

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

Amended: December 16, 2024



**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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Adoption and Amendment History

Updated: October 3, 2016 (Ordinance 16-042)
Following Plan Commission recommendation on Sept. 21, 2016 (Resolution 16-016)
[This was a full update of a similar volume adopted by Village in 2006]

Amended: December 16, 2024 (Ordinance 24-024)
Following Plan Commission recommendation on Dec. 9, 2024 (Res. 2024-PC-001)
[Purpose: Replaced Chapter 5—Housing and Neighborhoods and Chapter 9—Parks and Recreation, transferring information from 2023-adopted Comprehensive Outdoor Recreation Plan. Updated Maps 3-1 (Future Land Use) and 9-1 (Future Transportation) and Figure 3-1 (Future Land Use Designations and Policies), generally to reflect adopted corridor plans since 2016. Incorporated minor related amendments for internal consistency.]



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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.



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.

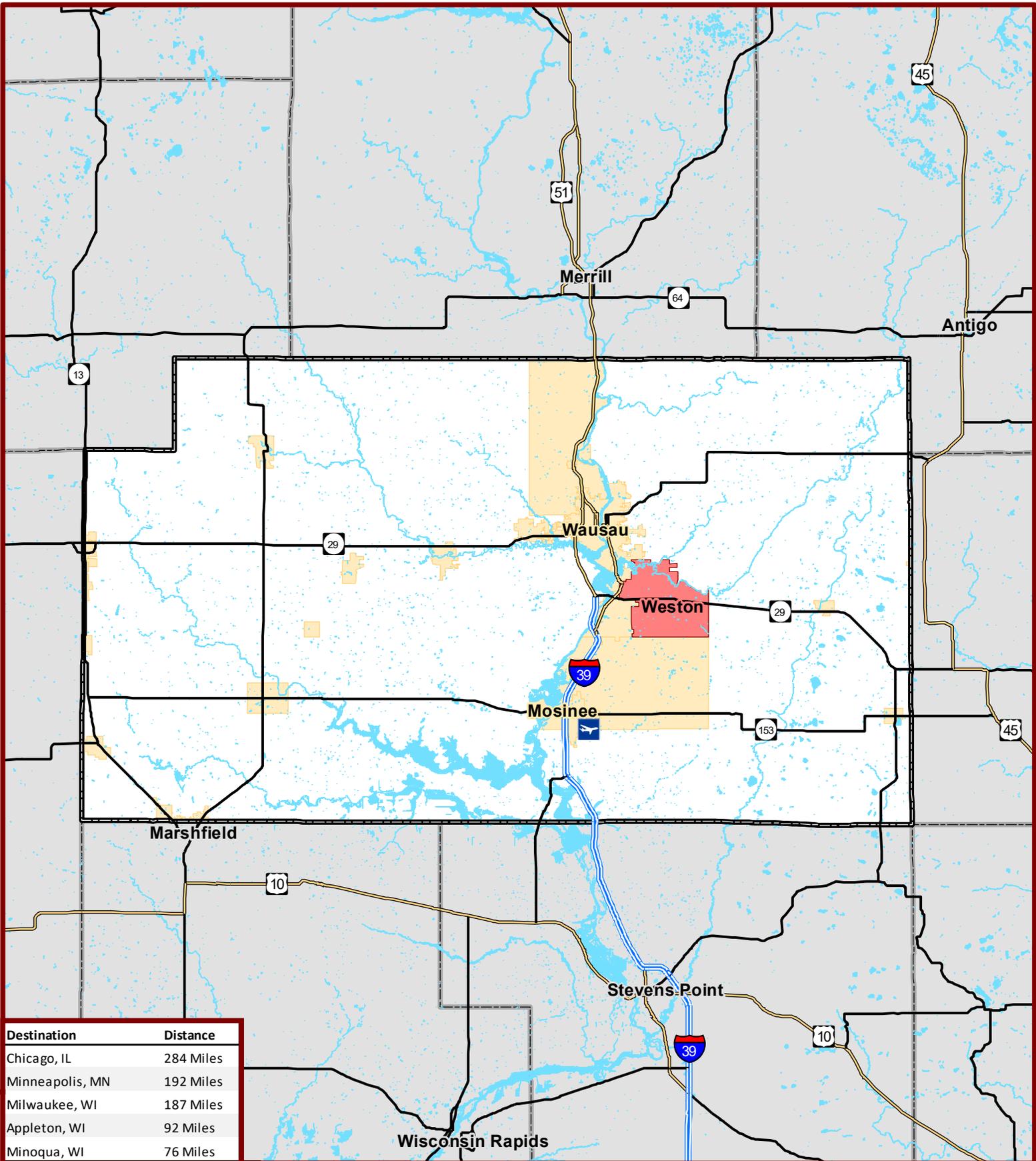
2.2.1. Capitalize on Weston's Assets and Opportunities

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.





Village of Weston Comprehensive Plan

2-1

Regional Context



Map Date: August 23, 2016
 Adoption Date: September XX, 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

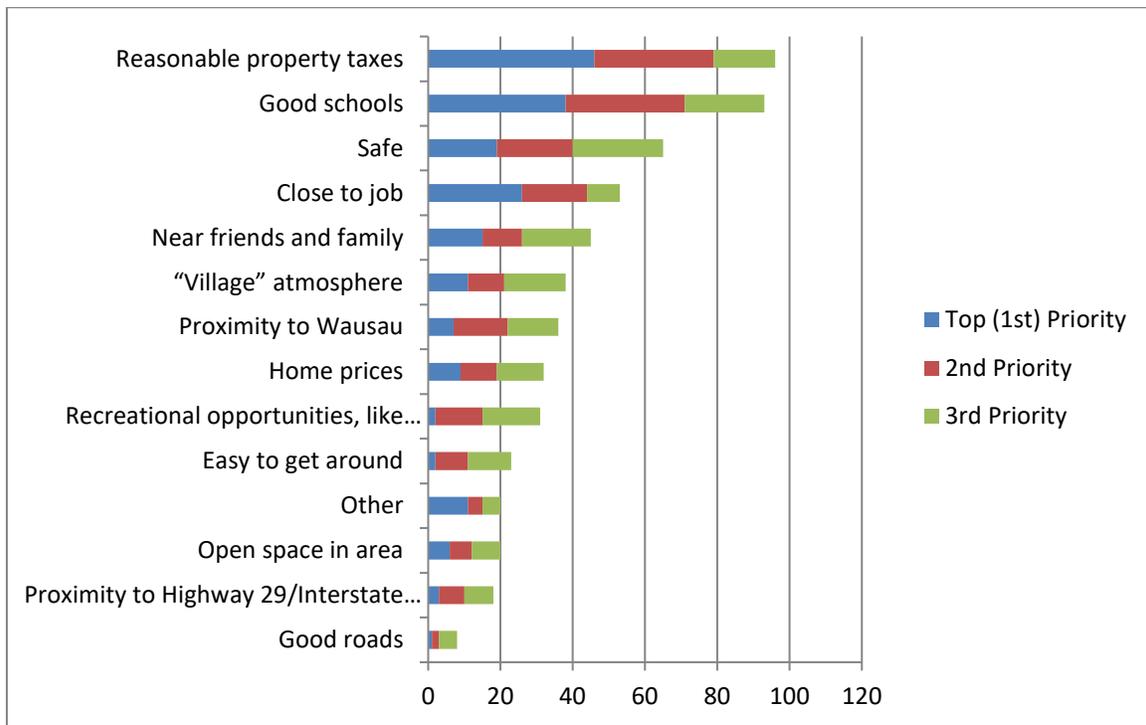
Weston’s community assets include its moderate taxes, good D.C. Everest schools within the village limits, accessible location in central Wisconsin at the crossroads of two major highways, state of the art medical facilities, a diverse selection of recreational opportunities, open space and natural amenities, 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



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.

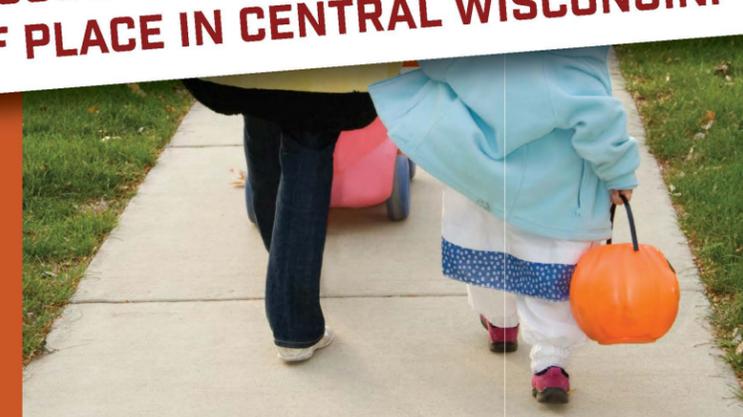
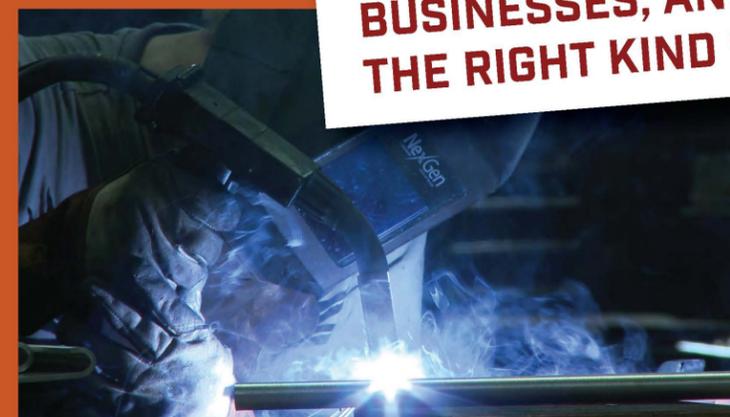
COMMUNITY FACILITIES AND UTILITIES: Weston will provide and support community facilities, utilities, and broadband communications that are cost-effective, efficient, support resident connections, maintain reasonable tax rates, and protect natural resources.

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.



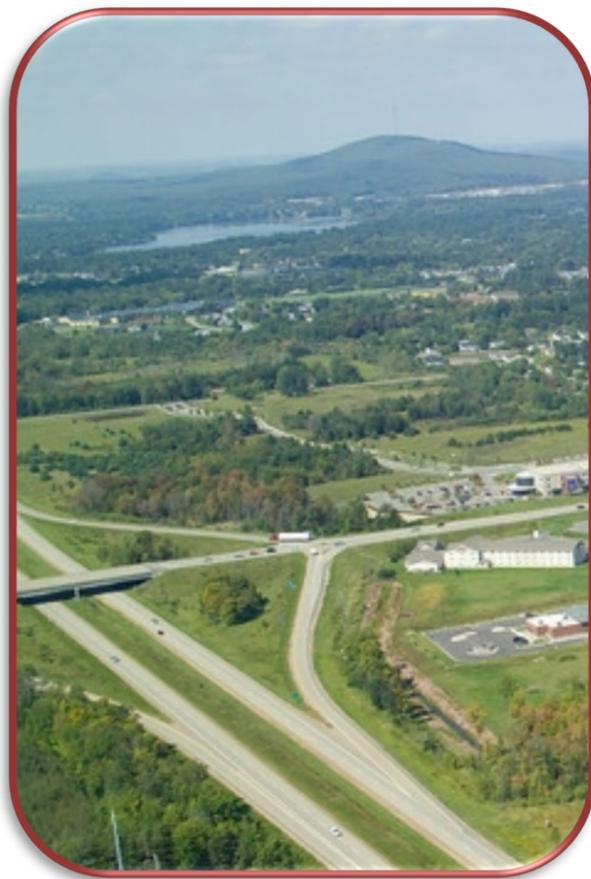
IN WESTON, IT'S TIME TO WELCOME FAMILIES, BUSINESSES, AND SUSTAINABLE NEW GROWTH TO THE RIGHT KIND OF PLACE IN CENTRAL WISCONSIN.



Chapter 3: Land Use

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

Weston has grown in its relatively short history as a village. Given Weston’s accessibility, available land base, and regional position, its development will continue. The village will plan for new land development and redevelopment in a way that advances the local economy, maximizes use of its existing infrastructure and land base, protects its environment and special places, and enhances the quality of life for its residents. Village growth will be guided by this Land Use chapter and by detailed plans for the Weston Avenue, Schofield Avenue, and Camp Phillips Road corridors.



Priority Land Use Initiatives

Initiative (Follow links for further details)	Description	Funding	Responsibility
<u>Use the Future Land Use Map to Guide Growth and Development</u>	The village’s Future Land Use map (Map 3-1), fully updated in 2024, represents its desired land use future through 2045. This map, and policies for each future land use designation on this map, will guide village decisions on rezonings, plat and CSM approvals, annexations, 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; WHEDA housing and WEDC economic development 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., corridor and 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 neighborhood settings that enhance resident experience and interaction. 🚲👨👩👧👦

3.4. Policies

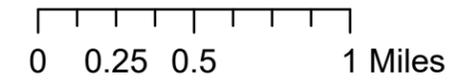
1. Ensure consistency among this Comprehensive Plan, Corridor Plans adopted as part of Volume 3, zoning and subdivision ordinances, rezonings, and other land use decisions.
2. Interconnect areas of different development, including via road and open space linkages throughout the community.
3. Encourage 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 like the Corridor Plans, and the zoning ordinance to guide the quality of land development. 🌿
5. Promote mixed use development and redevelopment along and near Camp Phillips Road, Schofield Avenue, and Weston Avenue as a way to enhance the village's economy, viability and image. (See the associated Corridor Plans, adopted as part of 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. Attempt to continue cooperation with the Town of Weston on agricultural preservation and planned village 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. 🤝



Village of Weston Comprehensive Plan

3-1

Future Land Use



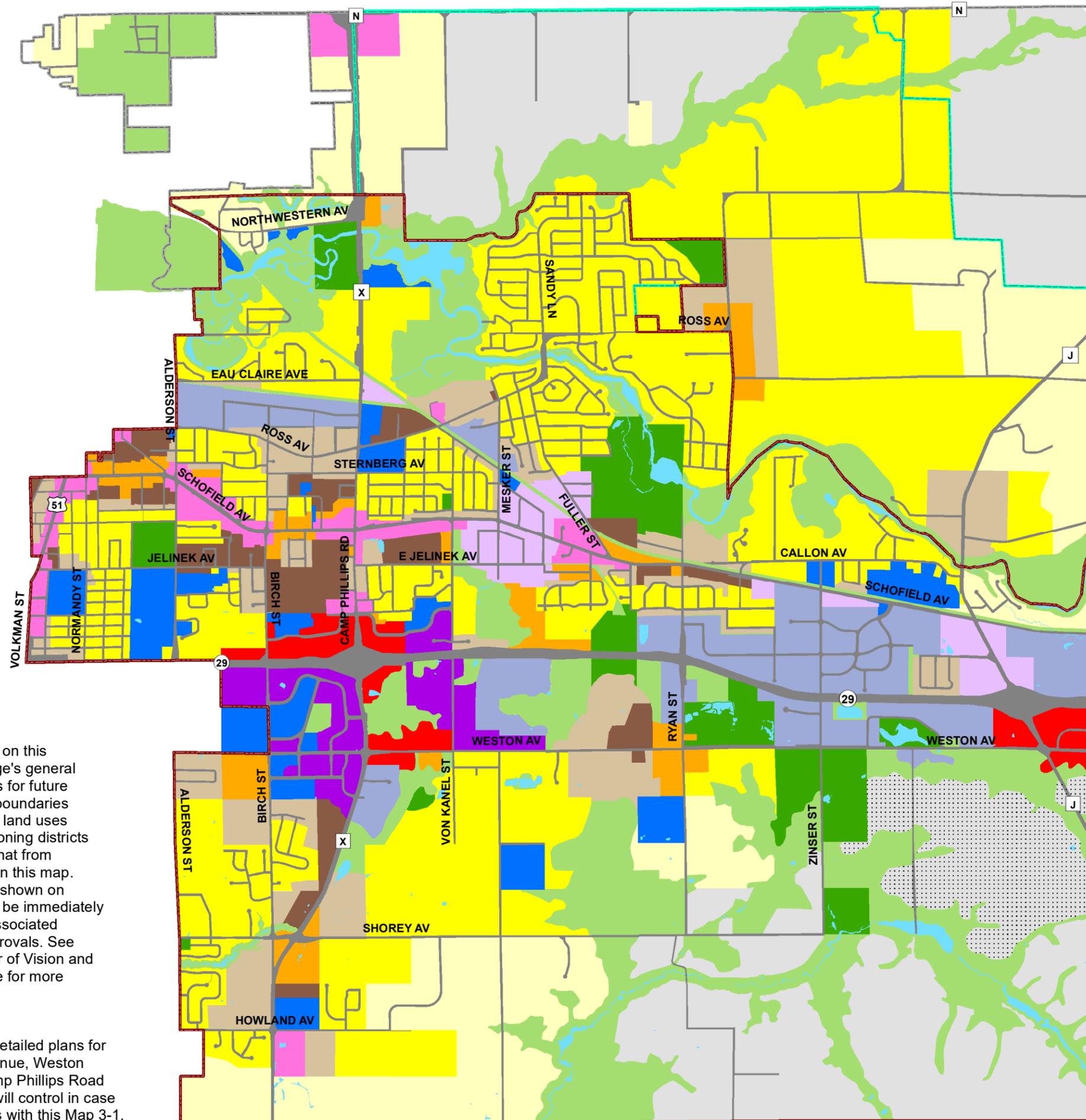
Approval Date: N/A
Map Date: 2/6/2024

Legend

- Potential Long Term Growth Area
- Village of Weston Boundary (Jan. 2024)
- Weston Extraterritorial Zoning Boundary
- Town of Weston Outer Boundary
- Public Right-of-Way
- Surface Water

Future Land Use Designations

- Agriculture
- Rural Density Residential
- Low Density Village Residential
- Moderate Density Village Residential
- Higher Density Village Residential
- Community Commercial
- Regional Commercial
- Business/Office Park
- Mixed or Flex Commercial/Industrial
- Industrial
- Mixed or Flex Commercial/Residential
- Institutional
- Parks and Recreation
- Environmental Corridor



Note 1:
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.

Note 2:
The Village has detailed plans for the Schofield Avenue, Weston Avenue, and Camp Phillips Road corridors, which will control in case of any differences with this Map 3-1.



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, rezonings, conditional use permits, subdivision review, redevelopment decisions, and utility service areas and extensions.

The planning horizon for this Future Land Use map is about 20 years (i.e., through ~2045). This doesn't mean that all areas identified for development on Map 3-1 will be developed by 2045. In fact, the Future Land Use map was crafted to designate more than enough land for development than will be needed through 2045.

There is not a full correlation between the Future Land Use map and village, extraterritorial, and town zoning maps 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 2045. 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 changes 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 representations 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 land use vision expressed through the Future Land Use map.

How was the Future Land Use map prepared?

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

- Prior versions of this map.
- Existing land use and zoning patterns.
- Development plan maps adopted as part of Volume 3 for the Weston Avenue, Schofield Avenue, and Camp Phillips corridors.
- Location and capacity of existing and planned roads and utility service areas.
- Natural areas and lands with 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 for modern development forms not yet common in Weston, including mixed use development.
- Plans and intergovernmental arrangements with nearby cities, villages, and towns.



The village advocates a land use pattern that focuses economic (i.e., mostly non-residential) development near existing highways and utilities, with neighborhood (i.e., mostly residential) expansion generally to the village’s urban perimeter. Areas of the village significantly south of Weston Avenue are often more appropriate for farming, forestry, and rural 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 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 the first column of Figure 3-1 relate to those presented on 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 (multi-page figure)

Future Land Use Designation (see Map 3-1)	General Description of Land Uses Allowed and Intended Character	Typical Implementing Zoning Districts	Lot Size and/or Density Range	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
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.	Where AR district is used, minimum lot size is 20 acres, except that of maximum overall density is not greater than one home per every 20 acres owned, then minimum lot size of clustered lot(s) is 2 acres. Zoning ordinance provides further explanation. Other possible zoning districts have different minimum lot sizes.	<ol style="list-style-type: none"> 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 wherever practical (see guidelines to left and Section 94.5.08 of zoning ordinance). 4. Assure that rural uses do not impede long-term urban development or road or utility extensions.
Rural Density Residential	Single family detached residences served by private wastewater treatment systems; also includes home occupations, small community facilities, parks, and agricultural uses.	RR-2 and RR-5 Rural Residential SF-L Single Family Residential	Minimum lot sizes per associated zoning districts	<ol style="list-style-type: none"> 1. Minimize mapping this future land use category in the village, and in areas marked as Potential Long Term Growth Areas on Map 3-1. 2. Promote interconnection in road and trail networks within and among neighborhoods. 3. Allow lots less than one acre only where soil conditions demonstrate suitability for private on-site waste treatment systems, or where a group waste treatment system is used. 4. Regardless of lot size, encourage use of group treatment systems where soil conditions or other factors do not support individual systems, with such systems subject to professional design and restrictions assuring their shared maintenance over time.
Low Density Village Residential	Predominately single family detached residences, but may also include two family, townhome, and accessory dwelling units where the overall development falls within density range to the right. May also include home occupations, family childcare, small community facilities, parks, and other compatible uses allowed in associated zoning districts.	Predominately SF-S and SF-L Single Family Residential, or N Neighborhood where the village approves a unique design, layout, theme, or lot sizes. May also include limited 2F Two Family Residential zoning and possibly MF Multiple Family zoning at village discretion where development gross density to right is maintained.	Fewer than 5 units per gross acre in each development	<ol style="list-style-type: none"> 1. Map Low Density Village Residential areas throughout the village, particularly adjacent to natural resources and away from intensive industrial and commercial areas. 2. Where small single family lots and attached housing units are permitted, attend to home quality, variety, design, setbacks, and garage placement through zoning, covenants, and development agreements. 3. Assure that housing that is not single family detached, and community uses, are carefully woven into the fabric of each predominately single family residential neighborhood. 4. Promote a system of interconnected streets developed according to Complete Streets principles (see Transportation chapter) and parks where planned.
Moderate Density Village Residential	A mix of single family detached residences; small-scale, attached residences with individual entries to the outdoors, such as duplexes, two-flats, townhouses, and rowhouses; and multiple family residences where the overall development falls within density guidelines to the right. May also include home occupations, family childcare, moderate scale community facilities, parks, and other compatible uses allowed in associated zoning districts.	SF-S and SF-L Single Family Residential 2F Two Family Residential Managed amount of MF Multiple Family Residential N Neighborhood	Between 5 and 10 units per gross acre in each development	<ol style="list-style-type: none"> 1. Map Moderate Density Village Residential areas where there is adequate road, bike/pedestrian, utility, and service capacity; and nearby parks, community services, and commercial services. 2. Where small single family lots and attached housing units are permitted, attend to home quality, variety, design, setbacks, and garage placement through zoning, covenants, and development agreements. 3. Anticipate greater on-street parking than in Low Density Village Residential areas, and carefully plan for such parking in a manner that does not inhibit public safety or service delivery. 4. Promote a system of interconnected streets developed according to Complete Streets principles (see Transportation chapter) and parks where planned.



Future Land Use Designation (see Map 3-1)	General Description of Land Uses Allowed and Intended Character	Typical Implementing Zoning Districts	Lot Size and/or Density Range	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
Higher Density Village Residential	Generally multiple family housing, such as garden apartments, elderly apartments, and 3+ unit condominium buildings with common entries; may also include duplexes, two-flats, townhouses, rowhouses, single family detached residences, home occupations, community facilities, institutional residential facilities, childcare, parks, and other compatible uses allowed in associated zoning districts.	MF Multiple Family Residential Areas to be used for single or two family residences may be zoned SF-S or 2F N Neighborhood MH Manufactured Home Park, but only over existing manufactured/mobile home parks, or otherwise at the Village's sole discretion	Between 10 and 25 units per gross residential acre in each development, potentially higher in redevelopment opportunity sites that are designated in a village corridor plan	<ol style="list-style-type: none"> 1. Map Higher Density Village Residential areas in parts of the Village that have characteristics described in the Housing & Neighborhoods chapter. 2. Apply the design criteria in the Housing & Neighborhoods chapter to new multiple family housing to ensure lasting quality, livability, and community compatibility. 3. Encourage and where possible require effective configuration, maintenance, and management of higher-density housing, including through approaches described in the Housing & Neighborhoods chapter. 4. Particularly emphasize the above-referenced criteria and approaches where Higher Density Village Residential areas are mapped close to Low Density Village Residential areas. 5. Apply same parking and street connectivity policies as advised for Moderate Density Village Residential areas.
Community Commercial	Commercial service, retail, restaurant, office, institutional, health care, and related non-residential land uses. Not intended for industrial, warehousing, transshipment, and similar land uses. Contractor shops and similar uses may be considered only where there is a substantial retail or showroom component. The types, quality, scale, and impacts of land uses within Community Commercial areas will be managed with sensitivity to nearby residential areas.	Where adjacent to residential development and/or away from major highways, B-1 Neighborhood Business or parts of N Neighborhood district Otherwise, B-2 Highway Business is typical	Per associated zoning district requirements Promote lot sizes and site plans that enable future on-site expansion	<ol style="list-style-type: none"> 1. Meet commercial building and site design requirements in the zoning ordinance. 2. Time rezoning to when public sanitary sewer and water services are available and a specific development proposal is offered. 3. Attend to high-quality design and pedestrian scale when considering zoning approvals. 4. Assure that development provides access and an attractive rear yard appearance and existing and future development to the rear, particularly where it will be housing. 5. Address off-site traffic, environmental, and neighborhood impacts (particularly where adjacent to housing), through detailed analysis and improvements where warranted. 6. Generally limit outdoor storage and merchandise display.
Regional Commercial	Wide range and scale of commercial service, retail, restaurant, lodging, office, institutional, health care, wholesaling, outdoor display, and related non-residential land uses. Not intended for manufacturing, transshipment, and similar land uses, but may include contractor shops particularly those with a retail or showroom component.	B-2 Highway Business B-3 General Business	Per associated zoning district requirements Promote lot sizes and site plans that enable future on-site expansion	<ol style="list-style-type: none"> 1. Meet commercial building and site design requirements in the zoning ordinance. 2. Time rezoning to when public sanitary sewer and water services are available and a specific development proposal is offered. 3. Address off-site traffic, environmental, and neighborhood impacts (particularly where adjacent to housing), through detailed analysis and improvements where warranted.
Business/Office Park	High-quality indoor professional office, research, development, and testing uses; health care facilities and other institutions; support uses such as childcare, health club, and bank; and office-park-compatible indoor assembly and light industrial operations. May also include multiple-family residences where integral to and clearly serving an office park. Allowable uses and activities should include those associated with low levels of noise, odor, vibrations, and particulate emissions.	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)	Per associated zoning district requirements	<ol style="list-style-type: none"> 1. Design and approve developments to result in higher-end "business park" or "office/research/health care campus" setting, following associated zoning requirements. 2. Encourage warehousing and manufacturing uses to locate away from lands mapped for Business/Office Park use, except where the building, site, and activities are designed to blend within a Business/Office Park setting and nearby housing. 3. Address off-site traffic, environmental, and neighborhood impacts, through detailed analysis and improvements where warranted.

