



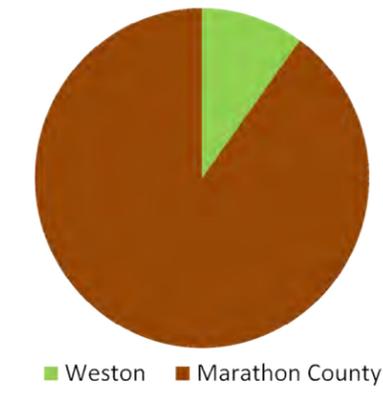
Camp Phillips Centre
COMMERCIAL DISTRICT
VILLAGE OF WESTON, WI

<http://www.campphillipscentre.com/>

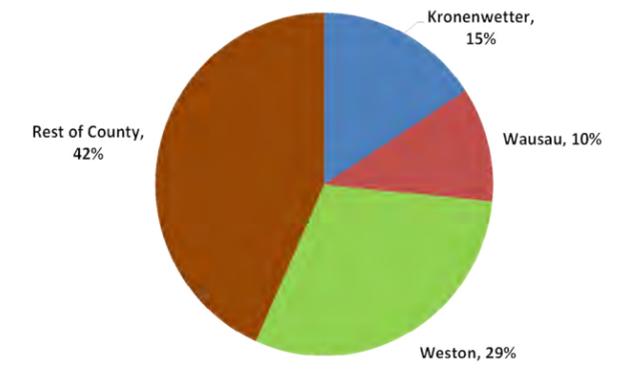


regional demographics

Today: 10% of Marathon County's Population



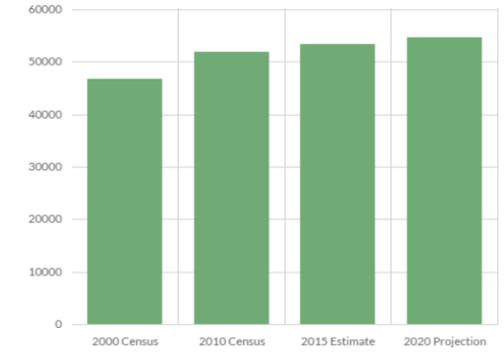
By 2040: Weston to get 1/3 of County's growth



By 2040: continued fast growth, and 5,400 new residents – more new residents than any other community in the County.



Retail Trade Area Population Growth



RETAIL SALES Potential
\$911,682,617
Estimated Actual
\$185,988,209
\$725,694,408
TOTAL RETAIL LEAKAGE



2015 Income
\$69,315
Average Household
\$57,572
Median Household



2015 Age Distribution
40.3
Median Age
39.8
Average Age



2015 Educational Attainment
52.83%
Some College or Higher

Data Source
February 2015. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.



COMMUNITY TODAY

- Approximate population of 15,000
- Contains over 10% of Marathon County's population
- Spans over 1/3 the size of Wausau
- Nearly 1 in 3 Weston residents are youth
- Just over 1 in 10 are elderly

