-Bay Trail, and potential interest in a library. The plan for the Kennedy Park facilities will include the Weston Aquatic Center.

At time of writing, the Village had begun engage a firm or firms with municipal architectural, construction, engineering, and site design expertise. The master plans will be built around detailed maps and building improvement plans that will highlight proposed changes. In order to properly guide implementation, the master plans will also include a phasing schedule and construction cost estimates. This information will assist with capital improvement planning and grant applications. At time of writing, the village's plan is to build a new municipal center or rehabilitate the existing building between 2018 and 2020.

8.5.6. Adopt a Dig Once and Joint Trench Use Policy

This initiative is described fully in the village's Broadband Technology Plan (in Volume 3), as are other objectives, policies, and programs that the Village supports to expand broadband internet service.



Chapter 9: Transportation

- Direct future transportation investments
- Link neighborhoods with jobs, shopping, and recreation
- Connect Weston with the metro area and beyond
- Support community and economic development via a dependable transportation network

The village will continue to develop and maintain its transportation network, collaborating with state, regional, county, and developer partners. Weston will maintain its roads and intersections to safe and functional standards. Improvements to existing roads and new roads will be focused on areas of greatest need and benefit. Connections to, from, and via Highway 29 are a priority for the Village's economic benefits. New and improved roads will be built as Complete Streets meeting motor vehicle, bike, and pedestrian needs.



Priority Transportation Initiatives

Initiative (Follow links for further details)	Description	Funding	Responsibility
Maintain the Function and Condition of the Village's Roadways	The village spent the past two decades building a sizeable inventory of roadways. Maintaining these roads is essential for commerce and daily transportation needs. Keeping existing roads in good condition and engaging in strategic improvements will take priority over new construction projects.	Bonding; Taxes; State Municipal Street Improvement Program; Participation with Marathon County on Camp Phillips Road, County Road J; Special Assessments; possible resort or wheel taxes	Public Works Director and Deputy Director, under the guidance of the Property and Infrastructure Committee, and with construction approval of the Village Board
Strategically Prioritize Transportation Facility Expansion Projects	The village will have limited resources for the foreseeable future to undertake major roadway projects. The Village will prioritize projects based on need, economic impact, and funding. Such investments will be undertaken in a manner that builds Weston's transportation system, in accordance with Map 9-1, the Future Transportation Map.	Bonding; Developer installation; State and federal construction funding, such as STP/Urban Funding and TIGER (for large projects); Taxes; Special Assessments; possible resort or wheel taxes	Staff team led by the Public Works Director, under the guidance of the Property and Infrastructure Committee, and with construction approval of the Village Board
Design the Village's Transportation Network for Different Users and Purposes	The village plans to design new and improved roadways as Complete Streets serving motorists, pedestrians, bicyclists, and adjoining neighborhoods. The village will also promote interconnected streets.	WisDOT Highway Safety Improvement Program; Developers; Taxes; TAP-21 Transportation Alternatives Program	Staff team led by the Public Works Director, under the guidance of the Property and Infrastructure Committee, and with construction approval of the Village Board

9.1. Purpose

The Village of Weston's transportation network provides safe and efficient linkages to and from its homes and businesses. Maintaining and improving highways, roads, sidewalks, and paths is critical for the area's economic health.

Weston's transportation challenge in the past 30 years has been a swift change from a quiet rural area to a growing suburban community. Roads were originally designed to service rural residential uses, but are now expected to do a lot more. This has created safety, congestion, and community appearance issues that this chapter seeks to address.

9.2. Goal

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.

9.3. Objectives

1. Maintain the village's road network in a way that prioritizes fiscal responsibility and safety.
2. Provide connections between village neighborhoods, job and shopping centers, schools, parks, and adjacent communities.
3. Collaborate with regional, county, state, and federal partners to connect Weston to the broader region.
4. Accommodate pedestrian and bicycle access in all transportation improvement and land development projects.

9.4. Policies

1. Provide and require Complete Streets with new and reconstructed roadways, per the discussion of Complete Streets later in this Chapter and the Village Board's Complete Streets policy.
2. Identify improvements to arterial and collector streets to allow better access from local streets to Highway 29, other communities, and the region.
3. Maintain a capital improvement program to prioritize major road and other public projects in the village, and contribute projects to the regional transportation improvement program.
4. Access state and federal transportation funding and partnerships to support the Village's priority transportation projects.
5. Participate in and encourage state, regional, county and intergovernmental transportation planning efforts that benefit the village.
6. Encourage and advance long-range planning for major highway improvements and interchanges.
7. Seek multiple purposes and benefits for transportation projects with each other, and with other initiatives the village is undertaking (e.g., path project that provides both transportation and recreation benefits, and provides access for maintenance of underground utilities).
8. Advocate for a "dig once" policy for roadway improvement projects, as described further in the Broadband Technology Plan included in Volume 3.



9.5. Initiatives

The following pages further describe the implementation priorities included on the cover page of this Chapter, and other initiatives the village may undertake or promote.



9.5.1. Maintain the Function and Condition of the Village's Roadways

Weston residents and businesses depend on local roadways for trips in cars, trucks, bikes, and on foot. In this era of diminishing fiscal resources for roads, the village will prioritize maintaining and, where necessary, rebuilding its existing roadways, based on objective measures and considering the needs of all users. Through timely maintenance and an appropriate level of reconstruction, existing roads can be maintained with modest investment. Conversely, deferring maintenance will be costlier to the village over the long term.

As part of this effort, the village will work with Marathon County and the Wisconsin Department of Transportation (WisDOT) to control access along arterial and collector roadways, applying adopted zoning and subdivision ordinance standards where there is local jurisdiction.

The village will continue to use its Pavement Surface Evaluation and Rating (PASER) system to help decide which of the existing roadways in the community should be resurfaced or reconstructed, as part of its annual budgeting and capital improvement programming process. Through PASER, the village assigns a condition rating between 1 (worst) and 10 (best) to each road in the village. The village's latest PASER ratings are included in Chapter 11 of the Conditions and Issues volume.

The village will consider a road for reconstruction once it has a PASER rating of 5 or lower. Other factors will include traffic volumes, safety issues, and economic development impact. PASER allows citizens and business leaders to understand the relative condition of "their road" compared to other roads in the village. Equally important, simply knowing the village has a fair and objective process for inventorying and programming needed road improvements helps minimize public criticism and opposition to needed investments.

What is an "Official Map"?

Villages are authorized under Wisconsin Statutes to adopt "official maps." Official maps have significant value beyond a Chamber of Commerce-type road map.

Cities and villages use Official Maps to show future highways and bypasses, other future arterial and collector streets, and suggested wider rights-of-way for some existing major streets. Official maps may also show other future public facilities where their location is known or critical, such as major components of the planned regional stormwater management system.