Future Land Use Designation (see Map 3-1)	General Description of Land Uses Allowed and Intended Character	Typical Implementing Zoning Districts	Lot Size and/or Density Range	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
Mixed or Flex Commercial/Residential	Carefully designed blend or flex of Community Commercial, Higher Density Village Residential, Business Office/Park, and Institutional land uses. The overall concept is to create vibrant places and community gathering spots, rather than to serve as a “catch all” for any type of land use. The intent for Mixed or Flex Commercial/Residential areas is further described within the village’s corridor plans.	PD Planned Development B-1 or B-2 Business BP Business Park MF Multiple family INT Institutional	Residential density should generally follow Higher Density Village Residential guidelines listed above Otherwise, lot sizes and densities are per associated zoning district(s)	<ol style="list-style-type: none"> 1. Map in transition zones between predominantly residential areas and non-residential areas or highways (thereby minimizing need for costly noise barriers), and/or where particular opportunities for mixed use development may be present. 2. Design each such area according to a plan—ideally one that skillfully mixes different uses on the same site and/or building, and creates amenities and “place,” and integrates multiple family residential components with the fabric of the area. 3. Use policies associated with each of the separate future land use categories that make up each Mixed or Flex Commercial/Residential area, as described elsewhere within this figure. 4. Promote mixed residential/commercial buildings, with the ground floor generally devoted to commercial uses to promote activity and vibrancy in the mapped area. 5. Address off-site traffic, environmental, and neighborhood impacts, through detailed analysis and improvements where warranted.
Industrial	Manufacturing, warehousing, storage, contracting, distribution, office, research and development, and other support and compatible uses such as childcare, health club/fitness, commercial recreation, and banks. Areas away from housing are more appropriate for a range of manufacturing, warehousing, trucking, and utility uses with significant off-site impacts such as heavy truck traffic.	LI Limited Industrial (where narrower range of industry/impacts preferred, such as where close to housing) GI General Industrial (where wider range of industries and impacts acceptable)	Per associated zoning district. Encourage site selection and building placement that facilitates future on-site building expansion as business grows	<ol style="list-style-type: none"> 1. Meet zoning performance and design standards applicable to industrial uses, districts, and buildings within the Village’s zoning ordinance. 2. Time rezoning to when sewer and water services are available and a development proposal is offered. 3. Assure that development provides access and an attractive rear yard appearance to development behind these sites, particularly where such development is residential. 4. Address off-site traffic, environmental, and neighborhood impacts, through detailed analysis and improvements where warranted.
Mixed or Flex Commercial/Industrial	A blend or flex of Commercial, Industrial, Business/Office Park, and Institutional land uses (but no housing). All uses and buildings should blend with a mixed commercial/ industrial use setting. Adherence to development policies to the right will assure an environment conducive to investment with Commercial uses and that manages visual impacts from highways. Intent for Mixed or Flex Commercial/ Residential areas is further described with the village’s corridor plans.	PD Planned Development B-2 or B-3 Business BP Business Park LI Light Industrial INT Institutional	Per associated zoning district Encourage site selection and building placement that facilitates future on-site building expansion as business grows	<ol style="list-style-type: none"> 1. Map in transition zones, generally between existing and planned Commercial and Industrial land use areas, and/or where use flexibility responds to market conditions. 2. Time rezoning—particularly to an industrial zoning district—to when sewer and water services are available and a development proposal is offered. 3. Generally apply development design, building material, and landscape standards normally applicable to commercial uses and the B-3 zoning district to maintain a quality environment for both commercial and industrial uses in Mixed or Flex Commercial/Industrial use areas. 4. For buildings >80,000 square feet, apply some building and site design standards normally applicable to “large retail uses” in the zoning ordinance. 5. Minimize outdoor storage. Where allowed, fully screen by walls or fences. 6. Address off-site traffic, environmental, visual, trucking, and loading impacts, through proper siting, analysis, and improvements where warranted. Generally restrict any use that produces noise, smoke, odor, heat, glare, vibration, or emissions beyond the lot line.
Institutional	A range of public, semipublic, educational, religious, and other “gathering” type uses generally intended for noncommercial purposes.	INT Institutional For institutional uses that are smaller scale or nestled in other nonresidential areas, other zoning districts may be appropriate	Per associated zoning district	<ol style="list-style-type: none"> 1. Meet zoning performance and design standards applicable to institutional uses, districts, and buildings within the village’s zoning ordinance. 2. Consider the impact on neighboring properties, parking, and traffic before approving any new or expanded institutional use. 3. Assure that development provides access and an attractive rear yard appearance to development behind these sites, particularly where it is residential. 4. Address off-site traffic, environmental, and neighborhood impacts, through detailed analysis and improvements where warranted.



Future Land Use Designation (see Map 3-1)	General Description of Land Uses Allowed and Intended Character	Typical Implementing Zoning Districts	Lot Size and/or Density Range	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
Parks and Recreation	Parks, public recreational areas, public open spaces, and private lands and buildings available for public recreation (e.g., golf courses) and/or conservation.	PR Parks and Recreation For smaller scale parks and recreational uses, residential zoning districts may also be appropriate	Per associated zoning district See also park master plans for proposed lot sizes and densities for village parks	See Parks and Recreation chapter.
Environmental Corridor	Generally continuous systems of open space that include environmentally sensitive lands, natural resources, and wildlife habitat. Always includes FEMA 1% regional (100-year) floodplains, WDNR mapped wetlands, and 75-foot shoreland setback areas from navigable waterways, where state and federal regulations significantly limit development. May also be mapped over limited other areas with particular environmental sensitivity. Where overlapping with the Parks and Recreation designation on the Future Land Use map, the Environmental Corridor designation is not shown on that map.	Floodplain, shoreland-wetland, and shoreland overlay zoning districts PR Park and Recreation where also meeting Parks and Recreation designation description above	No new building development typically allowed within Environmental Corridor, with the notable exception of recreational facilities, and/or education facilities specifically designed to provide citizen access for the purpose of facilitating public appreciation.	<ol style="list-style-type: none"> 1. Allow cropping, grazing, and passive recreation like trails in Environmental Corridor. 2. Preserve, protect, and enhance open spaces and conservancy areas like the Eau Claire River corridor and other environmentally sensitive-areas. 3. Where development is proposed near a mapped Environmental Corridor, work with developer to 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: <ol style="list-style-type: none"> a. more detailed information or studies reveal that the characteristic(s) that resulted in their designation as an Environmental Corridor is not actually present, b. approvals from appropriate agencies are granted to alter land so that the characteristic that resulted in its designation will not exist, and/or c. a mapping error is confirmed.
Potential Long Term Growth Area	Lands designated within this overlay future land use category may be appropriate for future urban (village) development following extension of sewer, water, road, and other urban infrastructure and services, but likely not within the time horizon of this Plan. Such lands may remain in agricultural or other rural uses for years, pending the property owners' and village's future determination that they are ripe for more intensive development.	Most such areas are zoned AR Agricultural and Residential at time of designation Development-based zoning districts will be assigned following future amendment to this Comprehensive Plan, per the policies to the right.	Per associated zoning district	<ol style="list-style-type: none"> 1. Enable the continuation of farming, existing housing, and other rural uses, and generally limit new development per the Agriculture future land use category policies and to not impede future infrastructure extension, until such time when the village identifies that particular mapped area as appropriate for more intensive development. In such case, this Comprehensive Plan will be amended accordingly. 2. Consider amending this Comprehensive Plan to redesignate all or part of the Potential Lot Term Growth Area to one or more specific development-based future land use designations, once the village determines that the following standards are met: <ol style="list-style-type: none"> a. The Village has received a property owner request for more intensive development, or has acquired land for future resale & industrial development. b. The property owner or developer has submitted a conceptual development plan for the property, showing proposed land use patterns, existing and proposed roads and trails including connections to adjacent properties, stormwater management systems, and environmentally sensitive areas. c. There is a feasible, cost-effective, and environmentally sound plan for utility extension. d. The proposed development is justified by community growth forecasts or by a particular identified community need. 3. Work with the Marathon County Metropolitan Planning Organization (MPO) to expand the sewer service area to include each mapped Potential Long Term Growth Area, once determined ripe for development.

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

- Implementing the village’s more detailed plans for these areas, particularly the Corridor Plans included in Volume 3 of the village’s Comprehensive Plan.
- Implementing tax incremental district project plans that describe proposed activities that the village may undertake in these areas to incentivize redevelopment and infill.
- Continuing to engage in road, utility, aesthetic/gateway, and other public improvements to improve development potential, functionality, and visual appeal of these areas, as described in the village’s Corridor Plans and its Community Entryway and Wayfinding Plan (also part of Volume 3).
- Working to secure outside funding and partnerships wherever practical to implement redevelopment in Smart Growth Areas, such as with Marathon County, Wisconsin Department of Transportation, Wausau Metropolitan Planning Organization (MPO), and Wisconsin Economic Development Corporation (WEDA).
- Amending zoning and supporting development proposals in these areas in accordance with the recommendations of this Comprehensive Plan including the Corridor Plans 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 and Schofield Avenue Corridors).
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 to the village, where annexation 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
<i>(Follow links for further details)</i>			
<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:

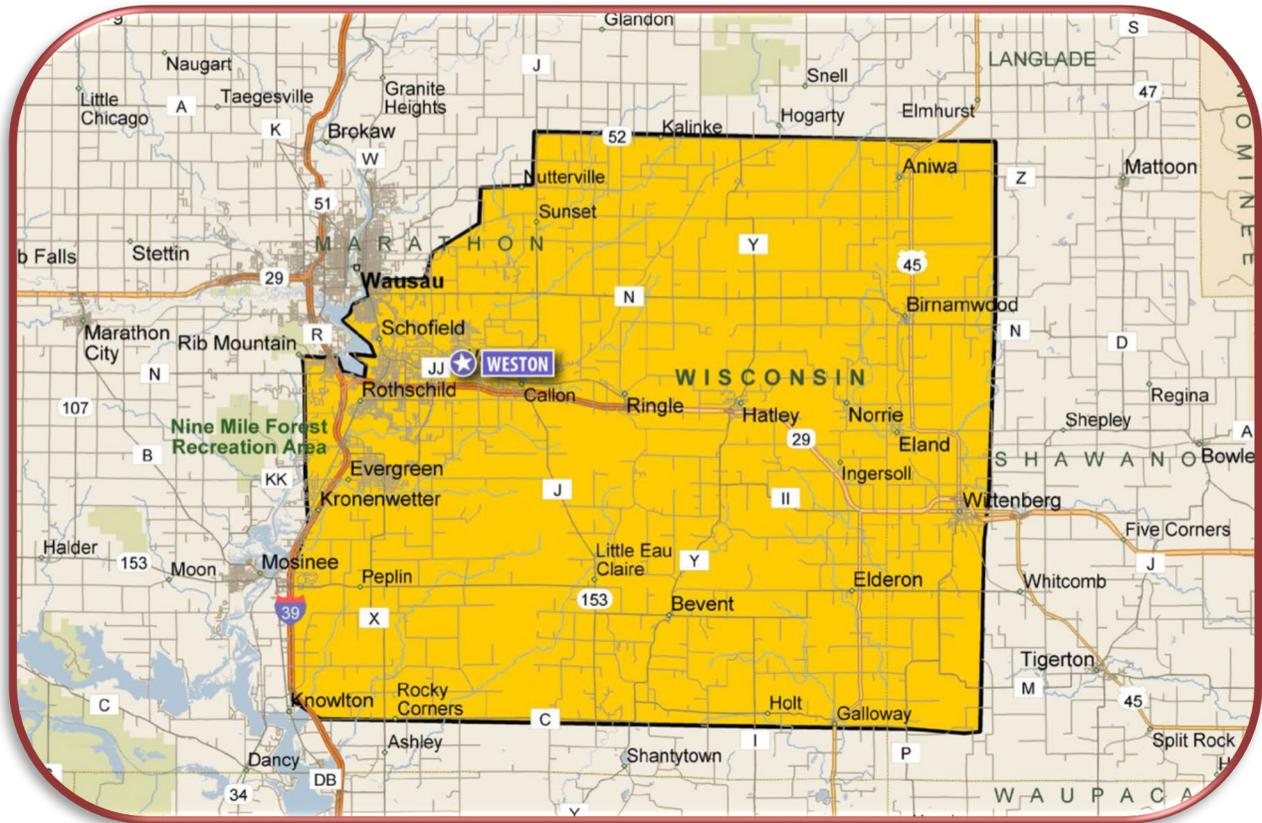
- To be a partner and stakeholder in managing the changes to come; change is inevitable with the passage of time.
- To oversee spending of taxpayer dollars efficiently and wisely.
- To make logical short-term decisions that culminate in fulfilling long-term community ideals.
- To cultivate the health 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 the following other related plans: Camp Phillips, Weston Avenue, and Schofield Avenue Corridor Plans, project plans for Tax Incremental Districts 1 and 2, a Retail Recruitment Strategy, a Tourism Plan, and a Broadband Technology Plan.

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.



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.



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.

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.

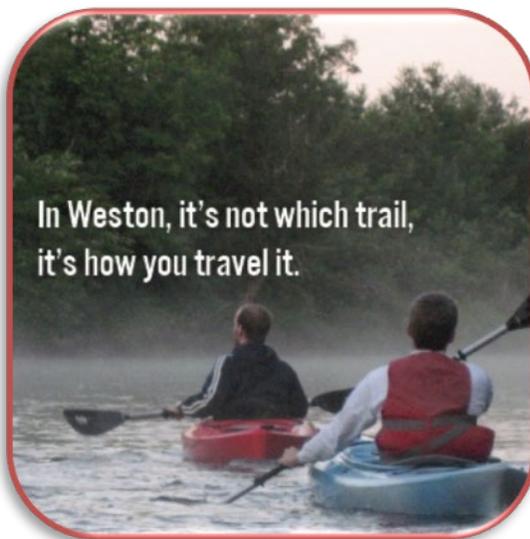
Eligible applicants will be for-profit businesses that have a financial need associated with business start-up or expansion. Owners must have 10% equity in the project and an emphasis on job creation for the area.

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

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.

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.



Adopted: October 3, 2016

Amended: December 16, 2024



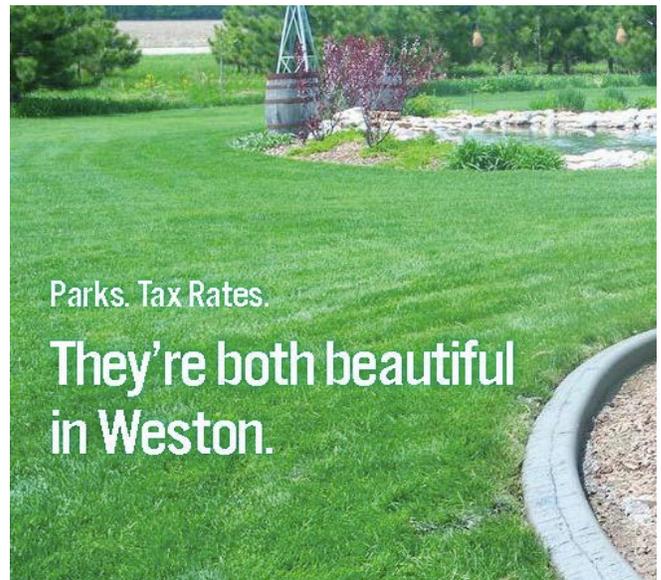
It's Right Here.

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)
- 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

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

Weston is 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 maintain and enhance existing neighborhoods and housing. The village will also promote new housing of varying types in neighborhoods and in mixed use corridors designed to connect residents to each other and the community, and supply employees and patrons to local businesses.

Priority Housing and Neighborhood Initiatives



Initiative (Follow links for further details)	Description	Funding/ Partnerships	Responsibility
<u>Position Weston as a Place to Build and Buy New Homes</u>	There has been a modest number of new single family homes and only one new single family subdivision platted in the village since the late 2000s. The village intends to help spark and maintain a healthy new housing market in Weston—for single family and other housing types.	General fund; development and impact fees; partnerships with the real estate community, the School District, and others	Director of Planning & Development
<u>Support More Housing for Weston’s Workforce</u>	Weston has a sizable employment base in industrial, health care, and services sectors. However, data suggests that the village is short on housing to support its local workforce. The village will support the private sector to increase the supply of quality workforce housing.	State housing development programs; tax incremental financing; partnerships with the real estate community and others	Director of Planning & Development
<u>Promote Thoughtful Siting and Design of Higher Density Housing</u>	The village will accommodate moderate- to higher-density housing types in planned locations (see Map 3-1). Recognizing the concerns of many residents towards higher-density housing, the Village will insist that higher-density housing demonstrate high-quality design, thoughtful siting, and effective maintenance and management.	General fund; development and impact fees; tax incremental financing. Continue also to seek state and federal grants and partnerships to provide amenities that are attractive to residents.	Director of Planning & Development

5.1. Purpose

Weston contained 6,670 housing units in 2020. The State of Wisconsin and Northcentral Wisconsin Regional Planning Commission project a demand for 1,995 additional housing units in the village between 2020 and 2040, with nearly two-thirds of that demand occurring by 2030. This chapter describes how Weston will accommodate new housing to meet this high demand, provide attractive neighborhoods for these new homes, and help maintain existing homes and neighborhoods.

5.2. Goal

Weston will accommodate more housing, quality and affordable housing choices, and attractive neighborhoods—all of which to 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. Provides housing for the Weston workforce, elderly, and young adult populations.
 - c. Supports desired employment, shopping, dining, and commercial service growth.
 - d. Includes sizes and types to reflect evolving lifestyles and demographics.
 - e. Achieves high and lasting quality for all housing types.
 - f. Corresponds with capabilities to provide public services and facilities.
2. Promote and maintain neighborhoods that: 
 - a. Provide attractive living environments for the residents they are intended to serve.
 - b. Incorporate a mixture of housing types, sizes, and costs.
 - c. Are built around, preserve, and celebrate natural assets, such as the Eau Claire River.
 - d. Are oriented towards pedestrians and children.
 - e. Have interconnected road, trail, and sidewalk networks.
 - f. Are connected to nearby neighborhoods, parks, schools, and other activity areas.

5.4. Policies

1. Encourage a sufficient supply of vacant lots, homes for sale, and developable residential land to maintain a vibrant housing market.
2. Encourage the public, private, and non-profit sectors to work together to increase the number of homes and improve the existing housing stock.
3. Guide new housing to neighborhoods and mixed use corridors with convenient access to commercial and recreational facilities, transportation, schools, shopping, services, and jobs.
4. Encourage new neighborhoods that protect environmental resources, achieve design creativity, include resident amenities, manage density and transitions, and follow the guidelines presented later in this chapter. 
5. Blend higher density developments into the fabric of the village, in areas, densities, and designs consistent with the Future Land Use map (Map 3-1), Figure 3-1, and Figure 5-1.
6. Promote reinvestment in older multiple-family and mobile home areas, emphasize home and property maintenance, and 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. Position Weston as a Place to Build and Buy New 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 has been a modest number of new single-family homes and only one new single-family subdivision platted in the village since the late 2000s. The village intends to engage in an effort to spark and maintain a healthy new housing market in Weston—for single family homes and other types of housing.

On the supply side, 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. One may be the cost and risk of development versus current lot prices. The village may improve the bottom line for residential neighborhoods without burdening the taxpayer or compromising function or quality.

The village will investigate amending existing residential zoning districts, or creating a new residential district, to enable a smaller minimum lot size without special zoning districts (e.g., traditional neighborhood). Smaller lots can increase yields while contributing to neighborhood interaction. Weston's current minimum is 10,000 square feet, while minimums in nearby Schofield and Rothchild are each less than 7,800 square feet. Where smaller lots are permitted, careful attention to home quality, variety, design, setbacks, and garage placement are critical. While new lots as small as 6,000 square feet can easily provide viable single family home sites, some suburban-style house plans do not fit well on such smaller lots.

Also, through implementation of its Corridor Plans—particularly the Weston Avenue Corridor Plan—and associated tax incremental districts, the village will also work to improve and extend infrastructure close to planned low density residential neighborhoods. This will help close gaps and make development of such neighborhoods more feasible.



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 housing and lots in Weston. Village efforts may include:

- Utilizing marketing materials highlighting available lots to builders, and emphasizing village assets aimed towards future residents and regional realtors.
- Information sharing with regional realtors to advance perceptions of Weston as a place to live in the Wausau metro area.
- Continuing deliberate implementation of the village’s planned park and trail network, as represented in Chapter 7: Parks and Recreation.
- 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 Support More Housing for Weston’s Workforce

As documented in the 2022 *Wausau Metropolitan Area Housing Assessment* prepared by the Northcentral Wisconsin Regional Planning Commission, Weston like other places in the Wausau area has a housing shortage. As suggested in that *Assessment*, that shortage is particularly pronounced for low- and high-income earners, straining the supply of middle-income housing. The *Assessment* encourages building a variety of housing at all prices to reduce competition for middle-income housing. For the village of Weston in particular, the *Assessment* suggests:



- The need for 1,995 new housing units between 2020 and 2040 to meet current and expected demand—equal to about 200 units per year.
- 1,875 village households had annual incomes of between \$31,514 and \$50,402 in 2020 (defined as “low-income” by the U.S. Census Bureau), but only 301 housing units in the village were affordable to those households (meaning housing costs were <30% of household income).
- 30.4% of all Weston households were housing cost-burdened as of March 2020, meaning that they were spending more than 30% of their income on housing costs.

These statistics suggest that Weston has a shortage of housing that is affordable to the local workforce. In addition to reducing cost burdens on such households, providing more workforce housing will help supply workers to local industrial, health care, and commercial service businesses

and teachers, fire fighters, and others in public service. Potential village responses include the following:

- **Amend the Village’s residential zoning districts accordingly.** Efforts aimed towards enabling more workforce may include modest reductions in minimum lot areas and widths within the single family residential zoning districts, enabling twin homes within single family zoning districts at least by conditional use permit, and revisiting maximum density within the village’s standard multiple family residential zoning district. Allowing more housing units is perhaps the most important way to achieve reasonable rents without compromising engineering, building exterior, landscape, and other design requirements.
- **Pursue different zoning options for new neighborhoods.** The Village will promote its N Neighborhood zoning district that allows smaller-than-typical lots and a range of “missing middle” housing types with pre-set neighborhood design requirements.
- **Emphasize workforce housing as a component of redevelopment planning.** See the Village’s Camp Phillips Corridor Plan and particularly Schofield Avenue Corridor Plan for particular opportunity areas.
- **Explore tax incremental financing (TIF) to aid in funding workforce housing.** Where authorized in the associated tax incremental district (TID) project plan, the village may support infrastructure and redevelopment expenses and/or provide incentives, where housing is targeted to the local workforce, particularly for redevelopment projects where costs are higher.

What is Workforce Housing?

Workforce housing is housing priced to be affordable (i.e., ≤30% of household income) and otherwise intended to meet the needs of the local workforce. Typically, the “workforce” have incomes that are too high to qualify for public assistance programs but too low to afford many housing options available in the area. The State of Wisconsin classifies “workforce housing” as housing affordable to households earning 60% of the county median household income, or \$37,817 in Weston using 2020 Census data. More information can be found at www.cwedfund.com.

Data Source: U.S. Census Bureau, 2019 American Community Survey



- **Collaborate on other approaches to close funding gaps and reduce expenses.** This may include supporting builders of workforce housing on tax credit and grant applications to the State. Both have housing development programs that may prove useful. At time of writing, the State had recently adopted a series of new programs designed to support housing that is affordable to the State’s workforce, which the village will monitor and pursue as appropriate (see box to right). Fee reductions may also be considered, but not those that shift a cost burden to the general population.
- **Reach out to local businesses, including major employers and banks.** Employer outreach may aid in further documenting need, arriving at more housing solutions, and exploring ways to increase workforce income. Bank outreach may assist with learning about the types of projects banks might be willing to finance or which types of projects would be most feasible. Many banks have special programs for affordable community investments and may be willing to provide below-cost financing to affordable housing programs in furtherance of their Community Reinvestment Act interests.
- **Connect with community service personnel.** The village may engage local public works, protective service, and social service personnel on solutions that address concerns with traffic, supportive services, emergency services, and crime. Such discussions may aid in identifying desirable new or expanded services or infrastructure. Participants could include local Public Works, Police and Fire Departments, School District, and social service providers among others.

New State Funding for Workforce Housing

In 2023, the Wisconsin Legislature passed a package of bills promoting workforce and senior housing, including:

- \$50 million in one-time funds to the Wisconsin Housing and Economic Development Authority (WHEDA) to support a housing rehabilitation program to low- to moderate-income households to renovate or repair their current home and address hazards like lead and mold.
- \$275 million in one-time funds for the newly created Residential Housing Infrastructure Revolving Loan Fund at WHEDA to support the creation of new affordable and senior housing.
- \$100 million in one-time dollars to fund the newly created Main Street Housing Rehabilitation Revolving Loan Fund at WHEDA to improve rental workforce housing on the second or third floor of existing buildings.
- \$100 million in one-time funding for the newly created Commercial-to-Housing Conversion Revolving Loan Fund at WHEDA for the conversion of vacant commercial buildings to new residential developments of workforce or senior housing.