LOCAL ASSETS

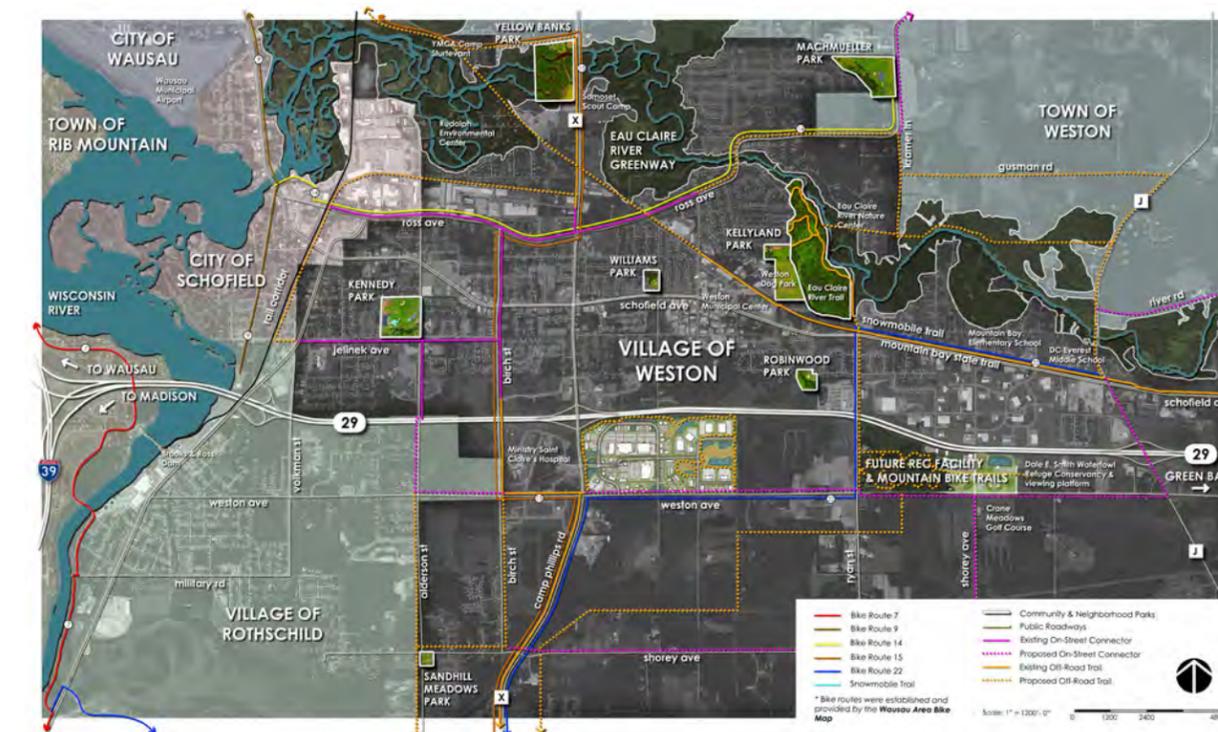
- Highway access
- Strong infrastructure
- Recreation opportunities
- Abundant land
- Low taxes
- Safe Village atmosphere
- Closeness to jobs, friends and family

ECONOMY AND TRENDS

- Economically diverse region
- Strong manufacturing presence
- 2/3 of workforce works in the immediate area (Weston, Wausau, Schofield or Rothschild)
- Most (68%) work in educational services, health care, manufacturing, retail trade and financial services with strong incomes in relationship to county and statewide averages.

INVESTMENT

- Strong investment in core and infrastructure (23.4% growth from 2000-2010)
- 32% increase in housing with over 1,500 units being built
- Rising home prices, yet still below statewide median, combined with population projections and recent retail studies suggest much more room for retail growth