Official Maps provide unique authority. For example, a village may require that no building permits be issued within land shown for a future public facility on its Official Map. Additionally, a village may require that no land division may be recorded unless it conforms to the Official Map. When land development is proposed in an area of a facility shown on its adopted Official Map, a village may obtain or reserve land for that future facility through public dedication, public purchase, or reservation for future purchase. These provisions may apply within both the village limits and its extraterritorial jurisdiction.

9.5.2. Strategically Prioritize Transportation Expansion Projects

Map 9-1 is both the long-range Future Transportation Map and the Official Map for the village. Improvements suggested on this map will provide a more interconnected and efficient transportation network. Some projects identified on Map 9-1 will take years to realize, and in many cases, timing is linked to development of adjacent land. This includes the suggested road network northeast of the current village limits.



Village of Weston Comprehensive Plan

9-1

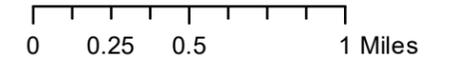
Future Transportation / Official Map



Adoption Date: 10/03/2016

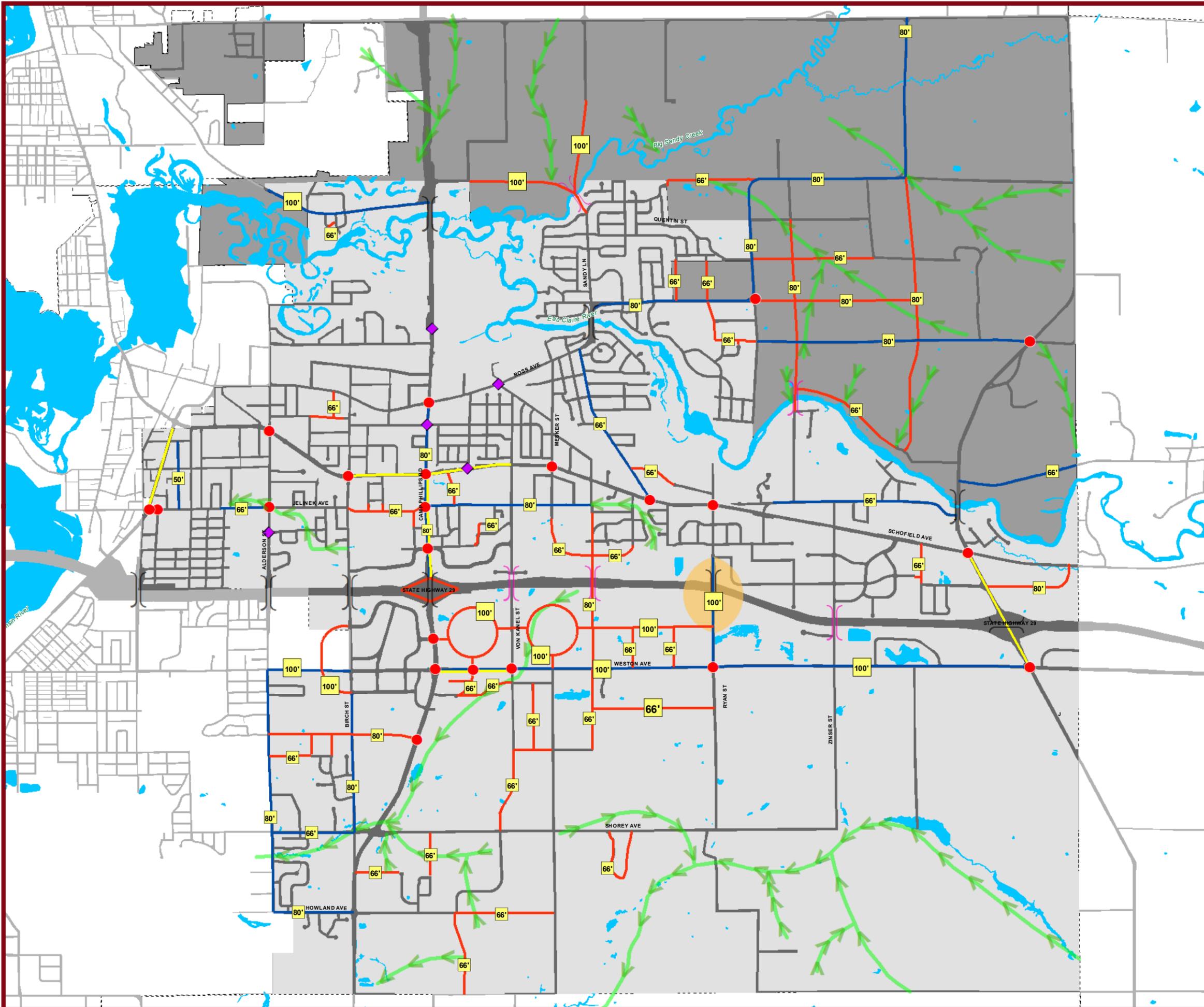
Map Date: 09/07/2016

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



The following are the most significant future projects suggested on this map. The village will work with the Wausau Metropolitan Planning Organization (MPO) to list these projects on the regional Long Range Transportation Plan.

- **Camp Phillips Road.** Improvements to Camp Phillips Road and the adjacent “corridor” are discussed in greater detail in the Camp Phillips Corridor Plan within Volume 3. Since Camp Phillips Road is also County Road X that intersects State Highway 29, the village will engage with the Marathon County Highway Department and WisDOT to improve the highway to serve both regional and local needs. Priorities include the intersection with Schofield Avenue, interchange ramps at Highway 29, and safety and streetscape improvements throughout. In the longer-term, Camp Phillips Road will warrant reconstruction. The village intends to obtain a wider road right-of-way when adjacent redevelopment occurs, in accordance with the recommendations on Map 9-1.
- **Weston Avenue.** Most of Weston Avenue, from County Road J to Camp Phillips Road, still has a rural cross-section that doesn’t differ much from when it served as a low volume town road. Eventual reconstruction of Weston Avenue as an urban roadway will connect growing economic development areas near the Highway 29/X and Highway 29/J interchanges, and serve emerging residential and recreational areas. The village intends to obtain a wider road right-of-way when adjacent development occurs here as well, in accordance with the recommendations on Map 9-1. The recommended right-of-way width would accommodate a divided roadway.
- **Ross Avenue and Kramer Lane.** Near the village’s northeastern edge, Ross Avenue and Kramer Lane currently provide access to the Sandy Meadows neighborhood and Machmueller Park. In the future, as presented in Chapter 3: Land Use, additional residential development is expected to the east and north. The intersection of these two roads is in need of nearer-term safety and community entryway improvements. These two roads will also require future expansion to address increasing vehicular, bike, and pedestrian traffic. Roadway projects here (and elsewhere) should coordinate the laying of conduit to encourage broadband expansion.
- **Possible Future Highway 29 Interchange at Ryan Street.** A new interchange would relieve growing congestion along Camp Phillips Road and elsewhere, facilitate redevelopment of older industrial and commercial areas between Highway 29 and Schofield Avenue, and promote recreational/tourism development south of Highway 29. The village intends to ask State and County officials to study the potential for a future interchange in this vicinity as a first step to its eventual development. As part of any study for a new interchange in this location, the village should implement streetscaping and work with area property owners to improve the appearance of the Ryan Street corridor.