Source: Wisconsin Chapter of American Planning Association



5.5.3. Promote Thoughtful Siting and Design of Higher Density Housing

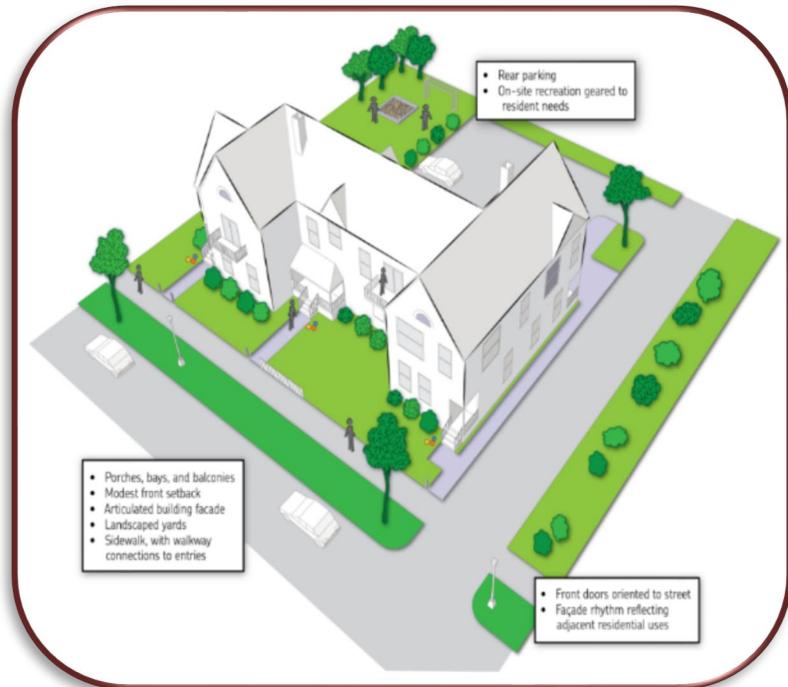
The Wausau area housing market demonstrates increasing demand for attached twin homes, townhomes, and apartments. This is due to a number of factors. These include Baby Boomers looking to downsize; the overlapping and growing elderly population seeking housing with fewer responsibilities and more support; the large number of Millennial and Generation Z households with different housing preferences, fewer marriages and kids, and lingering debt; increasing worker mobility between jobs and regions; largely stagnant workforce wages; and increased lot and housing costs. Residential developers have and will continue to respond to this demand.

The village intends to accommodate a variety of moderate- to higher-density housing sizes and types. These include “missing middle” types of housing, such as twin homes, townhomes, and garden apartments. Such moderate-density housing types should provide character and architectural standards similar to single-family homes, which will help them blend into and include in mostly single-family home neighborhoods. These moderate-density housing types also serve as effective transitions between higher-density apartment buildings and single-family homes.

In addition to serving basic needs like shelter and safety, these housing types contribute to social and economic health by promoting interaction and supplying employees and buying power. This increases the range of local restaurants and shops. New housing of all types also contribute to the property tax base, which in turn allows for new and upgraded roads, trails, parks, athletic complexes, and other community facilities and events.

There are legitimate concerns with higher-density housing when not thoughtfully sited, designed, configured, managed, and maintained. In response, the village in 2019 updated its multiple family residence performance standards in its zoning ordinance, which it applies to new developments. The village also promotes and will use the criteria in Figure 5-1 in siting and design decisions for higher-density housing. These criteria were used in preparation of the Weston Avenue, Schofield Avenue, and Camp Phillips Corridor Plans and in the 2024 update of Map 3-1: Future Land Use. They will also be used for land use and investment decisions, as directed by the Village Board.

The Village also intends to pursue the following approaches, which generally relate to effective configuration, maintenance, and management of higher-density housing:



Thoughtful design, scale, and siting is critical for new multiple family residential development in Weston—including moderate-scale “missing middle” types such as that illustrated here.

- **Connect landlords with resources.** These contacts would communicate issues and potential solutions, and connect property owners with resources to upgrade properties. These may include Community Development Block Grant (CDBG), HOME Investment Partnership Program, and other grants and connections to non-profit housing rehabilitation organizations. See also Initiative 5.5.2.
- **Involve service personnel.** Integrate community and protective services personnel in the design and review process, so that they may aid in forming a development that provides lasting safety, security, and health over time, as opposed to having to deal with problems once they become apparent much later.
- **Involve the neighborhood.** Insist on neighborhood meetings and other outreach before, during, and following development application and construction.
- **Recruit developers with a good track record.** For multiple-family developers, request a portfolio of past projects, and check references.



This tour of a nearby multiple-family building in advance of a development approval application is an example of effective involvement of fire and police personnel in the design process.

- **Seek quality inside and out.** Incorporate durable, sustainable, timeless, and energy efficient external and internal building materials, systems, and fixtures.
- **Pre-plan for long-term maintenance.** With development approval applications, require submittal of a maintenance plan and funding mechanism for carrying it out, and where possible utilize tools like deed restrictions and development agreements to carry these plans out. For larger projects, require an on-site

4-Unit Interior Selections

Cabinet door style/color

Kitchen Countertop

Kitchen Flooring

Bath Countertop

Bath Flooring

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	

This example of an interior material palate—including as part of a multiple family residential site plan submittal in another community—helped assure that this development would have initial and lasting quality inside and out.

manager or maintenance person, and service by a management company within an easy drive time.

- **Learn from the past.** Minimize situations where there will be multiple owners of different units where such owners will not likely be occupants. These types of configurations have often resulted in challenges years or decades later. Other lessons from the past include not concentrating higher-density housing to distant corners of the community (see Figure 5-1) and enabling inferior design in search of lower rents.



Siting and Design Criteria for Higher Density Housing

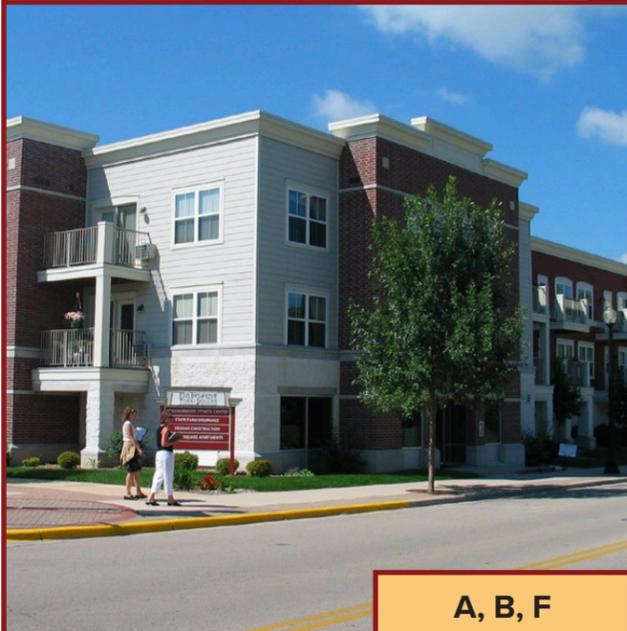
Higher density housing in a community like Weston takes a number of forms, including condominiums, duplexes, townhouses, apartments, and mixed use buildings. Careful attention to the siting and design of higher density housing provides lasting, safe, quality places for families, seniors, young professionals, and the local workforce to live in a manner that contributes to the broader community.



A, F, J



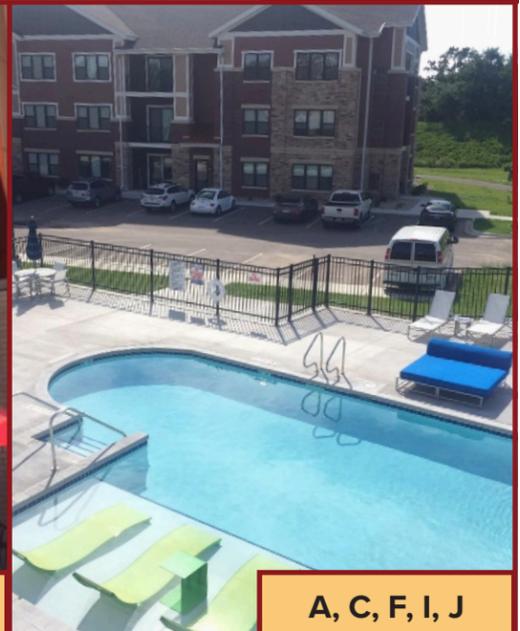
A, B, F



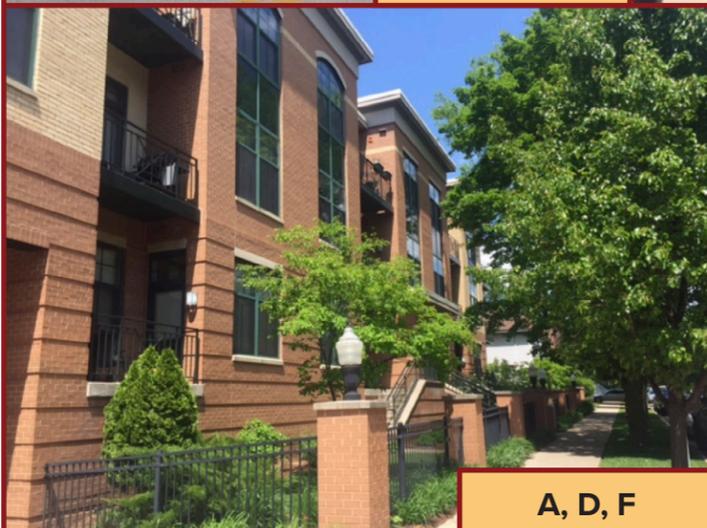
A, B, F



A, C, D, F, I



A, C, F, I, J



A, D, F



A, E, F

A - Locate in a neighborhood or vibrant mixed use setting, like downtown. This approach brings residents into a community rather than distancing them from it, and assures neighbors who will always care.

B - Assure adequate road, utility, and service capacity. Higher-capacity roads—or commitments to upgrade them—are important to safely manage increased traffic. Short drives to fire, EMS, and police are also important.

C - Select sites and buildings for high public visibility and access, including to jobs and the region. Locating buildings along roadways with street presence, with multiple ways in and out, and along sidewalks improves mobility and safety.

D - Prioritize access and facilities for bikes and pedestrians over cars. This approach helps manage traffic, pollution, and parking and improves health and mobility for populations that often have less ability to drive.

E - Site near parks, schools, shopping, and commercial and community services. Such proximities address common mobility limitations and provide broader community benefits such as more customers for businesses and more walkers (fewer buses) to schools.

F - Ensure high-quality materials and design, regardless of desired price-points or rent. Where projects with high-quality design may not work financially, allow greater densities or consider public support to lower per-unit costs.

G - Blend more affordable developments into the broader community. Where possible, blend housing units that are affordable to lower income persons with those that are not. This helps with community stability, provides move-up housing, improves project financial feasibility, and minimizes housing-related stigmas.

H - Scale buildings and sites to respect and provide a healthy connection to the setting. In some places, the rehabbing of existing units may be an appropriate scale. Other areas may support large apartments, particularly where land use transitions are occurring or planned to occur.

I - Incorporate amenities providing a source of pride and a place to enjoy life. Amenities should be matched to resident interests, such as a playground for family housing or a community service room for senior housing.

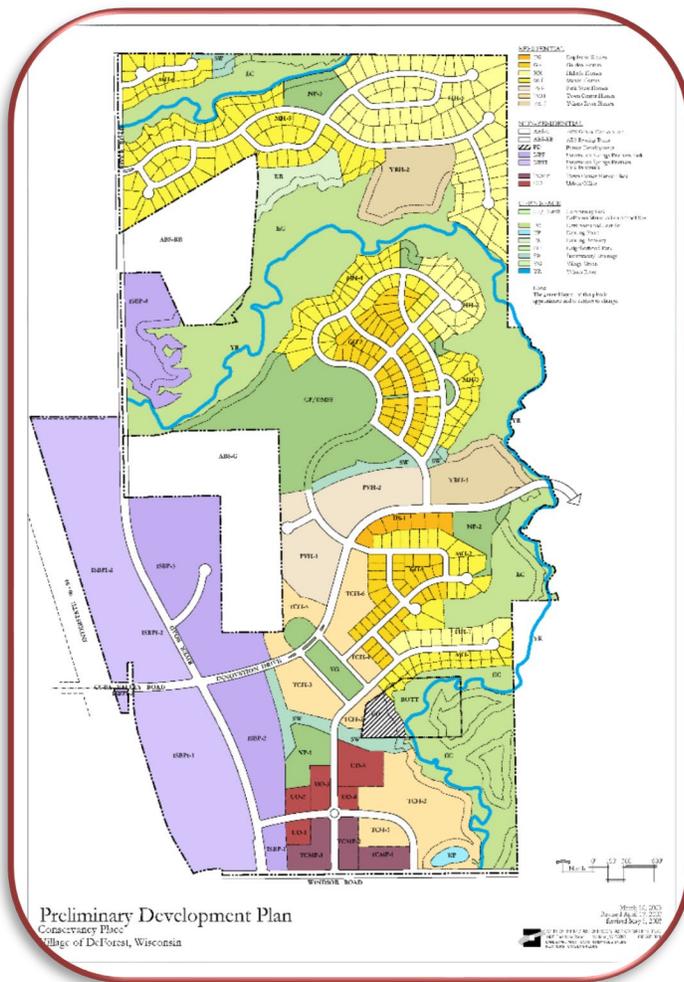
J - Rely on good landscaping to both enhance security and define the property. Decorative fencing can define character and enhance security, but well-designed housing should not rely on security or screen fencing, except for noise mitigation.

K - Consider future conversion potential. This is particularly important for senior housing.

5.5.4. 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 larger planned residential areas depicted on Map 3-1, even though some of these are currently in the Town of Weston including east of the village. 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?

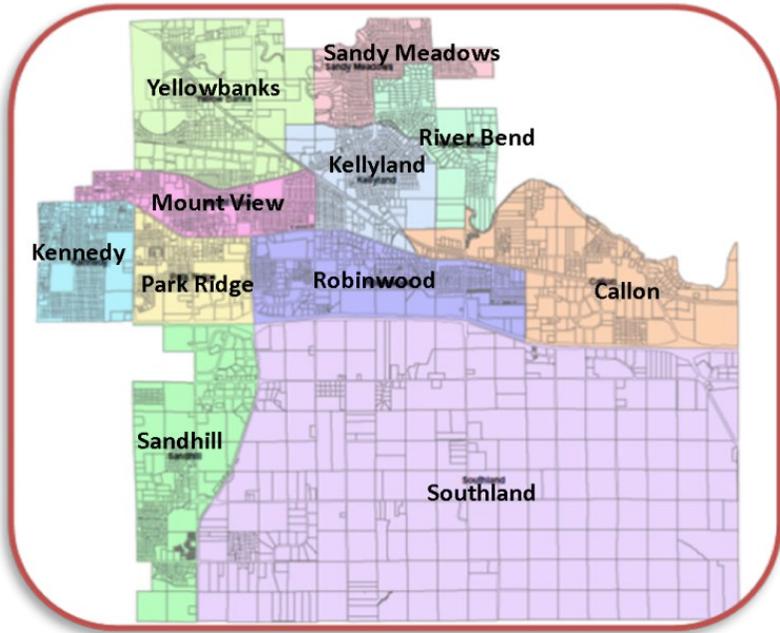
- An inventory and analysis, including an investigation of opportunities given the neighborhood’s position in Weston and the greater Wausau Area.
- A development plan map and text including residential, commercial, and institutional use areas (see example to left).
- Locations for single-family housing 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.

5.5.5. 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.



- 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.

The village intends to work with property owners within areas specifically targeted for housing rehabilitation, such as mapped “Residential Reinvestment Areas” in the adopted Corridor Plans 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 fee adjustments 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 trails, should be improved.

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.



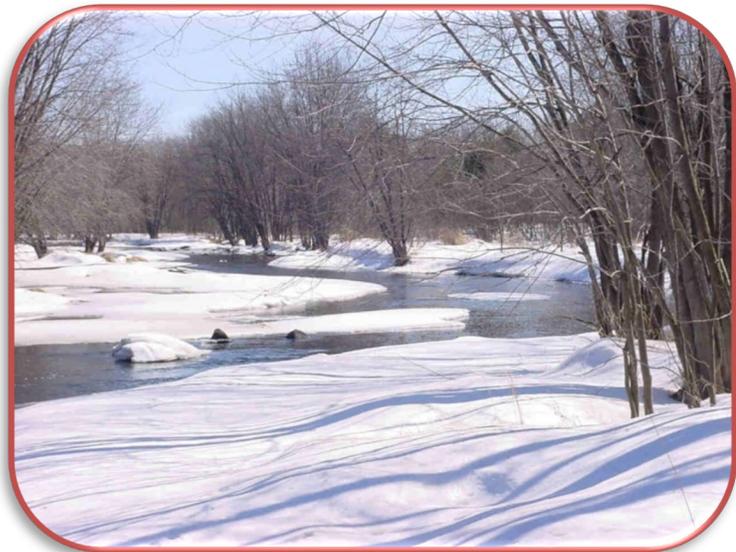
6.5. Initiatives

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. 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:

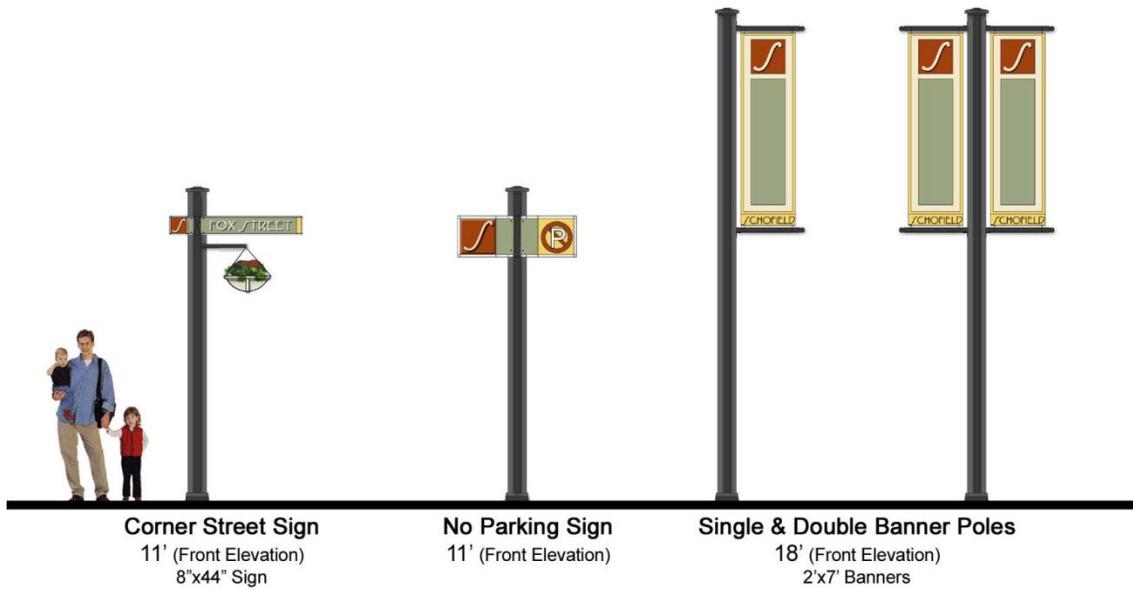


Irishfest is an annual community celebration that brings Weston residents together.

- **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.

- **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



- 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 WDNR.
- 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 WDNR 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,



administered by the WDNR 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 River Access at Yellowbanks Park</u>	The village’s vision for Yellowbanks Park features an improved canoe/kayak launch, parking in proximity to Eau Claire River access, and improvements to the disc golf course.	State Stewardship and Federal LAWCON Grants; Marathon County Environmental Impact Fund; Foundations and Partnerships with disc golf groups and watersports interests	Parks Director, with guidance from the Village Administrator, Parks and Recreation Committee, and Village Board, in collaboration with Public Works & Utilities and Planning & Development Departments
<u>Further Develop Kennedy Park as a Recreational Center</u>	The village intends to develop Kennedy Park to increase local recreational opportunities, increase visits and advance tourism-related development. This park is slated to include tournament-ready softball and baseball fields, covered hockey facilities, walking paths, improved support facilities, and playgrounds.	Marathon County Environmental Impact Fund; Partnerships with non-profit recreational organizations and the D.C. Everest School District; Fundraising; Donations and other sources	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>Develop Prohaska Family Memorial Park</u>	The village recently completed a master plan for Prohaska Park that includes fishing piers, shelter, restrooms, camping, disc golf course, and trails throughout this 87-acre park. This initiative would implement this park master plan.	State Stewardship and Federal LAWCON Grants; Marathon County Environmental Impact Fund; and Foundations	Parks Director, with guidance from the Village Administrator, Parks and Recreation Committee, and Village Board, in collaboration with Public Works & Utilities and Planning & Development Departments
<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 efforts to finish the Mountain-Bay Trail and build a trail connecting Schofield, Wausau, and Weston.	State Stewardship and Federal LAWCON; WisDOT TAP-21; Marathon County Environmental Impact Fund; “Complete streets” funding; MPO and local cycling group collaboration; Developers	Parks Director, 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

7.1 Introduction

Parks, trails, and other elements of the local recreation system are critical to Weston. The items listed below are just some of the findings of the National Recreation and Park Association’s *2022 Engagement with Parks Report*.

- Nine in ten people agree that parks and recreation is an important service provided by their local government.
- 84% of U.S. adults seek high-quality parks and recreation when choosing a place to live.
- 83% of survey respondents, the equivalent of 275 million people in the United States, visited a local park or recreation facility at least once during the 12-month period ending May 2022. Sixty-two percent visited at least once a month during that same timeframe, and forty percent visited at least once within the prior week.
- Many of the most active park users are parents.

According to the *2019-2023 Wisconsin Statewide Comprehensive Outdoor Recreation Plan*, Wisconsin’s urban population has more than tripled in the last 100 years. Meanwhile, over 95% of Wisconsinites enjoy some sort of outdoor recreation. Parks and open space can now be viewed as essential to the public good in much the same way as roads, sewers, and other public infrastructure.

A WELL-DESIGNED PARK SYSTEM...	
...HAS SOCIAL BENEFITS	<ul style="list-style-type: none"> ▪ Improves mood and enhances mental wellness. ▪ Facilitates social interaction and community cohesion. ▪ Provides locations for organized activities for all ages ▪ Provides a buffer and respite from continuous suburban development. ▪ Is open and offers opportunities for citizens from all classes, ages, and abilities. ▪ Can connect and educate the next generation in local community history.
...HAS ECONOMIC BENEFITS	<ul style="list-style-type: none"> ▪ Helps communities to retain and attract new residents. ▪ Increases the value of nearby properties. ▪ Can generate tourism that benefits local community.
...HAS HEALTH AND ENVIRONMENTAL BENEFITS	<ul style="list-style-type: none"> ▪ Encourages physical activity. ▪ Provides habitat for plants and animals, preserves carbon-reducing landscapes, and promotes a connection to nature. ▪ Includes plenty of strategic vegetated areas to: <ul style="list-style-type: none"> ○ Absorb and filter stormwater. ○ Increase air quality and reduce the “urban heat island” effect created by hard surfaces in the summer. ○ Provide wildlife habitat.



7.1.1 Plan and Purpose

The Village of Weston recognizes the importance of providing quality recreational experiences for its residents and visitors. To achieve this objective, park sites must be conveniently located, interconnected, provide a variety of recreational opportunities, and possess natural and constructed characteristics that allow these opportunities.

The Parks and Recreation Department must navigate issues such as changing recreation trends and desires, limited fiscal and staffing resources, rising costs, update code and legal requirements, security issues, extreme weather conditions, and more.

A major key to meeting these challenges is good planning. Thinking toward the future is essential in making sure outdoor recreation facilities and services are developed and maintained in a logical, efficient, and cost-effective manner. As the Village grows and changes, it is important to periodically review and re-examine goals, direction, selection of amenities, and recreation offerings. The Village of Weston's Comprehensive Outdoor Recreation Plan (CORP)—encompassed within this chapter and its parallel chapter in Volume 1—is a planning document designed to assist with this task.

Specifically, the CORP provides:

- An inventory of existing park and recreational facilities, within the Conditions and Issues volume of this Comprehensive Plan.
- A review of physical and environmental resources and constraints of the planning region as well as demographic trends, again within the Conditions and Issues volume.
- An analysis of parkland and recreational needs based on several metrics, including the guidelines set by National Recreation and Park Association (NRPA), with a strong emphasis on community input, all documented in the Conditions and Issues volume.
- An updated look at community needs and desires, obtained through online surveys, in-person meetings, and other opportunities for sharing input, reported in that same volume.
- A list of Village goals and objectives as well as past accomplishments, identified along with the remainder of the items below in this Chapter 7 of the Vision and Directions volume.
- General recommendations based on the above data regarding park and open space facility planning and maintenance.
- Park-specific recommendations, including locations, sketches, and general, high level estimated costs for various park and recreational features.
- A list of implementation strategies, including funding programs, both existing and potential.

The implementation of the CORP's recommendations will depend on the collective efforts of elected officials, public agencies, private organizations and, most importantly, residents.

Historically, the village's CORP was a standalone document, separate from its Comprehensive Plan. However, starting in 2016, the village elected to combine these plans into a single multi-volume document. This chapter—in combination with Chapter 9: Parks and Recreation of the Conditions and Issues volume—is intended to serve as the village's CORP.

This 2024-2028 CORP update was a cooperative effort based on previous CORPs, other adopted village plans, and input from village staff, municipal groups, and citizens. This CORP is intended to guide the village in continuing to meet the open space and recreation needs of its citizens over the ensuing five years. Approval of the CORP by the Village Board and the Wisconsin Department of



Natural Resources (WDNR) maintains Village eligibility to apply for and receive federal and state grants over this period.

7.1.2 Mission and Vision Statements

Mission: Provide a park and recreation system that will meet the needs of our existing citizens and future generations, preserve and protect the village's open space, water, historical, cultural, natural, and economic resources; and provide a park and recreation program that is designed to enhance the village's economy and quality of life. 

Vision: Become the leader in providing a variety of parks, recreation facilities and programs throughout the community that enhance the quality of life, promote health, create environmental awareness, form partnerships, and meet the recreation needs of participants. Therefore, ensuring a high quality of life for the citizens of Weston.

7.1.3 Goals and Objectives

Goal 1: Maintain an adequate amount of active and passive recreational lands to meet current and future recreational needs. 