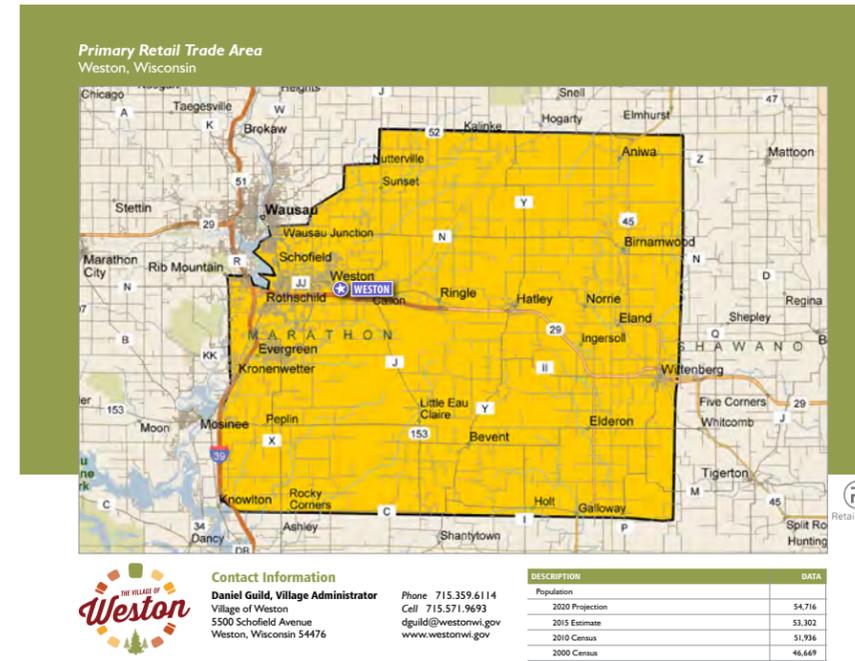
Regional Connectivity Map - Weston, WI

*"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."*

- Weston Comprehensive Plan, Land Use Chapter



growth & future trends



PROJECTED
POPULATION
GROWTH

+

STRONG
COMMUNITY
DEVELOPMENT
VISION

+

LOCAL
ASSETS

+

INVESTMENT IN
COMMUNITY
& INFRASTRUCTURE

= G R O W T H



future
vision

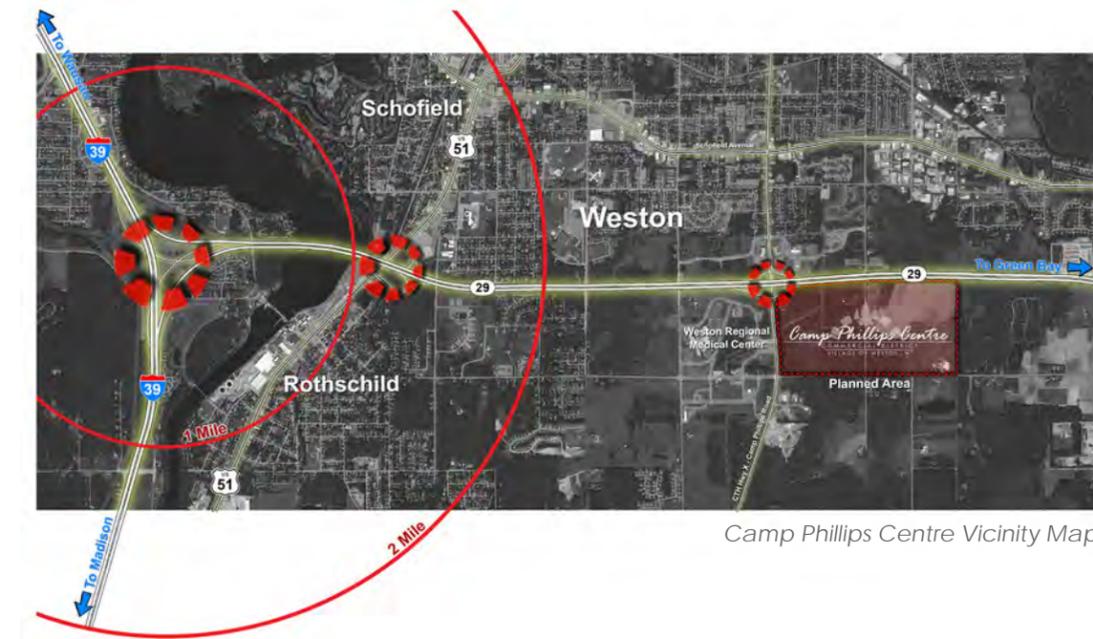
THE DEVELOPMENT

Camp Phillips Centre is located along the Camp Phillips Road Corridor and State Highway 29. The 300+ acre development boasts high visibility and class "A" construction. Over 35,000 cars per day travel State Highway 29 and 60% of that traffic enters/exits at the adjacent Camp Phillips Interchange.

Uses range from large scale retail, mixed-use, commercial, medium and small scale retail, professional office, residential, institutional, dining, and entertainment. In addition, the development incorporates recreational opportunities and the preservation of environmental corridors. Camp Phillips Centre's scale and location combine to create the ultimate retail destination in Central and Northern Wisconsin.

The land use plan below shows the variety of uses within the development. Large format retail is shown in red and supporting ancillary retail is shown in orange. These uses, combined with office and hospitality, make up the commercial portion of the development west of Von Kanel Street.

Areas shown east of Von Kanel Street are focused on residential opportunities, office space, and industrial uses. Also within the east half of the development is an environmental corridor and recreational trail system.



Camp Phillips Centre Vicinity Map



Camp Phillips Centre Land Use Plan



camp phillips centre master plan

For extensive information on the details of the Camp Phillips Centre development, please visit: <http://www.campphillipscentre.com/>

MASTER PLAN





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