Figure 9-1 lists the priority projects the village hopes to accomplish in the next ten years, typically with state, federal, and/or county assistance.

Some projects in Figure 9-1 have been in the Wausau MPO’s Transportation Improvement Program (TIP), while others are new initiatives identified in this comprehensive planning process. The Village should advocate MPO listing of all projects in the TIP, which makes them eligible for state and federal funding support. The village should use Figure 9-1 as a basis for listing projects in its own five-year Capital Improvement Program (CIP). The CIP has been suspended in recent years due to economic conditions. When implemented, the village spends \$300,000 to \$400,000 annually on road maintenance. The CIP also covers street reconstruction.



Figure 9-1: Village of Weston Priority Roadway Projects

Number	Description of Project	Recognized in Other Plans?
1	Camp Phillips Road, focused initially on intersection, safety, resurfacing, and streetscape improvements	Not yet
2	Replace westbound on-ramp and eastbound off-ramp at the Camp Phillips Road/Highway 29 interchange	Marathon County LRTP
3	Improve safety at major intersections, particularly along Camp Phillips Road and Schofield Avenue	Generally not yet
4	Improve bike and pedestrian facilities (e.g., bike lane, shared-use path) to Birch and Alderson Streets, with connections between the two along Weston Avenue	Wausau MPO Bike & Pedestrian Plan, TIP
5	Create or improve pedestrian infrastructure at Sternberg Avenue and Camp Phillips Road (near Weston Elementary), Alderson Street at Park Ridge Drive, Eau Claire Avenue at Camp Phillips Road, and Ross Avenue at Corozalla Drive	Wausau MPO Bicycle and Pedestrian Plan
6	Encourage WisDOT or Wausau MPO to study possible interchange at Ryan Street and Highway 29	Not yet
7	Reconstruct Ross Avenue, from River Bend Road to Kramer Lane (including Kramer intersection)	Town of Weston, TIP
8	Construct Northwestern Avenue extension to Sandy Meadow neighborhood	TIP
9	Construct road network within southeast quadrant of Highway 29 and Camp Phillips Road for retail development	TIP
10	Reconstruct Weston Avenue from Camp Phillips Road to Von Kanel Street, including streetscaping	TIP
11	Reconstruct Ryan Street from Weston Avenue to Commerce Drive	TIP
12	Reconstruct Weston Avenue from Birch Street to Alderson Street	Rothschild, TIP
13	Reconstruct Birch Street from Weston Avenue to Shorey Avenue	TIP
14	Reconstruct Jelinek Avenue from Alderson Street to Coronado Drive	TIP
15	Reconstruct Fuller Street from Ross Avenue to Schofield Avenue	TIP
16	Reconstruct Weston Avenue from Von Kanel to Ryan Streets, including streetscaping where appropriate	TIP
17	Reconstruct Weston Avenue from Ryan Street to County Road J, including modest streetscaping where appropriate	TIP
18	Install streetscaping along Schofield Avenue from Birch Street to Von Kanel Street	Not yet



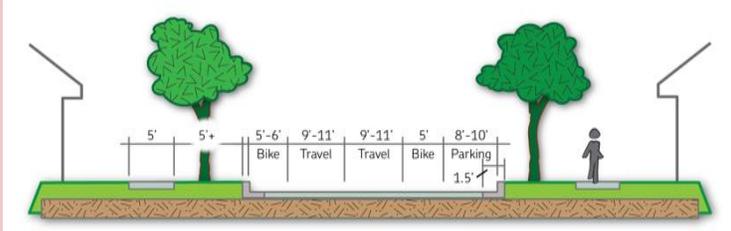
9.5.3. Design Village Transportation Network for Different Users & Purposes

Linked, multi-purpose streets create tangible and money-saving benefits for the public and municipal government. Efficient routes for snow plowing, garbage collection, bussing, and other public services mean fewer costs in fuel and time, reduce redundancy when driving prescribed routes, and create more livable places.

Weston will undertake the following efforts to grow its transportation network:

- **Design and Build New and Reconstructed Roads as Complete Streets.** As described to the right, Complete Streets is both a philosophy and method of designing roadways to serve cars, cyclists, and pedestrians. Complete Streets help manage traffic to the function of the roadway, for example by ensuring that neighborhood streets do not facilitate speeding. In June 2015, the Weston Village Board adopted a Complete Streets policy and directed Village staff to develop implementation strategies to increase the usability of all streets for all modes of travel for citizens of all ages and abilities in the village, via Resolution VW-15-14. The policy will be implemented through inclusion of Complete Streets improvements in roadway projects listed in Figure 9-1, and through an update to the village's subdivision ordinance adopted earlier in 2016.

What are Complete Streets?



This graphic illustrates just one example of a Complete Street—for a collector road in a neighborhood setting. In general, Complete Streets are roadways designed and operated to enable safe, convenient, and comfortable access and travel for all users. Pedestrians, bicyclists, motorists, and other transportation users of all ages and abilities are able to safely and comfortably move along and across a complete street. In addition to providing a sound local transportation policy option, adherence with Complete Streets policies has been required in Wisconsin for any highway project involving state or federal funding. In addition, state and federal transportation grant programs favor communities that have Complete Streets policies, like Weston.

- **Create More Linkages Where Practical.** Weston's current inventory of roads reflects a rural residential community that grew in a short period of time. As it grew, its roads did too, but not always in the most interconnected way. Better road linkages make it easier for emergency access and maintenance. Shorter routes also reduce vehicle miles travelled and air pollution. Connections between neighborhoods that are otherwise adjacent enhance community connectivity, both physically and socially. Where full road connections are not practical, the village will pursue walkway or path connections.
- **Discourage New Dead-End Streets.** Closed cul-de-sacs are an example of a street design that inhibits connections. The village will strongly discourage future road designs that feature cul-de-sacs and other streets with only one outlet.

- **Install Traffic Calming Devices Where Appropriate.** Another way to mitigate congestion and reduce speeds on roadways is to implement devices that work to physically impede the rate but not the flow of traffic. This may include the narrowing of roadways (curb extensions) or refuge medians at pedestrian crossings, speed humps, and other devices or techniques appropriate to the particular street and need.