Objectives:

- a. Acquire additional lands for active and passive park use based on current demand, projected demand and environmental significance as recommended by the CORP action plan.
- b. Stress the importance of acquiring appropriate, developable land for active recreation facilities in areas targeted for future park development.
- c. Provide places for traditional summer sports, along with alternative and all-season recreational opportunities. 
- d. Correlate park and recreational opportunities with community growth and evolving interests and demographics. 

Goal 2: Provide adequate facilities at all parks within the village's park system as dictated by park use and type (i.e., neighborhood vs. community park facilities). 

Objectives:

- a. Community park facilities should begin to be developed to meet current needs and should continue as additional needs are identified.
- b. Neighborhood park facilities should begin to be developed when 25% of the proposed park's service area is residentially developed.
- c. Park site development shall coincide with the growth of the population located within the park service area.

Goal 3: Coordinate development efforts and the use and maintenance of recreational facilities among the Village of Weston, the D.C. Everest School District, and public recreation associations.



Objectives:

- a. Encourage increased public use of indoor and outdoor school recreation facilities. 



- b. Encourage cooperative village/school/association development projects to help improve and expand recreation opportunities throughout the community in a cost-effective manner.
- c. Develop formal use/revenue/maintenance agreements among the village, the school district and public recreation associations to help operate and maintain recreation facilities in the village. 

Goal 4: Stress the benefits of larger neighborhood and community parks, which provide a wide range of facilities over the development of small playground and mini parks. 

Objectives:

- a. Analyze the location, size, and function of existing and proposed parks in annexations or if zoning changes occur.
- b. Utilize park service area criteria to help determine the location of future park sites.

Goal 5: Encourage the preservation of environmentally sensitive and historically significant areas.



Objectives:

- a. Identify and incorporate historical entities in the development of Village parks. 
- b. Encourage the appropriate use of natural features such as floodplains, wetlands, and woodlands as passive recreation areas. 
- c. Encourage the preservation and appropriate development of environmental corridors. 
- d. Encourage the designation and preservation of local historic landmarks. 

Goal 6: Provide residents with safe and reliable recreation equipment throughout the Village park system.

Objectives:

- a. Replace old and deteriorating recreation equipment at all village parks and school sites.
- b. Continually monitor and maintain existing park equipment to ensure its longevity and safety.
- c. Identify and replace park facilities that do not comply with the Americans with Disabilities Act guidelines. 
- d. Identify and replace all playground equipment that does not meet U.S. Consumer Product Safety Commission (CPSC) or American Society for Testing and Materials (ASTM) safety guidelines.

Goal 7: Utilize all available resources to further enhance the quality of the village's park system.

Objectives:

- a. Pursue state and federal funding programs, which can aid in the purchase or development of desired park system improvements.
- b. Recognize the potential, which exists with other public and private organizations, for donations to aid in park system development.
- c. Update the CORP every five years to maintain grant eligibility.

- d. Pursue the development of revenue generating recreational activities, which can aid in the development of new facilities and/or the maintenance of existing facilities.
- e. Collaborate with other public, non-profit, private entities on recreational facilities. 

Goal 8: Coordinate subdivision review with all departments responsible for providing or maintaining adequate park facilities. 

Objectives:

- a. Consult and incorporate the needs identified in the CORP before subdivision plats are approved.
- b. Continually evaluate and update the subdivision ordinance so that it adequately addresses the recreational needs of village residents.

Goal 9: Maintain a village-wide urban forestry program to manage the village’s urban forest. 

Objectives:

- a. Maintain the urban forestry ordinance and management plan that regulates the planting, removal, and management of trees on public lands in the village and makes the village eligible for state and federal urban forestry grant-in-aid programs.
- b. Remove dead trees and/or treat diseased trees on public lands within the village.
- c. Establish and maintain a continuous tree planting and tree maintenance program for public lands in the village.
- d. Maintain “Tree City USA” status for the village. 

Goal 10: Recognize the importance of an adequate park budget, which can financially address the existing park hazards, allow for future parkland acquisition and future park facility development.

Objectives:

- a. Utilize the CORP’s capital improvements program as a guide to establish yearly park budgets.
- b. Invest funds to develop facilities, which will maximize existing park and recreation areas and increase park use.
- c. Link park and recreational system development with community, economic, utility, transportation, and tourism development for mutual benefit.

Goal 11: Provide residents with multi-purpose trail systems that utilize environmental corridors and provide linkages between parks and other appropriate features in and outside of the village.

Objectives:

- a. Secure additional lands along environmental corridors to ensure public control.
- b. Develop trail systems, which have multiple uses and are barrier free.

Goal 12: Recognize the importance of park maintenance, which will improve the quality of recreation available to residents and will reduce the likelihood of hazards.

Objectives:

- a. Utilize the CORP’s maintenance program recommendations as a guide to establish yearly budgets.



- b. Develop an appropriate and equitable use fee system to help offset maintenance and operations costs.

7.1.4 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 Metropolitan Planning Organization (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. Pair recreational facility development with other planned village improvement projects, such as utilities and roads, wherever practical. 
8. Use the village’s capital improvements program as a guide to direct planned recreational facility development in conjunction with other capital needs.

7.1.5 Past Planning and Accomplishments

The following are some of the park and recreation related updates, features, and tasks accomplished since the adoption of the last Weston CORP in October 2016.

Figure 7-1: Recent Park System Accomplishments

YEAR	PARK	AMENITY
2020	Kennedy	Partnered with YMCA to staff and assume daily operations of Aquatic Center.
2023	Yellowbanks	Built a park shelter and restrooms at Yellowbanks Disc Golf Course.
2023	Kennedy	Expanded Diamond 2 from 36’x60’ field to 50’x70’ field.
2021	Kennedy	Built new baseball shed.
2021	Kennedy	Constructed two hitting tunnels.
2022	Kennedy	Replaced backstops and left and right field fences on Diamond 1 & 2
2021	Launch	Acquired property and developed a launch on Highway J.
2016	Launch	Developed launch at Ross Avenue
2020	Kennedy	Improvements to Kennedy Park shelter
n/a	Park-wide	Planting additional trees in the park system annually
2022	Kennedy	Aquatic Center pool surface replacement, water play structure restored, all safety pads replaced, new roof on building, and security cameras upgraded.
2023	Kennedy	Skate Park security cameras upgraded.
2021	Kennedy	Demolished Weston School warming house facility.
2021	Yellowbanks	Demolished Yellowbanks pit restrooms and abandoned well.



7.1.6 Planning Process Overview

While the previous CORP has served the community well, a plan update is required every five years in order to remain eligible for various grants and to ensure that the plan continues to meet changing community needs. In late 2022, the Village of Weston contracted with Rettler Corporation, an experienced park, recreation, and site design firm, to assist with the 2024-2028 CORP. This section summarizes the planning process, described in more detail in Chapter 9 of the Conditions and Issues volume

The CORP update process began with a kickoff meeting on March 29, 2023 between Rettler Corporation and various Village officials including the Planner, Director of Planning and Development, the Director of Public Works, the Village Arborist/Crew Leader, and the Director of Parks, Recreation, and Forestry. Oversight for the project was provided by the Director of Parks, Recreation and Forestry and the Parks and Recreation Committee.

While data was being gathered and assembled for the draft book, an online Community Input Survey and an online User Group Survey were conducted between May 12 and June 10 to gather citizen, park staff, and user group feedback on the Weston park system and recreational programs. Results are included in Chapter 9 of the Conditions and Issues volume. Rettler Corporation held a park staff input meeting and then toured each village-owned park site with the Director of Parks, Recreation & Forestry on June 9, 2023. Public input and user group meetings were held on June 26 and June 29 in which perspectives and feedback were gathered from various groups and community members. Additional information was collected through emails and conversations.

The CORP was developed per the Guidelines for the Development of Local Comprehensive Outdoor Recreation Plans by the WDNR Bureau of Community Assistance as well as the standards of the Development of Local Outdoor Recreation Plans found in Appendix F of the 2011-2016 and Appendix 10 of the 2019-2023 Wisconsin State Comprehensive Outdoor Recreation Plans.

Figure 7-2 on the following page indicates key project milestones.

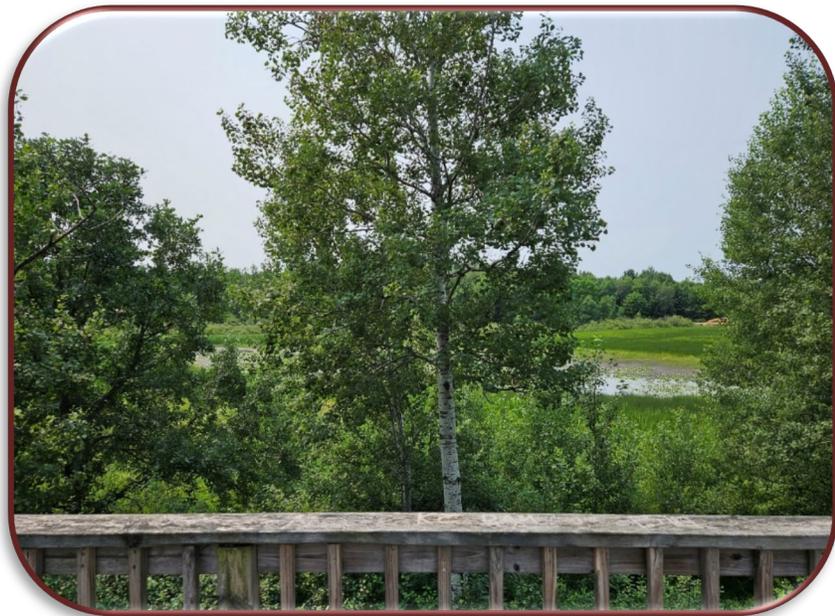


Figure 7-2: CORP Update Process Milestones

DATE (ALL 2023)	ACTION
March 29	Kickoff Meeting
June 9	Staff Input Meeting
June 9	Park Site Visits (with Director of Parks, Recreation & Forestry)
May 12-June 10	Online Community Input Survey and Online User Group Survey
June 26	Public Input Meeting
June 29	User Group Input Meeting
August 25	Preliminary Draft 1 CORP submitted to Parks Director for Review
October 5	Review Meeting with Village
October 23	Draft 2 CORP Submitted to Parks Director for Review
October 30	Stand-alone version of this CORP recommended by the Parks and Recreation Committee
November 20	Stand-alone version of this CORP adopted by the Village Board

7.2 Recommendations

The primary purpose of this CORP is to guide the village in the development of parklands and facilities that satisfy the outdoor recreation needs of both visitors and residents of Weston.

The general recommendations listed below are for the Village of Weston park and recreation system as a whole. They are based on information gathered from the community, the consultant’s professional judgement and experience, and discussions with the Village Parks and Recreation Department. The following list may seem long, but it is long-term and should be implemented over a period of years.

7.2.1 General Recommendations

The following is a list of general recommendations regarding acquisition and development needs, and for general park improvements.

Accessibility Guidelines and Provision for Persons with Disabilities

A segment of the population who would like to avail themselves of public parks is impeded by physical or cognitive disabilities. Traditional amenities and programs often have little to offer these residents. Newly designed, constructed, and/or altered recreation facilities should comply with the applicable requirements under the 2010 ADA Standards for Accessible Design. The village should also continue to retrofit parks and park facilities to be accessible, including shelters and restrooms. Cover surfaces directly under play equipment and a safe zone around the play equipment with an ADA compliant safety surface. In addition, provide an accessible route to all play structures and facilities. The village should look to incorporate not just accessible, but also inclusive amenities into its parks.

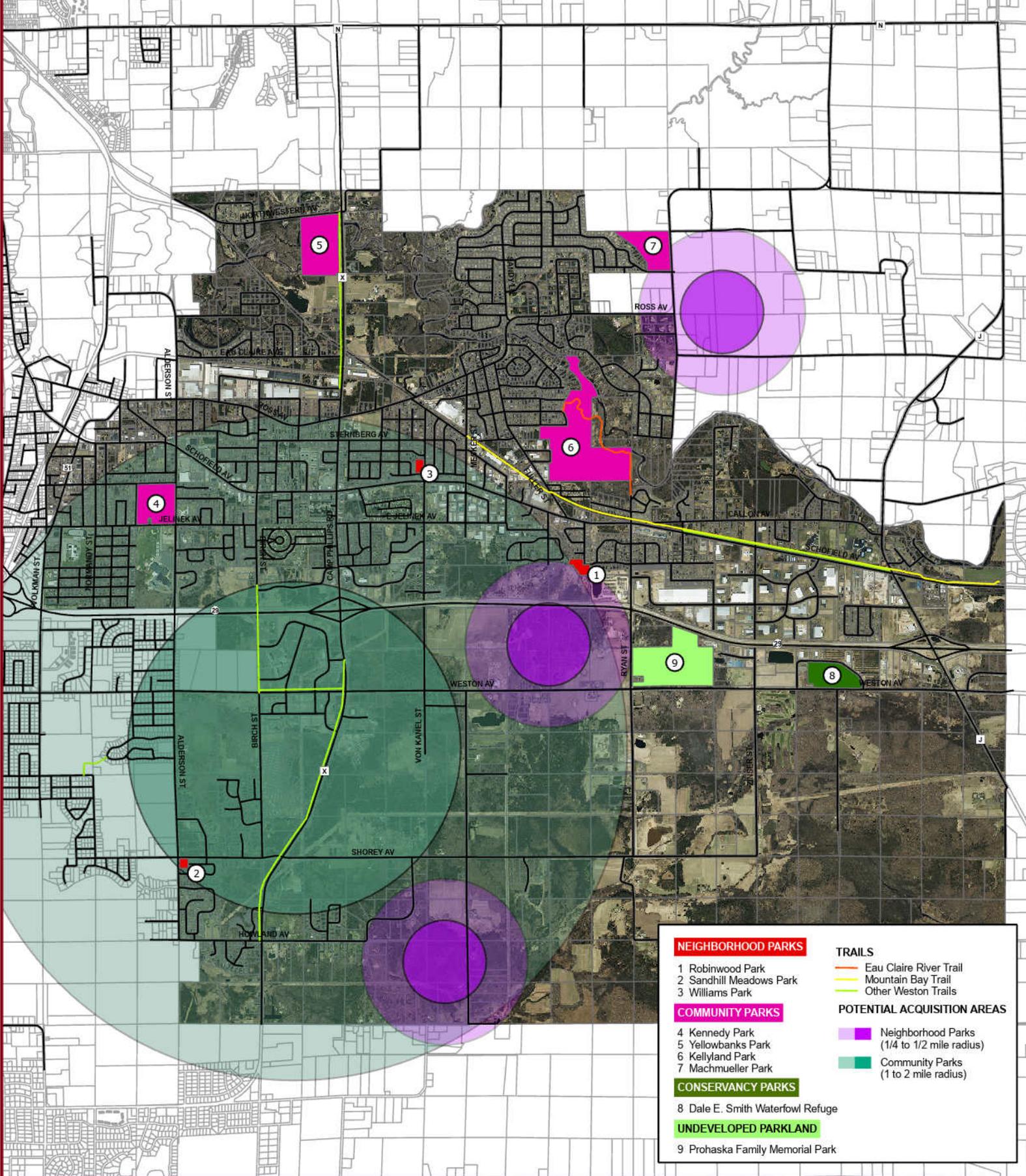
The term “accessible” describes a site, building, facility, or portion thereof that complies with the Americans with Disabilities Act Accessibility Guidelines (ADAAG) as interpreted by the Department of Commerce in the Wisconsin Administrative Code and Register for Barrier-Free Design.



Acquisition and Development of Park Land

National Recreation and Park Association (NRPA) standards and the community needs assessment in Chapter 9 of the Conditions and Issues volume indicate that the village presently has adequate overall parklands to meet the needs of community. The ratio is skewed heavily toward Community Parks, however.

The service area evaluation also reveals several areas within the village which are not served within the NRPA recommended radius, particularly in the Neighborhood Park category. It is recommended that the village investigate the acquisition and/or development of recreational opportunities in the areas shown on Map 7-1: Potential Park Acquisition as the village grows, and as budgets and opportunities allow. Proposed trails are shown on Map 7-2.



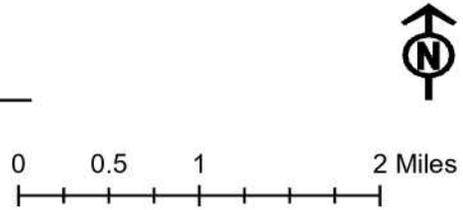
NEIGHBORHOOD PARKS	TRAILS
1 Robinwood Park	— Eau Claire River Trail
2 Sandhill Meadows Park	— Mountain Bay Trail
3 Williams Park	— Other Weston Trails
COMMUNITY PARKS	POTENTIAL ACQUISITION AREAS
4 Kennedy Park	— Neighborhood Parks (1/4 to 1/2 mile radius)
5 Yellowbanks Park	— Community Parks (1 to 2 mile radius)
6 Kellyland Park	
7 Machmueller Park	
CONSERVANCY PARKS	
8 Dale E. Smith Waterfowl Refuge	
UNDEVELOPED PARKLAND	
9 Prohaska Family Memorial Park	



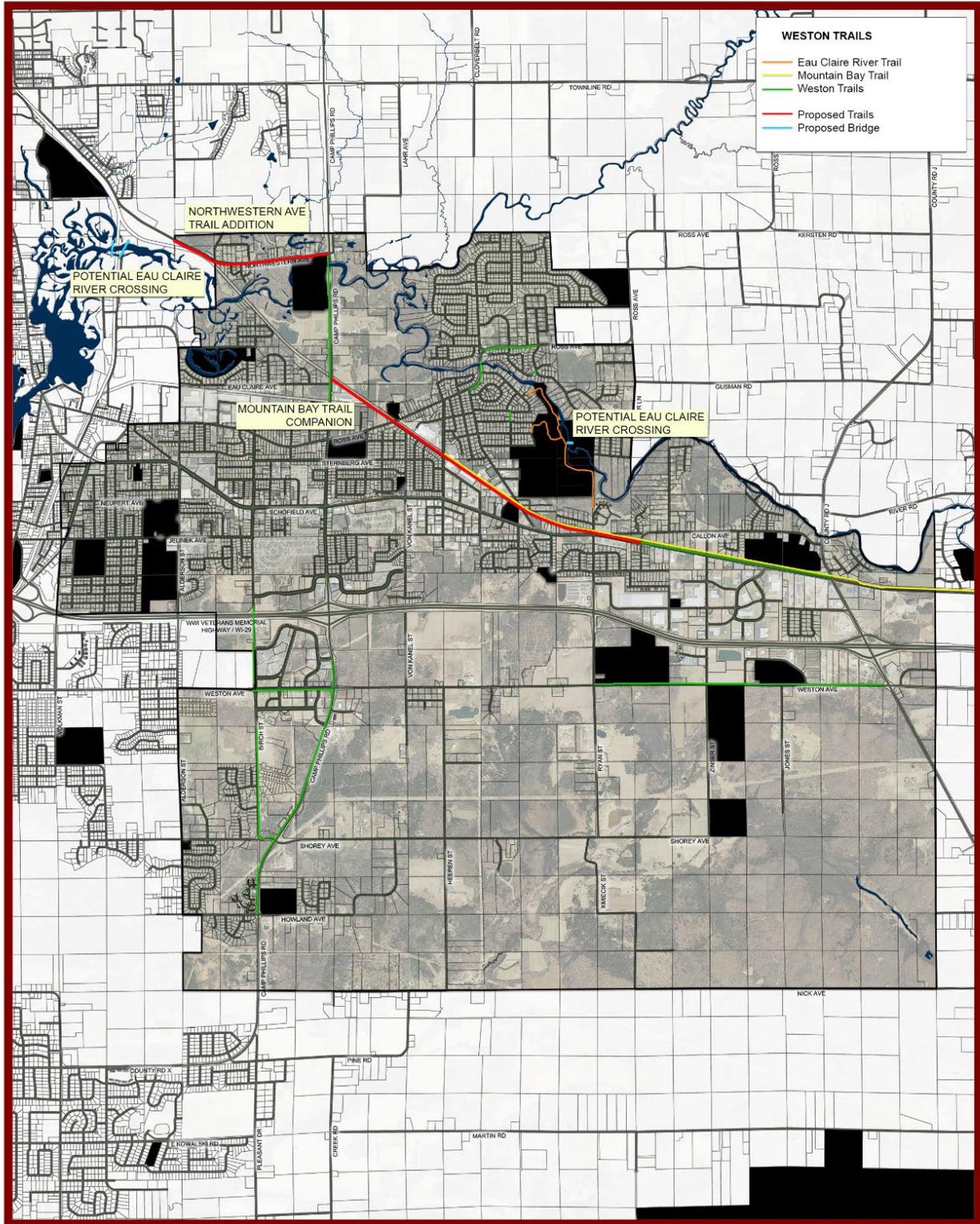
VILLAGE OF WESTON

POTENTIAL PARK ACQUISITION MAP

Map 7-1



Map 7-2: Proposed Trails



Aquatic Facilities

The 867-person capacity Weston Aquatic Center was constructed in Kennedy Park in 1999, and remains one of the village's most popular amenities. While maintenance is good, the facility is nearing twenty-five years of age. One of the most pressing issues is the growing need to upgrade aging equipment before it fails. In addition to replacing existing items, it is recommended that some new features be added, such as shade structures.

Bicycle Parking

The Central Wisconsin Off-Road Cycling Coalition (CWOCC)'s long range plan for the Wausau Area includes installing bike racks village-wide, including at parks and bike-friendly lodging. Bicycle parking recommendations from the Association of Pedestrian and Bicycle Professionals (APBP) can be found on their website at: <https://www.apbp.org/Publications>.

Community Beautification

The village continues to recognize that the appearance of the community is an important component in the provision of programs and services. The image that the village portrays affects the morale of citizens and visitors. A clean, safe environment helps to instill a sense of pride in their community.

Beautification projects, such as planting trees, shrubbery, and flowers, along with other general landscaping for parks and other public areas should continue to be encouraged, particularly with perennials and native species. The village should also continue to support the Tree City USA program.

Community Gardens

Community gardens can be a beneficial addition to many communities by increasing the availability of nutritious foods, promoting food security, strengthening community ties, increasing physical activity, and improving mental health while reducing food miles and creating a more sustainable system.

Community gardens were rated as "important" on the online Community Input Survey and it is recommended that the village explore the feasibility of providing community garden space or urban farming options for residents of the community. These options could be on public or private properties and would provide locations for individuals to grow fruits and vegetables.

Efficiency and Sustainability

The village should continue to ensure that park development occurs in a fiscally sustainable manner by considering the following:

- Installing new or replacing aging infrastructure with more energy efficient "green" amenities such as LED lighting, water saving measures, and solar panels where feasible.
- Naturalizing little-used and currently mowed expanses in order to better utilize staff time and resource costs and to benefit the environment.
- The Parks and Recreation Department should also research grant opportunities and other funding sources to support and enhance parkland, park programs, and park maintenance. (See Public-Private Partnerships and Service Group/Volunteer Involvement sections below.)

Federal and State Aid Programs

The village should continue to take advantage of state and federal financial and technical assistance programs designed to assist the community in meeting recreation needs. To maintain eligibility for such programs, the village's CORP must be updated every five years.

Invasive Species

WDNR has developed resources and policies for identifying invasive species and describing the various types of control mechanisms and procedures for preventing the spread of species. The village should utilize WDNR guidelines for invasive species management. WDNR guidelines include strategies and other methods of documenting and controlling invasive species, such as buckthorn, phragmites, emerald ash borer, etc.

Mini Parks

The future development of Mini Parks should be reviewed carefully. Although Mini Parks provide a place for children to play in proximity to their homes, they are becoming less attractive due to high maintenance costs. However, Mini Parks do have a role in the community and many residents and developers feel that Mini Park development is warranted as they often provide an alternative for children who might otherwise play in the streets.

Municipal/School District Cooperation

The village should promote continued cooperation between the municipality and the D.C. Everest School District in meeting the needs of the community. Cooperation might take the form of joint land acquisition and facility development cost sharing. Establishing a written agreement with the school district to identify responsibilities and regulations is recommended in order to promote the harmonious use of school district and village facilities.

Operations and Staffing Considerations

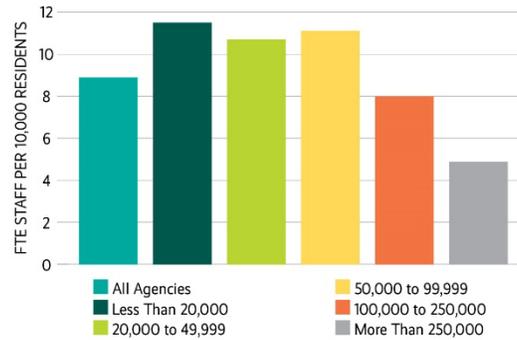
The Village of Weston currently has a full-time Director of Parks, Recreation and Forestry, 3 park maintenance employees and 2-3 seasonal part-time maintenance employees. The Director, who receives policy and program guidance from the Parks and Recreation Committee, administers park and recreation department duties and guidance on operations matters from the Village Administrator. The Parks and Recreation Committee, in turn, receives guidance and approval on policy, procedure, and budget issues from the Weston Village Board.

Increased maintenance needs for new areas as well as for aging in-place facilities has the potential to increase the need for staff and resources within the department in the next five to ten years. It is recommended that the Parks and Recreation Department monitor staff workload, keeping the following figures in mind.

The 2023 NRPA Agency Performance Review, which summarizes the key findings from the National Recreation and Park Association's NRPA Park Metrics benchmarking tool, reveals that agencies serving jurisdictions with 20,000-49,999 persons have a median number of 11.5 FTEs (full time equivalent employees) for every 10,000 residents. See Figure 7-3 on the following page.



Figure 7-3: Park and Recreation FTEs Per 10,000 Residents



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	8.9	11.5	10.7	11.1	8.0	4.9
Lower Quartile	4.8	6.5	5.6	6.6	4.8	1.9
Upper Quartile	15.5	20.1	19.7	18.1	12.3	8.0

If, and as, demand increases, consideration should be given to varied and creative solutions including the following:

- Employing additional staff.
- Increasing the efficiency of current staff by:
 - Studying task/time record keeping data.
 - Examining where and how equipment is stored and maintained for ease of access and increased equipment life.
 - Acquiring new and more equipment and technology if/as necessary.
- Encouraging community volunteers.
- Looking into increasing public-private partnerships.
- Reducing maintenance requirements, if possible, by:
 - Reducing maintenance intensive features and plantings.
 - Determining what park areas will be maintained to the highest degree and which will be more natural. Consider clustering high maintenance areas near each other.
- Contracting out certain services or projects.