9.5.4. Support Additional Bicycle and Pedestrian Transportation Options

The village, along with the Wausau MPO, has made great strides in the past few years supporting bicycling as a commuting option. For example, Weston now has on-street bike routes that connect to other communities in the Wausau metro area. When performing improvements on roads along the bike routes, Weston intends to provide bike lanes or similar space to accommodate riders.

The village maintains a number of off-street, shared-use paths for bicyclists and pedestrians, and a comprehensive plan for additional paths. These are depicted on Map 7-3 and discussed further in Chapter 7: Parks and Recreation. Many serve both recreation and transportation purposes for both cyclists and pedestrians.

Due to the rural origins of the village, many collector roads and subdivisions lack sidewalks. Where they do exist, sidewalks and terraces are often narrow. These conditions make transportation on foot difficult and sometimes dangerous.

The village recognizes the importance of building a more developed network of pedestrian facilities, via the following and other approaches:

- **Prioritize completion of key shared-use path and/or sidewalk projects.** A strong emphasis will be placed on filling gaps and completing projects in areas near schools and parks and along arterial and collector roads. Filling gaps in the sidewalk or shared-use path network may happen as part of new subdivisions, with street reconstruction projects, or as stand-alone projects where need dictates.
- **Require pedestrian facilities at the front end of new development projects.** The village will work to ensure, through new development approvals, that planned sidewalks and paths are built with the initial road, sewer, water and other infrastructure for the development wherever possible. Also, with the approval of new commercial, industrial, multiple family residential, and institutional development projects, the village will ensure that private pedestrian facilities are designed into the development, connecting existing and planned public sidewalks and paths to building entrances; that pedestrian access from all sides is facilitated; and that pedestrians have comfortable routes to and within the property.
- **Implement new subdivision ordinance policy on sidewalk placement.** In general, good pedestrian system planning supports sidewalks and/or shared-use paths on both sides of all new and reconstructed streets (except for freeways). Two-sided walks are particularly important on all streets near schools and other major pedestrian generators.
- **Lead by example.** The village will consider the needs of pedestrians in all road projects, such as through promoting safe crossing opportunities, intersection designs, and street widths, and in all other public projects like parks and other community facilities. The village will also continually educate and communicate with the public on pedestrian access and safety issues.

Chapter 10: Intergovernmental Cooperation

- Provide a blueprint for intergovernmental collaboration to meet common objectives
- Set a platform for working with neighboring communities, the School District, and regional and state agencies

Weston's future is intertwined with that of the rest of the Wausau Area and the D.C. Everest School District. The village has common and overlapping plans and zoning with the Town of Weston, utility and service agreements with adjacent municipalities, a share of regional marketing agreements, and other intergovernmental relationships. Working with other governments, districts, and agencies, the village will enhance intergovernmental relationships to improve services, reduce costs, and increase economic prospects.

Priority Intergovernmental Cooperation Initiatives

Initiative (Follow links for further details)	Description	Partners	Responsibility
Expand the Intergovernmental Relationship with the Town of Weston	The Town of Weston is the village's closest partner. The village will pursue several efforts to increase collaborative planning, zoning, and development with the Town. The village also seeks a mutually-agreed, phased approach to annexation and possible eventual consolidation, perhaps via a cooperative boundary plan.	Town of Weston	Village Planning and Development Department, subject to guidance and direction from the Plan Commission, Village Board, and Village Administrator
Collaborate on Economic Growth, Tourism, and Recreation	Tourism, economic development, and recreation are best managed as regional pursuits. The village intends to collaborate with its neighbors and regional players on a number of initiatives to grow the area's economy, in part through efforts to enhance tourism and recreation.	MCDEVCO, Chamber of Commerce, South Area Business Association, Wausau/Central Wisconsin Convention and Visitors Bureau, and recreation- and tourism based entities	Village Administrator; Director of Parks, Recreation & Forestry; and Planning and Development Director; subject to direction from the Parks and Recreation Committee, Community Development Authority, Plan Commission, and Village Board



10.1. Purpose

Weston's future success is intertwined with that of the Wausau area; nearby towns, cities, and villages; and the D.C. Everest School District. Through this chapter, the village seeks to put forward a strategy for intergovernmental cooperation, with a particular focus on growing the local economy, increasing efficiency, reducing costs, and improving services.

10.2. Goal

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

10.3. Objectives

1. Advance the village's vision and a regional ethic via intergovernmental relationships.
2. Maintain intergovernmental communication, whether around formal agreements or not.
3. Improve efficiencies in service and utility delivery across jurisdictional boundaries and traditional service categories.
4. Increase collaboration on economic development, tourism, and recreation initiatives.

10.4. Policies

1. Monitor, honor, and implement intergovernmental agreements to which the village is a party.
2. Continue to formalize major areas of agreement, such as new, amended, and replacement intergovernmental agreements and cooperative plans, as authorized under State Statutes.
3. Continue to engage in informal intergovernmental arrangements, such as sharing of information, personnel, marketing, equipment, facilities, parkland, and recreational programming.
4. Share capital improvement plans to identify the potential for coordinating projects, and seek opportunities to coordinate bidding and construction of infrastructure and equipment projects.
5. Collaborate on regional sewer service area planning, flood protection, stormwater management, transportation (highways, trails, bus), and park and open space projects with Wisconsin Department of Transportation (WisDOT), Wisconsin Department of Natural Resources (WIDNR), North Central Wisconsin Regional Planning Commission (NCWRPC), Marathon County Metropolitan Planning Commission (Wausau Area MPO), Marathon County, and other communities.
6. Continue to support intergovernmental and cross-community organizations that enhance the area's quality of life, such as the Marathon County Development Corporation (MCDEVCO), Wausau Area Chamber of Commerce, Central Wisconsin Off-road Cycling Coalition (CWOCC), Marathon County Friends of the Mountain-Bay State Trail, Hmong American Center, the Marathon County Public Library system, and environmental/watershed organizations.
7. In the event of disagreements between the plans, policies, programs, ordinances, or interpretation of intergovernmental agreements between the Village and adjacent or overlapping units of government, pursue dispute resolution approaches that rely on open, direct communications between village officials and the officials of other affected governments.



10.5. Initiatives

The following pages further describe the implementation priorities included on the cover page of this Chapter, and other initiatives the Village may undertake or promote.