In the meantime, the village should continue to support current staff by:

- Encouraging a healthy work/life balance.
- Continuing to solicit feedback from employees on a regular basis and making changes as necessary.
- Assisting in the professional development of employees by encouraging continuing education and memberships in professional associations that promote the concepts, practices and techniques of professional parks, recreation, and urban forestry management.

Parkland Impact Fees 

Many communities collect impact fees at the time a building permit is issued for a new home. These impact fees can fund a variety of things including sewer and water construction, firefighting equipment, library facilities, and park development.

Section 74.9 Parks and Recreation, of Article 74-9, of Chapter 74 of the Weston Municipal Code, outlines the procedures and requirements for parkland dedication, payment in lieu of land, and impact fees:

- Sec 74.9.02 Park and Recreational Site Dedication
- Sec 74.9.03 Improvement of Dedicated Park and Recreational Sites
- Sec 74.9.04 Park and Recreation Impact Fee
- Sec 74.9.05 Potential Credit for Private Open Space and Improvements

Also, see the Funding section in Chapter 9 of the Conditions and Issues volume.

Park System Planning

The Village of Weston should encourage park and recreation facility planning on a neighborhood, community, and village-wide basis, viewing each site as an integral part of a unified system. A master plan and/or management plan should be established for each community park (and certain parks in other categories, as needed) to provide direction for the progressive and orderly planning, maintenance, and programming of the facilities.

Part of the overall park system planning should include park advertising and making the community aware of the location of all park sites and amenities available in the village. Ways to do this might include providing more detailed information on the website and making park and trail maps more available.

Pedestrian/Bicycle Circulation and Trails

Bicycle and walking paths was a major topic in the online Community Survey, particularly in its questions 4, 5, 6, 8, 12,14, and 15. Comments revealed that paved trails are among the highest rated amenities by weighted average and in the top three most desired additional amenities. Major concerns included traffic safety in certain areas, a desire for more off-road multiuse paths, and more connectivity.

The village should continue to improve and develop an overall trail system to interconnect the community and other local and regional trail systems through a series of on-road bicycle lanes and off-road multiuse paths. These trails will also connect to parks and provide safe crossings over barriers such as major arterial roadways. Where possible, new trails should utilize existing environmental and utility corridors. Focus areas for improvements are on Map 7-2 and include:

- Mountain-Bay Trail
- Eau Claire River Trailhead
- Eau Claire River Trail Extension
- Southwest Off-Road Trail Extensions
- Other Regional Connections
- Snowmobile Trail Connections to Mountain-Bay
- Eau Claire River Water Trail

Playground Improvements

The play equipment in many parks is nearing or at its intended life expectancy. It is recommended that the village continue to replace the playground equipment as necessary to ensure that it meets safety standards and reduces maintenance time and costs. Another main goal is improving accessibility and ensuring that there is a balanced amount of equipment for all age levels and abilities in the park system.

The village should also identify and replace all playground equipment that does not meet Consumer Product Safety Commission (CSPC) or American Society for Testing and Materials (ASTM International) safety guidelines. The village should also provide a safe “fall zone” directly under play equipment and within the use area around play equipment. An ADA approved accessible surface should be installed to provide access to the playground as well as access points on the play equipment.

Additional playground amenities such as shade structures and drinking fountains with water bottle fillers might also be considered to provide relief from various weather conditions.

Public-Private Partnerships

The village should encourage development of specialized facilities by the private sector. Specialized facilities (miniature golf, kayak launches and rentals, indoor athletic venues, etc.) are an important enhancement to public recreational facilities. Quality and availability for public use should be emphasized.

The village should also look for opportunities to increase outdoor recreation opportunities by coordinating with recreation interest groups, health care providers, recreation providers, elected officials, and others to collaboratively develop outdoor projects.

Through public-private partnerships, development and acquisition opportunities may be enhanced, which could allow for the preservation of existing resources and access to resources that have not been previously available to residents and visitors.

Security

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

Service Group/Volunteer Involvement

The village should encourage service groups and special interest groups to become involved in park and recreational developments, including development of competitive sports areas and neighborhood parks.

Senior Citizens

As in much of the rest of the country, Weston’s population aged 55 and over has increased faster than other age groups over the past decade and is expected to continue for the next 15-20 years. Many of the facilities in Weston’s parks do not currently offer much for this group. The village should investigate recreational opportunities that can meet the needs of an aging population, such as the following:

- Expanded trail networks
- Lower impact sports such as pickleball
- Increased passive recreational opportunities such as birding or fishing
- Community gardens
- Ample park amenities such as restrooms, benches, and shade

- Well-planned site circulation and barrier free access to park amenities
- Event and gathering spaces
- Directional signage and maps

Urban Forestry

The Village of Weston Parks and Recreation Department is also responsible for the management and maintenance of approximately 1,445 trees, 1,170 of which are street trees and 266 being within the public parks and other properties.

Annually, staff trims approximately 1/3 of our street trees.

Forestry goals for the next five years include the following:

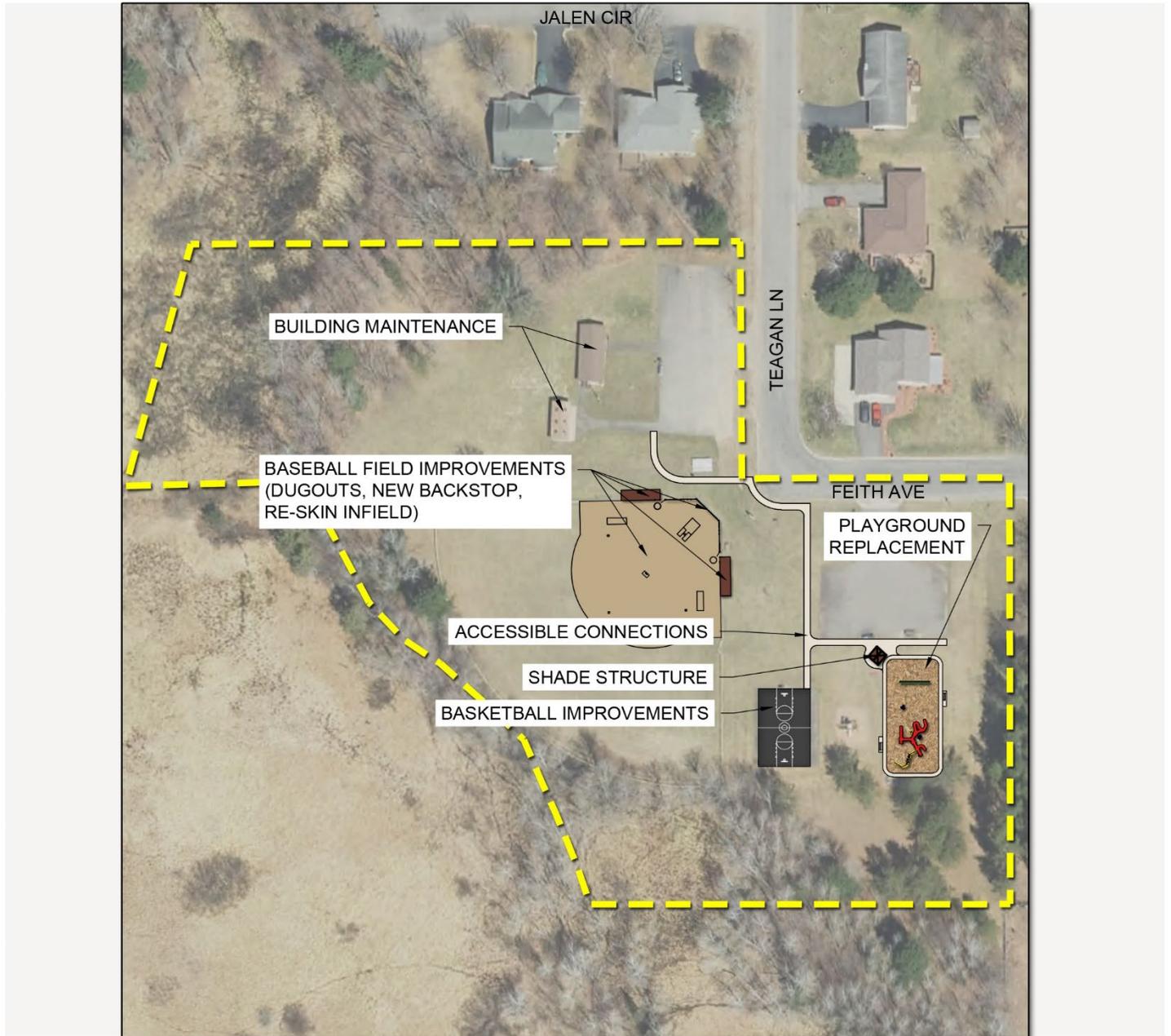
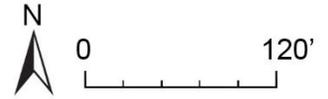
- Continue to update and maintain the public tree inventory.
- Trim street trees and tree structure to facilitate snow removal.
- Continue with the Tree City USA program.

7.2.2 Individual Park Recommendations

The park-specific proposal maps on the following pages have been developed based on the Needs Assessment survey and Parkland Analysis which includes NRPA standards and is presented in Chapter 9 of the Conditions and Issues volume, as well as consultant input and direction from village staff including the Parks, Recreation and Forestry Department.

Please refer to the Individual Park Implementation Program section that follows for estimated costs for individual components. The following recommendations and associated cost numbers are intended to provide guidance to the decision makers responsible for implementing the CORP. In the Implementation Park Implementation Program section, these improvements are organized into a matrix of short-, mid-, and long-term goals based on time increments of 1-5 years, 6-10 years and 11-15+ years. The actual schedule of improvements for each facility will be determined at a later date as presented and approved by the Parks and Recreation Committee and Village Board as part of the annual Capital Improvements Program.

1. ROBINWOOD PARK
Neighborhood Park
5.12 acres



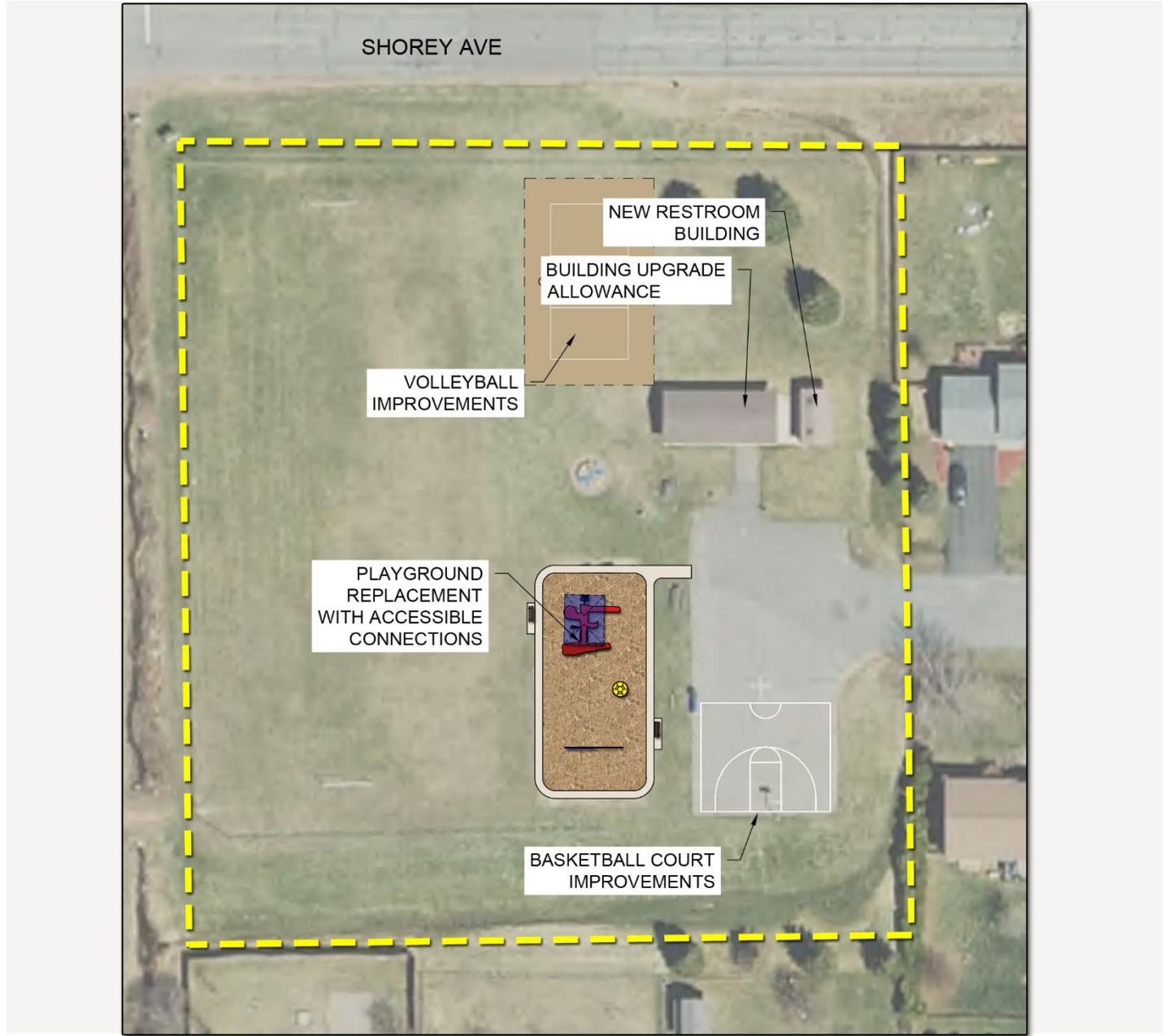
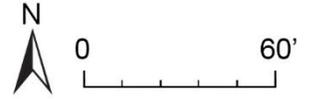
RECOMMENDATIONS SUMMARY:

- Playground Replacement (with wood fiber and perimeter walk)
- Accessible Connections
- Shade Structure Allowance
- Softball/Little League Improvemnts (Gameshade Dugouts, Replace Backstop, and Re-skin Infield)
- Basketball Improvements: Restripe and Replace Hoops
- Building Maintenance Allowance: Shelter and Restrooms



2. SANDHILL MEADOWS PARK

Neighborhood Park
1.99 acres



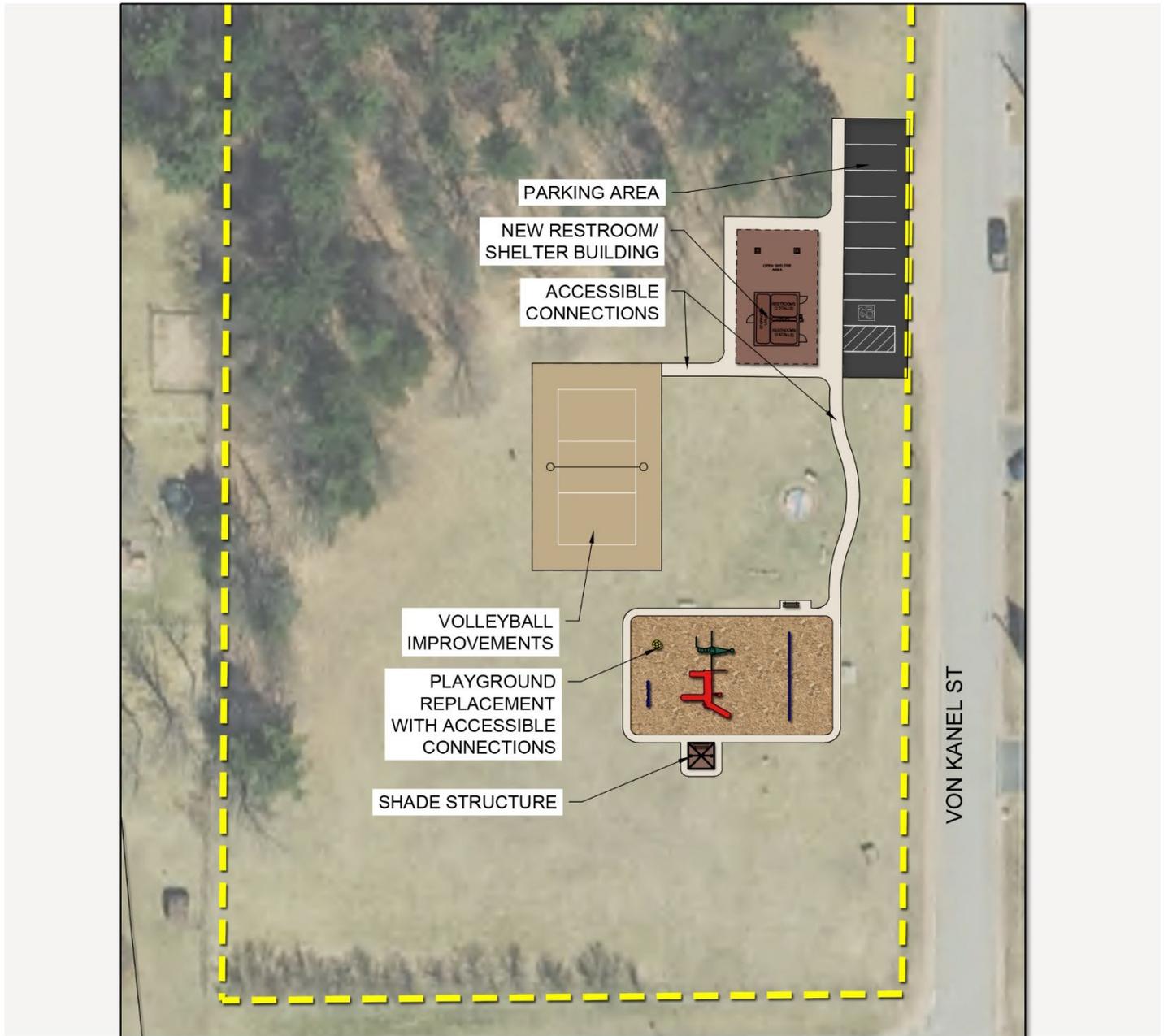
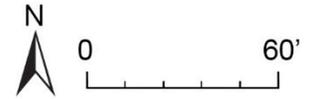
RECOMMENDATIONS SUMMARY:

- Playground Replacement (with wood fiber, curb, and underdrain)
- Shelter Building Upgrade Allowance
- Basketball Court Improvements (Restriping)
- New Restroom Building
- Volleyball Improvements



3. WILLIAMS PARK

Neighborhood Park
2.63 acres



RECOMMENDATIONS SUMMARY:

- Playground Replacement (with wood fiber, curb, and underdrain)
- Restroom/Shelter Building
- Shade Structure
- Accessible Connections
- Volleyball (improve or remove)
- Parking Area (9 spaces)



4. J.F. KENNEDY PARK

Community Park
34.51 acres

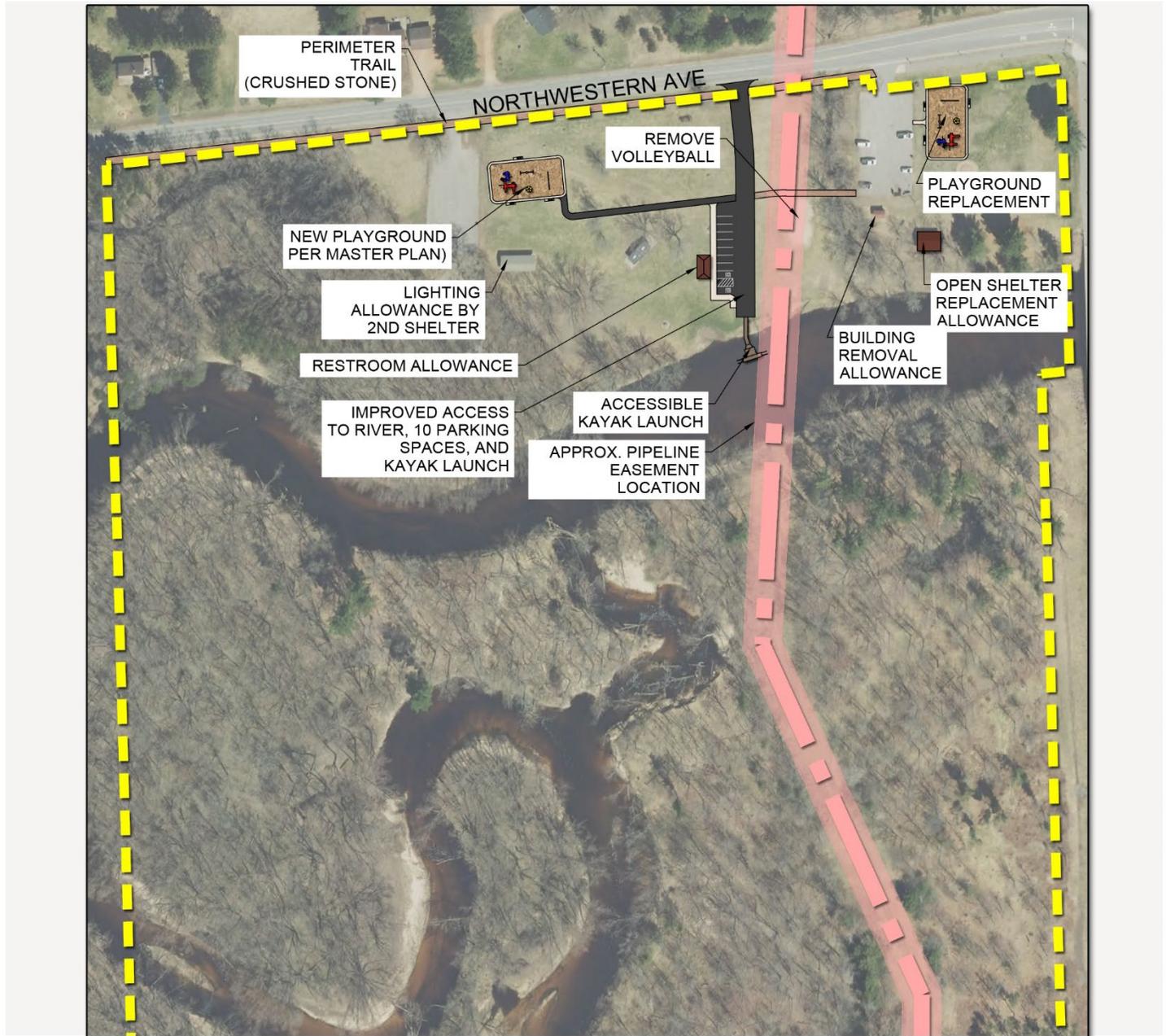


RECOMMENDATIONS SUMMARY:

- Refer to the Master Plan currently under development

5. YELLOWBANKS PARK

Community Park
52.77 acres



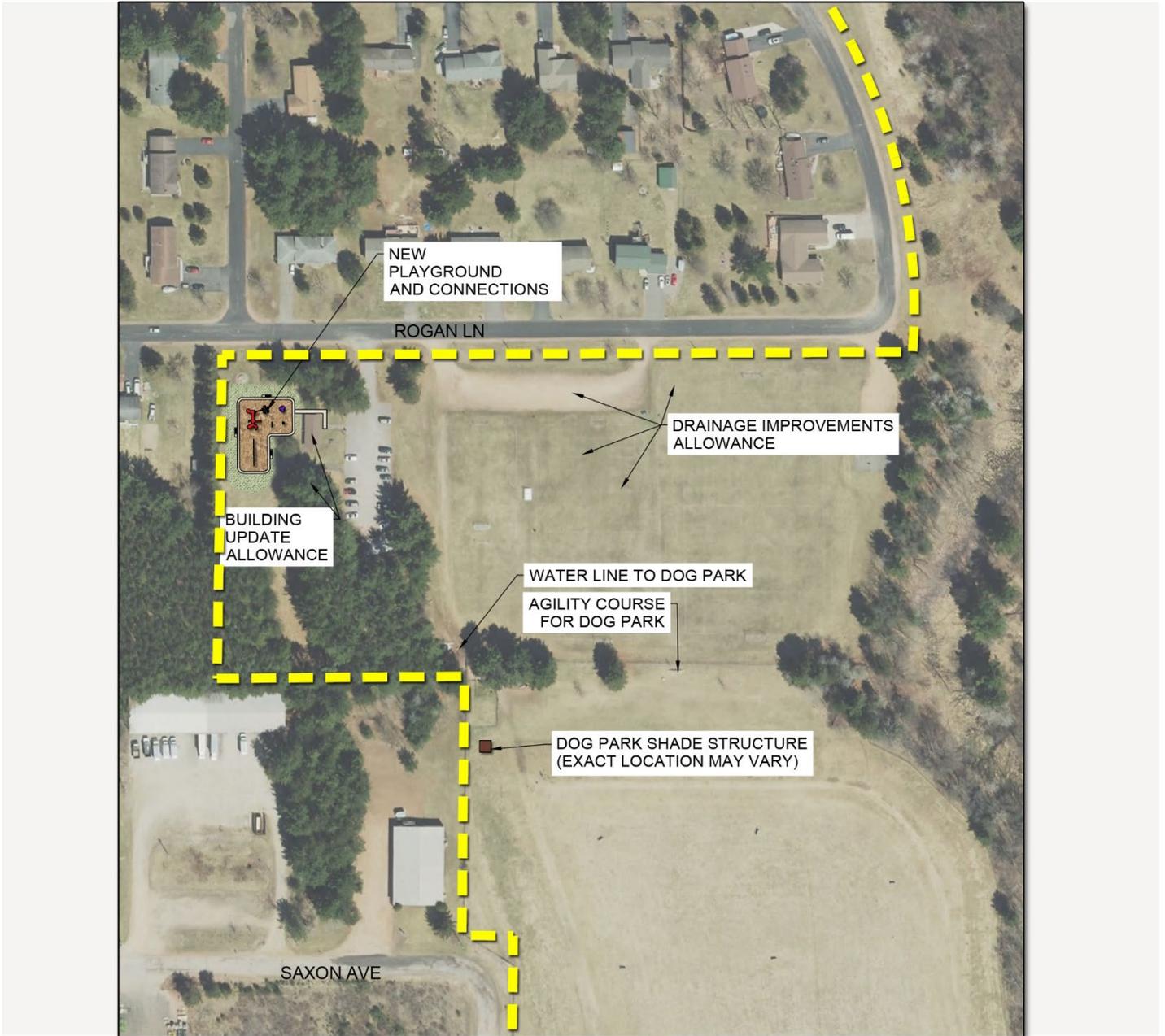
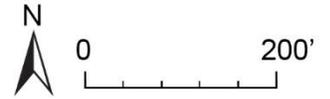
RECOMMENDATIONS SUMMARY:

- (2) Playgrounds (East and West Side)
- Open Shelter Replacement Allowance (25'x30')
- Accessible Kayak Launch
- Parking and Access Drive to Launch
- Connecting Walks (east-west sides of park)
- Volleyball Court Removal
- Security Allowance
- New Restroom Allowance
- Perimeter Trail (Crushed Stone)
- Lighting Allowance
- Master Plan Allowance



6. KELLYLAND PARK

Community Park
117.54 acres



RECOMMENDATIONS SUMMARY:

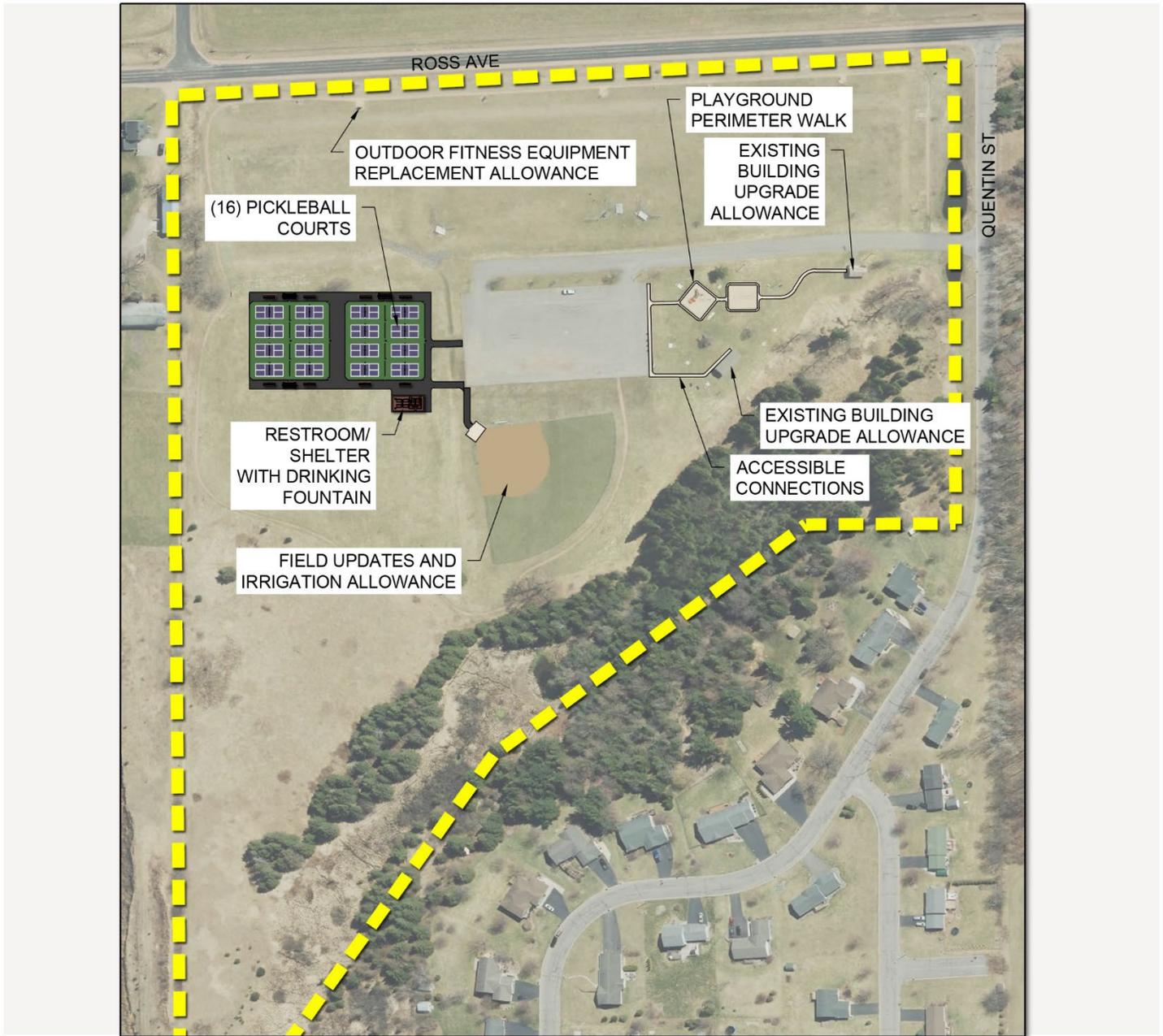
- Playground and Accessible Connections
- Building Update Allowance
- Water Line to Dog Park Allowance
- Dog Park Shade Structure
- Agility Course for Dog Park
- Dog Park Lighting Allowance
- Security Allowance
- Park Amenity Allowance
- Drainage Improvements Allowance
- Park Master Plan Allowance

STEVENS POINT, WI 54482



7. MACHMUELLER PARK

Community Park
31.49 acres

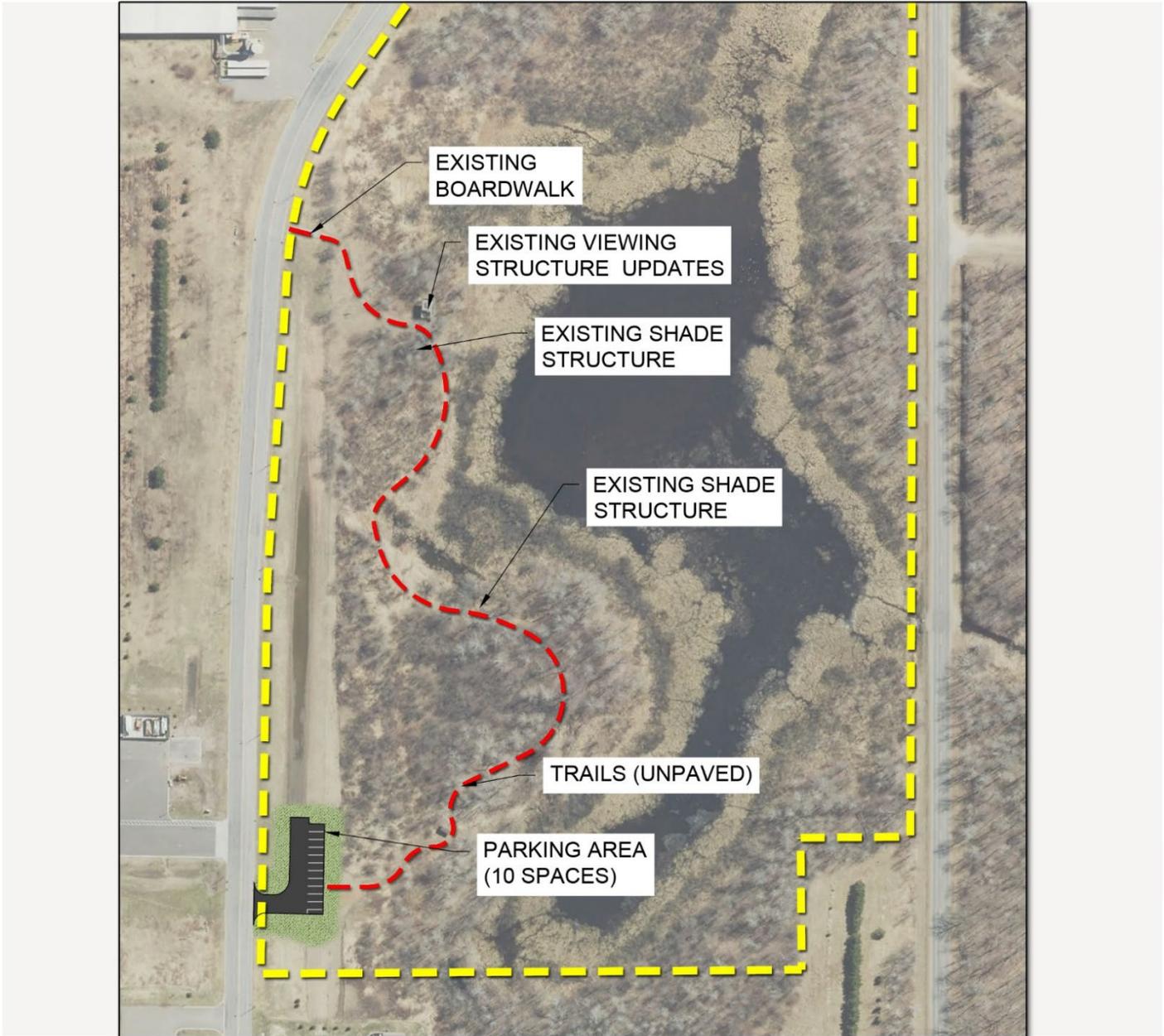


RECOMMENDATIONS SUMMARY:

- Playground Upgrade Allowance (Accessible Perimeter Walk)
- Existing Building Upgrade Allowance
- Pickleball Courts
- Restroom/Shelter Building
- Outdoor Fitness Equipment Replacement Allowance
- Accessible Connections
- Ballfield Lighting Allowance
- Security Allowance
- Drinking Fountain



8. DALE E. SMITH WATERFOWL REFUGE
Conservancy Park
27.38 acres



RECOMMENDATIONS SUMMARY:

- Parking Area
- Open Shelter
- Park Amenities Allowance (picnic tables, grills, garbage cans)
- Update Existing Viewing Platform
- Trails (unpaved)





VILLAGE OF WESTON
PROHASKA FAMILY MEMORIAL PARK
MASTER PLAN



RETTLER
 corporation
 3317 BUSINESS PARK DRIVE
 STEVENS POINT, WI 54482



7.2.2 Individual Park Implementation Program

In Figures 7-4, 7-5, and 7-6 estimated costs are provided for park improvements shown on the maps on the previous pages, and for trial recommendations shown on Map 7-3, are provided to assist the village in organizing funding. Typically, these costs include furnishing and installation as well as appropriate allowances for demolition, mobilization, and permitting. These estimates are based on 2020-2023 costs from similar bid projects and do not necessarily reflect inflation, regional price differences, and potential future material cost increases. Quantities are based on County aerial photography.

These items may be funded through a combination of village capital improvements budgets, public-private partnerships, grants, volunteer opportunities, and donations. Any village-funded improvements would have to be presented to and approved by the village as part of its annual Capital Improvements Program. Various grant and alternate funding sources are listed in the second half of this section.

For ease of reference, Figure 7-4 also provides a plan for implementing those park recommendations over the next ten to fifteen years. The improvement information is organized into a spreadsheet matrix of short-, mid- and long-term strategies that are based on time increments of 1-5 years, 6-10 years, and 10+ years and beyond. These timeframes should be viewed as a planning tool. Projects not completed in the hypothetical timeframes identified should simply be considered future opportunities.

It is recommended that the village monitor, review, and prioritize the improvement strategies on an annual basis.



Figure 7-4: Individual Park and Trail Improvement Cost Estimates and Timeframes (multi-page figure)

		Multiplier	1.035 to 1.188	1.229 to 1.411	1.460+
		*Note: A 3.5% construction inflation multiplier to be added per year to the current estimated cost.	Short Term (1-5 Years) 2024-2028	Mid Term (6-10 Years) 2029-2033	Long Term (11+ Years) 2034+
PARK NAME		CURRENT ESTIMATED COST			
1. Robinwood Park					
Playground with Perimeter Walk and Bench Pads	\$119,500	X			
Accessible Connecting Walks (concrete)	\$30,300	X			
Shade Structure Allowance	\$20,000	X			
Basketball Restriping Allowance	\$800	X			
Basketball Hoop Replacement Allowance	\$800	X			
Building Maintenance Allowance (Restroom)	\$25,000		X		
Building Maintenance Allowance (Shelter)	\$25,000		X		
Softball/Little League Improvements (Dugouts)(Gameshade with Vinyl Fencing)	\$40,000		X		
Softball/Little League Improvements (reskin infield)	\$30,000	X			
Softball/Little League Improvement (Backstop)	\$30,000		X		
SUBTOTAL	\$321,400				
2. Sandhill Meadows Park					
Playground with Perimeter Walk and Bench Pads	\$111,100	X			
Sand Volleyball Renovation Allowance	\$10,500	X			
New Restroom Building	\$189,000		X		
Basketball Restriping Allowance	\$1,500	X			
Shelter Building Upgrade Allowance	\$20,000	X			
SUBTOTAL	\$332,100				



3. Williams Park				
Playground with Perimeter Walk and Bench Pads	\$92,600	X		
Shade Structure Allowance (10'x10')	\$15,000	X		
Sand Volleyball Renovation Allowance	\$10,500		X	
Restroom/Shelter with Plaza and Sidewalk	\$491,000		X	
Parking Lot (9 spaces)	\$39,000	X		
Accessible Connecting Walks (concrete)	\$8,000	X		
SUBTOTAL	\$656,100			

4. Kennedy Park				
See Figure 7-5	TBD			

5. Yellowbanks Park				
Playground Replacement (w/Perimeter Walk and Bench Pads)	\$135,600	X		
New Playground (w/ Perimeter Walk and Bench Pads)	\$135,600		X	
Parking and Access Drive to Launch	\$94,000			X
ADA Kayak Launch Allowance	\$50,000			X
Lighting Allowance (second shelter)	\$120,000		X	
Perimeter Walk Allowance (crushed stone)	\$16,400	X		
Connecting Walks (asphalt and gravel)(east side to west playground)	\$16,000	X		
Volleyball Court Removal Allowance	\$5,000	X		
Security Allowance	\$10,000	X		
Building Removal Allowance	\$25,000		X	
Restroom Allowance	\$236,300		X	
Open Shelter Replacement Allowance (@25'x30')	\$210,000		X	
Park Master Plan Allowance	\$10,000	X		
SUBTOTAL	\$1,063,900			



6. Kellyland Park				
Playground with Perimeter Walk and Bench Pads	\$136,200	X		
Accessible Connecting Walks (concrete)	\$4,100	X		
Dog Park Shade Structure Allowance	\$25,000	X		
Water to Dog Park Allowance	\$20,100		X	
Building Update Allowance (Shelter and Restroom)	\$50,000	X		
Drainage Issues Allowance	\$50,000		X	
Dog Park Agility Course Allowance	\$24,000		X	
Dog Park Lighting Allowance	\$50,000	X		
Park Amenity Allowance	\$8,000	X		
Park Security Allowance	\$10,000	X		
Park Master Plan Allowance	\$10,000	X		
SUBTOTAL	\$387,400			

7. Machmueller Park				
Pickleball Courts (16 courts with viewing areas)	\$745,000	X		
Restroom/Shelter Building	\$545,000		X	
Playground Perimeter Walks	\$15,100	X		
Accessible Connecting Walks	\$32,600	X		
Accessible Walk/Maintenance Drive and Bleacher Pad (to ballfield)	\$12,000		X	
Existing Building Upgrade Allowance (2 structures)	\$75,000	X		
Outdoor Fitness Equipment Upgrade Allowance	\$55,000	X		
Ballfield Updates and Irrigation Allowance	\$80,000		X	
Park Master Plan Allowance	\$10,000	X		
SUBTOTAL	\$1,569,700			

8. Dale A. Smith Wildlife Refuge				
Parking Lot (10 spaces)	\$60,000	X		
Unpaved Trail Allowance	\$7,000	X		
Existing Structure Updates Allowance	\$12,000	X		
SUBTOTAL	\$79,000			

9. Prohaska Family Memorial Park				
See Figure 7-6				



Trails				
Northwestern Avenue Trail Allowance (asphalt)	\$350,000			
Eau Claire River Crossing near Northwestern Trail (refer to Eau Claire River Bridge Study by MSA)	TBD			
Mountain Bay Parallel Trail Allowance (Asphalt)(Ryan to Camp Phillips) (rough est.)	\$672,000			
Mountain Bay Parallel Trail Pedestrian/Bicycle Accommodations Allowance	\$10,000			
Eau Claire River Crossing Study and Structure Allowance (Kellyland Park area)	TBD			
SUBTOTAL	\$1,032,000			

TOTALS (not including Kennedy or Prohaska Parks, provided in Figures 7-5 and 7-6)	
Short Term	\$1,997,100
Mid Term	\$3,300,500
Long Term	\$144,000
TOTAL	\$5,441,600



Figure 7-5

PRELIMINARY COST ESTIMATE Kennedy Park Master Plan Weston, Wisconsin November 7, 2023 Park Facility Redevelopment Rettler Project No.: 22.062						
Item No.	Item Description	Units	Estimated Quantity	Unit Price	Extension	Category Sub Total
EARTHWORK / DEMOLITION						\$1,462,600.00
1.	Mobilization	L.S.	1	\$725,000.00	\$725,000.00	
2.	Clearing and Grubbing	L.S.	1	\$10,000.00	\$10,000.00	
3.	General Demolition	L.S.	1	\$50,000.00	\$50,000.00	
4.	Common Excavation, 12-inch depth	C.Y.	35,400	\$8.00	\$283,200.00	
5.	Strip Topsoil, 6-inch depth	S.Y.	91,425	\$1.00	\$91,425.00	
6.	Place Screened Topsoil, 6-inch depth	S.Y.	37,309	\$3.00	\$111,926.67	
7.	Excavation below Subgrade Allowance (25% of asphalt surface)	S.Y.	3,600	\$15.00	\$54,000.00	
8.	Seed/Fertilize/Mulch Common Green Space	S.F.	335,780	\$0.35	\$117,523.00	
9.	Erosion Control	L.S.	1	\$15,000.00	\$15,000.00	
10.	Tracking Pad	EACH	3	\$1,500.00	\$4,500.00	
UTILITIES						\$745,600.00
11.	Stormwater Management Allowance	L.S.	1	\$150,000.00	\$150,000.00	
12.	Storm Sewer	L.F.	3,000	\$55.00	\$165,000.00	
13.	Storm Control Structure	EACH	5	\$4,500.00	\$22,500.00	
14.	Storm Basin	EACH	30	\$3,000.00	\$90,000.00	
15.	Storm Endwall	EACH	5	\$1,500.00	\$7,500.00	
16.	Site Electrical & Service Allowance	L.S.	1	\$250,000.00	\$250,000.00	
17.	Street Cut & Utility Connection	L.S.	1	\$20,000.00	\$20,000.00	
18.	Sanitary Utility Allowance	L.F.	312	\$65.00	\$20,280.00	
19.	Water Utility Allowance	L.F.	312	\$65.00	\$20,280.00	
BASEBALL FIELD 1 (315'/350'/315') (SYNTHETIC INFIELD)						\$1,406,800.00
20.	Remove Topsoil from Infield Area (8" depth)	S.Y.	3,882	\$1.50	\$5,822.78	
21.	Synthetic Turf w/ Field Markings (infield)	S.F.	34,937	\$6.00	\$209,620.23	
22.	Synthetic Turf - Finish Drainage Stone, 2" depth	S.Y.	3,882	\$6.00	\$23,291.14	
23.	Synthetic Turf - Base Drainage Stone, 6" depth	S.Y.	3,882	\$12.00	\$46,582.27	
24.	Geotextile Fabric	S.Y.	3,882	\$2.50	\$9,704.64	
25.	12" x 12" Concrete Curb and Nailer (with base course)	L.F.	715	\$35.00	\$25,025.00	
26.	Flat Panel Underdrain 1"x12"	L.F.	1,500	\$12.00	\$18,000.00	
27.	12" HDPE Perforated Socked Storm Pipe w/clear Stone Trench and End Caps	L.F.	600	\$90.00	\$54,000.00	
28.	48" Concrete Manhole	EACH	3	\$4,500.00	\$13,500.00	
29.	Turf Utility Boxes	EACH	2	\$2,000.00	\$4,000.00	
30.	Baseball Pitching Rubber & Home Plate W/ Concrete Foundations, Synthetic Turf	SET	1	\$4,500.00	\$4,500.00	
31.	Baseball Bases w/ Concrete Foundations, Synthetic Turf	SET	1	\$2,000.00	\$2,000.00	
32.	Turf Maintenance Equipment	LS	1	\$30,000.00	\$30,000.00	
33.	Warning Track Material (6" depth)	S.Y.	1,056	\$25.00	\$26,400.00	
34.	Underdrain	L.F.	1,800	\$25.00	\$45,000.00	
35.	Topsoil Amendment	S.Y.	9,025	\$10.00	\$90,250.00	
36.	Athletic Field Seeding	S.F.	81,225	\$0.50	\$40,612.50	
37.	Irrigation	EACH	1	\$18,000.00	\$18,000.00	
38.	24' Backstop, Black Vinyl Coated	L.S.	1	\$40,000.00	\$40,000.00	
39.	Fence, Black Vinyl Coated Chain Link, 8-foot high	L.F.	1,260	\$65.00	\$81,900.00	
40.	Fence Gate, Black Vinyl Coated Chain Link, 4' W 8' H	EACH	7	\$2,500.00	\$17,500.00	
41.	Fence Gate, Black Vinyl Coated Chain Link, 12' W x 8' H	EACH	2	\$4,000.00	\$8,000.00	



Figure 7-5

42.	Foul Poles	SET	1	\$12,000.00	\$12,000.00	
43.	Dugout - CMU Masonry	L.S.	1	\$75,000.00	\$75,000.00	
44.	Dugout with 7'x8' Storage Area - CMU Masonry	L.S.	1	\$90,000.00	\$90,000.00	
45.	Scoreboard	EACH	1	\$30,000.00	\$30,000.00	
46.	Electrical Allowance	L.S.	1	\$30,000.00	\$30,000.00	
47.	Lighting Allowance	L.S.	1	\$300,000.00	\$300,000.00	
48.	5-Row Bleachers (52 seats)	SET	3	\$10,000.00	\$30,000.00	
49.	Batting Cage/Bull Pens	EACH	2	\$13,000.00	\$26,000.00	
BASEBALL FIELD 2 (315'/315'/315') (NATURAL TURF)					\$1,034,600.00	
50.	Infield Material (6" depth)	S.Y.	1,887	\$25.00	\$47,175.00	
51.	Warning Track Material (6" depth)	S.Y.	992	\$25.00	\$24,800.00	
52.	Underdrain	L.F.	2,360	\$25.00	\$59,000.00	
53.	Topsoil Amendment	S.Y.	9,768	\$10.00	\$97,683.96	
54.	Athletic Field Seeding	S.F.	87,916	\$0.50	\$43,957.78	
55.	Irrigation	EACH	1	\$40,000.00	\$40,000.00	
56.	Pitcher's Mound/Bases	SET	1	\$4,500.00	\$4,500.00	
57.	24' Backstop, Black Vinyl Coated	L.S.	1	\$40,000.00	\$40,000.00	
58.	Fence, Black Vinyl Coated Chain Link, 8-foot high	L.F.	1,215	\$65.00	\$78,975.00	
59.	Fence Gate, Black Vinyl Coated Chain Link, 4' W 8' H	EACH	7	\$2,500.00	\$17,500.00	
60.	Fence Gate, Black Vinyl Coated Chain Link, 12' W x 8' H	EACH	2	\$4,000.00	\$8,000.00	
61.	Foul Poles	SET	1	\$12,000.00	\$12,000.00	
62.	Dugout - CMU Masonry	L.S.	1	\$75,000.00	\$75,000.00	
63.	Dugout with 7'x8' Storage Area - CMU Masonry	L.S.	1	\$90,000.00	\$90,000.00	
64.	Scoreboard	EACH	1	\$30,000.00	\$30,000.00	
65.	Electrical Allowance	L.S.	1	\$10,000.00	\$10,000.00	
66.	Lighting Allowance	L.S.	1	\$300,000.00	\$300,000.00	
67.	5-Row Bleachers (52 seats)	SET	3	\$10,000.00	\$30,000.00	
68.	Batting Cage/Bull Pens	EACH	2	\$13,000.00	\$26,000.00	
SOFTBALL FIELD 1 (220') (NATURAL TURF)					\$641,900.00	
69.	Infield Material (6" depth)	S.Y.	1,613	\$25.00	\$40,325.00	
70.	Warning Track Material (6" depth)	S.Y.	678	\$25.00	\$16,950.00	
71.	Underdrain	L.S.	1	\$25,000.00	\$25,000.00	
72.	Topsoil Amendment	S.Y.	3,157	\$10.00	\$31,572.22	
73.	Athletic Field Seeding	S.F.	28,415	\$0.50	\$14,207.50	
74.	Irrigation	EACH	1	\$25,000.00	\$25,000.00	
75.	Pitcher's Mound/Bases	SET	1	\$4,500.00	\$4,500.00	
76.	24' Backstop, Black Vinyl Coated	L.S.	1	\$30,000.00	\$30,000.00	
77.	Fence, Black Vinyl Coated Chain Link, 8-foot high	L.F.	735	\$65.00	\$47,775.00	
78.	Fence Gate, Black Vinyl Coated Chain Link, 4' W 8' H	EACH	5	\$2,500.00	\$12,500.00	
79.	Fence Gate, Black Vinyl Coated Chain Link, 12' W x 8' H	EACH	2	\$4,000.00	\$8,000.00	
80.	Foul Poles	SET	1	\$12,000.00	\$12,000.00	
81.	Gameshade Dugout w/ 8' Vinyl Fencing	EACH	2	\$20,000.00	\$40,000.00	
82.	Concrete Dugout Pads and Base Course	EACH	2	\$10,000.00	\$20,000.00	
83.	Scoreboard	EACH	1	\$20,000.00	\$20,000.00	
84.	Electrical Allowance	L.S.	1	\$10,000.00	\$10,000.00	
85.	Lighting Allowance	L.S.	1	\$260,000.00	\$260,000.00	
86.	3-Row Bleachers (32 seats)	SET	3	\$8,000.00	\$24,000.00	