10.5.1. Expand the Intergovernmental Relationship with the Town of Weston

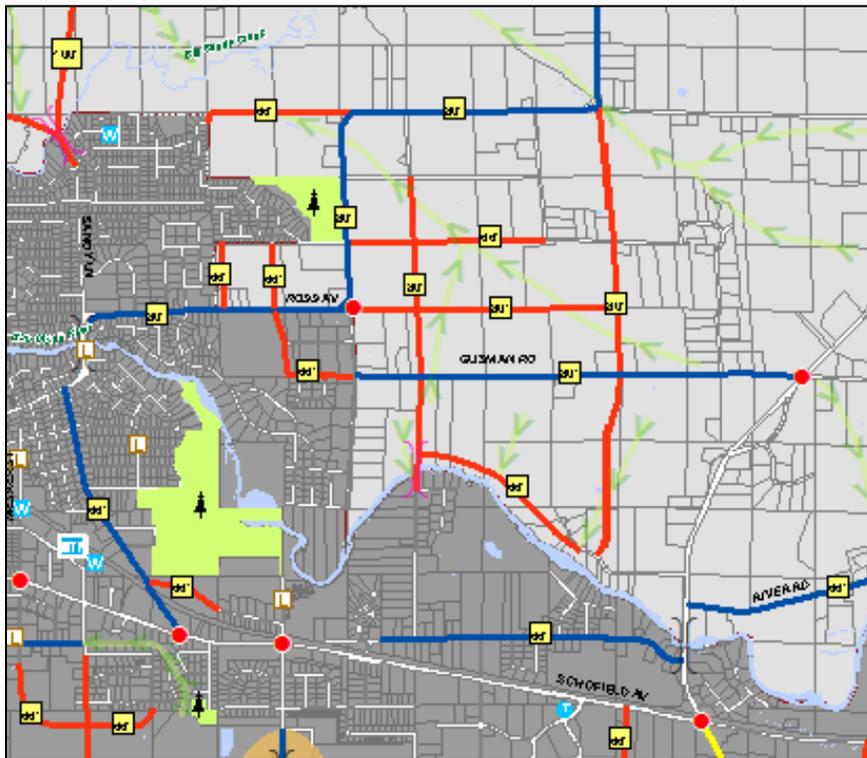
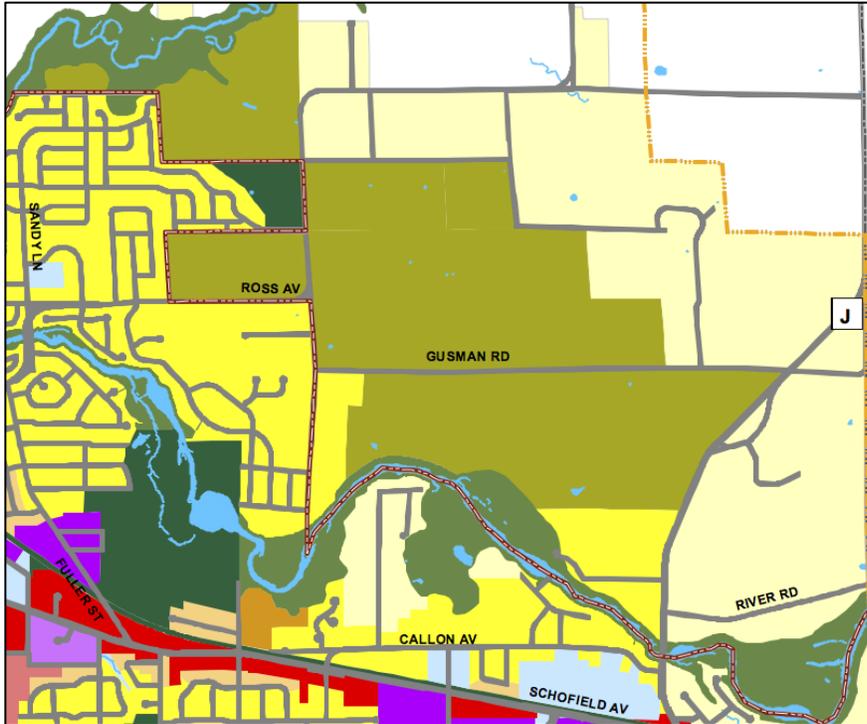
The village values its relationship with the Town of Weston, and desires to manage and expand this relationship as practical. Opportunities and avenues for collaboration and integration between the village and town include the following:

- **Broadband Implementation.** Opportunities for collaborative broadband expansion are laid out within Volume 3. This includes potential implementation of a tower in or near Machmueller Park to transmit high-speed wireless service to nearby town and village areas.
- **Ross Avenue Reconstruction.** Figure 9-1 in the Transportation chapter identifies, as a priority roadway project, the reconstruction of Ross Avenue, from River Bend Road to Kramer Lane (including the Ross/Kramer intersection). This project would require collaboration between the village and town.
- **Potential Expansion of Extraterritorial Zoning.** Portions of the Town of Weston close to the Village are under an extraterritorial zoning ordinance, while other parts more remote from the village limits are under town zoning. The village and town intend to continue their collaboration on the zoning of both areas (see sidebar to right). Beyond this, Section 66.0307(7m) of Wisconsin Statutes appears to enable the village zoning ordinance to apply throughout the town, if the village and town were to enter a “cooperative plan” under Section 66.0307. This may simplify zoning jurisdiction and administration in the town.
- **Collaborative Planning in Northeast Growth Area.** Through this Comprehensive Plan, the village has identified lands northeast and east of the current Village limits for future neighborhood development, and associated detailed planning (see Chapter 5). The graphics on the following page are portions of the Future Land Use map (Map 3-1) and Future Transportation map (Map 9-1). The village plans for much of the area between Highways N and J as appropriate for either “Planned Neighborhood” or “Single Family-Unsewered” use. “Planned Neighborhood” areas are envisioned for development on public sewer and water systems, and other urban facilities. The village also plans for an interconnected road network and other facilities like parks and trails in this area (see Map 7-3 in Parks and Recreation chapter). The village encourages town inclusion of these same plan maps into an update to its comprehensive plan. See also the recommendation on an ensuing page related to annexation.

The Two Westons

Since the village was incorporated from the Town of Weston in 1996, the village and town have maintained a close working relationship. This has included traditional areas of collaboration, such as maintenance of border roads. The cooperation has extended to joint planning and zoning. This includes an extraterritorial zoning (ETZ) area and contracted Village administration of Town zoning beyond the ETZ area. The Town and Village also share certain planning documents. For example, the Village’s Broadband Technology Plan was co-sponsored and also adopted by the Town of Weston.