Figure 7-5

SOFTBALL FIELD 2 (200') (SYNTHETIC TURF INFIELD)						\$808,600.00
87.	Remove Topsoil from Infield Area (8" depth)	S.Y.	1,613	\$1.50	\$2,419.17	
88.	Synthetic Turf w/ Field Markings (infield)	S.F.	14,515	\$6.00	\$87,090.00	
89.	Synthetic Turf - Finish Drainage Stone, 2" depth	S.Y.	1,613	\$6.00	\$9,676.67	
90.	Synthetic Turf - Base Drainage Stone, 6" depth	S.Y.	1,613	\$12.00	\$19,353.33	
91.	Geotextile Fabric	S.Y.	1,613	\$2.50	\$4,031.94	
92.	12" x 12" Concrete Curb and Nailer (with base course)	L.F.	455	\$35.00	\$15,925.00	
93.	Flat Panel Underdrain 1"x12"	L.F.	1,500	\$12.00	\$18,000.00	
94.	12" HDPE Perforated Socked Storm Pipe w/clear Stone Trench and End Caps	L.F.	600	\$90.00	\$54,000.00	
95.	48" Concrete Manhole	EACH	3	\$4,500.00	\$13,500.00	
96.	Turf Utility Boxes	EACH	2	\$2,000.00	\$4,000.00	
97.	Softball Pitching Rubber & Home Plate W/ Concrete Foundations, Synthetic Turf	SET	1	\$4,500.00	\$4,500.00	
98.	Softball Bases w/ Concrete Foundations, Synthetic Turf	SET	1	\$2,000.00	\$2,000.00	
99.	Warning Track Material (6" depth)	S.Y.	678	\$25.00	\$16,950.00	
100.	Underdrain	L.S.	1	\$17,000.00	\$17,000.00	
101.	Topsoil Amendment	S.Y.	3,157	\$10.00	\$31,572.22	
102.	Athletic Field Seeding	S.F.	28,415	\$0.50	\$14,207.50	
103.	Irrigation	EACH	1	\$10,000.00	\$10,000.00	
104.	24' Backstop, Black Vinyl Coated	L.S.	1	\$30,000.00	\$30,000.00	
105.	Fence, Black Vinyl Coated Chain Link, 8-foot high	L.F.	735	\$65.00	\$47,775.00	
106.	Fence Gate, Black Vinyl Coated Chain Link, 4' W 8' H	EACH	5	\$2,500.00	\$12,500.00	
107.	Fence Gate, Black Vinyl Coated Chain Link, 12' W x 8' H	EACH	2	\$4,000.00	\$8,000.00	
108.	Foul Poles	SET	1	\$12,000.00	\$12,000.00	
109.	Gameshade Dugout w/ 8' Vinyl Fencing	EACH	2	\$20,000.00	\$40,000.00	
110.	Concrete Dugout Pads and Base Course	EACH	2	\$10,000.00	\$20,000.00	
111.	Scoreboard	EACH	1	\$20,000.00	\$20,000.00	
112.	Electrical Allowance	L.S.	1	\$10,000.00	\$10,000.00	
113.	Lighting Allowance	L.S.	1	\$260,000.00	\$260,000.00	
114.	3-Row Bleachers (32 seats)	SET	3	\$8,000.00	\$24,000.00	
BALLFIELD PLAZA						\$147,800.00
115.	Concrete, 5-inch depth	S.F.	18,810	\$7.00	\$131,670.00	
116.	Dense Graded Base Course, 6-inch depth (under concrete)	S.Y.	2,299	\$7.00	\$16,093.00	
BALLFIELD PLAZA CONCESSION/RESTROOM BUILDING						\$800,000.00
117.	Concession/Restroom/Scorers Booth	S.F.	1,600	\$500.00	\$800,000.00	
WALK CONNECTIONS (BASEBALL/SOFTBALL COMPLEX)						\$113,700.00
118.	Hot Mixed Asphalt, 3.5" depth	S.Y.	2,976	\$25.00	\$74,400.00	
119.	Dense Graded Base, 12-inch depth	S.Y.	3,274	\$12.00	\$39,283.20	
SOFTBALL FIELD 3 (200') (SYNTHETIC TURF INFIELD)						\$921,200.00
120.	Remove Topsoil from Infield Area (8" depth)	S.Y.	1,613	\$1.50	\$2,419.17	
121.	Synthetic Turf w/ Field Markings (infield)	S.F.	14,515	\$6.00	\$87,090.00	
122.	Synthetic Turf - Finish Drainage Stone, 2" depth	S.Y.	1,613	\$6.00	\$9,676.67	
123.	Synthetic Turf - Base Drainage Stone, 6" depth	S.Y.	1,613	\$12.00	\$19,353.33	
124.	Geotextile Fabric	S.Y.	1,613	\$2.50	\$4,031.94	
125.	12" x 12" Concrete Curb and Nailer (with base course)	L.F.	455	\$35.00	\$15,925.00	
126.	Flat Panel Underdrain 1"x12"	L.F.	1,500	\$12.00	\$18,000.00	
127.	12" HDPE Perforated Socked Storm Pipe w/clear Stone Trench and End Caps	L.F.	600	\$90.00	\$54,000.00	
128.	48" Concrete Manhole	EACH	3	\$4,500.00	\$13,500.00	
129.	Turf Utility Boxes	EACH	2	\$2,000.00	\$4,000.00	
130.	Softball Pitching Rubber & Home Plate W/ Concrete Foundations, Synthetic Turf	SET	1	\$4,500.00	\$4,500.00	
131.	Softball Bases w/ Concrete Foundations, Synthetic Turf	SET	1	\$2,000.00	\$2,000.00	
132.	Warning Track Material (6" depth)	S.Y.	761	\$25.00	\$19,025.00	

Figure 7-5

133.	Underdrain	L.S.	1	\$17,000.00	\$17,000.00	
134.	Topsoil Amendment	S.Y.	3,157	\$10.00	\$31,572.22	
135.	Athletic Field Seeding	S.F.	28,415	\$0.50	\$14,207.50	
136.	Irrigation	EACH	1	\$10,000.00	\$10,000.00	
137.	24' Backstop, Black Vinyl Coated	L.S.	1	\$30,000.00	\$30,000.00	
138.	Fence, Black Vinyl Coated Chain Link, 8-foot high	L.F.	820	\$65.00	\$53,300.00	
139.	Fence Gate, Black Vinyl Coated Chain Link, 4' W 8' H	EACH	5	\$2,500.00	\$12,500.00	
140.	Fence Gate, Black Vinyl Coated Chain Link, 12' W x 8' H	EACH	2	\$4,000.00	\$8,000.00	
141.	Foul Poles	SET	1	\$12,000.00	\$12,000.00	
142.	Gameshade Dugout w/ 8' Vinyl Fencing	EACH	2	\$20,000.00	\$40,000.00	
143.	Concrete Dugout Pads and Base Course	EACH	2	\$10,000.00	\$20,000.00	
144.	Scoreboard	EACH	1	\$20,000.00	\$20,000.00	
145.	Electrical Allowance	L.S.	1	\$10,000.00	\$10,000.00	
146.	Lighting Allowance	L.S.	1	\$260,000.00	\$260,000.00	
147.	3-Row Bleachers (32 seats)	SET	3	\$8,000.00	\$24,000.00	
148.	Concrete, 5-inch depth (bleacher pad)	S.F.	3,348	\$7.00	\$23,436.00	
149.	Dense Graded Base Course, 6-inch depth (bleacher pad)	S.Y.	409	\$7.00	\$2,864.40	
150.	Retaining Wall Allowance	F.F.	788	\$100.00	\$78,750.00	
TEE BALL BACKSTOPS/FIELDS					\$40,000.00	
151.	Tee Ball Backstop	EACH	4	\$10,000.00	\$40,000.00	
ADDITIONAL BATTING CAGES					\$78,000.00	
152.	Batting Cages	EACH	6	\$13,000.00	\$78,000.00	
HARD SURFACE - WEST PARKING LOT EXPANSION (143 SPACES)					\$257,800.00	
153.	Hot Mixed Asphalt, 3.5" depth	S.Y.	4,912	\$25.00	\$122,800.00	
154.	Dense Graded Base, 12-inch depth	S.Y.	5,403	\$12.00	\$64,838.40	
155.	Concrete, 5-inch depth (associated walk)	S.F.	4,598	\$7.00	\$32,186.00	
156.	Dense Graded Base, 6-inch depth	S.Y.	562	\$7.00	\$3,933.84	
157.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	2	\$1,800.00	\$3,600.00	
158.	Striping	L.S.	1	\$1,500.00	\$1,500.00	
159.	24" Curb and Gutter	L.F.	412	\$30.00	\$12,360.00	
160.	Parking Lot Lighting	EACH	3	\$5,500.00	\$16,500.00	
HARD SURFACE - NORTH PARKING AND DRIVE (4 SPACES)					\$53,600.00	
161.	Hot Mixed Asphalt, 3.5" depth	S.Y.	860	\$25.00	\$21,500.00	
162.	Dense Graded Base, 12-inch depth	S.Y.	946	\$12.00	\$11,352.00	
163.	Concrete, 5-inch depth (associated walk)	S.F.	1,500	\$7.00	\$10,500.00	
164.	Dense Graded Base, 6-inch depth	S.Y.	183	\$7.00	\$1,283.33	
165.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	3	\$1,800.00	\$5,400.00	
166.	Striping	L.S.	1	\$800.00	\$800.00	
167.	24" Curb and Gutter	L.F.	92	\$30.00	\$2,760.00	
HARD SURFACE - EAST PARKING (154 SPACES)					\$331,400.00	
168.	Hot Mixed Asphalt, 3.5" depth	S.Y.	5,668	\$25.00	\$141,700.00	
169.	Dense Graded Base, 12-inch depth	S.Y.	6,235	\$12.00	\$74,817.60	
170.	Concrete, 5-inch depth (associated walk)	S.F.	6,895	\$7.00	\$48,265.00	
171.	Dense Graded Base, 6-inch depth	S.Y.	843	\$7.00	\$5,899.06	
172.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	4	\$1,800.00	\$7,200.00	
173.	Striping	L.S.	1	\$2,500.00	\$2,500.00	
174.	Drive Apron, 6-inch depth concrete	S.F.	505	\$8.00	\$4,040.00	
175.	Concrete, 8-inch depth (drive apron)	S.Y.	62	\$10.00	\$617.22	
176.	24" Curb and Gutter	L.F.	810	\$30.00	\$24,300.00	
177.	Parking Lot Lighting	EACH	4	\$5,500.00	\$22,000.00	
ACCESSIBLE PLAY AREA (NORTH)					\$233,500.00	

Figure 7-5

178.	Play Equipment Allowance	L.S.	1	\$120,000.00	\$120,000.00	
179.	PIP Surface	S.F.	4,500	\$22.00	\$99,000.00	
180.	Concrete Thickened Edge Walk, 5-inch depth	S.F.	1,126	\$12.00	\$13,512.00	
181.	Dense Graded Base, 6-inch depth	S.Y.	138	\$7.00	\$963.36	
PLAY AREA (AQUATIC CENTER AREA)						\$108,700.00
182.	Play Equipment Allowance	L.S.	1	\$75,000.00	\$75,000.00	
183.	PIP Surface	S.F.	1,270	\$22.00	\$27,940.00	
184.	Concrete Thickened Edge Walk, 5-inch depth	S.F.	448	\$12.00	\$5,376.00	
185.	Dense Graded Base, 6-inch depth	S.Y.	55	\$7.00	\$383.29	
PLAY AREA (SOUTH)						\$161,300.00
186.	Play Equipment Allowance	L.S.	1	\$140,000.00	\$140,000.00	
187.	Playground Surfacing (wood fiber @ 14" depth)	S.Y.	503	\$25.00	\$12,575.00	
188.	5" depth Concrete	S.F.	985	\$8.00	\$7,880.00	
189.	Dense Graded Base, 6-inch Depth	S.Y.	120	\$7.00	\$842.72	
COVERED HOCKEY RINK AREA						\$181,100.00
190.	5" depth Concrete	S.F.	18,746	\$8.00	\$149,968.00	
191.	Dense Graded Base, 6-inch Depth	S.Y.	2,291	\$7.00	\$16,038.24	
192.	Boards and Brackets Allowance	L.S.	1	\$15,000.00	\$15,000.00	
193.	Shelter (200'x85') - Not included in Estimate	S.F.	17,000	TBD	TBD	
AQUATIC CENTER AMENITIES						\$107,100.00
194.	Relocated Fencing	L.F.	470	\$65.00	\$30,550.00	
195.	Remove Existing Volleyball Allowance	L.S.	1	\$1,500.00	\$1,500.00	
196.	Aquatic Area Shade Shelters Allowance	L.S.	1	\$75,000.00	\$75,000.00	
SEATING AREAS (ALONG PERIMETER SIDEWALK)						\$8,800.00
197.	Benches	EACH	8	\$800.00	\$6,400.00	
198.	5" depth Concrete	S.F.	264	\$8.00	\$2,112.00	
199.	Dense Graded Base, 6-inch Depth	S.Y.	32	\$7.00	\$225.87	
DUMPSTER AREA IMPROVEMENTS						\$21,100.00
200.	8" Reinforced Concrete	S.F.	350	\$10.50	\$3,675.00	
201.	Dense Graded Base, 6-inch depth	S.Y.	47	\$6.00	\$280.00	
202.	8' H Vinyl Coated Chain Link Fence (with privacy slatting)	L.F.	55	\$75.00	\$4,125.00	
203.	Bollards	EACH	4	\$750.00	\$3,000.00	
204.	20' wide Gate	EACH	1	\$10,000.00	\$10,000.00	
BUILDINGS AND MISCELLANEOUS AMENITIES						\$3,909,250.00
205.	Multipurpose Park Building	S.F.	4,800	\$450.00	\$2,160,000.00	
206.	Storage Building	S.F.	625	\$200.00	\$125,000.00	
207.	Park Restroom/Shelter Building (enclosed area)	S.F.	1,635	\$450.00	\$735,750.00	
208.	Park Restroom/Shelter Building (open-sided area)	S.F.	1,798	\$250.00	\$449,500.00	
209.	Existing Restrooms Reconstruction Allowance (2)	S.F.	920	\$450.00	\$414,000.00	
210.	Skate Park Expansion Allowance (with additional fencing)	L.S.	1	TBD	TBD	
211.	Landscaping Allowance	L.S.	1	\$25,000.00	\$25,000.00	
SUMMARY						
CONSTRUCTION ITEMS TOTAL:						\$13,574,450.00
CONTINGENCY at 7%:						\$950,220.00
CONSTRUCTION ESTIMATE SUBTOTAL:						\$14,524,670.00
SURVEY & GEOTECHNICAL BORINGS						\$20,000.00
SUMMARY - PROJECT TOTAL						\$14,544,670.00
Notes:						
Topographic Survey not completed at time of study. Existing conditions may impact cost estimate.						
Geotechnical study not completed at time of study. Soil conditions may impact cost estimate.						

Figure 7-6



PRELIMINARY COST ESTIMATE

Prohaska Park Master Plan

Weston, Wisconsin

November 7, 2023

Park Facility Redevelopment

Rettler Project No.: 22.062

Item No.	Item Description	Units	Estimated Quantity	Unit Price	Extension	Category Sub Total
EARTHWORK / DEMOLITION						\$608,700.00
1.	Mobilization	L.S.	1	\$235,000.00	\$235,000.00	
2.	Clearing and Grubbing	L.S.	1	\$25,000.00	\$25,000.00	
3.	General Demolition (remove some farm buildings)	L.S.	1	\$50,000.00	\$50,000.00	
4.	Common Excavation, 12-inch depth	C.Y.	11,100	\$8.00	\$88,800.00	
5.	Strip Topsoil, 6-inch depth	S.Y.	33,200	\$1.00	\$33,200.00	
6.	Place Screened Topsoil, 6-inch depth	S.Y.	19,603	\$3.00	\$58,807.67	
7.	Excavation below Subgrade Allowance (25% of asphalt surface)	S.Y.	2,270	\$15.00	\$34,050.00	
8.	Seed/Fertilize/Mulch Common Green Space	S.F.	176,423	\$0.35	\$61,748.05	
9.	Erosion Control	L.S.	1	\$17,500.00	\$17,500.00	
10.	Tracking Pad	EACH	3	\$1,500.00	\$4,500.00	
UTILITIES						\$336,300.00
11.	Stormwater Management Allowance	L.S.	1	\$50,000.00	\$50,000.00	
12.	Storm Sewer	L.F.	500	\$55.00	\$27,500.00	
13.	Storm Control Structure	EACH	2	\$4,500.00	\$9,000.00	
14.	Storm Basin	EACH	15	\$3,000.00	\$45,000.00	
15.	Storm Endwall	EACH	5	\$1,500.00	\$7,500.00	
16.	Site Electrical & Service Allowance	L.S.	1	\$75,000.00	\$75,000.00	
17.	Street Cut & Utility Connection	L.S.	1	\$20,000.00	\$20,000.00	
18.	Sanitary Utility Allowance	L.F.	930	\$55.00	\$51,150.00	
19.	Water Utility Allowance	L.F.	930	\$55.00	\$51,150.00	
WALK CONNECTIONS (TO PLAY AREA, OVERLOOK, AND GAZEBO)						\$57,500.00
20.	Concrete, 5-inch depth	S.F.	5,932	\$7.00	\$41,524.00	
21.	Dense Graded Base Course, 6-inch depth	S.Y.	725	\$7.00	\$5,075.16	
22.	Hot Mixed Asphalt, 3.5" depth	S.Y.	285	\$25.00	\$7,125.00	
23.	Dense Graded Base, 12-inch depth	S.Y.	314	\$12.00	\$3,762.00	
PLAY AREA						\$143,900.00
24.	Play Equipment Allowance	L.S.	1	\$120,000.00	\$120,000.00	
25.	Playground Surfacing (wood fiber @ 14" depth)	S.Y.	575	\$25.00	\$14,375.00	
26.	12" x 12" Concrete Curb	L.F.	270	\$35.00	\$9,450.00	
HARD SURFACE - MAIN DRIVES WITH TURN-AROUND AREA						\$226,800.00
27.	Hot Mixed Asphalt, 3.5" depth	S.Y.	4,063	\$25.00	\$101,575.00	
28.	Dense Graded Base, 12-inch depth	S.Y.	4,469	\$12.00	\$53,631.60	
29.	Concrete, 5-inch depth (associated walk)	S.F.	1,130	\$7.00	\$7,910.00	
30.	Dense Graded Base, 6-inch depth	S.Y.	138	\$7.00	\$966.78	
31.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	4	\$1,800.00	\$7,200.00	
32.	Striping	L.S.	1	\$2,000.00	\$2,000.00	
33.	24" Curb and Gutter	L.F.	1,050	\$30.00	\$31,500.00	
34.	Drive Lighting	EACH	4	\$5,500.00	\$22,000.00	
HARD SURFACE - 12' WIDE MAINTENANCE DRIVE/ACCESSIBLE WALK						\$84,000.00
35.	Hot Mixed Asphalt, 3.5" depth	S.Y.	2,197	\$25.00	\$54,925.00	
36.	Dense Graded Base, 12-inch depth	S.Y.	2,417	\$12.00	\$29,000.40	

Figure 7-6

HARD SURFACE - SOUTH PARKING AREA (24 SPACES)						\$42,000.00
37.	Hot Mixed Asphalt, 3.5" depth	S.Y.	695	\$25.00	\$17,375.00	
38.	Dense Graded Base, 12-inch depth	S.Y.	765	\$12.00	\$9,174.00	
39.	Concrete, 5-inch depth (associated walk)	S.F.	0	\$7.00	\$0.00	
40.	Dense Graded Base, 6-inch depth	S.Y.	0	\$7.00	\$0.00	
41.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	0	\$1,800.00	\$0.00	
42.	Striping	L.S.	1	\$800.00	\$800.00	
43.	24" Curb and Gutter	L.F.	305	\$30.00	\$9,150.00	
44.	Parking Lot Lighting	EACH	1	\$5,500.00	\$5,500.00	
HARD SURFACE - NORTH PARKING (52 SPACES)						\$137,800.00
45.	Hot Mixed Asphalt, 3.5" depth	S.Y.	2,119	\$25.00	\$52,975.00	
46.	Dense Graded Base, 12-inch depth	S.Y.	2,331	\$12.00	\$27,970.80	
47.	Concrete, 5-inch depth (associated walk)	S.F.	3,628	\$7.00	\$25,394.68	
48.	Dense Graded Base, 6-inch depth	S.Y.	443	\$7.00	\$3,103.79	
49.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	2	\$1,800.00	\$3,600.00	
50.	Striping	L.S.	1	\$2,000.00	\$2,000.00	
51.	24" Curb and Gutter	L.F.	390	\$30.00	\$11,700.00	
52.	Parking Lot Lighting	EACH	2	\$5,500.00	\$11,000.00	
RECREATIONAL VEHICLE CAMPSITES (12 SITES)						\$221,000.00
53.	Hot Mixed Asphalt, 3.5" depth	S.Y.	1,220	\$25.00	\$30,500.00	
54.	Dense Graded Base, 12-inch depth	S.Y.	1,342	\$12.00	\$16,104.00	
55.	Electrical Allowance	L.S.	1	\$15,000.00	\$15,000.00	
56.	Electrical Pedestals	EACH	12	\$5,000.00	\$60,000.00	
57.	Sanitary Utility Branch	L.F.	630	\$55.00	\$34,650.00	
58.	Water Utility Branch	L.F.	630	\$55.00	\$34,650.00	
59.	Water Utility Connections Allowance	L.S.	1	\$15,000.00	\$15,000.00	
60.	Sanitary Utility Connections Allowance	L.S.	1	\$15,000.00	\$15,000.00	
18-HOLE DISC GOLF COURSE						\$28,000.00
61.	Hole (with course design)	EACH	18	\$1,000.00	\$18,000.00	
62.	Signage Allowance	L.S.	1	\$5,000.00	\$5,000.00	
63.	Amenity and Furniture Allowance	L.S.	1	\$5,000.00	\$5,000.00	
BUILDINGS AND MISCELLANEOUS AMENITIES						\$3,085,990.00
64.	South Restroom/Shelter/Shower Building	S.F.	3,600	\$450.00	\$1,620,000.00	
65.	Concrete, 5-inch depth (south restroom walk)	S.F.	3,325	\$7.00	\$23,275.25	
66.	Dense Graded Base, 6-inch depth	S.Y.	406	\$7.00	\$2,844.75	
67.	North Restroom/Shelter Building (enclosed area)	S.F.	1,795	\$450.00	\$807,750.00	
68.	North Restroom/Shelter Building (open-sided area)	S.F.	1,637	\$250.00	\$409,250.00	
69.	Gazebo	L.S.	625	\$100.00	\$62,500.00	
70.	Unpaved Multiuse Trails - Gravel	L.F.	15,060	\$6.00	\$90,360.00	
71.	Accessible Fishing Pier	EACH	1	\$10,000.00	\$10,000.00	
72.	Viewing Platforms	EACH	4	\$5,500.00	\$22,000.00	
73.	Park Entry Signage Allowance	L.S.	1	\$8,000.00	\$8,000.00	

Figure 7-6

74.	Site Amenity Allowance (gaga ball, bag toss, picnic tables, benches, etc.)	L.S.	1	\$15,000.00	\$15,000.00	
75.	Landscaping Allowance	L.S.	1	\$15,000.00	\$15,000.00	
SUMMARY						
CONSTRUCTION ITEMS TOTAL:						\$4,971,990.00
CONTINGENCY at 7%:						\$348,040.00
CONSTRUCTION ESTIMATE SUBTOTAL:						\$5,320,030.00
SURVEY & GEOTECHNICAL BORINGS						\$20,000.00
SUMMARY - PROJECT TOTAL						\$5,340,030.00
Notes:						
Topographic Survey not completed at time of study. Existing conditions may impact cost estimate.						
Geotechnical study not completed at time of study. Soil conditions may impact cost estimate.						

7.2.3 Maintenance Goals and Recommendations

While careful planning and design are essential to building a great community park system, the level of long-term care generally plays the largest part in determining facility attractiveness, safety, longevity, and improvement of citizen quality of life. Sustainable maintenance also improves the quality of the natural environment.

The amount of necessary maintenance will vary from park to park. Active parks, very visible parks in central locations, and well-used parks tend to need a higher level of attention while open spaces often only require some type of annual maintenance.

The following is a general list of goals and recommendations for municipal park systems. While the overall list of recommendations is extensive, it is meant to be long-term and the recommendations should be implemented over a period of years.

Goal 1: Efficiency

Recommendations:

- Provide adequate and well-trained park personnel.
- Promote an understanding of the significant scope of work related to parks, facilities and trail operations and maintenance.
- Plan realistic time frames when scheduling maintenance work.
- Acquire appropriate equipment to perform maintenance effectively and efficiently.
- Create and maintain a log for tracking park system and individual park maintenance activities.
- Implement systematic routine maintenance of park facilities and equipment:
 - Play equipment
 - Courts and fields
 - Benches and picnic tables
 - Trail systems
 - Restrooms and shelters
 - Paved parking areas
 - Accessible routes

Goal 2: Sustainability

Recommendations:

- Periodically survey the condition of each park as well as the facilities within the park in order to schedule routine maintenance projects effectively and efficiently.
- Design a sustainable maintenance program that includes evaluating annual labor, supply and equipment needs.
- Consider employing some or all of the following guidelines in the maintenance program:
 - Retain existing soil during construction and planting projects. Stockpile and reuse this soil on-site to minimize disturbance that could encourage growth of invasive plant species.
 - If fill needs to be imported, specify weed-free fill.
 - When using fertilizer, use organic or “slow-release” and use no more than recommended for proper growth.
 - Mulching retains moisture in the soil, moderates soil temperature, prevents erosion and the washing away of nutrients, and keeps weed growth under control. Mulch

- should be applied no deeper than 4” on trees, 2-3” on shrubs, and about an inch on perennials.
- Use shredded hardwood mulch rather than wood chips because of its slower decomposition rate and lower nitrogen depletion properties.
 - In turf areas and newly planted areas, water deeply, about one inch of water per week to keep plants healthy and to prevent soil erosion. Water in the early morning to prevent evaporation.
 - Consider using two types of grass within the parks, a cool season athletic mix turf grass for active play areas, such as ball fields and picnic areas, and a native cool season grass such as Canada rye in place of Kentucky bluegrass and fescue in other areas of the park.
 - Mow high (about 3” or no more than one-third of the blade of grass) in earlier morning hours, leaving grass clippings on the turf. Longer blades of grass tend to grow deeper roots helping to avoid erosion and obtaining more moisture and nutrients from the soil.
 - Turf grass on ball fields and soccer fields should be mowed 2x/week during the seasons when needed. All other turf grass areas should be mowed 1x/week as time and weather permit.
 - Incorporate natural storm water control measures within the parks such as rain gardens, grass swales and additional planting of trees around parking and other hard surface areas to reduce site run-off.
 - Reduce the use of pesticides, herbicides or other chemically treated products such as wood products, whenever possible due to their impacts on water quality and wildlife habitat. When needed, especially in the case of invasive plant species control, they should be applied only by trained personnel and care should be taken to ensure proper use and storage.

Goal 3: Community Partnership and Cooperation

Recommendations:

- Solicit periodic evaluation of parks, facilities, and trail maintenance from the public using surveys or online feedback.
- Utilize community volunteer resources to assist in park beautification and maintenance projects, e.g., rain gardens, restoration projects, invasive species control and installation of signage, new playground structures, etc. These types of activities bring community members together, especially in neighborhood park settings and can create a sense of ownership that will last. 
- Create volunteer recognition programs to acknowledge groups or community members for their service.
- Educate the public on the aesthetics and benefits of sustainable park landscapes using brochures, fact sheets, the village website, social media, and/or newsletters and signage.

Goal 4: Capital Improvements

Recommendations:

- Routine maintenance generally consists of the repair and upkeep of existing park facilities, such as painting a shelter building, replacing old or deteriorating equipment, and meeting federal and industry guidelines. Routine maintenance does not appreciably increase the



value of a park, and is traditionally funded through the Parks and Recreation Department's operations budget.

- Capital improvements, on the other hand, are the addition of labor and materials that improve the overall value and usefulness of a park. Capital improvements are often designated and funded individually through segregated municipal funds.
- Generally, capital improvements are ranked in the following manner:
 - Improvements to Existing Facilities:
 - Correct health and safety hazards
 - Upgrade deficient facilities, including accessibility-related deficiencies
 - Modernize adequate but outdated facilities
 - Development of new facilities, as deemed appropriate and necessary through public demand (public meetings, Park and Recreation Committee input, expected population growth).

Goal 5: Expansion with Village Growth

Recommendations:

- Acquire additional parklands as appropriate to meet current and future recreational needs per the recommendations of the village CORP.
- Actively generate funds for park and recreation programs and park development. Revenue generating options:
 - Impact fees
 - Dedication of parkland
 - Grants and donations

Goal 6: Landscape Maintenance

Recommendations: See Figure 7-7.



Figure 7-7: Park Landscape Maintenance Guidelines (2-page figure)

Planting Type	Annual Maintenance Schedule				Long-Term Maintenance		
	Winter	Spring	Summer	Fall	At 2 Years	At 5 Years	At 10+ Years
Trees and Shrubs							
Planting New/Replacement		X		X	Only prune lower branches that will create a hazard. Trees should not be staked unless absolutely necessary. Renewal prune woody shrubs to improve shape. DO NOT SHEAR SHRUBS. Pruning should be done only by trained personnel.	Selectively replace shrubs that have overgrown. Renewal prune woody shrubs to improve shape. DO NOT SHEAR SHRUBS. Pruning should be done only by trained personnel.	Replace shrubs that have become overgrown.
Fertilizer	Only when needed						
Mulch		X	X	X			
Pest Control (only as needed)		X	X				
Plant Repair	X	X	X	X			
Pruning	X	X	X	X			
Perennials/Ornamental Grasses						Divide existing plants to keep them healthy and maintain shape.	Divide existing plants to keep them healthy and maintain shape.
Planting New/Replacement		X	X	X	In areas where establishment is unsuccessful, amend soil and replant.	Replace dead plant material. Change plant species in cases of major die-outs.	Replace dead plant material. Change plant species in cases of major die-outs.



Planting Type	Annual Maintenance Schedule				Long Term Maintenance		
	Winter	Spring	Summer	Fall	At 2 Years	At 5 Years	At 10+ Years
Aeration				Sept.			Complete major renovation of turf areas designated for active sports such as ball fields, soccer fields, etc.
Mowing		X	X	X			
Re-sodding		X	X	X			
Re-seeding (over-seeding)				X			
Weed control (only as needed)		X		X			
Fertilization		X		X			
Naturalized Areas							
Planting		X		X	Weeding and general management is critical during the first three years of establishment. The goal is to have minimal contact in subsequent years to reduce impact to wildlife habitat.	Plant species selection should be modified based on success rates.	Long-term management should consider wildlife habitat quality. Plant species selection should be modified based on success rates and aesthetic quality. Replace plants or re-seed as needed.



7.2.4 Proposed Park Types

Map 7-1: Potential Park Acquisition, presented earlier in this chapter, identifies a few general areas to consider for acquiring and developing future Neighborhood Parks and a Community Park.

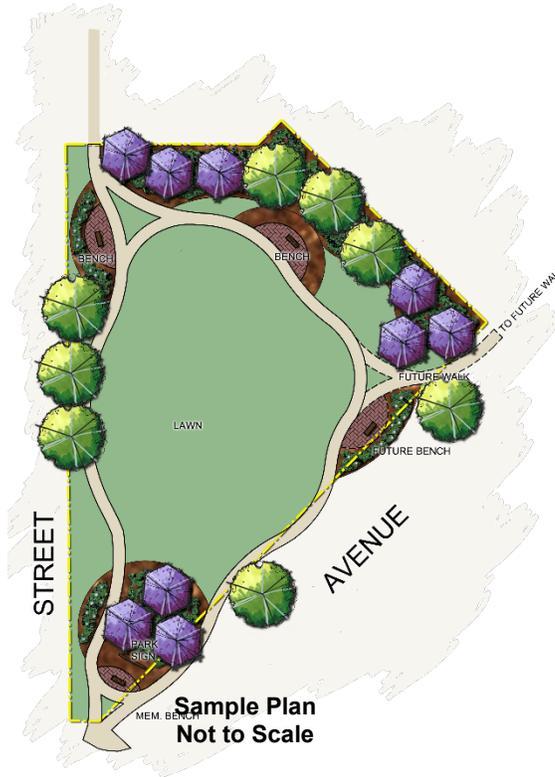
The exact size and location of undetermined proposed facilities should be decided on a specific case by case basis. However, as lands become available and residential growth continues to move into underserved and/or undeveloped areas, the village should investigate securing park and open space in these areas.

Careful upfront planning will help to minimize acquisition and development costs and better meet community needs. The planning process should include a comprehensive review of the existing conditions, advantages, and challenges for each potential park site as well as an evaluation which includes the identification of proposed needs, the collection of community input, the preparation of concept plans, and detailed cost estimates. It is recommended that the village seek the assistance of a licensed landscape architect for park master planning.

The following figures provide general examples of parks by NRPA classification types. Site specific design and site plans will be required for each park project.

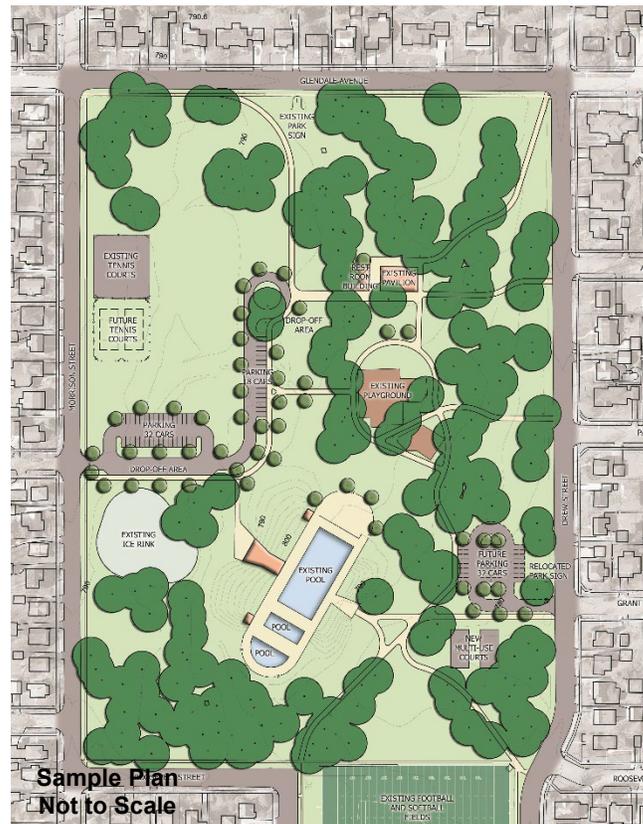


Figure 7-8: Mini Park Design and Improvements Example



Classification	General Description	Location	Preferred Size	Service Area
Mini Park	<ul style="list-style-type: none"> ▪ The smallest park classification. ▪ Used to address limited, isolated, or unique recreational needs. ▪ Often contain landscaping, seating areas, and central focus feature such as a gazebo, fountain, play area, or historical marker or art project. ▪ Often created on a single urban lot or remnant parcel. 	<p>Generally located in a residential setting.</p> <p>Accessibility is by way of trails, sidewalks, or low volume residential streets.</p>	1 acre or less.	1/4-mile radius

Figure 7-9: Neighborhood Park Design and Improvements Example



Classification	General Description	Location	Preferred Size	Service Area
Neighborhood Park	<ul style="list-style-type: none"> ▪ Basic unit of the park system. ▪ Recreational and social focus of the neighborhood. ▪ Informal active and passive recreation. ▪ Typical amenities include: shelters, picnic areas (with tables and grills), drinking fountains, and pathways. 	Generally located in a residential setting. Accessibility is by way of trails, sidewalks, or low volume residential streets. Access should not be interrupted by non-residential roads and other physical barriers.	5-15 acres preferred.	1/4 to 1/2-mile radius

Figure 7-10: Community Park Design and Improvements Example



**Sample Plan
Not to Scale**

Classification	General Description	Location	Preferred Size	Service Area
Community Park	<ul style="list-style-type: none"> Focus is on meeting community-based recreation needs and/or preserving unique landscapes and open spaces. Provides a combination of intensive and non-intensive development. In addition to the facilities provided at neighborhood parks, community parks may provide natural features, trails, swimming pools, picnic areas, elaborate playfields, game courts, ice skating, shelters, or sanitary facilities and ample off-street parking. 	Usually serves two or more neighborhoods.	As needed to accommodate desired uses. Usually 10-50+ acres.	1 to 2-mile radius

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
Prioritize Improvements via a Capital Improvement Program	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
Maintain a Clean and Plentiful Water Supply	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
Implement Master Plans for Municipal Facility Sites	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

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 to 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.

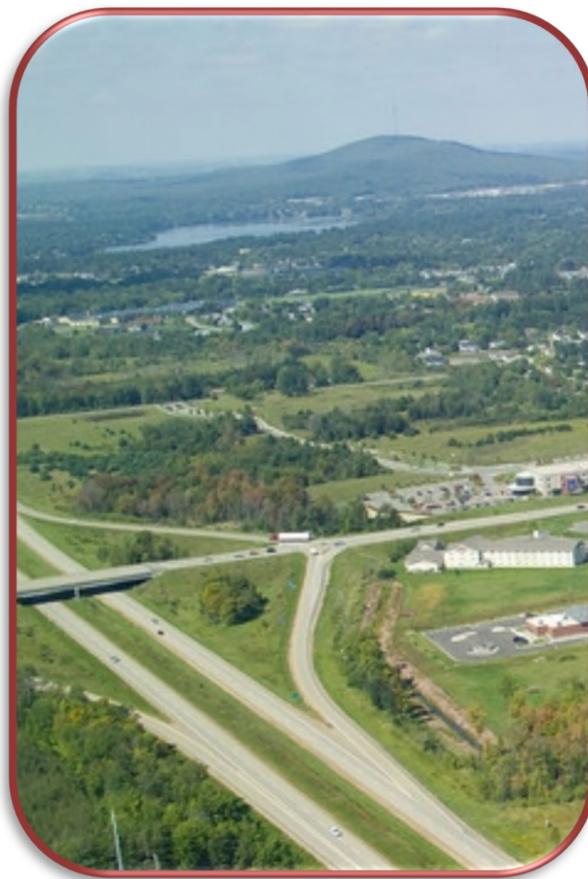
8.5.6. Adopt a Dig Once and Joint Trench Use Policy

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.

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.

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.

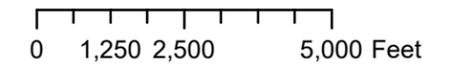


Village of Weston Comprehensive Plan 9-1

Future Transportation (Official Map)

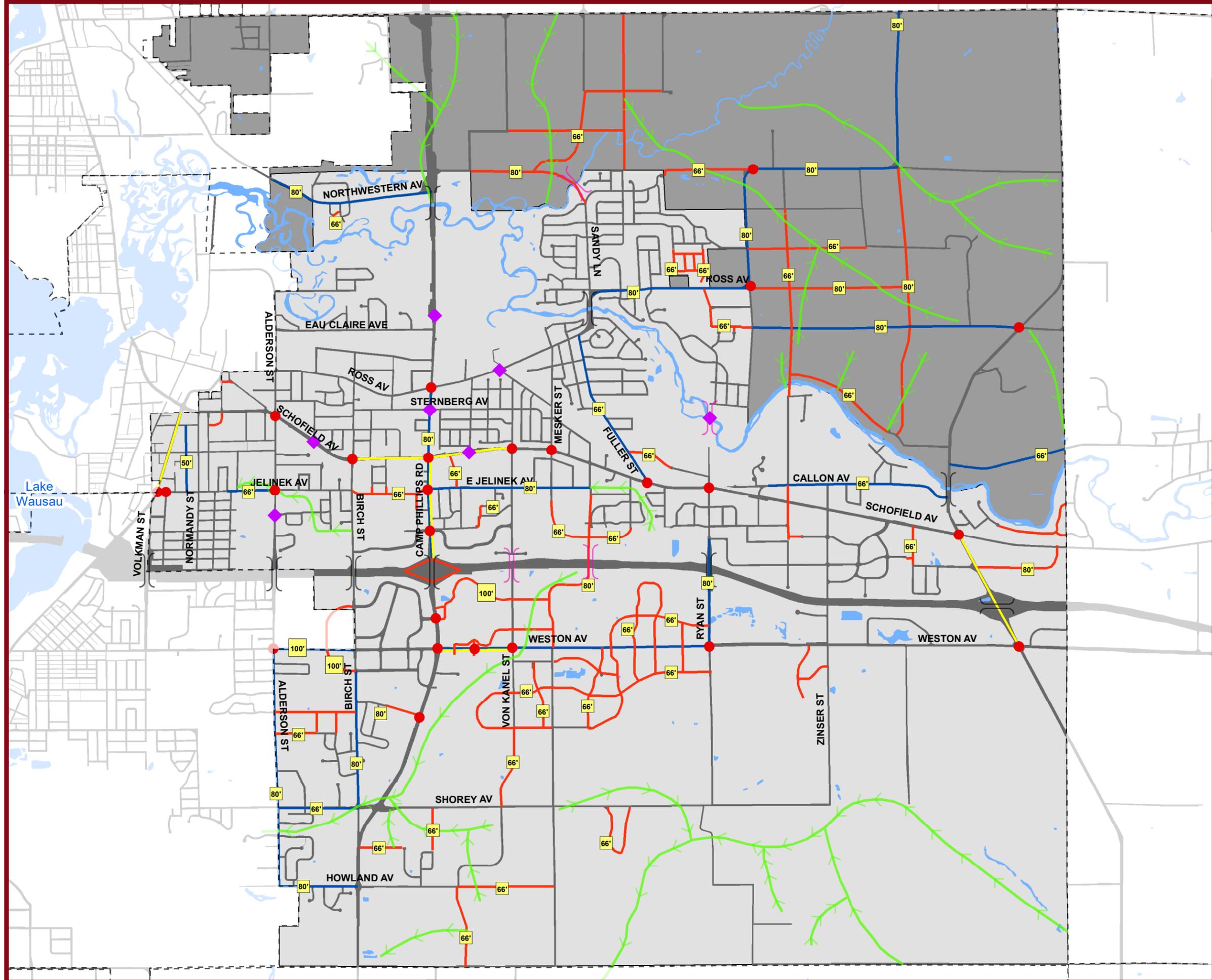


Date: October 17, 2024
Created by the Village of Weston
Tech. Services Department



Legend

- Existing Overpass
- Future Overpass
- Future Intersection Improvement
- Future Pedestrian Crossing Enhancement
- Drainage Corridor
- Future Major Road (with right-of-way width)
- Planned Road Construction (with right-of-way width)
- Planned Streetscaping
- Surface Water
- Existing Roads
- Village of Weston (2024)
- Town of Weston (2024)
- Other Municipal Boundaries



The following are the most significant future projects suggested on Map 9-1, in addition to a Weston Avenue reconstruction that was underway at time of amendment of this Plan. 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.
- **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 needs 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.

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 Metropolitan Planning Organization’ (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	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
8	Construct road network within southeast quadrant of Highway 29 and Camp Phillips Road for retail development	TIP
9	Reconstruct Weston Avenue from Camp Phillips Road to Von Kanel Street, including streetscaping	TIP
10	Reconstruct Ryan Street from Weston Avenue to Commerce Drive	TIP
11	Reconstruct Weston Avenue from Birch Street to Alderson Street	Rothschild, TIP
12	Reconstruct Birch Street from Weston Avenue to Shorey Avenue	TIP
13	Reconstruct Jelinek Avenue from Alderson Street to Coronado Drive	TIP
14	Reconstruct Fuller Street from Ross Avenue to Schofield Avenue	TIP
15	Reconstruct Weston Avenue from Von Kanel to Ryan Streets, including streetscaping where appropriate	TIP
16	Reconstruct Weston Avenue from Ryan Street to County Road J, including modest streetscaping where appropriate	TIP
17	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

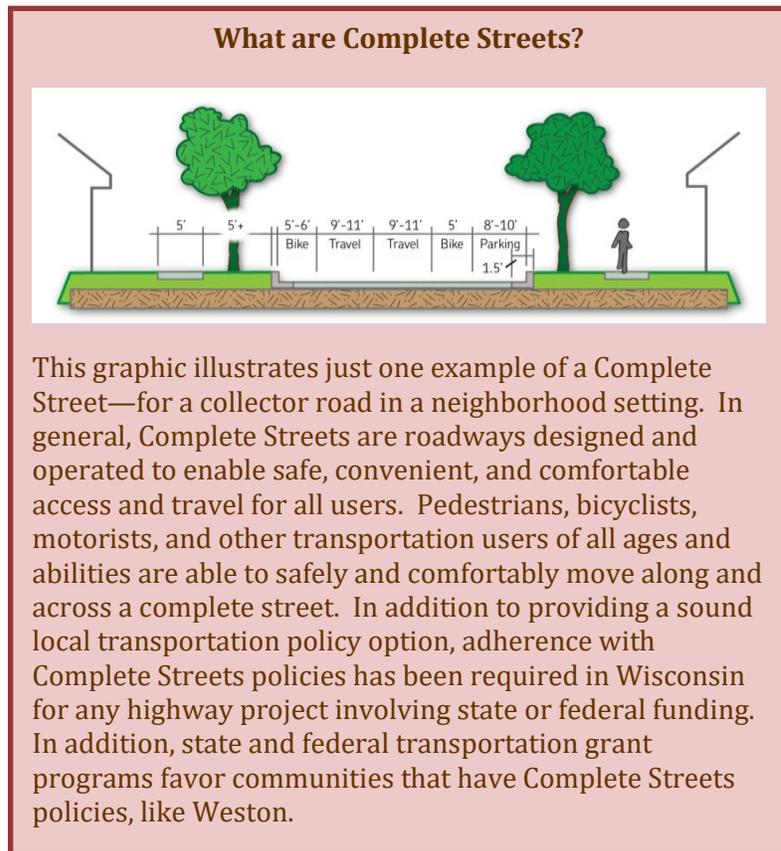
Linked, multi-purpose streets create tangible and money-saving benefits for the public and municipal government. Efficient routes for snow plowing, garbage collection, bussing, and other public services mean fewer costs in fuel and time, reduce redundancy when driving prescribed routes, and create more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

- 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 discussed further in Chapter 7: Parks and Recreation and in a pending Bike and Pedestrian Facilities Master Plan. 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 (WDNR), 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

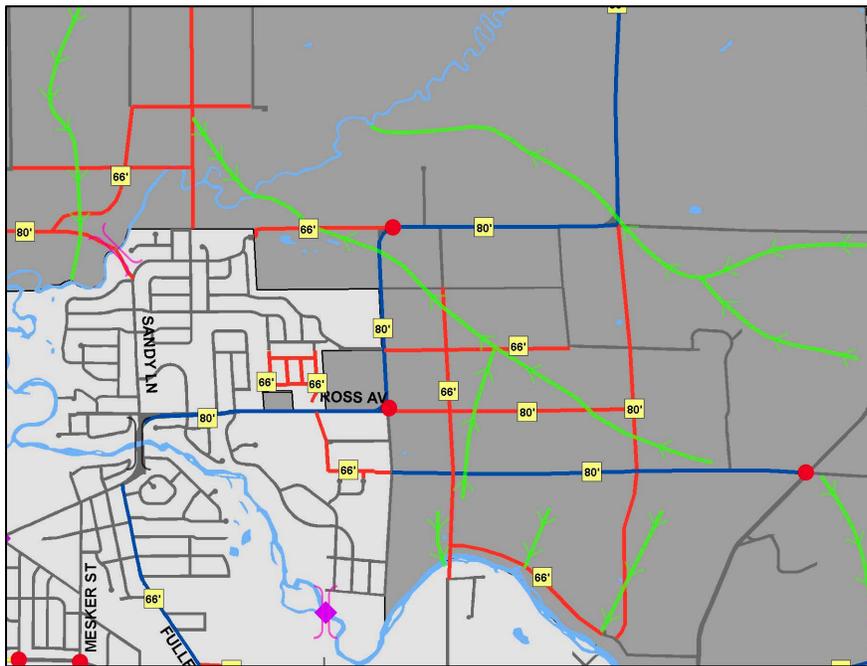
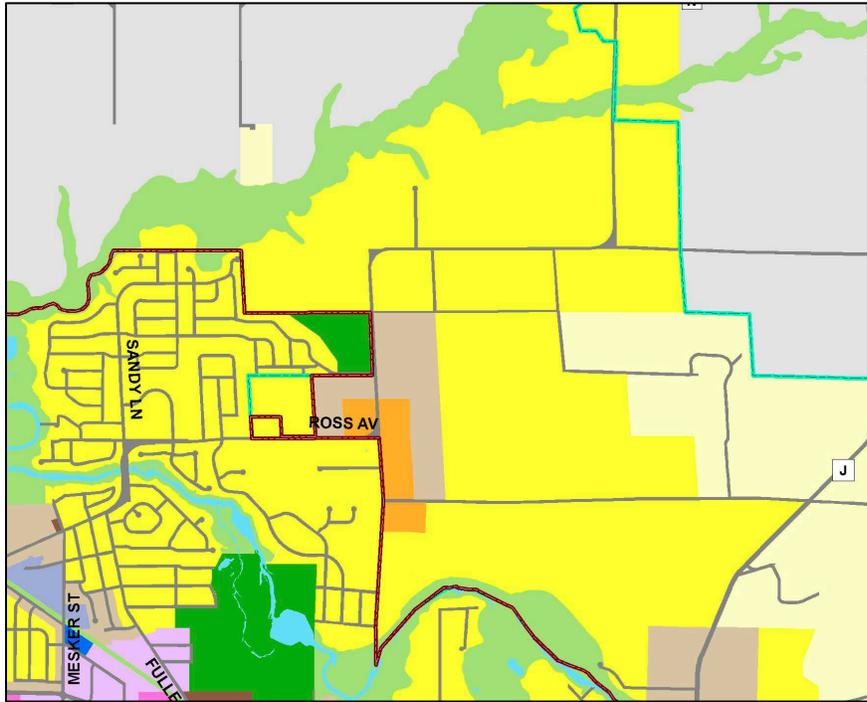
The village values its relationship with the Town of Weston, and desires to manage and expand this relationship as practical. Opportunities and avenues for collaboration and integration between the village and town include the following:

- **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. 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 mainly bright yellow-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 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 7-1 in the Parks and Recreation chapter also show a parks 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)

<u>Implementation Effort</u>	<u>Description</u>	<u>Responsibility</u>
<u>Sharing and Institutionalizing the Village’s Plan</u>	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
<u>Implementing Priority Plan Initiatives</u>	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
<u>Evaluating Consistency Between the Plan and Decision Making</u>	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
<u>Measuring Success in Achieving the Vision and Goals</u>	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 to Guide Growth and Development</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>Position Weston as a Place to Build and Buy New Homes</u>	Chapter 5: Housing and Neighborhoods	High
<u>Support More Housing for Weston’s Workforce</u>	Chapter 5: Housing and Neighborhoods	High
<u>Promote Thoughtful Siting and Design of Higher Density Housing</u>	Chapter 5: Housing and Neighborhoods	Moderate
<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 River Access at Yellowbanks Park</u>	Chapter 7: Parks and Recreation	High
<u>Further Develop Kennedy Park as a Recreational Center</u>	Chapter 7: Parks and Recreation	High
<u>Develop Prohaska Family Memorial Park</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)
<p>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.</p>	<p>A. Increasing property values B. At least one new local retail, commercial service, or restaurant use</p>	
<p>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.</p>	<p>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</p>	
<p>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.</p>	<p>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</p>	
<p>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.</p>	<p>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</p>	
<p>Parks and Recreation: Weston will provide, maintain, and collaborate on trails, parks, playgrounds, and open spaces that encourage an active, engaged, and healthy community.</p>	<p>N. Increasing trail mileage O. At least one existing village park upgraded P. Collaboration on at least one new recreational project</p>	
<p>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.</p>	<p>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</p>	
<p>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.</p>	<p>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</p>	
<p>Intergovernmental Cooperation: Weston will collaborate with neighboring and overlapping governments to achieve common goals, deliver efficient services, share resources, educate residents, and avoid conflicts.</p>	<p>W. Pursue at least one new or updated project to increase intergovernmental cooperation X. Participate in intergovernmental committees</p>	



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).