To the left are portions of Map 3-1: Future Land Use (top) and Map 9-1: Future Transportation (bottom) from the respective chapters of this Comprehensive Plan. They identify a generalized future land use pattern and transportation network for lands at and beyond the current northeast boundary of the Village, extending into the Town of Weston. The olive colored area on the Future Land Use map represents lands planned for neighborhood development on municipal sewer and water, while the light yellow areas to their east are planned for rural/unsewered single family development. The lines on the Future Transportation map represent planned future (red) and expanded (blue) roads, with suggested road right-of-way widths. Map 7-3 in the Parks and Recreation chapter also shows recommended parks, trails, and other recreational facilities that should be included when this area develops.

- **Annexation and Boundary Agreement.** The village anticipates that lands indicated for “Planned Neighborhood” development on the Future Land Use map will be annexed in advance of extension of municipal services and development, in an orderly and sequential manner. Beyond this area, the village will consider annexation petitions that are consistent with this Comprehensive Plan. The village also wishes to engage with the town on discussions regarding eventual consolidation of the two communities. This, along with annexation phasing and other matters discussed above, could be included within a “cooperative plan” as authorized under Section 66.0307 of Wisconsin Statutes. Several community pairs in Wisconsin have cooperative boundary plans that, over a decade or more, will result in the consolidation of the municipalities. In the meantime, such agreements include provisions for orderly, predictable annexation and other provisions to retain the fiscal viability of the town in the interim period.

10.5.2. Collaborate on Economic Growth, Tourism, and Recreation

Tourism, economic development, and recreation are best managed as regional pursuits, as opposed to neighboring communities competing with each other for the same businesses and activities. The village intends to collaborate with its neighbors and regional players on a number of initiatives to grow the area’s economy, in part through efforts to enhance tourism and recreation.

Several organizations in the Wausau area promote economic development, including Marathon County Development Corporation (MCDEVCO), Wausau Region Chamber of Commerce, and South Area Business Association. Creating a regional environment that benefits strong and steady business is not something the village can do on its own. Collaboration offers the village a way to help strengthen the regional economy while promoting its own brand and economic growth. Working with other organizations is a way for the village to show its commitment to its existing businesses and economic growth, while making most efficient use of its limited resources. See Chapter 4: Economic Development for more in-depth information.

The Village of Weston adopted the *It’s Right Here* campaign in 2014, built from elements and work done by the Marathon County umbrella brand, *Wisconsin Central Time*. This over-arching County brand campaign was created so it could easily be customized to meet the varying challenges of each Marathon County jurisdiction. Weston’s *It’s Right Here* campaign gives Weston organizations, agencies, partners, institutions, clubs, civic groups, and local businesses the opportunity to become directly invested in and part of the greater campaign. A co-branding guidebook is available to enable alignment of marketing products and messaging.

Regional Economic Development Agreement

Marathon County Development Corporation (MCDEVCO) identifies and pursues opportunities for economic expansion in Marathon County, provides resources for entrepreneurs, and promotes the quality work accomplished by the area’s many businesses. Under the MCDEVCO umbrella, twelve area municipalities have agreed in writing to work together to attract businesses to the region. The agreement acts as a code of economic development conduct, under which municipalities may not solicit another community’s business lead. This interdependent group of municipalities includes Athens, Brokaw, Edgar, Marathon City, Mosinee, Rib Mountain, Rothschild, Schofield, Spencer, Kronenwetter, Wausau, and Weston.



10.5.3. Pursue Intergovernmental Collaboration in Community Service Delivery

Tooled with community facilities, utilities, and equipment, local governments provide the day-to-day services that residents and businesses need to engage in healthy, productive, and profitable endeavors. Local government resources are limited in this day and age, and duplicative facilities are wasteful. As a result, the Village of Weston will assertively pursue opportunities to collaborate on facilities, utilities, and services.

For example, the village will pursue a water utility agreement with Rothschild, as described in Chapter 8: Community Facilities and Utilities. The village will also seek participation in the Wausau Community Area Network (WCAN). WCAN is a Wausau-area institutional broadband network currently comprised of the City of Wausau, Marathon County, Wausau School District, Northcentral Technical College, UW-Marathon County, the UW-Extension, and non-profit institutions like hospitals/healthcare. Though not an internet service provider, WCAN currently owns and operates 12 miles of fiber connecting many of these institutions, which went “live” in late 2013. Excess capacity may be available for lease to other qualifying organizations. The village will pursue connection to WCAN, as well as help facilitate and encourage D.C. Everest School District connection.

10.5.4. Collaborate with the D.C. Everest School District on Projects of Mutual Benefit

The future health and growth of the School District and Village of Weston are closely linked. A 2014 community survey suggested that “good schools” is a top reason that residents choose to live in Weston. The village is a primary provider of students to the School District. The village welcomes collaboration with the District on a variety of issues, including the following:

- **Growth Projections.** The village has the expertise to assist the District in projecting long-range housing and population growth.
- **Future School Siting and Expansion.** If the District is interested in different sites or in expanding existing schools, the village seeks collaboration with the District on site selection and zoning/impact analysis. Minimally, the village will have to provide zoning approval for any new or expanded school in Weston.

Community Service Collaboration

The village already collaborates on services with surrounding governments, including the following:

- **Marathon County:** A number of services, including 911 Dispatch and County highway projects. Also, sewer service area planning is managed by the County.
- **Marathon County Metropolitan Planning Commission (Wausau Area MPO):** Collaboration on regional transportation planning to secure federal funding and sewer service boundary planning.
- **City of Schofield:** Collaboration on Everest Metro Police Department. Also, provide truck routes for industrial park access. Approximately 100 Weston utility customers have interdependency with the Schofield sewerage system.
- **Village of Rothschild:** Weston directly serves approximately 800 utility customers within Rothschild. 2 other Rothschild neighborhoods have interdependency with Weston interceptor sewers. A long term water supply solution for the Foremost Farms facility in Rothschild will be best accomplished collaboratively between the two villages.
- **Village of Kronenwetter:** Cooperation on road reconstruction projects.

- **Neighborhood Development Planning.** Through Chapter 5: Housing and Neighborhoods, the village advises the completion of neighborhood development plans in advance of new development in larger planned development areas. As neighborhood development plans are prepared and reviewed within areas of substantial residential growth, the village will work with the School District on options to provide future school sites and address School District impacts.
- **Transportation Access Improvements.** The village will work with the District (and County) on safe transportation access to schools. This may include obtaining funding for projects under the TAP-21/ Safe Routes to School program for bike and pedestrian improvements. In Volume 3, the Camp Phillips Corridor Plan includes specific ideas for bike, pedestrian, and motor vehicle improvements to Weston Elementary School.
- **Joint Programming and Facility Use.** The village intends to continue to work with the District on joint facility usage and community and recreational programming. Jointly using village parks and school facilities has been a “win-win” for both entities.
- **Regular Communications.** Many cities and villages ask for a school district liaison to serve on plan commissions or other village bodies. Such participation aids in municipality-district communication and helps assure that school district impacts are addressed when new development proposals are offered. When a position opens on the Plan Commission, the village may seek a School District representative, who must also be a village resident. There are also other options for regular communications. For example, the Verona Area School District convenes quarterly meetings of administrators and planners of that District and the municipalities it encompasses to discuss community growth and facility issues of mutual interest.



In 2007, D.C. Everest Junior High School of Weston, WI (near Wausau) received \$242,900 in Safe Routes to School funds for bike and pedestrian access improvements.

Chapter 11: Implementation

- Prioritize initiatives put forward in other chapters of this Plan
- Measure the village’s performance against Plan goals over time

Few of the directions of this volume of the Comprehensive Plan will be automatically implemented. Specific follow-up actions will be required to convert the Plan into reality. Working with the village’s Plan Commission, village planning staff and consultants will share and explain the plan to the community, consider strategic amendments, track progress and completion of priority initiatives, and evaluate the performance of the village in achieving the goals put forward in this Plan.



Implementation Effort

(Follow links for further details)

Description

Responsibility

Sharing and Institutionalizing the Village’s Plan

The village’s Plan will have value only if it is understood, supported, and used by staff, officials, developers, residents, and others interested in the future of the village to guide future growth and change. The village will therefore work to increase awareness and absorption of its Plan.

Village Director of Planning & Development and staff

Implementing Priority Plan Initiatives

This volume of the Comprehensive Plan contains a large number of suggested initiatives. Figure 11-1 includes all of the priority initiatives from the previous chapters, with each one assigned a top, high, or moderate priority.

Responsibilities for each of the priority initiatives in Figure 11-1 are described on the cover pages for each of the previous Plan chapters

Evaluating Consistency Between the Plan and Decision Making

The village will strive to make decisions that are consistent with its Plan, and is required to do so for rezonings and certain other decisions. This section describes what “consistency” means for various decisions.

Village Director of Planning & Development and staff will advise the Village Board and Plan Commission

Measuring Success in Achieving the Vision and Goals

The village intends annually to gauge its success in achieving its vision, increasing resident attachment, and meeting benchmarks directed towards accomplishing the goals in this volume of the Comprehensive Plan.

Village Director of Planning & Development and staff, who will share results with the Board and Plan Commission

11.1. Purpose

This final chapter of Volume 2 of the Village's Comprehensive Plan is intended to provide Weston with a roadmap for implementation. The following pages further describe the implementation priorities included on the cover page of this chapter and necessary to achieve the Village's vision.

11.2. Adopting the Plan

This volume of the Village of Weston Comprehensive Plan was adopted following procedures specified by Wisconsin's comprehensive planning statute. Combined with Volume 1, the Village included all necessary elements and met all the procedural requirements under the statute. This included opportunities for public input, a Village Plan Commission recommendation, a formal public hearing, and finally Village Board adoption of this volume by ordinance.

11.3. Sharing and Institutionalizing the Village's Plan

The village's Comprehensive Plan will have value only if it is understood, supported, and used by staff, officials, developers, residents, and others interested in the future of the village to guide future growth and change. The village will work to increase awareness and absorption of its Plan, such as by:

- Ensuring that up-to-date materials are easily accessible on the village website.
- Speaking to community organizations, economic development and business groups, school groups, and others about the Comprehensive Plan.
- Prominently displaying Weston's vision, the Future Land Use map, and other Plan materials at the Village of Weston Municipal Center.
- Encouraging all Village committees and staff to become familiar with and use the Plan in their decision making.
- Incorporating major initiatives into annual budgets and the capital improvement program, as funding allows.
- Presenting and discussing implementation progress and performance to the Village Board and Plan Commission. These presentations may coincide with either budget development or Plan amendment cycles.

11.4. Implementing Priority Plan Initiatives

Figure 11-1 includes the priority initiatives from all of the preceding chapters' cover pages. The referenced chapter includes more information on each initiative. The Village Board and Plan Commission have evaluated all of these priority initiatives against one another to arrive at the ratings in Figure 11-1. "Top" priorities are a primary focus of the associated Village staff coordinator. "High" priorities should advance as soon as practical, assuming that "top" priorities are on course and manageable. "Moderate" priorities may elevate to "high" or "top" priorities, or may be ongoing or time-permitting initiatives of the associated staff.

The village may adjust priorities to capture unique opportunities or reflect policy changes. Also, some priority initiatives will require substantial cooperation with others, including surrounding local governments and local property owners, which can affect implementation timeframes.



Figure 11-1: Priority Initiatives from Volume 2 of Village of Weston Comprehensive Plan

Priority Initiative (click on link to learn more)	Chapter Reference	Priority Rating
<u>Use the Future Land Use Map and Zoning Ordinance to Guide Land Use Decisions</u>	Chapter 3: Land Use	Top
<u>Promote Redevelopment and Infill in Smart Growth Areas</u>	Chapter 3: Land Use	High
<u>Attract Retailers in Targeted Sectors</u>	Chapter 4: Economic Development	High
<u>Adopt a Business Retention and Expansion Program</u>	Chapter 4: Economic Development	High
<u>Implement “It’s Right Here” Marketing Effort</u>	Chapter 4: Economic Development	Moderate
<u>Emphasize Weston as a Place to Build and Buy Single-Family Homes</u>	Chapter 5: Housing and Neighborhoods	Moderate
<u>Prepare or Require Neighborhood Development Plans</u>	Chapter 5: Housing and Neighborhoods	High
<u>Encourage Higher Quality Manufactured Home, Multiple Family, and Rental Housing</u>	Chapter 5: Housing and Neighborhoods	High
<u>Increase the Visibility, Quality, and Use of the Eau Claire River</u>	Chapter 6: Natural, Agricultural, and Cultural Resources	High
<u>Create Memorable Places and Experiences</u>	Chapter 6: Natural, Agricultural, and Cultural Resources	Moderate
<u>Improve the Appearance and Function of Weston’s Commercial Corridors</u>	Chapter 6: Natural, Agricultural, and Cultural Resources	High
<u>Improve Yellowbanks Park as a Nature-based Gathering Spot</u>	Chapter 7: Parks and Recreation	High
<u>Advance a Recreational Center on Weston’s South Side</u>	Chapter 7: Parks and Recreation	High
<u>Improve Accessible Facilities in Village Parks</u>	Chapter 7: Parks and Recreation	High
<u>Develop and Maintain an All-season Multi-use Trail Network</u>	Chapter 7: Parks and Recreation	High
<u>Prioritize Improvements via a Capital Improvement Program</u>	Chapter 8: Community Facilities and Utilities	Top
<u>Maintain a Clean and Plentiful Water Supply</u>	Chapter 8: Community Facilities and Utilities	High
<u>Implement Master Plans for Municipal Facility Sites</u>	Chapter 8: Community Facilities and Utilities	Top
<u>Maintain the Function and Condition of the Village’s Roadways</u>	Chapter 9: Transportation	High
<u>Strategically Prioritize Transportation Expansion Projects</u>	Chapter 9: Transportation	Top
<u>Design Village’s Transportation Network for Different Users & Purposes</u>	Chapter 9: Transportation	Moderate
<u>Expand the Intergovernmental Relationship with the Town of Weston</u>	Chapter 10: Intergovernmental Cooperation	Moderate
<u>Collaborate on Economic Growth, Tourism, and Recreation</u>	Chapter 10: Intergovernmental Cooperation	Moderate



11.5. Evaluating Consistency Between the Plan and Decision Making

Many of the individual decisions guided by this Plan will revolve around zoning, land divisions, public investments, and intergovernmental relations. The State’s comprehensive planning statute requires that new and amended zoning ordinances (and rezonings), subdivision regulations, and official maps be “consistent” with this village Comprehensive Plan. The village’s approach to evaluating consistency of subsequent decisions with this Comprehensive Plan is as listed below:

- **Zoning.** Proposed zoning text and map amendments (rezonings) must be consistent with this Plan. The Future Land Use map will be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary from the Future Land Use map, as judged appropriate by the Plan Commission and Village Board. Departures from the exact land use boundaries depicted on the Future Land Use map may be particularly appropriate for properties located at the edges of future land use areas. In their consideration of zoning map changes, the Plan Commission and Village Board will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and future land uses, the current availability of public infrastructure and services, and the details of the proposed development. Therefore, this Plan allows for the phasing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning processes. Where the village wishes to amend its zoning map in a manner that differs from this Plan, the village will first need to amend the Plan to resolve the difference(s).
- **Land Division.** Proposed land divisions should be generally consistent with the recommendations in this Plan. In their consideration of land divisions, the Plan Commission and Village Board will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, the current availability of public infrastructure and services, and the details of the proposed development. This Plan allows for the phased timing and the refinement of the precise recommended development pattern through the land division process, as deemed appropriate by the Plan Commission and Village Board.
- **Official Map Actions.** The Future Transportation (Official) Map, is both a part of this Comprehensive Plan and the Village’s Official Map under Section 62.23(6) of Wisconsin Statutes. It will be used to guide the general location and design of both existing and new public streets and other features shown on that map. Departures from the exact locations depicted on these maps will often be resolved through platting and land development processes. In their consideration of amendments to this map, the Plan Commission and Village Board will evaluate the specific timing of the amendment request, its relationship to the nature of both existing and future land uses, and the details of the proposed amendment. Amendments to the Future Transportation (Official) Map should follow amendment processes under both Sections 62.23(6) and 66.1001 of Wisconsin Statutes.
- **Public Investments.** Proposed public investment decisions will generally be guided by the recommendations in the village’s Comprehensive Plan. The timing and precise location of public investments may vary, as judged appropriate by the Village Board, often following recommendations from appropriate committees. This Plan allows for the phased timing and the refinement of the precise recommended public facilities and other public investments, as deemed appropriate by the Village Board.



- **Intergovernmental Relations.** Proposed intergovernmental relation decisions will generally be guided by the recommendations in this Plan, as the Village Board deems appropriate. However, in its consideration of intergovernmental decisions and agreements, the Village Board will also evaluate a wide variety of other factors. Departures from the recommendations in this Plan shall be resolved by the Village Board through the associated intergovernmental process.

11.6. Measuring Success in Achieving the Vision and Goals

In addition to measuring its progress toward completing priority initiatives advised under Volume 2 of this Comprehensive Plan (see Figure 11-1), the village will measure its success in actually achieving its vision and goals, during the annual plan evaluation and amendment cycle. The following methods will be used to measure success

- Returning to the following village vision, which provides a quick way to assess whether the Plan is moving the village in the desired direction. The following is the vision statement.

The Village of Weston — It's Right Here. In Weston, it's time to welcome families, businesses, and sustainable new growth to the right kind of place in central Wisconsin.

- Evaluating how well the village has grown a sense of attachment among residents through social offerings, openness, and attention to aesthetics.
- Comparing a set of data with the goals within each of Chapters 3 through 10 of this Comprehensive Plan, as laid out in Figure 11-2.

Figure 11-2: Annual Benchmarks in Achieving Comprehensive Plan Goals

Goal	Benchmarks	Progress Report (to be filled in each year)
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.	A. Increasing property values B. At least one new local retail, commercial service, or restaurant use	
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.	C. At least one new business generating family-supporting jobs D. Expansion of at least one existing business E. Increased per capita income, per Department of Revenue Statistics F. Stable tax rate	
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.	G. Healthy quantity of vacant single family lots for sale H. Increasing number of new housing units constructed I. Stable or increasing school enrollment J. At least one effort to improve rental housing or mobile home park	
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.	K. At least one effort to increase the visibility, quality, and use of the Eau Claire River L. Increasing number of “gathering places” M. At least one new entryway sign or other visual reminder of community installed	
Parks and Recreation: Weston will provide, maintain, and collaborate on trails, parks, playgrounds, and open spaces that encourage an active, engaged, and healthy community.	N. Increasing trail mileage O. At least one existing village park upgraded P. Collaboration on at least one new recreational project	
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.	Q. At least one water, sewer, or stormwater project completed R. At least one approach implemented to improve efficiency or reduce costs in delivering the same or improved services S. At least one collaborated community facility, utility, or service effort completed with other units of government	
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.	T. At least one local road improved U. At least one gap in sidewalk or trail network closed V. Coordinate with WisDOT or County on at least one project	
Intergovernmental Cooperation: Weston will collaborate with neighboring and overlapping governments to achieve common goals, deliver efficient services, share resources, educate residents, and avoid conflicts.	W. Pursue at least one new or updated project to increase intergovernmental cooperation X. Participate in intergovernmental committees	

11.7. Amending and Updating the Plan

“Amendments” are generally defined as minor changes to the maps or text in the Comprehensive Plan—particularly this Volume 2. Amendments may be appropriate in instances where the Plan becomes irrelevant or contradictory to emerging policy, initiatives, or trends. Weston is also likely to receive and wish to entertain requests for Plan amendments every year from land owners, developers, and others. Procedures and criteria for amending and updating the Comprehensive Plan are provided in the Village of Weston Zoning Ordinance, Section 94.16.14: Comprehensive Plan Amendments.

The State comprehensive planning law requires that the Comprehensive Plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the Plan document and maps. The village intends to update its Comprehensive Plan—at least Volumes 1 and 2—by the year 2026 (i.e., ten years after 2016).